

**1971**

**Fourteenth  
Edition**

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

*Who, What, Where in . . .*

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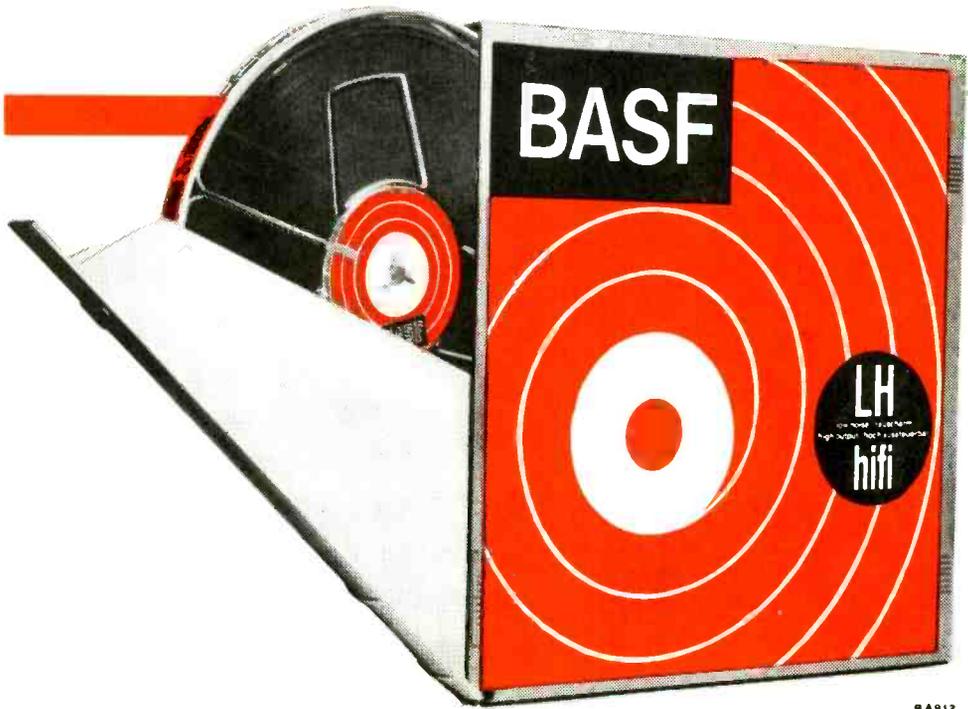
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**1971**  
(Fourteenth Edition)

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

**T**HE Broadcasting and Television Year Book is produced by the company and personnel responsible for the appearance of B&T Advertising, Marketing & Media Weekly, now in its 21st year and which has become an institution in the spheres it serves: Australian media, advertising, production and associated services and among the country's leading advertisers and businessmen. This Year Book, containing a mass of information, all of which has been gathered, compiled and checked as carefully as humanly possible, condenses into handbook form all the most-needed information concerning the spectacularly-developing commercial and national air media and the industries serving them.

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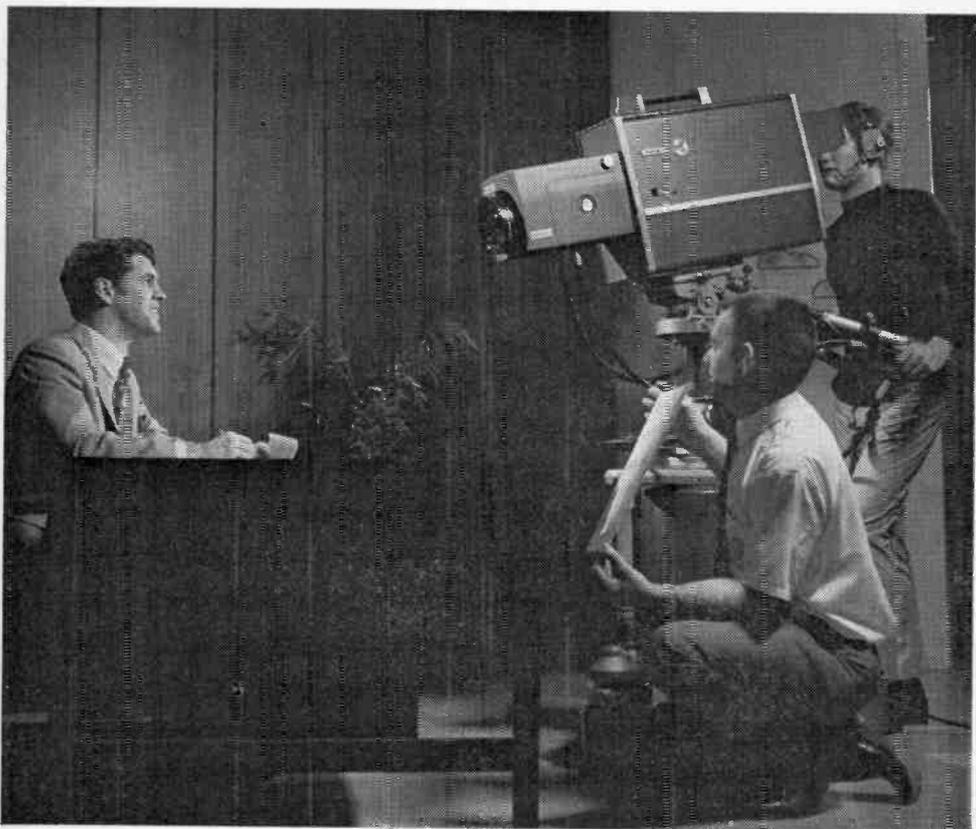
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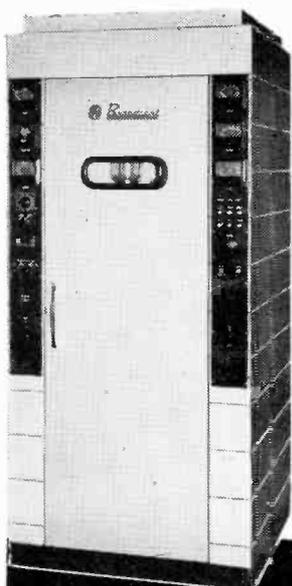
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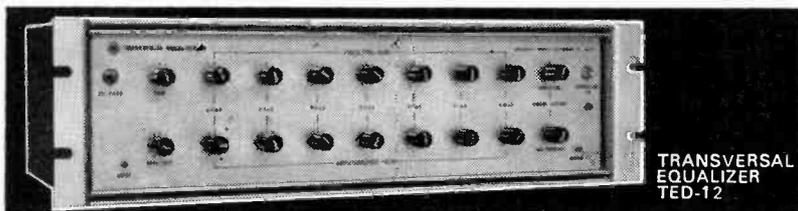
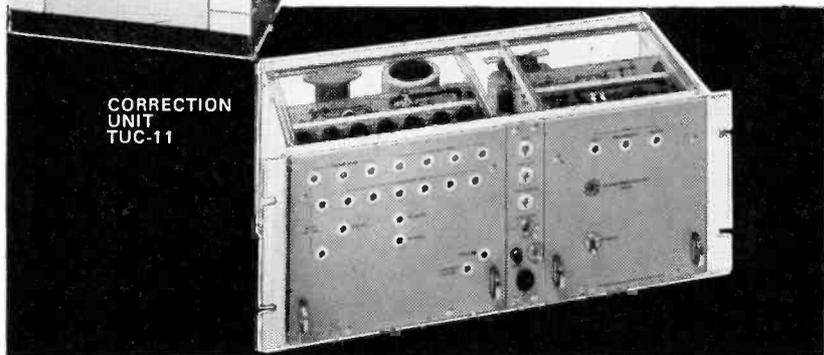
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POSTMASTER GENERAL.

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

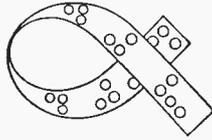
I studied the previous issue with great interest and was impressed by the comprehensive information it contained on broadcasting and television services in this country.

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

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

A handwritten signature in cursive script, reading 'Alan Hulme'.

(Alan S. Hulme)  
Postmaster-General



# In the last 12 months 5 sophisticated marketing companies have asked ASRB these vital questions:

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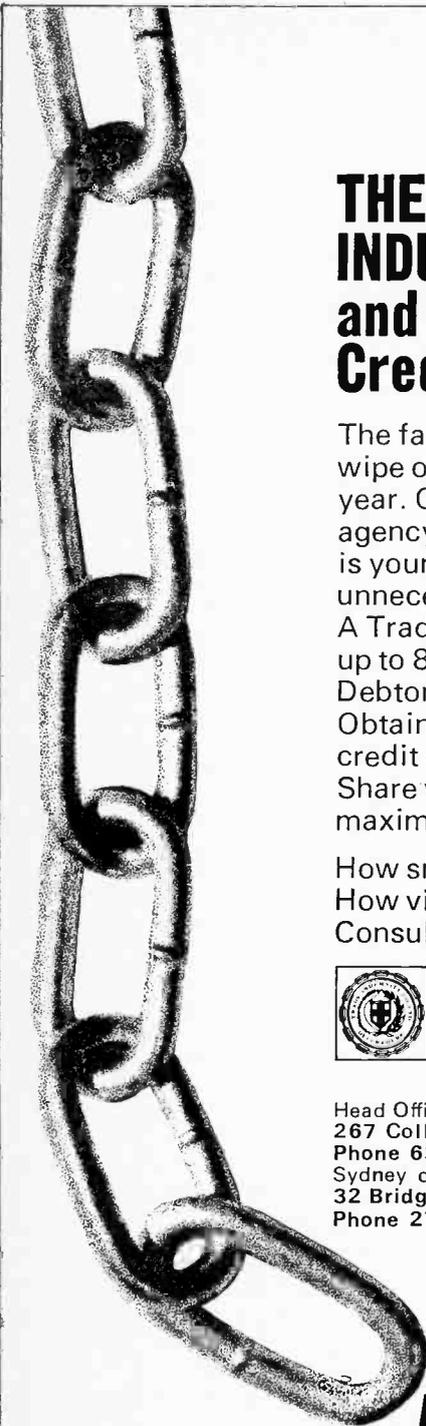
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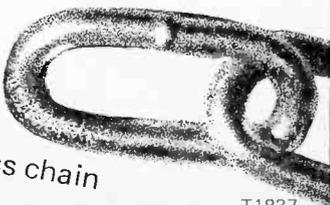
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**Big spenders,  
the young adults,  
listen to . . .**

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# **RADIO AND TV STATION LOCATION MAPS AND ESSENTIAL MARKET FACTS**

(TAB HERE)

Showing geographical positions of all Australian broadcasting and television stations (commercial and national). Note: For complete details of radio and television stations, refer to individual station entries in this Year Book. Radio stations, pages 67-126, television stations, pages 159-195.

Estimated total population for all Australian States and Northern Territory to June 30, 1970: 12,607,000.

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

## NEW SOUTH WALES MARKET STATISTICS

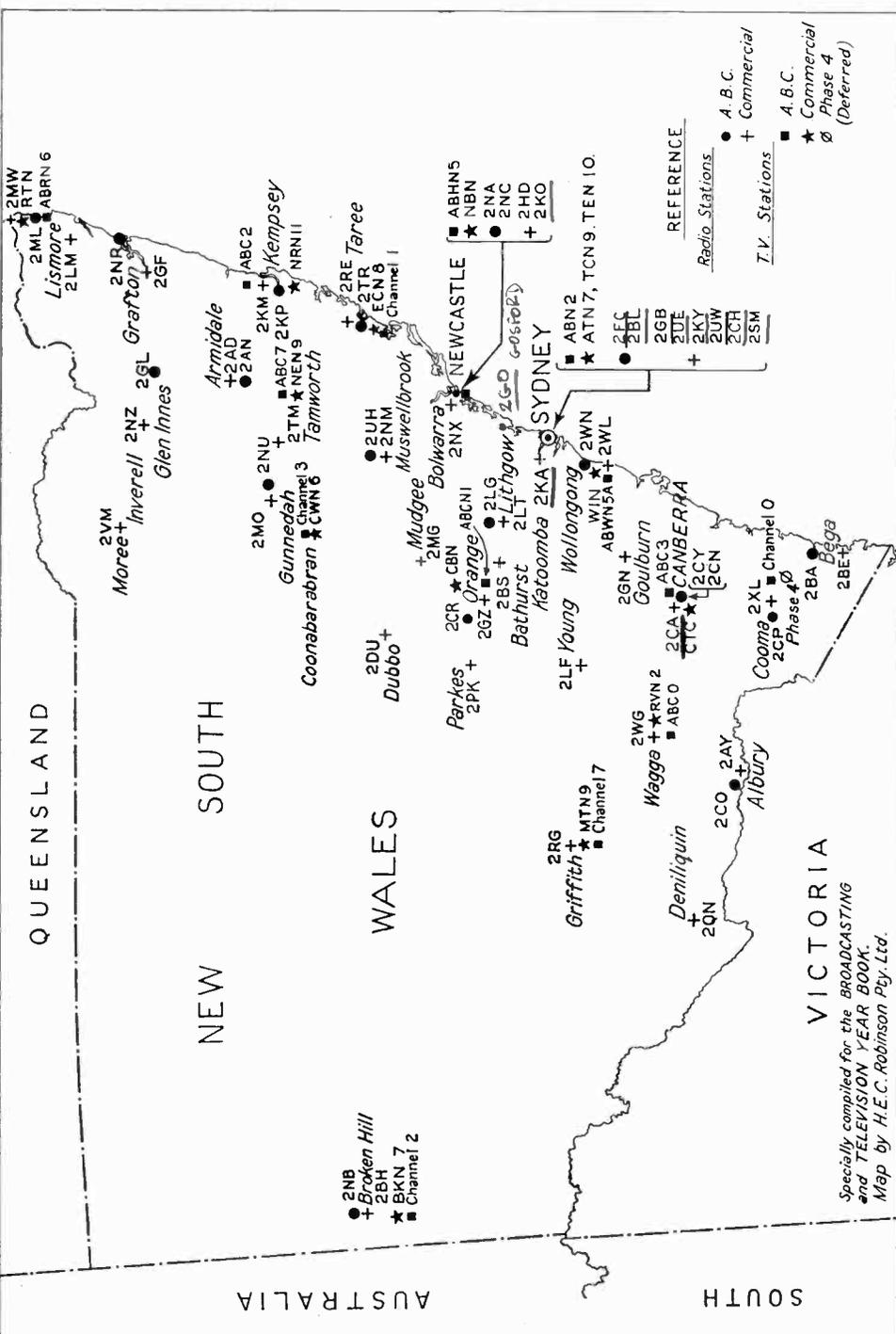
Value of total new buildings approved, year ended June, 1970	\$mill. 975.1
Number of new houses completed, year ended June, 1970	29,679
Number of new flats completed, year ended June, 1970	18,774
Registration of new motor cars, year ended June, 1970	135,667
Registration of new motor vehicles, year ended June, 1970	186,911
Total value of retail sales, year ended June, 1970	\$mill. 3,233.0
Occupied private dwellings, year ended December, 1970	1,370,000
Savings Bank deposits, year ended June, 1970	\$mill. 2,400.8
Number of factories, year ended June, 1968	24,884
Value of factory production, year ended 1968	\$mill. 3,131.0
Value of factory output, year ended 1968	\$mill. 7,096.5
Wage and salary earners in civilian employment, June, 1970	1,633,300

## POPULATION — NSW, ACT

<p>Estimated populations at December 31, 1970, of main cities and towns (15,000 persons or more):</p> <p>New South Wales 4,610,000</p> <p>Australian Capital Territory 139,000</p> <p>Sydney statistical division 2,773,000</p>	<p>Canberra statistical division 135,000</p> <p>Newcastle statistical district 353,000, Wollongong Greater 169,000, Shellharbour 33,000, Broken Hill 31,000, Wagga Wagga 28,000, Albury 27,000, Tamworth 24,000, Orange 23,000, Goulburn 22,000, Lismore 22,000, Woy Woy/Umina 22,000, Bathurst 18,000, Dubbo 17,000, Armidale 17,000, Grafton 16,000.</p>
---	--

## AUSTRALIAN CAPITAL TERRITORY MARKET STATISTICS

Value of total new buildings approved, year ended June, 1970	\$mill. 103.4
Number of new houses completed, year ended June, 1970	3,192
Number of new flats completed, year ended June, 1970	259
Registration of new motor cars, year ended June, 1970	5,068
Registration of new motor vehicles, year ended June, 1970	6,868
Total value of retail sales, year ended June, 1970	—
Occupied private dwellings, year ended December, 1970	36,000
Savings Bank deposits, year ended June, 1970	\$mill. 55.4
Number of factories, year ended June, 1968	241
Value of factory production, year ended 1968	\$mill. 19.3
Value of factory output, year ended 1968	\$mill. 36.2
Wage and salary earners in civilian employment, June, 1970	55,900



**NOTE:** Radio station 2GO Gosford, expected on air late 1971 (situated midway between Sydney and Newcastle).

**NOTE:** Translator stations (on permanent relay), locations and parent stations are: CWN-6 Dubbo, Ch. 6 Lithgow, Ch. 10 Kandos, Ch. 10 Cobar, Ch. 9 Mudgee (all CBN); Ch. 10 Khancoban (AMV), Ch. 1 Armidale, Ch. 3 Glen Innes, Ch. 1 Walcha and Ch. 10 Inverell (all NEN), Ch. 5 Bonalbo, Ch. 5 Kyogle and Ch. 5 Murwillumbah (all RTN), Ch. 10 Cooma, Ch. 10 Goulburn (CTC), Ch. 11 NSW south coast (WIN). For additional Phase 4 ABC TV stations and translators see ABC section, pages 133-137.

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

## VICTORIAN MARKET STATISTICS

Value of total new buildings approved, year ended June, 1970	\$mill. 685.2
Number of new houses completed, year ended June, 1970	24,702
Number of new flats completed, year ended June, 1970	13,992
Registration of new motor cars, year ended June, 1970	95,818
Registration of new motor vehicles, year ended June, 1970	130,855
Total value of retail sales, year ended June, 1970	\$mill. 2,441.4
Occupied private dwellings, year ended December, 1970	1,037,000
Savings Bank deposits, year ended June, 1970	\$mill. 2,386.8
Number of factories, year ended June, 1968	18,030
Value of factory production, year ended 1968	\$mill. 2,394.8
Value of factory output, year ended 1968	\$mill. 5,351.3
Wage and salary earners in civilian employment, June, 1970	1,227,900

## POPULATION

<p>Estimated populations at December 31, 1970, of main cities and towns (15,000 persons or more):</p> <p>Victoria <span style="float: right;">3,480,000</span></p>	<p>Melbourne statistical division <span style="float: right;">3,572,000</span>          Geelong urban area 113,000, Ballarat 57,000,          Bendigo 44,000, Shepparton 19,000, Warrnam-          bool 19,000, Morwell 18,000, Moe 18,000,          Wangaratta 16,000, Traralgon 15,000,</p>
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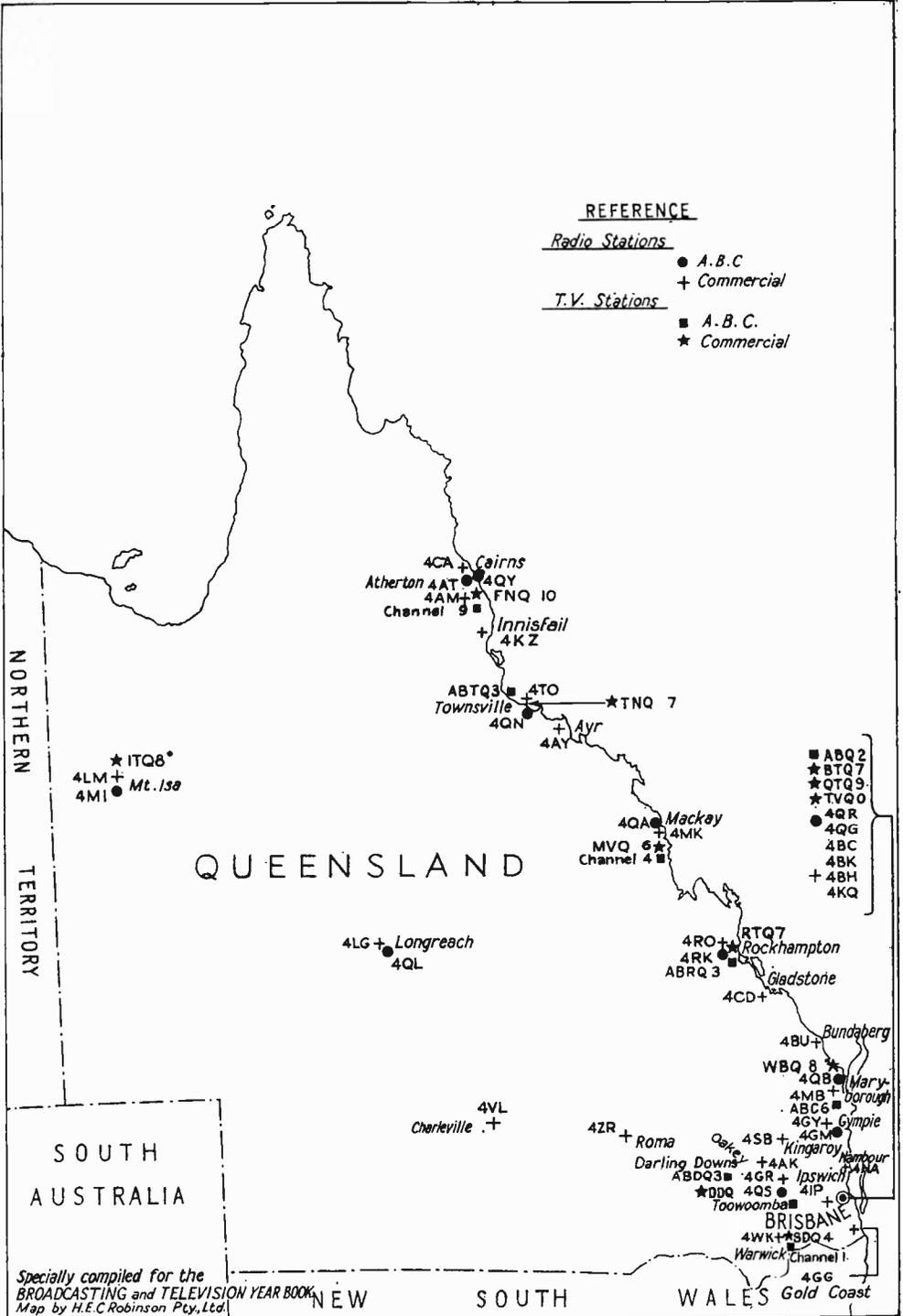


## QUEENSLAND MARKET STATISTICS

Value of total new buildings approved, year ended June, 1970	\$mill. 306.0
Number of new houses completed, year ended June, 1970	14,699
Number of new flats completed, year ended June, 1970	2,436
Registration of new motor cars, year ended June, 1970	39,788
Registration of new motor vehicles, year ended June, 1970	62,290
Total value of retail sales, year ended June, 1970	\$mill. 1,128.3
Occupied private dwellings, year ended December, 1970	515,000
Savings Bank deposits, year ended June, 1970	\$mill. 875.6
Number of factories, year ended June, 1968	6,154
Value of factory production, year ended 1968	\$mill. 657.9
Value of factory output, year ended 1968	\$mill. 1,782.3
Wage and salary earners in civilian employment, June, 1970	549,300

## POPULATION

<p>Estimated populations at December 31, 1970, of main cities and towns (15,000 persons or more):</p> <p>Queensland 1,816,000</p>	<p>Brisbane statistical division 859,000          Townsville 71,000, Gold Coast 66,000, Toowoomba 61,000, Rockhampton 49,000, Cairns 29,000, Bundaberg 29,000, Maryborough 20,000, Mt Isa 20,000, Mackay 15,000.</p>
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Specially compiled for the BROADCASTING and TELEVISION YEAR BOOK, Map by H.E.C. Robinson Pty., Ltd.

**NOTE:** Commercial translator stations (on permanent relay), locations and parent stations are: Ch. 5 Toowoomba (DDQ); Ch. 10 Blackwater, Ch. 5 Cracow (both RTQ); Ch. 1 Gympie (WBQ); Ch. 9 Townsville (TNQ); New commercial television area, Mount Isa (ITQ8) expected commencement date April to May 1971.

## SOUTH AUSTRALIAN MARKET STATISTICS

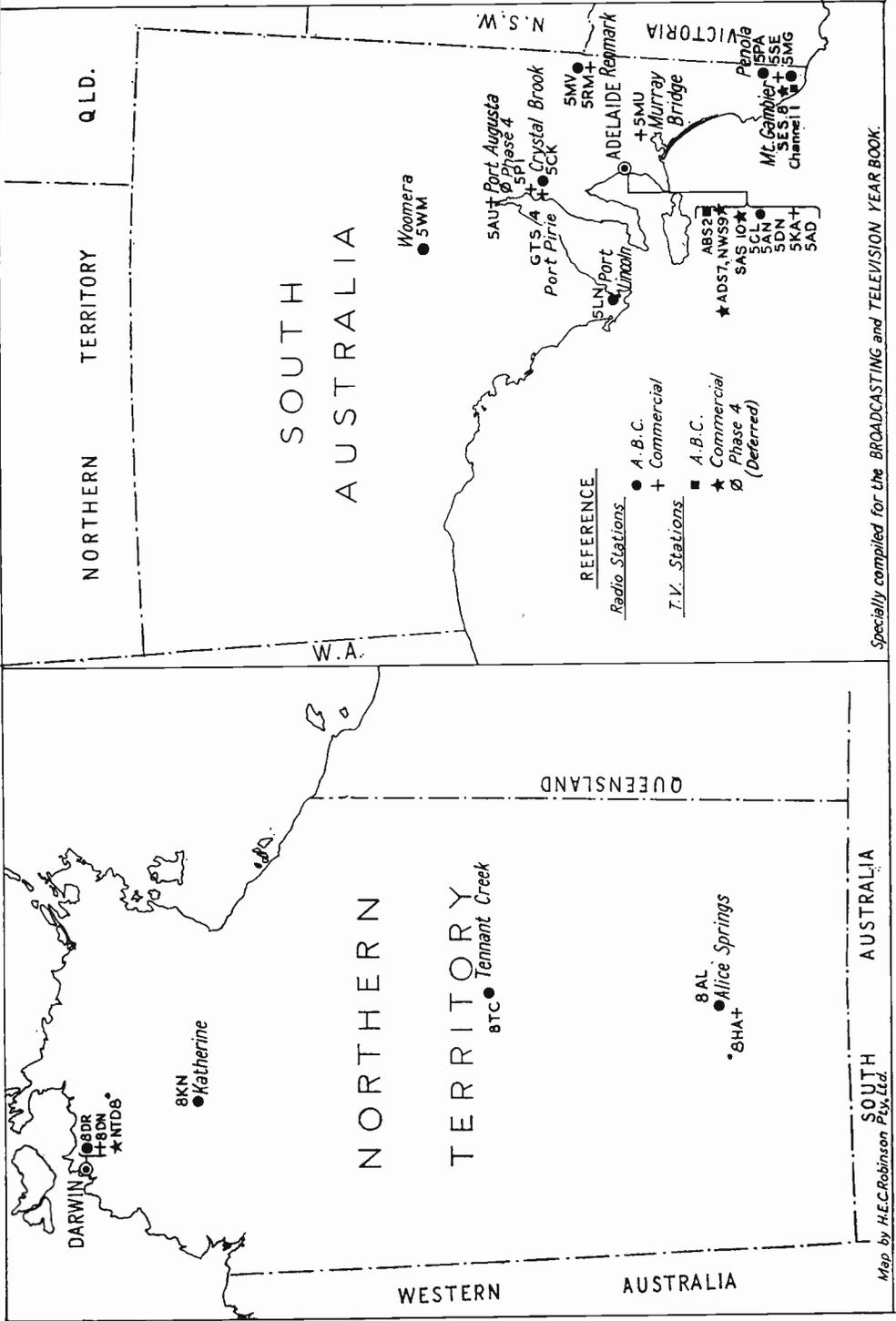
Value of total new buildings approved, year ended June, 1970	\$mill. 189.1
Number of new houses completed, year ended June, 1970	7,504
Number of new flats completed, year ended June, 1970	2,657
Registration of new motor cars, year ended June, 1970	34,119
Registration of new motor vehicles, year ended June, 1970	45,956
Total value of retail sales, year ended June, 1970	\$mill. 755.9
Occupied private dwellings, year ended December, 1970	338,000
Savings Bank deposits, year ended June, 1970	\$mill. 737.4
Number of factories, year ended June, 1968	6,255
Value of factory production, year ended 1968	\$mill. 631.9
Value of factory output, year ended 1968	\$mill. 1,476.1
Wage and salary earners in civilian employment, June 1970	396,500

## POPULATION — SA, NT

Estimated populations at December 31, 1970,		
of main cities and towns (15,000 persons or more):	Northern Territory	73,000
South Australia	Adelaide statistical division	810,000
	Whyalla 30,000, Mount Gambier 21,000, Darwin 34,000.	
	1,176,000	

## NORTHERN TERRITORY MARKET STATISTICS

Value of total new buildings approved, year ended June, 1970	\$mill. 68.4
Number of new houses completed, year ended June, 1970	954
Number of new flats completed, year ended June, 1970	471
Registration of new motor cars, year ended June, 1970	1,287
Registration of new motor vehicles, year ended June, 1970	3,363
Total value of retail sales, year ended June, 1970	—
Occupied private dwellings, year ended December, 1970	16,000
Savings Bank deposits, year ended June, 1970	\$mill. 21.3
Number of factories, year ended June, 1968	188
Value of factory production, year ended 1968	\$mill. 9.7
Value of factory output, year ended 1968	\$mill. 18.8
Wage and salary earners in civilian employment, June 1970	27,400



Specially compiled for the BROADCASTING and TELEVISION YEAR BOOK.

NOTE: Commercial translator stations (on permanent relay), locations and parent stations are: Ch. 8 Cowell and Ch. 5 Port Lincoln (GTS). New commercial television area, Darwin (NTD8) expected commencement date May to July 1971.

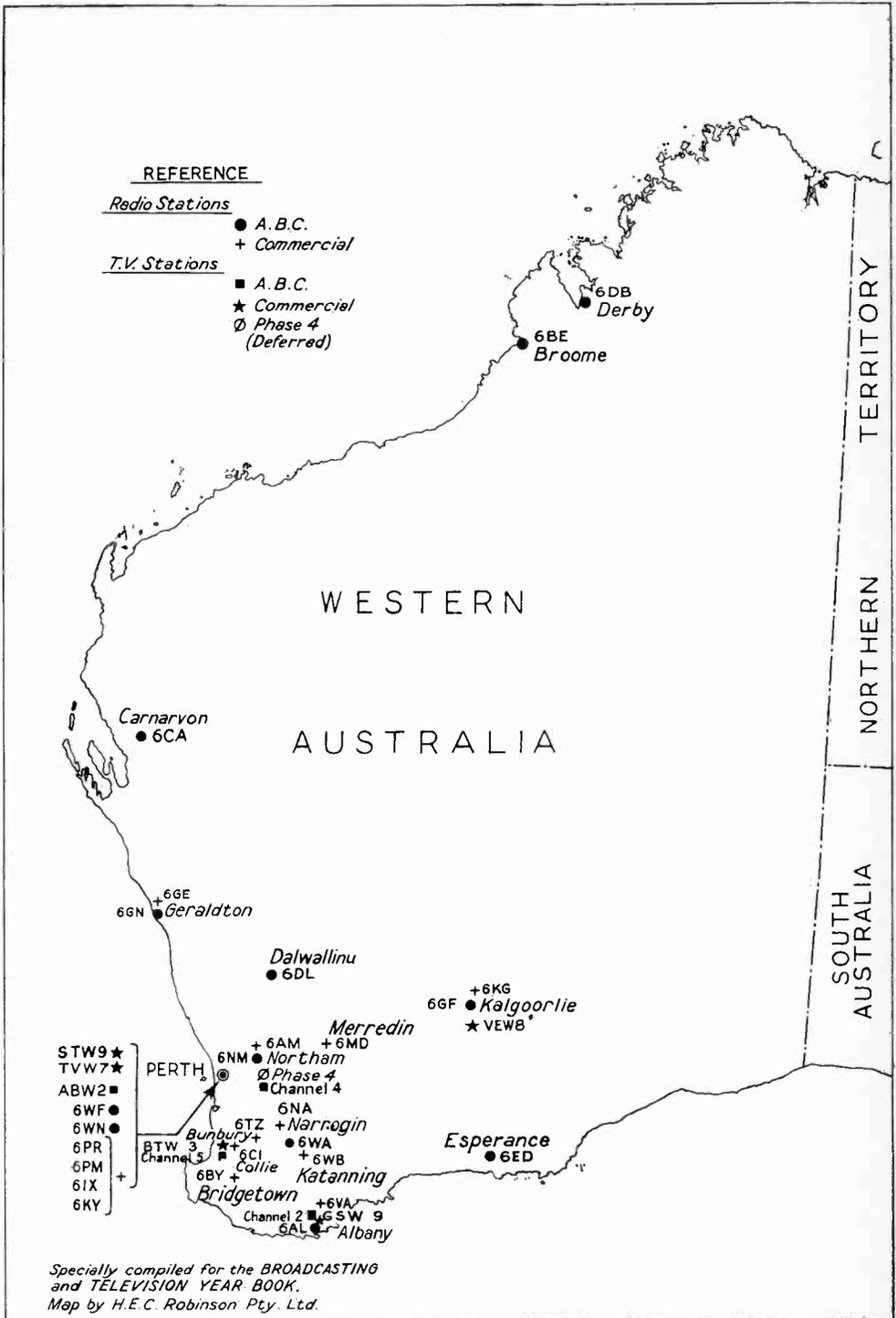
Map by H.E.C. Robinson Pty. Ltd.

## WESTERN AUSTRALIAN MARKET STATISTICS

Value of total new buildings approved, year ended June, 1970	\$mill. 380.7
Number of new houses completed, year ended June, 1970	13,933
Number of new flats completed, year ended June, 1970	5,596
Registration of new motor cars, year ended June, 1970	31,591
Registration of new motor vehicles, year ended June, 1970	48,902
Total value of retail sales, year ended June, 1970	\$mill. 706.0
Occupied private dwellings, year ended December, 1970	285,000
Savings Bank deposits, year ended June, 1970	\$mill. 427.5
Number of factories, year ended June, 1968	5,404
Value of factory production, year ended 1968	\$mill. 388.3
Value of factory output, year ended 1968	\$mill. 887.4
Wage and salary earners in civilian employment, June 1970	323,700

## POPULATION

Estimated populations at December 31, 1970, of main cities and towns (15,000 persons or more):	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">Perth statistical division</td> <td style="text-align: right;">660,000</td> </tr> <tr> <td>Kalgoorlie-Boulder</td> <td style="text-align: right;">24,000,</td> </tr> <tr> <td>Bunbury</td> <td style="text-align: right;">18,000,</td> </tr> <tr> <td>Geraldton</td> <td style="text-align: right;">15,000.</td> </tr> </table>	Perth statistical division	660,000	Kalgoorlie-Boulder	24,000,	Bunbury	18,000,	Geraldton	15,000.
Perth statistical division	660,000								
Kalgoorlie-Boulder	24,000,								
Bunbury	18,000,								
Geraldton	15,000.								
Western Australia	991,000								



**NOTE:** New commercial television area, Kalgoorlie (VEW8) expected commencement date March to May 1971.

## TASMANIAN MARKET STATISTICS

Value of total new buildings approved, year ended June, 1970	\$mill. 59.9
Number of new houses completed, year ended June, 1970	2,861
Number of new flats completed, year ended June, 1970	502
Registration of new motor cars, year ended June, 1970	10,149
Registration of new motor vehicles, year ended June, 1970	13,855
Total value of retail sales, year ended June, 1970	\$mill. 252.3
Occupied private dwellings, year ended December, 1970	111,000
Savings Bank deposits, year ended June, 1970	\$mill. 199.8
Number of factories, year ended June, 1968	1,797
Value of factory production, year ended 1968	\$mill. 198.0
Value of factory output, year ended 1968	\$mill. 445.1
Wage and salary earners in civilian employment, June 1970	127,800

## POPULATION

Estimated populations at December 31, 1970, of main cities and towns (15,000 persons or more):	Hobart statistical division	149,000
Tasmania	Launceston 63,000, Burnie-Somerset	21,000
	Devonport 18,000.	
		395,000

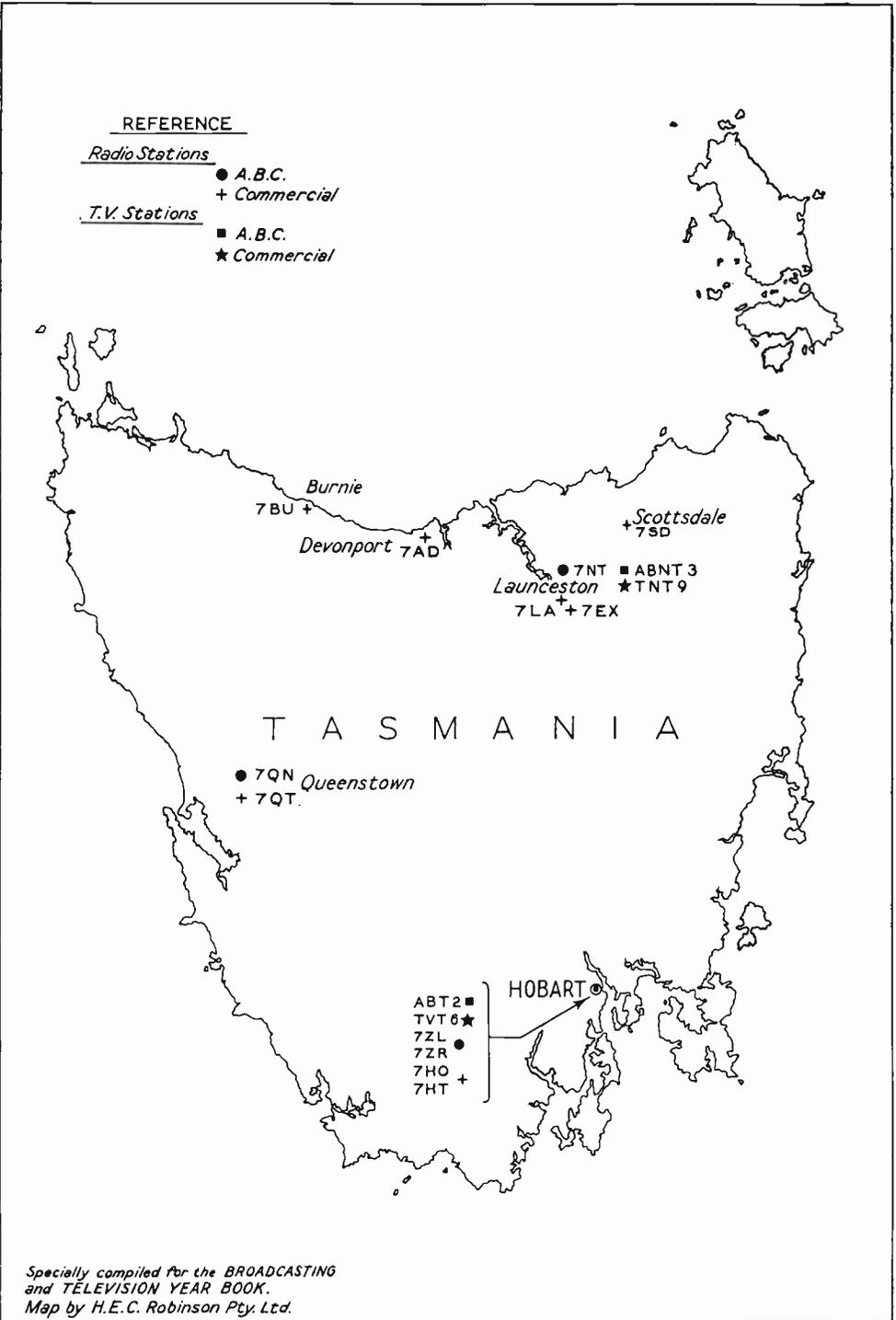
REFERENCE

Radio Stations

- A.B.C.
- + Commercial

T.V. Stations

- A.B.C.
- ★ Commercial



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

**NOTE:** Commercial translator stations (on permanent relay), locations and parent stations are:  
Ch. 1 Gowrie Park, Ch. 7 Savage River—Luina, Ch. 11 South Launceston, Ch. 11 St Marys—  
Fingal Valley, Ch. 6 Stanley, Ch. 10 Waratah (all TNT); Ch. 8 Maydena, Ch. 8 Queenstown  
—Zeehan, Ch. 10 Rosebery—Renison Bell, Ch. 8 Strathgordon, Ch. 8 Swansea—Bicheno, Ch. 8  
Taroona (all TVT).

gp

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RHETT WALKER, PROGRAMME MANAGER, 3DB.""THE MOST PROFESSIONAL PRODUCTION ACHIEVED ON OUR BEHALF TO DATE  
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THOSE WHO HAVE USED THE SERVICES OF**group productions**deccas place,  
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north adelaide,  
south australia, 5006telephone  
**67 1828**

# Statistics

- *Advertising and market facts (pages 44-49)*
- *Radio facts (pages 50-55)*
- *Television facts (pages 57-62)*
- *World radio-TV receiver licences (pages 63-64)*
- *Broadcasting Control Board (page 65)*

# National ad expenditure in main media — 1969

For the purpose of this survey, National Advertising covers all advertising other than Retail, Classified, Amusement, Semi-Display or House

Product Groups	Press	Metrop.	Country	TV	Metrop.	Grand
	Totals	TV	TV	Totals	Radio	
	\$	\$	\$	\$	\$	\$
Draper's Supply & Manufacturers	3,907,953	1,604,264	289,771	1,894,035	580,872	6,382,860
Men's Wear & Accessories	2,128,963	1,917,773	438,142	2,355,915	753,066	5,237,944
Women's Toiletries	2,769,074	3,049,016	376,378	3,425,394	408,569	6,603,037
Toilet Soaps	120,827	1,167,706	252,406	1,420,112	29,836	1,570,775
Dental	94,810	965,512	200,831	1,166,343	27,115	1,288,268
Household Cleaners	486,585	5,274,912	1,498,852	6,773,764	242,467	7,502,816
Household Equipment, Furnishings & Appliances						
Household Equipment & Furnishings	2,426,079	3,387,347	528,003	3,915,350	513,064	6,854,493
Electrical	3,524,398	1,632,945	297,221	1,930,166	370,897	5,825,461
Gas Accessories	479,045	70,069	27,941	98,010	59,708	636,763
Refrigeration	796,632	44,860	23,529	68,389	7,984	873,005
Radios & TV	598,833	139,148	20,878	160,026	170,473	929,372
Industry Totals	7,825,027	5,274,369	897,572	6,171,941	1,122,126	15,119,094
Pharmaceuticals						
Proprietary Medicines (formerly Patent Remedies)	1,117,020	873,187	153,653	1,026,840	311,787	2,455,647
Internal Correctives	145,959	471,656	65,858	537,514	30,274	713,747
Tonics	135,146	231,301	67,952	299,253	7,919	443,318
Tonic Foods	36,404	278,353	69,436	347,789	16,611	400,804
Ointments	93,204	—	—	—	38,843	132,044
Coughs & Colds	170,671	606,050	82,997	689,047	123,744	983,465
Aspirin Types	204,957	666,092	236,551	902,643	850,000	1,957,600
Industry Totals	1,904,361	3,126,639	676,447	3,803,086	1,379,178	7,086,625
Motor Vehicles & Accessories						
Cars & Trucks	7,028,660	3,639,698	555,128	4,194,926	774,862	11,998,448
Car Accessories	409,729	165,574	31,469	197,043	139,067	745,839
Tyres	1,018,456	19,953	—	19,953	213,279	1,251,688
Motor Cycles & Bicycles	238,197	53,313	5,977	59,290	8,413	305,900
Petrol & Oils	888,474	3,628,473	850,164	4,478,637	1,012,968	6,380,079
Industry Totals	9,583,516	7,507,111	1,442,738	8,949,849	2,148,589	20,681,954
Building Materials & Industrial Machinery	4,085,066	983,890	182,195	1,166,085	106,922	5,358,073
Paints & Accessories	359,232	680,186	285,718	965,904	140,716	1,465,852
Liquor	2,284,234	2,039,738	262,255	2,301,993	683,953	5,270,180
Smoking Accessories	811,936	6,952,499	1,399,658	8,353,157	1,339,729	10,504,822
Foodstuffs	4,459,203	15,893,414	3,792,776	19,686,190	3,545,431	27,690,824
Pet Foods	325,512	1,273,198	190,998	1,464,196	77,273	1,866,981
Travel & Tours	5,518,833	2,046,559	104,016	2,150,575	556,898	8,226,306
Finance & Insurance	4,509,439	1,879,048	311,056	2,190,104	563,262	7,253,875
Office Equipment	758,612	87,303	493	87,796	3,874	850,282
Government	3,263,323	777,442	219,149	996,591	188,010	4,447,924
Sundries	9,369,045	5,693,079	1,227,312	6,920,391	441,417	16,730,853
Totals	64,556,551	68,203,658	14,039,763	82,243,421	14,339,303	161,139,275

Source: Advertising Expenditure in Main Media, 1969, Booklet.

## ADVERTISING EXPENDITURE IN MAIN MEDIA — 1969

As estimated by the Australian Association of Advertising Agencies

Medium	National (\$'000)	Retail (\$'000)	Amusements (\$'000)	Classified (\$'000)	Semi- Display (\$'000)	Total (\$'000)	Proportion of Total Expenditure (p.c.)
Metrop/National Dailies .....	39,109	23,749	4,391	26,519	7,142	100,910	26.8
Metrop. Sunday Newspapers .....	7,753	7,466	385	767	985	17,356	4.6
Women's Magazines	11,819	126	6	—	—	11,951	3.2
General Magazines	5,875	301	19	5	—	6,200	1.6
Regional Dailies .....	4,220	10,092	625	2,382	1,841	19,660	5.2
Sub Total .....	68,776	41,734	5,426	30,173	9,968	156,077	41.4
Country Newspapers	2,090			10,579		12,669	3.4
Rural Publications	1,333			2,212		3,545	0.9
Business Publications	21,773			927		22,700	6.0
Other Publications— Suburban News- papers, etc. ....	2,900			7,516		10,416	2.8
Sub Total .....	28,096			21,234		49,330	13.1
<b>TOTAL PRINT MEDIA</b>	<b>96,872</b>			<b>108,535</b>		<b>205,407</b>	<b>54.5</b>
Metrop. Television	68,204			5,736		73,940	19.6
Country Television	14,040			2,553		16,593	4.4
<b>TOTAL TELEVISION</b>	<b>82,244</b>			<b>8,289</b>		<b>90,533</b>	<b>24.0</b>
Metrop. Radio ....	14,339			9,987		24,326	6.5
Country Radio ....	6,006			7,517		13,523	3.6
<b>TOTAL RADIO ....</b>	<b>20,345</b>			<b>17,504</b>		<b>37,849</b>	<b>10.1</b>
<b>OUTDOOR ....</b>	<b>28,500</b>			<b>5,429</b>		<b>33,929</b>	<b>9.0</b>
<b>CINEMA</b>	<b>3,169</b>			<b>5,858</b>		<b>9,027</b>	<b>2.4</b>
<b>GRAND TOTAL ....</b>	<b>231,130</b>			<b>145,615</b>		<b>376,745</b>	<b>100.</b>

### AGE DISTRIBUTION OF POPULATION — AUSTRALIA at 31st December, 1970

Age group	Persons 1,000	Males 1,000	Females 1,000
0-4	1,200	615	585
5-9	1,225	630	595
10-14	1,200	615	585
15-19	1,120	575	545
20-24	1,095	560	535
25-34	1,685	870	815
35-44	1,505	780	725
45-54	1,430	725	705
55-64	1,120	555	565
65 and over	1,060	445	615
Total	12,640	6,370	6,270

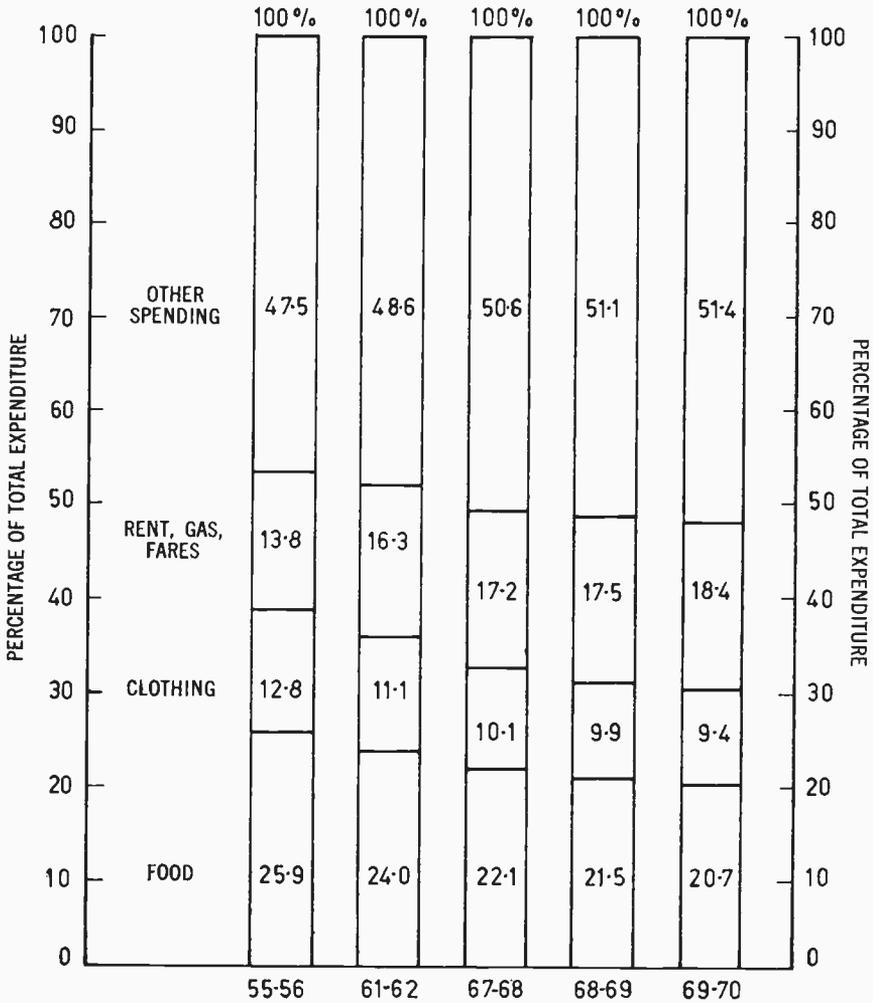
### PERCENTAGE DISTRIBUTION OF POPULATION (INCLUDING PROJECTIONS)

Age group	1970	1976	1981
	%	%	%
0-4	10	10	10
5-9	10	9	9
10-14	9	9	9
15-19	9	9	8
20-24	9	8	8
25-34	13	15	16
35-44	12	11	12
45-54	11	11	10
55-64	9	9	9
65 and over	8	8	9
Total persons (no.)	12,640 = 100%	14,140 = 100%	15,670 = 100%

Source: Advertising Expenditure in Main Media, 1969, Booklet.

# TRENDS IN CONSUMER SPENDING AUSTRALIA

1955-56 av. 1961-62 av. 1967-68 av. 1968-69 av. 1969-70 av.



SOURCE: COMMONWEALTH STATISTICIAN

## WHERE THE PERSONAL AND FAMILY BUDGET GOES

Analysis of consumption, expenditure and personal savings, Australia, 1956 to 1969

Year ended June	Food	Clothing (1)	Rent, fares, gas, etc. (2)	Total 'basic' spending	All other consumption expenditure (3)	Total expenditure	Disposable income (4)
	\$m.	\$m.	\$m.	\$m.	\$m.	\$m.	\$m.
1956	1,760	870	938	3,568	3,020	6,798	7,702
1957	1,870	884	1,038	3,792	3,244	7,264	8,202
1958	1,902	908	1,104	3,914	3,428	7,620	8,184
1959	1,988	930	1,174	4,092	3,588	7,992	8,808
1960	2,106	1,018	1,266	4,390	3,970	8,736	9,626
1961	2,242	1,060	1,378	4,680	4,184	9,222	10,012
1962	2,300	1,063	1,562	4,925	4,291	9,568	10,709
1963	2,394	1,101	1,694	5,189	4,689	10,249	11,394
1964	2,506	1,195	1,836	5,537	5,087	11,015	12,567
1965							
(revised) 1966	2,695	1,270	1,997	5,962	6,005	11,967	13,602
(revised) 1967	2,870	1,315	2,155	6,340	6,319	12,659	14,211
(revised) 1968	3,060	1,386	2,341	6,787	6,789	13,576	15,513
(revised) 1969	3,245	1,470	2,525	7,246	7,446	14,692	16,174
(revised) 1969	3,360	1,541	2,870	7,771	8,096	15,867	18,242
1970	3,600	1,646	3,208	8,454	8,932	17,386	20,585

Figures in brackets are tentative estimates, subject to revision.

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

Source: National Income and Expenditure—Australian National Accounts.

## ESTIMATED OWNERSHIP OF SELECTED DURABLES

P.C. of households owning in four different countries

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

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

There were an estimated 6.7 million radios (including transistor and car radios) in Australian homes at October, 1968 (ARAB sets in use estimate).

## RETAIL SALES BY STATES, 1964 to 1970 (1)

(\$ million)

Years ended June	Groceries	Other foods	Beer wine and spirits (2)	Clothing and drapery	Footwear	Electrical goods (3)	Chemists' goods	Total goods excl. motor vehicles etc.	Motor vehicles parts petro, etc.
<b>Q'LD.—</b>									
1964	133.8	171.0	85.4	126.8	20.4	61.8	43.8	797.6	325.2
1965	146.2	187.2	93.0	133.6	21.4	63.2	47.8	860.2	353.2
1966	153.0	198.6	100.2	136.6	21.8	41.3	51.3	896.5	338.4
1967	167.7	209.2	107.9	148.8	23.7	60.0	56.1	957.5	—
1968	175.2	217.1	115.1	154.6	25.7	66.0	59.4	1,004.6	—
1969	178.0	219.0	121.4	165.6	26.7	62.5	64.8	1,048.8	—
1970	190.5	234.0	128.4	174.7	28.8	69.0	72.4	1,128.3	—
<b>N.S.W.—</b>									
1964	358.6	468.0	222.2	400.8	66.8	144.8	124.6	2,234.6	818.4
1965	385.0	493.4	235.2	420.8	68.0	159.4	136.8	2,378.8	860.8
1966	414.7	520.5	247.9	440.6	68.3	146.2	148.9	2,475.4	825.4
1967	439.0	563.6	266.3	458.8	75.3	152.0	157.8	2,646.8	—
1968	474.4	586.7	283.1	487.5	80.5	167.8	173.7	2,827.6	—
1969	492.8	607.7	296.5	517.8	79.2	171.5	172.9	2,979.0	—
1970	526.3	659.0	325.9	548.9	86.5	181.5	200.6	3,233.0	—
<b>VIC.—</b>									
1964	260.6	382.6	166.2	290.2	52.0	104.0	84.6	1,685.6	569.4
1965	284.4	413.6	177.0	310.0	54.4	111.4	91.0	1,813.4	624.2
1966	306.6	434.9	194.1	315.8	54.7	107.1	96.4	1,898.5	617.4
1967	323.9	457.8	217.7	331.1	60.5	112.5	101.8	2,030.5	—
1968	351.7	483.6	240.6	356.5	63.4	119.5	107.1	2,163.5	—
1969	380.2	485.8	256.1	371.5	64.7	128.7	119.6	2,283.3	—
1970	398.2	527.7	276.4	387.9	69.0	136.5	133.6	2,441.4	—
<b>TAS.—</b>									
1964	31.4	36.0	18.4	32.2	5.6	11.2	8.2	179.2	70.2
1965	33.2	29.8	19.2	34.6	5.6	11.4	9.4	191.6	74.8
1966	34.7	41.2	20.7	35.2	6.0	11.1	9.9	199.0	73.7
1967	36.8	43.6	22.9	39.1	6.3	11.5	10.9	215.0	—
1968	38.0	45.6	24.9	42.2	6.6	12.3	11.0	228.1	—
1969	40.7	47.5	26.3	41.8	6.7	12.2	12.0	238.3	—
1970	42.5	49.8	28.8	44.2	7.0	13.4	13.1	252.3	—
<b>S.A.—</b>									
1964	79.8	115.0	53.4	95.6	15.2	38.4	25.8	521.6	209.0
1965	87.8	126.4	57.2	102.2	16.0	42.4	28.6	569.8	233.0
1966	93.8	131.4	62.1	102.9	16.2	41.4	30.9	594.8	213.0
1967	99.0	140.5	63.4	107.9	17.8	38.8	34.0	625.2	—
1968	105.6	144.1	72.1	112.7	18.4	41.7	36.6	660.5	—
1969	114.4	146.9	77.5	117.4	19.9	44.0	39.5	699.1	—
1970	122.0	157.2	84.8	124.2	21.0	47.6	41.8	755.9	—
<b>W.A.—</b>									
1964	74.8	85.0	46.0	63.0	10.8	23.6	18.8	401.2	166.6
1965	82.0	93.0	48.0	67.6	11.6	23.8	21.0	433.6	165.0
1966	91.2	98.4	55.5	72.4	12.4	27.4	23.6	474.9	173.2
1967	95.3	108.6	62.4	80.4	13.5	31.5	26.7	522.9	—
1968	103.9	118.4	67.8	88.6	15.0	36.9	28.9	574.7	—
1969	113.8	131.8	81.2	98.5	16.4	40.9	33.8	647.4	—
1970	120.4	148.8	92.5	104.7	17.1	42.6	37.7	706.0	—
<b>AUST.—</b>									
1964	939.0	1,257.6	591.6	1,008.6	170.8	383.8	305.8	5,819.8	2,158.8
1965	1,018.4	1,353.4	629.6	1,068.8	177.0	411.6	334.6	6,247.4	2,311.0
1966	1,095.2	1,425.0	680.5	1,103.5	179.4	393.3	361.0	6,539.1	2,241.1
1967	1,161.7	1,523.3	740.6	1,166.1	197.1	406.3	387.3	6,997.9	—
1968	1,248.8	1,595.5	803.6	1,242.1	209.6	444.2	416.7	7,459.0	—
1969	1,319.9	1,638.7	859.0	1,312.6	213.6	459.8	442.6	7,895.9	—
1970	1,399.9	1,778.5	934.8	1,384.6	229.4	491.6	499.2	8,516.9	—

(1) Excludes Northern Territory and Australian Capital Territory

(2) Excludes sales made by licensed clubs.

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

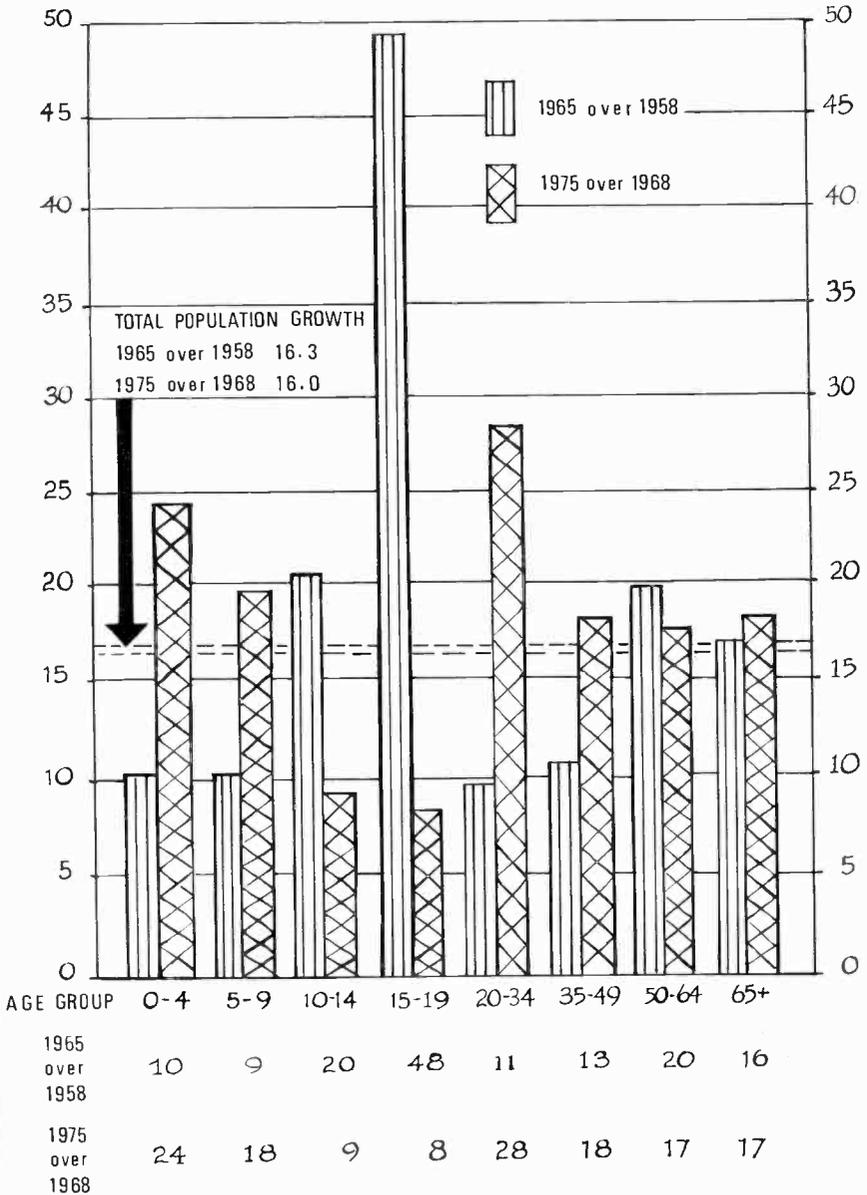
## AUSTRALIA'S TOP FIVE ADVERTISER GROUPS

**F**OLLOWING are Bruce Tart Research Service estimates of 1969 national advertising expenditure by Australia's top five product groups, as listed in the 4As booklet Advertising Expenditure in Main Media, 1969.

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

(1) Foodstuffs \$27,690,824. (2) Cars and Trucks \$11,998,448. (3) Smoking accessories \$10,504,822. (4) Travel and Tours \$8,226,306. (5) Finance and Insurance \$7,253,805.

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



SOURCE: COMMONWEALTH STATISTICIAN

## RADIO FACTS

## METROPOLITAN RADIO NATIONAL ADVERTISING

Estimated expenditure, cities by announcements and programs: January to December 1969.

Product Groups	Sydney		Melbourne	
	Anncts. \$	Prog. \$	Anncts. \$	Prog. \$
Draper's Supply & Manufacturers	169,070	14,827	212,815	41,566
Men's Wear & Accessories	238,661	36,812	234,249	51,542
Women's Toiletries	137,565	12,435	138,172	11,367
Toilet Soaps	9,630	—	7,867	366
Dental	13,219	—	4,171	—
Household Cleaners	89,304	492	86,194	—
Household Equipment, Furnishings & Appliances	—	—	—	—
Household Equipment & Furnishings	188,152	112	193,149	—
Electrical	112,204	15,364	135,823	9,506
Gas Accessories	35,563	—	19,562	—
Refrigeration	2,478	88	3,150	—
Radios & TV	13,538	3,260	35,143	19,751
Industry Totals	351,935	18,824	386,827	29,257
Pharmaceuticals	—	—	—	—
Proprietary Medicines (formerly Patent Remedies)	83,778	—	113,342	800
Internal Correctives	5,353	—	8,808	—
Tonics	130	—	3,576	1,118
Tonic Foods	7,256	—	2,963	—
Ointments	19,848	2,823	3,519	2,220
Coughs & Colds	42,802	—	46,330	—
Aspirin Types	—	—	—	—
Industry Totals	159,167	2,823	178,538	4,138
Motor Vehicles & Accessories	—	—	—	—
Cars & Trucks	162,289	32,823	433,710	37,746
Car Accessories	40,184	11,596	56,300	—
Tyres	54,431	—	81,354	—
Motor Cycles & Bicycles	1,701	—	4,216	129
Petrol & Oils	332,900	3,643	344,454	33,816
Industry Totals	591,505	48,062	920,034	71,691
Building Materials & Industrial Machinery	27,865	6,221	34,197	8,349
Paints & Accessories	26,944	—	69,537	9,478
Liquor	150,612	5,691	315,278	31,701
Smoking Accessories	316,834	15,882	473,896	37,739
Foodstuffs	1,127,644	60,494	1,314,108	49,768
Pet Foods	7,463	1,470	59,777	—
Travel & Tours	190,371	20,699	193,293	11,433
Finance & Insurance	194,696	37,244	170,433	33,433
Office Equipment	—	—	3,614	260
Government	48,775	—	86,860	—
Sundries	92,391	14,727	159,887	21,748
Totals	3,943,651	296,703	5,049,747	413,836
Totals per City	4,240,354	—	5,463,583	—

Product Groups	Adelaide		Brisbane	
	Anncts. \$	Prog. \$	Anncts. \$	Prog. \$
Draper's Supply & Manufacturers	47,639	4,757	44,290	5,726
Men's Wear & Accessories	53,440	10,114	51,458	15,255
Women's Toiletries	26,682	1,342	46,978	1,389
Toilet Soaps	3,936	—	1,754	—
Dental	3,151	—	4,713	—
Household Cleaners	17,686	—	23,903	2,399
Household Equipment, Furnishings & Appliances	—	—	—	—
Household Equipment & Furnishings	34,860	—	67,669	—
Electrical	30,973	1,019	40,316	397
Gas Accessories	2,189	—	1,638	—
Refrigeration	1,118	—	712	—
Radios & TV	23,282	1,124	37,610	1,431
Industry Totals	92,422	2,143	147,945	1,828
Pharmaceuticals	—	—	—	—
Proprietary Medicines (formerly Patent Remedies)	45,393	—	41,549	463
Internal Correctives	6,014	—	1,404	—
Tonics	2,785	—	—	—
Tonic Foods	3,400	—	1,046	—
Ointments	3,257	—	1,025	2,052
Coughs & Colds	11,939	—	15,151	—
Aspirin Types	—	—	—	—
Industry Totals	72,788	—	60,175	2,515
Motor Vehicles & Accessories	—	—	—	—
Cars & Trucks	28,128	881	47,959	7,078
Car Accessories	11,191	—	14,017	—
Tyres	25,040	—	27,824	—
Motor Cycles & Bicycles	1,483	—	—	—
Petrol & Oils	94,305	2,243	102,795	8,415
Industry Totals	160,147	3,124	192,595	15,493
Building Materials & Industrial Machinery	15,538	—	5,465	—
Paints & Accessories	15,777	—	7,949	—
Liquor	62,474	2,566	54,503	13,522
Smoking Accessories	122,326	1,186	138,119	77,469
Foodstuffs	373,595	23,051	306,638	12,389
Pet Foods	3,426	400	3,242	—
Travel & Tours	39,374	8,773	49,819	10,572
Finance & Insurance	43,282	2,473	36,493	3,557
Office Equipment	—	—	—	—
Government	11,631	—	27,141	—
Sundries	52,195	5,577	38,792	14,386
Totals	1,217,509	65,506	1,242,602	176,500
Totals per City	1,283,015	—	1,419,102	—

## STATION BREAKDOWN

As at August, 1970, there were 115 commercial and 74 national broadcasting stations in the medium frequency band in Australia.

Majority of the 115 commercial stations are affiliated or belong to two national, two interstate or eight regional networks.

State	Capital Cities	Country	Total
NSW .....	6	31	37
ACT .....	1	—	1
Victoria .....	6	14	20
Queensland .....	4	21	26
South Australia .....	3	5	8
Western Australia .....	4	10	14
Tasmania .....	2	6	8
Northern Territory .....	1	—	1
			Total 115

## INDUSTRY REVENUE SINCE 1941-42

Year	Stations in Operation	Revenue \$	Expenditure \$	Profit \$
1941-42 .....	97	2,659,754	2,496,376	163,378
1942-43 .....	96	2,596,594	2,314,588	282,006
1943-44 .....	98	3,743,704	2,983,934	759,770
1944-45 .....	100	4,369,372	3,517,810	851,562
1945-46 .....	100	4,559,440	3,702,084	857,356
1946-47 .....	101	4,777,174	4,026,726	750,448
1947-48 .....	102	5,548,744	4,556,638	992,106
1948-49 .....	102	6,424,948	5,238,948	1,185,558
1949-50 .....	102	6,356,720	5,497,188	859,532
1950-51 .....	102	7,214,996	6,184,518	1,030,478
1951-52 .....	103	8,659,350	7,459,108	1,200,242
1952-53 .....	105	9,833,114	8,275,026	1,557,088
1953-54 .....	106	11,294,988	9,174,468	2,120,520
1954-55 .....	106	13,373,848	10,505,662	2,868,186
1955-56 .....	107	14,764,952	11,741,588	3,023,364
1956-57 .....	108	14,914,310	11,917,260	2,997,050
1957-58 .....	108	17,095,448	13,144,160	3,951,288
1958-59 .....	108	18,950,530	14,187,502	4,763,028
1959-60 .....	108	20,502,690	15,313,994	5,188,696
1960-61 .....	110	21,958,906	16,665,630	5,293,276
1961-62 .....	110	22,024,520	17,177,194	4,847,326
1962-63 .....	110	22,718,394	17,808,312	4,910,082
1963-64 .....	110	22,919,536	18,272,106	4,647,430
1964-65 .....	111	24,549,697	19,205,468	5,344,229
1965-66 .....	111	26,471,792	19,727,363	6,744,429
1966-67 .....	111	27,906,545	21,179,084	6,727,461
1967-68 .....	114	31,441,292	23,440,472	8,000,820
1968-69 .....	114	34,548,366	25,232,151	9,316,215

## STATION OWNERSHIP

Licensees	Number of Licences held						Total
	NSW (incl. ACT)	Vic.	Qld	SA & NT	WA	Tas.	
Private & public companies .....	35	16	23	5	10	7	96
Church Bodies .....	1						1
(a) Newspapers .....	1	4	2	4	4	1	16
Labor Party .....	1		1				2
							Total 115

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

## GROWTH OF THE RECEIVER TOTAL

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

Following statistics show the licenced receiver position to June 30, 1970.

Year	National stations	Commercial stations	Licensed receivers
1926	8	9	128,060
1937	20	80	940,068
1939	24	98	1,131,861
1941	27	96	1,293,266
1945	29	100	1,415,229
1947	32	101	1,678,276
1950	39	102	1,841,211
1951	41	103	1,884,834
1952	42	103	1,961,044
1953	44	105	1,985,655
1954	46	106	2,041,615
1955	50	106	2,034,676
1956	53	107	2,088,793
1957	55	108	2,107,253
1958	56	108	2,137,865
1959	57	108	2,263,712
1960	57	108	2,283,183
1961	60	110	2,255,842
1962	60	110	2,220,462
1963	62	110	2,239,786
1964	65	111	2,301,790
			Combined
			radio and TV
1965	65	111	1,927,628
1966	69	111	679,096
1967	70	111	549,714
1968	73	114	487,248
1969	73	114	440,529
1970	74	114	395,533

## RECEIVER PRODUCTION

Radios and Radiograms

Following breakdown shows production of radio receivers from 1961-62 to the end of September, 1968.

	Radiograms		Radio Sets		Radios Car — fixed and portable	Other (incl. mantel)	Total
	Single play	Automatic multiple	Portable	Radios			
	'000	'000	'000	'000	'000	'000	'000
1964-65	23,013	55,118	199,538	130,199	46,102	453,970	
1965-66	9,842	52,250	182,189	119,619	28,626	392,526	
1966-67	9,297	77,078	188,721	139,228	31,442	445,766	
1967-68	5,229	85,146	197,861	161,618	45,961	495,815	
Months: 1967							
October	785	8,190	25,463	12,348	2,829	49,615	
November	853	8,868	31,072	13,790	4,978	59,561	
December	547	6,585	22,120	12,301	3,260	44,813	
1968							
July	6,897		16,898	17,173	3,340	44,308	
August	8,752		24,171	17,011	2,670	52,604	
September	7,823		27,581	14,926	3,225	53,555	
3 months ended September 1968	23,472		68,650	49,110	9,235	150,467	
3 months ended September 1967	1,805	23,817	47,122	42,874	8,038	123,656	

NOTE: Radiograms complete with built in record player or changer.

SOURCE: Commonwealth Statistician.

## RADIO AND COMBINED RADIO-TV RECEIVER LICENCES

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

### RADIO-ONLY LICENCES

Months 1970	NSW (incl. ACT)	VIC.	QLD	SA (incl. NT)	WA	TAS.	TOTAL
Jan. ....	129,424	75,497	84,938	70,206	40,798	10,841	411,704
Feb. ....	128,235	73,748	83,367	69,619	40,322	10,815	406,106
March ....	125,294	73,156	82,976	70,605	39,915	10,520	402,466
April ....	125,130	73,211	83,986	70,590	40,483	10,455	403,855
May ....	123,124	71,929	82,049	70,078	38,162	10,233	395,575
June ....	123,903	72,051	82,207	69,598	37,700	10,074	395,533
July ....	123,580	71,208	81,148	69,623	37,816	10,073	393,338
Aug. ....	121,234	69,329	80,480	69,448	37,259	9,676	387,426
Sept. ....	121,643	69,042	80,132	69,298	35,855	9,562	385,532

### COMBINED TV-RADIO LICENCES

Months 1970	NSW (incl. ACT)	VIC.	QLD	SA (incl. NT)	WA	TAS.	TOTAL
Jan. ....	828,409	661,125	294,334	227,403	152,937	66,789	2,230,997
Feb. ....	829,380	655,153	294,919	227,221	153,836	67,159	2,227,668
March ....	824,466	658,483	296,073	229,102	155,385	66,904	2,230,413
April ....	836,201	669,197	301,796	232,705	161,310	67,948	2,269,157
May ....	831,309	667,531	300,894	232,211	157,348	67,654	2,256,947
June ....	836,320	675,457	302,744	232,921	158,979	68,439	2,274,860
July ....	836,173	676,893	303,440	233,909	162,676	68,883	2,281,974
Aug. ....	841,899	671,687	305,611	235,290	164,074	68,108	2,286,669
Sept. ....	842,790	678,334	307,342	235,403	161,469	68,044	2,293,382

### AVERAGE HOURS OF OPERATION—COMMERCIAL RADIO

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

Location of stations	Average hours per week to June 30, 1970					
	1964	1966	1967	1968	1969	1970
Sydney (6 stations) .....	161	161	161	161	161	162
Melbourne (6 stations) .....	142	147	148	153	168	168
Brisbane (4 stations) .....	149	149	159	168	168	168
Adelaide (3 stations) .....	168	168	168	168	168	168
Perth (4 stations) .....	141	156	157	158	168	168
Hobart (2 stations) .....	131	131	131	136	136	136
All State capitals (25 stations) .....	153	153	156	159	164	164
All other areas .....	120	122	125	126	127	127
	(85 stns)	(86 stns)	(86 stns)	(89 stns)	(89 stns)	(89 stns)
All stations .....	127	129	132	133	135	135
	(110 stns)	(111 stns)	(111 stns)*	(114 stns)	(114 stns)	(114 stns)

\* Excludes Queensland commercial stations, 4AM, 4GG and 4KZ.

Source: Australian Broadcasting Control Board Report, June 30, 1970.

## ANALYSIS OF BROADCAST ADVERTISING BY TIME PERIODS

### Metropolitan commercial stations, Monday—Friday average

Period	Sydney	Melbourne	Brisbane	Adelaide	Perth	Hobart	All cities
	pc	pc	pc	pc	pc	pc	pc
Breakfast .....	23.3	25.5	28.9	25.3	23.4	25.5	25.3
Morning .....	19.9	19.6	17.6	14.8	17.4	20.1	18.4
Midday .....	15.5	16.0	13.2	13.2	8.5	8.6	13.3
Early afternoon .....	14.9	16.9	12.3	16.3	7.4	6.8	13.3
Late afternoon .....	17.1	19.1	15.1	14.9	13.4	10.1	15.8
Evening .....	18.8	17.4	10.7	16.3	13.9	10.6	15.2
Night .....	13.0	11.6	9.5	8.2	5.5	4.3	9.6
All periods .....	17.6	18.2	16.2	15.6	13.2	13.1	16.2

## Analysis of broadcast advertising by time periods within each day of the week

### (Metropolitan commercial stations)

Period	Sunday	Monday	Tuesd.	Wednesd.	Thursd.	Friday	Saturday	All days
	pc	pc	pc	pc	pc	pc	pc	pc
Breakfast .....	7.8	23.6	22.0	27.4	27.4	26.0	15.4	21.4
Morning .....	12.3	15.1	18.6	20.4	20.2	17.8	15.5	17.1
Midday .....	14.8	11.1	13.9	13.9	13.5	14.1	14.4	13.7
Early afternoon .....	12.9	11.7	12.0	16.5	11.8	14.3	12.3	13.1
Late afternoon .....	9.7	12.4	14.5	16.0	17.6	18.5	11.4	14.3
Evening .....	6.4	13.4	14.6	16.4	17.5	14.3	8.2	13.0
Night .....	4.6	9.2	8.1	11.2	10.6	9.2	6.7	8.5
All periods .....	9.7	14.2	15.1	17.8	17.4	16.7	12.3	14.7

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

Year	ABC	Commercial Stations
	average pc	average pc
1961-62 .....	6.10	6.06
1962-63 .....	5.68	6.07
1963-64 .....	5.92	6.89
1964-65 .....	6.41	6.40
1965-66 .....	5.08	6.54
1966-67 .....	5.71	6.86
1967-68 .....	5.64	6.95
1968-69 .....	5.85	6.96
1969-70 .....	5.10	7.44

Source: Australian Broadcasting Control Board Report, June 30, 1970.

## COMPOSITION OF PROGRAMS—1969-70

### (all Metropolitan Commercial Radio Stations.)

Type of programming	Pc. of total
Light and popular music	51.1
Advertising	14.7
Family and children	1.9
Information	1.4
Religious, Social and political	5.0
Sport	6.2
News	9.9
All other entertainment	2.2
Incidental matter	7.4

Source: Australian Broadcasting Control Board.

## LISTENING TRENDS, 1970

Average time spent listening to radio per day per person (10 years and over)

	Sydney (Sept./Nov.)	Melbourne (Sept./Nov.)	Adelaide (Sept./Nov.)	Brisbane (Aug./Oct.)	Perth (Aug./Oct.)
Average Day					
Monday to Sunday	3hrs 12mins	2hrs 56mins	2hrs 50mins	2hrs 49mins	2hrs 42mins

Audience composition 10 years and over at peak listening times on an average week-day

	Sydney (Sept./Nov.)	Melbourne (Sept./Nov.)	Adelaide (Sept./Nov.)	Brisbane (Aug./Oct.)	Perth (Aug./Oct.)
Peak listening times	7.00-7.15am	7.15-7.30am	7.15-7.30am	7.00-7.15am	7.15-7.30am
Teenagers 10-17	194,000	150,000	62,000	57,000	43,000
Men 18-24	80,000	61,000	21,000	22,000	15,000
Men 25-39	113,000	81,000	33,000	28,000	23,000
Men 40-54	106,000	81,000	30,000	31,000	29,000
Men 55 and over	93,000	51,000	18,000	24,000	21,000
Women 18-24	81,000	60,000	24,000	27,000	18,000
Women 25-39	146,000	92,000	35,000	40,000	29,000
Women 40-54	153,000	115,000	36,000	44,000	28,000
Women 55 and over	134,000	79,000	27,000	34,000	22,000
Total Persons	1,100,000	770,000	286,000	307,000	228,000

Note: All the above figures refer to Statistical Divisions as defined by the Commonwealth Statistician. Listening outside Statistical Division boundaries would add to these figures.

Source: McNair Surveys Pty Ltd.

# The believable medium

## Relative Credibility of Four Major News Sources Medium MOST Believed

NEWS SOURCE	ABCB Surveys	
	1968	1969
	%	%
NEWSPAPERS	18	10
RADIO	11	9
TELEVISION	61	67
MAGAZINES	6	8
NO RESPONSE	4	6

Source: Attitudes to Television, 1968, 1969.  
An Australian Broadcasting Control  
Board Research Report.

## Federation of Australian Commercial Television Stations

Suite 404, Caltex House, 167 Kent Street, Sydney. Telephone 27 8151.

# TELEVISION FACTS

## METROPOLITAN TV NATIONAL ADVERTISING

Estimated expenditure by States, announcements and programs: January to December, 1969.

Product Groups	Sydney		Melbourne	
	Anncts. \$	Prog. \$	Anncts. \$	Prog. \$
Draper's Supply & Manufacturers	642,944	7,351	440,505	11,988
Men's Wear & Accessories	663,588	17,839	548,100	37,975
Women's Toiletries	1,084,885	41,399	827,762	22,590
Toilet Soaps	312,360	61,095	230,931	53,659
Dental	252,552	41,134	221,523	25,116
Household Cleaners	1,429,726	197,955	1,162,259	163,140
Household Equipment, Furnishings & Appliances				
Household Equipment & Furnishings	1,031,314	49,988	1,000,825	43,633
Electrical	601,732	12,023	529,941	54,696
Gas Accessories	16,326	1,740	24,733	—
Refrigeration	11,984	868	6,893	—
Radios & TV	54,553	138	33,856	—
Industry Totals	1,715,909	64,757	1,596,248	98,329
Pharmaceuticals				
Proprietary Medicines	318,270	695	218,592	4,195
Internal Correctives	179,333	—	137,257	—
Tonics	83,143	783	70,401	143
Tonic Foods	79,552	—	76,685	—
Ointments	—	—	—	—
Coughs & Colds	220,560	2,610	176,134	2,784
Aspirin Types	248,102	1,045	118,597	428
Industry Totals	1,128,960	5,133	797,576	7,550
Motor Vehicles & Accessories				
Cars & Trucks	967,966	69,964	772,527	302,470
Car Accessories	67,441	2,410	39,406	3,657
Tyres	1,935	—	11,538	2,193
Motor Cycles & Bicycles	16,167	—	17,851	—
Petrol & Oils	1,109,280	134,663	941,249	100,835
Industry Totals	2,162,789	207,037	1,782,571	409,155
Building Materials & Industrial Machinery	298,130	15,048	303,641	42,014
Paints & Accessories	198,018	59,047	121,787	26,741
Liquor	560,455	—	787,846	152,641
Smoking Accessories	199,821	419,556	1,669,865	126,082
Foodstuffs	5,295,344	196,230	4,608,147	218,723
Pet Foods	524,968	466	362,408	8,463
Travel & Tours	685,336	18,375	691,852	16,086
Finance & Insurance	538,945	56,142	449,427	137,937
Office Equipment	27,644	—	35,648	106
Government	227,091	—	178,817	535
Sundries	1,933,669	59,046	1,618,347	97,820
Totals	21,681,523	1,467,610	18,435,260	1,655,750
Totals per City		23,149,133		20,091,010

Product Groups	Adelaide		Brisbane	
	Anncts. \$	Prog. \$	Anncts. \$	Prog. \$
Draper's Supply & Manufacturers	189,165	3,400	173,772	1,916
Men's Wear & Accessories	213,018	12,612	253,344	9,354
Women's Toiletries	412,585	32,460	352,835	26,026
Toilet Soaps	171,714	12,617	215,144	4,336
Dental	145,682	7,385	179,955	2,067
Household Cleaners	763,765	51,985	904,465	41,423
Household Equipment, Furnishings & Appliances				
Household Equipment & Furnishings	455,488	59,762	351,338	59,861
Electrical	132,099	1,388	163,112	913
Gas Accessories	13,722	—	5,219	—
Refrigeration	1,563	—	2,829	—
Radios & TV	22,126	60	12,139	—
Industry Totals	624,998	61,210	534,637	60,774
Pharmaceuticals				
Proprietary Medicines	136,975	455	112,295	318
Internal Correctives	55,804	16	69,466	—
Tonics	27,386	—	26,038	—
Tonic Foods	47,408	—	40,606	—
Ointments	—	—	—	—
Coughs & Colds	87,198	4,655	62,789	4,664
Aspirin Types	72,801	—	176,401	—
Industry Totals	427,572	5,126	487,595	4,982
Motor Vehicles & Accessories				
Cars & Trucks	572,047	51,849	489,916	11,553
Car Accessories	19,796	2,728	15,589	2,650
Tyres	1,829	—	435	—
Motor Cycles & Bicycles	12,180	—	6,870	—
Petrol & Oils	375,754	37,685	474,638	36,931
Industry Totals	981,606	92,262	987,448	51,134
Building Materials & Industrial Machinery	84,199	3,757	143,364	4,962
Paints & Accessories	74,236	16,844	80,115	12,059
Liquor	200,270	3,235	204,848	3,830
Smoking Accessories	900,635	74,689	986,375	78,275
Foodstuffs	1,995,513	75,734	1,840,809	64,988
Pet Foods	1,924	—	137,185	106
Travel & Tours	304,874	3,687	200,462	2,329
Finance & Insurance	224,930	16,651	181,618	16,109
Office Equipment	8,787	—	6,014	—
Government	88,992	—	194,499	1,404
Sundries	784,857	24,141	622,809	24,402
Totals	8,736,602	497,386	8,690,253	410,476
Totals per City		9,233,988		9,100,729

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

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

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

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

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

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

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

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

### REVENUE STATISTICS

Broadcasting Control Board figures:

Year	Stations	Revenue \$	Expenditure \$	Profit \$	Loss \$
1956-57	4	2,381,900	3,484,328		1,102,428
1957-58	4	5,957,004	6,070,798		113,794
1958-59	4	11,888,402	10,311,920	1,576,482	
1959-60	10	20,638,436	17,508,984	3,129,452	
1960-61	10	29,236,146	23,557,692	5,678,454	
1961-62	20	30,117,412	25,183,874	4,933,538	
1962-63	22	37,571,948	31,578,394	5,993,554	
1963-64	24	41,902,702	36,154,916	5,747,786	
1964-65	31	49,695,326	44,049,610	5,645,716	
1965-66	39	57,643,433	54,138,155	3,505,278	
1966-67	41	66,394,178	56,813,124	9,581,054	
1967-68	42	76,419,851	61,294,874	15,124,977	
1968-69	45	82,984,802	67,597,657	15,387,145	

### HOURS OF OPERATION

Hours of operation—Australian commercial television stations  
Average hours per week to June 30, 1960-1970

Location	1960 Hours	1967 Hours	1969 Hours	1970 Hours
Sydney .....	86 (2 stns)	93 (3 stns)	119 (3 stns)	122 (3 stns)
Melbourne .....	66 (2 stns)	91 (3 stns)	113 (3 stns)	114 (3 stns)
Brisbane .....	56 (2 stns)	81 (3 stns)	92 (3 stns)	97 (3 stns)
Adelaide .....	56 (2 stns)	99 (3 stns)	110 (3 stns)	112 (3 stns)
Perth .....	44 (1 stn)	88 (2 stns)	92 (2 stns)	92 (2 stns)
Hobart .....	30 (1 stn)	65 (1 stn)	77 (1 stn)	79 (1 stn)
All State Capitals .....	60 (10 stns)	89 (15 stns)	104 (15 stns)	107 (15 stns)
All other areas .....		54 (26 stns)	56 (30 stns)	53 (30 stns)
All stations .....	60 (10 stns)	67 (41 stns)	72 (45 stns)	71 (45 stns)

### 13 CHANNELS FOR VHF STATIONS

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

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

### VIEWING TRENDS, 1970

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

	Sydney (Nov./Dec.)	Melbourne (Nov./Dec.)	Adelaide (November)	Brisbane (November)	Perth (August)
Average Day					
Monday to Sunday	4hrs 56mins	4hrs 10mins	4hrs 15mins	4hrs 31mins	4hrs 33mins

Households viewing at peak household viewing time (7.15-7.30pm) on an average week-day

	Sydney (Nov./Dec.)	Melbourne (Nov./Dec.)	Adelaide (November)	Brisbane (November)	Perth (August)
Average Week-day Peak-time TV house- holds tuned	542,000	431,000	151,000	164,000	122,000
	75pc	70pc	71pc	76pc	75pc

Audience composition at peak household viewing time (7.15-7.30pm) on an average week-day

	Sydney (Nov./Dec.)	Melbourne (Nov./Dec.)	Adelaide (November)	Brisbane (November)	Perth (August)
Children 0-9	179,000	137,000	43,000	60,000	41,000
Teenagers 10-17	201,000	155,000	52,000	60,000	53,000
Men 18-24	62,000	42,000	13,000	20,000	14,000
Men 25-39	110,000	87,000	26,000	30,000	24,000
Men 40-54	113,000	81,000	33,000	36,000	27,000
Men 55 and over	135,000	108,000	37,000	51,000	34,000
Women 18-24	69,000	57,000	19,000	21,000	15,000
Women 25-39	128,000	99,000	29,000	35,000	30,000
Women 40-54	130,000	102,000	40,000	41,000	31,000
Women 55 and over	201,000	151,000	53,000	63,000	42,000
Total Persons	1,328,000	1,019,000	346,000	417,000	311,000

Note: All the above figures refer to Statistical Divisions as defined by the Commonwealth Statistician. Viewing outside Statistical Division boundaries would add to these figures.

Source: McNair Surveys Pty Ltd.



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## GROWTH OF THE AUDIENCE TV RECEIVER LICENCES

### TELEVISION ONLY

1970	National totals
January .....	446,508
February .....	434,261
March .....	447,737
April .....	464,034
May .....	456,765
June .....	483,114
July .....	484,660
August .....	464,618
September .....	484,118

Following is a State-by-State breakdown to September, 1970, giving TV only and combined radio-TV licence totals:

State	TV only	Combined radio-TV
NSW .....	193,750	842,790
Victoria .....	107,147	678,334
Queensland .....	73,933	307,342
SA .....	59,689	235,403
WA .....	37,317	161,469
Tasmania .....	12,282	68,044
<b>TOTALS .....</b>	<b>484,118</b>	<b>2,293,382</b>

## TV RECEIVER PRODUCTION

Period	Under 12in.		Over 23in.
	up to and incl. 19in.	up to and incl. 23in.	
1967-68 .....	43,469	190,972	
1968-69 .....	64,783	105,061	94,199
1969-70 .....	90,649	119,967	96,429

1969:

August .....	7,368	11,406	8,391
September .....	9,456	10,505	8,931
October .....	10,493	10,812	9,924
November .....	9,724	7,904	7,579
December .....	8,071	6,864	5,830

1970:

January .....	4,202	3,320	3,115
February .....	7,078	10,450	7,461
March .....	7,008	10,167	8,538
April .....	8,479	11,308	9,108
May .....	6,943	12,144	9,709
June .....	5,760	12,524	8,461
July .....	7,215	9,390	12,539
August .....	7,602	7,076	10,135
September .....	8,098	7,987	10,221

<b>3 months ended</b>			
Sept., 1970	22,915	24,453	32,895
<b>3 months ended</b>			
Sept., 1969	22,891	34,474	27,379

**PROGRAMMING TRENDS 1967-1968-1969-1970**

**FOLLOWING** tables from the Australian Broadcasting Control Board's 1969 21st annual report, show the percentage of time occupied by various types of programs on commercial stations, and the percentage of programs (by types) televised in peak viewing times.

Program classifications are:

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

**Sport** — Events; other.

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

**Family** — For children; family living and shopping.

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

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

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

**Educational** — School and youth educational matter.

Following tables show, by capital cities and country areas, the percentage of time occupied by various types of commercial television programs, and the types of programs televised in peak viewing times for 1967-68, 1968-69 and 1969-70.

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

Program type	Capital City Stations			Country Stations		
	1967-68 pc	1968-69 pc	1969-70 pc	1967-68 pc	1968-69 pc	1969-70 pc
Drama .....	51.3	52.3	49.3	55.3	55.2	53.6
Light entertainment .....	22.0	22.1	24.8	21.2	22.2	23.2
Sport .....	6.2	5.9	5.0	4.1	4.6	4.4
News .....	4.3	6.5	7.1	6.7	8.3	9.0
Family .....	6.3	4.6	4.9	5.0	4.1	3.7
Information .....	1.5	1.9	1.6	1.9	2.6	2.1
Current affairs .....	3.9	2.5	2.2	4.1	2.8	2.7
The Arts .....	0.4	0.1	—	0.5	0.1	0.1
Education .....	4.1	4.1	5.0	1.2	1.2	1.4
Other material (between programs) .....	(na.)		—	(na.)	(na.)	

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

Program type	Capital city stations		Country stations	
	1968-69	1969-70	1968-69	1969-70
Drama .....	72.5pc	66.9pc	75.6pc	73.1pc
Light Entertainment .....	23.6pc	27.2pc	18.8pc	21.3pc
Sport .....	0.8pc	0.7pc	1.1pc	1.0pc
News .....	1.4pc	2.0pc	1.9pc	1.4pc
Family .....	0.5pc	1.9pc	0.5pc	1.8pc
Information .....	0.8pc	1.9pc	1.6pc	1.8pc
Current Affairs .....	0.3pc	1.1pc	0.5pc	1.0pc
The Arts .....	0.1pc	0.1pc	—	0.2pc
Education .....	—	—	—	—

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

ONE of the major developments in commercial television during the late 1960s was implementation by the government of Australian programming regulations concerning local programs in peak viewing times, and use of drama.

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

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

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

- An aggregate of not less than two hours must consist of Australian drama.

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

In 1969 there was a marked change in viewing preference, with substantially bigger audiences for Australian programs, at the expense of imported films and series.

## ANALYSIS OF TELEVISION PROGRAMS OF AUSTRALIAN ORIGIN BY CATEGORIES—1970

### COMMERCIAL STATIONS

Category	Metropolitan		Country	
	Pc of Aust. programs	Pc of all programs	Pc of Aust. programs	Pc of all programs
<b>Drama</b>				
Serious .....	—	—	—	—
Adventure .....	1.2	0.5	3.1	1.3
Crime and suspense .....	2.3	1.0	6.3	2.6
Domestic and comedy .....	1.0	0.4	2.3	1.0
Western .....	0.1	—	0.2	0.1
Miscellaneous .....	2.7	1.2	2.4	1.0
<b>Total .....</b>	<b>7.3</b>	<b>3.1</b>	<b>14.3</b>	<b>6.0</b>
<b>Light entertainment</b>				
Cartoons .....	0.2	0.1	—	—
Light music .....	7.8	3.3	10.5	4.4
Personality programs .....	20.3	8.7	16.8	7.0
Talent programs .....	3.6	1.5	5.6	2.4
Variety .....	6.4	2.7	5.1	2.2
<b>Total .....</b>	<b>38.3</b>	<b>16.3</b>	<b>38.0</b>	<b>16.0</b>
<b>Sport .....</b>	<b>10.6</b>	<b>4.5</b>	<b>9.1</b>	<b>3.8</b>
<b>News .....</b>	<b>16.5</b>	<b>7.1</b>	<b>21.5</b>	<b>9.0</b>
<b>Children</b>				
Kindergarten .....	10.8	4.7	3.3	1.3
Other .....	5.5	2.4	3.6	1.5
<b>Total .....</b>	<b>16.3</b>	<b>7.1</b>	<b>6.9</b>	<b>2.8</b>
<b>Family activities</b> .....	<b>5.2</b>	<b>2.2</b>	<b>4.1</b>	<b>1.7</b>
<b>Information</b> .....	<b>1.0</b>	<b>0.4</b>	<b>2.0</b>	<b>0.9</b>
<b>Current affairs</b> .....	<b>1.7</b>	<b>0.7</b>	<b>1.0</b>	<b>0.4</b>
<b>Political matter</b> .....	<b>0.2</b>	<b>0.1</b>	<b>0.4</b>	<b>0.2</b>
<b>Religious matter</b> .....	<b>2.0</b>	<b>0.9</b>	<b>2.6</b>	<b>1.1</b>
<b>The arts</b> .....	<b>—</b>	<b>—</b>	<b>—</b>	<b>—</b>
<b>Education</b> .....	<b>0.9</b>	<b>0.4</b>	<b>—</b>	<b>—</b>
<b>TOTALS .....</b>	<b>100.0</b>	<b>42.8</b>	<b>100.0</b>	<b>42.0</b>

## BAN ON IMPORTED TV COMMERCIALS

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

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

# WORLD RADIO-TV RECEIVER FIGURES

Figures supplied by World Radio-TV Handbook of Denmark

Country and Population	Radio Receivers	TV Receivers	Country and Population	Radio Receivers	TV Receivers
* Country with comm. radio and/or television.					
Afars and Issas (150,000)		1,000	Finland (4,695,000)	1,774,569	1,042,731
Afghanistan (16,000,000)	100,000		France (50,700,000)	5,675,350	10,121,000
Albania (2,020,000)	161,000	2,100	Gabon (480,000)	62,000	1,200
Algeria (12,948,000)	700,000	120,000	Gambia (351,000)	35,000	
Andorra* (17,220)	4,000		Germany (Fed. Rep.)* (61,426,300)	19,508,442	16,200,461
Angola* (5,362,000)	95,000		Germany (Dem. Rep.) (17,085,000)	5,785,000	4,300,000
Anguilla (7,000)	5,000		Ghana (8,502,000)	703,000	16,000
Argentina* (23,620,000)	6,000,000	3,000,000	Gibraltar* (25,300)	3,650	6,634
Ascension Island (1,672)	200		Gilbert and Ellice Isl. (55,200)	5,000	
Australia* (12,551,300)	7,250,000	2,661,929	Great Britain* (55,521,200)	18,295,144	16,123,599
Austria (7,391,000)	2,023,815	1,377,349	Greece (8,900,000)	990,000	255,000
Azores* (350,000)	46,500		Greenland (40,600)	7,100	
Bahamas* (168,000)	100,000		Guadeloupe (336,000)	24,164	5,755
Bahrain (202,000)	56,500	16,000	Guam* (120,000)	90,000	41,000
Barbados* (253,000)	62,000		Guatemala* (4,865,000)	219,500	72,000
Botswana (620,000)	20,000		Guiana (718,110)	200,000	
Belgium (9,661,000)	3,603,833	2,087,230	Guiana, French (45,000)	2,850	1,800
Bermuda* (57,000)	38,000	17,000	Guinea, Rep. (3,800,000)	91,000	
Bolivia* (4,441,000)	402,000		Guinea, Portuguese (550,000)	2,420	
Brazil* (91,000,000)	5,700,000	6,100,000	Guinea, Equatorial (282,000)	71,000	
Brunei (150,000)	13,000		Haiti (4,677,000)	83,000	10,800
Bulgaria (8,479,206)	1,551,000	955,055	Hawaii (841,000)	1,500,000	180,000
Burma (26,390,000)	400,000		Holland (13,032,447)	808,913	3,038,195
Burundi (3,475,000)	65,000		Honduras, Br. (120,000)	48,285	
Cambodia (6,660,000)	102,500	25,000	Honduras Rep.* (2,536,000)	146,500	21,600
Cameroon (5,570,000)	211,500		Hong Kong* (4,039,700)	725,000	200,000
Canada* (21,377,000)	15,890,000	7,100,000	Hungary (10,300,000)	2,534,000	1,702,974
Canary Islands* (1,250,000)	165,000	3,000	Iceland (203,395)	62,000	38,000
Cape Verde Islands* (254,414)	4,599		India (537,000,000)	10,508,112	9,000
C. African Rep. (1,500,000)	46,000		Indonesia (113,000,000)	2,550,000	90,000
Ceylon* (12,500,000)	500,000		Iran* (26,995,000)	1,800,000	200,000
Chad (4,002,000)	60,000		Iraq (8,636,000)	200,000	177,000
Chile* (9,352,000)	1,400,000	500,000	Ireland (2,922,200)	149,821	415,918
Colombia* (19,828,000)	2,217,000	800,000	Israel (2,975,735)	480,000	350,000
Comoro Islands (261,382)	34,491		Italy (54,601,983)	11,452,386	9,557,108
Congo (Brazzaville) (880,000)	65,000	1,800	Ivory Coast (4,120,000)	75,000	10,550
Congo (Dem. Rep.) (16,800,000)	63,000	7,050	Jamaica* (1,915,000)	304,000	70,000
Cook Islands (20,650)	2,050		Japan* (102,000,000)	23,250,000	22,276,436
Costa Rica* (1,665,000)	125,337	100,000	Jordan (2,140,000)	150,000	55,000
Cuba (8,110,000)	1,330,000	260,000	Kenya (11,000,000)	197,000	16,400
Cyprus* (635,000)	148,603	45,783	Korea (Rep.)* (31,800,000)	3,332,575	400,000
Czechoslovakia (14,474,905)	3,867,634	2,875,000	Korea (P.D.) (13,250,000)		
Dahomey (2,572,600)	54,000		Kuwait (541,000)	105,000	100,000
Denmark (4,907,000)	1,517,133	1,340,563	Laos (3,000,000)	50,000	
Dominican Rep.* (4,011,589)	163,500	100,000	Lebanon (2,734,445)	600,000	300,000
Ecuador* (5,700,000)	215,000	70,000	Leeward Islands* (175,000)	5,600	6,000
El Salvador* (3,267,500)	405,000	92,000	Lesotho (912,000)	5,000	
Ethiopia (23,500,000)	160,000	8,000	Liberia* (1,132,500)	155,000	6,500
Falkland Islands (2,098)	711		Libya (1,808,000)	85,000	1,000
Faroe Islands (38,500)	11,000		Luxembourg (339,100)	152,190	66,575
Fiji* (507,000)	50,000		Macau* (269,000)	9,000	
			Madeira (270,000)	37,000	

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

Country and Population	Radio Receivers	TV Receivers	Country and Population	Radio Receivers	TV Receivers
* Country with comm. radio and/or television.					
Malagasy Rep. (7,000,000)	500,000		Sierra Leone (2,300,000)	40,000	3,050
Malawi (4,468,000)	106,000		Singapore (2,175,000)	227,410	145,258
Malaysia (10,390,000)	430,000	130,000	Solomon Islands (152,000)	8,440	
Mali (4,800,000)	60,000		Somalia (2,745,000)	50,000	
Malta* (325,513)	10,816	46,090	South Africa* (19,200,000)	2,000,000	
Maldives (110,770)	1,256		Southern Yemen* (1,300,000)	250,000	21,000
Martinique (335,000)	31,324	8,642	Spain* (33,500,000)	5,000,000	3,845,000
Mauritania (1,500,000)	55,000		St Helena (4,815)	725	
Mauritius* (820,000)	103,582	18,839	St Pierre et Miquelon (5,500)	1,600	1,100
Mexico* (49,000,000)	5,000,000	2,210,000	Sudan (14,775,000)	40,000	35,000
Monaco* (23,100)	6,650	15,075	Surinam* (375,500)	92,000	28,000
Mongolia (P.R.) (1,175,000)	95,000	1,000	Swaziland (400,000)	30,000	
Morocco (15,000,000)	934,689	173,904	Sweden (8,050,208)	2,481,110	2,481,110
Mozambique* (7,275,000)	90,000		Switzerland (6,200,000)	1,824,302	1,224,395
Nauru (6,603)			Syria (6,036,000)	300,000	110,847
Nepal (11,044,000)	55,000		Tahiti (105,000)	47,000	8,000
Neth. Antilles* (215,500)	115,000	30,500	Taiwan* (14,476,478)	1,439,222	410,512
New Caledonia (95,000)	25,000	8,000	Tanzania (12,600,000)	150,000	
New Hebrides (80,500)	11,000		Thailand* (33,700,000)	2,775,000	222,000
New Zealand (2,810,000)	685,000	630,000	Timor (590,000)	3,075	
Nicaragua* (1,844,000)	108,500	55,000	Trinidad and Tobago* (1,031,000)	236,000	54,000
Niger (4,000,000)	85,000		Togo (1,955,916)	45,000	
Nigeria* (62,650,000)	1,275,000	75,000	Tonga (81,500)	7,600	
Niue Island (5,350)	615		Trucial States (86,000)	20,000	10,000
Norfolk Island (1,525)	525		Trust Territory (Pacific) (96,000)	48,000	1,500
Norway (3,866,468)	1,157,025	816,941	Tunisia (4,960,000)	387,500	51,000
Pakistan (112,000,000)	1,626,146	80,000	Turk and Caicos Islands (6,800)	1,250	
Panama* (1,373,000)	230,000	108,000	Turkey (33,545,000)	3,072,135	50,000
Papua & New Guinea (2,300,000)	75,000		Uganda* (8,140,000)	256,000	11,020
Paraguay (2,235,500)	169,000	18,000	U.A.R. (Egypt) (32,000,000)	4,400,000	560,000
P.R. of China (740,000,000)			United States (202,976,000)	290,000,000	84,600,000
Peru* (12,775,000)	1,819,500	395,000	Upper Volta (5,156,000)	87,000	5,500
Philippines* (37,000,000)	1,500,000	400,000	Uruguay* (2,825,000)	1,081,000	250,000
Poland (32,727,100)	5,659,623	4,022,995	USSR (240,000,000)	90,000,000	22,000,000
Portugal* (9,505,000)	1,405,672	367,598	Vatican State (1,000)		
Puerto Rico* (2,700,000)	1,625,000	410,000	Venezuela* (9,700,000)	1,700,000	720,000
Qatar (81,000)	25,000	20,000	Vietnam (Rep.) (17,410,000)	406,000	
Reunion (425,000)	71,000	17,686	Vietnam (Dem. Rep.) (21,000,000)	510,000	
Rhodesia (5,188,400)	145,262	50,000	Virgin Islands (Am.)* (61,000)	33,000	16,000
Rumania (20,000,000)	3,080,000	1,288,750	Virgin Islands (Br.)* (6,600)	5,100	
Rwanda (3,500,000)	30,000		Windward Islands* (373,000)	61,000	
Ryukyu Islands* (968,000)	335,560	179,000	Yugoslavia (20,573,000)	3,373,250	1,712,289
Sabah (Malaysia) (616,000)	48,800		Zambia (4,064,000)	75,000	17,000
Samoa (America)* (27,000)	1,500	2,075			
Samoa (Western)* (146,000)	15,000				
Sao Tome (68,500)	6,200				
Sarawak (Malaysia) (945,061)	49,055				
Saudi Arabia (7,200,000)	85,000	75,000			
Senegal (3,672,000)	268,000	1,400			
Seychelles (49,500)	11,000				

# The Broadcasting Control Board

THE Australian Broadcasting Control Board was constituted on March 15, 1949. The principal powers and functions of the Board as set out in the Broadcasting and Television Act 1942-1969 are:

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

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

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

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

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

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

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

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

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

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

Full time: **Myles F. E. Wright**, chairman, appointed for five years from March 15, 1966; **J. M. Donovan**, re-appointed for five years from March 15, 1966; **D. McDonald**, B.Sc., re-appointed from May 6, 1970 to June 23, 1973.

Part time: **Dr W. C. Radford**, MBE, MA, M. Ed., Ph.D., re-appointed for three years from November 6, 1967.

Control Board's head office and Victorian State office are at 373 Elizabeth-st, Melbourne, 3000. Phone 30-4321. Telegrams, Conboard (all States).

Following are the State offices of the Board:

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

Brisbane: 130 Petrie Terrace (36-0722)

Adelaide: 32 South Terrace (51-1076).

Perth: 254 Adelaide Terrace (23-4609).

Hobart: AMP Bldg. 86 Collins St (34-5918).

# Always at or near the top!



## First in Sydney

Radio 2UE Sydney Pty. Ltd., 237 Miller Street, North Sydney  
Telephone 92 0444

- Melbourne: Hugh Anderson Pty. Ltd,  
130 Exhibition Street — Telephone 63 3674-5-6
- Brisbane: Bede Williams and Associates,  
29 Maxwell Street, New Farm — Telephone 58 1600
- Adelaide: Ray Cant and Associates,  
99 Currie Street — Telephone 51 5007

# Radio stations

## ● NSW (*Sydney*)

# TURN ON THE SNOB MOB

# 2CA



## The only station worth buying.

With the possible exception of the other AWA Network stations:  
 2AY Albury ■ 2GF Grafton ■ 2GN Goulburn ■ 3BO Bendigo  
 4CA Cairns ■ 4TO Townsville ■ 4WK Warwick

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

**2CH**

Licensee: The Council of Churches in NSW. Operated by Amalgamated Wireless (A'sia), AWA Bldg, 47 York St, Sydney, 2000. Phone 29-3322. Telegrams, Expanse. Telex 21515. Key station AWA network.

Opened: Feb. 15, 1932.

Transmitter Site: Pennant Hills. Power: 5kw. Frequency: 1170kcs. Operating Hours: 24 hour service.

Chairman: Sir Lionel Hooke.

Executives: H. R. Huntley (mngr), P. See (sales mngr), W. Lowder (enrg mngr), P. L. Geeves (program dir), E. Silver (ops mngr).

Interstate Representation: Melbourne, AWA, 167 Queen St; Brisbane, 70 Merivale St. O'seas: London, 81 Aldwych, W.C.2, 01242 6656; New York, Pan American Broadcasting Co., 370 Lexington Ave, Murray Hill, 5-1300; Wellington, NZ, 138 Wakefield St, C.I. Phone 43-191.

Rates resume (base rate for all time channels): 10sec \$4, 15secs \$6, 20secs \$7, 25secs \$9, 30secs \$10, 45secs \$12, 60secs \$13, 5mins \$20, 10mins \$24, 15mins \$29, 30mins \$53, 60mins \$103.

**2GB**

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

Opened: Aug. 23, 1926.

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

Directors: R. A. G. Henderson (chrnm),

S. R. I. Clark (mng dir), A. H. McLachlan, E. G. McRae, L. Garrott, F. B. Chandler, G. H. Allan, R. E. Denison.

Executives: S. R. I. Clark (man. dir), G. S. Jennings (secty), R. J. Milne (chief eng.), K. Taylor (station mngr), P. Campbell (prod. mngr).

Network Affiliation: Macquarie (key station). Interstate Representation: MBS, 382 Latrobe St, Melbourne (329-6666); MBS, 201 Tynte-st, North Adelaide (6-8461); MBS, 43 Adelaide St, Brisbane (2-2002).

O'seas repr.: Russell Watkins (International Representative), Room 405, 1501 Broadway, New York, NY 10036, USA.

Rates resume (base rates): 25secs \$33 (b'fast) \$23 (morn., early even.), \$13 (afternoon, even.), 25mins \$85 (day), \$45 (night).

**2KY**

Licensee: 2KY Broadcasters Pty Ltd, 32 Orwell Street, Potts Point, Sydney, 2011. Phone 35-3055 (10 lines).

Opened: October 31, 1925.

Transmitter Site: Haslam's Creek, Lidcombe. Power: 5kw.

Frequency: 1020kcs. Operating Hours: 24 hour service.

Directors: Hon F. W. Bowen, MLC (chrnm), Hon R. B. Marsh, MLC, J. P. Ducker, M. P. McCarney, E. A. Wright, J. P. Gibson, P. O'Toole.

Executives: R. B. Marsh (mng dir.), L. R. Hood (gen mngr), A. D. Kenny (asst to gen mngr), L. A. Spinner (chief eng.), H. P. Hay (studio mngr), R. W. Hood (sales mngr).

Rates resume (base rate): 10secs \$4.50, 15secs \$7, 20secs \$9, 30secs \$12.50, 45secs \$13.50, 60secs \$16.50.

**2SM**

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

Opened: Dec. 24, 1931.



**RAY BROWN Pty. Limited**  
media representation

'The Brown House',  
612 Queensberry St., North Melbourne, Victoria, 3051  
Telephone 329 8522 • Telex 31717

and at 163 Clarence Street, Sydney, N.S.W., 2000  
Telephone 29 4180. Telegrams 'Schedule' Sydney

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

**Directors:** Rev. R. B. Coughlan (chrmn), Most Rev. T. Muldoon, Rev. M. R. Prendergast, W. M. Nolan, MBE, MA (Cam.), W. Camphin, W. J. Trotter, FCA.

**Executives:** W. H. Stephenson (gen. mngr), K. B. O'Donohue (station mngr), L. Hay (sales mngr), Rod Muir (prog. mngr), John Brennan (music dir), R. Blades (chief eng.), G. W. Rutherford (prom. & publ. mngr).

**Interstate Representation:** Dargaville Associates Pty Ltd, 150 Albert Rd, 5th Melbourne, 3205 (69-7461); 172 Edward St, Brisbane (31-2621); 68 North Tce, Kent Town, SA (63-5092).

**Rates resume (base rate):** Mon.-Fri. (5am-9am, 3pm-7pm) up to 30secs \$22, 45secs \$33, 60secs \$44, 25mins \$75; (9am-3pm, 7pm-midnight) 30secs \$14, 45secs \$21, 60secs \$28, 25mins \$60; Sat.-Sun. (5am-6pm) 30secs \$24, 45secs \$36, 60secs \$48, 25mins \$100; (6pm-midnight) 30secs \$13, 45secs \$20, 60secs \$26, 25mins \$60.

## 2UE

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

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

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

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

**Executives:** A. D. Faulkner (gen. mngr), B. D. McClenaughan (station mngr), C. S. Emerton (ops mngr), R. G. Hurst (prgm mngr), T. F. Crozier (sales mngr—national), B. E. Rogerson (sales mngr—Sydney), A. K.

Greenhalgh (chief engineer), D. M. Angel (news editor).

**Network Affiliation:** Major. **Interstate Representation:** Hugh Anderson, 130 Exhibition St, Melbourne (63-3674); Ray Cant, 99 Currie St, Adelaide (51-5007); Bede Williams, 29 Maxwell St, New Farm, Q'ld (58-1600).

**Rates resume (base rate):** 30secs \$38 (b'fast), \$27 (morn), \$20 (afternoon), \$27 (early evening), \$11 (evening); 25mins, Music sessions flat rates \$115 (morn.), \$90 (aft.), \$85 (early even.), \$45 (8-10pm), \$35 (10pm-mid.).

## 2UW

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

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

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

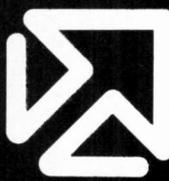
**Directors:** A. F. Albert, CMG (chrmn), R. O. Albert, E. F. Albert, A. A. Albert, E. K. R. Albert.

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

**Network Affiliation:** Commonwealth Broadcasting Net. **Interstate Representation:** CBN Sales Pty Ltd, 357 Little Collins St, Melbourne 3000, Telegrams, Cecben, Melbourne (67-5541); K. Gibson, CBN Sales, 30-38 Wharf St., Brisbane 4000 (31-1311); 5KA Adelaide 5000 (51-5511).

**Rates resume (base rate):** AAA Time, Mon.-Fri. 5.30am-9am, 4pm-7pm, Sat.-Sun. 5.30am-7pm; AA Time, Mon.-Fri. 9am-4pm; A Time, all week 7pm-mid. 25secs \$24 (AAA), \$18 (AA), \$14 (A); 30secs \$27 (AAA), \$20 (AA), \$16 (A); 45secs \$36 (AAA), \$24 (AA), \$18 (A); 60secs \$45 (AAA), \$31 (AA), \$24 (A), 25mins \$90 (AAA), \$65 (AA), \$55 (A). Mid-dawn rates on application.

For details of ABC stations 2FC and 2BL. see special ABC section, pages 133-138.



# Macquarie

## No.1 network in Australia.

Macquarie - top dog in NSW with 93% population.

Sydney's best night time buy

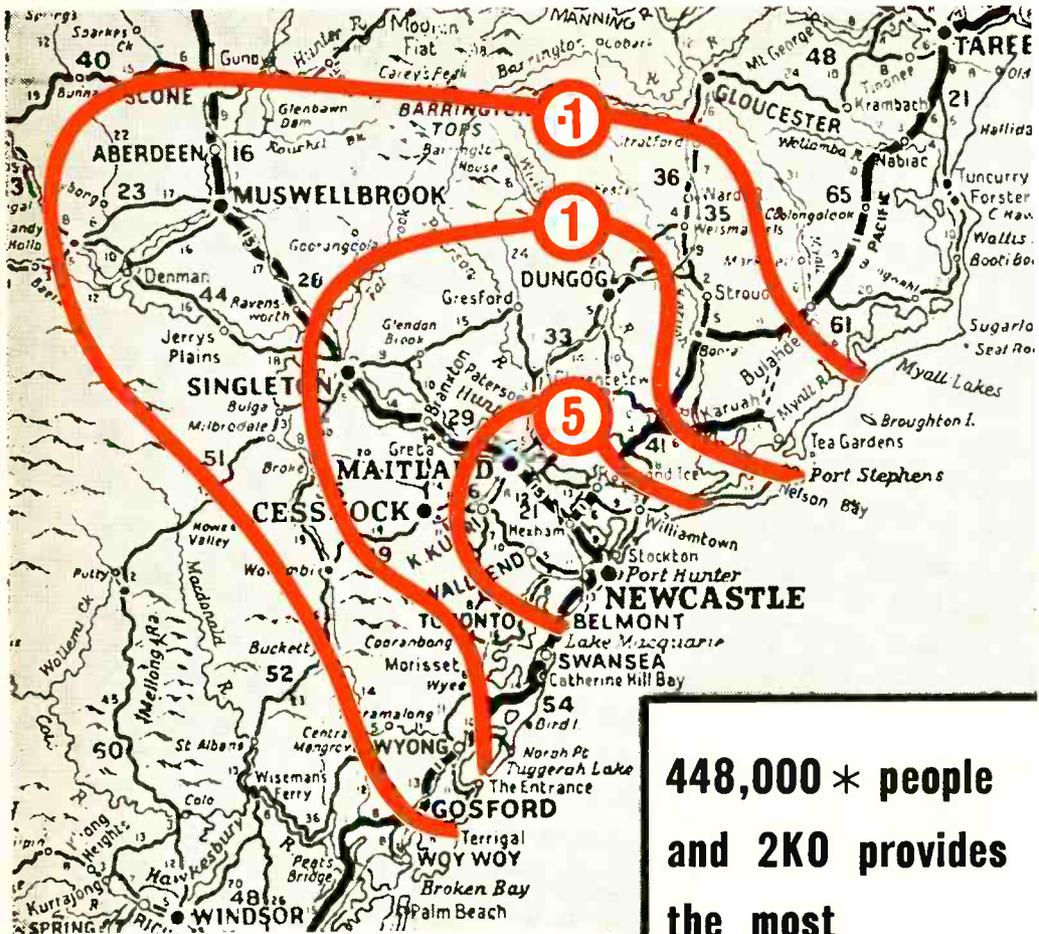
# 2KY

**ADULT RADIO**

Check your C.P.M.

*Represented in Melbourne by*

**REPRESENTATION SERVICES AUSTRALIA PTY. LTD.**  
Suite 31, 541 St. Kilda Road, Melbourne 3004. Telephone 51 8459



**448,000 \* people  
and 2KO provides  
the most  
effective coverage.**

# 2KO

# NEWCASTLE

110 Hunter Street.

2.3836

<b>SYDNEY:</b>	Radio 2KO Newcastle Pty. Ltd, 237 Miller Street, North Sydney.	92.7980
<b>MELBOURNE:</b>	Hugh Anderson Pty. Ltd.	63.3674
<b>BRISBANE:</b>	Bowley, Penglis & Associates Pty. Ltd.	2.6660
<b>ADELAIDE:</b>	Ray Cant & Associates.	51.5007
<b>PERTH:</b>	Nicholson's Broadcasting Service.	23.3044

\*Authority — Hunter Valley Research Foundation.  
Contours represent service area in millivolts per metre.

# Radio stations

## ● NSW (*Country*)

## 2AD Armidale

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

**Opened:** Feb. 5, 1936.

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

**Directors:** R. L. Blake, Mrs L. D. Higginbotham, J. R. Richardson, W. R. Forsyth, W. A. Baxter, M. M. Moroney.

**Executive:** E. C. Wilkinson (acting mngr). **Interstate Representation:** Country Radio & Television, 131 Clarence-st, Sydney (29-6021); J. Havre, 422 Collins-st, Melbourne (67-3011); Bede Williams & Assoc, 29 Maxwell St, New Farm, Q'ld (58-1600); MBS, 201 Tynte-st, Nth Adelaide (6-8461).

**Rates resume (base rate):** Open to 9.00am, 25secs \$3.30, 30secs \$3.70; 9.00am to close, 25secs \$3.00, 30secs \$3.40, 15mins \$12.00, 30mins \$19.00.

## 2AY Albury

**Licensee:** Amalgamated Wireless (A'sia) Ltd, cnr Dean & MacAuley-sts, Albury. Telephone Albury 21-3288. Telegrams Twoay.

Telex 56176. All correspondence to Box 670, PO, Albury, 2640. An AWA station.

**Opened:** Dec. 17, 1930.

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

**Chairman:** Sir Lionel Hooke.

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

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

**Rates resume (base rate):** 10secs \$3, 25secs \$4, 30secs \$5, 60secs \$6, 10mins \$16, 15mins \$20, 30mins \$32.

## 2BE Bega

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

**Opened:** 1937.

**Transmitter Site:** Bega. **Power:** 2kw day, 1kw night. **Frequency:** 1480kcs. **District Covered:** Dairying, pastoral, fishing. **Operating Hours:** Mon.-Sat. 6am-10pm; Sun. 7am-10pm.

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

**Network Affiliation:** Macquarie Co-op. **P'state repr.:** Radio Advertising Representatives Pty Ltd, 30 Carrington St, Sydney (29-3202); Stanhill, 34 Queens Rd, Melbourne (26-3641); MBS, 201 Tynte St, Nth Adelaide (6-8461).

**Rates resume (base rate):** 6am-6pm, 10secs \$2.00, 30secs \$2.70, 60secs \$3.70; 6pm-10pm close, 10secs \$1.50, 30secs \$2.20, 60secs \$2.60; all times: 15mins \$10.50, 30mins \$18.00, 60mins \$27.00.

## 2BH Broken Hill

**Licensee:** Radio Silver City Pty Ltd. **Studios & Offices:** Union & Zebina Sts, Broken Hill, 2880. Phone 2241, 2242. PO Box 432. Telegrams Twobh.

**Opened:** June 30, 1934.

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

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

**Executives:** H. J. Niemann (mngr), G. J. McGrechan (chief eng.).

**P'state repr.:** Macquarie Broadcasting Service Pty Ltd (all States).

**Rates Resume (base rate):** 30secs \$3.30, 45secs \$4.20, 15mins \$16, 25mins \$24. (6am-9am, Mon.-Fri; 6am-7pm Sat.-Sun.); 30secs \$2.80, 45secs \$3.60, 15mins \$12, 25mins \$20, (9am-7pm Mon.-Fri.); 30secs \$1.40, 45secs \$1.80, 15mins \$3.60, 25mins \$5 (7pm-close Mon.-Sun.).

SELL THE RICH WEST  
OF N.S.W. THROUGH

# 2DU

## DUBBO

# 2DU

DOMINATES  
A RICH FAST  
GROWING WESTERN  
N.S.W. MARKET

"Check the facts with your  
Macquarie rep."



## 2BS Bathurst

Licensee: Bathurst Broadcasters Pty Ltd, 109 George St. Bathurst, 2795. Phone Bathurst 31-3288. Telegrams, Twobs Bathurst.

Opened: Jan. 1, 1937.

Transmitter Site: Eglinton. Power: 2kw. Frequency: 1500kcs (200 metres). District Covered: Industrial, pastoral, rural.

Operating hours: Mon.-Fri. 5am-11.30pm; Sat. 5am-midnight; Sun. 6am-11pm.

Executives: R. B. Camplin (mng dir), P. J. Black (mng), D. Hume (sales mng), R. S. Lambert (prog. mng).

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

Rates resume (base rate): Open to 9am, 10secs \$2.40, 15secs \$3.10, 20secs \$3.80, 25secs \$4.50, 30secs \$5.20, 45secs \$6.20, 60secs \$7.20; News: 15secs \$4.50, 25secs \$6.70, 30secs \$7.80; 9am-7pm, 10secs \$10, 15secs \$2.60, 20secs \$3.20, 25secs \$3.70, 30secs \$4.30, 45secs \$5.30, 60secs \$6.30, 5mins \$9, 15mins \$15, 25mins \$25, 55mins \$47; News: 15secs \$3.80, 25secs \$5.50, 30secs \$6.30; 7pm-close, 10secs \$1, 15secs \$1.40, 20secs \$1.70, 25secs \$2, 30secs \$2.30, 45secs \$3, 60secs \$3.50, 5mins \$4.50, 15mins \$7.50, 25mins \$13, 55mins \$24, News: 15secs \$2.10, 25secs \$3, 30secs \$3.40.

## 2CA Canberra

Licensee: Canberra Broadcasters Pty Ltd, Broadcasting Hse, Northbourne-ave, Canberra, 2600. Phone 48-7711. Telegrams Twoca.

Opened: Nov. 14, 1931.

Transmitter Site: Belconnen. Power: 2kw. Frequency: 1050kcs. District Covered: Federal Capital, pastoral. Operating hours: 24-hour service.

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

Executive: P. R. Carrodus (mng).

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

Rates resume (base rate): Bfast, 30secs \$10, 60secs \$16, 15mins \$34, 25mins \$68; Day, 30secs \$7, 60secs \$11, 15mins \$27, 25mins \$54; Even., 30secs \$4, 60secs \$6, 15mins \$9, 25mins \$12.

## 2DU Dubbo

Licensee: Western Broadcasters Pty Ltd, PO Box 44, Dubbo, 2830. Phone Dubbo 82-2722, 82-2988.

Opened: July 3, 1936.

Transmitter Site: Eulomogo. Power: 2kw. Frequency: 1250kcs. District Covered: Rural. Operating Hours: Mon.-Fri. 5.30am-midnight; Sat. 5.30am-1am Sun.; Sun. 6am-11pm.

Executives: Mrs C. Grant (mng dir), Reg

## THE LAST REMINDER OF ODE TO THE TOURING TYPE

*They say a million people  
During Nineteen Seventy-one  
Will call to see the Capital  
Cos it's there for everyone.*

*They'll see the War Memorial  
The House and newer things  
The Water Jet spout water  
And hear the carillon as it  
rings.*

*They'll also hear the station  
With the call sign—2CA.  
Whose audience swells fourfold  
As the travellers make their  
stay.*

*It tells them of the goodies  
They've maybe left behind at  
home  
Or things they'll need to pur-  
chase  
'Round Canberra as they roam.*

*Will you give them a last  
reminder  
Of your product to use or wear  
Through 2CA the station bright  
and eager  
And never off the air.*

## POPULATIONS:

Canberra	141,000
Queanbeyan	16,000
Yass	4,500

**In Bungendore,  
Hall, Braidwood,  
Tharwa and small  
towns within the  
area.**

Approx.	10,200
<b>TOTAL</b>	<b>171,700</b>



# REMEMBER LEGACY

— all the  
year round

Ferguson (mngr), V. Hipwell (sales mngr), Max Wieland (chief eng.).

**Network Affiliation, Interstate, O'ceas**  
**Representation:** See Macquarie Network.

**Rates resume (base rate):** Open-9am, 10secs \$2.70, 20secs \$4.10, 30secs \$5.50, 45secs \$6.90, 60secs \$8.30, News: 10secs \$4.00, 30secs \$8.30; 9am-7pm, 10secs \$2.50, 20secs \$3.50, 30secs \$4.50, 45secs \$5.60, 60secs \$6.70, 5mins \$9.50, 15mins \$16.00, 25mins \$26.00, News: 19secs \$3.70, 30secs \$6.70; 7pm-close, 10secs \$1.00, 20secs \$1.70, 30secs \$2.30, 45secs \$3.00, 60secs \$3.50, 25mins \$8.00, News: 10secs \$1.50, 30secs \$3.50.

## 2GF Grafton

**Licensee:** AWA Ltd, trading as Grafton Broadcasting Co, Prince St, Grafton, 2460. Phone Grafton 422-766. Telegrams, Twogf, Telex 66979. An AWA station.

**Opened:** Dec. 15, 1933.

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

**Chairman:** Sir Lionel Hooke.

**Executive:** J. R. Stewart (mngr).

**Rates resume (base rate):** 10secs \$2, 25secs \$3, 30secs \$4, 60secs \$5, 10mins \$12, 15mins \$15, 30mins \$24.

## 2GN Goulburn

**Licensee:** AWA Ltd, trading as Goulburn Broadcasting Co., McKell Place, Goulburn, 2580. Phone 21-3377. Telegrams, Twogn. Telex 62190. An AWA station.

**Opened:** Dec. 17, 1931.

**Transmitter Site:** West Goulburn. **Power:** 2kw. **Frequency:** 1380kcs. **District Covered:** Pastoral, rural. **Operating Hours:** Mon.-Sat., 6am-11pm; Sun., 7am-11pm.

**Chairman:** Sir Lionel Hooke.

**Executives:** J. B. Powell (mngr), J. C. Logan (sales mngr), C. Spain (chief eng.). **Interstate, O'ceas Representation:** See 2CH.

**Rates resume (base rate):** 10secs \$2, 25secs \$3, 30secs \$4, 60secs \$5, 10mins \$12, 15mins \$15, 30mins \$24.

## 2GZ Orange

**Licensee:** Country Broadcasting Services Ltd. Phone Orange 62-1955. PO Box 465, Orange, 2800. Associated with 2NZ.

**Opened:** Oct. 31, 1935.

**Transmitter Site:** Amaroo. **Power:** 2kw. **Frequency:** 990kcs. **District Covered:** Industrial, rural. **Operating Hours:** Mon-Fri, 5.30am-11.30pm; Sat., 6am-12mid.; Sun., 6.30am-11pm.

**Directors:** Sir Robert C. Wilson, H. L.

Milling, S. S. Ick-Hewins, C. H. Neville, A. B. Taylor, A. Ridley, H. V. Budd, MLC.

Executives: A. Ridley (gen. mngr), E. C. Crouch (chief eng.), G. Ratcliffe (station mngr).

**Interstate Representation:** Interstate Radio Sales, 76 Clarence St, Sydney 2000 (29-7241). Hugh Anderson, 130 Exhibition St, Melbourne (63-3671); Ray Cant & Associates 99 Currie St, Adelaide. (51-5007); Bede Williams & Assoc. Brisbane (2-6660).

## 2HD Newcastle

**Licensee:** Airsales Broadcasting Co. Pty Ltd, Maitland Rd, Sandgate, 2304. Phone 68-3611-23. Telegrams, 2HD Newcastle.

**Opened:** Jan. 27, 1924.

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

**Directors:** J. P. Ducker, C. Oliver, J. L. Armitage, R. B. Marsh, H. B. French, P. B. Westerway.

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

**Repr.:** Macquarie all States.

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

## 2KA Katoomba

**Licensee:** Transcontinental Broadcasting Corp. Ltd. Katoomba office and studios, Rural Bank Bldg, Katoomba St, Katoomba, PO Box 32. Phone 945.

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

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

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

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

**Interstate Representation:** CBN Sales Pty Ltd, Miller House, 357 Little Collins St, Melbourne (67-5541), CBN Sales Pty Ltd, CBC House, Wharf & Adelaide Sts. Brisbane (31-1311).

**Rates resume (base rate):** 30secs, \$5 (open—2pm Mon.-Fri., open—7pm Sat.-Sun.) \$3 (2pm—close Mon.-Fri., 7pm—close Sat.-Sun.).

## 2KM Kempsey

**Licensee:** Radio Kempsey Ltd, Kempsey office & studios, Elbow St, Kempsey, PO Box 136, Kempsey. Phone 2236 (newsroom 3000). Port Macquarie office and studio, Ritz Arcade. Phone 83-1382. Coffs Harbour office

# 2HD

*the swinging*

## NEWCASTLE

## MACQUARIE STATION

and studio: Rural Bank Bldg, High St. Phone 1444. Telegrams Twokem.

Opened: September 20, 1937.

Studios: Kempsey, Coffs Harbour, Port Macquarie. Power: 2kw (directional). Frequency: 530kcs. District covered: Rural, pastoral, industrial. Operating Hours: Mon.-Fri., 5am-11.05pm; Sat. 5am-11.30pm; Sun. 6am-10.15pm.

Executives: L. B. Harte (gen. mngr), G. McBrien (station mngr), C. Carter (station engr).

Network Affiliation: Macquarie co-op.

Interstate Repr.: CBN Sales Pty Ltd, Miller Hse, 357 Little Collins-st, Melbourne (67-5541), CBN Sales Pty Ltd, CBC House, Wharf & Adelaide Sts, Brisbane (31-1311).

Rates resume (base rate): 30secs \$5.00 (open-2pm Mon.-Fri., open-7pm Sat.-Sun.), \$3.00 (2pm-close Mon.-Fri., 7pm-close Sat.-Sun.).

## 2K0 Newcastle

Licensee: Radio 2K0 Newcastle Pty Ltd, CML Bldg, 110 Hunter St, Newcastle, 2300. Phone 2-3836. Telegrams, Twoko.

Opened: Aug. 1, 1931.

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

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

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

Network Affiliation: Major. I'state Repr.: Hugh Anderson, 130 Exhibition St, Melbourne (63-3674); Radio 2K0 Newcastle Pty Ltd, 237 Miller St, Nth Sydney (92-7980); Ray Cant, 99 Currie St, Adelaide (51-5007); Network Sales — I'state Radio Sales, 76 Clarence St, Sydney; Bede Williams & Associates, 29 Maxwell St, New Farm, Brisbane.

Rates resume (base rate): 25secs \$11, 30secs \$12 (5.30am-9am Mon.-Fri., 5.30am-1pm Sun., 5.30am-5.30pm Sat.); 25secs \$10, 30secs \$11 (9am-1pm Mon.-Fri., 1pm-5.30pm Sun.); 25secs \$6, 30secs \$6.75 (1pm-7pm Mon.-Fri.); 25secs \$3, 30secs \$3.50 (7pm-mid. Mon.-Fri., 5.30pm-8pm Sat.-Sun., 8pm-mid. Sat.-Sun.); 25mins, Mon.-Sun., \$35 (6am-1pm), \$25 (1pm-6pm), \$18 (6pm-8.30pm), \$12 (8.30pm-mid.), 12mid.-5am on application.

## 2LF Young

Licensee: Young Broadcasters Pty Ltd, 24 Lovell St, Young, 2594. Cowra studio, Kendal St, Cowra. Phone Young 82-1133, Cowra 999. Telegrams Twolf.

Opened: Feb. 16, 1938.

Transmitter Site: Young. Power: 2kw. Frequency: 1340kcs. District Covered: Rural, pastoral, industrial. Operating Hours: Mon.-Sat., 5.30am-11.05pm; Sun., 6am-11.05pm.

Directors: G. G. McCauley, G. E. McCauley, T. M. Fitzpatrick.

Executives: J. Finlayson (mngr), J. J. Condon (sales mngr), E. Eastley (chief tech.), P. Black (Cowra studio mngr).

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

Rates resume (base rate): 30secs \$4.30 (5.30am-9am), \$3.40 (9am-7pm), \$1.90 (7pm-11pm); 45secs \$5 (5.30am-9am), \$4.20 (9am-7pm), \$2.20 (7pm-11pm); 15mins \$15 (9am-7pm), \$4 (7pm-11pm); 25mins \$28 (9am-7pm), \$8 (7pm-11pm).

## 2LM Lismore

Licensee: Richmond River Broadcasters Pty Ltd, Bruxner Highway, Goonellabah, 2480, via Lismore. Phone Lismore 21-2351. Telegrams, Twolm.

Opened: Sept. 21, 1936.

Transmitter Site: Goonellabah. Power: 2kw. Frequency: 900kcs. District Covered: Rural. Operating Hours: Mon.-Fri. 5.30am-11pm; Sat., 5.30am-1am Sun; Sun. 6am-11pm.

Directors: B. Gordon, J. C. McIntosh, J. M. McLean, Dr. N. E. Brand, J. Glynn.

Executives: R. Tomlinson (gen mngr), H. Head (station mngr), Hector Green (chief engineer), M. Kennedy (program mngr).

Interstate Representation: Interstate Radio Sales, 76 Clarence St, Sydney, 2000 (29-7241); Hugh Anderson, 130 Exhibition St, Melbourne (63-3674); Broadcasters (Aust.) Pty Ltd, 43 Adelaide-st, Brisbane (2-2002); K. Coles, 95 Currie-st, Adelaide (51-4926).

Rates resume (base rate): 10secs \$1.55, 15secs \$2.30, 20secs \$2.75, 25secs \$3.20, 15mins \$16.40 30mins \$27.80. Night rates half day rates.

## 2LT Lithgow

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

Opened: June 30, 1939.

Transmitter Site: Bowenfells. Power: 500 wts. Frequency: 1370kcs. District Covered: Industrial, pastoral, rural. Operating Hours: Mon.-Sat., 6.00am-11.00pm; Sun. 7.30am-10.30pm.

Directors: G. G. McCauley, G. E. McCauley, T. M. Fitzpatrick.

Executive: John Ringwood (mngr).

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

Rates resume (base rate): Open-9am Mon.-

Fri., open-7pm Sat.-Sun.; 10secs \$1.60, 30secs \$2.80, 60secs \$4, 9am-7pm Mon.-Fri., 10secs \$1.30, 30secs \$2.50, 60secs \$3.40. 7pm-close Mon.-Sun., 10secs \$1, 30secs \$1.50, 60secs \$2.10. S'ships: 15mins \$9 (9am-7pm Mon.-Fri., open-7pm Sat.-Sun.), 30mins \$18 (9am-7pm Mon.-Fri., open-7pm Sat.-Sun.), \$13 (7pm-close Mon.-Sun.) 60mins \$36 (9am-7pm Mon.-Fri., open-7 pm Sat.-Sun.), \$26 (7pm-close Mon.-Sun.).

## 2MG Mudgee

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

**Opened:** July 2, 1938.

**Transmitter Site:** Mudgee. **Power:** 2kw, directional aerial. **Frequency:** 1450kcs. **District Covered:** Industrial, rural, pastoral. **Operating Hours:** Mon.-Sat., 6am-10.15pm; Sun., 7am-10.30pm.

**Directors:** W. J. Trotter (chairman), R. B. Camplin (mng dir.), D. M. Hutchinson, D. E. Cashmere (secty).

**Executives:** K. R. Peck (mngtr), J. Sullivan (chief tech.).

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

**Rates resume (base rate):** 30secs \$3.40 (open to 9am), 30secs \$2.80 (9am to 7pm), 30secs \$1.80 (7pm to close).

## 2MO Gunnedah

**Licensee:** 2MO Gunnedah Pty Ltd, 3 Rodney St, Gunnedah, 2380. **Phone Gunnedah** 236, 276. **PO Box** 62. Member, New England Network. Branch studio, Maitland St., Narrabri. **Phone Narrabri** 1134.

**Opened:** June 16, 1930.

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

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

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

**Interstate Representation:** See 2TM.

**Rates resume (base rate):** AA time 10secs \$1.80, 20secs \$2.90, 30secs \$3.70, 60secs \$4.10. A time 10secs \$1.60, 20secs \$2.60, 30secs \$3.40, 60secs \$4.60, 5mins \$6, 15mins \$12, 60mins \$26.

## 2MW Murwillumbah

**Licensee:** Tweed Radio and Broadcasting Co Pty Ltd, C.B.S. Chambers, Main St, Murwillumbah, 2484. **PO Box** 53. **Phone** 72-1888. Branch studio: Griffith St, Coolangatta. **Phone Tweed Heads** 1754.

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

**Transmitter Site:** Tumbulgum. **Power:** 2kw. **Frequency:** 1440kcs. **District Covered:** tourist and rural.

**Operating Hours:** Mon.-Fri. 5.30am-11pm; Sat. 5.30am-mid.; Sun. 6am-10pm.

**Directors:** A. A. Budd (chairman), T. C. Hawkes, W. R. Brewer, D. C. Stainlay.

**Executives:** D. Beard (mngtr), D. Swanborough (sales mngtr), N. D. Carpenter (chief engineer), C. Stone (Gold Coast studio mngtr).

**Network Affiliation:** Macquarie. **Interstate Representation:** Macquarie all States.

**Rates resume (base rate):** Open-2pm, 30secs \$4.60; 2pm-7pm \$3.30; 7pm-11pm 30secs \$2.40.

## 2NM Muswellbrook

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

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

**Transmitter Site:** Muswellbrook. **Power:** 2kw day, 1kw night. **Frequency:** 1460kcs. **District Covered:** Industrial, pastoral, rural. **Operating Hours** Mon.-Sat. 5.30am-11pm; Sun. 6am-11pm.

**Directors:** J. E. Smith, E. W. Robinson, O. H. Robinson, K. C. Robinson, N. M. Thomas, E. G. Hallett, T. G. Taylor, M. A. Mather.

**Executives:** K. C. Robinson (gen. mngtr), E. J. Webster (mngtr), W. J. Irwin (engineer).

**Interstate Representation:** Sydney, Peter Halse Assoc. Pty Ltd, 32 York St, Sydney (29-7527); Melbourne, Adelaide, Ray Brown Pty Ltd, 612 Queensberry St, Nth. Melbourne (329-8522).

**Rates resume (base rate):** 30secs \$3.20 (bfst & morn.), \$2.30 (aft.), \$1.70 (even.), 45secs \$3.70 (bfst & morn.), \$2.70 (aft.), \$2.10 (even.); 15mins \$8 (bfst & morn.), \$5.50 (aft.), \$4.50 (even.); 30mins \$16 (bfst & morn.), \$11 (aft.), \$9 (even.).

## 2NX Bolwarra (Newcastle & Hunter Valley)

**Licensee:** Hunter Broadcasters Pty Limited, 56 Hunter St, Newcastle, 2300. **Phone** 2-1573-4. **Telegrams Twonx.** Associated with 2NM.

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

**Transmitter Site:** Bolwarra. **Power:** 2kw. **Frequency:** 1360kcs. **District Covered:** (Newcastle & Hunter Valley), industrial, pastoral, rural. **Operating Hours:** 24-hour service.

**Directors:** J. E. Smith, E. W. Robinson, O. H. Robinson, K. C. Robinson, M. A. Mather, N. M. Thomas, E. G. A. Hallett, T. G. Taylor.

**Executives:** K. C. Robinson (gen. mngtr), J. A. Rac (sales mngtr), W. J. Irwin (engineer).

**Pstate Representation:** Sydney: Peter Halse Assoc. Pty Ltd, 32 York St, Sydney (29-7527); Melbourne, Adelaide: Ray Brown Pty Ltd, 612 Queensberry St, Nth Melbourne (329-8522).

**Rates resume (base rate):** 30secs \$7.00 (b'fast-morn., Sun.-Fri., to 7pm Sat.); \$5.00 (aft.), \$3.50 (even.); 45secs \$8.50 (b'fast-morn., Sun.-Fri., to 7pm Sat.), \$6 (aft.), \$4.50 (even.); 15mins \$15 (b'fast-morn., Sun.-Fri.), \$10 (aft.), \$8 (even.); 30mins \$30 (b'fast-morn., Sun.-Fri., to 7pm Sat.), \$20 (aft.), \$16 (even.).

### 2NZ Inverell

**Licensee:** Northern Broadcasters Pty Limited, Phone Inverell 1102. Telegrams Twonz. Associated with 2GZ.

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

**Transmitter Site:** Long Plain. **Power:** 2kw. **Frequency:** 1190kcs. **District Covered:** Industrial, rural. **Operating Hours:** Mon.-Sun. 5.30 am-11pm.

**Directors:** Sir Robert C. Wilson, H. L. Milling, S. S. Ick-Hewins, A. Ridley, A. B. Taylor, C. H. Neville.

**Executives:** A. Ridley (general mngr), S. Ward (mngr), E. C. Crouch (tech. consultant).

**Interstate Representation:** Interstate Radio Sales, 76 Clarence St, Sydney 2000. (29-7241); Hugh Anderson, 130 Exhibition-st, Mel-

bourne (63-3674); Ray Cant & Associates 99 Currie St, Adelaide (51-5007); Bede William's & Assoc., Brisbane (2-6660).

### 2PK Parkes

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

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

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

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

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

**Network Affiliation:** Macquarie, Mid-State. **Pstate repr.:** See 2GB-Macquarie.

### 2QN Deniliquin

**Licensee:** Haig-Muir Broadcasting Pty Ltd, 368 George St, Deniliquin, 2710. Phone Deniliquin 81-1811. Telegrams Twoqn. Telex 52902.

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

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

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

**Executives:** J. B. Wiltshire (mngr), P. Walton (engr-in-charge), P. Dix (studio mngr).

**Interstate Representation:** Radio Advertising Representatives, 30 Carrington St, Sydney (29-5825); Stanhill, 34 Queens Rd, Melbourne (26-3641).

**Rates resume (base rate):** 30secs \$3.75, 60secs \$5.25, 15mins \$15, 30mins \$27. After 7 pm, 50pc of day rates.

### 2RE Taree

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

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

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

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

# 2PK

VOICE OF THE GOLDEN WEST

During more than 30 years of operation 2PK has become an integral part of the life of the vast, rich Golden West—an area including such prosperous centres as Parkes, Forbes, Eugowra, Cumnock—with a population of 43,000.

Today, 2PK continues to unlock markets for both local and national advertisers in the Golden West.



Part of  
**Macquarie  
Territory**

**Executives:** H. C. McCrindle (station mngr), B. McWilliams (tech.), O. G. K. Sutherland (secy).

**State Repr.:** John Havre, 422 Collins St, Melbourne (67-3011); Bede Williams & Associates, 29 Maxwell St, New Farm, Q'ld. (58-1690, 58-1436); Country Radio & Television, 131 Clarence St, Sydney (29-6021); Macquarie Broadcasting Service, 201-205 Tynte St, North Adelaide (6-8461).

**Rates resume (base rate):** AA time, 10secs \$1.80, 25secs \$3.30, 45secs \$4.60. A time, 10secs \$1.60, 25secs \$3, 45secs \$4.20, 5mins \$6, 15mins \$12, 30mins \$19.

## 2RG Griffith

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

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

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

**Directors:** M. E. Farley (chrmn), Sir Charles Moses, W. R. Gamble, P. M. Jones, C. D. Moore.

**Executives:** W. R. Gamble (gen. mngr), J. W. Landier (sales mngr).

**Network Affiliation:** Macquarie. **Interstate Representation:** MBS, 136 Phillip St, Sydney (2-0360); MBS, 201-5 Tynte St, Adelaide (6-8461); MBS 382 Latrobe St, Melbourne (329-6666). 4BH, 43 Adelaide St, Brisbane.

**Rates resume (base rate):** 10secs \$2.50, 20secs \$4, 30secs \$5.50, 60secs \$8.50, 15mins \$14, 30mins \$26.

## 2TM Tamworth

**Licensee:** Tamworth Radio Development Co. Pty Ltd, Radio Centre, Calala, Tamworth, 2340. P.O. Box 497 Tamworth. Phone 65-7055. Telegrams Twotm. Member, New England Network, Macquarie Co-op.

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

**Transmitter Site:** Goonoo Goonoo Rd. **Power:** 2kw. **Frequency:** 1290kcs. **District Covered:** Industrial, pastoral, rural. **Operating Hours:** Mon.-Sun., 5am-1am.

**Directors:** L. D. Higginbotham (mng dir), T. Whitcomb, H. Joseph, W. H. Higginbotham, P. M. Smith (secy), K. R. Knapp (sales mngr).

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

## 2VM Moree

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

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

**Transmitter Site:** Moree. **Power:** 2000wts day and night. **Frequency:** 1530kcs. **District Covered:** Pastoral.

**Operating Hours:** Sun.-Fri. 5am-midnight; Sat., 5am-1am Sun.

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

**Executives:** S. T. O'Shea (mngr), Mrs Edith Reid (asst. mngr), Barry Goodman (sales mngr), R. W. J. Hazell (tech-in-charge).

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

**State Repr.:** Country Radio & Television, 131 Clarence-st, Sydney; J. L. Havre, 422 Collins-st, Melbourne; MBS, 201 Tynte-st, Adelaide; Macquarie, 43 Adelaide St, Brisbane.

**Rates resume (base rate):** Open-9am and MBS sport progs, 24secs \$3.50, 30secs \$3.80, 45secs \$4.90, 60secs \$5.60. 9am-close 25secs \$2.70, 30secs \$3.20, 45secs \$3.80, 60secs \$4.30, 15mins \$8.50, 30mins \$14.50.

## 2WG Wagga

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

COVER  
THE RICHEST  
RURAL MARKET  
IN N.S.W.  
THROUGH  
2 R G

CENTRE MURRUMBIDGEE  
IRRIGATION AREA

IMAGINATION  
 THE  
 CAPTURES  
 RADIO

## 2WL

*The gentle art of  
 communication  
 is a secret known  
 only to a very few!  
 We have it!*

# 2 W—MACQUARIE L

**"Imagination Radio"**

Wollongong Broadcasting  
 Pty. Ltd.  
 Edward Street,  
 Wollongong.  
 P.O. Box 1234.  
 Phone 2-4203.



**PART OF  
 MACQUARIE TERRITORY**

2124. Telegrams Twowg.  
 Opened: June 29, 1932.

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

**Directors:** Mrs A. Linden, Mrs W. J.  
 Hucker, J. W. d'Apice, R. F. Haig-Muir.

**Executives:** Ken A. Buntain (gen mngr),  
 Barry Haydon (sales mngr), A. Hewett (en-  
 gr-in-charge), Mal Brentnall (prog. dir).

**Interstate Representation:** Radio Advertis-  
 ing Representatives, 30 Carrington St, Sydney  
 (29-5825), and 34 Queen's Rd, Melbourne  
 (26-3641).

**Rates resumé (base rate):** 30secs \$6.90,  
 45secs \$8.35, 15mins \$24.90, 30mins \$44.90.  
 After 7pm half day rates.

## 2WL Wollongong

**Licensee:** Wollongong Broadcasting Pty  
 Ltd, Edward St, Wollongong. 2500. Phone  
 2-4203. Telegram Twowl.

**Opened:** July 18, 1931.

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

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

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

**Rates resumé (base rate):** 30secs \$10 (b'fast),  
 \$9 (9am-2pm), \$5 (2pm-5pm), \$9 (5pm-7pm),  
 \$4 (7pm-midnight); 45secs \$13 (b'fast), \$12  
 (9am-2pm), \$6 (2pm-5pm), \$12 (5pm-7pm),  
 \$5 (7pm-midnight); weekends same as b'fast  
 (5am-7pm). 15mins \$20 (9am-2pm), \$15 (2pm-  
 5pm), \$20 (5pm-7pm), \$8 (7pm-midnight);  
 25mins \$38 (9am-2pm), \$20 (2pm-5pm), \$38  
 (5pm-7pm), \$12 (7pm-midnight). Weekends  
 5am-7pm same as 9am-2pm.

## 2XL Cooma

**Licensee:** Cooma Broadcasters Pty Ltd, 132  
 Sharp St, Cooma, 2630. Phone Cooma 2-1234.  
 PO Box 651.

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

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

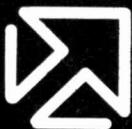
**Directors:** R. Z. King (chairman), J. S. Scott  
 (mng dir), M. J. Edwards, N. J. Allam, M.  
 M. Scott.

**Executive:** N. Allam (mngr).

**Interstate Repr.:** Max Edwards, 4th floor, 58  
 Margaret St, Sydney, 2000 (29-7008); Oaten-  
 Ward, 341 Collins St, Melbourne, 3000  
 (62-5723).

Rates resume (base rate): 25secs \$3 (b'fast & day), \$1.80 (night); 45secs \$3.50 (b'fast & day), \$2.10 (night); 15mins \$11 (day), \$8 (night), 30mins \$20 (day), \$18 (night).  
For New South Wales stations of the ABC see special ABC section, pages 133-138.

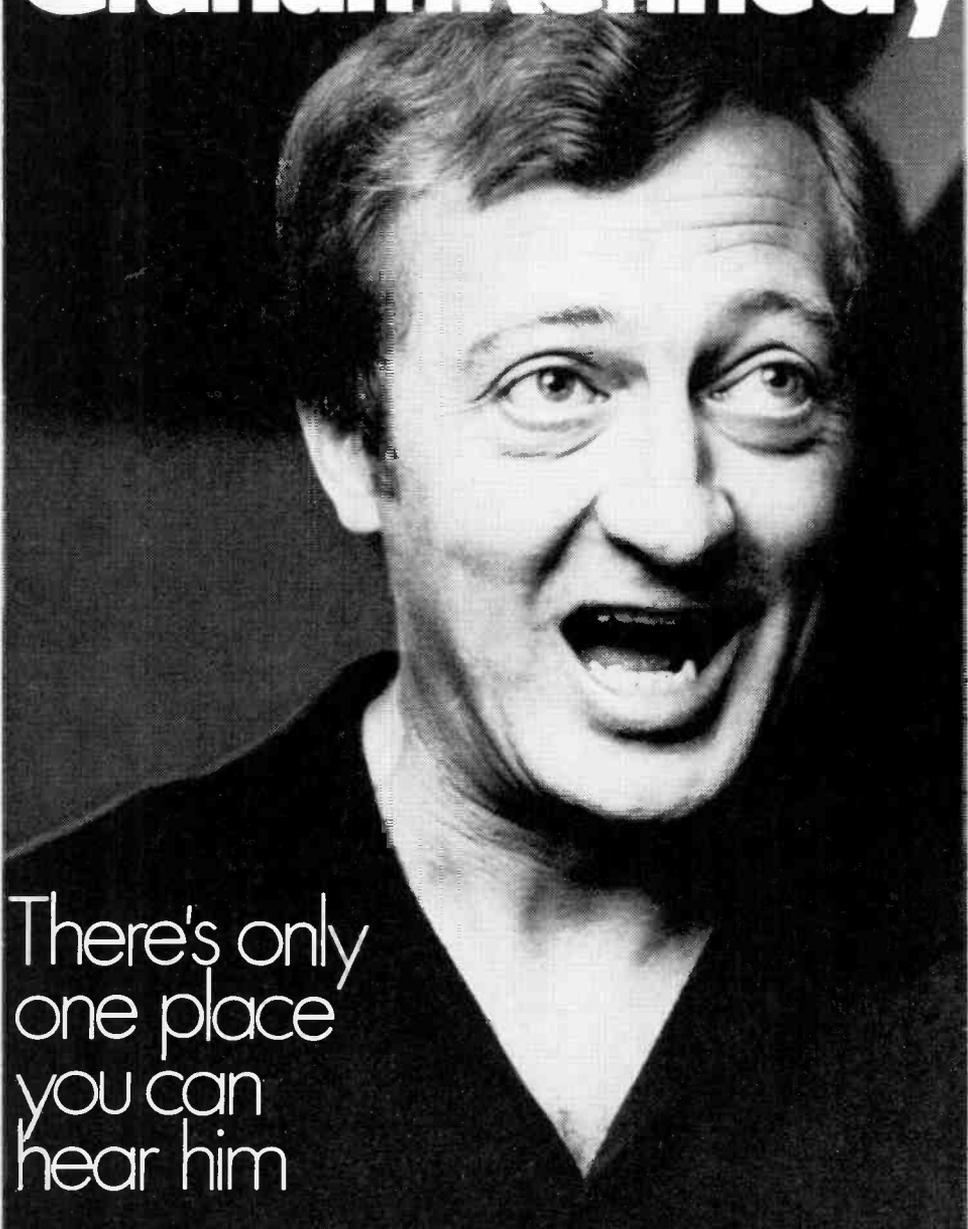
For details of Central Coast Broadcasting, successful applicant for the Gosford, NSW, commercial radio licence, see Late Listings.



**Macquarie**  
No.1 network in Australia.

Macquarie splits NSW into 4 groups.  
So you hit the exact target you're aiming at. NSW Industrial,  
NSW Country, NSW Mid-State or all NSW.

# Graham Kennedy



There's only  
one place  
you can  
hear him

happening radio *3xy*

# Radio stations

- *Victoria (Melbourne)*

**There's a Melbourne  
worth listening to**

**3AW** 

**and worth buying!**

**3AK**

**Licensee:** General Television Corporation Pty Ltd. Studios and offices, 22-46 Bendigo St, Richmond, Victoria, 3121. Phone 42-0201. **Opened:** Nov. 29, 1931.

**Transmitter Site:** Lower Plenty. **Power:** 5kw. **Frequency:** 1500kcs. **Operating Hours:** 24-hour service.

**Directors:** Sir Frank Packer, R. C. Packer, MLC.

**Executives:** R. C. Packer (mng dir), Gary S. Day (chief exec.), T. O'Donohue (chief eng.), Rhett H. Walker (prog. dir.), Des McDonald (nat. sales mngr), Ern Steet (Vic. sales mngr).

**Postate repr.:** John Kaye 54 Park St, Sydney (61-9931); Gordon McLaughlin Pty Ltd, 163 Archer St, N. Adelaide (67-1837).

**Rates resume (base rate):** AAA (5.30am-9am, 4pm-7pm Mon.-Fri., 5.30am-7pm Sat.-Sun.); AA (9am-4pm Mon.-Fri.); A (7pm-11.30pm Mon.-Sun.). All-night (11.30pm-5.30am Mon.-Sun.) 30secs \$18 (AAA), \$13 (AA), \$5.50 (A); 45secs \$22 (AAA), \$16 (AA); 60secs \$28 (AAA), \$20 (AA), \$8 (A). All-night rates on application. Sat.-Sun. sponsorships: 25 mins \$80.

**3AW**

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

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

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

**Directors:** Geoff H. Allan, S. R. I. Clark (chmn), Phillip H. Palmer, Eric McRae, E. L. Garrott.

**Executives:** R. E. Fowell (gen. mngr), S. C. Baker (asst mngr), G. S. Jennings (actg secty), R. B. Quinn (ops mngr), R. Kinley (chief eng.), C. Shaw (news editor), D. McGee (asst station ops mngr), F. Thomas (retail sales mngr), D. Gibbons (prod. mngr).

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

**Rates resume (base rate):** 5.30am-2pm Mon.-Fri., 10secs \$12, 20secs \$17, 30secs \$22, 60secs \$34, 2pm-5pm Mon.-Fri., 10secs \$4, 20secs \$8, 30secs \$12, 60secs \$16. 5pm-7pm Mon.-Fri., 10secs \$8, 20secs \$14, 30secs \$18, 60secs \$23. 5.30am-7pm Sat. & Sun., 10secs \$8, 20secs \$18, 60secs \$23. 7pm-10pm Mon.-Sun., 10secs \$3, 20secs \$6, 30secs \$10, 60secs \$14.

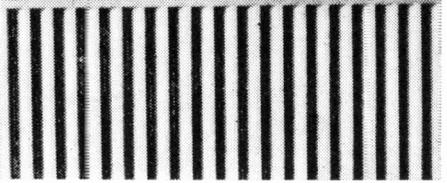
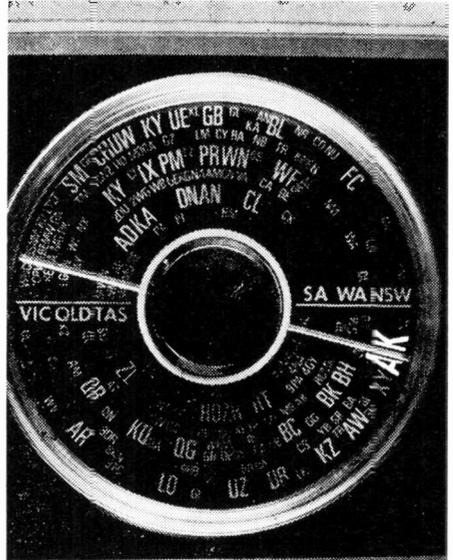
**3DB**

**Licensee:** The Herald & Weekly Times Ltd, 61 Flinders Lane, Melbourne, 3000. Phone 63-5451. Telegrams Threadb. Telex 31610. In part relay to 3LK.

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

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

# Friends and how to get them



MBC601/R

A reminder that Friendly 3AK makes friends 24 hours a day. To start a relationship book time with Sydney, 61 9931 Melbourne, 42 0201 Adelaide, 67 1837

# FRIENDLY 3AK

3AK makes friends 24 hours a day

**Frequency:** 1030kcs. **Operating Hours:** 24 hour service.

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

**Executives:** R. C. Crawford (mngtr), M. Harris (asst mngtr), J. M. Howard (national sales mngtr), G. C. McComas (Vic. sales mngtr), G. A. Palmer (advtg mngtr), D. W. Kinsey (studio mngtr), M. L. Sleep (chief engr).

**Network Affiliation:** Major, **Interstate Representation:** Interstate Radio Sales, 76 Clarence-st, Sydney. 29-7241 (Geoff Fookes, mngtr); Ray Cant, 99 Currie St, Adelaide (51-5007); Bede Williams, 29 Maxwell St, New Farm (58-1600). **O'seas Representation:** Joshua B. Powers Inc., 551 Fifth Ave, New York; The Melbourne Herald, 110 Fleet St, London.

### 3KZ

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

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

**Transmitter Site:** Lower Plenty. **Power:** 5kw. **Frequency:** 1180 kcs. **Operating Hours:** 24-hour service.

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

**Executives:** Les J. Hyle (gen. mngtr), John Lloyd (sales mngtr), Kevin O'Gorman (sales prom. mngtr), Brian M. Perry (chief engineer), J. F. Hilcke (asst to gen mngtr).

**PSate Repr.:** Peter Halse Assoc. Pty Ltd, 32 York St, Sydney, 2000 (29-7527); Central Qld Broadcasting Network, PO Box 1150P, Brisbane. Adelaide repr. through Radio Advertising Representatives Pty Ltd, Stanhill, 34 Queens Rd, Melbourne (26-3641).

**Rates resume (base rate):** 25secs \$18 (bfast, Sat.-Sun., 5.30am-8pm), \$17 (morn., early even.), \$11 (aft., even.); 45secs \$27 (bfast, Sat.-Sun. 5.30am-8pm), \$26 (morn., early even.), \$19 (aft., even.); 15mins \$48 (bfast, Sat.-Sun. 5.30am-8pm), \$40 (morn., early even.), \$32 (aft., even.); 30mins \$84 (bfast, Sat.-Sun. 5.30am-8pm), \$81 (morn., early even.), \$60 (aft., even.).

### 3UZ

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

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

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

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

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

**Interstate Representation:** Parker Associated Representations, 131 Clarence-st, Sydney (29-6021); CBN Sales Pty Ltd, CBC Hse, Adelaide-st, Brisbane (31-1311).

**Rates resume (base rate):** AAA, 5.30am-2pm, 4.30pm-9pm, 25secs \$21, 45secs \$27, 15mins \$60. 30mins \$100. AA, 2pm-4.30pm, 9pm-mid.), 25secs \$18, 45secs \$23, 15mins \$55, 30mins \$90.

### 3XY

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

**Opened:** Sept. 8, 1935.

**Transmitter Site:** East Heidelberg. **Power:** 5kw. **Frequency:** 1420kcs. **Operating Hours:** 24 hour service.

**Directors:** C. R. Macdonald (chrmn), D. E. Turnbull, W. G. Bland, A. L. Barr, J. J. Neylan (alt. dir.).

**Executives:** R. J. Baeck (gen. mngtr.), C. Simpson (sales mngtr), W. Chamberlain (chief engineer), R. Woods (ops mngtr), R. Heming (prog. mngtr), F. Welch (co. secty).

**Interstate Repr.:** Dargaville Associates Pty Ltd, 32 York St, Sydney (29-7571); Dargaville Associates Pty Ltd, 68 Nth Terrace, Kent Town, Adelaide 5067; Dargaville Associates Pty Ltd, 172 Edward St, Brisbane 4000.

**Rates resume (26 times):** 25secs \$13 (AA), \$8 (A); 45secs \$18 (AA), \$11 (A); 15mins \$40 (AA), \$25 (A); 30mins \$72 (AA), \$48 (A).

For details of ABC stations 3AR and 3LO see special ABC section, pages 133-138.



# Macquarie

No.1 network in Australia.

Macquarie gives you 2 groups in Victoria - 91% of population.

# Radio stations

- *Victoria (Country)*

### 3BA Ballarat

**Licensee:** Ballarat Broadcasters Pty Ltd, 56 Lydiard St North, Ballarat, 3350. Phone 2-5068. Telegrams Threeba. Telex Threeba AA 39014.

Opened: July 31, 1930.

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

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

**Executives:** E. J. W. Whykes (mng dir), G. L. Holman (mngnr), R. E. Matthews (secty), P. Caligari (sales mngnr), E. K. Ridgway (chief eng.).

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

**Rates resume (base rate):** Day, 5.30am-7.30pm, 10secs \$4, 20secs \$6.50, 30secs \$9, 45secs \$10.50, 60secs \$12, 5mins \$16, 13mins \$24, 25mins \$36, 55mins \$64; 7.30pm-midnight half day rates; midnight-5.30am quarter day rates.

### 3BO Bendigo

**Licensee:** Amalgamated Wireless (Australia) Ltd, Beehive Chambers, Pall Mall, Bendigo, 3550. Phone Bendigo 3-0661. Telex 39035. Telegrams Threebo. An AWA station.

Opened: June 4, 1931.

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

**Director:** Sir Lionel Hooke.

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

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

**Rates resume (base rate):** 20-25secs \$4, 46secs-60secs \$6, 15mins \$20, 30mins \$32.

### 3CS Colac

**Licensee:** Associated Broadcasting Services Ltd, 241 Murray St, Colac, 3250. Phone Colac 9061-2. Member Associated Broadcasting Services, 3SR, 3YB, 3UL.

Opened: Oct. 7, 1939.

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

**Directors:** S. J. A. Kemp (chrnm), G. E.

Knox (dep. chrnm), Sir William Bridgeford, F. O. Cameron, L. E. Friend, J. J. E. McFarlane, N. M. Wallace, E. M. Clyne, R. B. Mair (alt. for Sir William Bridgeford).

**Executives:** Vernon Haycroft (mngnr), D. T. Jennings (studio mngnr), I. W. Haigh (sales mngnr), C. A. Cullinan (chief eng.).

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

**Rates resume (base rate):** Day, open-7pm, 15secs \$3, 20secs \$4, 30secs \$6, 60secs \$8, 15mins \$15, 30mins \$24. Evening, 7pm-close, 15secs \$2, 20secs \$3, 30secs \$5, 60secs \$7, 15mins \$15, 30mins \$24.

### 3CV Maryborough

**Licensee:** VBN Limited, 76 Burke-st, Maryborough, Vic., 3465. Phone Maryborough 61-1788. Telegrams Threecv. Member, Victorian Broadcasting Network, 3TR, 3HA, 3SH, 3NE, 6PR, 6TZ, 6CI, 4MK.

Opened: March 31, 1938.

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

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

**Executives:** Max Baker (gen. mngnr), K. J. Parker (mngnr).

**Istate Repr.:** Dargaville Associates, 150 Albert-rd, Sth Melbourne (69-7461); Dargaville Associates Pty Ltd, 32 York-st, Sydney (29-7571); Dargaville Associates, 68 Nth Terrace, Kent Town, SA, 5067; Nicholsons Broadcasting Services, 340 Hay-st-east, Perth (23-3044); Dargaville Associates, 172 Edwards-st, Brisbane.

**Rates resume (26 times):** 25secs, AAA \$5, AA \$4.50, A \$2.25; 15mins AAA \$15, AA \$14, A \$10.

### 3GL Geelong

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

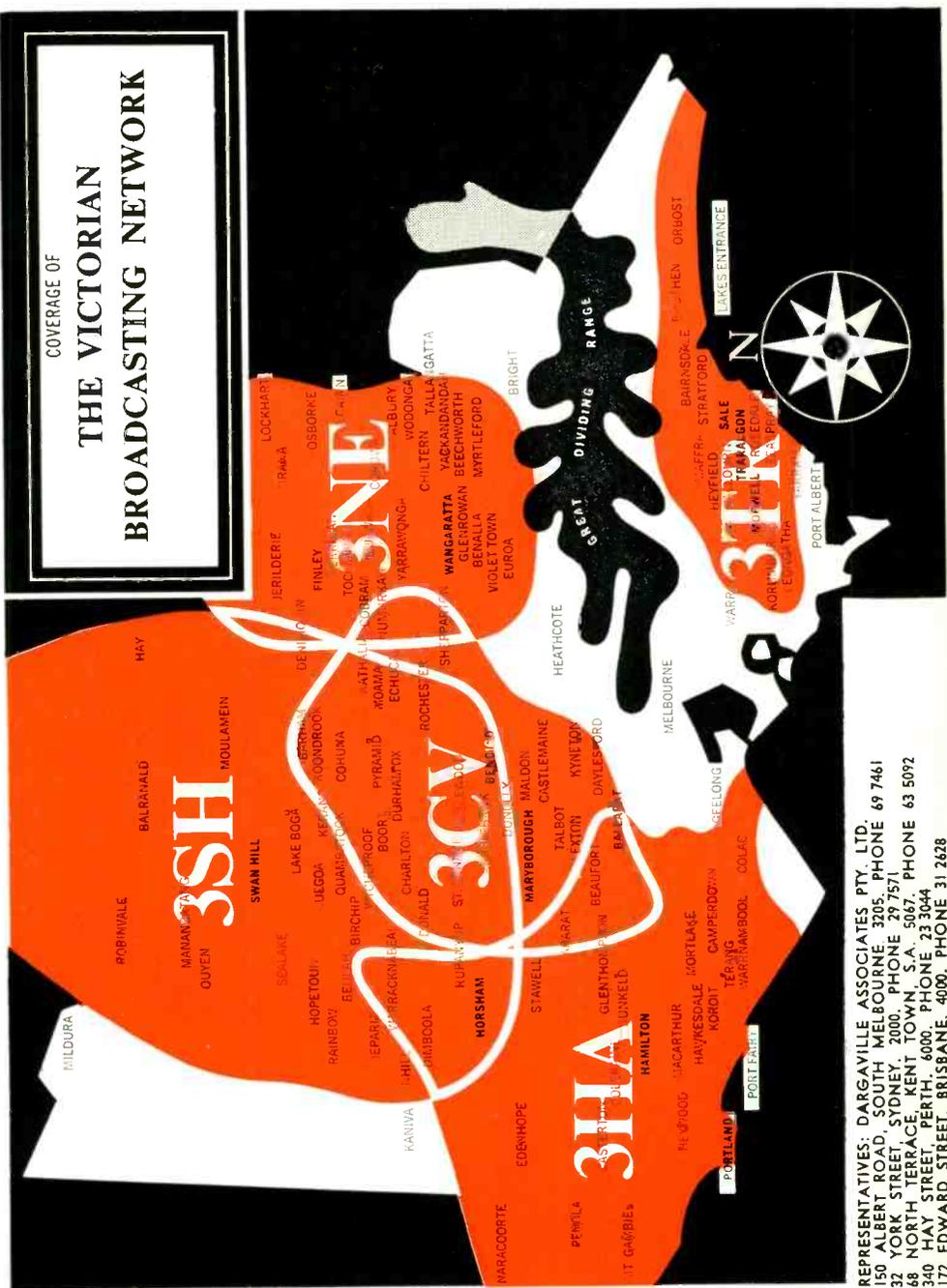
Opened: Dec. 3, 1930.

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

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

**Executives:** J. Morwood (gen. mngnr & secty), Reg Gray (station mngnr), David

COVERAGE OF  
**THE VICTORIAN  
 BROADCASTING NETWORK**



**3HA**  
 WESTERN VICTORIA

**3TR**  
 GIPPSLAND  
 LATROBE VALLEY

**3SH**  
 NORTHERN VICTORIA

**3CV**  
 CENTRAL VICTORIA

**3NE**  
 NORTH-EASTERN  
 VICTORIA

REPRESENTATIVES: DARGAVILLE ASSOCIATES PTY. LTD.  
 150 ALBERT ROAD, SOUTH MELBOURNE 3205, PHONE 69 7461  
 32 YORK STREET, SYDNEY, 2000, PHONE 29 7571  
 68 NORTH TERRACE, KENT TOWN, S.A. 5067, PHONE 63 5092  
 340 HAY STREET, PERTH, 6000, PHONE 23 3044  
 172 EDWARD STREET, BRISBANE, 4000, PHONE 31 2628

Coburn (chief anncr), J. C. Mathews (chief engineer).

**Interstate Representation:** Hugh Anderson, 130 Exhibition St, Melbourne (63-3674); R. W. Highfield, 65 York St, Sydney (29-2737); Keith Coles, 95 Currie St, Adelaide, SA (51-4926).

**Rates resume (base rate):** 30secs \$4.50 (5.30-2pm, 4.30pm-7pm), \$3.40 (2pm-4.30pm, 7pm-11.30pm); 45secs \$5.10 (5.30am-2pm, 4.30pm-7pm), \$4 (2pm-4.30pm, 7.30pm-11.30pm); 15mins \$16.80 (5.30am-2pm, 4.30pm-7pm), \$13.20 (2pm-4.30pm, 7.30pm-11.30pm); 30mins \$33.60 (5.30am-2pm, 4.30pm-7pm), \$26.50 (2pm-4.30pm, 7.30pm-11.30pm).

### 3HA Hamilton

**Licensee:** VBN Limited, 37 Gray-st, Hamilton, 3300. Phone Hamilton 72-3166. Telegrams Threeha. Member, Victorian Broadcasting Network, 3TR, 3SH, 3NE, 3CV, 6PR, 6TZ, 6CI, 4MK.

**Opened:** October 24, 1931.

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

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

**Executives:** Max Baker (gen. mngr), E. Cunningham (mngr).

**Pstate Repr.:** Dargaville Associates, 150 Albert-rd, South Melbourne (69-7461); Dargaville Associates Pty Ltd, 32 York-st, Sydney (29-7571); Dargaville Associates, 68 Nth Terrace, Kent Town, SA, 5067; Nicholson's Broadcasting Service, 340 Hay St East, Perth (23-3044); Dargaville Associates, 172 Edwards St, Brisbane, 4000.

**Rates resume (26 times):** 25secs, AAA \$5.75, AA \$5.25, A \$2.50. 15mins, AAA \$17, AA \$16, A \$12.

### 3LK Lubeck

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

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

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

**Directors, Executives, Network Affiliation, Pstate and O'seas Representation:** See 3DB.

### 3MA Mildura

**Licensee:** Sunraysia Broadcasters Pty Ltd, T&G Bldg, Mildura. Box 539, Mildura, 3500. Phone Mildura 30-231. Telex AA50673.

**Opened:** May 25, 1933.

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

**Directors:** W. R. Lanyon (mngr dir.), C. D. Lanyon.

**Executives:** R. W. Harwood (mngr), Noel Ferguson (chief engineer).

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

**Rates resume (base rate):** Open-7.30pm, 50wds \$2.95, 100wds \$3.95, 15mins \$12.90; 30mins \$22.85; 7.30pm-close, 50wds \$2.60, 100wds \$3.50, 15mins \$11.45; 30mins \$20.30.

### 3NE Wangaratta

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

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

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

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

**Executives:** D. C. De La Rue (mngr), K. T. Gleeson (chief engineer), K. Taylor (studio mngr).

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

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

### 3SH Swan Hill

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

**Opened:** August 27, 1931.

**Transmitter Site:** Murray Valley Highway. **Power:** 2kw. **Frequency:** 1330kcs. **District**

**Covered:** Pastoral, rural. **Operating Hours:** Mon.-Fri. 5am-midnight; Sat. 5am-1am (Sun.); Sun. 6.30am-midnight.

**Directors:** D. F. Syme (chairman), N. F. Dixon (mngr dir), P. K. MacDougall, R. I. Lowernstern, W. J. Stephenson, T. B. Green, J. Shergold.

**Executives:** Max Baker (gen. mngr), D. Swinson (mngr).

**State Repr.:** Dargaville Associates, 150 Albert-rd, South Melbourne (69-7461), Dargaville Associates Pty Ltd, 32 York St, Sydney (29-7571); Dargaville Associates, 68 Nth Terrace, Kent Town, SA, 5067; Nicholsons Broadcasting Service, 340 Hay St East, Perth (23-3044); Dargaville Associates, 172 Edward St, Brisbane, 4000.

**Rates resume (26 times):** 25secs, AAA \$5, AA \$4.50, A \$2.25, 15mins, AAA \$15, AA \$14, A \$10.

### 3SR Shepparton

**Licensee:** Associated Broadcasting Services Ltd, Wyndham St, Shepparton, 3630. Melbourne office, 290 Latrobe St (329-6022). Member Associated Broadcasting Services, 3UL, 3YB, 3CS.

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

**Transmitter Site:** Shepparton. **Power:** 2kw. **Frequency:** 1260kcs. **District Covered:** Rural. **Operating hours:** Mon.-Fri. 5am-12mid., Sat. 5am-1am (Sun.), Sun. 6pm-11.30pm.

**Directors:** S. J. A. Kemp (chrnm), G. E. Knox (dep. chrnm), Sir William Bridgeford, F. O. Cameron, L. E. Friend, J. J. E. McFarlane, N. G. Sloman, N. M. Wallace, E. M. Clyne, R. B. Mair (alt. for Sir William Bridgeford).

**Executives:** E. R. Collings (mngr), I. Samblebe (sales), K. Smith (chief engr), D. Kilgour (studio mngr).

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

**Rates resume (base rate):** Open-7pm, 15secs \$5, 20secs \$6, 30secs \$8, 60secs \$10; 7pm-close, 15secs \$4, 20secs \$5, 30secs \$7, 60secs \$9; open-close, 15mins \$24, 30mins \$40.

### 3TR Sale

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

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

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

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

J. Shergold.

**Executives:** Max Baker (gen. mngr), E. W. Evans (mngr), J. H. Woods (asst mngr).

**State Repr.:** Dargaville Associates, 150 Albert-rd, South Melbourne (69-7461); Dargaville Associates Pty Ltd, 32 York St, Sydney (29-7571); Dargaville Associates, 68 Nth Terrace, Kent Town, SA, 5067; Nicholsons Broadcasting Service, 340 Hay St East, Perth (23-3044); Dargaville Associates, 172 Edward St, Brisbane, 4000.

**Rates resume (26 times):** 25secs, AAA \$8, AA \$7, A \$3; 15mins, AAA \$24, AA \$22.50, A \$15.

### 3UL Warragul

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

**Opened:** May 18, 1937.

**Transmitter Site:** Warragul. **Power:** 2kw. (directional). **Frequency:** 530kcs. **District Covered:** Rural and industrial. **Operating hours:** Mon.-Fri. 5am-12mid.; Sat. 5am-mid; Sun. 7am-11pm.

**Directors:** S. J. A. Kemp (chrnm), G. E. Knox (dep. chrnm), Sir William Bridgeford, F. O. Cameron, L. E. Friend, J. J. E. McFarlane, N. G. Sloman, N. M. Wallace, E. M. Clyne, R. B. Mair (alt. for Sir William Bridgeford).

**Executives:** N. A. Pellitt (mngr), A. K. McLennan (chief engineer), M. Taylor (studio mngr).

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

**Rates resume (base rate):** Open-7pm, 15secs \$5, 20secs \$6, 30secs \$8, 60secs \$10; 7pm-close, 15secs \$4, 20secs \$5, 30secs \$7, 60secs \$9; open-close, 15mins \$24, 30mins \$40.

### 3YB Warrnambool

**Licensee:** Associated Broadcasting Services Ltd, 95 Timor St, Warrnambool, 3280. Phone 8088. Melb. office: 290 Latrobe St, (329-6022). Member, Associated Broadcasting Services, 3SR, 3UL, 3CS. Branch studio, Portland.

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

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

**Directors:** S. J. A. Kemp (chrnm), G. E. Knox (dep. chrnm), Sir William Bridgeford, F. O. Cameron, L. E. Friend, J. J. E. McFarlane, N. G. Sloman, N. M. Wallace,

E. M. Clyne, R. B. Mair (alt. for Sir William Bridgeford).

Executives: J. B. (Jack) Walker (mngtr), O. V. Henry (sales mngtr), L. L. Morehouse (chief eng.) H. S. Fuller (technical consultant).

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

Rates resume (base rate): Open-7pm, 15secs \$4, 20secs \$5, 30secs \$7, 60secs \$9, 7pm-close, 15secs \$3, 20secs \$4, 30secs \$6, 60secs \$8; open-close, 15mins \$18, 30mins \$30.

For Victorian regional stations of the ABC see special ABC section, pages 133-138.



# Macquarie

## No.1 network in Australia.

Macquarie delivers 91% of Victoria's population.

# Radio stations

- *Queensland (Brisbane)*

**4BC**

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

Opened: Aug. 16, 1930.

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

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

**Executives:** L. C. Hynes (gen. mngr), M. E. Baker (mngr), K. A. Archer (asst mngr and chief sales mngr, C'wealth B'cstg Net.), N. J. Bishop (C'wealth B'cstg Net. chief eng.), R. M. Cooke (prog. mngr), K. Gibson (sales mngr, CBN Sales Pty Ltd), T. Veivers (sales mngr), J. E. Batterby (acctn).

**Network Affiliation:** Queensland Network key station. **Interstate Representation:** R. W. Highfield, Asbestos Hse, 65 York-st, Sydney (29-2737); CBN Sales Pty Ltd, 357 Little Collins St, Melbourne (67-5541); 5KA, 43 Franklin St, Adelaide (51-5511).

**Rates resume (base rate):** AAA 25secs \$11; AA 25secs \$8; A 25secs \$6, 20mins \$50 (weekend), \$40 (day), \$25 (evening).

**4BH**

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

Opened: Jan. 2, 1932.

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

**Directors:** S. R. I. Clark (chrmn & mng dir), W. L. C. Davies, A. B. Brown, D. Craig, H. V. Reilly, K. W. Tisdell.

**Executives:** G. B. Lovejoy (mngr), J. A. McLean (sales mngr), D. H. Nicholson (service mngr), B. N. Beckinsale (prog mngr), J. N. Taylor (studio mngr), A. R. Judge (chief eng.), G. S. Jennings (secty), F. G. Day (acctn & resident secty).

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

**Rates resume (base rate):** 10secs \$9 (b'fast), \$6 (morn., early even., aft. Sat.-Sun.), \$3 (aft. Mon.-Fri., night); 20secs \$11 (b'fast), \$8 (morn., early even., aft. Sat.-Sun.), \$5 (aft. Mon.-Fri., Night); 30secs \$13 (b'fast), \$10 (morn., early even., aft. Mon.-Fri., Night); 45secs \$17 (b'fast), \$13 (morn., early even., aft. Sat.-Sun.), \$8 (aft. Mon. Fri., Night); 60secs \$21 (b'fast), \$16 (morn., early even., aft., Sat.-Sun.), \$9 (aft. Mon.-Fri., Night); 25mins \$35 (morn., Sat.); even., Sat.-Sun.), \$12 (even., Mon.-Sun.).



**690 ON YOUR RADIO**

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**NEWS**

**4BK**

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

Opened: Sept. 29, 1930.

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

**Executives:** N. W. Llewelyn (gen mngr), A. F. Malone (sales mngr), D. Magoffin (exec. officer), G. Lloyd (chief eng.).

**Network Affiliation:** Major. **Representation:** Bede Williams, 160 Edward St, Brisbane (2-6660). **Interstate:** Interstate Radio Sales, 76 Clarence St, Sydney (29-7241); Hugh Anderson, 130 Exhibition-st, Melbourne (63-3674); Ray Cant & Assoc, 95 Currie St Adelaide (51-5007). **O'Seas Representation:** London, J. D. Murrant, Ludgate Hse, 107-110 Fleet St, E.C.4.

**Rates resume (base rate):** Day and night: 25secs \$8.75, 45secs \$12.50, 15mins \$24.75, 30mins \$44.50.

[See also 4IP, included in Brisbane statistical division, entry page 101.]

**4KQ**

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

Opened: May 7, 1947.

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

**Chairman:** J. Egerton.

**Executives:** L. W. Beioley (gen. mngr), R.

Swift (sales mngr), A. Price (chief eng.).

**Pstate Repr.:** Dargaville Associates Pty Ltd, King York Hse, 32 York St. Sydney (29-7571); 150 Albert Rd, Sth Melbourne 3205 (69-7461).

**Rates resume (base rate):** (b'fast, morn., drive home, week-end), 15secs \$7, 25secs \$9, 45secs \$12, 15mins \$30, 25mins \$45; (aft., night) 15secs \$4, 25secs \$6, 45secs \$8, 15mins \$26, 25mins \$42.

For details of ABC stations **4QG** and **4QR** see special ABC section, pages 133-138.

**4IP Ipswich and Greater Brisbane statistical division**

Licensee: South Queensland Broadcasting Corporation Pty Ltd, 14th floor, Pearl Assurance Hse, 379 Queen St, Brisbane. Phone 2-2281. **Telegrams** Fourip. **Telex** Fourip 40228. Also Limestone St, Ipswich, 4305. Phone 81-2677. Associated with 4LG and 4LM.

Opened: Sept. 2, 1935.

**Transmitter site:** Bundamba. **Power:** 2kw. **Frequency:** 1010kcs. **District covered:** Metropolitan, industrial, pastoral, rural. **Operating hours:** Continuous.

**Directors:** W. G. Allen Jnr (chrnm), F. T. Moore, E. B. Connor, W. G. Allen Snr.

**Executives:** F. T. Moore (mng dir), Allen Brandt (exec. dir & gen. mngr), Ken Mulcahy (sales mngr).

**Pstate repr.:** Peter Halse, King York Hse, 32 York St, Sydney (29-7527); Ray Brown, 612 Queensberry St, North Melbourne, Vic. (329-8522).

**Rates resume (base rate):** AAA: 15secs \$5, 20secs \$6, 25secs \$7, 30secs \$8, 15mins \$25, 30mins \$45; AA: 15secs \$3.20 20secs \$4, 25secs \$4.75, 30secs \$5.50, 15mins \$19; 30mins \$34.

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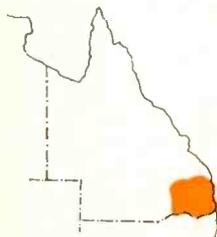


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4IP IS  
SPREADING!**

**COVERING  
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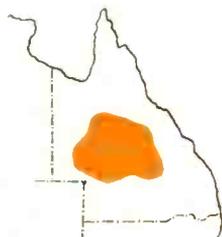
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Phone 29 7527

In Melb. and Adelaide: Ray Brown Pty. Ltd.  
Phone Melbourne 329 8522

In Brisbane: Ken Mulcahy  
Phone 2 2281

# Radio stations

- *Queensland (Country)*

### 4AK Darling Downs

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

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

**Transmitter Site:** Oakey. **Power:** 2kw. **Frequency:** 1220kcs. **District Covered:** Urban, rural, pastoral, industrial. **Operating Hours:** 24-hour service. Solo 6am-4pm Mon.-Fri., 8am-6pm Sun.

**Executives:** N. W. Llewelyn (gen. mngr), A. F. Malone (sales mngr), D. Magoffin (exec. officer), A. Lowry (chief eng.), J. Jacobsen (area rep.).

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

**Rates resume (base rate):** 6am-9am Mon.-Fri., 25secs \$4, 9am-4pm Mon.-Fri., 25secs \$3, 45secs \$4.50, 15mins \$13, 30mins \$20.

### 4AM Atherton

**Licensee:** Far Northern Radio (Tablelands) Pty Ltd, PO Box 177, Mareeba, Atherton Tablelands, 4880. Phone Mareeba 929 & 930.

**Opened:** September 15, 1967.

**Transmitter Site:** Yungaburra. **Power:** 2kw. **Frequency:** 560kcs. **District Covered:** Rural, urban. **Operating Hours:** Mon.-Fri. 5.30am-11pm; Sat. 5.30am-12.15am (Sun.); Sun. 6.30 am-10.30pm.

**Directors:** S. Williams, W. Moloney, R. Newell, F. Beaver.

**Executive:** J. Sweeney (mngr).

**Network Affiliation:** Macquarie. **I'state Repr.:** Macquarie Broadcasting Service, Brisbane (2-2002), Sydney (2-0360), and Melbourne (329-6666).

**Rates resume (base rate):** Mon.-Sat., open-9am, 10secs \$1.80, 15secs \$2.20, 20secs \$2.60, 30secs \$3.40, 45secs \$4.20, 60secs \$5, 5mins \$8; News 15secs \$3, 30secs \$4.50; Mon.-Sat., 9am-7pm, Sun 12 noon-7pm, 10secs \$1.30, 15secs \$1.70, 20secs \$2.10, 30secs \$2.90, 45secs \$3.70, 60secs \$4.50, 5mins \$6, 15mins \$10, 25mins \$15, 55mins \$28; News 15secs \$2.50, 30secs \$4; Mon.-Sun. 7pm-close, 10secs \$1, 15secs \$1.20, 20secs \$1.50, 30secs \$2, 45secs \$2.50, 60secs \$3, 5mins \$4, 15mins \$6, 25mins \$10, 55mins \$20; News 15secs \$2, 30secs \$2.60; Sun. open-12noon, 10secs \$1.80, 15secs \$2.20, 20secs \$2.60, 30secs \$3.40, 45secs \$4.20, 60secs \$5, 5mins \$8, 15mins \$10, 25mins \$18, 55mins \$35; News 15secs \$3, 30secs \$4.50.

### 4AY Ayr

**Licensee:** Ayr Broadcasters Pty Ltd, 222 Flinders St, Townsville, 4810. PO Box 1080. Phone 71-4191-2. Queen St, Ayr. PO Box 587. Phone 83-1399. Telegrams Fouray.

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

**Transmitter Site:** Barratta. **Power:** 2kw. **Frequency:** 960kcs. **District Covered:** Urban,

**rural. Operating Hours:** Mon.-Sat. 5.30am-11.30pm; Sun. 6am-11.30pm.

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

**Executives:** G. T. Schmid (gen. mngr), D. Bower (sales mngr), F. Lewis (chief eng.).

**Interstate Representation:** CBN Sales Pty. Ltd., 3rd Floor, Miller House, 357 Little Collins Street, Melbourne (67-5541, 67-5542); R. W. Highfield, Asbestos House, 65 York Street, Sydney; CBN Sales Pty. Ltd., Cnr Wharf & Adelaide Sts, Brisbane (31-1311); 5KA, 43 Franklin St, Adelaide (51-5511).

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

### 4BU Bundaberg

**Licensee:** Bundaberg Broadcasters Pty Ltd, 55 Woongarra St, Bundaberg, 4670. Phone 71-2478. Telegrams Fourbu.

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

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

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

**Executives:** G. L. McKennaricy (mngr), H. Clayton (chief eng.).

**Network affiliation:** Macquarie. **Interstate repr.:** See Macquarie-2GB.

**Rates resume:** 30secs \$4.50 (b'fast, Sat. & Sun.), \$3.30 (9am-5.30pm, Mon.-Fri.), \$1.90 (evening Mon.-Sun.); 45secs \$5.50 (b'fast, Sat.-Sun.), \$4.20 (9am-5.30pm Mon.-Fri.), \$2.30 (evening Mon.-Sun.).

### 4CA Cairns

**Licensee:** Amalgamated Wireless (A'asia) Ltd, Shields St, Cairns, 4870. Phone Cairns 51-2244. Telex 70654. Telegrams Fourca. Network affiliation, AWA.

**Opened:** May 2, 1936.

**Transmitter Site:** White Rock. **Power:** 1-2kw. **Frequency:** 1010kcs. **District Covered:** Rural. **Operating Hours:** Mon.-Fri. 5.30am-11pm, Sat. 5.30am-12mid., Sun. 7am-11pm.

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

**Executives:** C. R. Barrett (mngr), K. Smith (sales mngr), G. MacKay (tech. in charge), W. McFarlane (studio mngr).

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

**Rates resume (base rate):** 25secs \$4, 45/60secs \$6, 15mins \$20, 30mins \$32.

**4CD Gladstone**

**Licensee:** Gladstone District Broadcasting Pty Ltd, Central Lane, Gladstone, Qld, 4680. Phone 72-2777 Telegraphic and cable address Fould.

**Opened:** August 17, 1970.

**Transmitter Site:** Rocky Glen. **Power:** 2kw. **Frequency:** 930khz. **District Covered:** Industrial and rural. **Operating Hours:** Mon-Thur. 5.30am-10pm, Fri. 5.30am-12mid., Sat. 5.30am-12mid., Sun. 6.30am-10pm.

**Directors:** W. R. Golding (chrnm), M. Fenton, E. W. Grimes, G. P. Wilson, D. C. Price, C. N. Joseph.

**Manager:** M. F. Bellet.

**Network Affiliation:** Macquarie.

**State repr.:** Macquarie Broadcasting Service, 136 Phillip St, Sydney; also Melbourne, Brisbane, Adelaide.

**4GG Gold Coast**

**Licensee:** Gold Coast Radio Broadcasting Co. Pty Ltd, Box 241, PO Southport, 4215. Studios, Radio Centre, Bundall Rd, Surfers Paradise. Phone Gold Coast 39-9555. Telegrams Fourgoldcoast, Southport. Telex 4-0788.

**Opened:** September 30, 1967.

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

**Directors:** V. F. Thurecht (chrnm), W. Hamilton, W. Price, E. G. Rackley, J. H. Rootes.

**Executives:** R. J. Taylor (gen. mngr), A. Schmidt (sales mngr), B. Ferber (studio mngr), F. Vowles (prom. mngr), K. Henderson (prog. mngr.), I. Woodhouse (asst. sales mngr).

**Interstate Representation:** Parker Associated Representations, 131 Clarence St, Sydney (29-6021); Representation Services Aust. Pty Ltd, 541 St Kilda Rd, Melbourne; Keith Coles, GPO Box 973H, Adelaide.

**Rates resume (base rate):** Open-7pm: 25secs \$6, 30secs \$7, 45secs \$8, 60secs \$9; sessions: 5mins \$12, 10mins \$15, 14mins \$17, 25mins \$25; news: 25secs \$8; 7pm-2am: 25secs \$3, 30-45secs \$4.

**4GR Toowoomba**

**Licensee:** Gold Radio Service Pty Ltd, 104-106 Margaret St, Toowoomba, 4350, PO Box 111. Phone 2-3333. Affiliated with Commonwealth Broadcasting Network.

**Opened:** Aug. 16, 1925.

**Transmitter Site:** Drayton. **Power:** 2kw. **Frequency:** 860kcs. **District Covered:** Industrial, pastoral, rural. **Operating Hours:** 5am-mid. daily.

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

**Executives:** R. J. Stevenson (mngr), A. G. Gibson (sales mngr), F. M. Warrick (prog.

mngr), R. H. Hildred (chief eng.), Mrs E. Quinlan (acctnt).

**Interstate Repr:** Bob Highfield, 65 York St, Sydney 2000 (29-2737); CBN Sales Pty. Ltd., Box 1914 R, Melbourne 3001 (67-5541/2); CBN Sales Pty. Ltd., c/o 4BC, Box 95B, Brisbane 4000 (31-1311); 5KA Broadcasters Pty. Ltd., Box 562E, Adelaide 5001 (51-5511).

**Rates resume (base rate):** 5am-9am, Mon-Fri., 5am-7pm Sat-Sun. 15secs \$3.60, 25secs \$4.60, 45secs \$6.80; 15mins \$21; 9am-2pm Mon-Fri., 4pm-7pm Mon-Fri., 15secs \$2.60, 25secs \$3.60, 45secs \$5.20, 15mins \$17; 2pm-4pm Mon-Fri., 7pm-close Mon-Sun., 15secs \$2, 25secs \$2.60, 45secs \$4, 15mins \$12.

**4GY Gympie**

**Licensee:** Gympie Broadcasting Co Ltd, 98 Mary St, Gympie, 4570. Phone 82-1544.

**Opened:** Nov. 3, 1941.

**Transmitter Site:** Monkland. **Power:** 2kw. **Frequency:** 1350kcs. **District Covered:** Rural (dairying, fruitgrowing, timber, beef cattle raising). **Operating Hours:** Mon-Sat., 5.30am-10.30pm; Sun. 6.30am-10.15pm.

**Managing Director:** S. L. Fittell.

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

**Network Affiliation:** Macquarie. **Interstate Representation:** Macquarie, Brisbane (2-2002). Sydney and Melbourne sec 2GB.

**Rates resume (base rate):** Open-9am: 10secs \$1.80, 15secs \$2.20, 20secs \$2.60, 25secs \$3, 30secs \$3.40, 45secs \$4.20, 60secs \$5, 5mins \$8, News: 10secs \$2.50, 15secs \$3, 25secs \$4; 9am-7pm: 10secs \$1.30, 15secs \$1.70, 20secs \$2.10, 25secs \$2.50, 30secs \$2.90, 45secs \$3.70, 60secs \$4.50, 5 mins \$6, 15mins \$10, 25mins \$18, 55mins \$35; News: 10secs \$2, 15secs \$2.50, 25secs \$3.50; 7pm-close: 10secs \$1, 15secs \$1.20, 20secs \$1.50, 25secs \$1.80, 30secs \$2, 45secs \$2.50, 60secs \$3, 5mins \$4, 15mins \$6, 25mins \$10, 55mins \$20; News: 10secs \$1.50, 15secs \$2, 25secs \$2.50.

**4IP Ipswich and Brisbane statistical division**

**Licensee:** South Queensland Broadcasting Corporation Pty Ltd, 14th Floor, Pearl Assurance Hse, 379 Queen St, Brisbane. Phone 2-2281. Telegrams Fourip, Telex Fourip 40228. Also Limestone Street, Ipswich, 4305. Phone 81-2677. Associated with 4LG and 4LM.

**Opened:** Sept. 2, 1935.

**Transmitter Site:** Bundamba. **Power:** 2kw. **Frequency:** 1010kcs. **District Covered:** Metropolitan, industrial, pastoral, rural. **Operating Hours:** Continuous.

**Directors:** W. G. Allen Jnr (chrnm), F. T. Moore, E. B. Connor, W. G. Allen, Snr.

**Executives:** F. T. Moore (mng dir), Allen Brandt (exec. dir & gen. mngr), Ken Mulcahy (sales mngr).

**I' State Repr.:** Peter Halse, King York Hse, 32 York St, Sydney (29-7527); Ray Brown, 612 Queensberry Street, Nth Melbourne, Vic. (329-8522).

**Rates resume (base rate):** AAA: 15secs \$5, 20secs \$6, 25secs \$7, 30secs \$8, 15mins \$25, 30mins \$45; AA: 15secs \$3.20, 20secs \$4, 25secs \$4.75, 30secs \$5.50, 15mins \$19, 30mins \$34.

#### 4KZ Innisfail

**Licensee:** Coastal Broadcasters Pty Ltd, 42 Rankin St, Innisfail, 4860. Phone 61-2277. Telegrams Fourkz. Network affiliation: Macquarie.

**Opened:** Sept. 30, 1967.

**Transmitter Site:** Lower Cowley. **Power:** 2kw. **Frequency:** 530kcs directional. **District Covered:** Urban, rural. **Operating Hours:** Mon.-Fri. 5.30am-11pm; Sat. 5.30am-midnight; Sun. 6.30am-10.30pm.

**Directors:** E. H. Webb (chrmn), E. W. Stubbin, W. M. Mullins, J. F. Gleeson, G. T. Schmid.

**Executives:** G. T. Schmid (mng dir), H. A. Clegg (station mngr).

**I' State Repr.:** Macquarie Broadcasting Service — 43 Adelaide St, Brisbane (2-2002); 136 Phillip St, Sydney (2-0360); 382 La Trobe St, Melbourne (329-6666).

**Rates resume (base rate):** 30secs (b'fast & Sat. & Sun. to 6pm) \$3.40; 9am-7pm Mon.-Fri. \$2.90; 7pm-close Mon.-Fri. & 6pm-close Sat. & Sun. \$2.

#### 4LG Longreach

**Licensee:** Central Queensland Broadcasting Corp Pty Ltd, Merino Arcade, Eagle-st, PO Box 20, Longreach, 4730. Phone 224, 618. Telegrams Fourlg. Key station: Central Qld B'casting Network (4LM, 4IP).

**Opened:** May 5, 1936.

**Transmitter Site:** Cramsie. **Power:** 2kw. **Frequency:** 1100kcs. **District Covered:** Pastoral, rural, industrial. **Operating Hours:** Mon.-Fri. 6am-10pm, Sat. 6am-12mid., Sun. 8am-10.30pm.

**Directors:** W. Allen, Jnr. (chairman), F. T. Moore (manag. dir.), E. B. Connor, W. G. Allen.

**Executives:** A. Brandt (exec. dir), C. J. Lowncy (mngr), J. Foley (sales mngr).

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

**Interstate Representation:** Peter Halse, King York Hse, 32 York St, Sydney (29-7527); Ray Brown, 612 Queensberry St, Nth. Melbourne, Vic., PO Private Bag 295 North Melbourne (329-8522), Telex 31717 and Adelaide; Ken Mulcahy, Pearl Assurance Bldg, Queen St, Brisbane (2-2281).

**Rates resume (base rate):** 50wds \$2, 100wds \$2.80, 15mins \$10.15, 30mins \$16, 60mins \$28.65.

#### 4LM Mt Isa

**Licensee:** North Queensland Broadcasting Corporation Pty Ltd, Regent Hse, West-st, Mount Isa, 4825. Telegrams Fourlm Mount Isa. PO Box 780. Phone 3-3444. Associated with 4LG and 4IP.

**Opened:** May 5, 1961.

**Transmitter Site:** Breakaway Creek. **Power:** 2kw. **Frequency:** 1370kcs. **District Covered:** Industrial, rural.

**Directors:** W. G. Allen Jnr (chairman), F. T. Moore (mng dir), W. G. Allen Snr, E. B. Connor.

**Executives:** F. T. Moore (mng dir), Garth Atthow (gen. mngr & resident dir), Don Baker (station mngr).

**Interstate Representation:** Peter Halse, King York House, 32 York Street, Sydney (29-7527); Ray Brown Pty. Ltd., Melbourne and Adelaide, 612 Queensberry St, North Melbourne (329-8522); Ken Mulcahy, Pearl Assurance Bldg, Queen St, Brisbane, GPO Box 1150 (2-2281).

**Rates resume (base rate):** 20secs \$2.40, 25secs \$2.90, 30secs \$3.40, 45secs \$4, 15mins \$14.80, 30mins \$23.20.

#### 4MB Maryborough

**Licensee:** Maryborough Broadcasting Co Pty Ltd, 361 Kent-st, Maryborough, 4650. Phone 2209. Telegrams Fourmb. Associated with Queensland Network.

**Opened:** Aug. 16, 1932.

**Transmitter Site:** Riverview. **Power:** 2kw. **Frequency:** 1160kcs. **District Covered:** Industrial, pastoral, rural. **Operating Hours:** Mon.-Sat. 5.30am-11pm; Sun. 7am-10.30pm.

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

**Interstate Representation:** CBN Sales Pty. Ltd., c/o 4BC, Wharf Street, Brisbane (31-1311); R. W. Highfield, 65 York Street, Sydney (29-2737); CBN Sales Pty Ltd, 357 Little Collins St, Melbourne (67-5541); 5KA Broadcasting Co. Ltd., 43 Franklin St, Adelaide (51-5511).

**Rates resume (base rate):** AAA (5.30am-9am Mon.-Fri., 5.30am-7pm Sat.-Sun.): 30secs \$3.80; AA (9am-1pm Mon.-Fri., 4pm-7pm Mon.-Fri.): 30secs \$2.80; A (1pm-4pm Mon.-Fri., 7pm-close Mon.-Sun.): 30secs \$2.40.

#### 4MK Mackay

**Licensee:** Mackay Broadcasting Service Pty Ltd, 85 Sydney St, Mackay, 4740. Phone 2434. Telegrams Fourmk. Unit of the Victorian Broadcasting Network Ltd.

**Opened:** Jan. 12, 1931.

**Transmitter Site:** Mt. Bassett, Nth Mackay,

**Power:** 2kw. **Frequency:** 1380kcs. **District Covered:** Sugar, rural. **Operating Hours:** Mon.-Sat. 5am-mid.; Sun. 6am-mid.

**Executive:** Norman B. Jackson (mngr).

**Interstate Representation:** Sydney, Dargaville Associates Pty Ltd, King York House, 32 York Street, Sydney (29-7571); Melbourne, Dargaville Associates Pty Ltd, 150 Albert Road, Melbourne (69-7461); Brisbane, Dargaville Associates Pty Ltd, 172 Edward Street, Brisbane (31-2621); Adelaide, Dargaville Associates Pty Ltd, St Peters House, 68 North Terrace, Kent Town (63-5092); Perth, Nicholsons Broadcasting Service, 340 Hay Street (23-3044).

**Rates resume (base rate):** AAA (5am-2pm Mon.-Fri., open-8pm Sat.-Sun.), 25secs \$4.25, 30secs \$5, 45secs \$6, 60secs \$7.50, 5mins \$10.50, 15mins \$19, 25mins \$29; AA (Mon.-Fri. 2pm-8pm) 25secs \$4, 30secs \$4.50, 45secs \$5.50, 60secs \$6.50, 5mins \$9.50, 15mins \$16.50, 25mins \$25.50; A (Mon.-Sun. 8pm-midnight), 25secs \$2, 30secs \$2.25, 45secs \$2.75, 60secs \$3.25, 5mins \$7, 15mins \$12.50, 25mins \$19.

#### 4NA Nambour

**Licensee:** Maroochy Broadcasting Co. Ltd, 161 Currie St, Nambour, 4560. Phone Nambour STD071-41-1486, 41-1522. Telegrams Fournra.

**Opened:** October 9, 1964.

**Transmitter Site:** Palmwoods. **Power:** 2kw. **Frequency:** 1320kcs. **District Covered:** Primary, pastoral, holiday resorts. **Operating Hours:** Mon.-Sat. 5.30am-10pm, Sun. 7am-10pm.

**Directors:** J. P. Carolan (chrmn), J. Bentley, J. D. Grimes, V. E. McFadden, S. Welsh.

**Executives:** P. M. Maher (mngr), J. McCormack (asst mngr), W. Ryan (chief eng.).

**Network Affiliation:** MBS associate.

**Estate Repr.:** Macquarie Broadcasting Service.

**Rates resume (base rate):** Open-9am, 10secs \$2, 20 secs \$2.90, 30secs \$3.80, 45secs \$4.70, 60secs \$5.60; 9am-7pm 10secs \$1.30, 20secs \$2.20, 30secs \$3, 45secs \$3.80, 60secs \$4.70; 7pm-close 10secs \$1, 20secs \$1.50, 30secs \$2, 45secs \$2.50, 60secs \$3.

#### 4RO Rockhampton

**Licensee:** Rockhampton Broadcasting Co Pty Ltd, Victoria Parade, Rockhampton, 4700. Phone 6-1211 (4 lines). Telegrams Fourro. Associated with Queensland Network.

**Opened:** July 2, 1932.

**Transmitter Site:** Pink Lily. **Power:** 2kw. **Frequency:** 980kcs. **District Covered:** Primary, mineral, industrial. **Operating Hours:** Mon.-Sat. 5.30am-mid.; Sun. 6am-10.30pm.

# 4MK

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**We're Growing and Growing!**

- Now operating from a brand new office and studio complex with every facility for local production and a top team of Air Salesmen, Copy and Promotional staff.
- 60,000 resident listeners plus a bonus of 110,000 tourists visiting annually.
- A \$59 million sugar industry.
- The gigantic Goonyella coal project which includes a new town, and a deepwater port 12 miles south of Mackay.
- Find out how we're growing from Dargaville Associates Pty. Ltd.

**Sydney:** King York House, 32 York Street. Phone 29-7571.

**Melbourne:** 150 Albert Road. Phone 69-7461.

**Brisbane:** 172 Edward Street. Phone 31-2621.

**Adelaide:** St. Peter's House, 68 North Terrace. Phone 63-5092.

Executives: E. J. Rheuben (chief executive), I. W. Renton (mnggr), H. G. Kime (chief eng.).

Network Affiliation: In association with Queensland Network.

Interstate Representation: R. W. Highfield, 65 York Street, Sydney (29-2737); CBN Sales Pty Ltd, 3rd Floor, Miller Hse, 357 Little Collins St, Melbourne (67-5541, 67-5542); CBN Sales Pty Ltd, 4BC, Adelaide & Wharf Streets, Brisbane (31-1311); 5KA, 43 Franklin St, Adelaide (51-5511).

Rates resume (base rate) 5.30am-9am Mon.-Fri., 5.30am-7pm Sat., 6am-7pm Sun: 10secs \$3, 20secs \$4, 30secs \$5, 60secs \$8.60, 15mins \$21, 25mins \$32. 9am-7pm Mon.-Fri.: 10secs \$2, 20secs \$3, 30secs \$4, 60secs \$6.60, 15mins \$17.50, 25mins \$27. 7pm-midnight Mon.-Sun.: 10secs \$1.60, 20secs \$2, 30secs \$2.60, 60secs \$4.20, 15mins \$11, 25mins \$20.

#### 4SB Kingaroy

Licensee: South Burnett Broadcasting Co Ltd, Alford St, Kingaroy, 4610. Phone Kingaroy 202. Telegrams Foursb. Associated with 4BC, Queensland Network.

Opened: Mar. 11, 1938.

Transmitter Site: Wooroolin. Power: 2kw. Frequency: 1060kcs. District Covered: Agricultural, pastoral, rural. Operating Hours: Mon.-Sat. 6am-10.30pm; Sun. 7am-10.30pm.

Directors: C. F. Adermann, A. F. Albert, P. C. Muston, E. P. Griffin, E. Adermann.

Executives: G. Parker (mnggr and sales mnggr), B. Whitnall (chief tech. studio mnggr).

Interstate Representation: R. W. Highfield, 65 York Street, Sydney (29-2737); CBN Sales Pty Ltd, 357 Little Collins St, Melbourne (67-5541); CBN Sales Pty Ltd, Wharf & Adelaide Sts, Brisbane (31-1311); 5KA, Box 562E, GPO, Adelaide.

Rates resume (base rate): Prior to 9.30am, 25secs \$3, 45secs \$4.20, 15mins \$13, 30mins \$24; 9.30am-6pm, 25secs \$2, 45secs \$3, 15mins \$11, 30mins \$20.

#### 4TO Townsville

Licensee: Amalgamated Wireless (A/sia) Ltd, Stanley St, Townsville, 4810. Phone 72-1744. Telex 77008. Telegrams Fourto. Network affiliation, AWA.

Opened: Oct. 5, 1931.

Transmitter Site: Cluden. Power: 2kw. Frequency: 780khz. District Covered: Industrial, pastoral. Operating Hours: 24-hour service.

Director: Sir Lionel A. Hooke.

Executives: K. Duncan (mnggr), J. Oost (asst mnggr), L. Hillway (sales mnggr), G. J. Richardson (tech-in-charge).

Interstate Representation: See 2CH.

Rates resume: 25secs \$4, 45-60secs \$6, 15 mins \$20, 30mins \$32.

#### 4VL Charleville

Licensee: The Charleville Broadcasting Co Ltd, PO Box 84, Charleville, 4470. Phones 221, 444. Telegrams Fourvl. Network affiliation: Macquarie.

Opened: Feb. 12, 1936.

Transmitter Site: Charleville. Power: 2kw (day), 1kw (night). Frequency: 920kcs. District Covered: Pastoral, rural. Operating Hours: Mon.-Sat. 6am-10.30pm; Sun. 7.30am-10pm.

Directors: W. D. Eversen (chrmn & mng dir), V. N. Calcino, A. J. Espie, O. S. Keefer, R. B. Lynch, K. P. Paynter, C. E. Watt.

Executives: W. D. Eversen (mnggr), A. E. Copeland (asst mnggr).

Interstate Representation: MBS, 43 Adelaide St, Brisbane (2-2002); MBS, 136 Phillip St, Sydney (2-0360); MBS, 382 La Trobe St, Melbourne (34-3671); MBS, 201-205 Tynte St, Adelaide (6-8461).

Rates resume (base rate): 10secs 80c (day), \$1.20 (night), 20secs \$1.20 (day), \$1.60 (night), 30secs \$1.50 (day), \$2 (night), 60secs \$2.40 (day), \$3 (night), 5mins \$4.20 (day), \$6 (night), 15mins \$6 (day), \$9 (night), 30mins \$10 (day), \$15 (night), 60mins \$18 (day), \$27 (night).

#### 4WK Warwick

Licensee: AWA Ltd, trading as Warwick Broadcasting Co., 4WK Bldgs, Palmerin St, Warwick, 4370. Phone Warwick 61-1000. Telegrams Fourwk. Telex 40542. An AWA station.

Opened: May 6, 1935.

Transmitter Site: East Warwick. Power: 2-1kw. Frequency: 880kcs. District Covered: Rural. Operating Hours: Mon.-Sat. 5.30am-11pm, Sun. 6.30am-11pm.

Chairman: Sir Lionel Hooke.

Executives: W. O. Kinane (mnggr), J. T. McNally (sales mnggr).

Interstate, O'seas Representation: See 2CH.

Rates resume (base rate): 25secs \$3, 30secs \$4, 60secs \$5, 15mins \$15, 30mins \$24.

#### 4ZR Roma

Licensee: Maranoa Broadcasting Co Ltd, McDowall St, Roma, 4455. PO Box 22. Phone 80-585. Telegrams Fourzr.

Opened: July 23, 1937.

Transmitter Site: Bungooran. Power: 1-2kw. Frequency: 1480kcs. District Covered: Pastoral, rural. Operating Hours: Mon.-Sat. 6am-10.30pm; Sun. 8am-10.30pm.

Directors: A. Dean (chairman), A. Shiliday, R. V. Johnson, A. T. Berry, R. Stevenson, C. R. Taylor.

Executives: C. R. Taylor (mnggr), P. Evans (advtg. mnggr).

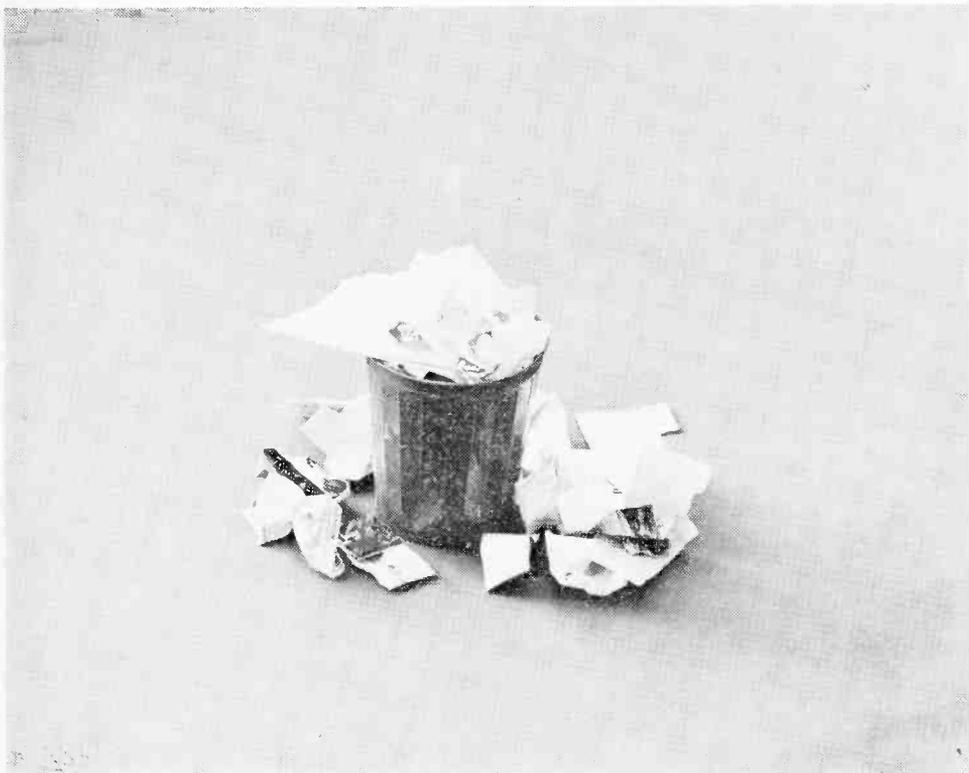
Interstate Representation: R. W. Highfield Pty Ltd, Asbestos House, 65 York St, Sydney (29-2737, 29-4601); CBN Sales Pty Ltd, 357 Little Collins Street, Melbourne (67-5541); CBN Sales Pty Ltd, CBC House, Wharf St, Brisbane (31-1311); MBS, Adelaide.

Rates resume (base rate): Open-close, 20secs \$2, 45secs \$2.90, 13mins \$9, 25mins \$15.

For Queensland regional stations of the ABC, see special section, pages 133-138.

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# Radio stations

- *South Australia and*
- *Northern Territory*

## SOUTH AUSTRALIA

### 5AD Adelaide

**Licensee:** Advertiser Newspapers Ltd, Box 392, GPO, Adelaide, 5001. Phone 51-7666. Telegrams Fivead. Telex 82000. Relays to 5PI-MU-SE.

Opened: Aug. 2, 1930.

**Transmitter Site:** Cavan. **Power:** 2kw. **Frequency:** 1310khz. **District Covered:** Rural, pastoral, industrial. **Operating Hours:** 24hour service.

**Directors:** Sir Kenneth Wills (chrnm), J. Bonython (vice-chrnm), B. A. Williams and A. R. Carter (joint-mngr-dirs), Sir Arthur Rymill, J. N. McEwin, J. C. A. Waters, B. R. Macklin, P. J. Owens.

**Executives:** L. J. Sutton (gen. mngr), I. R. Messenger (mngr), R. Moore (asst mngr), J. L. Schaumloffel (chief engineer).

**Network Affiliation:** Major.

**Istate Repr.:** Hugh Anderson, 130 Exhibition St, Melbourne (63-3674); Interstate Radio Sales, 76 Clarence St, Sydney (29-7241); Bowley Pengliss & Assoc., 160 Edward St, Brisbane (2-6660).

**O'seas Repr.:** J. D. Murrant, Ludgate Hse, 110 Fleet St, London, EC4; Joshua B. Powers Inc., 345 Madison Ave, New York 17, NY.

### 5DN Adelaide

**Licensee:** Hume Broadcasters Pty Limited, 201-205 Tynte St, North Adelaide, 5006. Phone 67-1461. Telegrams Firstation. Telex 82176.

Opened: June, 1924.

**Transmitter Site:** Dry Creek. **Power:** 2kw. **Frequency:** 970kcs. **District Covered:** Industrial, rural. **Operating Hours:** 24hour service.

**Directors:** T. W. Bearup (chairman), R. A. G. Henderson, S. R. I. Clark, K. R. Murdoch, K. S. May, J. S. Larkin.

**Executives:** A. R. Palmer (mngr), R. J. Walker (asst mngr), S. G. Barber (chief engineer), C. G. Bailey (company secty).

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

**Rates resume (base rate):** AAA, Mon.-Fri. 5.30am-9am, 5pm-7pm, Sat.-Sun. 5.30am-7pm; AA, Mon.-Fri. 9am-2pm; A, Mon.-Fri. 2pm-5pm; N, Mon.-Sun. 7pm-midnight. 25secs \$10 (AAA), \$9 (AA), \$7 (A), \$4.50 (N); 30secs \$12 (AAA), \$10 (AA), \$8 (A), \$5 (N); 45secs \$16 (AAA), \$14 (AA), \$10 (A), \$6 (N); 60secs \$20 (AAA), \$18 (AA), \$12 (A), \$8 (N); 15mins \$35 (AAA), \$28 (AA), \$18 (A), \$15 (N); 25mins \$60 (AAA), \$50 (AA), \$36 (A), \$25 (N); News, 25secs \$14 (AAA), \$30 (AA), \$9 (A), \$6 (N).

### 5KA Adelaide

**Licensee:** 5KA Broadcasters Pty Ltd, 43 Franklin St, Adelaide, 5000. Phone 51-5511. Telegrams Fiveka. Key station, South Australian Broadcasting Network.

Opened: Mar. 25, 1927.

**Transmitter Site:** Cavan. **Power:** 2kw. **Frequency:** 1200kcs. **District Covered:** Industrial, rural. **Operating Hours:** 24hour service.

**Directors:** Rev. A. E. Vogt, OBE (chairman), Rev. K. D. Seaman, S. B. Denton, C. K. S. Need, M. J. Young.

**Executives:** Neville W. Bradley (gen. mngr), R. A. Dawson (sales mngr), G. E. Mathews (chief engineer), Paul Thompson (program director).

**Interstate Representation:** Peter Halse, King York Hse, 32 York St, Sydney (29-7527); John Harris, CBN Sales, 3rd Floor, Miller House, 357 Little Collins Street, Melbourne (67-5541/2); Ken Gibson, CBN Sales Pty Ltd, CBC House, Wharf St, Brisbane (31-1311).

**Rates resume (base rate):** AAA (5.30am-9am and 4pm-8pm Mon.-Fri., 5.30am-8pm Sat.) 10secs \$4, 20secs \$5, 30secs \$7, 45secs \$9.50, 60secs \$12, 5mins \$16, 13mins \$20, 25mins \$30; AA (9am-2pm Mon.-Fri.) 10secs \$3.50, 20secs \$4.50, 30secs \$6, 45secs \$8, 60secs \$10, 5mins \$14, 13mins \$16, 25mins \$26; A (2pm-4pm Mon.-Fri., 8pm-10pm Mon.-Sat.) 10secs \$2, 20secs \$3.50, 30secs \$4.50, 45secs \$6, 60secs \$8, 5mins \$9.50, 13mins \$11, 25mins \$20.

### 5AU Port Augusta

**Licensee:** 5AU Broadcasters Pty Limited, PO Box 496, Port Augusta, SA, 5700. Phone Pt Augusta 2941. Studios, Denton Court, Port Augusta, 5700 (2941); Barter St, Whyalla, 5600. (45-7256).

Opened: May 25, 1938.

**Transmitter Site:** Nectar Brook. **Power:** 2kw. **Frequency:** 1450kcs. **District Covered:** Industrial, pastoral, rural. **Operating Hours:** Sun.-Fri. 5.30am-11.30pm; Sat. 5.30am-12 mid. Member of South Australian Broadcasting Network.

**Directors:** Rev. A. E. Vogt, OBE (chairman), Rev. K. D. Seaman, BA, LLB, S. B. Denton, C. K. S. Need, M. J. Young.

**Executives:** Neville W. Bradley (gen. mngr), Leslie J. Bradley (mngr), Roger de Lisle (asst mngr).

**Interstate Representation:** See 5KA.

**Rates resume (base rate):** AAA (5.30am-2pm Mon.-Sat.) 10 secs \$2.80, 20secs \$4.50, 30secs \$6.40, 45secs \$7.20, 60secs \$8.40, 5mins \$10.40, 13mins \$18, 25mins \$28; AA (2pm-7pm Mon.-Sat.) 10secs \$2.40, 20secs \$3.20, 30secs \$5.60, 45secs \$6.20, 60secs \$7.20, 5mins \$9.20, 13mins \$14, 25mins \$23; A (7pm-9pm Mon.-Sat.) 10secs \$1.40, 20secs \$2.10, 30secs \$3.20, 45secs \$3.60, 60secs \$4.20, 5mins \$5.20, 13mins \$9, 25mins \$14.

**5MU Murray Bridge**

**Licensee:** Murray Bridge Broadcasting Co Ltd, C/- 5AD, Box 392, GPO, Adelaide, 5001. Phone 51-7666. Telegrams Fivcad.

**Opened:** Sept. 16, 1934.

**Transmitter Site:** Murray Bridge. **Power:** 2kw day, 1kw night. **Frequency:** 1460 khz. **District Covered:** Pastoral, rural. **Operating Hours:** Mon.-Fri. 5.30am-11.10pm; Sat. 5.30 am-midnight; Sun. 7.45am-11.05pm. In relay with 5AD.

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

**Network Affiliation:** Major.

**5PI Crystal Brook**

**Licensee:** Midlands Broadcasting Services Ltd, C/- 5AD, Box 392, GPO, Adelaide, 5001. Phone 51-7666. Telegrams Fivcad.

**Opened:** Jan. 7, 1932.

**Transmitter Site:** Crystal Brook. **Power:** 2kw. **Frequency:** 1040khz. **District Covered:** Industrial, pastoral, rural. **Operating Hours:** Mon.-Fri. 5.30am-11.10pm. Sat. 5.30am-midnight, Sun. 7.45am-11.05pm. In relay with 5AD.

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

**Network Affiliation:** Major.

**5RM Murray Valley**

**Licensee:** River Murray Broadcasters Pty Limited, Box 294, PO, Berri, SA, 5343. Phone Berri 80. All enquiries to 5KA. Member, South Australian Broadcasting Network.

**Opened:** Sept. 30, 1935.

**Transmitter Site:** Springcart Gully. Studios:

35 Vaughan Tce, Berri. **Power:** 2kw. **Frequency:** 800kcs. **District Covered:** Pastoral, rural. **Operating hours:** Sun.-Fri. 5.30am-11.30pm; Sat. 5.30am-midnight.

**Directors:** Rev. A. E. Vogt, OBE (chairman), Rev. K. D. Seaman, BA, LLB, A. R. Mead, E. Sims, C. K. S. Need, S. B. Denton.

**Executives:** Neville W. Bradley (gen. mgr), C. A. Woodland (mgr), Tony Dawson (sales mgr).

**Interstate Representation:** See 5KA.

**Rates resume (base rate):** AAA (5.30am-2pm Mon.-Sat.) 10secs \$2.80, 20secs \$4.50, 30secs \$6.40, 45secs \$7.20, 60secs \$8.40, 5mins \$10.40, 13mins \$18, 25mins \$28; AA (2pm-7pm Mon.-Sat.) 10secs \$2.40, 20secs \$3.20, 30secs \$5.60, 45secs \$6.20, 60secs \$7.20, 5mins \$9.20, 13mins \$14, 25mins \$23; A (7pm-9pm Mon.-Sat.) 10secs \$1.40, 20secs \$2.10, 30secs \$3.20, 45secs \$3.60, 60secs \$4.20, 5mins \$5.20, 13mins \$9, 25mins \$14.

**5SE Mt. Gambier**

**Licensee:** South Eastern Broadcasting Co. Ltd, C/- 5AD, Box 392, Adelaide, 5001. Phone 51-7666. Telegrams Fivcad.

**Opened:** July 3, 1937.

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

**Operating Hours:** Mon.-Fri. 5.30am-midnight; Sat. 5.30am-1am; Sun. 7.45am-11.05pm. In relay with 5AD except between 1pm-5pm; 6.15pm-6.20pm and 7.30pm-9.30pm Mon.-Fri.; 8.35am-9am, 9.30am-9.45am, 5.15pm-5.20pm, 6.45pm-9pm Sat.; 7.45am-8am and 6pm-8pm Sun.

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

**Network Affiliation:** Major.



**Macquarie**  
No.1 network in Australia.

Macquarie, No. 1 in South Australia with 89% of population.

## NORTHERN TERRITORY

### 8DN Darwin

Licensee: Darwin Broadcasters Pty Ltd, 16 Smith St, Darwin, 5790. Phone 2084-5-6. Telegrams Eightdn, Darwin. Telex AA85031. Opened: Dec. 12, 1960.

Transmitter Site: Darwin. Power: 2kw. Frequency: 1240kcs. Operating Hours: Mon.-Fri., 5.30am-11.30pm; Sat., 5.30am-midnight; Sun., 6.30am-11.30pm.

Directors: Eric White, Geoffrey Cohen, V. R. McBride, R. Ward, A. Blanckensee, M. T. Paspalis.

Executives: Douglas Charlton (gen. mngr), Murray Jones (asst mngr), Renton Kelly (sales mngr), W. L. Rowlands (stn mngr).

IState Repr.: Peter Halse Assocs Pty Ltd, 32 York St, Sydney, 2000 (29-7527); Radio Advertising Representatives Pty Ltd, 34 Queens Rd, Melbourne, 3004 (26-3641); Eric Wood, 329 Adelaide St, Brisbane, 4000 (2-2735);

Keith R. Coles, 95 Currie St, Adelaide (51-4926); T. J. & S. K. Latham, 1111 Hay St, West Perth, 6005 (21-5418).

Rates resume (base rate): Open-9am, 6pm-close: 10secs \$2.05, 25secs \$3, 60secs \$4.45, 15mins \$15.70, 30mins \$27.90; 9am-6pm, 10secs \$1.80, 25secs \$2.75, 60secs \$3.95, 15mins \$12.30, 30mins \$22.80.

### 8HA Alice Springs

Licensee: Alice Springs Commercial Broadcasters Pty Ltd, 1st floor, 12 Parsons St, Alice Springs, NT, 5750.

Approximate opening date: March 1971. Istate Repr.: Macquarie Network Affiliation.

For South Australian and Northern Territory stations of the ABC see special ABC section, pages 133-138.

# Radio stations

## ● *Western Australia*

# 3 WAYS OF REACHING A CAPACITY AUDIENCE IN WESTERN AUSTRALIA

1. CITY ONLY  
6IX PERTH
2. RURAL ONLY  
W.A. COUNTRY NETWORK  
6WB, 6MD, 6BY
3. NETWORK  
6IX, 6WB, 6MD, 6BY



MACQUARIE REPRESENTS  
IN SYDNEY, MELBOURNE  
ADELAIDE, BRISBANE

## 6IX Perth

**Licensee:** TVW Limited, Osborne Park Road, Tuart Hill, 6060. Phone 49-1422. Telegrams Sixix. Telex 92023. Associated with 6WB-MD-BY (the 6IX Radio Network).

**Opened:** Nov. 27, 1933.

**Transmitter Site:** Belmont. **Power:** 2kw. **Frequency:** 1080kcs. **District Covered:** Metropolitan, industrial, rural. **Operating Hours:** 24-hour service.

**Directors:** M. L. Fry (chrnm), R. A. Long, J. W. Cruthers, B. S. Treasure.

**Executives:** J. W. Cruthers (mng dir), B. S. Treasure (gen. mngr), D. A. Farr (mngr 6IX Radio Net.), P. Dean (prog mngr), A. R. White (sales mngr).

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

**Rates resume (base rate):** 10secs \$4.50 (5.30am-2pm, 5pm-7pm), \$2 (2pm-5pm, 7pm-mid.); 25secs \$6 (5.30am-2pm, 5pm-7pm), \$3.50 (2pm-5pm, 7pm-mid.); 30secs \$6.50 (5.30am-2pm, 5pm-7pm), \$4.50 (2pm-5pm, 7pm-mid.); 45secs \$7.50 (5.30am-2pm, 5pm-7pm), \$5.50 (2pm-5pm, 7pm-mid.); 60secs \$10.50 (5.30am-2pm, 5pm-7pm), \$6.50 (2pm-5pm, 7pm-mid.); 27-30mins \$27 (5.30am-2pm, 5pm-7pm), \$27 (2pm-5pm, 7pm-mid.).

## 6KY Perth

**Licensee:** Suntimes Broadcasters Limited, 17-19 James St, Perth, 6000. Box 906, GPO, Perth, 6001. Phone 28-8522. Telegrams: Sixky. Associated with 6NA.

**Opened:** Oct. 23, 1941.

**Transmitter Site:** Belmont. **Power:** 2kw. **Frequency:** 1210kcs. **District Covered:** Industrial, rural. **Operating Hours:** 24hour service. Relays to 6NA.

**Directors:** K. R. Murdoch (chrnm), M. W. James (acting chrnm), A. H. Parkes, W. L. C. Davies, F. J. Davidson.

**Executives:** W. L. C. Davies (mng dir), J. S. Doherty (gen mngr), E. H. Ulyatt (secty), J. L. Potts (sales mngr), K. J. Cantelo (chief eng.), J. E. Lehman (news ed.), A. Pepler (prog mngr).

**Interstate Representation:** Peter Halse Associates Pty Ltd, 32 York St, Sydney, 2000 (29-7527). Telex AA21409. Telegrams Halsads; Ray Brown Pty Ltd, The Brown House, 612 Queenberry St, North Melbourne, Vic. 3051 (329-8522). Telegrams Schedule. Telex AA31717; J. M. Sturrock Pty Ltd, 341 Halifax Street, Adelaide 5000 (23-1057); Eric Wood & Son Agency, Box W1918, GPO Brisbane 4001 (2-2735). Telegrams Broadfilm.

**Rates resume (base rate):** Mon.-Fri. 9am-1pm, 25secs \$6, 30secs \$7, 45secs \$8, 60secs \$10, 5mins \$12, 10mins \$18, 13mins \$21, 25mins \$36; 6NA in relay Mon.-Fri. 5.30am-9am, Sat. & Sun. 5.30am-7pm, 25secs \$9, 30secs \$10, 45 secs \$11, 60secs \$14, 5mins \$20, 10mins \$28, 13mins \$35, 25mins \$60.

## 6PM Perth

Licensee: Consolidated Broadcasting System (WA) Pty Ltd, 283 Rokeby Rd, Subiaco, 6008, Phone 81-4488. Telegrams Sixpm. Associated with 6AM-KG-GE.

Opened: Apr. 22, 1937.

**Transmitter Site:** Coffee Point. **Power:** 2kw. **Frequency:** 1000kcs. **District Covered:** Industrial, rural. **Operating Hours:** 24-hour service.

**Network General Manager:** G. C. Chapman.

**Executives** M. Harrison (sales mngr), H. A. Taylor (chief engineer).

**Network Affiliation:** Consolidated Broadcasting System (WA) Pty Ltd; **Pstate Repr.:** Sydney, Radio Advertising Representatives Pty Ltd, 30 Carrington St, Sydney (29-5825); Melbourne & Adelaide John McCormick, Radio Advertising Representatives Pty Ltd, 34 Queens Road, Melbourne (26-3641); Brisbane 4BC, Wharf St, Brisbane (31-1311).

**Rates resume (base rate):** 6PM-AM in relay, 5.30am-1pm, 4pm-7pm, Sat.-Sun., 5.30am-7pm, 10secs \$4.50, 15secs \$5, 20secs \$6, 25secs \$7, 30secs \$8, 40secs \$10, 60secs \$12, 15mins \$25, 30mins \$40; 1pm-4pm, 7pm-10pm, 10secs \$3.50, 15secs \$4, 20secs \$4.50, 25secs \$5, 30sec \$6, 45secs \$7.50, 60secs \$9, 15mins \$20, 30mins \$32.

## 6PR Perth

Licensee: Nicholsons Broadcasting Services Pty Ltd, Radiocentre, 340 Hay St, Perth, 6000, Phone 23-3044. Telegrams, Radiocentre. Telex Radiopr AA92262. Associated with 6TZ, 6CI, 3TR, 3HA, 3SH, 3CV, 3NE.

Opened: Oct. 14, 1931.

**Transmitter site:** Alfred Cove. **Power:** 2kw. **Frequency:** 341 metres, 880kcs. **District Covered:** Industrial, pastoral. **Operating Hours:** 24-hour service.

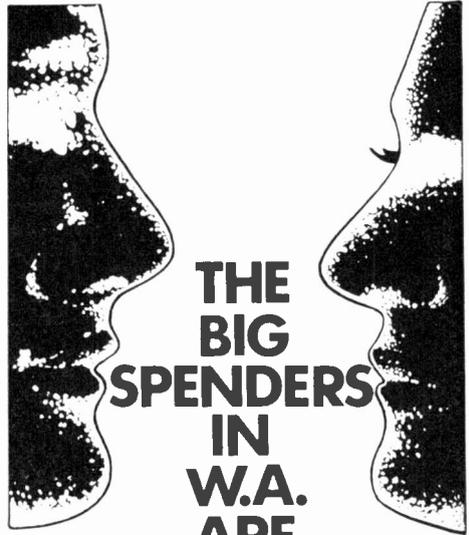
**Directors:** E. F. Downing (chairman), Gordon C. Lewis, J. W. Stoddart, H. C. Merry.

**Executives:** Gordon C. Lewis (gen. mngr), J. Ashton (station mngr), B. Parker (sales mngr), P. Nash (admin. officer), K. Prosser (chief eng.).

**Interstate Representation:** Dargaville Associates Pty Ltd, 32 York Street, Sydney (29-7571); Dargaville Associates Pty Ltd, 150 Albert Road, South Melbourne (69-7461); Dargaville Associates Pty Ltd, St Peters Hse, 68 North Terrace, Kent Town, SA (63-5092); Dargaville Associates Pty Ltd, 172 Edward Street, Brisbane, Q'ld (31-2621).

## 6AM Northam

Licensee: Consolidated Broadcasting System (WA) Pty Ltd, 283 Rokeby Rd, Subiaco, 6008, Phone 81-4488, Telegrams Sixpm. Associated with 6PM-KG-GE.



**THE  
BIG  
SPENDERS  
IN  
W.A.  
ARE  
LISTENING  
TO**

**6PR  
IN PERTH**

More people of all ages throughout the day are listening to the Good Guys of 6 PR . . . proved by surveys to be No. 1 in the West..

*Represented by:—*

**SYDNEY:**

**Dargaville & Associates — 29 7571**

**MELBOURNE:**

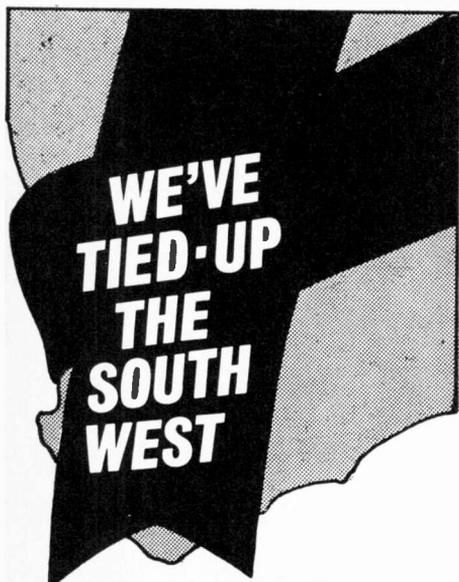
**Dargaville & Associates — 69 7461**

**ADELAIDE:**

**Dargaville & Associates — 63 5092**

**BRISBANE:**

**Dargaville & Associates — 31 2621**



**6TZ**  
 BUNBURY  
*relaying to*  
**6CI**  
 COLLIE

Exclusive cover of the most densely populated provincial area in Western Australia.

*Represented by:—*

- Sydney:**  
 Dargaville & Associates — 29 7571
- Melbourne:**  
 Dargaville & Associates — 69 7461
- Adelaide:**  
 Dargaville & Associates — 63 5092
- Brisbane:**  
 Dargaville & Associates — 31 2621

Opened: June 1, 1934.  
 Transmitter Site: Northam. Power: 2kw.  
 Frequency: 860kcs. District Covered: Rural, pastoral. Operating Hours: Mon.-Sat. 5.45am-11pm, Sun. 7am-10.30pm. In relay with 6PM.  
 Directors, Executives, Network Affiliation, Interstate Representation and Rates: See 6PM.

**6BY Bridgetown**

Licensee: TVW Limited. Phone Yornup 45. Telegrams Sixby. Associated with 6IX-WB-MD.  
 Opened: Jan. 24, 1953.  
 Transmitter Site: Yornup. Power: 2kw. Frequency: 900kcs. District Covered: Dairying, fruit growing. Operating Hours: Mon.-Fri. 6am-10.30pm; Sat. 6am-11pm; Sun. 9am-10.30pm. In relay with 6IX.  
 Bridgetown manager: R. Kaye.  
 Directors, Executives, Network Affiliation, Interstate Representation: See 6IX.

**6CI Collie**

Licensee: Nicholson's Broadcasting Services Pty Ltd, 340 Hay St, Perth, 6000. Associated with 6PR-TZ.  
 Opened: May 29, 1948.  
 Transmitter Site: Collie. Power: 2kw. Frequency: 265.5 metres, 1130kcs. District Covered: Industrial, pastoral, rural. Operating Hours: Mon.-Sat. 5am-11pm; Sun. 6.45am-10.30pm.  
 Manager: M. F. Frayne. Chief Engineer: C. Robson.  
 Directors, Executives, Network Affiliation, Interstate Representation: See 6TZ.

**6GE Geraldton**

Licensee: Great Northern Broadcasters Ltd, Eleanor St, Geraldton, 6530. Phone Geraldton 21-2244. Telegrams Sixge. Associated with 6PM-AM-KG.  
 Opened: Oct. 6, 1937.  
 Transmitter Site: Bluff Point. Power: 2kw. Frequency: 1010kcs. District Covered: Pastoral, rural, crayfishing. Operating Hours: Mon.-Fri. 6am-10.30pm (Sat., 11.30pm), Sun. 8am-10pm.  
 Geraldton (local) director: L. W. Shephard.  
 Executives: L. J. Harris (mngtr), M. Harrison (sales mngtr), W. P. Tuohey (net. coordinator), H. A. Taylor (chief engr).  
 Network Affiliation: Consolidated Broadcasting System (WA) Pty Ltd, Pstate repr.: Sydney — Radio Advertising Representatives Pty Ltd, 30 Carrington St, Sydney (29-5825); Melbourne & Adelaide — John McCormick, Radio Advertising Representatives Pty Ltd, 34 Queens Road, Melbourne (26-3641); Brisbane — 4BC, Wharf St, Brisbane (31-1311).

Rates resume (base rate): 10secs \$2, 15secs \$2.50, 20secs \$3, 25secs \$3.50, 30secs \$4, 45secs \$5, 60secs \$6, 15mins \$14, 30mins \$26.

### 6KG Kalgoorlie

Licensee: Consolidated Broadcasting System (WA) Pty Ltd, 89-91 Egan St, Kalgoorlie, 6430. Phone Kal. 21-2000. Telegrams Sixkg. Associated with 6PM-AM-GE.

Opened: Sept. 16, 1931.

Transmitter Site: Parkeston. Power: 2kw. Frequency: 980kcs. District Covered: Rural, mining. Operating Hours: Mon-Fri. 6am-10.30pm; Sat. 6am-11pm; Sun. 8am-10pm.

Network Manager: G. C. Chapman.

Executives: J. McEvoy (mngtr), W. P. Tuohey (net. co-ordinator), M. Harrison (sales mngtr).

Network Affiliation: Consolidated Broadcasting System (WA) Pty Ltd. Pstate Repr.: Sydney — Radio Advertising Representatives Pty Ltd, 30 Carrington St, Sydney (29-5825); Melbourne & Adelaide — John McCormick, Radio Advertising Representatives Pty Ltd, 34 Queens Road, Melbourne (26-3641); Brisbane — 4BC, Wharfe St, Brisbane (31-1311).

Rates resume (base rate): 10secs \$2, 15secs \$2.50, 20secs \$3, 25secs \$3.50, 30secs \$4, 45secs \$5, 60secs \$6, 15mins \$14, 30mins \$26.

### 6MD Merredin

Licensee: TVW Limited. Phone Merredin 21-1448. Telegrams Sixmd. Telex 96290 Wa-broad. Associated with 6IX-WB-BY.

Opened: July 5, 1941.

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

Merredin manager: J. Davies.

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

### 6NA Narrogin

Licensee: Suntimes Broadcasters Limited, 17-19 James St, Perth, 6000. Phone 28-8522. Telegrams Sixky. Associated with 6KY.

Opened: June 20, 1951.

Transmitter Site: Narrogin. Power: 2kw. Frequency: 920kcs. District Covered: Pastoral, rural. Operating Hours: Operates on relay from 6KY, with local transmission between 9am-1pm Mon-Fri.

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

# 6ky's power music is tops with the 18 to 39 year olds 24 hours a day in Perth

Aim your Perth attack through the power pack  
PERTH: Ring John Potts, General Sales Manager, 28 8522

SYDNEY

Ring Peter Halse, 29 7527

BRISBANE

Ring Eric Wood, 22735

MELBOURNE

Ring Ray Brown, 3298522

ADELAIDE

Ring Patsy Cameron, 231057



is everywhere

Rates resume: Same as 6KY except during local transmission when rates are: (base rate) 30secs \$3 (Mon.-Fri. 9am-1pm).

M. F. Frayne (mngnr), C. Robson (chief eng.), N. Bain (studio mngnr).

†state Representation: See 6PR.

### 6TZ Bunbury

Licensee: Nicholsons Broadcasting Service Pty Ltd. Studios: 127 Victoria St, Bunbury, 6230. Phone 3671. Associated with 6PR-CI.

Opened: Oct. 11, 1939.

Transmitter Site: Waterloo. Power: 2kw. Frequency: 313 metres, 960kcs. District Covered: Industrial, pastoral, rural. Operating Hours: Mon.-Sat. 5am-11pm; Sun. 6.45am-10.30pm.

Directors: E. F. Downing (chairman), Gordon C. Lewis, J. W. Stoddart, H. C. Merry.

Executives: Gordon C. Lewis (gen. mngnr),

### 6VA Albany

Licensee: Albany Broadcasters Ltd, York St, Albany, 6330. Phone 41-2000. AH 41-2213. Telegrams Sixva.

Opened: Mar. 10, 1956.

Transmitter Site: Albany. Power: 2kw. Frequency: 780kcs. District Covered: Industrial, rural. Operating Hours: Mon.-Fri., 5am-11pm; Sat., 5am-midnight; Sun., 8am-10pm.

Directors: R. R. Holmes, Ted Furlong, D. Robinson, L. R. Goodridge, J. C. O. Dumas.

Executives: Ted Furlong (mng dir), M. Hoffman (tech. in charge).

Interstate Representation: Parker Associated Representations Pty Ltd, Sydney; Radio Advertising Representatives Pty Ltd, 34 Queens Rd, Melbourne (26-3641); Keith Coles, 95 Currie St, Adelaide (51-4926-7); Aubrey G. Barker & Assoc., Perth (22-3611).

Rates resume (base rate): AAA Time (5am-1pm Mon.-Fri., open-5pm Sat.-Sun.), AA Time (1pm-7pm Mon.-Fri., 5pm-7pm Sat.-Sun.), A Time (7pm-close Mon.-Sun.). 25secs \$2.75 (AAA), \$1.80 (AA), \$1.45 (A); 30secs \$3 (AAA), \$2 (AA), \$1.60 (A); 45secs \$3.45 (AAA), \$2.20 (AA), \$1.75 (A); 60secs \$4.35 (AAA), \$2.85 (AA), \$2.30 (A); 15mins \$12.35 (AAA), \$7.15 (AA), \$5.70 (A); 30mins \$23.20 (AAA), \$13.25 (AA), \$10.60 (A).

### 6WB Katanning

Licensee: TVW Limited. Phone Katanning 21-1924. Telegrams Sixwb. Associated with 6IX-MD-BY.

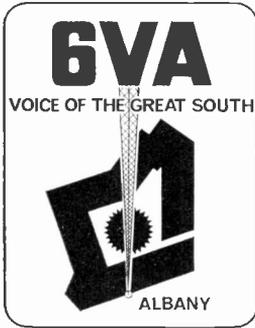
Opened: Sept. 26, 1936.

Transmitter Site: Katanning. Power: 2kw. Frequency: 1070kcs. District Covered: Pastoral. Operating Hours: Mon.-Sat. 6am-11pm; Sun. 9am-10.30pm.

Katanning manager: C. Sirl.

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

For Western Australian stations of the ABC, see special section, pages 133-138.



You  
**CAN'T COVER**  
**W.A.**  
 Without  
**VA**



# Macquarie

## No. 1 network in Australia.

Macquarie strikes it rich with 78% of Western Australia's population.

# Radio stations

- *Tasmania*

# 7HO 7LA

Sure. Tasmania does have other radio stations besides 7HO and 7LA.

7HO and 7LA just work harder at selling more people more of the time. To give your message better coverage. North and South.



**MBS**  
GROUP  
PLAN  
MEMBER

**Tasmanian radio's  
7HO and 7LA  
big sellers.**

**7HO Hobart**

Licensee: Commercial Broadcasters Pty Ltd, 52 New Town Rd, Hobart, 7000. GPO Box 542F, 7001. Phone 28-0321. Telegrams Sevenho. Telex 58103.

Opened: Aug. 13, 1930.

Transmitter Site: Mt Nelson. Power: 2kw. Frequency: 860kcs. District Covered: Industrial, rural. Operating Hours: 5am-1am daily.

Directors: G. F. Davies, L. Nettlefold, A. Brown, E. G. McRae, E. Gray.

Executives: A. B. Brown (gen. mngr), K. Graham (asst mngr), B. Carr (prog. mngr), R. McCarthy (chief eng.).

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

Rates resume (base rate): Open-9am, Mon.-Fri.; open 7pm, Sat.-Sun., 25secs \$6, 30secs \$6.50, 45secs \$8, 60secs \$10; open-7pm Sat.-Sun., 15mins \$17, 25mins \$34, 55mins \$68; 9am-2pm, Mon.-Fri., 25secs \$5, 30secs \$5.50, 45secs \$6.50, 60secs \$8, 15mins \$17, 25mins \$34; 2pm-7pm, Mon.-Fri., 25secs \$4, 30secs \$4.50, 45secs \$5.50, 60secs \$6.50, 15mins \$14, 25mins \$28; 7pm-close, Mon.-Sun., 25secs \$3, 30secs \$3.50, 45secs \$4, 60secs \$4.50, 15mins \$6, 25mins \$10, 55mins \$20.

**7HT Hobart**

Licensee: Metropolitan Broadcasters Pty Ltd, 141 Elizabeth St, Hobart, 7000. GPO Box 572F, 7001. Phone 34-3157/8. Telegrams Sevenht.

Opened: Apr. 19, 1937.

Transmitter Site: Droughty Point, Derwent River Shore. Power: 2kw. Frequency: 1080kcs. District Covered: Industrial, fruitgrowing, rural. Operating Hours: 5am-12.15am Mon.-Sun.

Directors: L. E. Benjamin, L. C. McCann, D. H. Peacock, Mrs E. I. McCann.

Executives: J. V. Howell (gen. mngr), F. B. Klein (asst mngr-tech.), A. B. Morgan (asst mngr-finance).

Network Affiliation: Major. Interstate Representation: Peter Halse, King York Hse, 32 York St, Sydney (29-7527); Hugh Anderson, 130 Exhibition St, Melbourne (63-3674); Ray Cant & Associates, 99 Currie St, Adelaide (51-5007); Bede Williams & Assoc., 160 Edward St, Brisbane (2-6660).

Rates resume (base rate): AAA Time, 5.30am-9am, 5pm-7pm Mon.-Fri., open-7pm Sat.-Sun.; AA Time, 9am-2pm; B Time, 2pm-close. 10secs \$2.50 (AAA), \$2 (AA), \$1.50 (B); 25secs \$4 (AAA), \$3.50 (AA), \$3 (B); 30secs \$4.50 (AAA), \$4 (AA), \$3.50 (B); 60secs \$7 (AAA), \$5 (AA), \$4.50 (B). S'ships (all times): 5mins \$10, 15mins \$13, 30mins \$26, 60mins \$52.

**7AD Devonport**

Licensee: Northern Tasmania Broadcasters Pty Ltd, 44 Rooke St, Devonport, 7510.

Member Tasmanian Broadcasting Network (7BU-7AD-7SD). All correspondence and enquiries to Box 120, PO, Burnie. Phone Burnie 31-1651. Telegrams Teebeen.

Opened: Aug. 6, 1932.

Transmitter Site: Don Heads. Power: 2-1kw (loaded antenna). Frequency: 900kcs. District Covered: Industrial, rural. Operating Hours: Mon.-Fri., 6.30am-11pm; Sat., 7am-11pm; Sun., 9.30am-10.30pm.

Directors: K. A. Findlay (chairman), D. K. Findlay, R. G. Findlay.

Executives: M. T. Evans (mngr), J. Littler (local sales).

I/State Repr.: Peter Halse, King York Hse, 32 York St, Sydney (29-7527); Radio Advertising Representatives Pty Ltd, 34 Queens Rd, Melbourne (26-3641); Adelaide repr. through Radio Advertising Representatives, Melbourne.

Rates resume (base rate): 30secs \$2.95, 60secs \$4.20, 15mins \$12.20, 60mins \$36.

**7BU Burnie**

Licensee: Burnie Broadcasting Service Pty Ltd, 73 Mount St, Burnie, 7320. Member Tasmanian Broadcasting Network (7BU-7AD-7SD). All correspondence and enquiries to Box 120, PO, Burnie. Phone Burnie 31-1651. Telegrams Teebeen.

CREATIVITY . . .  
BELIEVABILITY . . .  
COMMUNITY  
INVOLVEMENT . . .



**Top In Hobart**

Opened: Oct. 19, 1935.

**Transmitter Site:** Coocoo. **Power:** 2-1kw (loaded antenna). **Frequency:** 560kcs. **District Covered:** Industrial, rural. **Operating Hours:** Mon.-Sat., 6am-10.30pm; Sun., 8am-10.30pm.

**Directors:** K. A. Findlay (chairman), D. K. Findlay, R. G. Findlay.

**Executives:** C. Nunn (mngr), A. Demeyer (local sales).

**P'State Repr.:** Peter Halse, King York Hse, 32 York St, Sydney (29-7527); **Radio Advertising Representatives Pty Ltd**, 34 Queens Rd, Melbourne (26-3641); Adelaide repr. through Radio Advertising Representatives, Melbourne.

**Rates resume (base rate):** 20-30secs \$3.70. 45-60secs \$5.25, 15mins \$15.25, 60mins \$45.

**Executives:** D. H. Henshaw (mngr), J. R. Montgomery (sales mngr), R. E. Sangston (prog mngr), R. W. McLean (chief engineer).

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

**Rates resume (base rate):** Open-9am Mon.-Sun., 20secs \$4, 30secs \$5, 45secs \$6.50, 60secs \$7.80, 15mins \$13, 25mins \$26, 55mins \$52; **News** 30secs \$6.50, 9am-2pm 20secs \$3.40, 30secs \$4.50, 45secs \$5.70, 60secs \$6.90, 15mins \$11, 25mins \$22, 55mins \$44; **News** 30secs \$5.70; 2pm-7pm 20secs \$2.50, 30secs \$3.50, 45secs 4.50, 60secs \$5.70, 15mins \$9, 25mins \$18, 55mins \$36; **News** 30secs \$4.50; 7pm-midnight 20secs \$1.75, 30secs \$2.25, 45secs \$2.50, 60secs \$3, 15mins \$6, 25mins \$12, 55mins \$24; **News** 30secs \$2.50.

## 7EX Launceston

**Licensee:** 7EX Pty Ltd, Watchorn-st, Launceston, 7250. Phone 44-2494. Telegrams and Telex, Tntanex AA58512.

Opened: Feb. 5, 1938.

**Transmitter Site:** St. Leonards. **Power:** 2kw. **Frequency:** 1010kcs. **District Covered:** Industrial, rural. **Operating Hours:** Continuous 5am Mon.-mid. Sun.

**Executives:** A. E. McClelland (dir & gen. mngr), H. R. Parish (operations exec.), Ray Abraham (chief engineer), H. J. A. Prince (sales exec.).

**Interstate Representation:** Interstate Radio Sales, 76 Clarence St, Sydney (29-7241); Hugh Anderson, 130 Exhibition Street, Melbourne (63-3674); Bede Williams & Associates, 29 Maxwell St, New Farm, Q'ld 4005 (58-1600); Ray Cant & Associates, Room 117, 1st floor, 99 Currie St, Adelaide, 5000 (51-5007).

**Rates resume (base rate):** Mon.-Fri. 5.30am-2pm, 25secs \$4.20, 45secs \$6, 60secs \$7.20. Mon.-Fri. 2pm-7pm, 25secs \$3, 45secs \$4.50, 60secs \$5.50. Mon.-Sun. 7pm-12midnight, 25secs \$2, 45secs \$2.80, 60secs \$3.20. Sat.-Sun. 5.30am-5pm, 25secs \$4.20, 45secs \$6, 60secs \$7.20. Sat.-Sun. 5pm-7pm, 25secs \$3, 45secs \$4.50, 60secs \$5.50.

## 7QT Queenstown

**Licensee:** West Coast Broadcasters Pty Ltd, PO Box 315, Queenstown, 7467. Phone 124. Opened: May 29, 1937.

**Transmitter Site:** South Queenstown. **Power:** 500wts. **Frequency:** 840khz. **District Covered:** Mining, fishing, tourism. **Operating Hours:** Mon.-Fri., 6.30am-10pm, Sat., 6.30am-10.30pm; Sun., 5pm-10pm.

**Directors:** E. I. Garrott (chrnm), H. Ebrall, R. E. Ward, Mrs N. J. Garrott, Miss E. Denholm.

**Executives:** H. Ebrall (mngr & sales mngr), Phillip Ebrall (prog.), Miss Pat Moyle (schedules), Mrs. V. Wakefield (sen. womens annrc).

**Interstate Representation:** MBS, 136 Phillip-st, Sydney (2-0360); MBS, 382 Latrobe-st, Melbourne (329-6666); MBS, 201-205 Tynte St, North Adelaide (6-8461).

**Rates resume (base rate):** day, 50wds \$2, 100wds \$2.60, 15mins \$8, 30mins \$13; night, 50wds \$1.60, 100wds \$2.20, 15mins \$7, 30mins \$11.

## 7SD Scottsdale

**Licensee:** North East Tasmanian Radio Broadcasters Pty Ltd, King St, Scottsdale, 7254. Member Tasmanian Broadcasting Network (7BU, 7AD, 7SD). All correspondence and enquiries to Box 120, PO, Burnie. Phone Burnie 31-1651. Telegrams Teebennie.

Opened: Sept. 5, 1954.

**Transmitter site:** North Scottsdale. **Power:** 2kw. **Frequency:** 540kcs (directional). **District Covered:** Industrial, rural. **Operating Hours:** Mon.-Fri. 6.45am-10.15pm; Sat. 6.45am-11.45am, 2pm-10.15pm; Sun. 8.30am-1pm, 4pm-10.15pm.

**Directors:** K. A. Findlay (chairman), D. K. Findlay, R. G. Findlay.

## 7LA Launceston

**Licensee:** Findlay & Wills Broadcasters Pty Ltd, Broadcast Hse, The Quadrant, Launceston, 7250. Phone 31-4844, after hrs 31-4629. Telegrams Sevenla. Telex 58515.

Opened: Dec. 13, 1930.

**Transmitter Site:** West Tamar. **Power:** 2kw. **Frequency:** 1100kcs. **District Covered:** Industrial, rural. **Operating Hours:** Mon.-Sat. 5.30am-mid.; Sun. 7.30am-10.30pm.

**Directors:** Mrs. D. Findlay, E. L. Garrott, Sir Lionel Hooke, D. Craig, Frank Strahan (alt.), R. E. Ward (alt.).

**WHERE THE SALES ARE!**

**TBN**

*Radio*



THE TASMANIAN  
**SUPER-MARKET**

**TASMANIAN BROADCASTING NETWORK**

**Executive:** B. Scetrine (mng'r & engineer).  
**State Repr.:** Peter Halse, King York Hse, 32 York St, Sydney (29-7527); Radio Advertising Representatives Pty Ltd, Stanhill, 34 Queens Rd, Melbourne (26-3641); Adelaide representation covered by Radio Advertising Representatives Pty Ltd, Melbourne.

**Rates resume (base rate):** 30secs \$2.95, 60secs \$4.20, 15mins \$12.20, 60mins \$36.

For Tasmanian stations of the ABC see special ABC section, pages 133-138.

## TELECOMMUNICATIONS

**THE OVERSEAS TELECOMMUNICATIONS COMMISSION (AUSTRALIA)**, 32 Martin Place, Sydney, 2000. Postal address: GPO Box 7000, Sydney, 2001. Phone 2-0333. Telex AA20591. Telegrams Telecom Sydney.

**Commissioners:** Sir Arthur Petfield, FAIM, AINA (chairman), B. F. Jones, OBE, B.Ec., B.A., FAIM (vice-chairman), G. B. Kater, MA, FIEE, FIE, Aust., FAIM, The Hon. Sir Denham Henty, KBE, C.E. Kerville.

**Executives:** H. White, M.Sc, Dip.CE, FIE

Aust, FAIM (gen mng'r), F. A. Stanton (asst gen. mng'r, operations), C. Vahtrick, B.Sc. (asst gen. mng'r tech), E. C. Harcourt, MA (asst gen. mng'r, international), J. M. Hansson FASA, ACIS (dir finance), T. J. Molloy (dir administration).

The Commission is responsible for the establishment, maintenance and operation of telecommunications services between Australia and other countries, with ships at sea and to and between Australia's external territories.



**Macquarie**  
No.1 network in Australia.

Macquarie takes the gamble out of radio buying in Tasmania with 80% of population.

# Radio Networks

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

# National coverage is flexible coverage with

# major

Your Major Network representative has details of  
Major's Flexible Money Spending Plans.

- EFFECTIVE COVERAGE
- ECONOMICAL REACH
- NETWORK DISCOUNTS

National budgets applied to markets when needed  
with Major's Flexible Buying Plans.



THE MAJOR NETWORK  
and co-operating stations

**2UE Sydney, 2KO Newcastle, 3DB/LK Melbourne, Wimmera and Mallee, 4BK/AK Brisbane, Toowoomba and Darling Downs, 5AD/PI/MU/SE Adelaide and Country South Australia, 6PR/TZ/CI Perth, Bunbury and Collie, 7HT Hobart, 7EX Launceston,**

and co-operating stations

**2GZ Orange and Central N.S.W., 2LM Lismore and Northern Rivers, 2NZ Inverell, Glen Innes and Northern N.S.W., 3HA Western Victoria, 3SH Northern Victoria, 3CV Central Victoria, 3NE North-Eastern Victoria, 3TR Gippsland and Latrobe Valley.**

#### THE MAN TO TALK TO:

In Sydney ..... Ross Mullins, 29 7241  
In Melbourne .. Hugh Anderson, 63 3674  
In Adelaide ..... Ray Cant, 51.5007

In Brisbane ..... Bede Williams, 58 1600  
In Perth ..... Jack Ashton, 23 3044  
In Hobart ..... John Howell, 34 3157

## NATIONAL

**MACQUARIE BROADCASTING SERVICE**, 136 Phillip St, Sydney, 2000. Phone 2-0360.

**Executives:** S. R. I. Clark (mng dir), G. S. Jennings (secty), E. C. Mann (sales dir), J. J. Cahill (NSW sales mngr), B. Woodyatt (Vic. sales mngr), A. Wray (Q'ld sales mngr), R. Clarke (sales admin.).

**Member Stations:** 2GB, 2BH, 2BS, 2CA, 2DU, 2HD, 2LF, 2LT, 2MG, 2MW, 2PK, 2RG, 2WI., 3AW, 4BH, 4AM, 4BU, 4CD, 4GY, 4KZ, 4NA, 4VL, 5DN, 6IX, 6BY, 6MD, 6WB, 7HO, 7LA, 7QT, 8HA.

**Interstate Representation:** Melbourne, 382 Latrobe St (329-6666); Brisbane, 43 Adelaide St (2-2002); Adelaide (north), 201-205 Tynte St (67-1461).

**MAJOR BROADCASTING NETWORK OF AUSTRALIA**, 237 Miller Street, North Sydney, 2060. Phone 92-0444.

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

**Co-operating stations:** 2GZ, 2NZ, 2LM, 3HA, 3SH, 3CV, 3NE, 3TR.

**Representatives:** Interstate Radio Sales, 76 Clarence St, Sydney, 2000 (29-7241); Hugh Anderson, 130 Exhibition St, Melbourne, 3000 (63-3674); Bede Williams, 29 Maxwell St, Newfarm, Q'ld, 4005 (58-1600); Ray Cant, 99 Currie St, Adelaide, 5000 (51-5007).

Network formed in 1930 provides national coverage (reaching an estimated 86pc of the total population) and offers advertising on all stations at a special discount, with one order, one invoice.

## INTERSTATE

**AMALGAMATED WIRELESS (AUSTRAL-ASIA) LIMITED**, 47 York St, Sydney, 2000. Box 2516, GPO, Sydney. Phone 2-0233. Telex 21515.

**Director:** Sir Lionel Hooke (chrnm).

**Executives:** D. Craig (mng, broadcasting div.), R. K. Harris (country stations mngr), W. G. Lowder (eng. mngr).

**Stations:** 2CH, 2AY, 2GN, 2GF, 3BO, 4CA, 4TO, 4WK.

AWA began broadcasting activities in 1931.

**COMMONWEALTH BROADCASTING NETWORK**, 365 Kent St, Sydney, 2000. Phone 2-0270. Cnr Wharf & Adelaide Sts, Brisbane. Phone 31-1311.

**Executives:** A. F. Albert, CMG (chairman), L. C. Hynes, OBE (gen. mngr), K. A. Archer (net. chief sales mngr), N. J. Bishop (chief engineer), F. R. Jeffcoat (mng 2UW), M. E. Baker (mng 4BC), E. J. Rheuben (chief exc. 4RO), I. W. Renton (mng 4RO), G. W. Robertson (mng 4MB), R. J. Stevenson (mng 4GR).

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

**Interstate Representation:** CBN Sales Pty Ltd, cnr Wharf & Adelaide Streets, Brisbane (31-1311); R. W. Highfield, Asbestos House, York St, Sydney (29-2737); CBN Sales Pty Ltd, 357 Little Collins St (67-5541); GPO Box 562E, Adelaide (51-5511).

Network established March, 1937.

## REGIONAL

**ADVERTISER NETWORK**, 121 King William St; Box 392, GPO, Adelaide, 5001. Phone 51-7666.

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

**I/State Repr.:** Hugh Anderson, 130 Exhibition-st, Melbourne (63-3674); Interstate Radio Sales, 76 Clarence St, Sydney (29-7241), Bowley Penglis & Assoc., 160 Edward St, Brisbane. O'seas: L. K. S. Hogg, Ludgate Hse, 110 Fleet St, London, ECI; Joshua B. Powers Inc., 345 Madison-ave, New York 17, NY.

**ASSOCIATED BROADCASTING SERVICES LTD**, 290 Latrobe St, Melbourne, 3000. Phone 329-6022. Telegrams ABS Radio.

**Directors:** S. J. A. Kemp (chairman), G. E. Knox (dep. chairman), Sir John McDonald, F. O. Cameron, I. E. Friend, N. M. Wallace, J. J. E. McFarlane, M. G. Sloman, E. M. Clyne, R. B. Mair (alt. for Sir William Bridgeford).

**Executives:** E. Murray Clyne (gen. mngr), R. W. Ellenby (asst mngr), E. R. Collings (mng 3SR), J. B. Walker (mng 3YB), N. A. Pellitt (mng 3UL), V. I. Haycroft (mng 3CS).

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

**I'state Repr.:** K. P. G. Lloyd, 76 Clarence St., Sydney (29-1267); Macquarie, 201-205 Tynte St, North Adelaide (67-1461); Macquarie, 43 Adelaide St, Brisbane (2-2002).

**CENTRAL QUEENSLAND BROADCASTING NETWORK**, 14th Floor, Pearl Assurance Hse, 379 Queen St, Brisbane, 4000. Phone 2-2281.

**Directors:** W. G. Allen Jnr (chairman of dirs), F. T. Moore (manag dir), E. B. Connor (technical dir), W. G. Allen Snr.

**Executives:** Allen Brandt (exec. dir & genl mng 4IP), G. Atthow (genl mng and resident dir, Mt Isa), C. J. Lowney (4LG mng).

**Member Stations:** 4LM Mount Isa, 4LG Longreach, 4IP Greater Brisbane.

**I'State Repr.:** Peter Halse, King York Hse, 32 York St, Sydney (29-7527); Ray Brown, 612 Queensberry Road, Nth Melbourne, Vic. for Victoria and Adelaide (329-8522); Ken Mulcahy, 14th Floor, Pearl Assurance Hse, 379 Queen Street, Brisbane (2-2281).

**CONSOLIDATED BROADCASTING SYSTEM (WA) PTY LIMITED**, 283 Rokeby Road, Subiaco, WA (81-4488), Telex 92496.

Member station: 6PM-AM-KG-GE.

**Executives:** G. C. Chapman (network gen. mngr), H. A. Taylor (chief engr), M. Harrison (sales mngr), L. J. Harris (mngr 6GE), J. McEvoy (mngr 6KG).

**Interstate Representation:** Sydney — Bill Drewe, Chris Barratt, Radio Advertising Representatives Pty Ltd, 30 Carrington St (29-5825); Melbourne & Adelaide — John McCormick, Radio Advertising Representatives Pty Ltd, 34 Queens Road (26-3641); Brisbane — 4BC, Wharf Street (31-1311).

**MID-STATE NETWORK**, c/o Macquarie Broadcasting Service, 136 Phillip St, Sydney, 2000 (2-0360). Member stations: 2BS, 2DU, 2LF, 2MG, 2PK.

**I/State Repr.:** Represented throughout Australia by Macquarie Network.

Stations are strategically placed in central NSW and between them cover a wide area extending to Bourke, Brewarrina and Walgett in the north to Gundagai in the south. Annual retail sales in the area are estimated at \$287,000,000.

Network (a selling organisation) was formed in 1961.

**NEW ENGLAND NETWORK**, c/o Broadcast Amalgamated Ltd, Radio Centre, Calala, Tamworth, 2340. Phone Tamworth 65-7055. Telegrams Twotm.

**Executives:** L. D. Higginbotham (mng dir), M. M. Moroney (network mngr), W. H. Higginbotham (2TM & asst network mngr), E. C. Wilkinson (2AD), H. C. McCrindle (2RE), L. Worms (2MO), P. M. Smith (Network secretary).

**Interstate Representation:** Country Radio & Television Pty Ltd, 131 Clarence St, Sydney (29-6021); John Havre, 422 Collins St, Melbourne (67-3011); Macquarie, 201-205 Tynte St, Nth Adelaide; Bede Williams & Associates, 29 Maxwell St, New Farm, Brisbane (58-1600).

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

**NICHOLSON'S BROADCASTING SERVICES PTY LTD**, Radiocentre, 340 Hay-st-east, Perth, 6000. Phone 23-3044. Telegrams: Radiocentre, Perth.

Member Stations: 6PR, 6TZ, 6CI.

**Directors:** E. F. Downing, QC (chairman), Gordon C. Lewis, J. W. Stoddart, H. C. Merry.

**Executives:** Gordon C. Lewis (gen. mngr), W. Limpus (secy), Jack Ashton (network sales exec.).

**Interstate Representation:** Dargaville Associates Pty Ltd, 32 York St, Sydney (29-7571); Dargaville Associates Pty Ltd, 150 Albert Rd, Sth Melbourne (69-7461); Dargaville Associates Pty Ltd, St Peters Hse, 68 North Terrace,

Kent Town (SA) (63-5092); Dargaville Associates Pty Ltd, 172 Edward Street, Brisbane (31-2621).

Nicholson's Broadcasting Services Pty Limited (6PR-TZ-CI), serves Perth and south-western section of Western Australia.

**SOUTH AUSTRALIAN BROADCASTING NETWORK**, 43 Franklin St, Adelaide, 5000. Phone 51-5511. Telegrams FiveKA.

Member Stations: 5KA, 5AU, 5RM.

**Interstate Representation:** Peter Halse & Associates, King York Hse, 32 York Street, Sydney (29-7527); CBN Sales Pty Ltd, 357 Little Collins St, Melbourne (67-5541); CBN Sales Pty Ltd, cnr Wharf & Adelaide Streets, Brisbane (31-1311).

**TASMANIAN BROADCASTING NETWORK PTY LTD**, 73 Mount St, Burnie, 7320. Box 120, PO, Burnie. Phone Burnie 31-1651. Telegrams Teebeen.

Member Stations: 7BU, 7AD, 7SD.

**Directors:** K. A. Findlay (chrnm), D. K. Findlay, R. G. Findlay.

**Executives:** C. H. Trethewey (gen. mngr), C. W. Nunn (mngr, 7BU), M. T. Evans (mngr, 7AD), B. Scerine (mngr, 7SD).

**I/State Repr.:** Peter Halse, King York Hse, 32 York St, Sydney (29-7527); Radio Advertising Representatives Pty Ltd, Stanhill, 34 Queens Rd, Melbourne (26-3641); Adelaide representation through Radio Advertising Representatives, Melb.

**VICTORIAN BROADCASTING NETWORK**, 150 Albert Rd, Sth Melbourne, 3205. Phone 69-7461. Telegrams Radiocentre. Telex 30849.

Member Stations: 3HA, 3TR, 3SH, 3NE, 3CV, 4MK, 6PR, 6TZ, 6CI.

**Directors, VBN Ltd:** D. F. Syme (chairman), N. F. Dixon (mngr dir), P. K. MacDougall, R. I. Lowenstern, T. B. Green, W. J. Stephenson, J. Shergold.

**Executives:** N. F. Dixon (mng dir), Max Baker (gen. mngr), D. C. Corley (asst gen. mngr), R. McPhee (country sales mngr), D. C. De La Rue (mng dir & mngr 3NE), E. Cunningham (mngr 3HA), D. Swinson (mngr 3SH), E. W. Evans (mngr 3TR), K. J. Parker (mngr 3CV), N. B. Jackson (mngr 4MK), G. C. Lewis (gen. mngr 6PR-TZ-CI), M. Frayne (mngr 6TZ-CI).

**Interstate Representation:** Dargaville Associates Pty Ltd, 32 York Street, Sydney (29-7571); Dargaville Associates, 68 Nth Terrace, Kent Town (SA), 5067 (63-5092); Nicholson's Broadcasting Services, Hay St East, Perth (23-3044); Dargaville Associates, 172 Edward Street, Brisbane (31-2621).

**6IX RADIO NETWORK**, a division of TVW Ltd, 38 Mounts Bay Rd, Perth, 6000. Phone 22-3611.

Member Stations: 6IX, 6WB, 6MD, 6BY. I/State, O'seas Repr.: See Macquarie.

# Radio and television representatives

- *And of overseas radio and TV organisations*

## SYDNEY

**AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED**, 47 York St, Sydney, 2000. Box 2516, GPO (2-0233). Telex 21515. (2AY, 2CH, 2GN, 2GF, 3BO, 4TO, 4CA, 4WK).

**ASSOCIATED BROADCASTING SERVICES** (Ken Lloyd), 76 Clarence St, 2000, (29-1267). (3SR, 3YB, 3UL, 3CS).

**RAY BROWN (NSW) PTY LIMITED**, 163 Clarence St, Sydney, 2000. Phone 29-4180. Telegrams Schedule, Sydney. E. E. McGowen (manager), R. St Clair (SAS).

**COOTE, J. O.**, 280 George St, 2000, 28-2696. (TVT).

**COUNTRY RADIO & TV PTY LTD**, 131 Clarence St, 2000. 29-6021. Telegrams: Parkrep Sydney. Telex 20794. New England Network (2AD, 2MO, 2RE, 2TM), 2VM, 3BA, 3MA, NEN, STV. R. R. Parker (mng dir), D. M. Whitehead (mngnr), G. R. Spring (radio supervisor), G. C. Hearn (TV supervisor), B. J. Saint (sales promotion mngnr).

**DARGAVILLE ASSOCIATES PTY LTD**, 32 York Street, Sydney, NSW, 2000. Phone 29-7571. Telex AA20097. Telegrams Dargas, Sydney.

Radio: P. Rowan, B. Lieschke, D. Bourke. 3XY, 3CV, 3HA, 3NE, 3SH, 3TR, 4KQ, 4MK, 6PR, 6TZ, 6CI. Television: G. Beer, P. Kitson, J. Wilkinson. GLV, WBQ, BCV, MTN, NRN, AMV.

**EDWARDS, MAX**, 4th floor, 58 Margaret St, 2000. 29-7008. (2XL). Principal, Max Edwards.

**FORSYTH, BRUCE R.** Suite House, 4th floor, 167 Kent Street, 2000. 27-3117. Sydney manager, HSV.

**GLEESON, JACK**, 237 Miller St, North Sydney, 2060. 92-7980 (2KO).

**GROUP REPRESENTATIONS**, 169 Pacific Highway, North Sydney, 2060. Phone 92-4513. Principals, R. A. Becker, H. S. Lilburn.

**GUYOT, RON** (see STW Swan TV).

**HALSE, PETER, ASSOCIATES PTY. LIMITED**, King York House, 32 York St, 2000. 29-7527. Telegrams: Halsads, Sydney. Telex AA21409. (2NM, 2NX, 3KZ, 4IP, 4LG, 4LM, 5KA, 5AU, 5RM, 6KY, 6NA, 7BU, 7AD, 7SD, 7HT, 8DN, Radio Hauraki (NZ)).

**HIGHFIELD, R. W. PTY LTD**, 65 York St, 2000. 29-2737, 29-4601. Telegrams: Sydrep Sydney. (3GL, 4BC, 4GR, 4MB, 4RO, 4SB, 4AY, 4ZR). R. W. Highfield (gov. dir), C. B. Maurice (sales dir).

**INTERSTATE RADIO SALES**, 76 Clarence St, Sydney 2000. Phone 29-7241. Telegrams: Interadio, Sydney. Telex: 21242. 2CZ, 2LM, 2NZ, 3BD-LK, 4BK-AK, 5AD-PI-MU-SE, 7EX. Sydney representatives: Major Broadcasting Network. G. O. Fookes (mngnr), J. G. Roberts (asst mngnr), J. R. Mullins (NSW sales mngnr, Major). Station reps: M. J. Scanlan, I. R. Lane, P. V. Mason.

**KAYE, JOHN** (3AK), 8th Floor, 54 Park St, 2000. 61-9931.

**LEAHY, L. W.**, Anchor House, Cnr George & Bridge Sts, 2000. 27-1785. (ADS.)

**LIVINGSTON, DAVID**, Television Time Sales Pty Ltd, Park Hse, 187-191 Macquarie St, 2000. 221-1466, 221-1138. (CBN-CWN, RTN, TNT.)

**LLOYD, KEN**, 76 Clarence St, 2000. 29-1267. (Assoc. B'casting Services Ltd, 3SR, 3YB, 3UL, 3CS.)

**MACQUARIE BROADCASTING SERVICE**, 136 Phillip St, 2000, 2-0360. (2GB, 2BH, 2BS, 2CA, 2DU, 2HD, 2KA, 2KM, 2LF, 2LT, 2MG, 2MW, 2PK, 2RG, 2WL, 3AW, 4BH, 4AM, 4BU, 4CD, 4GY, 4KZ, 4NA, 4VL, 5DN, 6IX-WB-MD-BY, 7HO, 7LA, 7QT, 8HA, N/ZBC). S. R. I. Clark (mngnr dir), E. C. Mann (sales dir), J. Cahill (NSW sales mngnr), B. Woodyatt (Vic. sales mngnr), A. Wray (Q'ld sales mngnr), R. Walker, c/- 5DN (SA rep.).

**METREP SERVICES PTY LTD**, 6th floor, Asbestos Hse, 65 York St, 2000. Phone 29-3180, 29-2768. Telegrams Metserv, Sydney. General manager, Bill Webb, manager, Ian MacTavish (DDQ-SDQ, RTQ, TNQ, FNQ, MVQ).

**NBN** (Newcastle). David Jefferys, 1st Floor, 36-38 Clarence St. Phone 29-2053.

**NWS**, 89 Berry St, North Sydney (92-1051).

**PARKER ASSOCIATED REPRESENTATIONS PTY LTD**, 131 Clarence St, 2000. Phone 29-6021. Telex 20794. Telegrams Parkrep Sydney. 3UZ, 4GG, 6VA, TVQ, NZBC-TV. Also managing and representing Country Radio & Television Pty Ltd, New England Network (2AD-MO-RE-TM), 2VM, 3MA, 3BA, NEN, STV. R. R. Parker (mng dir), D. M. Whitehead (mngnr), G. R. Spring (radio supervisor), G. C. Hearn (TV supervisor), B. J. Saint (sales promotion mngnr).

**QUEENSLAND TELEVISION**, Yorkshire Hse, 14 Spring St, 2000. 27-8684 (QTQ). Executive: Stafford Warner (Sydney sales mngnr).

# TAKE A **BIG** BITE AT PROVINCIAL TV!

**IN THIS  
SURVEYED AREA**



H.E.C. Robinson Pty. Ltd. Copyright.

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THE **TVA** GROUP

**BTV  
CTC  
GMV  
RVN**

and translators

TELEVISION ASSOCIATES PTY. LTD.

SYDNEY 27-3678

MELBOURNE 51-6945

**RADIO ADVERTISING REPRESENTATIVES PTY LTD**, Lisgar Hse, 30 Carrington St, 2000. 29-5825. Telegrams: Repsales, Sydney. (2QN, 2WG, 2BE, 6PM, 6AM, 6KG, 6GE.) KÜAM Guam.

**RICHARDSON, PETER**, 54 Park St, Sydney, 2000. 61-9931. (GTV.)

**SIMPSON, KEITH**, 41 York St, 2000. Phone 29-6291. Sydney sales mgr, ATV-0.

**STURROCK, J. M. PTY LTD**, 11th floor, Asbestos Hse, 65 York St, 2000. 29-8431 (SES, BTW-GSW, GTS, BKN). J. M. Sturrock mng. dir. Melbourne office: 343 Little Collins St, 60-1617—Brian Mallon; Adelaide office: 341 Halifax Street, 23-1057 — (P. A. Cameron).

**STW SWAN TELEVISION**, Suite 9, Kembla Bldg, 58 Margaret St, 2000. 29-8461. Ron Guyot (Syd. mgr.).

**TELEVISION ASSOCIATES PTY LTD**, Suite 2301, Australia Square Tower, 2000. 27-3678. Also at 582 St Kilda Rd, Melbourne, 51-6945. Gen. mgr Ken Bennett, mgr Ron Frank, sales exec. G. Holden. Melbourne manager: John Niere, sales exec. J. Bailey (represents country TV stations RVN, BTV, GMV, CTC). Directors: W. P. Marsden (RVN), P. Twomey (GMV), G. K. Barlin (CTC), J. L. Stapp (BTV). Secretary, L. M. Barnett.

**TELEVISION TIME SALES PTY LIMITED** (see Livingston, David).

**TVW**, 280 George St, 2000. 28-2860, 28-9060. Stan Fildes (national sales mgr), Ian Gow, John Hall (Sydney rep.).

**WIN** (Sydney sales office), A. C. Lewis Hse, 159 Kent St, 2000. 27-9123, 27-6820. Rodney Lester (national sales mgr), Jeff Cole, Graig Hannam (sales exccs).

## MELBOURNE

**AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED**, 167 Queen St, 3000. Telex 31245. (67-9161). (2CH, 2AY, 2GN, 2GF, 3BO, 4TO, 4CA, 4WK.) J. L. Finch (sales mgr).

**ANDERSON, HUGH, PTY LTD**, 130 Exhibition St, 3000. 63-3674-6 (2UE, 2KO, 2GZ, 2NZ, 2LM, 3GL, 3BA, 5AD-PI-MU-SE, 7EX, 7HT, Major Broadcasting Network.

CBN, CWN, RTN, TNT). Peter Anderson (representing 2UE, 2KO).

**ASSOCIATED BROADCASTING SERVICES LTD**, 290 Latrobe St, 3000. PO Box 2027S. Phone 329-6022. Telegrams Absradio. (3SR, 3YB, 3UL, 3CS.) Rob Ellenby (asst mgr — i/c sales).

**BRISBANE TV LIMITED**, W. McGrath, Suite 6, 445 St. Kilda Rd, Melbourne, 3004. 26-1357. (BTQ.)

**BROWN, RAY PTY LIMITED**, 612 Queensberry St, North Melbourne, 3051. Private Bag 295, North Melbourne, 3051. 329-8522. Telex 31717. Central Qld Broadcasting Network (4IP, 4LM, 4LG), 2KY, 2NM, 2NX, SAS, 6KY-NA. Ray Brown, John Massey, Barry Cameron.

**CBN Sales Pty Ltd** (J. M. Harris, manager), 357 Little Collins St, Melbourne. GPO Box 1914. Telephone 67-5541. Telegrams Ceeben. 2UW, 2KA, 2KM, 4BC, 4GR, 4RO, 4MB, 4SB, 4AY, 4ZR, 5KA, 5AU, 5RM.

**DARGAVILLE ASSOCIATES PTY LTD**, 150 Albert Road, South Melbourne, Vic., 3205. Phone 69-7461. Telex AA30849. Telegrams Radiocentre. Radio: R. Howells, T. Sargeant, K. Dickinson, D. Bellette, G. Hoppe. 2SM, 4KQ, 6PR, 3HA, 3CV, 3SH, 3CV, 3SH, 3TR, 3NE, 4MK, 6TZ, 6CI. Television: H. Lyon, J. Aldous, N. McBeth. AMV, BCV, GLV, NRN/ECN, STV, WBQ.

**GARDNER, HOWARD** (and David Corser), 88 Acland St, St Kilda, 3182, Vic. Phone 94-4516, 94-4525. Telegrams: Telecentre (ATN).

**GROUP REPRESENTATIONS**, 566 St Kilda Road, Melbourne 3004. 51-3901-AH, 725-6322. Principals: R. A. Becker, H. S. Lilburn.

**HAVRE, JOHN**, 422 Collins St, 3000. 60-1811, 67-3011. Telex 30996.

**HYNES, BARRY**, 390 Lonsdale-st. 67-3165. (TVT.)

**MACQUARIE BROADCASTING SERVICES**, 382 Latrobe St, 3000. 329-6666. (2GB, 2BH, 2BS, 2CA, 2DU, 2HD, 2LF, 2LT, 2MG, 2MW, 2PK, 2RG, 2WL, 3AW, 4AM, 4BH, 4BU, 4CD, 4GY, 4NA, 4KZ, 4VL, 5DN, 6IX-WB-MD-BY, 7HO, 7LA, 7QT, 8HA, NZBC). Brian Woodyatt (sales mgr).

**METREP SERVICES PTY LTD**, Stanhill, 2nd Floor, 34 Queens Road, Melbourne, 3004. 267-2944. (DDQ/SDQ, MVQ, TNQ, RTQ, FNQ). Manager: Peter Benson.

**NWS**, c/o Southdown Press Pty Ltd, 32 Walsh St, Melbourne, 3000. All correspondence to Box 1292K, GPO, Melbourne, 3001. Phone 30-1667-8. Tyrrell Talbot (Melb. sales mngr), Neil Murdoch (sales exec.).

**OATEN-WARD**, 341 Collins St, 3000. 62-5723. Telegrams: Oatenward, Melbourne. (2XL).

**QUEENSLAND TELEVISION LTD, 22** Bendigo St, Richmond, Vic., 3121. All correspondence to Box 214, PO, Richmond (42-2072). Telegrams Queteenine. Malcolm Murray (Vic. sales mngr). (QTQ).

**RADIO ADVERTISING REPRESENTATIVES PTY LTD**, 34 Queens Rd, 3004. 26-3641-2. Telegrams: Repsales, Melbourne. (2BE, 2QN, 2WG, 6PM, 6AM, 6KG, 6GE, 6VA, 7BU, 7AD, 7SD, 8DN, KUAM Guam.) J. L. McCormick (mng dir). Sydney office, 30 Carrington St, 2000 (29-5825).

**NEIL REEMAN**, 1st Floor, 31 Coventry Street, South Melbourne, 3205. 699-1377, 699-1197 (NBN).

**REPRESENTATION SERVICES AUSTRALIA PTY LTD**, Suite 31, 541 St Kilda Rd, 3004. 51-8459. Telegrams: Repservice Melbourne. John W. Bahen (mngr), John D. Thom (chief executive). 3MA, 4GG, NZBC-TV.

**STURROCK, J. M. PTY LTD**, 343 Little Collins St, 3000. 60-1617 (SES, BTW-GSW, GTS, BKN).

**STW** (Melbourne office), Stanhill, 34 Queens Rd, 3000. 26-3674. Milton Francis (Melbourne sales mngr).

**TELEVISION ADVERTISING REPRESENTATIVES PTY LTD**, 34 Queens Rd, Melbourne, 3004. 26-4756. Telegrams: Repsales, Melbourne. MTN, KUAM, Guam. J. L. McCormick (mng dir).

**TELEVISION ASSOCIATES PTY LTD**, 582 St Kilda Rd, Melbourne, 3004. 51-6945. Victorian mngr, John Niere; sales exec., James Bailey. (BTV, CTC, GMV, RVN.)

**TELEVISION BROADCASTERS LIMITED**, M. R. Milne, Suite 6, 445 St Kilda Rd, 3004. Phone 26-1357. (ADS.)

**TEN**, 1st floor, 582 St Kilda Road, Melbourne, 3004. Ian Williams, Victorian sales manager.

**TVW LIMITED**, 390 Lonsdale St, Melbourne, 3000. Phone 67-1868, 67-3931. George Howell, Bob Barnes.

**WRAY, C**, 1st floor, 31 Coventry St, South Melbourne, 3205. 699-1681. (WIN.)

**BRISBANE**

**AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED**, 70 Merivale St, Sth Brisbane, 4101. Phone 41-1631. Telex 40607. (4TO, 4CA, 4WK, 2GF, 2CH, 2GN, 2AY, 3BO). Frederic R. Pearce (Qld rep.).

**BEDE WILLIAMS & ASSOCIATES**, 29 Maxwell St, New Farm, Qld, 4005 (58-1600). Major Network, 2UE, 3DB-LK, 5AD-MUPI-SE, 7HT, 7EX, 2KO, 2GZ, 2NZ, New England Network, 2TM, 2AD, 2MO, 2RE, TCN, GTV, NWS, STW, NBN, NEN, TNT, MTN, CBN/CWN.

**CQBN** (Central Queensland Broadcasting Network), Ken Mulcahy, 14th floor, Pearl Assurance House, 379 Queen St, 4000. GPO Box 1150, Brisbane. Phone 2-2281. Telex 40228. 4IP, 4LG, 4LM.

**MACQUARIE BROADCASTING SERVICE**, A. C. WRAY, 43 Adelaide Street, Box 906M, GPO, Brisbane, 4001. 2-2002. 2GB, 2HD, 2VM, 2BH, 2BS, 2CA, 2DU, 2LF, 2LM, 2LT, 2MG, 2MW, 2PK, 2RG, 2WL, 3AW, 3BA, 3MA, 3SR, 3UL, 3YB, 3CS, 4BH, 4CD, 4GY, 4AM, 4NA, 4BU, 4KZ, 4VL, 5DN, 6IX-WB-MD-BY, 6VA, 7HO, 7LA, 7QT.

**O'CALLAGHAN, JIM**, CBN Sales Pty Ltd, 30-38 Wharf St, 4000. 31-1311. 4GR, 4MB, 4RO, 4SB, 4AY, 4ZR, 2UW, 2KM, 2KA, 3UZ, 3TR, 3HA, 3SH, 3CV, 3NE, 5KA, 5AU, 5RM, 6PM-AM, 6KG-GE.

**QUEENSLAND PROVINCIAL TELEVISION SERVICES**, 160 Edward St, 4000. Phone 21-8872. DDQ/SDQ, TNQ, RTQ, FNQ, WBQ, MVQ.

**WOOD, ERIC, & SON**, 329 Adelaide St, 4000. 2-2735. (6KY-NA, 8DN).

**ADELAIDE**

**CANT, RAY & ASSOCIATES**, 99 Currie Street, Adelaide, 5000 (51-5007). R. G. Cant (dir). (Major Broadcasting Network.)

**COLES, KEITH, R.**, Northern Insurance Bldg, 95 Currie St, 5000. 51-4926. (Major Broadcasting Network, 2GZ, 2LM, 2NZ, 3BA, 3MA, 3GL, 4GG, 6VA, 8DN, TNT, RTN, CBN, CWN, NRN, STV, STW, MTN.)

**EDWARDS, G.**, c/o ADS7, 125 Strangways Tce, North Adelaide, 5000 (67-1591). (BTQ.)

**HASTWELL, HARRY, M.A.I.A.** (dip.), 17 Finnis Tce, Burnside, 5066. Box 22 PO, Burnside. 5066. Phone 79-1869. Telegrams Hastmedia, Adelaide. Harry Hastwell (principal). TVQ, TEN, ATV.

**MACQUARIE BROADCASTING SERVICE**, c/o 5DN, 201-205 Tynte St, Nth Adelaide, 5006. PO Box 5, Nth Adelaide, 5006. 67-1461. (Representing Macquarie Network & 2AB, 2AY, 2BE, 2BH, 2BS, 2DU, 2HD, 2MG, 2PK, 2LF, 2GF, 2GN, 2KA, 2KM, 2MO, 2RE, 2RG, 2TM, 2VM, 3BO, 3CS, 3SR, 3UL, 3YB, 4AM, 4CA, 4GY, 4KZ, 4NA, 4TO, 4VL, 4ZR, 7QT).

**McLAUGHLIN, GORDON, PTY LTD**, 163 Archer St, Nth Adelaide, 5006. (67-1837). (TCN, GTV, NBN, NEN, DDQ, RTQ, TNQ, FNQ, WBQ, MVQ, QTQ, 3AK, 3BO, 2CH, 2GN, 2AY, 2GF, 4WK, 4TO, 4CA).

**RADIO ADVERTISING REPRESENTATIVES PTY LTD**, Adelaide enquiries to 34 Queens Rd, Melbourne, 3004. 26-3641. (Representing 2QN, 2WG, 3KZ, 6PM, 6AM, 6KG, 6GE, 7BU, 7AD, 7SD).

**STURROCK, J. M. PTY LTD**, 341 Halifax St, 5000. 23-1057. (SES, BTW/GSW, GTS, BKN, 6KY/NA). P. A. Cameron.

**PERTH**

**HUNN, JOHN T.**, GPO Box P1220, Perth, 6001. 38 Mounts Bay Road, Perth, 6000 (Macquarie Broadcasting Service).

**LATHAM, T. J. & S. K.**, 1111 Hay St, West Perth, 6005. 21-5418 (8DN, BTW, GSW).

**OVERSEAS RADIO-TV REPS  
IN AUSTRALIA**

**AMERICAN BROADCASTING COMPANY FILMS OF AUSTRALIA PTY LTD**, Suite 1101, Caltex Hse, 167 Kent St, Sydney, 2000. Phone 27-7266/7.

General manager: B. Rhys-Jones.  
Australian representative, ABC-TV (US). Handles distribution of drama, comedy, children's, cartoon and variety programs, news and documentaries.

**AUSTRALIAN ASSOCIATED PRESS PTY LTD**, Wynyard Hse, 291 George St, Sydney, 2000. (29-3941). Telex 20161. Managing editor: Duncan Hooper.

News agency providing services for radio and television.

**BRITISH BROADCASTING CORPORATION**, London. WI. Representatives/TV Manager, Australia and NZ, Basil Sands; TV Sales Asst Brian Keyser; 177 Elizabeth Street, Sydney, 2000 (61-9059).

**CBS ENTERPRISES PTY LTD** (TV film distributors and production division of Columbia Broadcasting System, USA), Suites 1 & 2, Colman Hse, Cnr Berry & Walker Sts, North Sydney, 2060. Phone 92-4157. Telegrams, Telecast, Sydney.

William G. Wells, managing director.

**GILDER, McGREGOR & ASSOCIATES (INTERNATIONAL) PTY LTD**, Suite 8, 501 St Kilda Rd, 3004. Telegrams: Gildrep Melbourne. 26-6671. Directors: D. G. Gilder, I. D. McGregor. Representing Rediffusion International London, radio and television stations in 17 overseas markets in West Indies, Central America, Mediterranean and Africa.

**NBC INTERNATIONAL LTD**, 30 Rockefeller Plaza, New York, NY 10020, USA; NBC International Ltd—Australia, 251 Elizabeth St, Sydney 2000. Phone 61-6994. Telegrams Natinter. G. W. Kreitner (mng dir).

**UNITED PRESS INTERNATIONAL** (Inc. New York), Sth Pacific hq, 505 Caltex Hse, 167 Kent St, Sydney, 2000. GPO Box 5336, Sydney, 2001. 27-4134. Charles Bernard, manager for Aust. & NZ.

**U.P.I.T.N. CORPORATION**, 38-40 Martin Place, Sydney, 2000. 28-5836. Executive, J. A. Jackson.

Australian representative: Sale and distribution of UPITN newsfilm service.

**VOICE OF AMERICA**, Washington, USA. Repr. by US Information Service, 37 Pitt St, Sydney, 2000. (241-1031, cables Usinfo, Sydney).

# **Australian Broadcasting Commission**

THE Commonwealth Government took the first steps that ultimately led to the establishment of the Australian Broadcasting Commission as long ago as 1928.

In 1932, Parliament enacted the Australian Broadcasting Commission Act, and this brought the Commission into existence on July 1 of that year.

From that date the Commission took over control of the provision of programs from the A class stations.

On September 10, 1954, the Commonwealth Government under terms of the Television Act (1953) appointed the ABC as the authority to provide the national television programs.

### RADIO STATIONS

Following are the ABC's medium frequency broadcasting stations throughout the country and their locations:—

#### AUSTRALIAN CAPITAL TERRITORY

2CN Canberra (1540kcs, 2kw operating power), 2CY Southern Tablelands (850kcs, 10kw).

#### NEW SOUTH WALES:

(Sydney.)

2BL (740kcs, 50kw), 2FC (610kcs, 50kw).

Regional.

2BA Far South Coast, Bega (810kcs, 10kw); 2CO Riverina & NE Victoria, Albury (670kcs, 10kw); 2CR Western Districts, Orange (550kcs, 50kw); 2LG Lithgow (1570kcs, 200w); 2ML Murwillumbah (560kcs, 400w); 2NA Newcastle (1510kcs, 10kw); 2NB Broken Hill (760kcs, 1kw); 2NC Newcastle (1230kcs, 10kw); 2NR Northern Rivers, Grafton (700kcs, 50kw); 2TR Taree (720kcs, 200w); 2KP Mid-North Coast, Kempsey (680kcs, 10kw); 2NU Northern Tablelands, Tamworth (650kcs, 10kw); 2GL, New England, Glen Innes (820kcs, 10kw); 2WN Wollongong (1580 kcs, 2kw); 2AN Armidale (760kcs, 50w); 2UH Upper Hunter-Muswellbrook (1040kcs, 1kw); 2CP Cooma (1570 kcs, 50w).

#### VICTORIA:

(Melbourne.)

3AR (620kcs, 50kw), 3LO (770kcs, 50kw).

Regional.

3GI Gippsland, Sale (830kcs, 10kw); 3WV Western Victoria, Horsham (580kcs, 50kw); 3WL Warrnambool (1570kcs, 200w).

#### QUEENSLAND

(Brisbane.)

4QG (790kcs, 10kw), 4QR (590kcs, 50kw).

Regional.

4AT Far North Atherton (600kcs, 4kw day, 2kw night); 4QA Pioneer District, Mackay (720kcs, 2kw); 4GM Gympie (1570kcs, 200w); 4QB Wide Bay, Maryborough (910kcs, 10kw);

4QL Western Queensland, Longreach (540kcs, 10kw); 4QN Northern Queensland, Townsville (630kcs, 50kw); 4QS Darling Downs, Toowoomba (750kcs, 10kw); 4RK Central Queensland, Rockhampton (840kcs, 10kw); 4QY Far North, Cairns (800kHz, 2kw); 4SO Southport (1590kcs, 200w); 4MI Mt Isa (1080kcs, 200w); 4QO Eidsvold (910kcs, 10kw); 4QD Emerald (1550kcs, 50kw), 4QW S & SW Qld, St George (710kcs, 10kw).

#### SOUTH AUSTRALIA:

(Adelaide.)

5AN (890kcs, 50kw); 5CL (730kcs, 50kw).

Regional.

5CK Lower North Service, Port Pirie (640kcs, 10kw); 5LN Port Lincoln (1530kcs, 200w); 5WM Woomera (1580kcs, 50w); 5MG South East, Mt Gambier (1580kcs, 200w); 5PA South East, Naracoorte (1160kcs, 10kw); 5MV Sth Aust. Upper Murray Service, Renmark (1590kcs, 2kw).

#### WESTERN AUSTRALIA:

(Perth.)

6WF (720kcs, 50kw), 6WN (810kcs, 10kw).

Regional.

6GF Goldfields, Kalgoorlie (660kcs, 2kw); 6GN Geraldton (830kcs, 2kw); 6WA Wagin (560kcs, 50kw); 6NM Northam (600kcs, 200w); 6AL Albany (650kcs, 400w); 6CA Carnarvon (850kcs, 200w); 6DL Dalwallinu (530kcs, 10kw); 6ED Esperance (840kcs, 1kw); 6BE Broome (670kcs, 50w); 6DB Derby (870kcs, 2kw); 6PH Port Hedland (600kcs, 2kw); 6BS Bunbury/Busselton (680 kcs, 2kw).

#### TASMANIA:

(Hobart.)

7ZL (600kcs, 10kw), 7ZR (940kcs, 10kw).

Regional.

7NT North Tasmania, Launceston (710kcs, 10kw); 7QN West Coast, Queenstown (630kcs, 400w).

#### NORTHERN TERRITORY:

8AL Alice Springs (1530kcs, 200w), 8DR Darwin (650kcs, 2kw); 8KN Katherine (670kcs, 50w); 8TC Tennant Creek (680kcs, 50w).

#### PAPUA:

9PA Port Moresby (1250kcs, 2kw), 9RB Rabaul (810kcs, 2kw).

#### DOMESTIC SHORT WAVE SERVICES

VLH, VLR (all Lyndhurst, Victoria, LG-LH, 10kw, LR, 10kw), VLI (Sydney, NSW, 2kw), VLM, VLQ (Brisbane, Qld, 10kw), VLT, VLK (Port Moresby, Papua, New Guinea, 10kw), VLW (Perth, WA, 50kw).

(Note: Frequencies on which these short wave stations transmit are varied as required for best results.)

## TELEVISION STATIONS

### ABC Canberra

Opened: December 18, 1962.

**Transmitter and Site:** Black Mountain. AWA transmitter with Rohde and Schwarz aerial.

**Studios:** Located Northbourne and Wakefield Avenues, Canberra, ACT.

**Operating Hours:** Sun., 10.20am-10.30pm; Mon.-Fri., 9.10am-11pm; Saturday, 12 noon-11.30pm.

**Technical Facilities:** Channel 3 (85-92 meps. vision 86.24 meps, sound 91.74 meps), 100kw ERP visual, 20kw ERP sound.

**Antenna:** 511ft situated 2657ft above sea level, Black Mountain.

### ABN Sydney

Opened: Nov. 5, 1956.

**Transmitter and Site:** Pacific Highway, Gore Hill. Marconi transmitter (through AWA).

**Studios:** Located with transmitter at Gore Hill (43-0433).

**Operating Hours:** Sun., 10.20am-10.30pm; Mon.-Fri., 9.10am-11pm; Saturday, 12 noon-11.15pm.

**Technical Facilities:** Channel 2 (63-70 meps, 64.25 meps vision and 69.75 meps sound). 100kw vision ERP, 20kw sound ERP.

**Antenna:** 500ft, 820ft above sea level.

### ABV Melbourne

Opened: Nov. 19, 1956.

**Transmitter and Site:** Barnes' Lookout, Mt. Dandenong. Marconi transmitter (through AWA).

**Studios:** Located Gordon-st, Elsternwick. 53-8181.

**Operating Hours:** Sun., 10.10am-10.30pm; Mon.-Fri., 9am-11.30pm; Sat., 9am-11.30pm.

**Technical Facilities:** Channel 2 (63-70 meps, vision 64.25 meps, sound 69.75 meps). 100kw ERP visual, 20kw ERP sound.

**Antenna:** 364ft, situated 2300ft above sea level, Mt Dandenong.

### ABQ Brisbane

Opened: Nov. 2, 1959.

**Transmitter and Site:** Mirrinbul, Mt Coottha. Marconi transmitter and aerial (through AWA).

**Studios:** Located 600 Coronation Drive, Toowong.

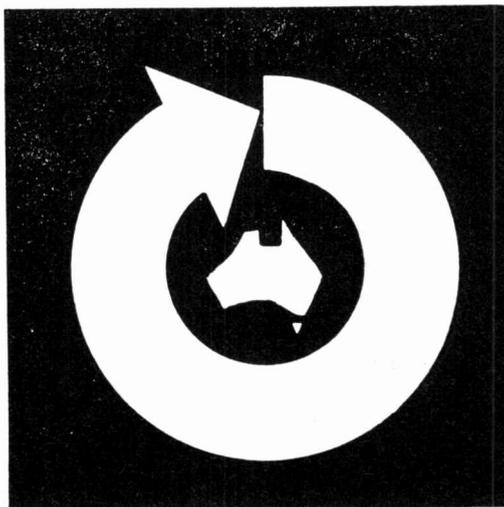
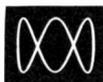
# ABC COVERS THE CONTINENT

## Television

41 Transmitters  
34 Translators

## Radio

71 Medium Wave  
8 Short Wave  
inc. Papua/New Guinea



**Operating Hours:** Sun., 10.20am-10.40pm; Mon.-Fri., 9am-11pm; Sat., 1pm-11.15pm.

**Technical Facilities:** Channel 2 (63-70 megs, vision 64.24 megs, sound 69.74 megs). 100kw ERP visual, 20kw ERP sound.

**Antenna:** 500ft, situated 1370ft above sea level, Mt. Coot-tha.

## ABS Adelaide

**Opened:** March 11, 1960.

**Transmitter and Site:** Mt. Lofty. Marconi transmitter and aerial (through AWA).

**Studios:** Located Main North East-rd, Colinswood.

**Operating Hours:** Sun., 10.20am-10.10pm; Mon.-Fri., 9am-11.20pm; Sat., 1pm-11.15pm.

**Technical Facilities:** Channel 2 (63-70 megs, vision 64.26 megs, sound 69.76 megs); 100kw ERP visual, 20kw ERP sound.

**Antenna:** 440ft, situated 2700ft above sea level. Mt. Lofty.

## ABW Perth

**Opened:** May 7, 1960.

**Transmitter and Site:** Bickley. Marconi transmitter and aerial (through AWA).

**Studios:** Located Adelaide Terrace.

**Operating Hours:** Sun., 10.20am-11.00pm; Mon.-Fri., 9.30am-11pm; Sat., 1pm-11.15pm.

**Technical Facilities:** Channel 2 (63-70 megs, vision 64.25 megs, sound 69.75 megs); 100kw ERP visual, 20kw ERP sound.

**Antenna:** 410ft, situated 1540ft above sea level, Bickley.

## ABT Hobart

**Opened:** June 4, 1960.

**Transmitter and site:** Mt. Wellington. Philips transmitter with Rohde and Schwarz aerial.

**Location of studios:** Harrington-st, Hobart.

**Operating Hours:** Sun., 10.15am-10.30pm approx.; Mon.-Fri., 9am-11pm approx.; Sat., 12.30pm-11.45pm.

**Technical facilities:** Channel 2 (63-70 megs, vision 64.24 megs, sound 69.74 megs); 100kw ERP visual, 20kw ERP sound.

**Antenna:** 306ft, situated 4421ft above sea level, Mt. Wellington.

## COUNTRY STATIONS

Stations opened in 1963: ABEV Channel 1, Bendigo (April 29); ABRV Channel 3, Ballarat (May 21); ABHN Channel 5, Newcastle (June 3); ABNT Channel 3, Launceston (July 29); ABLV Channel 4, Latrobe Valley (September 30); ABWN Channel 5a, Wollongong (October 28); ABGV Channel 3, Goulburn Valley (November 28); ABDQ Channel 3, Darling Downs (December

16); ABRQ Channel 3, Rockhampton (December 21).

**Opened in 1964:** ABCN Channel 1, Orange (March 31); ABRN Channel 6, Lismore (April 20); ABTQ Channel 3, Townsville (September 21); ABAV Channel 1, Upper Murray (December 15).

**Opened in 1965:** ABNS Channel 1, Spencer Gulf (April 10); ABMN Channel 0, South Western Slopes and Eastern Riverina (April 30); ABSW Channel 5, Bunbury (May 10); ABDN Channel 2, Grafton, Kempsey (June 28); ABSV Channel 2, Murray Valley (July 30); ABUN Channel 7, Upper Namoi (September 27); ABWQ Channel 6, Wide Bay (October 8); ABMV Channel 4, Mildura (November 22); ABGS Channel 1, Mount Gambier (December 3); ABLN Channel 2, Broken Hill (December 14).

**Opened in 1966:** ABCW Channel 4, Central Agricultural Area (March 28); ABTN Channel 1, Manning River (April 29); ABAW Channel 2, Southern Agricultural Area (June 6); ABSN Channel 8, Bega-Cooma (June 29); ABNQ Channel 9, Cairns and ABCN Channel 7, Griffiths (both July 25); ABQN Channel 5, Dubbo (September 12); ABSQ Channel 1, Warwick (July 4).

**Opened in 1967:** ABMQ Channel 4, Mackay (December 21).

**Opened in 1969:** ABGW Channel 6, Geraldton (December 8).

**Opened in 1970:** ABKW Channel 6, Kalgoorlie (January 27). Translator stations (relaying programs of parent stations) at Queensland, Rosebery, South Launceston, Stanley, St Mary's, Gowrie Park, Savage River, Waratah, Strahan (Tas.), Lithgow, Armidale, Kyogle, Bonalbo, Glen Innes, Walcha, Goulburn, Mudgee, Kandos-Rylstone, Cooma, Bateman's Bay, Moruya (NSW), Warrnambool/Pt Fairy, Portland, Alexandra, Orbost Eildon, Nhil (Victoria), Townsville, Monto, Gympie (Qld), Keith, Bordertown, Cowell, Port Lincoln (SA), Kambaloo (WA).

## COMMISSIONERS AND EXECUTIVES

**Commissioners of the ABC:** Sir Robert Madgwick, OBE, MEC, DPhil, DLitt, LLD, (chrmn), J. T. Reid (vice-chrmn), A. G. Lowndes, CBE, MSc, Miss Rhoda Felgate, MBE, Mrs D. E. Edwards, OBE, BA, Philip Masel, OBE, ED, Angus Smith, OBE, G. A. Richardson, MA (Oxon), A. M. Ramsay, CBE, BEC.

**General manager:** T. S. Duckmanton CBE.

**Deputy general manager:** Dr. C. W. Semmler.

**Assistant general manager:** W. S. Hamilton.

**SYDNEY:** (head office), Broadcast House, 145 Elizabeth St. Cables and telegrams Abcom. Box 487, GPO, Sydney. Phone 31-0211.

News Department: 164-172 William Street. Cables and telegrams Broadnews, Sydney.

**MELBOURNE:** Manager, St James Building, 121 William St. Telegrams Broadcast, Melbourne. News Department: Broadnews, Melbourne. Phone 67-6911.

**BRISBANE:** Manager, 600 Coronation Drive, Toowong. Phone 71-3722. Telegrams Broadcast, Brisbane. News Department: Telegrams Broadnews, Brisbane.

**ADELAIDE:** Manager, Hindmarsh Square. Phone 23-2272. Telegrams Broadcast, Adelaide. News Department: Telegrams Broadnews, Adelaide.

**PERTH:** Manager, 191 Adelaide Tce. Phone 23-0341. News Department: Broadnews, Perth. Telegrams Broadcast, Perth.

**HOBART:** Manager, 32 Harrington Street. Phone 23-7821. Telegrams Broadcast, Hobart. News Department: Telegrams Broadnews, Hobart.

**PAPUA/NEW GUINEA:** Manager, Hubert Murray Highway (PO Box 1359, Boroko), Boroko, Port Moresby. Telegrams Broadcast, Port Moresby. News Department: Cables Broadnews, Port Moresby.

**LONDON:** Alan Carmichael, European

representative, Australian Broadcasting Commission, 54 Portland Place, W1. Cables Austcast, London.

**NEW YORK:** Charles Buttrose, North American representative, Australian Broadcasting Commission, Suite 2708, 1270 Avenue of the Americas, New York, NY 10020. Cables Austcast, New York.

**WASHINGTON:** R. Sharp, representative, Washington, 2020M Street, Washington, DC. Cables Austcast.

**DJAKARTA:** Representative, Djakarta, Apartment 33-34, Djalan Kebon Sirih 40, Djakarta, Indonesia. Cables Austcast Djakarta.

**NEW DELHI:** A. J. Hook, representative, New Delhi, 51a Friends' Colony, New Delhi, 14, India. Cables Austcast, New Delhi.

**TOKYO:** S. T. O'Connor, representative, Tokyo, Shinwa Bldg, 6th floor, 10, 2-Chome, Akasaka, Minato-ku, Tokyo, Japan. Cables Abroadcom, Tokyo.

**KUALA LUMPUR:** Representative, Kuala Lumpur, Room 705, Asia Insurance Bldg, Jalan Weld, Kuala Lumpur, Malaysia. Cables Austcast, Kuala Lumpur.

**SINGAPORE:** L. C. Shaw, Asian representative, 15 Peck Hay Rd, Singapore 9, Singapore. Cables Austcast, Singapore.

# Radio Australia

**R**adio Australia, the Overseas Service of the Australian Broadcasting Commission is Australia's radio voice to the world.

It is never off the air and through simultaneous short wave transmissions broadcasts 60 hours each day in eight languages — English — French — Indonesian — Japanese — Thai — Mandarin — Cantonese and Vietnamese.

It broadcasts a very wide range of programs with major emphasis on news, current affairs, entertainment, music (from classics to the latest pops) sport, information and education.

Every 24 hours, 46 news bulletins in eight languages are transmitted to every corner of the world.

The accuracy and speed with which news is presented, plus the comprehensive coverage, has won Radio Australia a high reputation in this field as has the impartiality of its current affairs programs.

Hundreds of thousands of Indonesians, Vietnamese and Thai have learned to speak English from Radio Australia's English language lessons and the station is recognised as an educational source in Asia where it is used by schools as well as individuals.

Through its far-reaching transcription service, local radio stations in 59 countries are able to re-broadcast Radio Australia programs and in some instances to broadcast original programs made at their request.

It is just over 30 years since Radio Australia was first established.

For the first 10 years of its existence control passed back and forth between the Australian Broadcasting Commission and the Department of Information.

But in early 1950, Radio Australia became a part of the Australian Broadcasting Commission and as such, an independent organisation free of any outside program control.

In its early days, programs were broadcast in six languages—English, Spanish, Italian, German, French and Dutch.

Nowadays, most programs cater for Radio Australia's Asian and Pacific neighbours and foreign language broadcasts are now mostly in Asian languages.

English language programs are broadcast around the world for 41½ hours a day.

The Indonesian service is on air nine hours a day and the Chinese service in Mandarin and Cantonese for three and a half hours.

The French service can be heard three hours a day and the Thai, Vietnamese and Japanese for one hour each day.

The size of the listening audience is difficult to assess accurately, but some indication can be gained from a mail totalling more than 250,000 letters a year, and from the fact that Radio Australia has been voted the most popular short wave radio service in the world, in three triennial international polls held since 1956.

In the technical operation of Radio Australia, the station works closely with the Australian Post Office, which is responsible for the provision and maintenance of the transmitting stations.

The main transmitting installation is at Shepparton, Victoria, and consists of seven high-frequency transmitters and a comprehensive radiating system of 24 aerials. A further nine aerials are at Lyndhurst, Victoria.

Early this year new receiving and transmitting stations were established on the northern most tip of central Australia, or Cox Peninsula, near Darwin.

Certain transmissions leaving Shepparton at 100 kilowatts are lifted to 250 kilowatts after being received at the Cox Peninsula receiving station and carried to the transmitting station for re-transmission.

The aerials for both receiving and transmitting are of a new design, known as log periodic aerials.

The three transmitters are joined to the five transmitting aerials by open-wire transmission lines through a matrix switching system which enables each transmitter to be connected directly with any one of the five aerials.

Each transmitting aerial operates throughout the high frequency band from six megacycles up to 26, whereas in conventional systems a separate aerial is needed for each frequency.

# Radio production units

**ADVENT RADIO-TELEVISION PRODUCTIONS**, 150 Fox Valley Rd, Wahroonga, NSW. 2076. Phone 487-1844.

**Director:** Pastor R. C. Naden. **Asst. Business Manager:** J. T. Banks.

Handles radio and TV programs — These Times (radio), Faith for Today, Focus on Living, It is Written (TV).

**Agency:** Direct., J. T. Banks.

**A.P.I.**, 38 Martin Place, Sydney, 2000. (28-4617). Telegrams Airprograms. Program producers and distributors. Offices also at New York and Hollywood, USA.

**Director:** Walter J. Hucker.

Produces music-news radio productions. World distributor for Peter Frank Organisation.

**ARMSTRONG, BILL, PTY LTD** (Sound Recording Studios), 100-112 Albert Rd, South Melbourne, Vic. (PO Box 166, Vic., 3205.) Phone 699-1844 (10 lines).

**Directors:** W. R. Armstrong (mng dir), R. J. S. Savage, N. Rees, S. E. Armstrong (sect.).

**Executives:** Bill Armstrong (gen. mngr), Roger Savage (tech. mngr), Mrs Norma Rees (studio mngr). Production technicians: Em Rose Philip Webster, John Philips. Associated creative producers: Bruce Smeaton, Hans Poulsen, Geoff Hayes, Brian Rangott, Ivan Hutchinson, Peter Jones, Bruce Woodley, Peter Best and David Mackay (London), Pat Aulton (Sydney), Webster & Geeves.

**Facilities:** Three studios offering mono, 2, 4, 8 & 16-track tape recording machines (Ampex, Optronics & Scully). EMT stereo reverberation plates. 35mm & 16mm CCTV chain for recording to image. Location recording facilities and crew for the film industries using Nagra—16mm and 17.5mm sprocketed magnetic recorders. Record processing including mono and stereo cutting facilities. Professional audio visual equipment and with encoding and decoding units for fully automated presentations. Experienced in originating and producing music for station ident-themes, advertising, cinema commercials and documentary films.

**AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED.** Recording Department, 47 York St, Sydney, 2000. (2-0233). Telex 21515, Telegrams, Expanse, Sydney. Producers of transcriptions, radio commercials. TV film sound tracks and gramophone records.

**Executives:** K. Johns (recording mngr), J. Colin Craigen (exec. producer).

**Facilities:** Two Sydney studios specially designed and equipped for all dramatic, oral and music recording. Ampex mono, stereo and multi-track recorders. 12 input 3 channel output control console. 35 and 16mm film display via closed circuit television. 17½mm interlocked film recorder. High speed Ampex

tape duplicating Neumann mono and stereo disc cutting lathes. Complete production service. Comprehensive music and sound effects library. Mobile OB mono and stereo recording equipment.

**Representatives:** AWA Melbourne, Brisbane, Perth, Wellington (NZ), London.

**ARTRANSA PTY LTD**, 136 Phillip St, Sydney, 2000. (2-0360).

**Executives:** S. R. I. Clark (mng dir), G. S. Jennings (secy).

**AUSTRALASIAN RADIO & TELEVISION PRODUCTIONS PTY LTD**, Head office and despatch, 45-49 Hoddle St, Richmond, Vic., 3121. (419-2733). Cable address: Fanfare Melbourne. Feature program producers.

**Directors:** H. J. Mason (chairman), Noel Dickson (man. dir), A. L. Finn (dep. chrmn), R. R. Walker.

**Interstate Representation:** A. L. Finn Pty Ltd, 66 King St, Sydney, 2000.

**EEA RECORDING STUDIOS** — Broadcast Exchange of Australia Pty Ltd, 643 Chapel St, South Yarra, 3141. (24-7483-45-6). Telegrams Beadisc. Radio, television and film sound recording studios.

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

**Executives:** Marj Williams, Monty Maizels, David Fraser, Geoff Kitchen.

Two studios both fully floating, equipped with Grand and honky tonk pianos and organ and live sound effects facils.

Control rooms equipped with Ampex multi-channel and mono tape recorders, custom-built 24-channel mixers, echo and reverberation; four transcription turntables.

Projection room with 35mm and 16mm projectors interlocked to 17.5mm and 16mm recorders and dubbers complete with loop or magazine facilities, with projection to both studios.

Engineering room offers tape to tape transfer (all speeds); disc and master cutting with Neumann automatic lathe.

Complete sound effects and mood music library.

Staff music director handles jingles, original lyrics and background music.

**BERINSON, JIM & ASSOCIATES PTY LTD**, 641 St Kilda Rd, Melbourne, 3004. Phone 51-5228.

**Directors:** J. Berinson (mng dir), H. M. Berinson, K. O. Donoghue.

**Executives:** F. G. Foster (acctnt), M. Weiss (acctnt.), K. Ford (dir ent), M. Watson (priv. secty. co-ord), R. Lott (SA), H. Widmar (NSW).

Company's operations: Casting, producers

of radio commercials and programs, audio visuals, film cinema TV video tape, creative writing, production, supervision, music arrangements, jingles radio and TV.

**CHRISTIAN BROADCASTING ASSOCIATION LTD**, 420 Lyons-rd, Five Dock, NSW, 2046. (83-7321.) Religious program producers.

**Directors:** Rev. Vernon Turner, D. Bate, E. Bird, W. C. Brown, H. V. Davies, A. M. Dixon, Rev. F. McInnes, C. Willmore, B. Menzies, A. Gates.

**Studios:** Three recording studios, three control booths fully equipped with latest mixing and recording equipment, tape duplication equipment, auto-cues, etc. Large offset printing plant.

**CHRISTOPHER PRODUCTIONS PTY LTD**, 76-80 Myrtle St, Chippendale, 2008. Phone 69-3499, 69-3490.

**Executives:** R. D. Drummond (govn dir), W. J. Mills (mng dir), M. W. Harding (production), G. A. Gamble (studio).

**Facilities:** One sound stage, three sound studios, a projection theatre plus editing rooms and additional production facilities. Music Studio A equipped with Scully, Nagra and Rola Professional and sprocketed recorders. Neumann, Senheizer, RCA, AKG, Altec, Beyer and other studio microphones, Mono or stereo.

Sound studio and projection theatre B has sprocketed film sound tracks and pulse recording and transfer. Can mix up to 10 tracks simultaneously. Voice recording studio C—small studio for voice recording, transfers and tape duplicating. Mono or stereo. All studios have multi-channel mixing consols, equipped with echo, compression, reverberation and equalization, plus pilot tone and sync. pulse facilities. Full mood music library, sound effects and a bulk tape duplicator. RME studio equipment, CE turntables, Ortofon heads and arms, SLO synchroniser. Sound stage equipped with QI lighting, camera crane and extensive range of cameras and lenses (inc. Arriflex).

An extensive range of professional equipment is available for hire.

**Services:** Film production, multi-track recording, dubbing and transfer facilities. Complete services for jingles, radio programs, music recording, sound transfers, disc cuttings and pressings and film soundtracks.

**BRUCE CLARKE'S RECORDING AND CREATIVE SERVICES**, 420 St Kilda Road, Melbourne. Phone 26-3199, 26-3499.

**Directors:** Bruce Clarke, Georgia Clarke.

**Staff composers:** Bruce Clarke, Dick Healey, Janet Lester.

**Sound... Supervisors:** Russ Thompson, Graeme Perry.

**Studio Co-ordinator:** Judi Hooke.

Producers of radio and TV advertising music, logos and general recording studios.

**Equipment & recording facilities:** 8-track, 4 track, 2-track and mono recording, 17.5 sprocketed recorders, 35mm & 17.5mm projectors.

**Electronic Music:** Moog Synthesizer available full-time for advertising purposes.

Demo tapes available on request.

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

**Studios:** Full creative and production facilities for Radio and TV 3M Scully and Ampex 8, 4 and 2-track recording machines. 35mm and 16mm telecine machines. Compatible stereo; expert technical personnel.

Disc processing mono and stereo.

**O'seas Principal:** Electric & Musical Industries Limited, Hayes, Middlesex, England.

**FIDELITY RADIO PTY LTD**, 365 Kent St, Sydney, 2000. (2-0270). Cables Twouw. (All enquiries to J. Scott.)

Producers and marketers of radio programs and commercials.

**Studios:** Equipped with all disc and tape recording equipment.

**GRACE GIBSON RECORDING COMPANY** (incorporating British Australian Programs Pty Ltd), 60 Hunter St, Sydney, 2000. (221-2466.) Recording studio.

**Directors:** Grace Gibson (gov. dir), R. R. Parr.

**Executive:** J. M. Woodward (mngr and chief eng.).

**Studios:** Equipped with latest Neumann Mastering lathe. Full studio facilities. US magnecord tape machines. Sound effects and music dubbing libraries; pulsed tape facilities for audio-visual applications.

**GRACE GIBSON RADIO PRODUCTIONS PTY LTD**, City Mutual Bldg, 60 Hunter St, Sydney, 2000. (221-2466). Cables: Gragibson, Sydney. Radio program producers.

**Directors:** Grace Gibson (govng dir.), R. R. M'D. Parr, Fred Mackay (secy).

**Executives:** J. M. Woodward (mngtr), R. James (sales mngtr).

Library of over 35,000 ¼hr transcriptions.

**Repr.:** Eric Wood, Box 1918W, GPO, Brisbane, 4001 (2-2735). **O'seas:** Charles Michelson, 45 West 45th St, New York, USA.

**HAYES ADVERTISING AGENCY PTY LTD**, Savings Centre, 258 Little Bourke St, Melbourne, 3000. Phone 663-3512. Telegrams Hapus.

**Directors:** Geoffrey P. Hayes (mng dir), M. M. Court, I. S. Caithness (gen. mngr), J. L. Crane, L. L. Mason.

**Executive:** E. Macarow.

**Studio:** Fully equipped for all programming and recording functions. Landline facilities installed, sound recording to tape or disc, comprehensive general programming and sound effects library.

**Pstate Repr.:** Hayes Advertising Agency Pty Ltd, 2 McManus St, North Sydney, NSW, 2060 (929-9851).

**HEPWORTH PRODUCTIONS, 34 Jamison St, Sydney, 2000. (27-6299).** Program producers.

**Director:** R. C. Hepworth.

**DONOVAN JOYCE RADIO PRODUCTIONS, c/o Grace Gibson Distributors Pty Ltd, CML Building, 60 Hunter St, Sydney, 2000. (221-2466), Cables: Gragibson, Sydney.** Program producers.

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

**Managing director:** David Koffel.

**Executive director:** Ralph D. Hogg.

Recording studios fully equipped with mixing consoles, turntables, eight-channel magnetic recording, Presto disc-cutting heads, disc processing service. 16mm, 35mm and CinemaScope sync projection.

**MOONEY-WEBB TV & RADIO UNIT PTY LTD,** (associate company of Mooney-Webb Pty Ltd and Webb Publicity Pty Ltd). 25-27 Rathdown St, Carlton, Vic., 3053. (347-3144).

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

**NATEC SOUND STUDIOS PTY LTD, 29 Bligh St, Sydney, 2000. Phone 28-5741.**

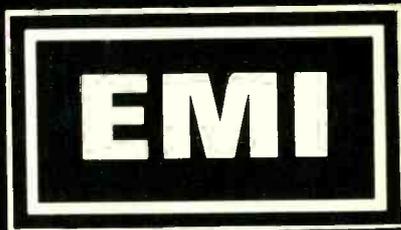
**Executives:** J. R. Crane (mng dir), C. K. Crane (dir), A. J. Black (studio mngr).

**Operations:** Recording facilities for production of commercials, jingles, etc.

**PEPPER-TANNER CO. Inc, 4 Roslyn Gardens, Sydney, Head Office, 2076 Union Ave, Memphis, Tennessee.**

**International vice-president:** John E. Karr.

**For the best result  
use the best studio**



**THE GREATEST RECORDING  
ORGANISATION IN THE WORLD**

For Advertising Agencies or independent producers, EMI provide top line custom recording facilities to overseas standards. At EMI, you have:

- 3 fully equipped studios
- 8 track 3M machines
- 4 track Skully and Ampex machines
- Custom recording
- Compatible stereo
- High-speed cassette dubbing
- Highly skilled recording engineers

■ 24 hour service

**TELEPHONE  
20 912**



**301 CASTLEREAGH STREET  
SYDNEY 2000**

American based studios servicing international clients with custom jingles, station IDs, and various specialised sound services, including competitions and promotions.

Australian clients are serviced personally during annual visits by Karr.

Pepper studios are equipped with multi-channel mixing consoles, four, two and one-track recorders, equalisers, filter and echo chambers.

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

Managing Director: Roy Baxter.

Producers of dramas, comedies and children's programs, including *Strange Stories from the Bible*, *City in Contrast*, *Once Upon a Time*, *Encounter*, *Contact*.

**RADIO CREATIONS (AUSTRALIA)** — subsidiary of Hayes Advertising Agency Pty Ltd, Savings Centre, 258 Little Bourke St, Melbourne, 3000. Phone 663-3512.

Directors, executives, studio and facilities, interstate repr.: See Hayes Advertising Agency Pty Ltd, this section.

**RANGER RECORDINGS.** Suite 107 Equity Hse, 284 Victoria Avenue, Chatswood, NSW, 2067. Phone 412-2496, a.h. 86-3618.

Executives: Ross Sheard (prop. and gen. mngr), Frank Sheard (secy), Lola Sheard (mngr).

**Operations:** Specialises in transfer of outside broadcast recordings to master disc, and tape to disc transfer both for direct playback and lacquer mastering.

Equipment includes Neumann condenser microphones, disc recording lathe; Westrex 3D Stereodisk recording head and Ampex console tape machines.

**STUDIO 20 PRODUCTIONS,** 367 Bourke St, Darlinghurst, Sydney, 2010. Phone 31-3383.

Director-producer: R. C. Ayres.

Executive: B. K. Beames (design and research engineer).

Radio and TV jingles, commercials, etc. Announcers, singers, bands and orchestras supplied.

**T.O. BROADCASTS,** 45 Victoria St, Waverley, NSW, 2024. Phone 38-3063, 38-2255.

Manager: Rev. Kieran O'Connell, OFM. Religious transcription service.

**3UZ RECORDING DEPARTMENT,** 45 Bourke St, Melbourne, 3000. Phone 63-3511.

Full range program and commercial production facilities.

Enquiries: G. Andrew (3UZ sales mngr).

# ***NATEC*** sound studios

3rd FLOOR, 29 BLIGH STREET, SYDNEY, 2000. 28-5741

*Recording a single voice or a choir—  
a single instrument or an orchestra...*

Our facilities, engineering know-how, and production experience ensure your ideas become a "sound" reality.

- 8-track, 4-track, stereo and mono recording.
- Comprehensive music and effects library.
- Quick tape dub and disc processing services.
- Film mixing to 35mm or 16mm image.

*NATEC — Australia's foremost Studios for high-fidelity recorded sound.*

## RECORD COMPANIES AND THEIR LABELS

### SYDNEY

**AMALGAMATED WIRELESS (AUSTRALASIA) LTD**, 47 York St, Sydney, 2000. Phone 2-0233.

Director: Sir Lionel Hooke (chrnm).

Executive: K. Johns (recording mgr).

Label: Radiola.

I/State Distributors: Branches, 167 Queen-st, Melbourne; 70 Merrivale-st, Brisbane; 497 Murray St, Perth; Wills & Co., 7 Quadrant, Launceston.

**BILL ARMSTRONG PTY LTD**, 100-112 Albert Road, South Melbourne, 3205. Phone 699-1844 (10 lines).

Labels: Magnasound, Captain Quaver (children's records).

**AUSTRALIAN RECORD COMPANY LTD**, 11-19 Hargrave St, East Sydney, 2010. Box 267, PO, Darlinghurst, Sydney, 2010. Phone 31-0255. Telegrams Colrecord, Sydnev.

Labels: CBS, Warner Bros, Reprise, Epic, Hickory, Chess, Palette, Harmony, Pacific.

Agency: George Patterson Advertising.

I/State repr.: Australian Record Co. Ltd, 7 Claremont St, Sth Yarra, Vic., and 246 Gilbert St, Adelaide, SA, and 11 Kurilpa St, West End, Brisbane; Athol Hill Pty Ltd, 613 Wellington St, Perth.

**BOOSEY & HAWKES (AUSTRALIA) PTY LIMITED**, National Building, 250 Pitt St, Sydney, 2000. Phone 61-9046. Telegrams Sonorous.

Directors: G. K. Harrison (mng dir.) G. S. Cooper, E. J. Culey, A. R. Clapham, K. P. Pool, G. J. Auty, G. P. Waterman.

Labels: Boosey & Hawkes, Bosworth (London), Major (NY), Emil Ascher Inc. (NY).

O/seas Repr.: Boosey & Hawkes Ltd, 295 Regent-st, London; Boosey & Hawkes Inc 30 West 57th St, New York 19, USA.

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

Directors: John M. Burnett, CBE (chrnm), Sir Joseph Lockwood, George A. C. Keirnan, Richard G. C. Parry Okeden, CMG, CBE, Vivian J. Chalwin, Joseph W. R. Hughes, ISO, Joseph G. Stanford, Norval W. Scott, Herbert E. L. Millard, Kenneth A. C. East (mgr).

Labels: HMV, Columbia, Parlophone, Capital, Decca, Angel, London, Disneyland, Ace of Clubs, Stateside, Buena Vista, Ace of Diamonds, Viking, Tamla Motown, Deram, Regal, Apple, Harvest, Immediate, Waverley, Threshold, Bell, Chapter One, Pickwick.

Branches: 109-123 Burwood Rd, Hawthorn, Victoria (81-0211); 105 Port Rd, Bowden, SA

(46-3031); 457 Beaufort St, Highgate, WA; (28-2433) & c/o 12 Riverside Drive, Riverside, Tasmania; 83 Robertson St, Fortitude Valley, Brisbane (51-5271); National Park St, Newcastle (2-3883); 135 Newcastle St, Fyshwick, ACT.

**FESTIVAL RECORDS PTY LTD**, 63-79 Miller St, Pyrmont, NSW, 2009. PO Box 16, Pyrmont, NSW, 2009. Telegrams Festival Sydney. Phone 660-4022.

Directors: W. L. C. Davies (chrnm), H. M. Rich, A. R. Hely, N. W. Brown, C. H. Beavis.

Executives: A. R. Hely (man. dir).

Labels: Australia: Festival, ATA, Clarion, Spin, Sunshine; USA: Abnak, Accent, A & M, A & R, Amaret, Avco-Embassy, Crescendo, Commonwealth United, Crewe, Dome, Double Shot, GRT, Hot Wax, Invictus, International Artists, Jad, Joey-Lu, LHI, Laurie, Liberty, Metromedia, Monument, Outburst, Panorama, Paramount/Dot, Paula Project 3, Ranwood, Royal American, Scepter, Shelby Singleton, Steady, Stereo Dimension, Stax, Sun, Sunset, Tonsil, 20th Century Fox, United Artists, Viva, Wallis Original, White Whale; Europe: Ad-Rhythm, Barclay, B&C, Carnaby, DJM, Durium, Egg UK, Eurovox, Elite, Emerald, Green Light, Francoise Hardy Productions, Rolf Harris Enterprises, Island, Lantern, Negrin Delta, Page One, Pennine, Penny Farthing, Riviera, Shaftesbury Music, Spark, Tangerine, Target, Tarantula, Vogue, Festival International; Asia: King; Canada: Canadian Music, Sparton, Compo; New Zealand: Festival (NZ), Ode.

Representatives: NSW, Michaelis Bayley Trading Pty Ltd, 1-15 Foveaux St, Sydney, 2000. (211-2688); Interstate repr.: Michaelis Bayley Trading Pty Ltd — Box 294, PO, Sth Melbourne (69-0220); 31 Giles St, Adelaide. (8-6747); Box 202, PO Fortitude Valley, Queensland. (5-3461); Box L909 GPO, Perth. (61-9241); Box 530 PO Launceston. (26-2086). Box 1082, GPO, Hobart. (3-3045).

O/seas repr.: Festival Records (NZ) Pty Ltd, 4th floor, 246 Queen St, Auckland, NZ. Box 1170. Cables Festival Auckland; Festival Records International, 55 Harley Hse, Marylebone Rd, London. NW1, England.

Publishing Co.: Crown Music Publishing Pty Ltd, Festival Music Pty Ltd, Festival Hse, 63-79 Miller St, Pyrmont. NSW 2009. (660-4022).

**PHONOGRAM RECORDING PTY LIMITED**, 200 Goulburn St, Sydney, 2010. Phone 211-1577. Telegrams 'Phonorec'.

Labels: Philips, Polydor, Deutsche Gramophon, Fontana, Mercury, Riverside, Caedmon, Zodiac, MGM, Verve, Kama Sutra, Helliöder, Buddah, Gesellschaft, Archiv, Karusel.

**Branches:** 171 Moore St, Sth Melbourne (69-1533); 11 Beckett St, Fortitude Valley, Brisbane (42-471); 11-13 West Terrace, Adelaide (51-6031); 672-4 Murray Street, Perth (21-3131).

**RCA LIMITED**, 11 Khartoum Rd, Nth Ryde, NSW, 2113. Phone 88-5444. Telegrams RCA Aust. Telex 21654.

**Director:** D. W. Jones (mnggr dir).  
**Executives:** R. D. Walsh (gen. mnggr technical products), A. J. Turner (gen. mnggr administration), B. Witte (gen. mnggr marketing).

**Labels:** RCA Victor, RCA Red Seal, RCA Camden, RCA Victrola, Bluebird, Vintage. Custom recording facilities available.

**Istate repr.:** RCA offices in all States. **O'seas:** RCA Corporation.

**SCALA RECORD IMPORT CO. PTY LTD**, Alderson Building, 504-520 Pacific Highway, St Leonards, NSW, 2065. Phone 43-0243.

**Director:** G. Polgar (mnggr).  
**Labels:** Argo, Dr Murray Banks, Express Language Teaching Records, Angelicum, Harmonia Mundi.

**STUDIO 20 PRODUCTIONS**, 367-369 Bourke St, Darlinghurst, Sydney, 2010. Phone 31-3383.

**Executives:** R. C. Ayres (director-producer), B. K. Beames (design research engineer).

**Label:** Studio 20.  
**Representatives** all world capitals.

## MELBOURNE

**NEW SYSTEM PROCESSING**, 56-58 Lothian St, Nth Melbourne, 3051. Phone 30-1839.

**Director:** J. D. Harvey (mnggr dir).

**Production mnggr:** H. P. Eilbeck.  
**Independent record manufacturers.**

**RADIO CORPORATION PTY LTD**, head office — Astor Centre, 1090-1140 Centre Rd, Clayton, Victoria, 3169. Phone 544-2444.

**Labels:** Astor, MCA, Vanguard, Hifirecord, Elektra, B. T. Puppy, Nonsuch, Tradition, Alshire, MTA, Bravo, Everest, Rediffusion, Sweet Peach.

**Agency:** USP-Benson.

**Interstate Representation:** Branches, 443 Concord Rd, Rhodes, NSW (73-0211), T. Howard (mnggr); Tarragindi Road, North Salisbury, Qld (47-4888), F. Wicham (mnggr); 8 King William St, Kent Town, Adelaide (23-4022), P. Millar (mnggr); 28 Belmont Ave, Belmont (65-4199), A. Wearne (mnggr); 109 Collins St, Hobart (2-2711), J. Kelly (mnggr); 186 York St, Launceston (2-4599), J. Griggs (mnggr).

**W&G RECORD PROCESSING CO. PTY LTD**, 185-187 a'Beckett St, Melbourne, 3000. Phone 329-7255.

**Executives:** E. A. White (dir), R. J. Gillespie (dir), B. A. Simm (mnggr Custom dept), M. D. Angus (gen. sales mnggr), J. Varney (publ. & A&R), A. Bean (mnggr studio).

**Labels:** W&G, Gem, Diaphon, Carisch, Ember UK, Hansa, Carosello, Juke Box, Ambassador, Marvel.

**Istate Repr.:** 30-40 Gibbens St, Camperdown, NSW; Ronwell Lane, The Valley, Qld; 842 Hay St, Perth, WA; 8 Wilhelminia Ave, West Launceston, Tas.; 301 Nth Terrace, Adelaide, SA.

## Suppliers of recorded background, theme and mood music for radio and TV

**ALBERT, J. & SON PTY LTD**, mood music library department, 139 King St, Sydney, NSW, 2000. Phone 28-2141.

Library manager: Henry Adler.

Representing the recorded background music libraries of Francis, Day & Hunter Ltd (FDH Mood Music) and Keith Prowse Music Ltd (KPM).

**BOOSEY & HAWKES (AUSTRALIA) PTY LIMITED**, National Building, 250 Pitt St, Sydney, 2000. Phone 61-9046. Telegrams Sonorous.

Directors: G. K. Harrison (mng dir), G. S. Cooper, E. J. Culey, A. R. Clapham, K. P. Pool, G. J. Auty, G. P. Waterman.

Complete background, mood and theme music libraries, including Boosey & Hawkes Recorded Library, Bosworth, Major Mood Music Library (USA) and Emil Ascher Inc. Mood Library (USA) for use in transcriptions, films, radio and television.

O'seas repr.: Boosey & Hawkes Ltd, 295 Regent-st, London; and Boosey & Hawkes Inc., 30 West 57th-st, New York, 19.

**CHAPPELL & CO. LTD** (music publishers), 68-70 Clarence St, Sydney, NSW. GPO Box 1486, Sydney, 2001. Phone 29-4681 (3 lines). Telegrams, cables Symphony, Sydney.

Executives: W. B. Ahrens (mngtr for Australia and New Zealand), Bill Donaldson (professional mngtr), Miss H. Davey (copy-right dept).

Complete library of background, theme and mood music for radio and TV.

**DE WOLFE MUSIC**, 44 Pakington St, St Kilda, Victoria, 3182. Phone 94-0774. Background and incidental music for film, radio and television. Representing De Wolfe and Sylvester Recorded Music, disc and tape.

**ESSEX MUSIC OF AUSTRALIA PTY LTD**, 8th floor, King York House, 32-34 York St, Sydney, 2000. Phone 29-8595.

Managing director: Barry A. Kimberley. Music publisher. Library of background and incidental theme music.

**LEEDS MUSIC PTY LIMITED**, Universal Hse, Pelican St, East Sydney, 2010. Phone 61-6088-9. Telegrams Leedsmusic.

Joint managing director: Jack H. Argent. Music publishers.

Associated companies (addresses & telephone numbers as above): Spooner Music Pty Limited, Crown Music Publishing Co. Pty Ltd, Screen Gems-Columbia Music Pty Ltd, Dick James Music Pty Ltd, Northern Songs

Pty Ltd, JAEP Music Pty Ltd, Pacer Music Pty Ltd, Pincus-Gil Music Pty Ltd, Tangerine Music Pty Ltd, Victoria Music Pty Ltd, Target Music Co., Kangaroo Music Pty Ltd, Belwin Mills Music Pty Ltd.

Overseas affiliates: MCA Music Inc., Leeds Music Corp., New York; Duchess Music, Pickwick Music; Blossom Music and branches in England, Holland France, Germany, Italy, Mexico, Japan, Spain, Brazil and Canada.

**PALING, W. H. PTY LIMITED**, 338 George St, Sydney, 2000. Phone 25-2331. Telegrams Paling Sydney.

Complete catalogue of background, mood and theme music for radio, television and films from the Impress (Inter-Art) library.

Also sole agents for the Paxton and Brull (harmonic) transcription libraries.

**PLANNED MUSIC SYDNEY PTY LTD**, Phone 2-0360. Telegrams Plandmusic Sydney.

Directors: R. P. Faulkingham (chrnm), S. R. I. Clark, L. N. Schultz.

Executives: C. W. Gidley (gen mngtr), J. Thomason (chief eng.), A. Mather (district mngtr).

Muzak background music services.

**PLANNED MUSIC MELBOURNE PTY LTD**, Phone 329-6688. Telegrams Plandmusic Melbourne.

Directors: S. R. I. Clark (chrnm), P. H. Palmer, G. H. Allan.

Executives: H. H. Hull (gen. mngtr).

Muzak background music services.

**PLANNED MUSIC ADELAIDE PTY LTD**, Phone 67-1461. Telegrams Plandmusic Adelaide.

Directors: R. P. Falkingham (chrnm), S. R. I. Clark, J. S. Larkin

Executives: R. R. Wright (gen. mngtr), C. G. Bailey (sec.).

Muzak background music services.

**PLANNED MUSIC QUEENSLAND PTY LTD**, Phone 36-2944. Telegrams Plandmusic Brisbane.

Directors: Sir Douglas Wadley (chrnm), K. W. Tisdell, Mackay Ross, R. P. Falkingham, J. W. McKay.

Executives: K. G. Betts (gen. mngtr), G. Lake (tech. super), A. E. Jamieson (co. secty).

Muzak background music services.

**PLANNED MUSIC WA PTY LTD**, Phone 22-3611. Telegrams Plandmusic, Perth.

Directors: K. D. Macpherson (chrnm), R. P. Falkingham, J. F. Hansen.

Executives: C. H. Muhling (chief eng.), J. G. Barker (sales).

Muzak background music services.

# For all your audio and video studio requirements see Australia's leading specialists

## *Simon Gray Pty, Ltd.*

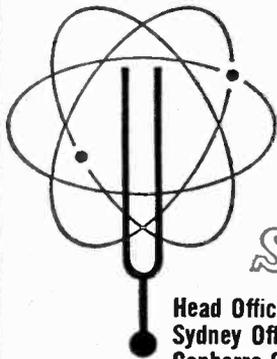
Simon Gray offices and representatives are situated in all states; just one phone call places at your disposal the knowledge gained over several decades by internationally acclaimed audio and video laboratories. Add the technical "know-how" of Australia's most experienced distributors of professional equipment (and efficient after-sales service) and you have an unbeatable combination.

*In the Simon Gray range you will find:—*

- **ATC** automated tape cartridge systems and cartridge recorders
- **ALTEC LANSING** public address equipment and speaker systems
- **AMPEX** helical scan videotape recorders, studio tape recorders and recording tape
- **AUTOPHON** digital information display systems
- **BEYER** headphones and microphones
- **CBS** "Audimax" automatic level controllers, loudness controllers and "Volumax" automatic peak controls
- **CECIL E. WATTS** record cleaning equipment
- **ECHOLETTE** reverberation units and amplifiers
- **ECKMILLER** faders
- **EDIT-AL** tape splicing blocks
- **ELECTRO-VOICE** professional microphones
- **E.M.T.** studio equipment
- **FIDELIPAC** tape cartridges
- **GRAMPIAN** microphones and reverberation units
- **HARCROFT** recording stylii
- **L.T.V. LING ALTEC** vibration test equipment
- **LEAK** amplifiers and speaker systems (quality monitors)
- **LEEVEERS-RICH** bulk erasers
- **MAGNASYNC** multi-channel logging recorders
- **MAGNASYNC-MOVIOLA** sprocketed film recorders, dubbers and editors
- **NAGRA** portable professional tape recorders
- **NEUMANN** professional condenser microphones, mixing consoles and disc recording systems
- **ORTOFON** tone arms and pickup heads
- **PERMOFLUX** headphones
- **PULTEC** programme equalizers
- **SANSUI** high fidelity equipment
- **SPECTRAL DYNAMICS** vibration and acoustical measuring equipment
- **SPINDLER & SAUPPE** professional slide projectors
- **SPOTMASTER** automatic cartridge tape recorders
- **TANDBERG** tape recorders, logging recorders and language laboratories
- **TELETRONIX** studio control equipment
- **TUCHEL** connectors
- **VEGA** wireless microphones
- **WHARFEDALE** loudspeakers and speaker systems
- **WILHELM ALBRECHT** sprocketed film recorders

*Also distributors for:—*

- **COMMONWEALTH ELECTRONICS** studio turntables
- **R.M.E.** audio consoles and amplifiers
- **WEIRCLIFFE** magnetic tape bulk erasers



**Australian National Distributors:**

## *Simon Gray Pty, Ltd.*

**Head Office:** 28 Elizabeth St., Melbourne, Vic. Tel. 63 8101\*. Telex: 31904  
**Sydney Office:** 22 Ridge St., North Sydney, N.S.W. 929 6816  
**Canberra Office:** 31-33 London Circuit, Canberra City, A.C.T. Tel. 49 6050

Offices and representatives in all States.

# Services to radio stations

## New South Wales

- *Studio, recording and  
transmission equipment*

**AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED** (Engineering Products Division), 422 Lane Cove Rd, Nth Ryde, NSW, 2113. Phone 88-6666. Branch offices in all State capitals.

Consultants for all aspects of broadcast engineering including field strength surveys and site evaluation.

The AWA range of Australian manufactured equipment covers: MF and HF transmitters, radiators and transmission lines, remote controls and associated equipment. A full range of studio equipment is available including up to date solid state units.

AWA will evaluate, design, manufacture and supply every type of equipment for the broadcasting industry.

Associates of the Marconi Company of England and Australian distributors and agents for Sony professional audio equipment including recorders and microphones, AKG Microphones, Revox Tape Recorders and amplifiers. Schafer automated program channels and Kahn broadcasting equipment.

**ALLEN & URQUHART PTY LTD** (Incorporating Decco Constructions Pty Ltd), 28 Mandible St, Alexandria, NSW, 2015. Phone 69-6181. W. Allen, R. Urquhart (dirs).

Radio masts and towers, and associated aerial equipment.

**AUDIO ENGINEERS PTY LTD**, 342 Kent St, Sydney, 2000. Phone 29-6731. Cables Audeng, Sydney.

Executives: R. C. Fitzsimmons (mng dir), D. K. Fletcher (sales mngr), G. R. Fitzsimmons (Shure sales).

**AUDIO VIDEO INDUSTRIES**, 29 Hotham Pde, Artarmon, 2064. Phone 439-1942.

Proprietor: W. F. Porter.

Audiocdiscs, Pyral recording blanks, Ogura cutting styli, Papst Motors, Photovox magnetic heads and transformers.

Manufacturers of A. V. communicator — audio visual equipment.

**AURIEMA (AUSTRALASIA) PTY LTD**, 443 Kent Street, Sydney, 2000. Phone (02) 29-6144.

Directors: R. C. Auriema, New York; B. Phillips III, New York; F. Scharf, Sydney; E. Fawle, Sydney.

Executives: E. Fawle (mng dir).

Importers-distributors of electronic components & equipment.

**CHAPMAN, MAURICE & COMPANY, PTY LTD**. Registered office, 276 Castlereagh St, Sydney, 2000. Phone 61-9881. Maurice D. Chapman (director).

BASF low noise, high output, magnetic

recording tape. Complete range leader tape, splice tape, alignment tapes, etc.

Melbourne Office: 146 Burwood Rd, Hawthorne. (81-0574).

**R. H. CUNNINGHAM PTY LTD**, 64 Alfred St, Milson's Point, NSW, 2061. Phone 929-8066. Telegrams: Cunnig. Telex 21707. Head office Melbourne (see Melbourne entry).

Directors: R. H. Cunningham, Mrs K. M. Cunningham, E. Danin.

Executives: R. H. Cunningham (mng dir), Mrs. K. M. Cunningham (purchasing dir), R. J. Cunningham (secretary), J. Bailey (mng audio engineering div.), K. Swann (mng radio eng. div.), Ian K. Sewell (assistant mngr).

Sole Australian reps for Sennheiser and Geloso audio engineering components.

Interstate Representation: L. E. Boughen & Co., 30 Grimes St, Auchenflower, 4066. Phone 70-8097. Telegrams Cunnig, Brisbane.

**DONALD DAGGETT PRODUCTIONS**, 54a Beecroft Rd, Beecroft, 2119. Phone 84-4280.

Australian agent & distributor: Mellotronics program effects generator, Mellotrone-300; Keller sound recording equipment, editing tables.

**EMI (AUSTRALIA) LTD**, Emitron Hse, 301 Castlereagh St, Sydney, 2000. Phone 2-0912. Telegrams, Emitron, Sydney.

Sound recording specialists for radio, TV and film. Three big studios, 8-track 3M machines, 4-track Scullys and Ampex 2-track machines (compatible stereo). Full creative service. Fast disc processing service in mono or stereo.

See also Services to TV.

**FALK, FRED, A. (SALES) PTY LTD**, 28 King St, Rockdale, NSW, 2216. Phone 599-3722. Telegrams, Gramofalk, Sydney.

Dual recordchangers and players. Dual tape recorders and portable stereo systems.

**GOLDRING ENGINEERING (A'SIA) PTY LTD**, 443 Kent St, Sydney, 2000. Telegrams Goldringkent.

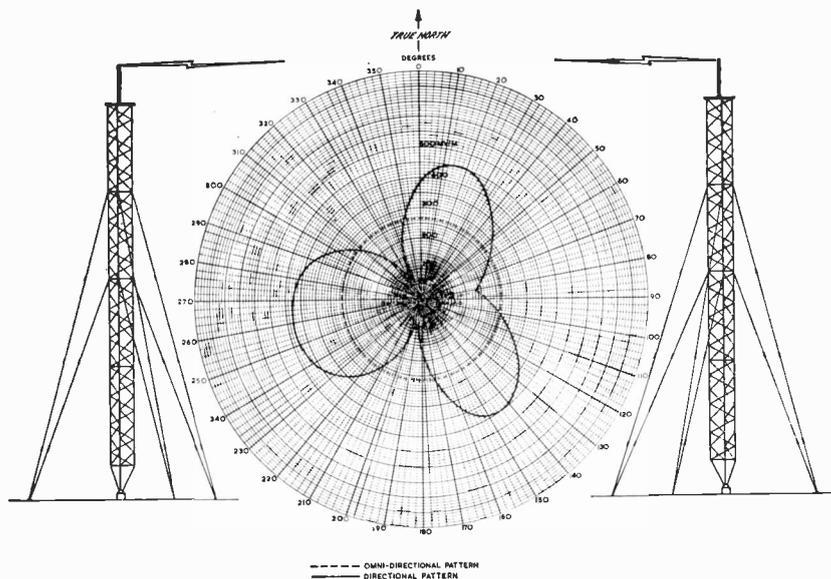
Directors: F. Scharf, F. Edel, A. Obrart.

Executive: M. S. Bennett (gen. mngr).

Manufacturers of hi-fi equipment, importers of Grundig — Germany Goldring lenco turntables.

Agency: Compton Advertising.

I'state repr.: 162 Pelham St, Melb.; 415 Adelaide St, Brisbane; 32 Northwood St, Leederville, WA; Farley & Fahy, 207 Flinders St, Adelaide, SA. O/seas: Goldring Manufacturing (GB) Ltd, 10 Bayford St, Hackney, London E8, 3SE.



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If you have a technical problem, talk to the technical people. STC. When you need equipment designed and manufactured, talk to the design people. STC. And when you need that equipment working on site, call

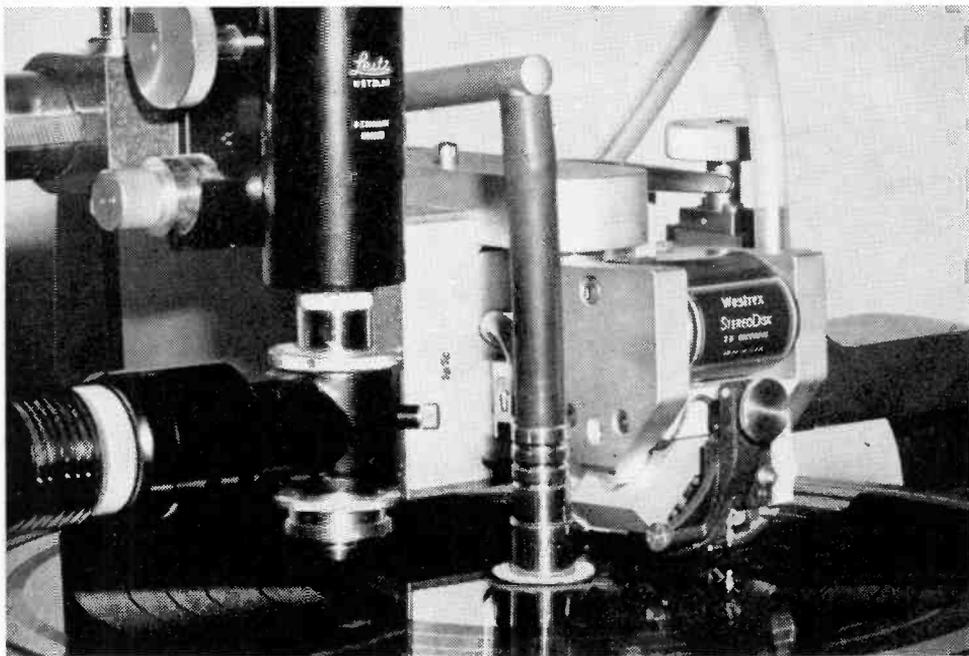
the installation people. STC. Standard Telephones and Cables Pty. Limited  
 Radio Communications Division  
 Moorebank Avenue, Liverpool.  
 Phone 602 0333

**Ask for STC Consultant Services**  
**They have the answers**

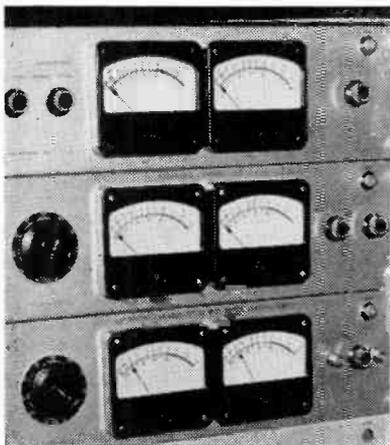
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worldwide telecommunications and electronics





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better records, because of the combination of advanced equipment with technical know-how.

Above is the Westrex 3-D recorder, complete with advance ball. At the left is the metering for the Automatic variable depth control facility — a Ranger exclusive.

This is why Ranger can improve YOUR record. A phone call, or a letter will get prompt service.

## RANGER RECORDINGS

Suite 107, 284 Victoria Avenue, Chatswood, N.S.W. Phone: 412-3111

**GRAY, SIMON PTY LTD**, 22 Ridge St. North Sydney, 2060. Phone 929-6816.

**Manager:** E. C. Sloss.

**For equipment:** See Melbourne entry.

**HIGH FIDELITY PRODUCTS**, 33 Marlborough Rd, Homebush West, NSW, 2140. Phone 76-6830.

**Proprietor:** Victor F. Harris.

**MBH pick-ups, amplifiers, pre-amplifiers, equalisers and turntables.**

**I/State Repr.:** C. A. Pearce & Co. Pty Ltd, Brisbane; William Willis & Co. Pty Ltd, Melbourne. **O'ceas:** Comel, Sandhurst Bridge, 532 Sardar Vallabhbhai Patel Rd, Bombay 7. WB, India.

**MAGNA-TECHTRONICS (AUST.) PTY LTD**, 49 Whiting St, Artarmon, 2064 (PO Box 314, Crows Nest, 2065). Phone 439-1651, 439-3013.

**Directors:** E. L. Lloyd, E. F. Lloyd.

**Executives:** Lyle Lloyd (mng. dir), E. F. Lloyd (co. secty), R. A. Sheldrick (mnggr-tech. prod.), S. Bankowski (mnggr-acoustic dir).

**Suppliers of Neve Audio Consoles & Switching Equipment; Marathon Audio Cartridges & Cartridge Machine Tools, Elac Pick-up Cartridges & Turntables, Fisher Amplifiers and Loudspeakers.**

**MAGNECORD INTERNATIONAL PTY LTD**, 276 Castlereagh St, Sydney, 2000. Phone 61-9881. Maurice D. Chapman (dir.).

**Magnecord magnetic recording equipment, Soundscribe 24-hour monitoring equipment, TV cueing devices, monitoring amplifiers and loudspeakers.**

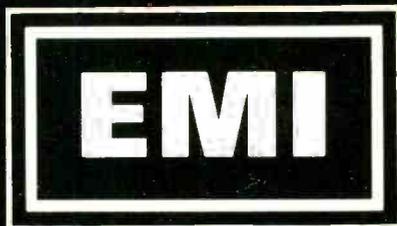
**MINNESOTA MINING & MANUFACTURING (AUSTRALIA) PTY LIMITED**, 950 Pacific Highway, Pymble, NSW, 2073. (PO Box 99, Pymble.) Phone 49-0133. Telegrams Triminc, Sydney.

**Principal Executives:** H. B. Kosanke (mng dir), D. J. Brydon (sales & mrktg dir), J. A. Johnson (national sales & mrktg mnggr), J. R. Boyer (product development mnggr), N. F. Sully (mrktg mnggr).

**"Scotch" brand magnetic tapes for audio and video recording. "3M" brand professional audio recorders, "Mincon" brand video drop-out compensator, drop-out profile recorder, color encoder.**

**Branch sales offices:** Sydney — Alderson Bldg, 504-520 Pacific Highway, St Leonards, 2065 (43-0455) (salesman — Ken Popple); Melbourne — 17-23 Queensbridge St, South Melbourne, 3205 (61-3841) (salesman — David Pearson); Brisbane — Sebel Bldg, 6-8 Edmonstone Road, Mayne, 4006 (mail GPO Box 1834W) (51-5661) (sales — Maurice O'Neill); Adelaide — 9 North Terrace, Adelaide, SA, 5000 (51-5971) (sales — Fred Kelly); Perth — 238 Lord St, WA, 6000 (28-5244) (sales Les Olsen); Hobart — 257 Liverpool St, Tas., 7000 (34-3104).

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use the best studio**



**THE GREATEST RECORDING  
ORGANISATION IN THE WORLD**

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- **24 hour service**

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SYDNEY 2000**

**PHILIPS INDUSTRIES LTD**, head office, 95-99 York St, Sydney, 2000. Phone 2-0223. Telegrams Argenta.

All types studio recording equipment.

**PLESSEY ELECTRONICS PTY LIMITED**, Faraday Park, Railway Rd, Meadowbank, NSW, 2114. Phone 80-0111. Telegrams & cables: Plesspac Sydney.

Representative: J. Engel.

Equipment: See Melbourne entry.

**PYE INDUSTRIES LTD**, Carrington Rd, Marrickville, NSW, 2204. Phone 55-0411. Telegrams Pyind Sydney. T. J. F. Spencer (mng dir).

Pye TV, radio and stereo.

**RANGER RECORDINGS**, Suite 107, Equity Hse, 284 Victoria Ave, Chatswood, 2067. Phone 412-2496, a.h. 86-3618.

Executives: Ross Sheard (proprietor/gen. mngtr), Frank Sheard (secty), Lola Sheard (mngtr).

Specialises in outside broadcast recordings to be transferred to master disc, and provides a high quality tape to disc transfer service, both for direct playback and lacquer mastering.

**RCA LIMITED**, Commercial Electronic Systems Division, 11 Khartoum Rd, North Ryde, 2113. Phone 88-5444.

Executives: R. D. Walsh (mngtr), J. S. Innes (chief engineer), A. R. Gibbs (mngtr for Victoria).

Marketing the complete range of RCA broadcast equipment including custom-built audio mixers and consoles, automated radio station systems, outside broadcast amplifiers, professional quality recording tapes, sound distribution amplifiers, audio power amplifiers, microphones, loud speakers.

Audio design and consultancy service.

Office: Melbourne—2-4 Stephenson Street, Richmond, 3121. Phone 42-4586.

**SKILFAST PTY LTD**, 5 Bermill St, Rockdale, NSW, 2216. Phone 59-5655. F. E. Watmough (mngtr).

**STANDARD TELEPHONES AND CABLES PTY LIMITED**, Moorebank Ave, Liverpool, NSW, 2170. Phone 602-0333. Telegrams Stanliiv, Liverpool.

Managing director: A. T. Deegan.

Advisory service on all aspects of broadcast engineering covering consultation, field strength survey, site evaluation and installation. Suppliers of all studio and transmitting equipment and a wide range of electronic components.

Istate Repr.: STC offices at Canberra, Melbourne and Wellington, NZ; Unbehaun & Johnstone Pty Ltd, Adelaide; M. J. Bateman Pty Ltd, Perth; W. & G. Genders Pty Ltd, Hobart, Devonport, Burnie and Launceston; Fred Hoe & Sons Pty Ltd, Brisbane. O'seas: International Telephone and Telegraph Corporation, New York, and associated companies throughout the world.

**STUDIO 20 PRODUCTIONS**, 367-369 Bourke St, Darlinghurst, Sydney, 2010. Phone 31-3383.

Director-producer, R. C. Ayres; design and research engineer, B. K. Beames.

Sound recording studio consultants in the design of equipment such as attenuation equalisers, wave filters, etc. Master lacquer cutting.

**UNITED RADIO DISTRIBUTORS PTY LTD**, Shop 32, Ash St, Angel Arcade, Sydney, 2000. Phone 28-3718, 28-3926.

Distributors of Ferrograph tape recorders, Quad amplifiers, Goodman's loudspeakers and amplifiers, Decca pickups, Garrard turntables, Rogers amplifiers, stereo hi-fi systems.

# **Services to radio stations**

## **Victoria**



**Capitol**™

**Audiotape** Sound tape  
**Audiopak** B/cast tape  
 cartridge  
**Audev** Video tape



Professional Broadcasters recognise the need for professional equipment. Capitol has the name — fidelity in sound and vision reproduction.

\*We also distribute  
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**INTERNATIONAL**  
**AUSTRALIA PTY. LTD.**

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 VICTORIA, AUSTRALIA, 3141.  
 TELEPHONE 24 8677 24 8629

**ANTENNA ENGINEERING AUSTRALIA PTY LTD**, 21 Rooks Rd, Nunawading, Vic. 3131. Cables Antenna, Melbourne. Phone 874-0509.

Antennas: Products include — parabolas — TV translator antennas — OB communications antennas — mobile antennas — antenna measurement services — antenna systems design and installation.

Filters: Cavity filters — helical resonators — diplexers and multicouplers.

Masts and towers for communications systems.

**BROADCAST ENGINEERING** (div. of Associated Telecommunications Aust. Ltd), head office, Astor House, 161-173 Sturt St, PO Box 291, South Melbourne. Phone 69-0300. Telegrams Telegenic, Melbourne, 30492.

Sydney office: Philips House, 69-79 Clarence St, Box 2703 GPO, Sydney. Phone 2-0223. Telegrams Philind, Sydney, 20165.

Executives: M. E. Gaisford (gen. mngr), P. L. Long (marketing mngr), J. J. C. Cornelissen (Sydney mngr).

Suppliers of broadcasting systems and equipment. Representing Philips, Pye and Astor.

**CANNON ELECTRIC (AUSTRALIA) PTY LTD**, 58 Cluden Street, East Brighton, Vic., 3187. Phone 92-8822. Telegrams Cannonelec, Melbourne. Telex AA30877.

Manufacturers of coaxial and multi contact electrical connectors for broadcast, TV, communication and industrial electronic applications.

Agency: Hayes Publicity Service.

**COLLINS RADIO COMPANY (AUSTRALASIA) PTY LIMITED**, Maroondah Highway, Lilydale, PO Box 200, Lilydale. Phone 735-0101. Telegrams Colinrad.

Directors: T. C. Lee (mng dir), J. V. Warner.

Sales and service of own brand equipment.

O'ceas Repr.: Collins Radio Company, Cedar Rapids, Iowa, USA.

**CONSOLIDATED ELECTRONICS (SALES) PTY LTD**, 82 Albion Street, East Brunswick, Vic., 3057. Phone 36-9022.

Manufacturers of the Cue-master range of cartridge tape relay/record machines. Design and construction of specialised equipment engineered to clients' requirements.

Distributors of Magnetic recording tape and discs, Nortronics professional type magnetic heads, Audiopak tape cartridges, Viding Cartridge decks.

**R. H. CUNNINGHAM PTY LTD**, 608 Collins St. Melbourne, 3000. PO Box 4533, 3001. Phone 61-2464. Telegrams, Cunnig Melbourne. Telex 31447. Sydney: 64 Alfred St, Milsons Point, 2061, NSW. Phone 929-8066.

Telegrams Cunnig, Sydney. Telex 21707. Perth: 34 Wolya Way, Balga, WA, 6061 (49-4919). Telegrams, Cunnig, Perth.

Directors: R. H. Cunningham, Mrs K. M. Cunningham, E. Danin.

Executives: R. H. Cunningham (mng dir), Mrs K. M. Cunningham (purchasing dir), R. J. Cunningham (secty), J. Bailey (mngr audio engineering div.), K. Swann (mngr radio eng. div.), Ian K. Sewell (assistant mngr).

Sole Australian reps for Sennheiser and Gelsolo audio engineering components.

P'state repr.: Brisbane, L. E. Boughen & Co., 30 Grimes St, Auchenflower, 4066. (70-8097). Telegrams, Cunnig, Brisbane.

**GRAY, SIMON, PTY LTD**, 28 Elizabeth St, Melbourne, 3000. Phone 63-8101.

Sydney office: 22 Ridge St, North Sydney, 2060 (E. C. Sloss, mngr). Phone 929-6816.

Australian national distributors: Albrecht film audio recorders. Ampex sound recording and playback equip. Ampex portable video recorders and videotape. Ampex audio tape; Altec Lansing studio monitor loudspeaker system; ATC single and multiple recording machines. automation systems; Beyer microphones and headphones; CBS studio equip. (Audimax and Volumax automatic level controls, loudness controller); Comrex radio microphone systems; Echolette tape loop reverberation units and electric guitar amplifiers; Electro-Voice microphones and special purpose directional microphones; EMT reverberation plates and other studio equipment; Fidelipac endless loop tape cartridges; Gramplan disc-recording amplifiers and cutter heads; Harcroft sapphire disc recording and cutting styli; Leak audio amplifiers; Magnasync communication and sprocketed film recorders; Moviola editing equipment; Nagra portable tape recorders; Neumann condenser microphones and other studio equip. Neumann automatic disc recording machines and cutter heads; Silcron turntables, Ortofon magnetic pick-ups and recording equip.; Permoflux headphones; Pultec program equalisers and sound effects filters; RME studio equip.; Spotmaster automatic cartridge tape recorders; Sonocolor audio tape; Tandberg tape recorders; Tuchel connectors; Vega radio microphone systems; Cecil Watts record care accessories; Wharfedale loudspeaker systems; Sansui amplifiers and speaker systems and Sondor sprocketed magnetic sound reproduction systems.

**JOHNS & WAYGOOD LIMITED**, City Rd, & Cecil St, Sth Melbourne, Vic., 3205. Phone 69-1241. Telegrams, Johnsway.

Supply, erection and maintenance inspection of large radio masts and towers.

**PLESSEY ELECTRONICS PTY LIMITED**, Westbank Terrace, Richmond, 3121, Vic.

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## Professional Magnetic Tape Recorders for:

Broadcasting and Television  
 Military and Naval Applications  
 Air Traffic Control  
 Meteorology  
 Recording Studios

Reel-to-reel Recorders — Studio Console and Portable

Multi-channel Recorders

Communications and Instrumentation Recorders

Facsimile Recorders

Cartridge Recorder — Broadcasting, Background Music  
 and Emergency  
 Interception Announcements

Logging Recorders — Single and Multi-channel

Multi-High Speed Copiers

Film Recorders

Automatic Tape Programming Systems

## Heavy Duty Magnetic Drum Recorders for:

Post Office Applications  
 Air Traffic Control  
 Meteorology

Multi-channel Interception Recorders

Variable Length Information Recorders

Area and Fault Identification Recorders

Verbal Time Announcement Equipment

## Other Equipment:

Magnetic Recording Heads — Single and Multi-channel  
 Professional Turntables  
 Automatic Tape Cueing Units  
 Bulk Tape Erasers

## SERVICES

Site Servicing and Installation

Service and Maintenance Contracts

Servicing

Post Design Services

Magnetic Recording Head Re-lapping and Reconditioning

# PLESSEY Electronics



Plessey Electronics Pty Limited  
 Equipment Unit  
 Westbank Terrace Richmond Victoria 3121  
 Telephone 42 3921 Telex 30383  
 NSW Faraday Park Meadowbank 2114  
 Telephone 80 0111

Phone 42-3921. Telex 30383. Cables: Rola, Melbourne.

**Director:** D. Mulder.

**Principal executives:** D. Mulder (gen. mngr), P. J. Townsend (comm. mngr), N. W. Hamilton (sales mngr-equip. unit).

**Sydney office:** Railway Rd, Faraday Park, Meadowbank, 2114. Phone 80-0111. Telegrams & cables: Telind.

Manufacturers of professional console tape recorders and transportable tape recorders, cartridge tape recorders, turntables, hi-speed tape copiers, automatic tape programming equipment. Telephone information drum announcing equipment, bulk tape crasers and loudspeakers.

**Interstate representatives:** Athol M. Hill, 613 Wellington Street, Perth, 6000; L. E. Boughen & Co., 30 Grimes St, Auchenflower, Queensland, 4066; Dynamic Industries Pty Ltd, 227 West Beach Rd, Richmond, SA, 5033; B. J. Electrics Pty Ltd, 23a Frederick St, Launceston, 7250, 2a Pierce St, Moonah, Hobart, Tas., 7000.

**ROCKE INTERNATIONAL AUSTRALIA PTY LTD**, 320 Toorak Road, Sth Yarra, 3141. Phone 24-8677, 24-8629. Telegrams, Telepa Melbourne.

**Directors:** P. J. Ford (mng dir), I. C. Spiller (dir sales).

**Products:** Amplifiers, Antennas, "Audio-tape" Magnetic Recording Tape, Equalizers, Monitors, Baluns, "Audiopak" Broadcast Tape Cartridges, Tape Delay Units, Studio Turntables, "Audiodisc" Recording Discs, Dummy Loads, Power Supplies, Loudspeakers, Tape Recorders, Microphones, Multiplexers, Switching Matrices, Reverberation Generators, Telemetry Systems, Receivers, Transmitters, Multicouplers, Filters.

**TOTAL ELECTRONICS** (div. of Cannon Electric (Aust.) Pty Ltd), 239 Bay St, North Brighton, Vic., 3186. Phone 96-2891. Telex AA31261. Telegrams: Total, Melbourne.

Sales offices also in Sydney and Adelaide. Stockist and Distributors of Cannon Multi Contact Electrical Connectors; Welwyn Resistors; Motorola Semiconductor Products; Sprague Capacitors; Airmed Headsets; Thermally and Augat Semiconductor Hardware.

**VELCO SOUND SYSTEMS PTY LTD**, 520 Bridge Rd, Richmond, Vic. 3121. Phone 42-0211. Telegrams Soundsystems. E. C. Benham (METTI Aust.) (mng & dir).



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CLUTTER.**



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# Television stations

● *New South Wales*



**"THE FILM MAKERS"**

**JOHN BUSHELLE PRODUCTIONS**

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**Sydney 25 6681**

Dick Agnew, Sid Curzon, Harry Hughes, Dick Nairn,  
Ted Thomas, Keith Webb.

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John Burge, David Corser, Howard Gardner.

There are three commercial television network affiliations in Australia, confined mainly to program buying, production and distribution. They are: Australian Television Network (ATN, HSV, BTQ, ADS); National Television Network (TCN, GTV, QTQ, NWS, WIN, NBN); Independent Television System (ATV-0, TEN, TVQ, SAS).

## ATN Channel 7 Sydney

Opened: Dec. 2, 1956.

Licensee: Amalgamated Television Services Pty Limited, Head Office and Studios, Television Centre, Epping, NSW, 2121. Phone 85-0111. Telegrams Telecentre, Sydney. Telex AA20250. Sydney sales office: 19-23 Hamilton St, 2000. (25-6681). Melbourne sales office: 88 Ackland St, St Kilda, 3182 (94-4525).

Network Affiliation: The Seven Network (ATN, HSV, BTQ, ADS).

Network managing director: Bruce Gyngell. Interests represented: Sydney Morning Herald, Sydney Sun, 2UW.

Directors: R. A. Henderson (chairman), A. H. McLachlan, James Fairfax, R. P. Falkingham, B. Gyngell, A. F. Albert.

Transmitter & site: AWA dual 5kw transmitters, co-sited with Channel 10 transmitters at Hampden-rd, Artarmon, approximately six miles from the city.

Studio facilities: Four studios, administration offices and maintenance departments at Television Centre, Epping, all air conditioned. Live electronic television studios and facilities: Studio A, 90ft x 70 ft, studio B, 70ft x 50ft, studio D, presentation studio; videotape and kinescope recording. Two remote telecast units, one equipped with three 4½ inch camera chains, the second unit single camera highly mobile for urgent topical feature coverage. Electronic-Cam film studio C: 90ft x 70 ft, equipped with electronic-cam television film recording system designed to produce television programs on black and white or color film using television production techniques.

Atlab division provides full commercial 35-16-8 & Super 8mm b&w and color film processing and printing facilities. Also facilities for producing assembled work prints and re-

lease prints for electronic-cam system.

Photo laboratory for stills and slides.

Equipment: Nine Marconi Mark III image orthicon cameras, two RCA studio vidicon news presentation cameras, one large power camera crane, one small crane, nine pedestal dollies, special effects in Studios A and B, plus normal vision equipment, special sound production and recording facilities.

Electronic-Cam equipment includes three Arriflex 35mm film cameras incorporating Plumbicon electronic cameras for TV type viewfinders and control room picture monitors. System includes TV camera control desk, dual channel audio system, preview theatre with sound mixing and re-recording suite. Studio C is completely equipped with electrically controlled tungsten halogen light sources giving 3200°K color temperature for either black and white or color film photography.

Technical facilities: Channel 7 (181-188mcs). Vision 182.25mcs, sound 187.75mcs. Power, vision 100kw ERP, sound 20kw.

Antenna: 1000ft above sea level.

Executives: Bruce Gyngell (7 network mng dir), J. H. Oswin (gen. mngtr), M. Callaghan (station mngtr), M. H. Stevenson (mngtr, engineering services), S. Willmott (finance controller), R. S. Pedder (secy), G. Healy (prod. mngtr), R. Johnson (news dir), E. F. Thomas (group sales dir), H. M. Hughes (gen. sales mngtr), R. Nairn (Sydney sales mngtr), H. N. Gardner (Melbourne sales mngtr).

Operating hours: Mon.-Fri., 6.30a.m.-12 mid.; Sat., 7am-12mid; Sun., 9.30am-12mid.

Istate repr.: Howard Gardner, 88 Acland St, St. Kilda, 3182. Phone 94-4525. NY: R. Watkins, Amalgamated Television Services Aust., Room 405, 4th floor, 1501, Broadway, New York. 10036. USA.

Rates resume (base rate): Mon.-Sun., Zone 1 (6.30pm-11pm) 60secs (week commencing) \$410, 60secs (fixed night) \$505, 60secs (fixed program) \$635; Zone 2 (6pm-6.30pm) 60secs (week commencing) \$280, 60secs (fixed night) \$320; Zone 3 (10pm-11pm) 60secs (week commencing) \$165, 60secs (fixed night) \$195, 60secs (fixed program) \$275; Zone 4 (11pm-close) 60secs (week commencing) \$65, 60secs (fixed night) \$75; Zone 5 (12 noon-6pm) 60secs (week commencing) \$85, 60secs (fixed day) \$100, 60secs (fixed program)

## THE HIGHEST AVERAGE PEAK TIME AUDIENCE OF ANY PROVINCIAL TV STATION IN AUSTRALIA



BTV Channel 6 and Translators BTV Channel 9  
Warrnambool, BTV Channel 11 Portland,  
BTV7 Nhill.

Refer Page 174 for full details

\$120; Program time: Mon.-Sun., Zone 1 (6.30-10pm) 1-hr \$1,750, ½-hr \$880; Zone 2 (12noon-6.30pm) 1-hr \$880, ½-hr \$440; all other time 1-hr \$520, ½-hr \$260.

## TCN Channel 9 Sydney

Opened: Sept. 16, 1956.

Licencee: Television Corporation Ltd. Artarmon Rd, Willoughby, 2068. (registered office), 168 Castlereagh St, Sydney, 2000 (2-0666). Telegrams & Cables Diffusion, Sydney.

Network Affiliation: National Television Network (TCN, GTV, QTQ, NWS, NBN, WIN).

Principal shareholders: Consolidated Press Holdings Limited.

Directors: Sir Frank Packer (chrmn and joint managing director), Hon. R. C. Packer (MLC) (joint managing director), N. A. Dick, Bruce Gordon, L. K. Martin, Hon. R. B. Marsh (MLC), Major Gen. Rev. C. A. Osborne, K. F. B. Packer, Rev. Father M. R. Prendergast, G. S. Reichenbach, D. E. H. Turnbull.

Transmitter and site: AWA, located Artarmon-rd, Willoughby, about 4½-miles from city.

Studios: Located with transmitter on ¾ acre site. 43-0444.

Facilities: Two studios, 35ft x 50ft and 90ft x 50ft.

Equipment: Includes five videotape recorders, one videodisc recorder, a 3-camera OB unit and a 1-camera OB unit with five microwave links and mobile power supplies. Studio equipment includes 10 image orthicon cameras. Telecine comprises two 35mm and three 16mm film scanners, one slide scanner and multiplexed vidicon chain for slides and 16mm film. In addition to videotape, station has 16mm kinerecorder plus 16mm synchronous magnetic sound recorders capable of operating with film scanners.

Operating hours: Mon.-Sat., 7am-midnight; Sun., 9.30am-11.30pm.

Technical facilities: Channel 9 (195-202 megs). Vision 196.25 megs. Sound 201.75 megs, 100kw ERP visual, 20kw ERP sound (FM).

Antenna: 1000 ft above sea level.

Executives: Hon. R. C. Packer MLC (joint managing director), N. A. Dick (asst mng dir), T. A. Miller (mngtr), L. R. Free (chief engineer), J. R. Kitto (secky), R. Haynes (prog mngtr), W. J. Barker (gen. sales mngtr), R. Newell (prod. mngtr), P. Condon (presentation mngtr).

Istate repr.: S. Chisholm, 22-46 Bendigo St, Richmond, Vic. O'seas: Charles Michelson Inc., 45 West 45th St, New York; Frank Cove, Epsom Grandstand Association Ltd, Racecourse Paddock, Epsom, Surrey.

Rates resume (base rate): Announcements,

60secs \$455 (W/C Zone 1, 6.30pm-10pm, Mon.-Fri., 6pm-10pm Sat.-Sun.); \$290 (W/C Zone 2, 6pm-6.30pm Mon.-Fri.); \$165 (W/C Zone 3, 10pm-11pm Sat.-Sun.); \$65 (W/C Zone 4, 11pm-close Sat.-Sun.); \$100 (W/C Zone 5, daytime 11.30-6pm Sun.-Sat.); 30secs \$335 (W/C Zone 1); \$210 (W/C Zone 3); \$45 (W/C Zone 4); \$70 (W/C Zone 5, daytime); 10secs \$155 (W/C Zone 1); \$100 (W/C Zone 2); \$65 (W/C Zone 3); \$22 (W/C Zone 4); \$35 (W/C Zone 5, daytime); Program time: 60mins \$1,750 (AAA, 6.30pm-10pm Sun.-Sat.); \$880 (A, 12 noon-6.30pm Sun.-Sat.); \$520 AOT, 30mins \$875 (AAA), \$440 (A), \$260 (AOT).

## TEN Channel 10 Sydney

Opened: April 5, 1965.

Licencee: United Telecasters Sydney Limited, cnr Epping & Pittwater-rds, North Ryde. 2113. Phone 88-5555. Telegrams Unilecast. Sydney sales office: 161-163 Clarence St, Sydney (29-4503). Telex AA21767.

Network Affiliation: The independent television System (TEN, ATV-0, TVQ, SAS).

Principal shareholders: AWA Ltd, CSR Ltd, Email Ltd, Bank of NSW, NBC, J. C. Williamson Ltd, NRMA.

Directors: K. O. Humphreys (chrmn), R. J. Abercrombie, Sir Lionel Hooke, E. G. F. Horne, A. G. Macpherson, Sir Charles Moses, Sir James Vernon, Leslie H. Peard Jr, G. Adler.

Studios: Cnr Epping & Pittwater-rds, North Ryde.

Transmitters: Hampden-rd, Artarmon.

Facilities: Four studios — A (8000 sq ft), B (4800 sq ft), C (800 sq ft), D (2000 sq ft). Two parallel operated AWA 5kw combined vision and sound transmitters (type TVH-5), feeding into AWA omni-directional boomerang aerial. Marconi 4½ inch image orthicon cameras and automated presentation switching facilities. Ampex videotape recorders.

Executives: Leslie H. Peard (gen. mngtr), R. T. Lord (station mngtr), R. Thyer (chief engineer), D. G. Morton (secky), P. Skelton (chief prod.), Ian Kennon (dir of sales), G. Dunkley (financial controller), Ian Holmes (dir of progs).

Operating hours: Mon.-Sat., 6.30am-12midnight, Sun., 10am-12 midnight.

Interstate representative: 582 St Kilda Rd, Melbourne (51-9991). Ian Williams (sales mngtr).

Rates resume (base rate): Programs and spots Zone 1 (6.30pm-10pm Mon.-Sun.), Zone 2 (6-6.30pm Mon.-Sun.), Zone 3 (10-11pm Mon.-Sun.), Zone 4 (11.00-close Mon.-Sun.). Daytime (open-6pm Mon.-Sun.). 60mins \$1350 (Zone 1), \$400 (Zone 3), \$290 (Zone 4, daytime); 30mins \$675 (Zone 1), \$200 (Zone 3), \$145 (Zone 4, daytime); 60secs \$405 (Zone 1), \$215 (Zone 2), \$110 (Zone 3), \$50 (Zone 4), \$90 (daytime); 30secs \$300 (Zone 1), \$145 (Zone 2), \$82 (Zone 3), \$36 (Zone 4), \$72 (daytime); 20secs \$240 (Zone 1), \$115 (Zone

2), \$55 (Zone 3), \$24 (Zone 4), \$54 (daytime); 10secs \$150 (Zone 1), \$72 (Zone 2), \$44 (Zone 3), \$15 (Zone 4), \$36 (daytime).

### BKN Channel 7 Broken Hill

Opened: August 16, 1968.

Licensee: Broken Hill Television Limited. Registered office, 235 Argent St, Broken Hill, NSW, 2880. PO Box 472. Phone 6013. Telex Bhilltv AA67242.

Studio and transmitters: Rocky Hill, Broken Hill, PO Box 472. Phone 6013. Telegrams and Cables, Hillvideo.

Principal shareholders: J. M. Sturrock Pty Ltd (102,000), Electronic Industries Ltd (10,000), Broken Hill Theatres Pty Ltd (10,000), others (78,000).

Directors: P. J. Martin (chrmn), J. D. Crowley, K. J. Chorlton, J. M. Sturrock, C. C. Zahara (mng dir).

Executives: M. J. Hennessey (mngr and chief eng.).

Transmitter and site: Pye 5kw, co-sited with studio at Rocky Hill. Channel 7 offset (181-188MHz). Vision 182.24MHz, (sound 187.74MHz).

Antenna: Rohde-Schwarz vertical polarisation, with major power lobe towards Menindee.

Technical facilities: Studio (700 sq. ft) 2-Pye vidicon cameras; facilities for opaque captions. Dual multiplexed 16mm film and slide scanners. Astor video and audio control and monitoring equipment with semi-automatic sequence switching and remote control.

Pstate repr.: J. M. Sturrock Pty Ltd—65 York St, Sydney (29-8431), 343 Little Collins St, Melbourne (60-1617), 341 Halifax St, Adelaide (23-1037).

Rates resume (base rate): 60secs (Zone 1 7-9.30pm) \$31, (Zone 2 6-7pm, 9.30pm-close) \$28, (Zone 3 open-6pm) \$14; 30secs Zone 1 \$23, Zone 2 \$21, Zone 3 \$10.50; 20secs Zone 1 \$19, Zone 2 \$17, Zone 3 \$8.50; 10secs Zone 1 \$14, Zone 2 \$12, Zone 3 \$6; 5secs Zone 1 \$7, Zone 2 \$6, Zone 3 \$3; 60mins Zone 1 \$154, Zone 2 \$140, Zone 3 \$70; 30mins Zone 1 \$88, Zone 2 \$80, Zone 3 \$40; 15mins Zone 1 \$58, Zone 2 \$53, Zone 3 \$26.50; 10mins Zone 1 \$43, Zone 2 \$39, Zone 3 \$19.50; 5mins Zone 1 \$33, Zone 2 \$30, Zone 3 \$15.

### CBN Channel 8 Orange

Opened: March 17, 1962.

Licensee: Country Television Services Ltd. Box 465, PO Orange, 2800. Phone Orange 62-2288. Telegrams Cebtes, Orange.

Directors: Sir Robert C. Wilson, S. S. Ick-Hewins, A. Burton Taylor, Sir Harry Budd, A. Ridley, C. H. Neville, H. L. Milling.

Interests represented: Email Limited, The Land Newspaper Ltd, Western Newspapers Ltd, Western Daily Pty Ltd, Country Life

Newspaper Co. Ltd, Graziers Asscn, NSW.

Operating hours: Mon., Wed., Fri., 3.30pm-10.30pm; Tues., Thur., 1.30pm-10.30pm; Sat., 4pm-11pm; Sun., 12.45pm-10.30pm.

Equipment and facilities: Major part of studio and transmitter equipment by RCA (US manufacture), tower by Electric Power Transmission Pty Ltd, antenna by RCA.

Transmitter building and tower at Mt Canobolas (approx. 11 miles from Orange). Tower 390ft high on a site 4482ft above sea level. Top of antenna 4872ft above sea level and 2035ft above average terrain. ERP, 100kw.

Studio building: 6½ acre site on Bathurst Rd, Orange. Sizes of studios, 60ft x 40ft and 29ft x 23ft.

CBN operates CWN and also relays programming through four repeater stations at Lithgow, Kandos, Mudgee and Cobar.

Pstate repr.: Television Time Sales Pty Ltd, 187-191 Macquarie St, Sydney (221-1466); Hugh Anderson Pty Ltd, 130 Exhibition St, Melbourne (63-2904); Keith Coles, 95 Currie St, Adelaide (51-4926); Bede Williams & Associates, Brisbane (2-6660).

Rates resume (base rate): Zone 1 (6.30-9.30pm), 60secs \$145, 30secs \$110, 20secs \$85, 10secs \$60; Zone 2 (6-6.30 & 9.30-10pm), 60secs \$110, 30secs \$85, 20secs \$65, 10secs \$50; Zone 3 (5.30-6 & 10-11pm), 60secs \$70, 30secs \$55, 20secs \$40, 10secs \$30; Zone 4 (open to 5.30pm), 60secs \$40, 30secs \$30, 20secs \$20, 10secs \$15.

### CTC Channel 7 Canberra

Opened: June 2, 1962.

Licensee: Canberra Television Limited, Canberra Television Centre, Black Mountain, Canberra, ACT, 2601; PO Box 633, Canberra City, 2601. Phone 48-8255 (4 lines). Telegrams CeeTeeCee. Telex 62046.

Interests represented: Federal Capital Press of Australia Pty Ltd (The Canberra Times) 30pc. Nominal capital \$1million. Issued capital \$600,000 in 1,200,000 50c stock units.

Directors: A. T. Shakespeare (chairman), R. W. C. Anderson (deputy chrmn), S. Jamieson, K. W. Tisdell, G. N. Small.

General manager, G. K. Barlin; chief engineer, J. D. Stewart.

Studio and transmitter: Site, Black Mountain, Canberra. Main transmitter 13.5kw (RCA), standby, 500watts (also RCA). 100kw vision, 20kw sound. 181-188 mcs, vertical polarisation.

Relays to Channel 10 Cooma and Goulburn, on vertical polarisation.

Studio facilities: Two 4½ inch image orthicon cameras, one vidicon presentation camera. Two vidicon telecine chains equipped with two RCA TP-6 16mm projectors and two TP-7 2 inch x 2 inch slide projectors, three RCA TR-22 transistorised videotape recorders, four camera o.b. unit with four sets microwave links.

Rates resume (base rate): Zone 1 (6.30pm-10.30pm); Zone 2 (4.30pm-6.30pm); Zone 3 all other times. (Zone 1) 60secs \$110, 30secs \$83, 20secs \$66, 10secs \$38; (Zone 2) 60secs \$60, 30secs \$45, 20secs \$35, 10secs \$25; (Zone 3) 60secs \$40, 30secs \$35, 20secs \$25, 10secs \$15.

Istate Repr.: Television Associates Pty Ltd; Ron Frank, Sydney (27-3678); John Niere, Melb. (51-6945).

### CWN Channel 6 Dubbo

Opened: Dec. 1, 1965.

Licensee: Country Television Services Limited, Bathurst Rd, Orange, 2800. Phone Orange 62-2288. Telegrams Cebtes Orange.

Owned by Country Television Services Ltd, CBN, shareholders same as for that company.

Transmitter site: Mt Cen Guaich, Warrumbungle Mountains near Coonabarabran. AWA transmitter. On relay from CBN studios at Orange.

Directors, executives, studios, operating hours, I/state repr.: see CBN Channel 8 Orange.

Rates included in combined rate with CBN.

### ECN Channel 8 Taree

Opened: May 27, 1966.

Licensee: East Coast Television Limited, Cowper St, Chatham, Taree, NSW, 2430. PO Box 337. Phone Taree 1165.

Complete relay taken from NRN Channel 11 Coffs Harbour.

Signal area: Macksville to Seal Rocks.

### MTN Channel 9 Griffith

Opened: Dec. 15, 1965.

Licensee: Murrumbidgee Television Ltd, Remembrance Driveway, Griffith, 2680. PO Box 493. Phone 62-1999. Telex 69991.

Principal interests: 2RG Broadcasters Pty Ltd, Henry Jones & Co. (Sydney) Pty Ltd.

Directors: D. F. Boyce (chairman), B. H. Maguire, W. R. Gamble, H. R. Alexander, M. E. Farley, Sir Charles Moses, A. M. Robinson.

Executives: General manager, W. R. Gamble; program manager, S. R. Townsend; sales manager, N. E. Murphy; R. Kuypers (chief eng.).

Mast: 550ft EPT guyed mast with Rhode and Schwartz aerial.

Transmitter: AWA 10kw situated on Mt Bingar, 14 miles from Griffith.

Facilities: 44ft x 42ft studio equipped with two vidicon cameras, telecine equipped with Debie projectors and Marconi automated

studio switcher, videotape and darkroom facilities.

Operating hours: 4.30pm-11pm daily.

Istate repr.: Dargaville & Associates, 32 York St, Sydney, 29-7571; Television Advertising Representatives Pty Ltd, 34 Queens Rd, Melbourne. 26-3641; Keith Coles, 95 Currie St, Adelaide. 51-4926; Bede Williams, 160 Edward St, Brisbane. 2-6660.

Rates resume (base rate): (7.30-9.30pm), 60secs \$60, 30secs \$48, 20secs \$40, 10secs \$30; (6-11pm); 60secs \$55, 30secs \$44, 20secs \$34, 10secs \$26, (4.30-6pm); 60secs \$40, 30secs \$30, 20secs \$25, 10secs \$18, (daytime); 60secs \$30, 30secs \$25, 20secs \$20, 10secs \$15; Discounts 2pc to 24pc.

### NBN Channel 3 Newcastle

Opened: Mar. 4, 1962.

Licensee: Newcastle Broadcasting and Television Corporation Limited, Mosbri Crescent, Newcastle, 2300. Phone 2-0321 Telegrams Chanthree. Telex 28114.

Network affiliation: National Television Network (TCN, GTV, QTQ, NWS, WIN, NBN).

Directors: Lawford Richardson (chairman), H. H. Richer, A. Forsythe, R. V. Cater, G. G. Fisher, D. N. Rankin.

Executives: Lawford Richardson (chief exec.), K. W. Stone (gen. mgr), K. W. Brown (sales mgr), H. J. McPhee (chief eng.), B. N. Nash (co. secty), A. B. Newman (stn mgr).

Tower and Antenna: Tower EPT, antenna RCA. 1640ft above sea level, located at Great Sugarloaf Mountain.

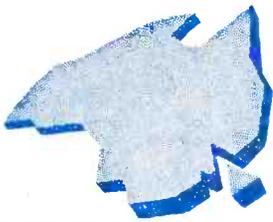
Transmitters: Parallel RCA 6kw. Vision carrier 100kw ERP, sound carrier 20kw, ERP. Channel 3—85-92megs.

Studios: Building (247 squares) located in Mosbri Cres., ½ mile from centre of city. Studios 50ft x 70ft (main studio) and 20ft x 25ft (presentation).

Equipment: Three 4½ inch image orthicon cameras (one with zoom lens), one vidicon camera, two telecine chains, one opaque scanner, electronic special effects unit, film processing facilities, five television tape recorders, dual S/T microwave links, OB van equipped with two image orthicon cameras and television tape recorder.

Representation: Ken Brown, sales manager, NBN, 36 Clarence St, Sydney, 2000 (29-2053); Neil Reeman, 31 Coventry St, South Melbourne, 3205 (699-1377); Bede Williams, 29 Maxwell Street, New Farm, 4005 (58-1600); Gordon McLaughlin, 163 Archer St, North Adelaide, 5006. (67-1837).

Rates resume (base rate): Zone 1 (Mon.-Fri., 5.55pm-9.35pm; Sat.-Sun., 6pm-9.30pm), 60secs \$220, 30secs \$150, 20secs \$120, 10secs



# True chip off the old block

**NBN3 is the only channel that covers the \$350,000,000  
Newcastle market**

## TEST MARKET PROSPECTS

The Newcastle/Hunter Valley area forms an ideal test market because it is typical of the Commonwealth in proportions of workforce and in areas of income generated.

Viewing area has population growth of over 2% p.a. It contains 109,800 occupied houses, and 7,740 occupied flats, and there are 107,732 private motor vehicles in the viewing area.

### Employment Comparison (1966)

% in Commonwealth	% in NBN Viewing Area
10.6%	Employed in Primary Industry ..... 11.4%
27.4%	Employed in Secondary Industry ..... 30.2%
62.0%	Employed in Tertiary Industry ..... 58.4%
100.0%	100.0%

### Income Generated Comparison

% in Commonwealth	% in NBN Viewing Area
16%	Income Generated Primary Industry ..... 14%
30%	Income Generated Secondary Industry ..... 34%
54%	Income Generated Tertiary Industry ..... 52%
100%	100%

## AUDIENCE FACTS

Population	132,000 families	447,000 people
TV Families	119,000 families	90% of all families
TV People	405,000 people	91% of all people
Authority—Anderson Survey, Newcastle, June 1970.		

## WORK FORCE

Primary (rural, mining)	18,364	11.4%
Secondary (manufacturing)	48,573	30.2%
Tertiary (commerce, transport, public service, professions, etc.)	94,138	58.4%
	<b>TOTAL</b>	<b>161,075</b>
		<b>100.0%</b>

## INDUSTRIAL

Factories — total payroll \$145.2 million.  
Gross value of output — \$771.7 million (larger than W.A.)  
Steel — over 2 million tons produced each year.  
Coal — 45% of Australia's black coal.  
Electricity — over 70% of N.S.W. production.

## RETAIL

Growth of retail sales — \$152M to \$252M in 9 years.  
Latest estimate — \$350M (Hunter Valley Research Foundation).  
How each retail \$1 is spent (based on latest available commodity details for 1962).

Each \$1 spent	\$M
0.32 Food	79.2
0.10 Tobacco	27.4
0.15 Clothing	37.8
0.13 TV, Electrical	34.6
0.22 Cars, Petrol	56.4
0.08 Other	16.0
\$1.00	\$251.4M



**NBN  
NEWCASTLE**

Mosbri Crescent  
Telephone 2 0321

SYDNEY Ken Brown National Sales Manager David Jefferys Sydney  
Sales Manager 36-38 Clarence Street, Sydney NSW 29 2053 MELBOURNE  
Neil Reeman Melbourne Sales Manager 31 Coventry Street, South  
Melbourne Victoria 699 1377 ADELAIDE Gordon McLaughlin 163 Archer  
Street North Adelaide SA 67 1837 BRISBANE Bede Williams 29 Maxwell  
Street New Farm Qld 58 1600. NBN:P147

\$72. Zone 2 (Mon.-Fri., 9.35pm-10.35pm, Sat., Sun. 9.30pm-10.30pm) 60secs \$133, 30secs \$90, 20secs \$72, 10secs \$44. Zone 3 (Mon.-Fri., 1pm-5.55pm, Sat., Sun. 1pm-6pm) 60secs \$65, 30secs \$45, 20secs \$35, 10secs \$20. Zone 4 (Mon.-Sun., open to 1pm, Mon.-Fri. 10.35pm-close, Sat., Sun. 10pm-close) 60secs \$45, 30secs \$30, 20secs \$24, 10secs \$14.

## NEN Channel 9 Tamworth

Opening date: April 10, 1965.

Licensee: Television New England Limited. PO Box 317 Tamworth, 2340. Phone Tamworth 65-7066.

Principal interests: Broadcast Amalgamated Ltd, Tamworth Newspaper Co. Ltd, Northern Newspapers Pty Ltd, New England Broadcasters Pty Ltd, Armidale Newspaper Co. Ltd, Broadcast Amalgamated Ltd Employees' Retiring Fund, V. & S. F. Sheffer.

Directors: H. Joseph (chrmn), W. A. Baxter, L. D. Higginbotham, W. Higginbotham, M. M. Moroney, J. B. Regan, S. F. Sheffer, D. J. R. Sommerlad, B. M. Treloar.

Executives: M. M. Moroney (gen. mngr), K. D. Smith (station mngr and secy), O. E. Bartle (chief engineer).

Transmitter site: Mt Dowe on Kaputar Plateau. 550ft mast.

Studio site: Calala, Tamworth.

Equipment and facilities: One studio, 2700 sq ft, 2 EMI studio vidicons with zoom and turret lenses, 116ft Cyclorama, drop curtain, rear projection facilities (still), 4 Debric telecine projectors, caption scanner, 2 x 32 slide projectors, 2 RCA cassette tape recorders, film processing facilities, two Ampex VTRs, one Arriflex SOF camera single or double system magnetic sound 10-1 zoom.

Operates and relays to Armidale translator, Channel 1, and to Glen Innes and Walcha translators.

Operating hours: 58 hrs weekly — 1pm-3.30pm Mon.-Fri.; 5pm-11pm Mon.-Sat; 1pm-10.30pm Sun.

I'state repr.: Country Radio & Television Pty Ltd, 131 Clarence St, Sydney, 2000 (29-6021); John Havre, 422 Collins St, Melbourne, 3000 (67-3011); Bede Williams & Associates, 29 Maxwell Street, New Farm (2-6660); Gordon McLaughlin Pty Ltd, 163 Archer St, North Adelaide, 5006 (67-1837).

Rates resume: AAA Time (6pm-10pm), 60secs \$105, 30secs \$79, 20secs \$63, 10secs \$42. AA Time (5pm-6pm, 10pm-close) 60secs \$63, 30secs \$47, 20secs \$38, 10secs \$25. A Time (1pm-5pm) 60secs \$43, 30secs \$32, 20secs \$26, 10secs \$17.

Principal interests: Daily Examiner Pty Ltd, Grafton, Radio Kempsey Ltd, Amalgamated Wireless (A/asia) Ltd.

Directors: Dr I. A. Page (chmn), D. J. O'Dell, B. L. Miller, J. B. Chataway, A. J. S. Gilchrist, J. I. Moorhead.

Executives: John McKenzie (mngr), Bert Beasley (chief eng, asst mngr), Norm Brown (sales mngr).

Transmitter site: Mount Moombil. Studio site: Pacific Highway, Coffs Harbour.

Transmitter and site: AWA TVH-10 outputs, 10kw vision, 2kw sound. Standby, spare modulator and exciter units for TVH-10.

Technical facilities: Channel 11, ERP 100kw vision, 20kw sound.

Antenna: AWA ten stack panel type, directional gain 11.0.

Studio (presentation): 27ft x 20ft, with overhead grid system lighting, full length wall syke, two Marconi vidicon Type BD864 with 0.8inch-5inch lens and Cannon motorised zoom. Four RCA microphones (BK5B, BK6B); four-speed turntables with Ortophon pick-ups; announcers booth with RCA BK5B for v/o and RCA cartridge tape recorder with two playback units.

Telecine: Two 16mm film/slide chains equipped with TVF2 vidicon camera chain, Marconi BD923F multiplexer, two Debric 16 mm projectors (second chain one projector), and Selectroslide dual drum slide projector. One AWA caption scanner equipped with TVF1 vidicon camera chain, station clock, flipcard assembly (scanned dimensions 11 inches x 8¼ inches), and miniature stage.

Master control: Marconi vision mixer 841 cut and dissolve with preview, continuous monitoring of each vision output, three Marconi picture and wave form monitors type BD873 and sound control console (dual channel AWA).

Studio to transmitter link: Utilises two AWA TVL-1 links operating in 7 G/ms. Band on dual path 16.4miles to Mt Moombil, 3400 ft above sea level.

Auxiliary power: Studio — 150 KVA (remote operation), transmitter — 100 KVA (remote).

Operating hours: Mon. & Fri. 4pm-10.30pm, Tues., Wed., Thurs., 2.30pm-10.30pm, Sat. & Sun., 5pm-10.30pm.

I'state repr.: Dargaville Associates Pty Ltd, Sydney, 32 York St (G. Beer) 29-7571; Sth Melbourne, 150 Albert Road (H. Lyon) 69-7461; Brisbane, 172 Edward St (R. Joyce) 31-2621; Adelaide, 68 North Terrace, Kent Town (I. S. Smith) 63-5092.

Rates resume (base rates): Peak time 7-9.30pm, 60secs \$80, 30secs \$60, 20secs \$45, 10secs \$32; 6-7pm and 9.30-10pm, 60secs \$56, 30secs \$42, 20secs \$32, 10secs \$22; open-6pm and 10pm-close, 60secs \$35, 30secs \$25, 20secs \$20, 10secs \$15.

## NRN Channel 11 Coffs Harbor

Opening date: Jan. 23, 1965.

Licensee: Northern Rivers Television Ltd, Pacific Highway, Coffs Harbour, 2450. Phone 1201. PO Box 400. Telegrams Enareleven. Telex 66961.

**RTN Channel 8 Lismore**

Opened: May 12, 1962.

Licensee: Richmond Tweed TV Limited, 11 Molesworth St, Lismore, 2480. Phone Lismore 21-2351 (4 lines).

Principal interests: Northern Star Ltd, Richmond River Broadcasters Pty Ltd (2LM), Tweed Radio and Broadcasting Co. Pty Ltd (2MW), Tweed Newspaper Co. Pty Ltd, Casino Newspaper Pty Ltd.

Directors: Hon. J. C. McIntosh, MLC (chairman), A. A. Budd, J. I. Glynn, H. C. Junor, F. J. Liddy, Hon. R. W. Manyweathers, MLC, J. A. M. Stockdale.

General Manager.: G. M. Doust.

Chief engineer: H. G. Green. Sales manager: L. J. Magee.

Tower: 250ft EPT with Rhode & Schwartz antennae, on Mt Matheson, 2636ft above sea level and 18 air miles from studio site at Goonellabah, near Lismore. ERP, 100kw vision 20kw sound; 189.25 megs vision, 194.75 megs sound.

Facilities: 50ft x 40ft studio equipped with two vidicon cameras. Telecine area equipped with two vidicon chains with four 614 CVBM projectors, two 2inch slide projectors and one caption scanner for 12 x 9inch graphics, VR1100 and VR1200 videotape recorders, Mosley remote control unit model PBR-21, Staer read-out unit with 32 channels, main and standby 470 mc/s transmitters, receiver 470 mc/s (for return information), Tectronix 529 waveform monitor, Riker vertical interval test signal equipment.

RTN operates three translator stations on Channel 5, serving the Murwillumbah, Kyogle and Bonalbo areas.

Operating Hours: Mon.-Fri. 1.00-3pm, 4.30-10.30pm; Sat., 5.00-10.30pm; Sun., 4.30-10.30pm.

Signal area: South of Grafton to Gold Coast.

I'State repr.: David Livingston, TV Time Sales, 187-191 Macquarie Street, Sydney (221-1466); Hugh Anderson, 130 Exhibition St, Melbourne (63-3674); John Penglis, 160 Edward St, Brisbane (2-9473); Keith Coles, GPO Box 973H, Adelaide (51-4926).

Rates resume (base rate): AAA (6.30pm-10pm). 60secs \$90, 30secs \$66, 20secs \$54, 10secs \$36.

**RVN Channel 2 Wagga**

Opened: June 19, 1964.

Licensee: Riverina Television Limited, Television Centre, Wagga. PO Box 2, Koorringal, via Wagga Wagga. Phone 21-1222. Telegrams, Rivtel.

Principal Interests: Estate late E. V. Roberts, Henderson Holdings Pty Ltd, Elwood Pty Ltd.

Directors: W. J. Hucker (chairman), J. W. C. d'Apice, F. B. Twomey, Mrs G. Linden, G. K. Dunn, J. C. Jackson, R. W. Henderson.

Executives: Gen. mngr: W. P. Marsden (FAI). Chief engineer: S. W. McDonald. Asst mngr: Richard Gray.

Transmitter: AWA twin 10kw remote controlled situated 2490ft ASL on Mt Ulandra, 38 air miles north east of Wagga.

Mast: 550ft guyed mast.

Studios: 2400 sq ft studio; film cameras and processing facilities, two vidicon studio cameras, AWA and Marconi equipment, two Ampex videotapes.

Operating hours: 4pm-11pm, Mon., Tues., Thurs., Fri.; 12.30pm-11pm Wed.; 3pm-11pm Sat. and Sun.

I'State Repr.: Television Associates Pty Ltd, Australia Square Tower, Sydney, 2000 (27-3678); 582 St Kilda Road, Melbourne, 3000 (51-6945).

**WIN Channel 4 Wollongong**

Opened: March 18, 1962.

Licensee: Television Wollongong Transmissions Limited. Studio & offices, Fort Drummond, Mt St. Thomas, Wollongong, 2500. Phone 2-6444. Cables Winteevee. Telex Winfour AA29003. PO Box 1800.

Network affiliation: National Television Network (TCN, GTV, QTQ, NWS, WIN, NBN).

Principal interests: Euroka Pty Ltd, 13.18pc; Far Pty Ltd, 10.85pc; Interstate Television Holdings Pty Ltd, 10.10pc; Media Securities Ltd, 18.81pc.

Directors: W. Simpson (chairman), F. J. O'Donnell, H. H. Robinson, K. C. Wiseman, T. A. Maguire, W. Lean, W. L. C. Davies.

Executives: General manager, W. Lean; chief engineer, Keith Roberts.

Tower: 300ft EPT, with RCA TFD-32FS antenna at Knight's Hill near Robertson, 2550ft above sea level and 18 air miles SW of Wollongong. ERP: 100kw.

Directional aerial throw 200kw ERP 40 and 210 degrees from true north, 25kw 120 and 310 degrees, 100kw to north, 80, 160 and 260 degrees. 50w translator (WIN 11) situated at Mt Wandera and serving Bateman's Bay/Moruya/Narooma. ERP: 1kw.

Studio: 50ft x 40ft buildings at Fort Drummond, Mount St Thomas, Wollongong. RCA microwave link to transmitter. Three Philips Plumbicon studio cameras, two telecine chains and two slide projectors. Houston Fearless film processing equipment, Auricon sound-on-film camera, 400ft magazine, magnetic stripe recording facilities, two Ampex videotapes.

I'State repr.: Rod Lester (sales mngr), Jeff Cole, Craig Hannam, 159 Kent St, Sydney (27-9123, 27-6820); Cliff Wray, 31 Coventry St, South Melbourne (699-1681).

Rates resume (base rate): AAA Time (6-10pm), 60secs \$100, 30secs \$75, 20secs \$60, 10secs \$36; AA Time (5-6pm and 10pm-close), 60secs \$65, 30secs \$45, 20secs \$35, 10secs \$20, A Time (all other times), 60secs \$30, 30secs \$24, 20secs \$17, 10secs \$10.



# Perhaps you should stop blaming the creative department for low recall of commercials and start talking to media.

When your commercial is scheduled amongst 11 minutes of other commercials in an hour, its recall can drop out of mind. And if it is one of four commercials in a break compared with only three, it has even less chance of being remembered.

These facts are known to all commercial television stations. GTV Channel Nine guarantees an absolute maximum of nine minutes of commercials per prime time hour — two minutes less than allowed by

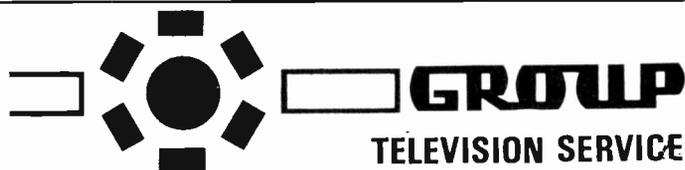
the Australian Broadcasting Control Board. Only GTV Channel Nine guarantees to run no more than three commercials in a break. With less competition your commercial performs better, your product has greater impact.

These are the facts about TV advertising for 1971. Don't ignore them.



# Television stations

● *Victoria*



TELEVISION SERVICES PTY. LTD.

566 St. Kilda Road, Melbourne. 3004. Phone 51 3901  
169 Pacific Highway, North Sydney. 2060. Phone 92 4513  
After Hours: MELBOURNE — Phone 725 6322. SYDNEY — Phone 449 3780

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## ATV Channel 0 Melbourne

Opened: August 1, 1964.

**Licensee:** Austarama Television Pty Ltd. Studios and offices, cnr Hawthorn and Springvale Rds, Nunawading, 3131. Phone 232-6211. Telegraphic address, Austarama. City address: 489 Swanston St, Melbourne, 3000. Phone 34-8391.

**Sydney office:** 39 York St, Sydney, 2000. Phone 29-6291.

**Network affiliation:** Independent Television System (ATV-0, Melbourne; TEN, Sydney; TVQ, Brisbane; SAS, Adelaide).

**Interest represented:** Ansett Transport Industries Ltd.

**Directors:** Sir Reginald Ansett, R. L. Cooper, H. J. Clappison, H. W. Poulton.

**Executives:** M. J. Ryan (gen. mngr), F. N. Carlyon (asst gen. mngr — programming), M. C. Stuart (secty & business mngr), G. H. Davey (chief eng.), P. Britnell (prog. mngr films), C. Radley (gen. sales mngr), B. Ferguson (publ. & prom. mngr), I. A. McFarling (news dir.), P. H. Gibbs (sporting editor).

**Transmitter and site:** RCA 25/5 Kw with 6 Kw/1.5Kw Standby. Located Burke's Look-out, adjacent to Mt. Dandenong, approx. 20 miles from the city.

**Studios:** Cnr. Hawthorn and Springvale-rds, Nunawading. Total area 130,000 sq ft.

**Facilities:** Three studios; one 7500 sq ft and two of 1350 sq ft. A further large studio of 7500 sq ft planned. Full air conditioning with emergency power available.

**Remote facilities:** Mobile studio drawn by a prime mover which can be readily detached, allowing the studio unit to be fully self-contained with own power plant and air conditioning. Unit is equipped with three 1/2 inch RCA TK-60 cameras, fitted with Varotal 111 zoom lens. Complement of fixed lens also available. Audio console equipped with 12 channels, having foldback and pre-listen facilities. A single transcription unit together with a cartridge tape record-replay unit provided. **Newsmobile:** Equipped with one RCA TK-31 3/4 inch Orthicon camera concealed in the roof of the van, being raised and lowered via a hydraulic pedestal. Equipped with a 6 channel audio mixer and designed for telecasting live instant news.

**Equipment:** Nine 4 1/2 inch RCA TK-60 image orthicon cameras, four Varotal V zoom lens, full complement of Ortol fixed lens, three Riker vision switchers with special effects, one studio vidicon camera, three RCA TR-22 videotape recorders — one fitted with electronic editing, one RCA TR-5 videotape recorder, two RCA TR-70 videotape recorders — one fully color equipped and fitted with digital electronic editing, one Ampex VR-3000 back pack portable videotape recording system fitted with an Ampex BC-300 monochrome camera, three multiplexed telecine chains fitted with RCA TK-22 vidicon cameras, TP-66 projectors and TP-

7 slide projectors, one RCA TK-27 color film camera multiplexed to TP-66 film projectors and TP-7 slide projectors, this system also equipped with a TK-22 camera for monochrome operation, eight micro-wave links, two McCurdy 24-channel stereo audio mixers, two 12-channel McCurdy audio mixers together with cartridge tape recording systems and RCA TR-21 stereo console recorders, Ampex AG-440 4-track audio recorders, EMT reverberation plate. Program control utilises RCA TSA-3 preset automatic program switcher. RCA TFR-1 film transfer machine coupled to a Kodak Viscomat instantaneous film processor.

**Technical facilities:** Channel 0 (45-52mcgs). Vision 46.26mcgs. Sound 51.76mcgs. 100kw ERP visual.

**Antenna:** Self-supporting 590ft, located 1950ft above sea level. Emergency power available.

**Operating Hours:** Mon.-Sat., 9am-12midnight; Sun., 12noon-12midnight.

**Ustate repr.:** A. K. Simpson, 39 York St, Sydney. Phone 29-6291. **O'seas:** D. L. Taffner Ltd, 39 West 55th St, New York, NY 10019, USA.

**Rates Resume (base rate):** Zone 1 (peak night) 6.30pm-9.30pm Sun.-Sat., 60secs (preferred placement) \$385, 60secs (rotation) \$360, 60secs (week commencing) \$325, 60secs (B/B preferred placement) \$440, 60secs (B/B rotation) \$415, 60secs (B/B week commencing) \$375, 30secs (preferred placement) \$300, 30secs (rotation) \$275, 30secs (week commencing) \$250, 20secs \$220, 10secs \$135. Zone 2 (off-peak night) 9.30-10.30pm Sun.-Sat., 60secs \$240, 60secs (B/B) \$280, 30secs \$160, 20secs \$125, 10secs \$75. Zone 3, 6pm-6.30pm Sun. Sat., 60secs \$100, 60secs (B/B) \$115, 30secs \$65, 20secs \$47, 10secs \$35. Zone 4 (late night) 10.30pm-close Sun.-Sat., 60secs \$90, 30secs \$60, 20secs \$45, 10secs \$30. Zone 5, noon-6pm Sun.-Sat., 60secs \$75, 30secs \$50, 20secs \$35, 10secs \$25. Zone 6 open-noon Sun.-Sat., 60secs \$30, 30secs \$20, 20secs \$15, 10secs \$10. Live sport (except football), direct telecasts, open-5pm (special rates may apply at various times) 60secs \$75, 30secs \$50, 20secs \$35, 10secs \$25. Zone AAA, 7pm-10pm, 1hr \$1250, 1/2hr \$625; Zone AA, 6pm-7pm, 1hr \$630, 1/2hr \$315; Zone A, 5pm-6pm 10pm-close, 1hr \$440, 1/2hr \$220; AOT (all other times), 1hr \$310, 1/2hr \$155.

## GTV Channel 9 Melbourne

Opened: Jan. 19, 1957.

**Licensee:** General Television Corporation Pty Ltd. Studios and offices, Television City, 22-46 Bendigo St, Richmond, Vic., 3121. Phone 42-0201. Telegrams Geeteevee. Telex AA30189.

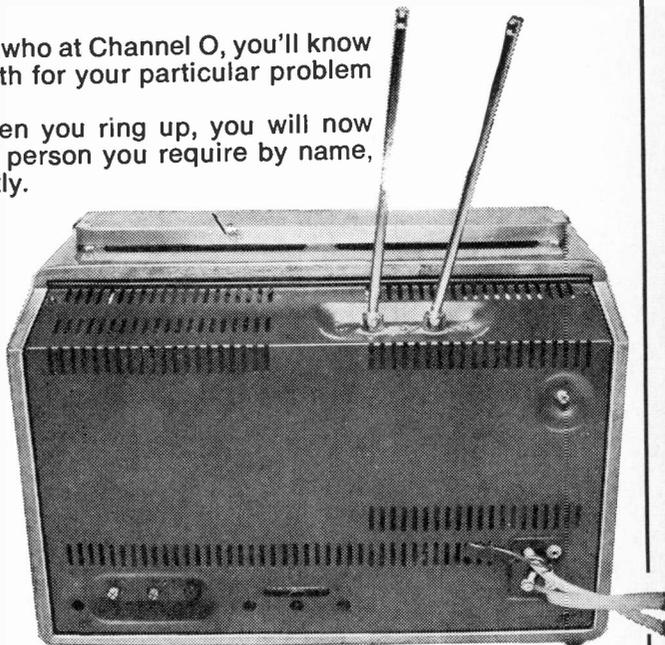
**Network affiliation:** National Nine Network (GTV, QTQ, NWS, TCN, NBN, WIN).

# The men behind the screens.

When you know who's who at Channel O, you'll know who to get in touch with for your particular problem or query.

To save hang-ups when you ring up, you will now be able to ask for the person you require by name, and contact him directly.

Below is the key to our Sales Executives.



**Melbourne Sales Office**  
489 Swanston Street,  
Melbourne, 3000,  
Victoria.

34 8391

Melbourne Sales  
Manager  
Ray Weinberg

Assistant Sales  
Manager (Melbourne)  
Peter Cooper

Senior Account  
Executive  
Harry Considine

Sales Executive  
Barry Bishop

Retail Sales Consultants  
Alan Clarke  
Rex Wilcox  
Keith Linden

**Melbourne Sales  
Servicing (Studio)**  
Hawthorn & Springvale  
Roads, Nunawading,  
Vic., 3131.

232 2611

General Sales Manager  
Claude Radley

Research Director  
Allan Taylor

Traffic Manager  
Ron Munro

Traffic Co-ordinator  
David Goodey

Sales Co-ordinator  
John Dove

Material/Copy Clerk  
Trevor Gangmark

Chief Accountant  
R. Jury

Cost Accountant  
P. Stanton

Accounts Queries  
Colin Cowell

Commercial Production  
Supervisor  
Trevor Pope

Commercial Production  
Director  
Ken Mott

Promotions  
B. Ferguson

**Sydney Sales Office**  
39 York Street,  
Sydney, 2000. N.S.W.  
29 6291

Sydney Sales Manager  
Keith Simpson

Sydney Sales  
Executives  
Ed. Ward  
Dick McDonald

ATV/125H

# "WHO'S WHO" AT CHANNEL 7 MELBOURNE



## EXECUTIVE

Executive Director: K. S. Cairns  
 Manager: R. P. Casey

## SALES

Sales Manager: J. H. Sturzaker  
 Asst. Sales Manager: K. Carroll  
 Sales Representatives: Mrs. P. Quirke  
 B. Mitchell  
 G. Fenton  
 B. Moloney  
 Traffic Manager: D. Saunders

## SYDNEY SALES OFFICE

Manager: B. Forsyth  
 Sales Representative: A. Flanagan

## INTERSTATE REPRESENTATION

Brisbane: M. Norris  
 Adelaide: G. Edwards

Tel. — Melb. 69 0771, Sydney 27 3117,  
 Bris. 36 0111, Adelaide 6 8591.



Interests represented: The Greater Union Organisation Pty Ltd, Independent Television Corporation Pty Ltd, TCN (Nos. 1-5) Pty Ltd.

Directors: R. C. Packer (chrnm and mng dir), N. A. Dick (asst mngr dir), Sir William Dunk (deputy chrnm), Sir Frank Packer, Sir Norman Bede Rydge, K. F. B. Packer, J. R. Kitto, F. Gilder, J. Hacking, Maj. Gen. The Reverend C. A. Osborne, H. W. B. Chester.

Executives: Eric Fisher (mngtr), Rodney Biddle (station mngtr), Tom O'Donohue (chief eng.), Jim McKay (prog. mngtr), Leon Hill (nat. sales mngtr), David Mattingley (Vic. sales mngtr), Chris Bowen (film mngtr), Peter Richardson (Sydney mngtr), Miss Josie Conway (continuity mngtr).

Transmitter and site: Siemens & Halske, 10/2kws, located Observatory Lookout, Mount Dandenong (approximately 20 miles from city).

Standby sound and vision transmitter: Pye 5/1kws. Dual emergency power generators on the site.

Facilities: Three TV studios 9000 sq. ft, 5000 sq. ft and 2000 sq. ft; one film studio 900sq. ft; one sound recording studio 2450 sq. ft; sales convention studio 1700 sq. ft; ballet rehearsal studio 3350 sq. ft; garden set with swimming pool, carpentry and scenery workshops, storage area, artists' dressing room.

Equipment: Includes 16 image orthicon cameras, five Ampex videotape recorders (Hi-Lo band), Ampex back-pack-portable camera BC300 and video recorder VR3000 available separately if wanted, Ampex HSI100 slow motion videodisc, two video film recorders (inc. married optical and unmarried magnetic sound facils.), five telecines (incorporating 35mm and 16mm cine film, 35mm slides), opaque caption scanner, two outside broadcast units, microwave units, two studio cranes, pedestals; five zoom lenses, full commercial 35mm and 16mm film processing and printing facils., black and white; and sound recording mixing and dubbing facils., for both film and disc release, Ampex 12 track audio tape recorder.

Technical Facilities: Channel 9 (195-202mcs. Vision, 196.25mcs. Sound, (201.75-mcs.), 100kw visual, 20kw ERP Sound.

Antenna: 2290ft. above sea level.

Operating Hours: Mon.-Fri., 6.30am-midnight; Sat., 6.30am-1am; Sun., 10am-midnight.

†state repr.: Peter Richardson, 54 Park St, Sydney (61-9931).

Rates resume: (10pc disc. rate), 10secs from \$25 to \$165, 20secs \$35 to \$265, 30secs \$45 to \$413, 60secs \$60 to \$556. Day, 10secs \$30 to \$40, 20secs \$40 to \$50, 30secs \$50 to \$75, 60secs \$75 to \$110, 30mins from \$100 (AOT) to \$725 (AAA), 60mins \$200 (AOT) to \$1450 (AAA). Associate MF broadcasting station 3AK Melbourne.

## HSV Channel 7 Melbourne

Opened: Nov. 4, 1956.

**Licensee:** Herald-Sun TV Pty Ltd. Studios and offices, cnr Dorcas & Wells-sts, South Melbourne, 3205. Phone 69-0771. Telegrams Hertel.

**Network Affiliation:** The Seven Network (HSV, BTQ, ADS, ATN).

**Interests represented:** The Herald & Weekly Times Ltd, Associated Newspapers Ltd (UK).

**Directors:** P. F. Jones (chrmn), Sir John Williams, D. J. Riddle, J. C. A. Waters, K. S. Cairns, R. H. Sampson, F. B. Daly, B. Gyngell.

**Executives:** Bruce Gyngell (7 Network mgng dir), K. S. Cairns (executive director), R. P. Casey (mnggr), J. H. Sturzaker (sales mnggr), J. H. T. Fisher (dir. research development), M. Albiston (chief of engineer and operations), M. Elmer (secty).

**Transmitter and site:** Marconi, located Mt. Dandenong.

**Studios:** Cnr. Dorcas & Wells-sts, Sth. Melbourne, and Johnston-st, Fitzroy. Total area, approx. 21,000 sq. ft. Presentation studio 20ft x 15ft, No. 1 studio, 60ft x 50ft; No. 2 studio, 40ft x 30ft; No. 3 studio, Fitzroy teletheatre, 80ft x 75ft. New studio 20ft x 40ft.

**Equipment:** Marconi, with some American units. Twelve cameras, including two remote

broadcast units. Six videotape recorders and two Ampex videotape recorders.

**Technical facilities:** Channel 7 (181-188 megs). Vision 182.25 megs. Sound 187.75 megs. 100kw ERP visual.

**Antenna:** Self-supporting tower, 324ft. Antenna 16 stack high gain.

**Operating hours:** Mon. 8.30am-12.25am; Tues. 8.30am-11.45pm; Wed. 8.30am-11.50pm; Thur. 8.30am-11.55pm; Fri. 8.30am-12.15am; Sat. 8.30am-12.20am; Sun. 9.55am-11.55pm.

**Interstate representation:** Bruce Forsyth, Suite 405, 4th Floor, Caltex House, 167-187 Kent St. Sydney (27-3117). O'seas: Russell Watkins (int. rep.), room 405, 1501 Broadway, New York, NY 10036, USA.

**Rates resume:** 30secs, \$270, (Zone 1, 6.30-10.30pm), \$140 (Zone 2, 5.30pm-6.30pm), \$40 (Zone 3, Open-6pm; 10.30pm-close). 20secs, \$220 (Zone 1), \$110 (Zone 2), \$30 (Zone 3), 10secs, \$150 (Zone 1), \$70 (Zone 2), \$25 (Zone 3); 60secs participation spots, \$400 (Zone 1), 6.30pm-10.30pm), \$210 (Zone 2, 5.30-6.30pm), \$50 (Zone 3), 60mins \$1500 (Zone 1), \$700 (Zone 3), \$200 (AOT), 30mins \$750 (Zone 1), \$350 (Zone 3), \$100 (AOT).

## AMV Channel 4 Albury

Opened: September 7, 1964.

**Licensee:** Albury Upper Murray TV Limited, Television Centre, Albury, NSW, 2640. PO Box 444, Albury, 2640. Phone 25-1444.

CHANNEL 8 CENTRAL VICTORIA

B C V TV

CHANNEL 11 SWAN HILL MURRAY VALLEY

**TOTAL  
DELIVERY OF  
BENDIGO,  
CENTRAL AND  
NORTHERN  
VICTORIA**

**NUMBER 1  
AND  
ONLY  
IN  
AUSTRALIA'S  
NINTH  
MARKET**

CONTACT—

Dargaville Associates Pty. Ltd.  
SYDNEY — MELBOURNE —  
ADELAIDE — BRISBANE &  
PERTH

## 174 Television Stations (Victoria)

Telegrams Ayemfour Albury, NSW. Telex 56010.

**Directors:** W. D. Hague (chrmn), D. K. Milham, G. P. Smith, H. W. Gray, F. W. Johnson, A. T. Shakespeare, A. J. L. W. Greenwood.

**Executives:** A. R. Kidd (gen. mngr), V. Anastasi (film mngr), Ross A. Sellars (prog. mngr).

**Nominal capital:** \$1 million.

**Principal interests:** AWA, Border Morning Mail, A. & F. Sullivan Pty Ltd.

**Tower:** 500 EPT guyed mast on 2540ft Mt Burreles, Baranduda Range, 13 miles south of Albury. Co-masted with ABC, AWA aerial.

**Equipment:** Two AWA 10kw transmitters, two Ampex videotape recorders.

**Signal:** 100kw ERP — Channel 4.

**Studios:** 50ft x 40ft.

AMV has the translator station permit for Khancoban, NSW (Channel 10). Myrtleford (Vic.) Channel 9.

**Operating hours:** Mon.-Thurs. 4-10.30pm, Fri. 4-11pm, Tues.-Wed. 12noon-10.30pm, Sat. 5-11pm, Sun. 4.30-10.30pm.

**Interstate representation:** Dargaville Associates Pty Ltd, 32 York St, Sydney (29-7571), Telex 20097; Melbourne, 150 Albert Road (69-7461), Telex 30849; Adelaide, 68 North Terrace, Kent Town (63-5092), Telex 82729; Perth, 340 Hay St (23-3044); Brisbane, 172 Edward St (31-2621).

**Rates resume (base rate):** Zone 1, 7-9.30pm, 60secs \$70, 30secs \$52, 20secs \$42, 10secs \$26; Zone 2, 6-7pm — 9.30-10pm, 60secs \$45, 30secs \$35, 20secs \$25, 10secs \$15; Zone 3, open-6pm, 10pm-close, 60secs \$30, 30secs \$20, 20secs \$17, 10secs \$12.

## BCV Channel 8 Bendigo

**Opened:** December 23, 1961.

**Licensee:** Bendigo and Central Victoria Telecasters Limited, Television Centre, Bendigo, Vic., 3550. PO Box 240. Phone 3-0584. Telegrams, Beneight. Telex AA39025.

**Directors:** L. R. Cohn (chrmn), B. S. Andrew, N. F. Dixon, F. Strahan, K. Houlahan, Sir Frank H. Berryman, J. Shergold.

**Executives:** F. A. McManus (gen. mngr), R. V. Brock (prod. mngr), G. Pithie (film mngr).

**Nominal capital:** \$1million.

**Interests represented:** Victorian Broadcasting Network.

**Tower:** Johns & Waygood, 350kw NNW directional antenna Rhode & Schwartz, on Mt Alexander, 2600ft above sea level. AWA 10kw main transmitter and 5kw standby.

BCV operates translator station Channel 11, Swan Hill, Murray Valley (5kw).

**Studios:** Main studio 50ft x 60ft, presentation studio 23ft 10ins x 18ft. Two Marconi vidicon cameras, two Fernseh image orthicon cameras, two telecine chains, caption. Two Ampex VR1100 videotape machines, relay

facilities from Melbourne.

**Operating hours:** Mon., Tues., Wed., Thurs., 12noon-11pm; Fri., 12noon-midnight; Sat., 4pm-midnight; Sun., 11.30am-11pm.

**Interstate representation:** Dargaville Associates Pty Ltd, 32 York St, Sydney (29-7571); Melbourne, 150 Albert Road (69-7461); Adelaide, 68 Nth Terrace, Kent Town (63-5092); Brisbane, 182 Edward St (31-2621).

Advertising on a participation basis only, except that sponsored time is available for Australian programs.

**Rates resume (base rate):** AAA (6.30pm-10pm), 60secs \$129, 30secs \$95, 20secs \$75, 10secs \$46; AA (4.30pm-6.30pm; 10pm-close), 60secs \$70, 30secs \$50, 20secs \$42, 10secs \$28; A (Open-4.30pm), 60secs \$42, 30secs \$30, 20secs \$24, 10secs \$16. **Program rates:** (AAA) 60mins \$500, 30mins \$300, 15mins \$185; (AA) 60mins \$300, 30mins \$185, 15mins \$115; (A) 60mins \$150, 30mins \$100, 15mins \$56.

## BTV Channel 6 Ballarat

**Opened:** April 27, 1962.

**Licensee:** Ballarat and Western Victoria Television Limited. **Registered Office:** Walker St, Ballarat, 3350. Phone 2-1666. PO Box 464. Cables BeeTee-Six, Melbourne. Telex address 39011.

**Issued Capital:** \$700,000 in 1,400,000 fully paid shares of 50c each.

**Principal interests:** Newspapers, broadcasting.

**Directors:** A. C. Pittard (chairman), J. V. Robertson (deputy chairman), C. P. A. Taylor, J. H. Davey, P. J. McMahon, K. J. Flecknoe, B. E. Hayden, W. H. Heinz, A. W. Nicholson, M. G. Sloman, S. J. A. Kemp.

**Executives:** John L. Stapp (gen. mngr), B. G. Robertson (chief eng.), Bruce Thomas (accountant), Laurie Burrows (prod. mngr), D. C. Foster (sec.).

**Sales representation:** Gary Rice (sales mngr), Ballarat (2-1666); Television Associates Pty Ltd, Melbourne (329-6600) and Sydney (28-8517).

**Operating hours:** 60 hours per week, co-masted with ABC.

**Mast:** 40miles NW of Ballarat. Top of mast 3700ft above sea level.

**Signal:** 100kw ERP. Horizontal aerial polarisation.

**Studio:** 55 x 40ft, presentation studio 20 x 16ft. Two RCA image orthicon cameras, four telecine chains, relay facilities, RCA videotape recorders.

Warrnambool translator Channel 9, operated on relay by BTV. Vertical polarisation. Portland translator Channel 11, horizontal polarisation, Nhill translator Channel 7, vertical polarisation.

**1/State repr.:** Television Associates — Ken Bennett (gen. mngr), Ron Frank, Sydney (28-8517); John Niere, Jim Bailey, Melbourne (329-6600).

Rates resume (base rate): AAA Time (6.30 pm-10pm), 60secs \$125, 30secs \$95, 20secs \$75, 10secs \$45; AA Time (5pm-6.30pm, 10pm to close), 60secs \$75, 30secs \$55, 20secs \$45, 10secs \$28; A Time (open-5pm), 60secs \$45, 30secs \$35, 20secs \$25, 10secs \$15.

### GLV Channel 10 Traralgon

Opened: December 9, 1961.

Licensee: VBN Limited. Registered address: 150 Albert Rd, South Melbourne, 3205. Phone 69-7461. Studios: Princes Highway, Traralgon, 3844. Phone 71366.

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

Executive: D. W. Smith (gen. manager).

Principal interests: Victorian Broadcasting Network Limited.

Operating hours: Mon. 4.30-11.30pm, Tues. to Sat. 5-11.30pm, Sun. 12noon-11.30pm.

Main equipment supplier: AWA (both main and standby transmitters and studio equipment).

Tower: 161ft Johns and Waygood guyed mast, on Mt Tassie, 16 miles south of Traralgon. 100kw ERP directional antenna, 61ft high, overall height 222ft.

Technical facilities: AWA studio equipment, off-air receiver Pyrox, Siemens and Halske TV relay receiver. Horizontal aerial polarisation 208.215 mags, vision 209.25 mags, sound 214.75 mags. 100kw ERP.

Representation: Melbourne; Dargaville Associates, 150 Albert Road (69-7461); Sydney, 32 York St (29-7571); Adelaide, 68 North Terrace, Kent Town (63-5092).

Rates resume (base rate): Zone 1, 60mins \$250, 30mins \$140, 60secs \$70, 30secs \$55, 20secs \$45, 10secs \$27; Zone 2, 60mins \$130, 30mins \$82, 60secs \$45, 30secs \$30, 20secs \$25, 10secs \$18; Zone 3, 60mins \$90, 30mins \$60, 60secs \$30, 30secs \$20, 20secs \$18, 10secs \$15.

### GMV Channel 6 Shepparton

Opened: December 23, 1961.

Licensee: Goulburn-Murray Television Ltd. Registered address: 290 Latrobe-st, Melbourne, 3000. Studios, Wyndham St, Shepparton, 3630. PO 666, Shepparton. Phone 215-666.

Interests represented: Associated Broadcasting Services Ltd.

Directors: Sir William Bridgeford, Sir John McDonald, F. O. Cameron, L. H. Ledger, D. Barry Wood, S. J. A. Kemp (chrmn), G. Knox (dep. chrmn), E. M. Clyne, J. J. E. McFarlane, R. B. Mair (assoc.).

Executives: P. L. Twomey (gen. mngr), O. N. Eva (prog mngr), R. Euling (asst

mngr), A. R. Martin (chief engineer).

Operating hours: Monday-Friday, 12 noon-11.30pm; Sat. 5pm-midnight; Sun. 12 noon-11.30pm.

Tower: 350ft high, Johns and Waygood Ltd. Located on Mt Major, 1250ft above sea level 17 miles east of Shepparton.

Antenna: Rhode and Schwartz vertical polarisation.

Studio: 50ft x 40ft; translators: Alexandra Channel 10, Eildon Channel 3.

Frequency: Channel 6 (174-181 mags). 100kw ERP.

State repr.: Television Associates, Ken Bennett, Ron Frank, Sydney (27-3678); John Niere, Melbourne (51-6945).

Rates resume (base rate): AAA (6.30pm-10.30pm) 60secs \$105, 30secs \$80, 20secs \$65, 10secs \$40. AA (4.30pm-6.30pm) 60secs \$60, 30secs \$45, 20secs \$36, 10secs \$22. A (other times) 60secs \$35, 30secs \$26, 20secs \$20, 10secs \$12.

### STV Channel 8 Mildura

Opened: November 27, 1965.

Licensee: Sunraysia Television Ltd, 18 Deakin Ave, Mildura, Vic., 3500. Phone Mildura 3-0204. Authorised capital of \$500,000 divided into 1,000,000 50c shares.

Principal interests: 700,000 shares fully paid. Principal shareholders: Elliott Newspaper Group Pty Ltd and associate companies, Central Murray Broadcasters Pty Ltd, Electronic Industries Ltd, Stuart & Harrison Pty Ltd, C. H. Wilson, Yenom Investment Corp. Pty Ltd. Public issue of 423,000 ordinary shares was fully subscribed on July 15, 1964.

Directors: C. D. Lanyon, J. D. P. Duck, P. M. Johansen, C. H. Wilson, H. L. Cornell, W. R. Lanyon.

Executives: E. H. Vardon (stn mngr), David A. Carson (chief eng.).

Technical facilities: 5kw Astor/Pye transmitter, ERP 50kw. Tower — 500ft, Johns & Waygood guyed mast, Yatpool 13 miles south of Mildura, co-masted with ABC. Antenna — Rhode and Schwartz horizontal polarisation.

Operating hours: Mon.-Fri. 5.15-10.15pm; Wed. 2-10.15pm; Sat. 5.45-10pm; Sun. 5.30-10pm.

State repr.: Sydney: Country Radio and TV Pty Ltd, 131 Clarence-st, phone 29-6021; Melbourne: Hugh Lyon, Albert Gate, 150 Albert Rd, South Melbourne, phone 69-7461; Adelaide: Keith Coles, 95 Currie St, phone 51-4926.

Rates resume (base rate): Open to close, 60secs \$40, 30secs \$30, 20secs \$22, 10secs \$13.

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# Television stations

- *Queensland*

**BTQ Channel 7 Brisbane**

Opened: November 1, 1959.

Licensee: Brisbane TV Limited. Studios, Sir Samuel Griffiths Drive, Mount Coot-tha, 4000. Postal address, Box 604J, GPO, Brisbane. Phone 36-0111. Telegrams Beetecue, Brisbane.

Network Affiliation: The Seven Network (BTQ, ATN, HSV, ADS).

Interests represented: Courier-Mail, Sunday Mail, Telegraph, Northern Star (Lismore), Daily News (Murwillumbah), Toowoomba Chronicle, 4BK-AK, 4BC-SB, AWA, Email Ltd, Southern Electric Authority of Qld, Evans Deakin & Co. Ltd, Associated Newspapers Ltd, London, with 50pc of shares issued to the public.

Directors: D. S. Sherman (chairman), A. F. Albert, C. Faragher, Sir Douglas Forbes, J. H. Hoare, R. B. Leonard.

Executives: M. A. Norris (gen. mngr), G. M. Moller (secty, fin ctrl), J. O'Callaghan (sales mngr), G. M. Everingham (chief engineer), R. L. Plapp (prog mngr), H. L. Croxon (prod. mngr).

Transmitter and Site: Marconi, Mount Coot-tha.

Facilities: Three studios, one OB van, three videotape machines.

Technical Facilities: Channel 7 (181-188 mcs vision, 182-25megs sound, 187-75megs, 100kw ERP visual).

Studio equipment: Six cameras, three in main studio using 4½in image orthicon camera tubes, 2-image orthicon in studio two, 1-image orthicon, studio three. Two vidicon telecine chains used in conjunction with four 16mm film projectors and two slide projectors, optical and magnetic sound tracks can be reproduced, plus 1 RCA TK27 color telecine camera and TK 22 monochrome cameras and associated chain includes 2 x 16 mm film projectors and 1 TP7 slide projector. Third vidicon chain for opaques, two RCA and one Ampex videotape recorders.

Operating hours: Mon.-Fri. 9.30am-11pm, Sat. 8.30am-11.15pm, Sun. 11am-11pm.

Interstate representation: N. Willington, G. Waller, Anchor House, cnr George & Bridge Sts, Sydney (27-1785); W. McGrath, 445 St Kilda Road, Melbourne (26-1357). O'seas: Russell Watkins (Int. Rep.), Room 405, 1501 Broadway, New York, NY 10036, USA.

Rates resume: Zone 1 (6pm-9.30pm) 60secs (night) \$230, 60secs (week commencing) \$207, 30/30 (night) \$288, 30/30 (w. comm.) \$259, 30secs (night) \$160, 30secs (w. comm.) \$144, 20secs (night) \$115, 20secs (w. comm.) \$104, 10secs (night) \$70, 10secs (w. comm.) \$63, Zone 2 (9.30pm-10.30pm) 60secs (night) \$104, 60secs (w. comm.) \$94, 30/30 (night) \$130, 30/30 (w. comm.) \$117, 30secs (night)

\$72, 30secs (w. comm.) \$65, 20secs (night) \$52, 20secs (w. comm.) \$47, 10secs (night) \$30, 10secs (w. comm.) \$27. Zone 3 (noon-6pm) 60secs (day) \$50, 60secs (w. comm.) \$45, 30secs (day) \$35, 30secs (w. comm.) \$32, 20secs (day) \$25, 20secs (w. comm.) \$23, 10secs (day) \$15, 10secs (w. comm.) \$14. Zone 4 (AOT) 60secs (night/day) \$30, 60secs (w. comm.) \$27, 30secs (night/day) \$20, 30secs (w. comm.) \$18, 20secs (night/day) \$15, 20secs (w. comm.) \$14, 10secs (night/day) \$9, 10secs (w. comm.) \$8. Program times Zone 1 (6pm-9.30pm) 60mins \$1000, 30mins \$500, 15mins \$250, Zone 2 (9.30pm-10.30pm) 60mins \$700, 30mins \$350, 15mins \$175. Zone 3 (AOT) 60mins \$300, 30mins \$150, 15mins \$75.

**QTQ Channel 9 Brisbane**

Opened: August 16, 1959.

Licensee: Queensland Television Ltd, Sir Samuel Griffiths Drive, Mount Coot-tha, Box 72, GPO, Brisbane, 4001. Phone 36-22233. Telegrams Queteenine, Brisbane. Telex No. 40244. Registered office, c/o Valentine & McInnes, 1st Floor, Leichhardt Chambers, 133-137 Leichhardt St, Brisbane, 4000. Phone 21-4677.

Network Affiliation: National Television Network (QTQ, TCN, GTV, NWS, NBN, WIN).

Interests repr.: Individual Queensland shareholders, NBC International (NY), Amalgamated Television Services Pty Ltd.

Directors: Sir Douglas Wadley (chmn), Ernest Oliver, Mackay Ross, Warwick Ernest Whatmore, Donald G. Woodrow, K. W. Tisdell, Frank B. Chandler.

Executives: J. W. McKay (gen. mngr), Ross Stevens (sales mngr), Hugh Cornish (prog. mngr), Noel Pascoe (prod. supv.), P. J. Marlan (chief eng.), A. E. Jamieson (chief acct).

Transmitter site: Mount Coot-tha, Brisbane.

Antenna: EPT Pty Ltd. Tower, RCA super-gain antenna.

Facilities and equipment: Offices, studios and transmitters are co-sited. Main studio is 50ft x 70ft, with presentation studio 25ft x 20ft and provision for future third large studio. Master control and transmitters located on lower ground floor, together with presentation studio, telecine and videotape sections and film and news departments. Administrative offices on first floor with staff cafeteria on second floor. Three transistorised 4½inch I.O. studio cameras, remote controlled vidicon camera in presentation studio and OB unit with two 3inch I.O. cameras, two telecine chains, four videotape recorders, caption scanner. Semi-automated presentation video-audio switching system.

Technical Facilities: Channel 9 (195-202 Mc/s), vision 196.25Mc/s, sound 201.75Mc/s. 100kw ERP visual, 20kw ERP sound (FM).

Studio equipment: Three 4½inch transis-



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torised I.O. cameras in main studio. One remote controlled vidicon camera in presentation studio. OB unit equipped with two 3inch I.O. cameras. Two vidicon telecine chains used in conjunction with four 16mm film projectors and two slide projectors.

Optical or magnetic sound tracks can be reproduced. Vidicon scanner provided for opaques. Videotape for recording.

Operating hours: Sat. 6.45am-11.30pm; Sun. 11am-11pm; Mon.-Fri. 10am-11.30pm.

I/state repr.: Staff Warner, Yorkshire House, 14 Spring St, Sydney (27-8684); Mal Murray, 22 Bendigo St, Richmond, Vic. (42-2072); Gordon McLaughlin Pty Ltd, 163 Archer St, Nth Adelaide (67-1837).

Rates resume: 60mins \$1000 (AAA, 6-9.30pm), \$700 (AA, 9.30-10.30pm), \$300 (AOT); 30mins \$500 (AAA, 6-9.30pm), \$350 (AA, 9.30-10.30pm), \$150 (AOT); 60secs \$230 (Zone 1, 6pm-9.30pm), \$104 (Zone 2, 9.30-10.30pm), \$30 (late night, 10.30pm-close), \$56 (day, 12 noon-6pm), \$30 (day, stn open-noon); 30secs \$160 (Zone 1, 6pm-9.30pm), \$72 (Zone 2, 9.30-10.30pm), \$20 (late night, 10.30pm-close), \$39 (day, 12noon-6pm), \$20 (day, stn open-noon); 20secs \$115 (Zone 1, 6pm-9.30pm), \$52 (Zone 2, 9.30-10.30pm), \$15 (late night, 10.30pm-close), \$28 (day, 12noon-6pm), \$15 (day stn open-noon); 10secs \$70 (Zone 1, 6pm-9.30pm), \$30 (Zone 2, 9.30-10.30pm), \$9 (late night, 10.30pm-close), \$17 (day, 12noon-6pm), \$9 (day, stn open-noon).

## TVQ Channel 0, Brisbane

Opened: July 1, 1965.

Licensee: Universal Telecasters Qld Ltd, Sir Samuel Griffith Drive, Mount Coot-tha, 4000. Postal address: GPO Box 751. Telegraphic address: Channel 0. Telex number: AA40354 Brisbane.

Network affiliation: Independent Television System (TVQ, TEN, ATV-0, SAS).

Principal shareholders: Wholly owned subsidiary of Ansett Transport Industries Ltd.

Directors: J. R. Savage (chrnm), J. M. D. Stevens (deputy chrnm), Sir Reginald Ansett, R. L. Cooper, W. Mathers, F. T. Moore, Dr H. W. Poulton, R. M. Roberts, H. J. Clappison.

Executives: R. G. Archer (gen. mngr), G. E. Lusk (secy-acnt), T. H. Garry (sales mngr), R. C. Pennell (prog mngr), M. J. Murphy (prod. mngr), J. C. Stevenson (chief eng.).

I/state repr.: Parker Associated Representations, 131 Clarence St, Sydney, 29-6021; Des Gardiner, 489 Swanston St, Melbourne, 34-8391, Harry Hastwell, 167 Morphett St, Adelaide, 51-2712.

Transmitter & studio site: The Summit, Sir Samuel Griffith Drive, Mount Coot-tha.

Studio: One, plus presentation studio and provision for large production studio.

Equipment: 2 RCA TK60, 1 RCA TK63 4½in image orthicon cameras, 1 Fernseh 3in

image orthicon camera, McCurdy audio console, Riker vision switcher, Telecine features RCA TP15 multiplexer with TK22 cameras and TP66 film projectors. Two RCA TR22C tape recorders and one RCA TR4 tape recorder.

Transmitter: Two RCA TT-6AL 6kw transmitters and one TT25-BL 25kw transmitter.

O'seas repr.: D. L. Taffner Ltd, New York.

## DDQ Channel 10 Toowoomba

Opened: July 13, 1962.

Licensee: Darling Downs TV Ltd, Mt Lofty, Toowoomba. PO Box 670, Toowoomba, 4350. Phone 2-2288. Secretary and share register, Mt Lofty, Toowoomba. Telegrams Deedecuec.

Principal interests: Toowoomba Newspaper Co. Pty Ltd, Commonwealth Broadcasting Corp. Qld Ltd, Warwick Newspaper Pty Ltd, Tasmanian Television Ltd, Newcastle Broadcasting & Television Corp. Ltd, Gold Radio Service Pty Ltd, AWA Ltd.

Nominal capital: \$1,200,000, paid \$700,000.

Directors: L. C. Hynes (chairman), W. Bruce, K. A. Archer, R. J. Dunn, K. B. Fowler, E. Hollingworth, D. Thompson.

Executives: S. J. Fitzpatrick (gen. mngr), F. Balfour (eng.), R. E. Smart (secy), I. Leslie (prog mngr), R. Scott (gen. sales mngr), R. Morris (film mngr).

Transmitter & site: Philips dual 5kw, Mt Mowbullin (Bunya Mts). Translator using Channel 5 operating in Toowoomba.

Antenna: Self-supporting tower 350ft; 3850ft above sea level, directional Rhode and Schwartz high gain, horizontally polarized. Approx. pattern, 20kw at NNW, rising to 50kw at WNW and NNE, rising to 100kw at SSW and ENE, rising to 200kw at SSE. Technical facilities: Vision 209.26megs, sound 214.76megs.

Studio and equipment: Studio situated at Mt Lofty, Toowoomba. Fully equipped 38ft x 30ft studio; two image orthicon and one vidicon camera chain; two vidicon telecine chains — each two 16mm film, slides and epidiascopes for direct projection. One Ampex 1200 videotape recorder, two Sony helical scan videotape recorders, one fully mobile for outside recording work. Stand-by power supply at studio and transmitter.

Operating hours: Mon, 5pm-10.30pm, Tue.-Thur. 2pm-10.30pm, Fri. 4.30pm-10.30pm, Sat. 5pm-10.30pm, Sun, 4pm-10.30pm.

I/state Repr.: Metrep Services Pty Ltd, 65 York Street, Sydney, 29-3180; Metrep Services Pty Ltd, Miller House, 357 Little Collins Street, Melbourne, 67-1744; J. Penglis, 170a Albert St, Brisbane, 2-9473; Gordon McLaughlin, 163 Archer St, Nth Adelaide, 67-1837.

Rates resume (base rate): for DDQ and SDQ (on relay). Zone 1 (6.30pm-9.30pm) 60secs \$100, 30secs \$80, 20secs \$60, 10secs \$40. Zone 2 (5.30pm-6.30pm, 9.30pm-close) 60secs \$60, 30secs \$50, 20secs \$40, 10secs \$30. Zone 3 (4pm-5.30pm) 60secs \$40, 30secs \$30, 20secs \$25, 10secs \$20. Zone 4 (open-4pm) 60secs \$30, 30secs \$20, 20secs \$15, 10secs \$10; Package rates and sponsorship rates also available on the rate card.

## FNQ Channel 10 Cairns

Licensee: Far Northern Television Limited, PO Box 596, Cairns, Qld, 4870. Phone 2195. Telegrams Effentee.

Directors: C. K. Carmody (chrmn), J. F. Gleeson, A. T. Covacevich, C. Rains.

Executive: L. Roberts (station manager).

Studio & transmitter sites: Aumuller St, Cairns.

Equipment & facilities: Main studio 690 sq ft. Tropical garden studio 2400 sq ft. Two solid state Fernseh vidicon telecine cameras. Two solid state Fernseh image orthicon cameras. Three telecine projectors with optical replay facilities. Two solid state ATC cartridge tape recorders with semi-automated switching system. AWA TVH-5 transmitter.

Operating hours: 42 hours per week including afternoon programs each Tuesday and Wednesday.

†state repr.: Melbourne and Sydney, Metrep Services; Brisbane, John Penglis & Associates; Adelaide, G. McLaughlin.

Rates resume: AAA time: 6pm to close — 60secs \$40, 30secs \$30, 20secs \$20, 10secs \$10. AA time: open to 6pm — 60secs \$20, 30secs \$15, 20secs \$10, 10secs \$5.

## ITQ Channel 8 Mt. Isa

Proposed opening date: March-May, 1971.

Licensee: Mount Isa Television Pty Ltd.

Principal interests: Sir Asher Joel, Samuel Allen & Sons Ltd, Group Television Services Pty Ltd, Mount Isa Mines Ltd, News Ltd, Tropicaire Theatres Pty Ltd.

Directors: Sir Asher Joel (chairman & mng dir), H. S. Lilburn, R. A. Becker, R. J. Ebbage, J. F. Flitcroft, R. D. Joel.

Executives: Sir Asher Joel (mng dir), P. McGee (secty).

Transmitter site: D. C. A. Ridge, Mount Isa.

Technical facilities: 0.5kw on channel 8 (188-195mhz) Horizontal polarization.

Operating hours: 31½ hours per week.

Interstate representation: Russ Becker, Group Representations, 169 Pacific Highway, North Sydney, 2060 (92-4937); Group Representations, 1st Floor, 566 St Kilda Rd, Melbourne, 3004 (51-3901, 51-4555); John N. Penglis, Queensland Provincial Television Services, 5th Floor, Producers & Citizens

Bldg. 160 Edward Street, Brisbane, 4000 (21-8872).

Rates: On application.

## MVQ Channel 6 Mackay

Opened: Aug. 9, 1968.

Licensee: Mackay Television Ltd, PO Box 496, Mackay, 4740.

Directors: Dr. H. J. Taylor (chrmn), R. L. George, M. E. Low (mng dir), G. Formosa (scy), J. E. Gallagher, C. M. Manning, J. H. Williams.

Authorised capital: \$1 million.

Operating hours: Tues. 3pm-10pm, Thurs. 3pm-10pm, all other days 5pm-10pm.

Transmitter site: Mt Blackwood, approx. 17 miles by air from Mackay studios. Estimated population coverage: 66,000 people.

## RTQ Channel 7 Rockhampton

Opened: September 7, 1963.

Licensee: Rockhampton Television Ltd, Box 568, PO, Rockhampton, Qld, 4700. Phone 6-4877. Telegrams Arteecue.

Principal interests: Amalgamated Wireless A/sia Ltd, Nationwide Finance Ltd, Rockhampton Newspaper Co. Pty Ltd, Rockhampton Broadcasting Co. Pty Ltd, Walter Reid & Co. Ltd.

Directors: A. G. Dunn (chmn), L. S. Dunn, C. J. Edwards, M. O. Scott, T. B. Macaulay, E. J. Rheuben.

Executives: Bill Saunders (mngtr), C. Amooore (chief eng.).

Transmitter site: Mount Hopeful. Studio site: Dean St, Rockhampton.

Equipment and facilities: Two studios total 1500 sq. ft. AWA transmitter and studio equipment. Two Marconi studio cameras. Ampex V1200, RCA TR70C and Sony BV120 videotape recorders.

Operating hours: Sun., Mon., Thurs., Fri., Sat., 5pm-10.30pm; Tues., Wed., 2pm-10.30pm.

†state repr.: Sydney and Melbourne, Metrep Services; Brisbane, Queensland Provincial Television Services; Adelaide, Gordon McLaughlin Pty Ltd.

Rates resume (base rate): Zone 1 (7pm-9.30pm) 60secs \$80, 30secs \$57, 20secs \$48, 10secs \$30. Zone 2 (6pm-7pm) 60secs \$56, 30secs \$40, 20secs \$34, 10secs \$21. Zone 3 (9.30pm-10.30pm) and Zone 4 (5pm-6pm) 60secs \$42, 30secs \$30, 20secs \$25, 10secs \$16. Zone 5, 60secs \$25, 30secs \$18, 20secs \$16, 10secs \$10.

## SDQ Channel 4 South Downs

Licensee: Darling Downs TV Limited.

Transmitter site: Passchendaele Ridge. Studio site: Mount Lofty, Toowoomba.

Equipment and facilities: Studio equip-

ment as for DDQ Channel 10. Transmitter equipment dual 10kw, antenna AWA on guyed mast on Passchendaele Ridge, co-masted with ABC.

Address, shareholders, directors, executives, studio, operating hours, rates, I/state repr.: see DDQ Channel 10.

## TNQ Channel 7 Townsville

Opened: Nov. 1, 1962.

Licensee: Telecasters North Queensland Limited, Mount Stuart, Townsville, 4810. Phone 71-6161. PO Box 1016.

Principal interests: Ayr Broadcasters Pty Ltd (4AY), Amalgamated Wireless A'sia Ltd, North Queensland Newspaper Company, Feldt's Theatres.

Directors: C. K. Carmody (chairman), J. F. Gleeson (mng dir), J. H. Gibbard, J. Feldt, J. F. Flitcroft, N. C. Schwartzkoff, K. T. Heatley, A. T. Covacevich.

Executives: K. R. Christensen (gen. mgr), R. McR. Barton (chief eng.), L. L. Jensen (sales supv.-acct), P. Lindsay (prod. supv.), T. Bill (film supv.).

Transmitter site: 1825ft above sea level on Mount Stuart, six miles SW of Townsville. Studio and transmitter co-sited at Mt Stuart.

ERP: 100kw.

Equipment and facilities: Studio in use — 440 sq. ft, second studio planned will be 3000 sq. ft. Two Marconi Vidicon camera chains with one studio camera equipped with remote controlled zoom lens. Two AWA telecine chains with four Bell & Howell sixteen millimetre projectors (optical and magnetic sound replay) and two slide projectors. One AWA caption stand and camera. All technical areas and studio are air-conditioned. 1 Auricon PRO-600 special sound-on-film camera. Two high/low band Ampex VR1200 videotape recorders.

I'state repr.: John N. Penglis, Queensland Provincial Television Services, 5th floor, Producers & Citizens Bldg, Edward St, Brisbane (21-8872); Metrep Services Pty Ltd, Asbestos House, 65 York St, Sydney (29-3180); Metrep Services Pty Ltd, 3rd floor, Miller House, 357 Little Collins St, Melbourne (67-1744); Gordon McLaughlin Pty Ltd, 163 Archer St, North Adelaide, 67-1837.

Rates resume (base rate): Zone 1 (7pm-9.30pm) 60secs \$88, 30secs \$65, 20secs \$52, 10secs \$34. Zone 2 (6pm-7pm) 60secs \$74, 30secs \$55, 20secs \$46, 10secs \$28. Zone 3 (9.30pm-11pm) 60secs \$55, 30secs \$40, 20secs \$32, 10secs \$20. Zone 4 (4pm-6pm) 60secs \$44, 30secs \$32, 20secs \$26, 10secs \$16. Zone 5 (12.30pm-4pm) 60secs \$28, 30secs \$20, 20secs \$18, 10secs \$12.

## WBQ Channel 8 M'borough

Opened: April 10, 1965.

Licensee: Wide Bay-Burnett Television Limited, 294 Kent St, Maryborough, Qld, 4650. PO Box 30. Phone Maryborough 2528. Also operating Channel 1 Sunshine Coast.

Principal interests: Maryborough Newspaper Co. Pty Ltd, Bundaberg Newspaper Co. Pty Ltd, Bundaberg Broadcasters Pty Ltd, Maryborough Broadcasting Co. Pty Ltd, with 500,000 shares to the public.

Directors: E. H. A. Nicholson, G. English, N. G. McCormack, C. A. F. Nielson, G. W. Reaney, R. J. Beatson, J. F. Wetherell.

Transmitter site: Mt Goonaneman near Biggenden. AWA TVH-10.

Technical facilities: 100kw ERP on Channel 8 (188-195MHZ). Vertical polarisation. 5kw ERP on Channel 1 (56-63MHZ) via translator on Black Mountain.

Studio site: At Granville, Maryborough.

Studios: Three studios including one outside for special outdoor presentations. Largest studio 40ft x 30ft.

Equipment and facilities: Link equipment is dual Marelli Lenkurt system type FV14B, operating on 4000 Mc/s band and fitted with three-metre parabolic reflector at each terminal to give constant reliable operation over 38.4 mile path from studio to transmitter. Studio equipment is latest Fernseh video equipment with three inch image orthicon cameras, switchable multiplexers.

Three Debie single head projectors with optical/magnetic sound replay plus one double head Siemens projector with 16mm magnetic tape recorder and replay facilities. Two dual drum "Selectroslide" slide projectors and twin caption/clock units. High quality audio equipment including twin cassette tape recorders with automatic slide changing facilities and Gates Solid Statesman audio console.

Operating hours: 48 hours per week with women's programs on Tuesday and Wednesday afternoons.

Interstate representation: Dargaville Associates Pty Ltd, King York House, 32 York St, Sydney, 2000 (29-7571); Dargaville Associates Pty Ltd, 150 Albert Road, South Melbourne, 3205; John N. Penglis, Queensland Provincial Television Service, 5th Floor, Producers and Citizens Bldg, 160 Edward Street, Brisbane, 4000; Gordon McLaughlin, 163 Archer Street, North Adelaide, 5006.

Rates resume (base rate): Zone 1 (7pm-9.30pm) 60secs \$70; 30secs \$50; 20secs \$42; 10secs \$25. Zone 2 (6pm-7pm) 60secs \$42; 30secs \$32; 20secs \$26; 10secs \$16. Zone 3 (9.30pm-11pm) and Zone 4 (4.30pm-6pm) 60secs \$36; 30secs \$27; 20secs \$21; 10secs \$12. Zone 5 (open-4pm) 60secs \$24; 30secs \$17; 20secs \$15; 10secs \$10.



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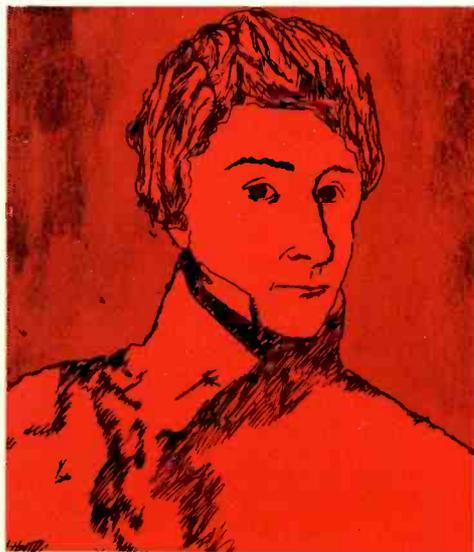
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Jim O'Callaghan

**ADS Channel 7 Adelaide**

Opened: October 24, 1959.

Licensee: Television Broadcasters Limited,  
125 Strangways Tce, North Adelaide, 5006.  
Phone 67-1591. Telegrams Adseven, Adelaide.

Network Affiliation: The Seven Network.

Interests repr.: Advertiser Newspapers Ltd,  
Midlands Broadcasting Services Ltd, 5KA  
Holdings Limited, Philips Industries Ltd,  
Associated Newspapers Ltd.

Directors: A. R. Carter (chrmn), Rev.  
A. E. Vogt, M. N. Keukenmeester, P. B.  
Angas Parsons, S. B. Denton, Hon. V. H. E.  
Harmsworth.

Executives: J. M. Fowler (gen. mngr),  
G. Edwards (sales mngr), L. G. Taylor  
(program mngr), D. E. Mattschoss (secy), P.  
J. Owens.

Transmitter and site: Philips dual 5kw,  
unattended and remote controlled by BAC  
60 channel system, Summit Rd, Mt Lofty.  
Channel 7 (181-188 MHZ), Vision 182-260  
MHZ (100kw). Sound 187.760 MHZ (20kw).  
Antenna, RCA 32 stack, 2800ft above sea  
level.

Facilities: Vidicon slide chain, cassette tape,  
emergency diesel generator on site.

Studio and OB equipment: Includes three  
4½ inch image orthicon cameras and three  
3 inch cameras in two studios. Three vidicon  
Telecine MX's used in conjunction with 4 x  
16mm projectors, 2 x 35mm slide projectors,  
one color MX with two 16mm film pro-  
jectors and one 35mm slide. Four VTR's  
two equipped for color.

Operating hours: Mon. Fri. 8.30 a.m.-12mid-  
night; Sat. 8.30am-12midnight; Sun. 11am-  
11pm.

I/state Repr.: L. W. Leahy, Anchor  
Hse, Cnr. George & Bridge Sts, Sydney  
(27-1785); M. R. Milne, 445 St Kilda-rd, Mel-  
bourne (26-1357). O'seas: Russell Watkins,  
(Int. Rep.), Room 405, 1501 Broadway, New  
York, NY 10036, USA.

Rates resume (base rate): 60secs \$240, night;  
60mins \$900 Zone 1 \$500, Zone 2; 30mins  
\$460 Zone 1, \$345 Zone 2.

**NWS Channel 9 Adelaide**

Opened: Aug. 31, 1959.

Licensee: Southern Television Corporation  
Limited, 202-208 Tynte St, North Adelaide,  
5006. Phone 67-2322. Telegrams Newsnine.

Network Affiliation: National Television  
Network (NWS, TCN, GTV, QTQ, NBN.  
WIN).

Directors: K. R. Murdoch (chairman), Sir  
Norman Young (deputy chairman), R. J.  
Clark, W. L. C. Davies (mng).

Executives: J. Styles (gen. sales mngr), John  
Batchelor (chief engr), Rex G. Heading  
(prog. mngr), John Hatcher (film mngr),

Colin Bainger (secty), R. Boland (executive assistant), R. Christie (publicity manager).

**Transmitter & site:** Pyc, Mt. Lofty. **Facils:** Main studio 4800 sq ft, second studio 1400 sq ft at Nth Adel. Full range OB equip., studio facils. **Tech. facils:** Channel 9 (195-202 megs, vision, 196.26 megs, sound 201.76 megs). 100kw ERP visual, 20kw ERP sound.

**Studio and OB equipment:** Eight 4½inch image orthicon type cameras, three permanently installed in large studio, two permanently installed in new small studio, three permanently installed in OB van. Three vidicon telecine chains used in conjunction with 16mm film projector and 35mm slide projectors. Optical or magnetic sound track can be reproduced. Fourth vidicon chain employed as a scanner for opaques. Three videotape machines — two equipped for electronic editing.

**Operating Hours:** Sun. 11.30am-11.30pm, Mon.-Sat. 8.30am-12midnight.

**Estate Repr.:** Sydney, Tyrrell Talbot, Suite 7, 2nd floor, Colman Hse, 89 Berry St, North Sydney, 2060, 92-1051; Melbourne, c/- Southdown Press, 32 Walsh St, 30-1667; Brisbane, Bede Williams, 160 Edward Street, 2-6660.

**Rates resume (casual rate):** Zone 1, fixed, 60secs \$265, 30/30secs \$345, 30secs \$201, 20secs \$132, 10secs \$81; week commencing 60secs \$230, 30/30secs \$299, 30secs \$173, 20secs \$115, 10secs \$69; Zone 2, fixed, 60secs \$106, 30/30secs \$132, 30secs \$80, 20secs \$55, 10secs \$36; week commencing 60secs \$96, 30/30secs \$120, 30secs \$72, 20secs \$48, 10secs \$30; Zone 3, 60secs \$50, 30secs \$40, 20secs \$25, 10secs \$16; Zone 4, 60secs \$10, 30secs \$8, 20secs \$6, 10secs \$4. Program time, 6.30-10.30pm, 60mins \$920, 30mins \$518; 6-6.30pm, 30mins \$391; all other times, 60mins \$250, 30mins \$140. Zone 1, 6.30-9.30pm or end of Newsbeat, Adelaide Tonight or Movie of the Week. Zone 2, (6-6.30pm, 9.30-11pm, except where Zone 1, Zone 3 12noon-6pm, (spots may be placed 4-6pm if children's audience required or 12-4 if adult), 11pm-close Sun.-Sat. Zone 4, station open-12noon.

## SAS Channel 10 Adelaide

Opened: July 26, 1965.

**Licensee:** South Australian Telecasters Limited, 45-49 Park Terrace, Gilberton, South Australia, 5081. Phone 65-6991 (10 lines). Telegraphic address: Sasten, Adelaide. Telex No. AA82084.

**Network affiliation:** 0-10 Network (SAS, ATV-0, TEN, TVQ).

**Directors:** A. M. Simpson (chairman), Sir Edward Hayward, R. J. McAuley, I. R. McTaggart, A. M. Moulden, R. S. Turner, J. M. Simpson (exec. dir).

**Executives:** D. M. L. Hall (gen. mngr), J. F. Trost (program mngr), D. R. Earl (secretary), D. J. Caddy (chief eng.).

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in Sydney, 29 4180  
Ray Brown in  
Melbourne 329 8522  
or Robin Dunn  
in Adelaide 65 6991

**Transmitter site:** Mount Lofty, South Australia.

**Istate repr.:** Ray Brown (NSW) Pty Ltd, 3rd floor, 163 Clarence St, Sydney (29-4180); Ray Brown Pty Ltd, The Brown House, 612 Queensberry Street, North Melbourne, Vic., 3051. Phone 329-8522. Telex 31717.

### **GTS Channel 4 Pt Pirie**

**Opened:** March 1, 1968.

**Licensee:** Spencer Gulf Telecasters Limited, 376 Wandearah Rd, Port Pirie, SA, 5540. Phone 32-2555. Telegrams Gtsfour. Telex AA84321.

**Principal shareholders:** Electronic Industries Ltd, Berylmay Pty Ltd, Atico Pty Ltd, BHP Nominees Pty Ltd, Mutual Life and Citizens Assurance Co. Ltd, Australian and International Insurance Ltd, Southern Television Corporation Ltd, Amalgamated Wireless (A/asia) Ltd.

**Directors:** H. A. Welch (chrnm), C. C. Zahara (managing director), L. G. Riches, W. T. C. Willson, J. R. Webb, C. R. Baigner.

**Executive:** Bryce A. Radford (mgr).

**Transmitter:** Co-sited with ABC at The Bluff, 3400ft above sea level, 17 miles east of Port Pirie. AWA transmitter.

**Studio facilities:** Studio 50 x 30ft. Two Pye vidicon cameras, two telecine chains and relay facilities.

**Technical facilities:** 50kw ERP vertical polarisation, RCA aerial on 400ft tower.

**Translators:** Channel 8 Cowell, vertical polarisation operated by GTS. Channel 5 Port Lincoln, horizontal polarisation operated via Cowell translator commenced operation, Jan. 27, 1970.

**Operating hours:** 36 hours per week, 5.45-10.30pm.

**Istate repr.:** J. M. Sturrock Pty Ltd — Sydney Asbestos Hse, 65 York St (29-8431); Melbourne, 343 Little Collins St (60-1617); Adelaide, 341 Halifax St (23-1057).

**Rates resume (base rate):** Zone 1 (peak time), 60secs \$68, 30secs \$52, 20secs \$39, 10secs \$27, 5secs \$21.

### **SES Channel 3 Mt. Gambier**

**Opened:** March 25, 1966.

**Licensee:** South East Telecasters Limited. Studios and offices, John Watson Drive (PO Box 821) Mt Gambier, SA, 5290. Phone 2-4117 Telegrams Setel. Telex AA80043.

**Interests Repr.:** Electronic Industries Limited, Tasmanian Television Ltd, Laurie & Watson, C. Zempilas.

**Directors:** G. T. Barnfield (chrnm), R. E. DeGaris (deputy chrnm), L. R. DeGaris, C. L.

Faudell, H. J. Peake, R. J. R. Watson, H. Whiteside.

**Executives:** John B. Lewis (mgr, chief eng.), R. O. Williams (secy), D. E. Fry (sales rep.), A. B. Noblet (supervisor news and programs).

**Transmitter & site:** Two Pye Tx's each 10kw vision and 2kw sound in parallel, located Mt Burr, SA, approximately 21 miles north west of Mt Gambier.

**Facilities:** Studio 1530 sq ft, fitted with Pye equipment. Two vidicon studio cameras. Antenna and mast, shared with PMG, 500ft high and 1300ft above sea level.

**Operating hours:** 5.30pm-10.30pm.

**Istate Repr.:** J. M. Sturrock Pty Ltd, 65 York St, Sydney, 2000 (29-8431); 343 Little Collins St, Melbourne, 3000 (60-1617); 341 Halifax St, Adelaide, 5000 (23-1057).

**Rates resume (less discount):** 60secs \$60.50, 30secs \$46.25, 20secs \$36.25, 10secs \$24.25, 5secs \$12.

### **NTD Channel 3 Darwin**

**Proposed opening date:** May-July, 1971.

**Licensee:** Territory Television Pty Ltd, Beagle House, Mitchell St, Darwin, 5794, NT.

**Principal interests:** J. H. B. Bell, C. D. Maddalena, K. Manolas, M. R. Johnston, D. Mudadu, N. J. O'Hara, J. C. Hickman, J. R. Coleman, L. L. D. Richardson, V. B. Perkins, Group Television Services Pty Ltd, Northern Territory News Services Ltd, Swan Brewery Co. Ltd.

**Directors:** L. L. D. Richardson (chrnm), R. E. Lever, V. B. Perkins, G. D. Maddalena, J. R. Coleman, M. R. Johnston, R. J. Withnall, K. Manolas, H. S. Lilburn, J. H. Bell, D. Mudadu, Mrs N. J. O'Hara, J. Hickman, G. Cohen.

**Executives:** R. E. Lever (dir), G. J. Lewis (secy).

**Transmitter & site:** Blake St, Darwin.

**Technical facilities:** 5kw ERP on Channel 8 (188-195 MHz).

**Proposed operating hours:** 3½ hrs per week.

**Interstate representation:** Russ Becker, Group Representations, 169 Pacific Highway, North Sydney, 2060 (92-4937); Group Representations, 1st Floor, 566 St Kilda Rd, Melbourne, 3004 (51-3901, 51-4555); Southern Television Corporation Ltd, 202-208 Tynte St, Nth Adelaide (67-2322); John N. Penglis, Queensland Provincial Television Services, 5th Floor, Producers & Citizens Bldg, 160 Edward St, Brisbane, 4000 (21-8872); Len Dickson, 114 Murray Street, Perth, 6000 (25-8377).

**Rates:** On application.

# Television stations

## ● *Western Australia*

## TVW Channel 7 Perth

Opened: October 16, 1959.

Licensee: TVW Limited, Osborne Park Rd, Tuart Hill, 6060 (registered office and studios). Phone 49-1422. Telegrams Televiw, Perth.

Directors: M. L. Fry (chrmn), R. A. Long, J. W. Cruthers, B. S. Treasure.

Executives: J. W. Cruthers (mng dir), B. S. Treasure (gen. mngr), J. R. Quicke (chief eng.), S. F. Fildes (nat. sales mngr), F. A. C. Moss (secy), G. V. Byrne (sales mngr).

Transmitter and site: Bickley (16 miles east of Perth). Dual transmitters, Channel 7 (181-188 megs). Vision 182.25 megs, 100kw ERP vision, sound 187.75megs.

Technical facilities: Three studios and three outside broadcast vans equipped with fifteen image orthicon cameras. Six television tape machines including one used for outside telecasts. Four monochrome telecine chains, one color telecine camera and two caption scanners. Semi-automated color compatible master control equipment.

Operating hours: 11am-11.30pm daily.

Interstate offices: S. F. Fildes, Ian Gow, 280 George St, Sydney (28-9060, 28-2860); G. R. Howell, R. W. Barnes, 390 Lonsdale St, Melbourne (67-1868).

Rates resume (base rate): AAA time — 6.30pm-10.30pm; AA time — 6pm-6.30pm and 10.30pm-11pm; AOT — open to 6pm and 11pm to close. 60secs rates from \$240 (AAA) to \$60 (AOT); 30secs from \$168 (AAA) to \$42 (AOT). Program rates from 60mins \$660 (7pm-10pm), to minimum \$200 before 5pm and after 11pm; 30mins \$350 (7pm-10pm) to minimum \$120 (before 5pm and after 11pm). Package plans available all time channels.

## STW Channel 9 Perth

Opened: June 12, 1965.

Licensee: Swan Television Limited, Hayes-ave, Nollamara, WA, 6060. Phone 49-1911. Telegrams Swantel.

Directors: D. M. Cullity (chairman), D. M. Speed, D. Bell, B. F. Prindiville (dep. chmn), H. C. Stewart, W. A. Young, L. J. Kiernan.

Executives: L. J. Kiernan (mng dir), K. N. Stronach (secy), T. W. Warne (prog mngr), T. Provan (chief engnr), W. H. Bowen (prod. mngr), R. A. Hardwick (accountant), G. Leed (news dir), J. N. Foote (WA sales mngr), W. D. Boland (marketing mngr), M. Mendelawitz (comm. mngr).

Transmitter and site: Walliston (15 miles east of Perth), dual transmitters, vision 196.25mc/s, 100kw, ERP, vision, horizontal, sound 201.75mc/s.

Technical facilities: 3 studios, includes 3

Pye Telecine Chains, 1 HTS Caption Scanner, 2 RCA Video Tape Recorders, 1 Ampex 1200 Video Tape recorder with MK 3 Editor, 1 Ampex 2000 Video Tape Machine with MK 1 Editec. OB Van with 2 cameras and link and Video Tape facilities also mobile power unit. 1 Audio Recording Studio. 2 Auricon PRO 600 Sound on Film Cameras, 1 Ariflex BL Sound on Film camera.

Operating hours: Mon.-Fri. 10.30am-12mid.; Sat. 6.45am-12.30am Sun.; Sun. 11.30am-12.30am Mon.

Pstate repr.: Sydney, Suite 9, 4th floor, Kembla Bldgs, Margaret-st (29-8461). Ron Guyot (NSW mngr); Melbourne—34 Queens Rd (26-3674), Milton Francis (Vic. mngr).

Rates resume (base rates): Zone 1 (7pm-10pm), Zone 2 (6pm-7pm, 10pm-11pm), Zone 3 (open-6pm), Zone 4 (11pm-close). 60secs \$160 (Zone 1), \$108 (Zone 2), \$36 (Zone 3), \$30 (Zone 4); 30secs \$100 (Zone 1), \$70 (Zone 2), \$26 (Zone 3), \$20 (Zone 4); 20secs \$80 (Zone 1), \$56 (Zone 2), \$20 (Zone 3), \$16 (Zone 4); 10secs \$40 (Zone 1), \$28 (Zone 2), \$10 (Zone 3), \$8 (Zone 4). Programs (Aust. sponsorships only): 60mins \$540 (Zone 1), \$360 (Zone 2), \$190 (Zone 3), \$190 (Zone 4); 30mins \$280 (Zone 1), \$200 (Zone 2), \$115 (Zone 3), \$113 (Zone 4); 15mins \$200 (Zone 1), \$140 (Zone 2), \$75 (Zone 3), \$75 (Zone 4).

## BTW Channel 3 Bunbury

Opened: March 10, 1967.

Licensee: South Western Telecasters Ltd, PO Box 112, Bunbury, 6230. Studio: Roberts Crescent, Bunbury. Phone Bunbury 21-4466. Relays to GSW Channel 9, Albany-Katanning.

Principal interests: Sandovers Limited (subsidiary of Electronic Industries Ltd), Goldfields Pictures Ltd, Sunny West Co-operative Dairies Ltd, Nicholsons Broadcasting Services Pty Ltd.

Directors: L. H. Craddock (chrmn), A. G. Abbott, F. L. B. Craig, F. J. Flanagan, J. P. Norton, J. W. Stodart, A. E. Sandover. Associate directors: C. C. Zahara, S. H. Knight.

Executives: Brian Hopwood (mngr), M. E. C. Eastman (secy), A. W. Stewart (chief eng.).

Transmitter site: Mt Lennard, approx. 18 miles from Bunbury. Co-masted with ABC. Height 1687ft.

Pstate rep.: J. M. Sturrock Pty Ltd, Sydney, 65 York St (29-8431); J. M. Sturrock (mng dir); Melbourne, 343 Little Collins St (60-1617), B. Mallon; Adelaide: 341 Halifax St, Adelaide (23-4022), P. J. Shalless; Perth: T. J. & S. K. Latham, 1111 Hay St, West Perth (21-5418), T. J. Latham (mng. dir).

Rates resume: 60secs \$77, 30secs \$55.50, 20secs \$46.25, 10secs \$28.50, 5secs \$14.25. Program sponsorships, 60mins \$351, 30mins \$198, 15mins \$137.

**GSW Channel 9 Albany**

Opened: Aug. 23, 1968.

Licensee: South Western Telecasters Limited, Roberts Crescent, Box 112 PO, Bunbury, WA, 6230. Phone 21-4466.

Directors, executives, interests, rates representation: See BTW.

Operates on permanent relay from BTW, Bunbury.

Transmitter site: Mt Barker, 31 miles north of Albany. Co-masted with ABC. Height 1879ft. Channel 9.

**VEW Channel 8 Kalgoorlie**

Proposed opening date: March-May, 1971.

Licensee: Mid-Western Television Pty Ltd, 107 Maritana Street, Kalgoorlie, 6430, WA (21-1499).

Principal interests: Group Television Services Pty Ltd, T. T. Watson, Highway Motel

(Kalgoorlie) Pty Ltd, Southern Television Corporation Ltd, Viewway Drive-In Theatre Pty Ltd.

Directors: H. S. Lilburn (chrmn), H. A. Hammond, F. A. Davis, J. J. Pye, R. A. Becker, L. A. Dickson.

Executive: H. S. Lilburn (mng dir).

Transmitter site: Peter's Hill, Kalgoorlie.

Technical facilities: 4kw ERP on Channel 8 (188-195 MHz) Horizontal Polarization.

Proposed operating hours: 31½ hrs per week.

Interstate representation: Russ Becker, Group Representations, 169 Pacific Highway, North Sydney, 2060 (92-4937); Group Representations, 1st Floor, 566 St Kilda Road, Melbourne, 3004 (51-3901, 51-4555); Mid-Western Television Pty Ltd, c/- Len Dickson, 114 Murray St, Perth, 6000 (25-8377); John N. Penglis, Queensland Provincial Television Services, 5th Floor, Producers and Citizens Bldg, 160 Edward Street, Brisbane, 4000 (21-8872).

Rates: On application.

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# Television stations

## ● *Tasmania*

## TVT Channel 6 Hobart

Opened: May 23, 1960.

Licensee: Tasmanian Television Limited.

Studio & Offices: 52 New Town Rd, Hobart, Tas., 7000 (28-0341). Telegrams Tastevee. Telex 58019. Box 1209M, GPO.

Interests Represented: Davies Bros Ltd, Robert Nettlefold Pty Ltd, Commercial Broadcasters Pty. Ltd, E. G. McRae, Metropolitan Broadcasters Pty Ltd.

Directors: G. F. Davies (chrmn), E. G. McRae (mng dir.), L. Nettlefold, Sir Geoffrey Walch, L. G. Murdoch, J. T. Wertheimer, A. K. Wertheimer (secy), E. B. Gray (alt. for L. Nettlefold).

Executives: D. L. Carter (station mngr), W. S. Morrison (mngr, planning and development), G. Bell (chief eng.), S. H. Draper (prod. and film mngr), P. N. Hutchins (sales mngr).

Operating hours: Mon.-Thurs. 1pm-11.20pm; Fri. 4pm-11.20pm; Sat. 4.30pm-11.50pm; Sun. 12noon-11.05pm.

Transmitter and site: Pinnacle Mt Wellington.

Antenna: 4360ft above sea level.

Technical facilities: 10kw AWA and 5kw Pye transmitters. Vision, 175.25megs, sound, 180.75megs. 100kw ERP.

Translator stations: West Coast of Tasmania is served by two translator stations

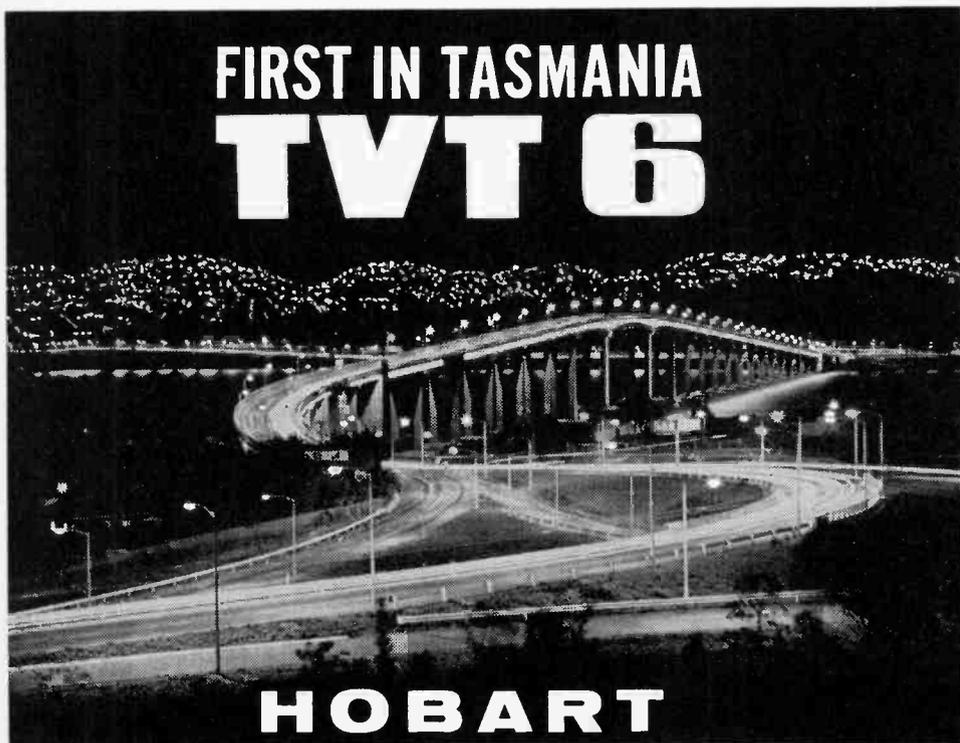
operated by TVT, both of Marconi manufacture, Mt Owen (Channel 8), power 50w; and Mt Read (Channel 10) 3w. East Coast of Tasmania is serviced by a 50w Marconi translator (Channel 8) situated near Bicheno and Boyer newsprint area; Maydena by Cobb 1kw solid-state translator. The Taroona area is served by a 50w Marconi Translator (Channel 8) located at Arm End Opossum Bay.

Studio equipment: One studio equipped with five image orthicon Marconi cameras, two vidicon telecine chains used in conjunction with 16mm film projectors and dual slide projectors. Two Ampex videotape recorders, OB unit.

Film facilities: News, commercial and documentary film production facilities; Arriflex (16BL) Auricon, Bolex and Scoopic cameras. Colortran boosted and quartz-iodine lighting. Nagra  $\frac{1}{4}$ -inch tape and 16mm magnetic recording. Cutting room equipped for track laying (includes Acmade editing table). Fully equipped photographic section for reversal film processing, 16mm printing (Seiki printer), and commercial photography and document microfilming.

I/State Repr: Syd., Tasmanian Television Ltd, 280 George-st (J. O. Coote) 28-2696; Melb., Tasmanian Television Ltd, 390 Lonsdale-st (B. K. Hynes) 67-3165.

Rates resume (base rate): 6.30pm-10pm.



60secs \$155, 30secs \$125, 20secs \$90, 10secs \$60; 10pm-close, 60secs \$55, 30secs \$45, 20secs \$25, 10secs \$18; open-6.30pm, 60secs \$40, 30secs \$30, 20secs \$25, 10secs \$16.

## TNT Channel 9 Launceston

Opened: May 26, 1962.

Licensee: Northern Television (TNT) Pty Ltd, Watchorn St, Launceston, 7250. PO Box 873. Phone Launceston 44-2551.

Principal interest: Examiner-Northern TV Ltd.

Directors: E. A. Rouse (chmn), A. E. Evans (man. dir), L. W. P. Reeves, A. E. McClelland, B. J. Clark.

Executives: W. T. Freeman (station mngr), J. R. Penrose (bus. mngr), K. J. Briggs (chief eng.), G. C. Bonner (sales mngr), B. L. England (prog. mngr).

Transmitter and site: Twin 5kw Pye. Mt Barrow, 16 miles from Launceston.

Antenna: Specially designed Rhode and Schwartz directional antenna to serve all populated areas of Northern and North Western Tasmania, giving 300kw at 290 degrees (NW). 4654ft above sea level.

Translators: Stanley-Smithton (Channel 6), Gowrie Park (Channel 1), Prospect (Channel 11), St Marys (Channel 11), Waratah (Channel 10), Savage River (Channel 7).

Facilities and equipment: Two studios (main 60ft x 40ft) and presentation studio (20ft x 20ft). Administrative and maintenance departments located on seven acre site at Watchorn-st. Two studio vidicon cameras, two vidicon telecine chains used in conjunction with 16mm film projectors. Optical and magnetic sound tracks can be reproduced. Third vidicon chain employed as a scanner for opaques. Two RCA videotape recorders and 16mm film processing equipment.

Technical facilities: Channel 9 (195-202 MHz); vision 196.25, sound 201.75 100kw ERP visual, 20kw ERP sound (FM).

Pstate repr.: Television Time Sales Pty Ltd, Park Hse, 187-191 Macquarie St, Sydney, 2000 (221-1466); Hugh Anderson Pty Ltd, Poster Hse, 130 Exhibition St, Melbourne, 3000 (63-3674); Keith Coles Media, Suite 110, Nth British Bldg, 95 Currie St, Adelaide, 5000 (51-4926); Bede Williams & Assoc., Producers & Citizens Bldg, 160 Edward St, Brisbane, 4000 (2-6660).

## TELEVISION FILM DISTRIBUTORS

**AMERICAN BROADCASTING CO. FILMS OF AUSTRALIA PTY LTD**, Suite 1101, Caltex Hse, 167 Kent St, Sydney, 2000. Phone 27-7266-7. Brian Rhys-Jones (gen. mngr).

**API**, 38 Martin Place, Sydney, 2000. Telegrams, Airprograms (28-4617).

Director: W. J. Hucker.

Producers and distributors of TV programs for Australian and international release.

**ATV (DISTRIBUTORS) PTY LTD**, 38-40 Martin Place, Sydney, 2000. Phone 28-5836.

Directors: J. D. Patience, J. A. Jackson, Sir Lew Grade.

General manager: J. A. Jackson. Secretariat: L. M. Barnett.

Sale and distribution of telefilms for Australia, ATV London, ITC London and New York.

O'seas repr.: ATV London, ITC New York, UPITN, New York.

**AUSTRALIAN TELEVISION FACILITIES PTY LIMITED**, Inc. ACT. Mezzanine floor, Lido Hse, 404 Kent St, Sydney, 2000. Phone 29-3466. Telex No. AA20581. Cables Facilities, Sydney. J. F. Flitcroft (chrnm), R. A. Marshall (gen. mngr).

Company operated by country TV stations to procure and distribute film and to attend to other matters of common interest.

**R.A. BECKER & COMPANY PTY LTD**, 169 Pacific Highway, North Sydney, 2060. Phone 92-4937. Telegrams Beckerco Sydney.

Managing Director: R. A. Becker.

Distribution in Australia and overseas countries of TV program material, representing Four Star Entertainment Pty Ltd, Granada International, Vikoa Entertainment, Canadian National Film Board and Trans World International Inc.

**BRITISH BROADCASTING CORPORATION**, London, W.1. Representative/TV manager, Australia and New Zealand, Basil Sands; TV sales asst, Brian Keyser; 177 Elizabeth St, Sydney, 2000 (61-9059).

**CBS ENTERPRISES PTY LIMITED** (distributors filmed programs covering news, public affairs, education and entertainment), Suites 1 & 2, Colman House, Cnr Berry & Walker Sts, North Sydney, 2060. Phone 92-4157. Telegrams Telecast Sydney.

Managing director: William G. Wells. Assistant to managing director: Neville B. Van Dyck.

**MAXWELL E. DUTCH PTY LTD**, 144a High St, North Sydney, 2060. Phone 92-5437. Telegrams & Cables, Telmed, Sydney.

Director: Maxwell E. Dutch.

Syndication of TV programs in Australia and overseas.

**EXOTIC TV FILM DISTRIBUTORS PTY LTD**, Harrowgate Hse, 155 Castlereagh St, Sydney, 2000. Phone 61-8736, 211-4070.

Directors: L. R. Brauer, E. J. Fletcher, S. J. Blake.

Distributors of international films.

**FREMANTLE INTERNATIONAL (AUST.) PTY LTD**, Suite 601, Alderson Bldg, 508 Pacific Highway, St Leonards, 2065. Phone 439-7377. Telegrams Comover Sydney.

Managing director: Robert L. Laphorne.

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**Executive producer:** R. C. Clarke.

Distributes TV film programs — series, special events, documentaries, adult and children's educational films, cartoons and short subjects. Distributing Australian material through world-wide offices. Packaging for TV stations, the live syndicated international TV kindergarten presentation, Romper Room, plus various adult shows, quizzes and plays.

**O'ceas Head Office:** 200 West 57th St, New York, 10019, NY. President, Paul Talbot.

**INTERNATIONAL FILM SERVICE,** 712b Savoy Hse, 29 Bligh St, Sydney, 2000. Box 2141, GPO, 2001. Phone 28-4886.

**Director:** Duc Brandt.

TV film import, export and distribution.

**MCA (AUST.) PTY LTD** and subsidiary **REVUE (AUST.) PTY LTD**, 1st Floor, Universal House, Pelican St, Sydney, 2000. Phone 61-9844. Telegrams Revue Sydney. Chief executives: Ron V. Brown (vice-pres., MCA-TV), George Mooratoff (mnggr).

Handles Australian distribution of US MCA programs and produces Australian programs under Revue banner.

**NBC INTERNATIONAL LTD — AUSTRALIA**, 251 Elizabeth St, Sydney, NSW, 2000. Phone 61-6994. Telegrams, Natinter.

**Directors:** G. W. Kreitner (mng dir.), F. W. Millar.

Distributors and selling agents of filmed TV programs covering major news events, public service and entertainment.

Associated with NBC International Ltd, 30 Rockefeller Plaza, New York, USA.

**PACIFIC TELECASTERS (AUST.) PTY LTD**, 112a King St, Sydney, 2000. Cables All-world. Phone 25-3011. **Head Office:** 1314 South King St, Honolulu. Cables Pactel Honolulu.

Australian repr.: Wesley C. Murray.

Distributes television film programs, series, feature films, cartoons, documentaries, etc., American, Japanese and Continental.

**PARAMOUNT TELEVISION/DESILU**, 2908 Australia Square, Sydney, 2000. Phone 27-9367. GPO Box 4272, Sydney, 2001. Cables Paratele Sydney.

**Chief executive:** Bruce Gordon, in charge of sales for Australia, New Zealand and the Far East.

**SCREEN GEMS PTY LTD, SCREEN GEMS (AUSTRALIA) PRODUCTION PTY LTD**, 11th Floor, 45 Macquarie St, Sydney, 2000. Phone 27-5402. Cables, Screengems. Telex 21468. N. Thomson (mng dir), B. Gardner (bus. mnggr), H. Broun (sales mnggr).

Producers and suppliers of TV programs,



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features, films, cartoons and short subjects.

**O'seas repr.:** Screen Gems International, 711 Fifth Ave, New York, NY 10022, USA (Plaza 1-4432). L. Hilford (exec. V-P international), D. Enright (V-P prod. international), N. Horowitz (V-P sales international).

**SIXTEEN MILLIMETRE AUSTRALIA PTY LTD**, 49 Market St, Sydney, 2000. Phone 2-0663. Branches: 6-10 Queensbridge St, Sth Melbourne, 3205 (61-2551); 206 Boundary St, Brisbane, 4000 (21-1616); 161 Halifax St, Adelaide, 5000 (23-3466); 59 Stirling St, Perth, 6000 (28-8133).

Distributors of 35mm and 16mm films produced by the News & Information Bureau; Department of Interior and Australian War Memorial; Documentary Films, Aust. Diary Series, Historic World War (I and II) series.

**TELEPROGRAMS PTY LTD**, Tenth Floor, Trust Bldg, 155 King St, Sydney, 2000. GPO Box 4827. Phones: 28-6548, 28-9929. Cables and Telegrams Teleprograms.

**Directors:** D. W. Watt (mng dir), M. M. Watt (dir).

Producer, representative and distributor of television programs.

**TRANS-AUSTRALIA TELEVISION PTY LTD**, 280 Pitt Street, Sydney. Telegrams Infildis, Sydney. Phone 61-4548.

**Directors:** E. S. G. Heath, M. W. Heath. Distributes feature films, TV series films and short subjects.

**TWENTIETH CENTURY FOX TELEVISION** (A division of 20th Century Fox Film Corporation (Aust.) Pty Ltd), 43-51 Brisbane St, Sydney, 2000, NSW. Phone 211-4955. Telegrams, Cables Centfox. Telex AA21450.

**Far eastern supervisor:** Peter Broome. Sales executive: Leslie Brookes.

Distributors of 20th Century Fox TV series.

**O'seas Repr.:** 20th Century Fox TV International Inc., 444, West 50th St, New York, 19, USA. Alan Silverbach, vice-president in charge of foreign operations; Herbert Lazarus, foreign general sales manager.

**UNITED ARTISTS A'SIA PTY LTD**, 221 Elizabeth St, Sydney, 2000. Phone 61-6101. Telegrams Unartisco Sydney. Aust. mng dir and dir, Far Eastern division, Ron Michaels. Sales mng Paul L. Herbert.

Vice-president in charge foreign operations: Marvin Goodman, 729 Seventh Ave, New York, USA.

Series and feature films.

**UNITED CINEMA PTY LIMITED**, Adderons Building, Suite 101A, 504-520 Pacific Hwy, St Leonards, 2065. Phone 449-2763. Cables Unicinema.

**Directors:** John O. Phillips, N. Phillips.

**Australian Reprs:** Office Central Cinema Television: Paris, Berlin. Columbia University Press: New York. Journal Films: Chicago. Importers of foreign dubbed feature films for TV, and educational films for schools.

# TV production and film units

- *New South Wales (pages 200-212)*

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**ADVENT RADIO-TELEVISION PRODUCTIONS**, 150 Fox Valley Rd, Wahroonga, NSW, 2076. Phone 487-1844.

**Director:** Pastor R. C. Naden. **Assistant Business Manager:** J. T. Banks.

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

**Agency:** Direct. J. T. Banks.

**AJAX FILMS PTY LTD**, Filmcentre, 65 Ebbley Street, Bondi Junction, NSW, 2022 (38-1112).

**General Manager:** John Daniell, **Studio and Production Manager:** Stan Moore, **Sales Executive:** Ross Webb.

International experience — Feature, documentary and sales promotion filming.

Large sound stage 10,000sq. ft, U shape sky cyc. 90ft long, off white limbo area 46ft wide with overhead lighting, rear projection and front projection.

**Camera Dept:** 35mm BNC, NC and standard Mitchells, Newall, Cine 60 and blimped Arriflex; 16mm BL and standard Arriflex, Cooke, Schneider and Angenieux lenses, heads, reipods and all accessories.

**Grip Dept:** Elemack, Colortran Crab dollies, camera cranes, aluminium, steel and wooden rostrums, gate-leg folding rostrums, floor pieces, apple boxes and all studio and location grip gear.

**Lighting Dept:** 1200 amp and 300 amp blimped generators and alternator, Brute arcs, B90, Minibrutes, Multibeams, Masterlites and extensive range of quartz and incandescent lights to 20KW.

**Sound Dept:** 35mm and 16mm mixing theatres, 35mm triple track recorder for mixing or post sync, RCA mixing console, 35mm/17½mm, 16mm and ¼in facilities. Nagra recording and transfer equipment, Fisher boom, microphones, power supply location recording and playback.

**Special Effects:** Fire, fog, rainmaking and other specialised location effects equipment.

**Construction:** Studio and location construction specialists, portable woodworking equipment, international experience ageing fibre-glass and plasterwork.

**Transport:** Trucks, cars, waggons, minibus, location toilets.

**Editing:** Editing rooms fully equipped for 35mm or 16mm. Westrex Editor, Moviolas.

**ANIMADS PTY LTD**, 636 Warringah Rd, Forestville, NSW, 2087. Phone 451-9592.

**Directors:** D. White, M. G. Yahl.

Animated and live action commercial films for television.

**AMALGAMATED PICTURES AUSTRALASIA PTY LTD (APA)**, 43 Yeo St, Neutral Bay, NSW. 2089 (90-8011).

**Managing Director:** Charles E. Wolnizer.

Specialising in TV & theatre commercial production. Studio consists of one small sound stage, 4 recording and dubbing theatres equipped with rock and roll in 16mm, 17.5mm and 35mm.

**ANGLO AUSTRALIAN FILMS LIMITED**, New Kingcroft Studios, Rosalind St, Cammeray, NSW, 2062 (929-0922). Telegrams: Topfilm, Sydney.

**Directors:** P. S. Knudsen (chrmn), B. A. W. Monkton (mng dir), John Bonney, R. A. Mitchell.

**Executives:** B. A. W. Monkton (mng dir), John Bonney (dir of prod.).

**Company's operations:** Feature Films, TV series and TV specials.

**Interstate representation:** John Keefe, Paul Dainty & Associates Pty Ltd (Melbourne). O'seas repr.: Television International Enterprises Ltd (London).

**API-AIR PROGRAMS INTERNATIONAL**, 38 Martin Place, Sydney, 2000. (28-4617). Telegrams Airprograms. Represented in USA, UK, Europe, Japan, Middle East.

**Director:** W. J. Hucker.

Producers of cartoons and filmed series for television.

**ARTRANSA PARK FILM STUDIOS**, Television Centre, Epping, NSW, 2121. (85-0155).

**Executives:** J. H. Oswin (gen. mgr), A. K. Hurley (mgr), Garry Blackledge (nat. sales mgr).

**Studio and offices:** The company moved to completely new studios and offices at Television Centre, Epping on January 1, 1970. Studio facilities include two stages 90ft x 70ft and one 60ft x 40ft. Special departments cover animation, graphics, stills, make-up, hairdressing, wardrobe, sound recording, post synchronising, sound-mixing, editing. Film libraries and vault held at low temperature for preservation of negatives. Set construction facilities include design, construction, finishing and installation including separate property department.

**Equipment and facilities:** Complete range of 35mm and 16mm production equipment including Mitchell, Arriflex, Auricon cameras and Debric high-speed 35mm camera with zoom and fixed lenses, camera cranes, dollies, velocitators and Elemack dolly.

**Sound:** New installation at Epping includes Magna-Tech 35/16 sound auto-looping recording and dubbing system providing full



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Phone 90:8011 Cables: Apicsa Sydney.

facilities for rapid assembly of sound tracks and dubbing of foreign language versions.

**Melbourne office:** 88 Aclanov St, St Kilda 3182. (94-0614). For details see Melbourne entry.

**Representatives:** R. Watkins, Artransa Park Television Pty Ltd, Room 405, 4th floor, 1591 Broadway, New York 10036 USA. Singapore: D. K. Ellery & Assoc., 532-D East Coast Rd (41-8958); Hong Kong: John Bow, Victoria Productions, 403 Pedder Bldg.

**AUSTRAL PACIFIC PRODUCTIONS PTY LTD**, Suite 3, 169 Pacific Highway, Nth Sydney, 2060. Phone 92-6022; AH 95-2943.

**Managing director:** A. J. Helgeson. **Senior producer & director:** Eric Fullilove. **Editor:** Max Lemon.

Producers of TV programs, documentary advertising films for theatrical and TV release. Public relations and training films for industry.

**AUSTRALIAN INSTRUCTIONAL FILMS PTY LTD** (associating Halliday Productions), Room 23, 51 Pitt St, Sydney, 2000. Phone 27-6557. Studio and correspondence, PO Box 100, Mona Vale, 2103. Phone 99-3070.

**Directors:** Lex Halliday, Jean Halliday.

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

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

**Directors:** Douglass Baglin, R. Israel.

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

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

**BLANKS, CHAS. E. PTY LTD**. Head offices and studios, 28-30 Foveaux St, Sydney, 2000. (212-1166).

**Directors:** G. S. Whitehead (exec. dir), C. R. Blanks, M. E. Macourt, C. E. Blanks, R. Fleetwood, M. Brunnen, R. Boyd.

**Executive:** A. T. Consterdine (secy).

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

**Pstate branches:** 343 Little Collins St, Melbourne (67-6424); 50 Charles St, Launceston (31-3002); 9 McLachlan St, Valley, Brisbane (51-1926); 1074 Hay St, Perth (21-2237); Monks & Banks Ltd, 261-263 Halifax St, Adelaide (23-2677).

**BUSHELLE, JOHN PRODUCTIONS PTY LTD**, 19 Broughton St, Milsons Point, 2061. Phone 92-7158. **Managing director:** John Bushelle.

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

**CAMEO FILM PRODUCTIONS PTY LTD**, 12 Cunningham St, Sydney, NSW, 2000. Phone 212-1688, 212-1624 (after hours 451-8175).

**Managing director:** Thelma Franklin. **Director:** A. Borman.

**Executives:** George Vlazny (acctnt), Neville Hodges (sales & prod. mngr), Michael Franklin (cinematographer), David Hinley (film editor).

Produces TV commercials, industrial and training films, documentaries, TV series.

**CARDIN FILM SERVICE, C/o Colorfilm Ptv Ltd**, 513 Sth Dowling St, Moore Park, 2010. 31-4131.

**Director:** M. Cardin.

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

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

**CHRISTOPHER PRODUCTIONS PTY LTD**, 76-80 Myrtle St, Chippendale, 2008. Phone 69-3499, 69-3490.

**Executives:** R. D. Drummond (gov. dir), W. J. Mills (mng dir), M. W. Harding (prod.), G. A. Gamble (studio mngr).

**Facilities:** One sound stage, 3 studios, projection theatre, plus editing rooms and additional production facilities. Music studio A is equipped with Scully, Nagra and Rola



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Services: Producers of 16mm and 35mm color and b&w, TV commercials, documentary films and educational specialists. Film recording, soundtrack and post-production specialists.

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

Director: Clifford Warne.

Photographer: Jean-Luc Ray.

Executives: Ian J. Harvey, LLB (chairman), Rev. J. A. Dahl (secretary).

Produces TV programs for ATN, TCN, TEN and WIN. Films, videotapes and audio-visual productions for use by other Christian organisations throughout Australia and overseas. Producers of Something to Sing About, Contact, My Song For You, Stop, Look and Listen, The Wotsa-Name Show.

**CINEMATIC SERVICES**, 96-98 Penshurst St, Willoughby, NSW, 2068. Phone 95-2016.

Director: Oscar M. Scherl.

Operations: Documentary industrial and commercial films distributors for E-Te-S News and international productions.

**CINESOUND MOVIE-TONE PRODUCTIONS PTY LTD**, 43 Missenden Road, Camperdown, NSW, 2050 (51-3228).

Directors: K. H. Moremon, E. Davis, W. Gray, D. Williams, D. J. Halloran, S. McKenzie.

General manager: Frank L. Killian.

Secretary: Paul Caro.

Executives: S. Wood, W. Carty (film dirs), P. Dority, R. Hawkins, P. Rogers (photographers), H. Daws, P. Bell, M. Anderson (editors), W. Bird (sound engineer), B. Woolford (sound engineer).

Facilities: Complete 35mm and 16mm photographic, editing and recording facilities. Comprehensive Australian and overseas film library.

**CINETEL FILM PRODUCTION SERVICES**, 71-73 Chandos St, Crows Nest, 2065. Phone 43-6468.

Directors: Franklin A. Heimans, Josette Heimans.

Complete 35mm and 16mm film production. Producers of television commercials, documentaries, television programs, public relations films.

Facilities: Studio 45x30ft, 2 cutting rooms, 16mm and 35mm moviolas, KEM 16mm editing table, full lighting, special effects lenses, theatrette. Complete service from creative ideas, scripting, to answer print. Freelance editing service also available.

Interstate representation: Seven Keys Pty Ltd, 156 Swanston St, Melbourne, Vic. Phone 654-428.

**COLLINGS PRODUCTIONS PTY LIMITED**, 11 Young St, Paddington, 2021. Phone 33-4677. Telegrams: Eyewitness, Sydney.

Directors: Geoffrey Collings, Dahl Collings.

Executives: Geoffrey Collings (producer/writer/consultant), Dahl Collings (director/designer).

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

**FAUNA PRODUCTIONS PTY LTD**, merchandising and marketing division, Suite 302, 3rd Floor, 67 Castlereagh St, Sydney (28-2545).

Director: B. M. Kenny, LLB.

Executive: K. Gleeson, JP, AFAIM (mng of division).

Company's operations: Character Merchandising, Licensing Representation, promotion of Skippy, Romper Room (non toos), Eddie

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

Subsidiary of David Koffel Pty Ltd, also controlling David Koffel Film and TV Productions and David Koffel (International) Pty Ltd, Film Makers Pty Ltd, and associated with David Koffel (Vic.) Pty Ltd, operating Filmads (Vic.) Pty Ltd and Reilly Advertising Co. (Vic.) Pty Ltd.

**Managing director:** David Koffel. **Film media exec.:** Geoff Thrum. **Production exec.:** Ralph D. Hogg.

**Victorian office:** T&G Building, 145 Collins St, Melbourne. Phone 63-4857, 63-5918. **Manager:** George P. Ruttle. **Queensland office:** Heindorff Hsc, 171 Queen St, Brisbane. Phone 2-7583, 2-7995. **Manager:** Phil Stanley. **South Australian office:** 12 King William St, Adelaide. Phone 51-6861.

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

**THE FILM ACADEMY LIMITED**, 27-33 Mitchell St. North Sydney, 2060. Phone 92-0751-2-3.

**Executives:** E. E. Porter (mng dir), K. M. Williams (mngtr), G. Scott (prod./dir).

**Staff:** Full range of freelance technicians available.

**Facilities:** Complete production facilities for feature, TV series, documentaries and commercials for location and interiors.

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

**Directors:** B. Kabriel (mng dir), M. Kabriel (tech. dir), B. Kabriel Snr (fin. dir).

**Fontana Fact:** 74A Walker St, North Sydney, NSW, 2026 (929-0205). J. Erichson (mng dir).

**Executives:** J. Simpson (cameraman), L. Kanturek (art dir), P. Newton (opticals), M. Waters (editor), D. Downes (prod.-co-ord.), S. O'Keefe (sound).

**Istate repr.:** Arkaba Films Pty Ltd, 351 Heathfield Rd, Aldgate, SA, 5154; E. Campbell, 44 Cockburn St, Curtin, ACT, 2605.

**O'scas:** J. Fitzgerald, 12 Broomfield Rise, Abbots Langley, Hertsfordshire, England. Phone: Kings Langley (6-2316).

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

**FORTUNE FILM & TV PRODUCTIONS** PETER LID, 2 Wentworth Ave, Sydney, 2000 (26-1501), and 23 Drummond-st, Carlton. Vic. 3053 (34-4184). **Technical division:** 4 Almora St, Mosman, 2088, NSW (969-5474).

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

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

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

**FRASER CASTLE PRODUCTIONS**, cnr Military & Avenue Rds, Mosman, NSW, 2088. (Phone 969-6022), and 61 Karcela Rd, Cremorne, NSW, 2090. Phone 90-6006. Telegraphic address Frasercastle, Sydney. Associates in UK and USA.

**Directors:** Norman Castle, Lilius F. Castle.

**Principal executives:** N. Castle (producer dir), L. Castle (writer, dir, editor).

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

**GRAPHIK ANIMATION PTY LTD**, office and studios, 1 Bartley St, Chippendale, NSW, 2008. Phone 699-1048, 699-1049.

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

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

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

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

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

**Director:** Duc Brandt.

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

**JETFILM PRODUCTIONS PTY LTD**, Alderson Bldg, 504-520 Pacific Highway, St Leonards, NSW, 2065. Phone 439-2613, 439-3144.

**Directors:** John T. Frank, Barry C. Brown. Producer of TV commercials (film or videotape), documentaries, industrial or training films, TV programs. Also complete motion picture sound service. Location or studio recording, own transfer suite for 3/4in to 16mm or 17.5in dubbings.

**Pstate repr.:** B. Williams, 160 Edward St, Brisbane. **O'seas repr.:** (USA) Griffiths, Lilly & Hill, 1717 N-Highland Ave., Hollywood; (UK) Macarthur Quinn International, 19 Liongate Gardens, Richmond, Surrey, UK.

**ALLAN KEEN PTY LTD**, 74b Trafalgar St, Annandale, NSW. 2038. Phone 68-4203, 68-3759.

**Managing director:** Allan Keen.

**Secretary:** Hilda Keen.

Producers of television commercials and documentary films.

**KINGCROFT PRODUCTIONS PTY LTD**, 29a Rosalind St, Crows Nest, NSW, 2065. Phone 929-0922. Cables Topfilm, Sydney.

**Directors:** T. E. Ohlsson (mng), N. Stipewich, N. E. Ohlsson (chrnm).

**Staff and facilities:** See under New Kingcroft Studios entry.

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

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

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

**Melbourne office:** T&G Bldg, 145 Collins-st. **Manager:** George P. Ruttle. Phone 63-4857, 63-5918. **Qld office:** Heindorff Hse, 171 Queens-st, Brisbane. Phone 2-7583, 2-7995. **Manager:** Phil Stanley. **SA office:** 12 King William St, Adelaide. Phone 51-6861.

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

**Studios:** Three production stages.

**Camera and lighting equipment:** Wide range of equipment, including Mitchell 35 mm, Bell & Howell special effects 35mm, Arriflex 35mm and 16mm cameras. Zoom lens, speed panchro lenses all cameras.

Dollies including Houston Fearless velocity dolly. Full studio lighting equipment from 10kw lamps downwards.

**Recording and projectors:** Complete modern facilities for recording and projection (double head or composite). **Private theatre,** 35mm and 16mm equipped for Cinemascope, latest 8 channel mixing.

**PETER LAKE PRODUCTION PTY LTD**, 100 West St, Crows Nest, NSW, 2065. Phone 929-7168.

**Director:** Peter Lake.

**Company's operations:** Producer of films for television and industry.

**LANE TELE-FILM PRODUCTION**, 1st Floor, Alderson Executive Bldg, 504-520 Pacific Highway, St Leonards, NSW, 2065. Phone 439-2965.

**Directors:** Dennis E. Lane (man prod.-dir), Dapher J. Lane.

**Operations:** Film producer of commercial TV productions, color and black and white documentaries, sales promotional and PR film productions; television news and program material.

**Services:** Provide specialist freelance services in field of script-writing, film directing and 16mm camerawork.

**Interstate representation:** Budget Film Productions Pty Ltd, 8 Dorcas St, South Melbourne, Vic. (69-7937).

**GEORGE MALCOLM PRODUCTIONS PTY LTD**, 36 Billyard Ave, Elizabeth Bay, NSW, 2011. Phone 35-3564. Produces, directs and edits all types of motion pictures and TV films.

**MOTION PICTURE ASSOCIATES PTY LTD**, 301 Manhattan Centre, cnr. Walker and Mount Sts, North Sydney, 2060. Phone 92-0761.

**Directors:** John Leake, Harvey Spencer.

**Executives:** John Leake (cinematographer), Harvey Spencer (film dir), Alastair Herbert (prod. mngr).

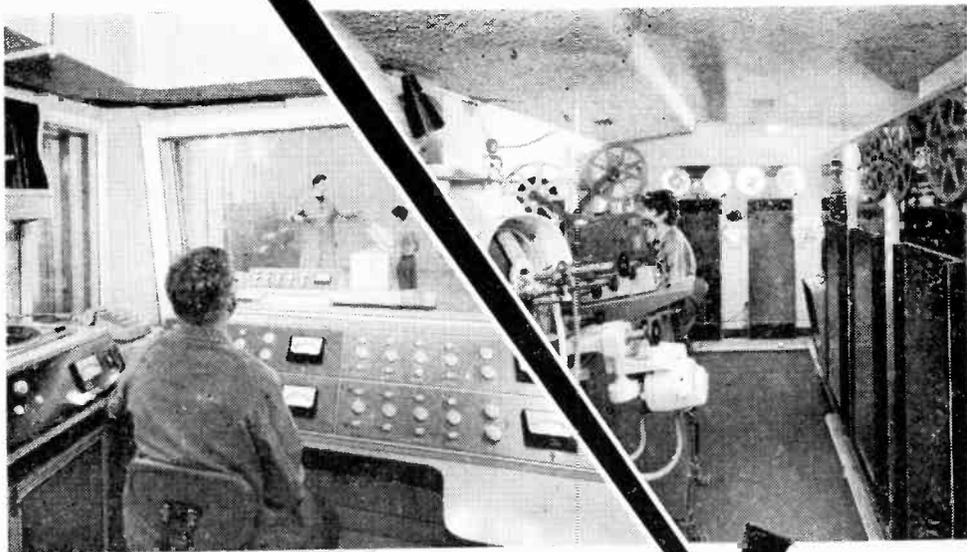
**NAVA PTY LTD**, 241 Broadway, Sydney, 2007. Phone 660-3333.

**Manager:** Dick Stericker.

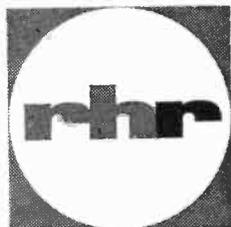
Manufacturers of Navalite continuous projection display unit for showroom or shop

# BUYING SOUND?

contact  
**ROBIN HILL  
RECORDINGS** for  
your best sound buy  
on Film and TV  
Documentaries, TV  
and Radio  
Commercials



No request is impossible. Our top quality equipment is of world standard, and geared to give you quick, efficient service. Our modern facilities include separate 16 mm. and 17.5 mm. chains of four Dubbers each, and Projected Footage Counter. All positively interlocked with Selsyn motors and remote controlled for forward/reverse operation.



## **ROBIN HILL RECORDINGS**

76 CHANDOS STREET, ST. LEONARDS, N.S.W., 2065. PHONE: 43-6047

window display. Australian distributor Porta Matic sound 8mm continuous projector.

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

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

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

Offices: Melbourne (head office), Adelaide, Brisbane, Perth.

Facilities available in Hobart.

**NEW KINGCROFT STUDIOS**, 29a Rosalind Street, Crows Nest, NSW, 2065. Phone 929-0922. Cables Topfilm, Sydney.

Director: Terry Ohlsson (mngr).

Executives: Jennifer Farram (prod. and hire), B. Stacey (editing), B. Van Bronkhorst (sound), G. Walker (art dir), G. Smale (camera).

Studio & Facilities: 50x40 stage with lighting, 35 and 16 mm including 16BL. Hand-held stabiliser, S/motion etc. 3 cutting rooms 35 and 16 equipped. Preview and main theatre with latest rock 'n roll 16/17½ mag

dubbers nagra, post-synch, 16/35 arc proj. cam cars.

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

Executive director: Jack E. Neary (mng), Philip Moylan (products), Jill Dempster.

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

**PEPPER-TANNER CO. INC.**, 4 Roslyn Gardens, Sydney. Home office, 2076 Union Ave, Memphis, Tennessee, with offices in New York City, Los Angeles, Chicago, Miami and Philadelphia.

International vice-president: John E. Karr.

Produces custom-tailored jingles for TV and radio, station IDs and film commercials. Full color TV library of commercial films. Also produces Pepper singing clock, competitions and promotions for TV and radio.

Recording studios in Memphis and Dallas, USA.

Australian clients are serviced personally by Karr during annual Australian visits.

**PERIER FILM PRODUCTIONS PTY LTD**, Studio and offices, 66 Clark Rd, North Sydney, 2060. Phone 92-0251.

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

**PILGRIM PRODUCTION LIMITED**, Pilgrim Design, 77 Pitt St, Sydney, 2000. Phone 27-9381. Pilgrim Films, 8 James St, Waitara, 2077. Phone 476-1044.

Directors: Roy Baxter (mng dir), O. Emery (film), G. Wade (art).

Executives: Producers: R. Brecknock, David Whittam; editors: B. Woad, L. Tess; cameramen: K. Laxton, S. Mudge; research: Robyn Bishop, M. Leslie; art: D. Brecknock; photography: J. Pickering.

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

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

Managing director: Eric E. Porter.

**GOOD HELP IS SO  
HARD TO COME BY  
THESE DAYS..**



WHICH IS WHY  
YOU'LL  
APPRECIATE  
BRINGING YOUR  
PROBLEMS  
TO

**ERIC PORTER PRODUCTIONS**

101 UNION ST, NORTH SYDNEY.

**929 - 8833**

# SUPREME FILMS PTY. LTD.

FOR FILM PRODUCTION FACILITIES, PERSONNEL  
AND SERVICES IN ALL DEPARTMENTS

## STUDIOS:

3 sound stages fully equipped with lights, camera crane, crab dolly, booms, etc.

## THEATRETTES:

2 dubbing theatrettes screening 35mm & 16mm film; 17.5 & 16mm sprocketed magnetic film; 8 position dubbing with equalisation & reverberation; client preview theatre equipped to screen 35mm & 16mm composite & doublehead sound.

## SOUND DEPT:

Nagra & RCA transistorised magnetic recording equipment for studio & location operation; Mole Richardson & Fisher studio & location microphone booms with all ancillary equipment; Neumann and other microphones; walkie-talkies & loud hailer; transfer facilities to 16mm and 35mm optical soundtracks. 16mm & 35mm multi-track Magna-tech reversible erase magnetic sound mixing facilities. Noise suppression amplifiers.

## CAMERA DEPT:

Extensively equipped includes Mitchell, Arriflex & Eclair 16mm & 35mm cameras; single frame; 24 fps, 25 fps and high speed; zooms; stills, etc.

## LIGHTING:

Brute arcs with molevators; Inky-dinkys to 10kw; Fresnell spots; Colortrans; all types of iodide lamps from battery portables to mini brutes; full ancillary equipment includes Generators 1000 Amp., 500 Amp., 300 Amp.

## GRIP EQUIPMENT:

All types of Grip equipment including rostrums; parallels; camera tracks; Weston Dollies; Velocilator; electric & petrol driven wind machines.

## LOCATION FACILITIES:

Complete fleet of service vehicles from Mini Minors to 5-ton trucks; low loader; mobile camera crane; camera boat; mechanical workshop for special equipment preparation.

## SPECIAL EFFECTS:

Oxberry Optical Printer, 35mm & 16mm colour and black & white.

## TITLE & ANIMATION:

All forms of titling & animation; horizontal & vertical camera stands 35mm & 16mm.

## EDITING:

15 editing rooms fully equipped with Moviolas; Steenbecks; Intercine; synchronisers; tape splicers, etc.; magnetic readers, both 35mm & 16mm.

## LABORATORY:

Colour—35mm & 16mm Eastmancolor negative developing; 35mm & 16mm Eastman-color printing; 16mm Ektachrome ME4 & ECO2; 35mm & 16mm interpositives & internegatives; 35mm & 16mm reduction & blow up printing.

Black & White—35mm & 16mm negative developing & printing; 35mm & 16mm fine grains & dupe negatives; 16mm reversal; 35mm & 16mm reduction & blow up printing; 35mm & 16mm edge numbering.

# SUPREME FILMS PTY. LTD.

11-15 YOUNG ST., PADDINGTON, N.S.W.

PHONE: 31 0531 (16 LINES) CABLES: SUPSOUND SYDNEY

## 210 Television Production Units (New South Wales)

**Directors:** D. Stanger, B. Jenkins, B. Cohen, R. Cox, R. Windon.

**Executives:** Chris Newark (prod. mgr), L. J. Porter (secy), Don B. Stanger (tech. dir), A. Beaumont (sales dir), A. Coyte (sales), Phil Pike, G. Hansen (cameramen), R. Dean (lab. super), John Garwood (chief sound eng.), B. Laletin, B. Ritchie, J. Lamond, C. Evans, A. Wheeler (editors), C. Ford (animation chief), M. Robinson (sales), N. Beauman (sup. editor), D. Clay (cameraman).

**Staff:** 100 including animation artists, three complete camera crews, carpenters, electricians, engineering, grips, lab. personnel.

**SOUTHERN CROSS FILMS PTY LTD**, 5 Sandra Place, Seaforth, NSW, 2092.

**Directors:** Douglas Hardy (ACS), D. Cattle (chart acct).

**SOUTHERN DOCUMENTARY PRODUCTIONS PTY LTD**, PO Box 1391, Wollongong. Phone: Wollongong 28-9133.

**Directors:** B. F. Lambert, J. W. Lambert. Specialises in commercials, educational and industrial documentaries.

**SUPREME FILMS PTY LTD**, 11-15 Young St, Paddington, NSW, 2021. Phone 31-0531 (16 lines).

**Executives:** Mervyn Murphy (mng dir), Tom Stacey (general manager), Gwen Oatley (secy), George Stephenson (sales and public relations mgr), Ted Holliday (prod. and studio controller), Barrie Smith, Gary Reilly (prod. dirs).

**Studios:** Large studios complete with sound stages and departments including costume, make-up, storage, work shop.

**Equipment & Facilities:** Full range equipment for exterior feature locations; TV commercials; documentaries, three theatrettes; fully equipped sound and lighting departments; location facilities.

Special effects, Oxberry optical printer, 35mm and 16mm color and b&w. Title and animation, all forms of titling and animation, horizontal and vertical camera stands 35mm and 16mm. Editing, 15 editing rooms fully equipped with Moviolas, Steenbecks, Intercine, synchronisers, tape splicers, etc., magnetic readers, both 35mm and 16mm.

Film processing: 35mm and 16mm color and b&w (see Services to TV, film processing).

**SWEET PEACH PRODUCTIONS PTY LTD**, 79 Manning Road, Woollahra, NSW, 2025. Phone 36-1519.

**Directors:** P. C. Coleman (chrmn), Denis Whitburn, Jimmy Stewart.

**Operations:** Record production (Sweet Peach Records), music publishing (Target Music), television and film production and artist management.

**TELEVISION FILM FACILITIES.** All correspondence to 34 Church St, Blakehurst, NSW, 2221. Phone 54-2283. Studios: 8 Scott St, Willoughby, NSW, 2068 (adjoining TCN). Phone 95-2572.

**Executive director:** Brian Howard. Specialising in black and white and color, low budget TV film commercials and industrial documentaries.

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

**Directors:** D. M. Fegan (chairman), G. H. Grimsdale (mng dir), Beau Sheil.

**TROJAN FILM PRODUCTIONS PTY LTD**, 89 Arthur St, North Sydney, 2060. Phone 92-5451.

**Directors:** Jack Lee (mng dir), I. M. Lee, Peter Thompson.

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

**UNITED CINEMA PTY LIMITED**, Suite 101A Aldersons Building, 504-520 Pacific Highway, St Leonards, 2065. Sydney. Phone 439-2965 or after hrs 449-2763.

**Directors:** John O. Phillips, N. Phillips.

**VIDEO-TAPE CORPORATION PTY LTD**, 382 Eastern Valley Way, East Roseville, NSW, 2069. PO Box 84, Roseville, NSW, 2069. Phone 40-5355, 40-4913. Telegrams and cables Videocorp Sydney.

**Directors:** A. E. R. Fox (chrmn & man. dir), Winston N. Frecker (gen. mgr), B. J. McDonald, M. D. Frecker, L. A. Mauger.

**Executives:** A. E. R. Fox, Winston N. Frecker, Brian Arrighi (op. mgr), Ian Cochran (comm. dir), J. M. Beale (acct), Tom Cook (dir. prod.).

Production and recording on videotape (both b&w and color) of TV commercials and programs.

**Studios/Facilities:** Two stages fully air conditioned and sound insulated, 50'x25' and 28'x20'; 15'x12' grids respectively; tungsten halogen quartz lighting. Marconi Mk. VII color cameras, Ampex VR 2000B videotape-recorders, HS-100 Videodisc, Richmond Hill vision mixer. AWA audio installation.

**Services:** Set construction, make-up, stills, graphics, film/tape transfers, kinerecordings, audio recording.

# Creative people are using Video-Tape Corporation ... and winning awards!

In the Videotape Section of the Television Society's 1970 "Penguin" Awards, VTC commercials\* won all the prizes.

- \* Gramp's Barossa Pearl "Pop Art" (USP-Benson; Video-Tape Corporation)
- \* Aust. Wool Board's "Silly Season" Series (Jackson Wair; Video-Tape Corporation)
- \* British Paints' "Glossmasta — Rolf Harris" (Jackson Wain; Video-Tape Corporation)

We believe these commercials received recognition because they were effective. They were noticed. They sold the product.

Your most creative concept is in competent hands when entrusted to VTC's professionals.

## Video-Tape Corporation Pty. Ltd.



382 EASTERN VALLEY WAY  
EAST ROSEVILLE,  
N.S.W. 2069.  
TELEPHONE 405C55.

**Devoted to Commercials**

TELEVISION SOCIETY OF AUSTRALIA  
TV COMMERCIAL AWARDS 1970 - SECTION 3  
GRAMP'S BAROSSA PEARL "POP ART" 899-404-AB  
© - FRUITED BY U.S.P. - BENSON CHEMICALS PTY. LTD.  
WINNERS HOUSE, VIDEO-TAPE CORPORATION PTY. LTD.

**WHITFORD'S THEATRE ADS PTY LTD**, 43 Brisbane St, Sydney, 2010 (212-1866).

Owned and operated by Val Morgan & Co. (Aust.) Pty Ltd, 64 Elizabeth St, Melbourne, 3000 (63-6431).

**Directors:** W. V. Morgan (chrmn), V. C. Morgan (mng dir), E. V. Gleeson (exec. dir).  
**Manager:** G. M. Stephenson.

**Secretary:** R. Stanley.

**Repr.:** Vic., Val Morgan & Co. (Aust.) Pty Ltd, 64 Elizabeth St, Melbourne (63-6431); SA, Val Morgan & Co. (Aust.) Pty Ltd, 440 King William St, Adelaide (8-6666), K. B. Hicks (mngn); Q'ld, Campbell Advertising Pty Ltd, Penneys Bldg, 517 Queens St, Brisbane (2-4200); WA, Cyril Cornish Theatre Ads, 286 Hay Street, Perth (23-4727); Tas., M. L. Moore, 7 Stoke St, New Town, Hobart (8-2364).

**Studio & Facilities:** Comprehensive facilities for color or b&w cinema and TV commercials, all lengths, cinema and TV slides, recording of cinema sound commentaries, theatre for standard, wide screen and cinema scope projection. Australia-wide cinema advertising. Member Associated Cinema Advertising Group.

**WILLARD KING ORGANIZATION PTY LTD**, 1st floor, 293 Pacific Highway, Crows Nest, 2065. Phone 92-3557, 92-3240, 92-4188. 1 Carlton St, Prahran, Vic., 3181. Phone 51-6983.

**Directors:** J. T. Collins, L. M. Collins.

**Executives:** John Collins (exec. prod.).

Producers of *It's Academic*, *Pied Piper*, *Jeopardy*.

Company handles overseas and local artists and general theatrical promotions.

**ROSS WOOD PRODUCTIONS PTY LTD**, 36 Gosbell St, Paddington, NSW, 2021. Phone 31-8154.

**Executives:** K. Mactavish (prod. mngn), J. Hoskins (chief editor), C. Cornelius (acctnt).

**Studios:** The company owns large studios complete with two sound stages and departments incorporating work-shop, make-up rooms, costume and prop storing areas, four cutting rooms and two theatrettes for screening and sound recording. Car parking area adjoins the studio.

# **TV production and film units**

- *Victoria (pages 214-222)*

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

**Director:** Ronald A. Mason.

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

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

**ARMSTRONG, BILL, PTY LTD** (sound recording studios), 100-112 Albert Rd, South Melbourne, Vic., 3205. Phone 699-1844 (10 lines).

**Directors:** W. R. Armstrong (mng dir.), R. J. S. Savage, N. Rees, S. E. Armstrong (secy).

**Executives:** Bill Armstrong (gen. mgr), Roger Savage (tech. mgr), Mrs Norma Rees (studio mgr).

**Production Technicians:** Ern Rose, Philip Webster, John Philips; Associated creative producers: Bruce Smeaton, Hans Poulsen, Geoff Hales, Brian Rangott, Ivan Hutchinson, Peter Jones, Bruce Woodley, Peter Best and David Mackay (London), Pat Aulton (Sydney), Webster & Geeves.

**Facilities:** Three studios offering mono, 2, 4, 8 and 16-track tape recording machines (Ampex, Optronics and Scully). EMT stereo reverberation plates. 35mm and 16mm CCTV chain for recording to image. Location recording facilities and crew for the film industries using Nagra—16mm and 17.5mm sprocketed magnetic recorders. Record processing including mono and stereo cutting facilities. Professional audio-visual equipment with encoding and decoding units for fully automated presentations. Experienced in originating and producing music for station identification themes, advertising, cinema commercials and documentary films.

**ARTRANSA PARK FILM STUDIOS, 88** Acland St, St Kilda, Victoria, 3182. Phone 94-0614-5-6.

**Executives:** Ron Rowson (mngr for Vic.) P. Lamb (editor), A. Shaw (production manager).

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

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

**R. BARRINGTON SCOTT PTY LTD** (Inc. Southern Films), 33 Bromby St, South Yarra, Melbourne, Phone 26-4782.

**Directors:** R. Barrington Scott, S. F. Fell. Specialises in production of industrial and documentary films.

**BILCOCK & COPPING FILMS PTY LTD,** 46-48 High St, St Kilda, Vic., 3182, Telegrams & cables: Bilcop, Melbourne, Phone 51-9806.

**Directors:** David J. Bilcock Jr, Robin Copping.

**Executives:** D. J. Bilcock Jr, R. Copping, Mrs. C. Suli (secy accnts), Ted Mason.

Fully equipped for all types of film production for cinema and television release, also incorporating Melbourne Film Supply Centre Pty Ltd.

**JIM BERINSON & ASSOCIATES PTY LTD,** 641 St Kilda Rd, Melbourne, Vic., 3004. Phone 51-5228.

**Directors:** J. Berinson (mng dir), H. M. Berinson, K. O. Donoghue.

**Executives:** F. G. Foster (acct), M. Weiss (accnts), K. Ford (dir., ent), M. Watson (priv. sec. co-ord.), R. Lott (SA), H. Widmar (NSW).

**Company's operations:** Casting, producers of cinema TV film, video tape, documentary, audio visuals, commercials and programs, creative writing and production supervision, music arrangements, jingles, radio and TV.

**Melbourne  
Film Supply  
Centre Pty Ltd**

40 HIGH STREET, ST. KILDA, VIC. 3182  
PHONE: 51-1162

**HIRE FACILITIES FOR:**

- 50 x 30 SOUND STAGE.
- THEATRETTE WITH 16mm & 35mm DOUBLE HEADING FACILITIES.
- 16mm & 35mm CUTTING ROOMS WITH MOVIO-LAS.
- ARRIFLEX & CAME-FLEX CAMERA EQUIPMENT.
- 10-1 ANGENIEUX ZOOM LENSES.
- COLORTRAN DOLLY ETC.



feature films, animated puppet and cartoon commercials.

Sydney representative: Dennis E. Lanc, Lane Tele Film productions, Pacific Highway, Artarmon, 2064 (439-2965).

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

Directors: V. F. Wagstaff (chrnm), R. B. Vance, R. J. Wagstaff (mngr), J. P. F. Dixon, K. V. Wagstaff, B. F. Bull (secty).

Production staff: John Dixon, Keith Wagstaff (dirs of photog.), Ross Dimsey (prod. mngr), Nina Syme (writing & cast), Jack Wight (unit mngr), John Haddy (cameraman), Bill Regan (cameraman), Peter Wagstaff (cameraman), David Milner (chief editor), Ray Daley (editor).

Producer of television and cinema commercials, and documentary films.

**CINE SERVICE PTY LTD,** 235 Moray St, South Melbourne, 3205. Phone 69-7346. Incorporating Cambridge Film and TV Productions Pty Ltd, 3 Armstrong St, Middle Park, 3206.

Directors: V. F. Wagstaff (chrnm), G. G. Thompson, W. R. Garrett, V. B. Vance, Beverley F. Bull (secty).

Producer of documentary film, television and cinema commercials from script to final print.

**BRUCE CLARKE'S RECORDING AND CREATIVE SERVICES,** 420 St Kilda Road, Melbourne. Phone 26-3199, 26-3499.

Directors: Bruce Clarke, Georgia Clarke. Staff composers: Bruce Clarke, Dick Healey, Janet Lester.

Sound supervisors: Russ Thompson, Graeme Perry.

Studio co-ordinator: Judi Hooke. Producer of radio and TV advertising music, logos and general recording studios.

Equipment and Recording Facilities: 8 track, 4 track, 2 track and mono recording. 17.5 sprocketed recorders, 35mm and 17.5 mm projectors. Electronic music facilities through Moog Synthesizer. Demo tapes on request.

**CONSOLIDATED FILM PRODUCERS PTY LTD,** 420 St Kilda Rd, Melbourne, 3204. Phone 26-3201, 26-3202-3.

Executives: J. M. Booth (chrnm), Douglas H. Lee, ACS (mng dir), Stuart R. Nelson (dir), Dellas Rennie (prod. co-ordinator), Mike McGinn (sound eng.), David Hipkins (editor).

Produces TV and theatre commercials, documentaries and programs.

# Consolidated Film Producers Pty. Ltd.

420 St. Kilda Road,  
Melbourne.  
26-3201  
(3 lines)

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

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

*All together with editors, sound engineers, grips and the finest array of technical talent, why not try Consolidated.*

*You'll be surprised when you give them a chance to help you.*

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

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

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

**Directors:** Hector Crawford (mng dir), Dorothy Crawford (prod. dir), Ian Crawford (tech. dir), Ian Jones, Glenda Raymond, Ralph Lloyd.

**Executives:** Robert Pascoe (mngnr), Lindsay Parker (prod. mngnr), Andrew Swanson, David Lee, Ian Bennett, Gary Conway, George Miller (film dirs), Dudley Robinson (chief photog.), Peter Bray (documentary film editor).

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

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

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

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

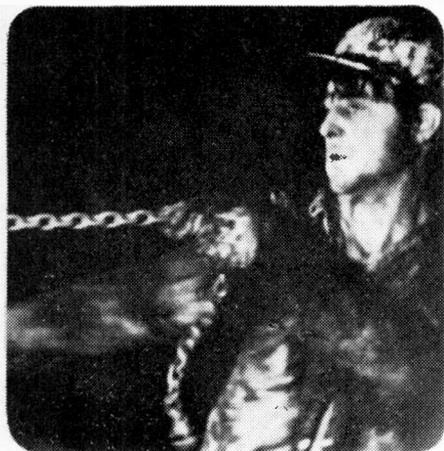
Producer of documentary films, film strips and slides. Also microfilming of records. 16mm and 35mm Microfilm service.

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

Controlled by David Koffel Pty Ltd, which also controls David Koffel Film and TV Productions, and Film Makers Pty Ltd, and associated with David Koffel (International) Pty Ltd and David Koffel (Vic.) Pty Ltd, and controls Reilly Advertising Co. Pty Ltd, and Filmads Pty Ltd.



**one of the problems  
of being Browning Productions pty.ltd.  
is there's no one  
to copy from**



## DOCUMENTARIES CAN BE DIFFERENT!

We know, because we make them that way.

Digger Rig, a documentary on Australia's new and exciting offshore oil industry has been judged winner in the 1970 Shell award by The Television Society of Australia.

We are proud of the achievement, but then at Kestrel we are proud of all our documentaries. If your need is for a different film image let's all get together and create one.

*Image makers for industry*

# Kestrel

film productions  
pty ltd

575 Church St., Richmond. Aust. 3121

Telephone 42 6984, 42 7295

Sydney address: Hexham Hse, 106-110 Goulburn-st. Phone 61-9551-2-3, 26-5673. 26-5643. Telegrams Featurads, Sydney. Qld office: Heindorff Hse, 171 Queen-st, Brisbane (2-7583, 2-7995). SA office: 12 King William St, Adelaide (51-6861).

Managing director: David Koffel. Vic. Manager: George P. Ruttle. Film executive: Frank Slater.

Member, Screen Advertising World Assoc. (SAWA).

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

**THE FILM HOUSE PTY LTD**, 272 George St, Fitzroy, Melbourne, 3065. Phone 11-1662, 41-1743, 41-3632.

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

Executives: Fred Schepisi (dir.), Alex Stitt (dir.), Bruce Weatherhead (dir.), Trevor Ling (dir.), Jim Oastler (prod. mgr), Ian Baker (cine.), Frank Hellard (anim. dir.), Les Luxford (super. edit.) and Peg Owen (post-prod. co-ord.).

Completes live action and animation facilities for TV and theatre commercials and documentaries.

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

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

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

Managing director, David Koffel; Vic. manager, George P. Ruttle. Film executive: Frank Slater.

**FORTUNE FILM & TV PRODUCTIONS PTY LTD**, 2 Wentworth Ave, Sydney, 2000. (26-1501) and 23 Drummond St, Carlton, Vic., 3053 (34-4184). Technical division, 4 Alnora St, Mosman, NSW, 2088 (969-5474).

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

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

**REG GRUNDY ENTERPRISES PTY LTD**, 165 Latrobe St, Melbourne, 3000. Box 1064J, GPO Melbourne, 3001. Phone 662-1072.

**KESTREL FILM PRODUCTIONS**, 575 Church Street, Richmond, Vic., 3121. Phone 42-6984, 42-7295.

**Director:** J. Richardson.  
Film documentaries and commercials.

**ROD KINNEAR PRODUCTIONS PTY LTD**, c/o GTV Channel 9, 22 Bendigo St, Richmond, Vic., 3121. Phone 42-0201.

**Directors:** Rod Kinnear (man. dir), Bryce Kinnear.

**Production staff:** Rod Kinnear (TV and film dir-cameraman), Russell Hurley (sup. editor-sound), Vera Nieboer (prod. assnt), Shirley Smith (prod. secy).

**Equipment:** 16mm Eclair, 35mm Arriflex, Nagra. Moviolas, etc. Sound stage and all associated facilities, still photography.

**Production of filmed drama, documentaries, commercials, television specials and videotape productions.**

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

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

**Managing Director:** David Koffel. **Vic. Manager:** George P. Ruttle. **Film executive:** Frank Slater.

**MOONEY-WEBB TV & RADIO UNIT PTY LTD** (associate company of Mooney-Webb Pty Ltd and Webb Publicity Pty Ltd): 25-27 Rathdown St, Carlton, Vic., 3053. Phone 347-3144.

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

**MORGAN, VAL, & SONS PTY LTD**, 64 Elizabeth Street, Melbourne, 3000 (63-6431), owning and operating Whitford's Theatre Ads Pty Ltd, 43 Brisbane St, Sydney, 2010 (212-1866).

**Directors:** W. V. Morgan (chrnu), V. C. Morgan (mgr dir), E. V. Gleeson (exec. dir).

**Associate directors:** A. J. F. Baker, D. R. Rothberg.

**Secretary:** E. Gailis.

**Studio facilities:** Comprehensive facilities for color or b&w production of cinema and TV commercials, all lengths, cinema and TV slides, recording of cinema and radio commercials and sound commentaries. Own theatre for standard, wide screen and Cinemascope projection.

**Representatives:** NSW—Whitford's Theatre Ads Pty Ltd (G. M. Stephenson, mgr), 43 Brisbane St, Sydney (212-1866). SA—Val Morgan & Co. (Aust.) Pty Ltd (K. B. Hicks, mgr), 440 King William Street, Adelaide (8-6666). Qld—Campbell Advertising Pty Ltd, Pennycs Bldg, 517 Queen Street, Brisbane

Animated Films Pty. Ltd.

**MOORE BROTHERS**

64 ELIZABETH STREET  
MELBOURNE  
63-8303

**Independent  
STUDIO  
for  
RENTAL**

Film, Still Photography, etc.

**MOLE-RICHARDSON**  
(Australia) Pty. Ltd.

78-80 Stanley Street,  
Collingwood, 3066.  
Tel. 41 4245

A.H. 850 2020, 98 1193  
Telegrams: Molereng, Melbourne

(2-4200). WA—Cyril Cornish Theatre Ads Pty Ltd, 286 Hay St, Perth (23-4727). Tas.—M. L. Moore, 7a Stoke St, New Town, Hobart (8-2364).

Representatives of Cyril Cornish Theatre Ads Pty Ltd, 286 Hay St, Perth (23-4722). Australia-wide cinema advertising and radio. Publishes Morgan's Street Directories and maps. Member Screen Advertising World Association, Associated Cinema Advertising Group.

**NAVA PTY LTD.** Head office, 69 Barry Street, Carlton, 3053. Phone 347-2622.

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

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

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

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

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

**Service:** Electronic service facilities for all audio-visual equipment.

**Offices:** Sydney, Adelaide, Perth, Brisbane. Facilities available in Hobart.

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

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

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

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

**PACIFIC DOCUMENTARY FILMS,** 158 Moray St, South Melbourne, Vic., 3205. Phone 69-2471, 69-2475. Cables Pacifilm, Melbourne.

**Producer:** C. J. Stewart.

Documentaries and short subjects.

**PACIFIC FILM PRODUCTIONS,** 158 Moray St, Sth Melbourne. 3205. Phone 69-2471. Cables Pacifilm, Melbourne.

TV series production, complete film recording facilities.

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

**PETER PURVIS & ASSOCIATES PTY LTD,** 46 Scott St, South Caulfield. Phone 58-4227.

Production, direction and cinematography.

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

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

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

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

**Director:** John Scheffer.

Specialises in stop motion animated films in 16mm and 35mm, color and black and white.

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

**Directors:** David J. Bilcock Snr (chmn), Nicholas Vastchenko (secy), Leonard G. Heitman.

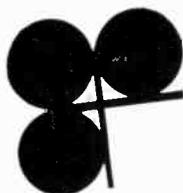
**Executives:** Geoff Pollock (gen. mngtr), David Campbell (prod. mngtr), Geo. Attard (office mngtr).

**Istate repr:** Creative Services Inc., Manila; Adpower, Hong Kong.

**Equipment and facilities:** 35mm NC camera with blimp, 35mm Arri camera with full range of lenses including 10:1 zooms. Blimped 16mm cameras with lenses. Raby studio dolly with Worrall geared head, lightweight location dollies. Research council studio crane. Full lighting equipment, including 36 kw mobile generator. Mole Richardson sound boom, Rola & Nagra and Uher tape recorders. Natec 17.5mm recorder, four Natec 17.5 dubbars and 8-channel mixing console with Pulltek and equalising equipment. 35mm and 16mm moviolas and full range of editing equipment. 16mm and 35mm projection facilities with provision for

# Bonus For Senior Films' Clients.

We won't promise to win you an international award, but our record's pretty good and anyway, our trying is not going to cost you any more. Ring our general manager and arrange to see some examples of our work.



Senior Film Productions Pty. Ltd.  
44 Pakington Street,  
St. Kilda, Victoria. 3182.  
Phone: 94 0774 (5 lines)  
Cables: "Senfil" Melbourne.

## CHICAGO INTERNATIONAL FILM AND T.V. FESTIVAL.

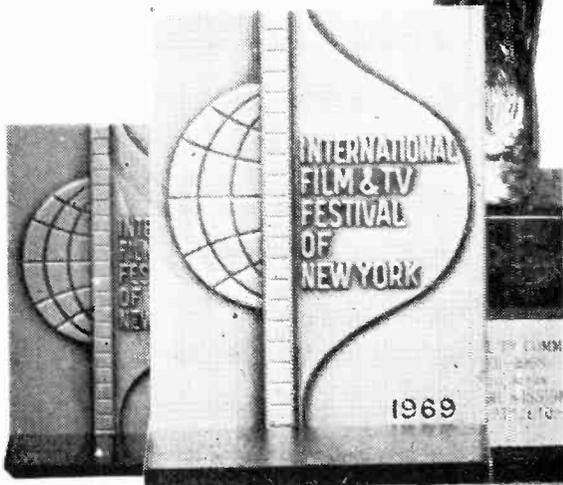
International T.V. commercial.  
Winner — Golden Hugo Award,  
Senior Film Productions.

## "The Mobil Mission" INTERNATIONAL FILM AND T.V. FESTIVAL OF NEW YORK.

Industrial and Educational Films  
— Silver Medal, Senior Film  
Productions.

## "The Living Gold" INTERNATIONAL FILM AND T.V. FESTIVAL OF NEW YORK.

Cinema Commercials — Bronze  
Medal, Senior Film Productions.  
"Kodak Wedding Day"



**INDUSTRIAL & DOCUMENTARY  
FILMS**

**ROBERT  
BARRINGTON  
SCOTT  
Productions**

Winner of Blue Ribbon  
1966 American Film  
Festival. Certificates  
and Awards for screen-  
ing in New York, Edin-  
burgh, Rouen, Antwerp,  
London, Melbourne,  
Adelaide, Vancouver  
and San Francisco Film  
Festivals. Since 1966  
winner of 16 award  
certificates.

**R. Barrington Scott Pty. Ltd.**

**33 Bromby Street  
SOUTH YARRA. 3141**

**Telephone: 26-4782**

double heading. Two main studios—80ft x 64ft and 36ft x 28ft and special effects studio. Animation and lighting facilities. Fully equipped set construction workshop. Dubbing theatre, preview theatre, editing and cutting rooms, make-up and dressing rooms, location transport (cars and trucks).

Fully equipped for production of feature films, TV series, documentaries, TV and cinema commercials, film strips and TV slides

**SMITH, FRANK, PRODUCTIONS PTY LTD**, 31 Agnes St, Jolimont, Vic., 3002. Phone 63-2660, 63-6551.

Directors: Frank Smith and Edward Floyd.

Executives: Frank Smith (composer & mus. dir), Edward Floyd (business mngr), Gil Matthews (recording engineer, producer), Wendy Cusworth (production co-ordinator).

Producers of music and sound for TV, radio and film. New studio, 8-track equipped. Fully geared for advertising work. Electronic music and effects production. Library of original mood music and sound effects.

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

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

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

**W&G RECORD PROCESSING CO. PTY LTD**, 186 Batman Street, West Melbourne. Phone 329-7565.

Complete production and sound recording facilities.

Studio manager: Alf Bean.

**WILLARD KING ORGANIZATION PTY LTD**, 1 Carlton St, Prahran, Vic., 3181. Phone 51-6983. 1st floor, 293 Pacific Highway, Crows Nest, NSW. 2065. Phone 92-3557.

Directors: J. T. Collins, L. M. Collins.

Executives: John Collins (exec. prod.).

Producers of It's Academic, Pied Piper, Jeopardy. Company handles overseas and local artists and general theatrical promotions.

# **TV production film units**

- *Queensland*
- *South Australia*
- *Film Treatment*

## Queensland

**CAMERACRAFT FILM PRODUCTIONS PTY LTD**, 20 Ivory St, Fortitude Valley, Qld, 4006. Phone 5-2131, 5-2135. Telegrams Cameracraft.

**Directors:** K. F. Hall, H. W. Poulsen.

**Services:** Documentary, PR, industrial, and TV commercials, 16mm and 35mm.

**CHRISTIAN TELEVISION ASSOCIATION OF QUEENSLAND**, 5 Little Street, Albion, Qld, 4010.

**Director:** Colin Baxter.

Christian TV programs and commercials to all commercial stations. Radio spots to commercial radio stations.

**Istate repr.:** Christian TV Association, Sydney, Melbourne, Adelaide, Perth.

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

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

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

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

**Member Screen Advertising World Assoc.**

Studios and technical facilities: See Sydney entry David Koffel Film & TV Productions.

**GAYTONE PRODUCTIONS PTY LTD**, Cnr Campbell and Sneyo Sts, Bowen Hills, Qld, 4006. Phone 5-4871 (3 lines).

**Services:** Film production, TV commercials, color and b&w, sound recordings, transfers, 1/4 in to 16mm sprocketed tape and drive-in studio.

**REG GRUNDY ENTERPRISES PTY LTD**, 303 Adelaide St, Brisbane, 4000. Box 1169, GPO Brisbane, 4001. Phone 21-7361.

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

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

**Services:** Illustrative photography, film production, documentary black and white and color, TV commercials.

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

G. A. Burne (mng dir), A. L. Burne (secy).

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

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

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

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

**ROBINSON, JONES PTY LTD** (Jim Robinson), 21 Gipps St, Valley, Brisbane, 4006. Phone 5-4297.

Formerly Photo Commercial Studios.

## South Australia

**FEATURED THEATRE ADS**, 12 King William St, Adelaide, 5000. Phone 51-6861.

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

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

**Managing director:** David Koffel.

Member Screen Advertising World Assoc. (SAWA).

**KOFFEL, DAVID, FILM & TV PRODUCTIONS**, 12 King William St, Adelaide, 5000. Phone 51-6861.

**Managing director:** David Koffel.

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

## Film Treatment

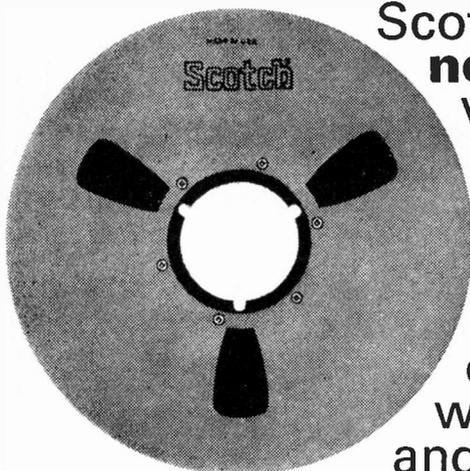
**PERMAFILM AUSTRALIA PTY LTD,**  
63 Mountain St, Broadway, Sydney, 2007.  
Telegrams Permafilm, Sydney. Phone  
211-0077.

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

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

**State Repr.:** K. G. Film Services, Melbourne.

# The end of tape handling hang-ups



Scotch Brand  
**no. 400**  
video tape  
guards  
itself against  
dust damage,  
scratching,  
cinching,  
creasing,  
windowing  
and slipping

## THE BACK PUTS IT IN FRONT

This new quadruplex tape has a non-magnetic and highly reflective back treatment that literally guards itself against the most common causes of tape damage. In the U.S.A., extensive field testing by networks and production houses proved that Scotch Brand No. 400 is a major advance in tape handling. It's virtually damage-proof. Drop-outs are even further minimised. And winding

characteristics are excellent, regardless of tape length and transport tensions.

Scotch Brand No. 400 is the latest in the 3M family of video tapes. A family which also includes Scotch Brand Helical Scan Video tape, the optimum choice for all helical equipment. 3M pioneered video tape in 1953. And it's still 3M who come up with the ideas that count.

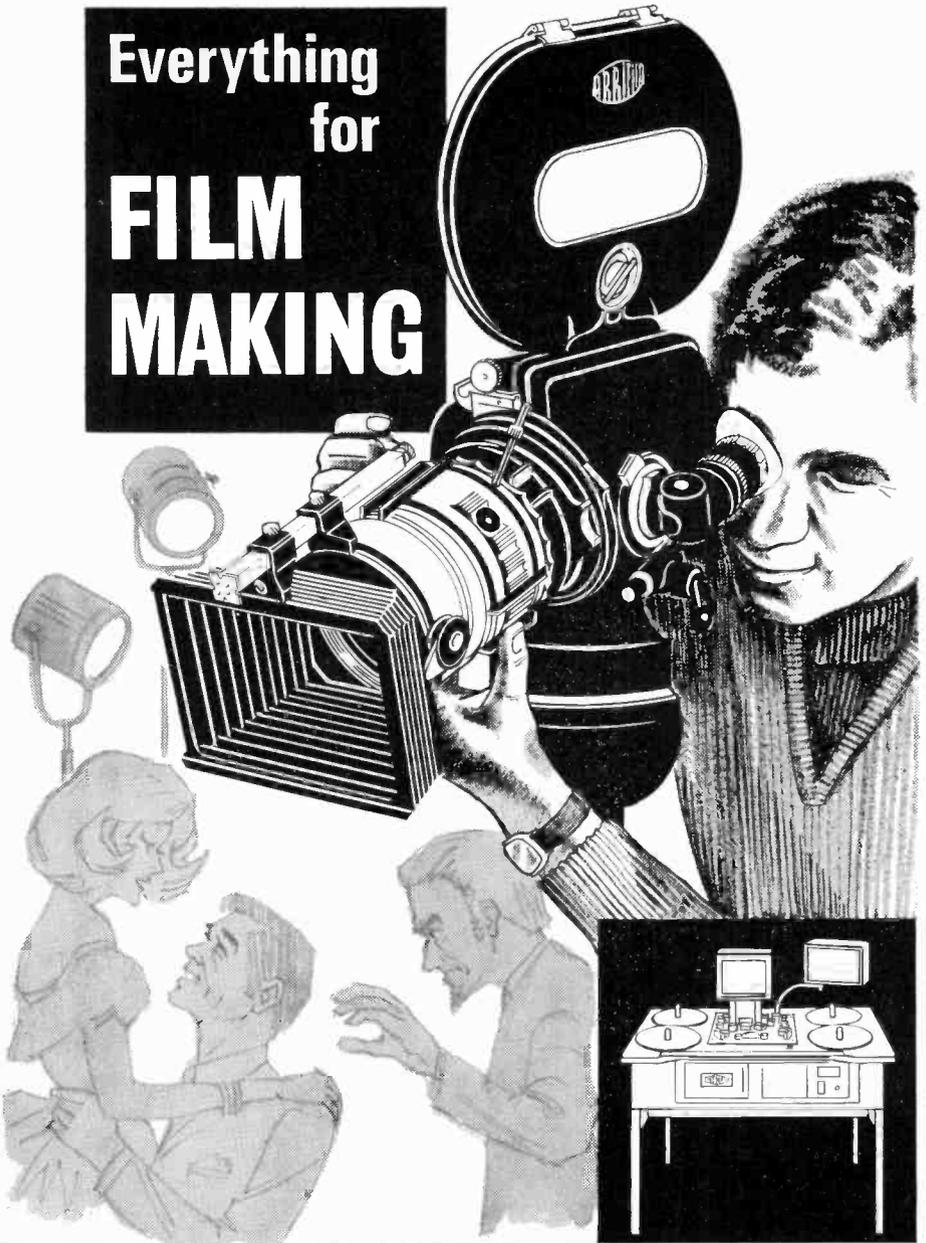
**MAGNETIC PRODUCTS DIVISION**  
MINNESOTA MINING AND MANUFACTURING (AUSTRALIA) PTY. LTD  
Sydney, 43-0455; Brisbane, 51-5681; Melbourne, 61-3841; Adelaide, 51-5971; Perth,  
28-5244; Hobart, 343-104; Canberra, 4-0791; Newcastle, 2-5461; Auckland, 495-109.

**3M**  
COMPANY

# Services to TV stations

- *Cameras, photographic and studio equipment (pages 229-242)*
- *Film processing laboratories (pages 243-246)*
- *Lenses and optical needs (pages 246-248)*
- *Film stock (page 248)*
- *Scripting equipment (page 248)*
- *Recording equipment (pages 248-251)*
- *Lighting and lighting control equipment (pages 251-254)*
- *Steel towers (pages 254-255)*
- *Bond storage (page 255)*
- *Video Tape (page 255)*
- *Transmission lines and equipment (pages 255-256)*

Everything  
for  
**FILM  
MAKING**



**SWIFT and BLEAKLEY**  
PTY. LIMITED

HEAD OFFICE

"Swift House," 149 Milton St. Ashfield, N.S.W. Phone 798-4111

**VICTORIA TASMANIA**  
83 Palmerston Cresc.  
5th Melbourne  
Phone 699 1877

**QUEENSLAND**  
92.96 Commercial Rd.,  
The Valley Brisbane  
Phone 5-3726

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

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

and at Wellington, Auckland, Christchurch, NEW ZEALAND

## CAMERAS, PHOTOGRAPHIC, STUDIO EQUIPMENT

**AJAX AMALGAMATED FILM EQUIPMENT HIRE SERVICE PTY LTD**, Film-centre, 65 Ebley St, Bondi Junction, NSW, 2022 (38-4886).

**Executives:** John Daniell (gen mngr) M. Sullivan (mngr), G. Clarke (services), P. Wedes (maintenance).

**Operations:** Rental of all types of 35mm and 16mm motion picture equipment including BNC and NC Mitchells, Arriflex 35mm and 16mm, Arriflex 35mm high speed, Dyna lens, zoom lenses and complete range of 35mm and 16mm lenses. Camera cars, cranes, Elemack and Colortran dollies, special effects equipment; brute arcs, quartz lighting, blimped generators and conventional studio lighting. Sound equipment, location and studio editing equipment.

**AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED**, Engineering Products Division, 422 Lane Cove Road, North Ryde, NSW, 2113. Phone 88-6666.

Consultants for all aspects of television transmission including on-site and 'paper' surveys of service areas. AWA's Australian manufactured equipment includes transmitters, filterplexers and associated equipment; directional and omni-directional antenna systems for all channels, transmitter program input equipment, test waveform equipment, studio and telecine cameras and associated items; sound equipment, wideband cable transmission equipment, transmitter remote control facilities. A wide range of units available from stock, others manufactured to customers' requirements.

Associate of the Marconi Company of England, Australian agents for RHG Electronics Laboratory Inc. Television Microwave Relay Links, Richmond Hill Laboratories solid state studio equipment, Spindler and Sauppe Slide Projectors.

**AUSTRALIAN VIDEO ENGINEERING**, 7 The Crescent, Annandale, 2038. Phone 660-2644. Telegrams Jaxind, Sydney.

**Executives:** F. J. Williams (gen. mngr), T. R. R. Jones (technical mngr), B. Read (marketing mngr).

**†State repr.:** Sydney, Melbourne and Perth.

**Company's operations:** Australian distributors of IVC broadcast and CCTV videotape recorders and cameras; Telemation broadcast and CCTV cameras, video switching equipment etc, manufacturers of video and audio equipment, engineering, and design of complete systems. Agents for full range of studio lighting and control equipment.

**AUTOMATIC DEMONSTRATION PTY LTD**, 63 Mountain St, Broadway, NSW, 2007. Phone 211-0077. Telegrams Permafilm Sydney.

**Directors:** R. W. Baxter, O. F. Emery, G. J. Bunyan, G. P. Barton, G. P. Farrell.

**Executives:** Grahame Bunyan (mng dir), Allan Morris (service mngr), Barry Townsend (sales manager).

**Operations:** Importers and distributors videotronic portable rear-screen projectors; complete service in production and presentation of public relations, promotion and educational films.

**AUSTRALIAN REEL CO. PTY LTD**, 15 Woodburn St, Redfern, NSW, 2016. Phone 69-1782. Telegrams Austelreel Sydney.

**Directors:** P. L. Gell, L. W. Offley, K. R. Crawford.

**Manufacturers and suppliers of Tuscan film reels and cans, bobbins and video tape spools.**

**BIRNS AND SAWYER (AUST.) PTY LTD**, 19-21 Cleg St, St Leonards, NSW, 2065. Phone: 43-1162, 439-7338. Cables: Birnsaw, Sydney.

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

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

## RENT audio-visual equipment for your presentation

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

MELBOURNE: Tel.: 347-2622  
 SYDNEY Tel.: 660-3333  
 ADELAIDE: Tel.: 8-4019  
 PERTH: Tel.: 28-6822  
 BRISBANE: Tel.: 71-3266

FOR RENTAL, SALES AND SERVICE



**NAVA PTY. LTD.**



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

O'seas repr.: Birns & Sawyer Inc. Sales: 1026 North Highland Ave, Los Angeles, Calif., USA; Birns & Sawyer, Hong Kong Star House, Hong Kong.

**ROBERT BOSCH (AUST.) PTY LTD**, 69 Edward Street, Pyrmont, NSW, 2009. Phone 660-1133. Telegrams Robaustral.

Lance F. Beal (mngr, Fernseh Div.).

Fernseh broadcast television equipment.

Complete television studio and outside broadcast equipment including color flying spot and color photo conductive telecine, WRB color studio cameras, sync-pulse generation and distribution. Video delegation,

switching, mixing and distribution. Studio and CCTV system planning and consulting service.

Australia representation for Heimann Resistron Camera Tubes.

Offices: All States.

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

Directors: T. D. Watson, I. F. E. Watson.

Executives: N. R. Mitchell (sales dir.), E. Holden (service and tech. dir).

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

**DONALD DAGGETT PRODUCTIONS**, 54a Beecroft Rd, Beecroft, 2119. Phone 84-4280.

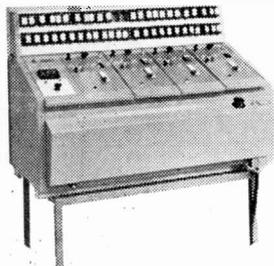
Australian agent & distributor: Keller editing tables, picture sound systems; Techno-export TK-3 animation and special effects camera, studio and laboratory equipment.

Minikino-35 portable sound projector single and double-head systems.

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

Executives: Roy A. Driver, G. M. Driver, Australian agents for Debrie 16mm incandescent and arc sound projectors, Lawley

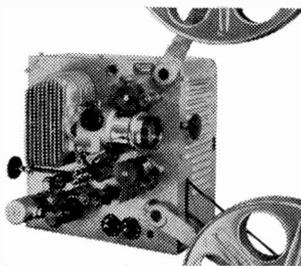
## Agents for:



### MELLOTRONICS

London

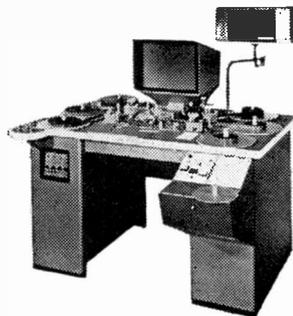
- Programme Effects Generator
- Mellotrone



### Minikino 35

Madrid

- Portable 35mm Sound Projector
- Single- or Double-Head
- For Sale or Hire



### KEM

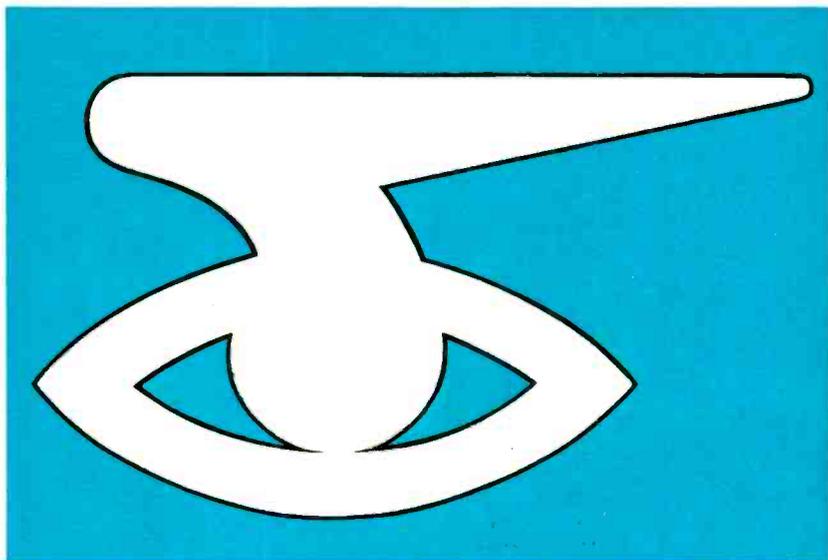
Hamburg

- Standard Rapid & Universal Editing Tables
- Sound Systems

# DONALD DAGGETT PRODUCTIONS

54a Beecroft Road, Beecroft, Sydney, 2119 Tel.: 84-4280

# Fernseh offer a complete range of **colour** Television studio equipment



The Fernseh "winged eye" symbol stands for over 40 years of research and development in the Television equipment field. Today, Fernseh equipment is used in many TV studios throughout the world. The range covers:—

- Colour studio cameras
- Photo conductive telecine
- Video distribution
- Vision mixing equipment
- Flying spot telecine
- Pulse Generation
- Complete system delegation



## **FERNSEH**

### **STUDIO EQUIPMENT**

For information please contact

FERNSEH DIVISION  
ROBERT BOSCH (AUSTRALIA) PTY. LTD.

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

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

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

**EASTON, A. & SON PTY LTD, 273 Nelson St, Annandale, NSW, 2038. Phone 660-1637.**

**Managing Director: Max T. Easton.**

Manufacturers of 35 & 16mm film winders for all requirements. Standard winders; extended spindle winders 7 $\frac{3}{4}$  inches long for multiple winding; extra long spindle (14 inches)

with universal coupling and outrigger support for multiple winding; spring locking device; spacers; tight winding roller attachments; Bakelite winding off discs to take bobbins; synchronisers & program timers, amplifiers and magnetic heads for synchronisers (under and over), editing horses.

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

**GOLDRING ENGINEERING (A/ASIA) PTY LTD, 443 Kent St, Sydney, 2000. Telegrams Goldring Kent.**

**Directors: F. Scharf, E. Edel, A. Obrart.**

**General manager: M. S. Bennett.**

Manufacturers of HiFi equipment, importers of Grundig—Germany Goldring Lenco turntables.

**Agency: Compton Advertising, Sydney.**

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

**Managing director: J. D. Hannes.**

Suppliers of all types of Cinematographic and TV equipment, Infonics Tape Duplicators, Multi-dissolve slide Projectors, Pako Color Film Processors for TV Stations, EIKI 16mm Projectors with Marc 300 or Xenon ozone-free lamps, HKS 16mm viewers, Audio-Visual equipment, Fuji neg and pos 16mm and 35mm Color Film, Magnetic film and Videotape, Wotan special lamps, Durst Enlargers.

**INTERNATIONAL DYNAMICS (AGENCIES) PTY LTD, 4 Duke St, Abbotsford, Vic. 3067. Phone: 42-4403 42-7025**

Handles Cinema Beaulieu (Australia) photographic equipment including Beaulieu R-16E professional electronic-electric 16mm cameras, the new Beaulieu 4008 ZM professional Super 8 cameras and accessories.

**KODAK (AUSTRALASIA) PTY LTD, registered office, Elizabeth St, Coburg, Victoria, 3058. Phone 350-1222.**

Suppliers of motion picture and still projection and camera equipment — Eastman 16mm TV Projectors and Pneumatic Multiplexers, Kodak 16mm Pageant and Analyst Projectors and K100 Cameras, Kodak Instamatic Super 8 Movie Cameras and Projectors, Kodak Instamatic and Retina still cameras and Carousel Slide Projectors. Manufacturers and suppliers of sensitised films and papers,

## SOUND STUDIO EQUIPMENT 16mm and 35/17,5mm

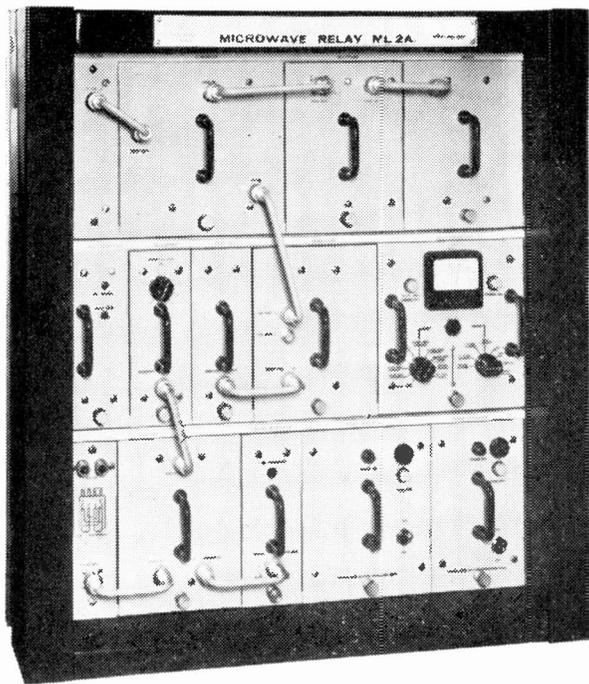
Our double-band projectors have been the choice of many overseas studios for years. All projectors can also be used as single system opt/mag. sound. Their versatility is outstanding for mixing, transfer, magnetic play-back and recording, etc. Please ring us for further details. Large range of other specialised and standard equipment available, also telecine projectors.



(Picture) 16mm double-band "Languedoc".

Many other models, bench and floor types available in 16mm, 35mm and 35/70mm.

**CARL ZEISS Pty. Ltd.**  
569 George St., SYDNEY. 2000  
Tel.: 61-8901  
BRANCHES IN ALL STATES



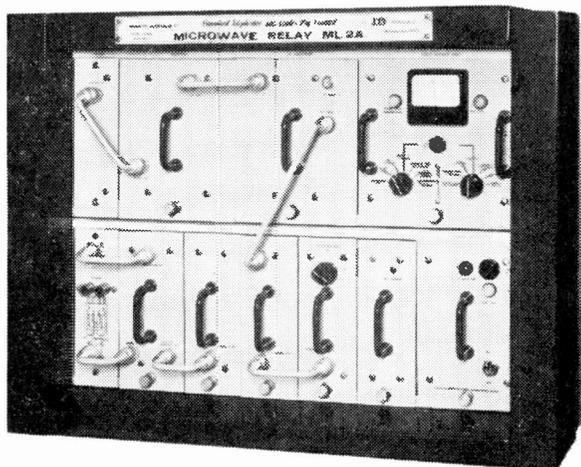
*Microwave relay ML2A  
Terminal Transmitter.*

Now comes the new STC ML2A Microwave Link. Designed to operate between the TV studio and TV Transmitter and then between there and the translator, the ML2A provides a reliable link with low noise and low distortion for both video and sound transmission. And all the features necessary to achieve this are built into the one package. Here's what it has; All solid state plug-in modular construction. Low power consumption. Operates from A.C. mains or batteries. Heterodyne repeaters allow for multipath links. Field proven in Australia and overseas. Australian-made — so you know it's right for Australian conditions. Parts are readily available. And

there's a fast delivery time. Installations now operating in Australia have obtained Control Board approval.

For further information, contact **Standard Telephones and Cables Pty. Limited**, Moorebank Avenue, Liverpool, N.S.W. Phone 602 0333.

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*Microwave relay ML2A  
Terminal Relay.*

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chemicals and chemical preparations, Sensitometers, densitometers and allied photographic darkroom and studio equipment and materials.

**MAGNA-TECHTRONICS (AUST.) PTY LTD**, 49 Whiting St, Artarmon, NSW, 2064 (PO Box 314, Crows Nest, 2065). Phone 439-1651, 439-3013.

Directors: E. L. Lloyd, E. F. Lloyd.

Executives: L. Lloyd (mng dir), E. F. Lloyd (co-secty), R. A. Sheldrick (mnggr-tech. prod.), S. Bankowski (mnggr-acoustic div.).

Suppliers of: Television, broadcast, recording and film studio equipment.

Distributors of: Academy Award winning Magna-Tech audio film equipment, 35mm and 16mm recorders, dubbers, electronic looping, reversible projectors, distributor systems, synchronisers, audio transfer components and audio mixing consoles.

Neve multi-channel audio mixing consoles and program switching for all applications.

**MASPRO INDUSTRIES PTY LTD**, 23-29 Addison Rd, Marrickville, NSW, 2204. Phone 51-4351.

Governing director: I. G. Phillips.

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

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

Directors: Mervyn W. Davies (mnggr), Jean O. Davies.

Development, manufacture, distribution of television broadcast electronic equipment.

**MINNESOTA MINING & MANUFACTURING (AUSTRALIA) PTY LTD**, 950 Pacific Highway, Pymble, NSW, 2073. (PO Box 99, Pymble). Phone 49-0133. Telegrams: Trimnico, Sydney, NSW.

Principal executives: H. B. Kosanke (mng dir), D. J. Brydon (sales & marktg dir), J. A. Johnson (national sales & mrkg mnggr), J. R. Boyer (product development mnggr), N. F. Sully (mrktg mnggr).

"Scotch" brand magnetic tapes for audio and video recording. "3M" brand professional audio recorders. "Mincon" band video drop-out compensator. Drop-out profile recorder, color encoder.

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

**The days of high prices, poor service  
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**Authorised Australian  
Distributors for:**

Hollywood Film Company, U.S.A.

Elemack, Italy

Seiki Co. Japan

Ryu-Den-Sha Lighting Co. Ltd., Japan

Lowel Light Photo Engineering Co.,  
U.S.A.

Photo-Sonics Inc., U.S.A.

S.M.P.T.E. (Official Far Eastern Base),  
U.S.A.

Etablissements Pierre Angenieux, France

Officine Prevost, Italy

Sylvania Electric (Australia) Pty. Ltd.

A. Easton & Sons Pty. Ltd., Australia

Cinematic Systems Inc., U.S.A.

{ Berkey Technical, U.S.A. (Oxberry)

{ Richmark Camera Corporation U.S.A.  
(Oxberry)

Berkey Colortran, U.S.A.

Neilson-Hordell Ltd., England (Oxberry)

MACBETH Corporation U.S.A.

Pics Motion Picture  
Supplies have the  
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it to you in the  
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— at the lowest  
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is more, Pics follow  
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Head Office:  
Pics Centre, Dungate Lane,  
Sydney, N.S.W. 2000 Phone 26 1058

NAVA PTY LTD, Head office: 69 Barry St. Carlton, 3053. Phone 347-2622. Sydney office: 241 Broadway, Sydney, 2007 (660-3333)

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

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

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

Australian distributor: Porta Matic sound 8mm continuous projector.

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

OPTRONICS PTY LIMITED, 62 Berkeley Street, Huntingdale, Vic., 3166. Phone 544-3228, 544-8179.

Managing director: Graham J. Thirkell.

Designers and manufacturers professional audio and automated equipment of all types.

PHILIPS INDUSTRIES LIMITED, head office, 95-99 York St, Sydney, 2000. Phone 2-0223, Telegrams Argenta. Branches all States.

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

PICS MOTION PICTURE SUPPLIES PTY LTD, Pics Centre, Dungate Lane, Sydney, 2000. Phone 26-1056-7-8. Telegrams: Bordpics, Sydney.

Directors: J. Border, A. (Bill) Billson. Executives: R. Priol, L. Adamson.

Distributors, agents, servicing and manufacturers of motion picture film laboratory. Australian distributors for Hollywood Film Co., USA; Elemack, Italy; Seiki Co. Ltd, Japan; Rye-Den-Sha Lighting Co. Ltd, Japan; Lowel Light Photo Engineering, USA; Plastic Reel Corp., USA; Photo-sonics, Inc. USA; SMPTE (official Far Eastern base), New York, USA; Etablissements Pierre Angenieux, France; Officine Prevost, Italy; A. Easton & Son, Sydney; Cinematic System Inc., USA; Sylvania Electric Australia Pty Ltd, Australia. Eclair-Debric (UK) Ltd, England; Neilson-Hordell (Oxberry) Ltd, England; Berkey-Colortran Inc., USA; Berkey Technical (Oxberry Products), USA.

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

Agent: Coronet Instructional Films, Boulton-Hawker Films, EFVA Films, Craig Readers.

# Now from Beaulieu — the new Model R16B Automatic or Manual 16mm Camera!



The new Beaulieu R16B electronic-electric 16mm camera is crammed with exciting new and effective features — a new handgrip which accommodates the battery, a new on-off 3-position trigger, a new approach to powering the camera, a new Reglomatic auto. control complete with motor and servo-system as well as a new dimension viewfinder which provides 25-30% greater magnification than the renowned model R16E.

All the popular prestige features of the proven R16E are retained; these include transistorised electronic speed control from 2 frames/sec. to 64 frames/sec., remote control, "Gossen" electronic photocell readouts total image on ground glass, provision for attachment of 200' magazines and many more. Ask for complete technical data and detailed specifications. The Beaulieu R16E was a winner — the new Beaulieu R16B is a *must* for progressive studios, television crews and dedicated film makers.

Ask for data on the Beaulieu "Super 8" Model 4008, acclaimed as the most advanced "Super 8" camera ever available. Many features are shared with the R16 series.

INTERNATIONAL DYNAMICS (AGENCIES) PTY. LTD.

(CINEMA BEAULIEU DIVISION)

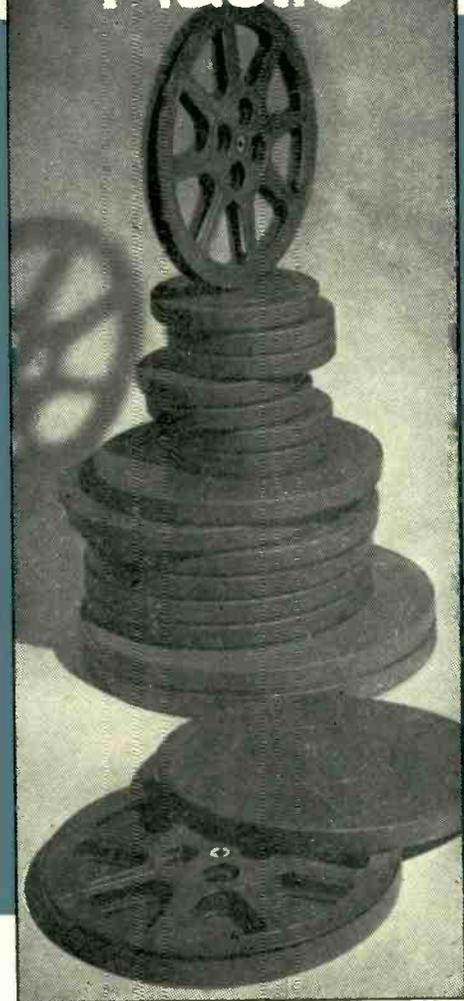
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Film

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Extremely high strength to weight ratio — being approx.  $\frac{1}{3}$  the weight of a steel reel or can.

Smooth edges throughout—chip or dent-proof.

Accurately graduated footage scale.

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Name stamped on application.

Hi-impact strength reel to give balanced rigidity and indestructibility.

Damage-proof, lightweight container with a rubber content designed to take the roughest treatment, but give complete protection to the contents.

**SIZES: 16mm—50', 100',  
200', 400', 800',  
1200', 1600',  
2000' and 2200'.**

### SOLE DISTRIBUTORS

**N.S.W.:** Australian Reel Co. Pty. Ltd., 15 Woodburn St., Redfern. 2016. 'Phone 69 1782.

**VIC. & TAS.:** Cine Service Pty. Ltd., 235 Moray St., South Melbourne. 3205. 'Phone 69 7346.

**QLD.:** Don McInness Photographics Pty. Ltd., 203 Adelaide St., Brisbane. 4000. 'Phone 2 0352.

**S.A.:** Photographic Wholesalers Pty. Ltd., 5 Hutt St., Adelaide. 5000. 'Phone 23 4586.

**W.A.:** J. E. Halse Photographics Pty. Ltd., 4 Bennett St., Perth. 6000. 'Phone 23 2649.

### ALSO —

- 35 M.M. REELS — 100 FT.
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- 35 M.M. CANS — 1200 FT.
- 35 M.M. FILM STRIP CONTAINERS
- 35 M.M. & 16 M.M. BOBBINS
- 1" & 2" VIDEO TAPE SPOOLS



**RANK TAYLOR HOBSON PTY LTD**, 30 Hotham Parade, Artarmon, NSW, 2064. Phone 439-1188.

Executives: J. K. Mitchell (gen. mngr), D. I. Jones (b'cast equipment).

Rank Cinetel Flying Spot film and slide scanners. Photoconductive telecine. Professional and general purpose color monitors. Precision and general purpose monochrome monitors. PAL encoders and decoders. Tarif color processing equipment. Color processing equipment. Color Grade processing equipment. Auto-color Grade processing equipment. Single wire control systems. Field store TV standards converters, Phase correctors and associated broadcast equipment.

Rank Taylor Hobson Varotal 10:1 and 16:1 studio and outside broadcast zoom lenses. Videtal and Ortal fixed focal length lenses. Monital CCTV and Kinetel motion picture lenses.

Comprehensive service facilities available.

**RCA LIMITED**, 11 Khartoum Rd, North Ryde, 2113. Phone 88-5444.

Executives: R. D. Walsh (mngr), J. S. Innes (chief engineer), A. R. Gibbs (Vic. mngr).

Marketing and manufacturing the complete range of RCA broadcast and studio equipment including color and monochrome TV cameras, TV tape recorders, transmitters,

telecine equipment, video distribution amplifiers, video switchers, video tape, video cartridge recorders, video processing amplifiers, film recording systems and closed circuit TV equipment. Station planning and consulting service.

Australian distributors for Conrac studio TV monitors, Elit TV translators and Coel antennas.

Office: Melbourne: 2-4 Stephenson Street, Richmond, Vic., 3121. Phone 42-4586.

**ROCKE INTERNATIONAL AUSTRALIA PTY LTD**, 320 Toorak Rd, South Yarra, 3141. Phone 24-8677, 24-8629. Telegraph Telepa, Melbourne.

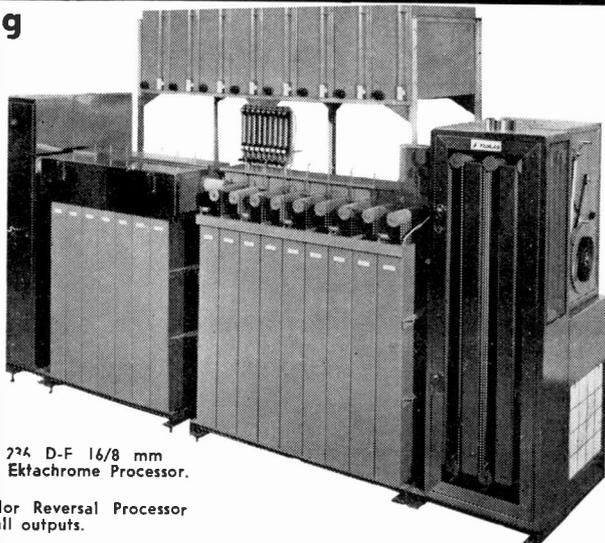
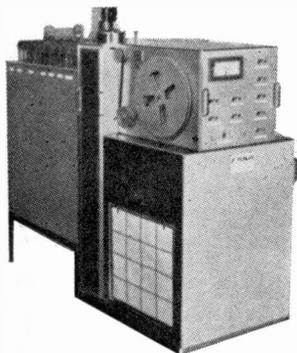
Directors: P. J. Ford (mng dir.), I. C. Spiller (dir. sales).

Product: Gray Teloprojector—provides uninterrupted slide sequence for TV commercials, news photographs, station breaks, etc.

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

Sole Australian distributors for the Rank Organisation (UK), Bell & Howe.. Company (USA), Ferrania SPA (Italy), Sangamo Weston (UK), Oxberry Berkey Technical (USA), Berkey-Mole Ltd (UK), ColorTran Industries (USA), Berkey Technical (UK), Linhof K. G. Prazisions Kamera-Werke (Germany), Film-

**Your film processing machine—designed and built in Australia, and installed by the makers . . .**



274 D-F 16/8 mm Ektachrome Processor.

808 Color Reversal Processor for small outputs.

There's a big advantage in dealing with Australia. You get exactly what you want, when you want it; and you get good after sales service. Make a phone call, or write, to



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- **PICS MOTION PICTURE SUPPLIES PTY. LTD.**



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Selecting the correct equipment for your needs is no place for guesswork. You need all the facts, all the information. We have them at Sixteen Millimetre. To us making sure you choose the right equipment is the most important part of our business. We know we can satisfy you. We have the best names in the world going for us — and you.

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Colortran, Eclair-Debrie,  
Ferrania, Filmlab Engineering,  
Maier Hancock, Omac, Oxberry,  
Precision Laboratories,  
Filmline, Intercine, Seiki, Traid.

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STOCKS • SYNCHRONISERS •  
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FILM PRINTERS

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

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# Eastman motion picture films— the best of everything for the professionals

## COLOR

### Camera Films

#### Eastman Ektachrome Commercial Film

16mm, 7252. Low contrast, reversal type multi-layer color film. Used as original for making color release prints of excellent projection quality.

#### Kodak Ektachrome MS Film

35mm, 5256; 16mm, 7256\*. Medium speed film of low graininess, good sharpness and excellent color rendition. Balanced for light of daylight quality. Useful in data and engineering analyses, high-speed camera work and sports photography under low-daylight illumination conditions.

#### Kodak Ektachrome EF Film (Daylight)

35mm, 5241; 16mm, 7241\*. High-speed, daylight balanced color film for low-level illumination conditions or high-speed photography. Processed color original is suitable for direct projection and color prints can be made from it.

#### Kodak Ektachrome EF Film (Tungsten)

35mm, 5242; 16mm, 7242\*. A companion to Type 7241 and balanced for tungsten illumination at 3200 K. For industrial pictures under existing plant illumination, TV, news, night-time sporting events, etc.

#### Eastman Color Negative Film

35mm, 5254; 16mm, 7254. High-speed multi-layer color film for indoor or outdoor photography. Balanced at 3200 K tungsten but may be used in daylight with Kodak Wratten Filter No. 85.

#### Kodachrome 11 Film

16mm. Reversal type multi-layer, color film for general use. 'Daylight' balanced for exterior exposure. 'Type A' balanced for exposure with photoflood lamps.

### Duplicating Films

#### Eastman Color Intermediate Film

35mm, 5253; 16mm, 7253. Multi-layer color film for use in preparing color master positives and duplicate negatives from originals on Eastman Color Negative Film.

#### Eastman Color Internegative Film

35mm, 5271; 16mm, 7271. Multi-layer color film for making color internegatives from color reversal originals.

### Release Print Films

#### Eastman Color Print Film

35mm, 5385; 16mm, 7385. Multi-layer color print film for general color release printing from color negatives and color duplicate negatives.

#### Eastman Reversal Color Print

16mm, 7387. For making duplicates in color of 16mm originals on Ektachrome Commercial Film and Kodachrome Film, Daylight and Type A.

#### Ektachrome Reversal Print Film

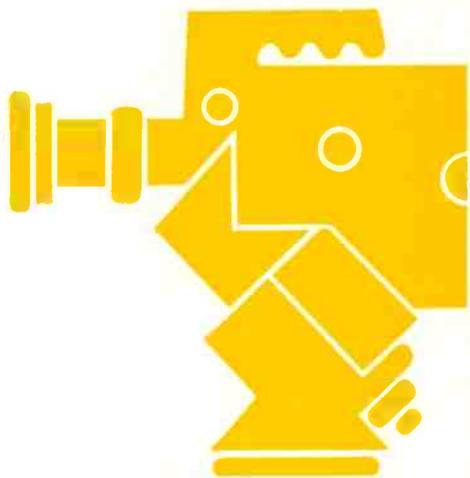
35mm, 5386; 16mm, 7386. Color reversal print material companion to Ektachrome EF and Ektachrome MS Films.

#### Eastman Ektachrome R Print Film

35mm, 5389; 16mm, 7389. Primarily for making color release prints from originals made on Kodak Ektachrome Films, Types 7256, 7241 and 7242. Provides 1:1 contrast.

\*Also available pre-stripped for magnetic sound recording.

# Don't you agree?



## BLACK-AND-WHITE

### Camera Films

#### Eastman Plus-X Negative Film

35mm, is 5231; 16mm, 7231\*. Medium-speed, fine-grain negative film for general use both outdoors and in studio.

#### Eastman Double-X Negative Film

35mm, is 5222; 16mm, 7222\*. High-speed negative film for exterior and interior photography. A major advance in speed granularity ratio over material previously available.

#### Eastman 4-X Negative Film

35mm, is 5224; 16mm, 7224\*. Extremely high-speed negative film for indoor and outdoor photography under difficult lighting conditions. Particularly suitable for newsreel work.

#### Kodak Plus-X Reversal Film

16mm, 7276\*. Fine-grain, medium speed, reversal-type film for general use.

#### Kodak Tri-X Reversal Film

16mm, 7278\*. High-speed, reversal material of medium grain for photography under difficult lighting conditions — Both outdoors and in the studio. Excellent for television newsreel work.

#### Kodak 4-X Reversal Film

16mm, 7277\*. A high-speed panchromatic reversal film with twice the speed of Kodak Tri-X film. Specially suitable for news and sports under limited available light. Also suitable for high-speed photography.



### Release Print Films

#### Eastman Fine Grain Release Positive Film

35mm, 5302; 16mm, 7302\*. For general black-and-white production release printing. Also for making negative and positive titles, dubbing prints for sound and Kinescope recordings from negative tube images.

#### Eastman High Contrast Positive Film

35mm, 5362; 16mm, 7362. For making negative and positive titles, silhouette masks for process work and traveling mattes for printer light control.

### Duplicating Films

#### Eastman Direct MP Film

35mm, 5360; 16mm, 7360. A low-speed orthochromatic film suitable for making duplicate negatives or positives by direct reversal and using a conventional positive developer. Has fine grain, high resolving power and medium contrast.

#### Eastman Fine Grain Duplicating Panchromatic Negative Film

35mm, 5234; 16mm, 7234. For duplicate negatives equal in tone rendering and printing detail to the original negatives.

#### Eastman Fine Grain Duplicating Positive Film

35mm, 5366; 16mm, 7366. Master positive used as companion to Films 5234 and 7234.

#### Eastman Reversal Duplicating Film

16mm, Films 7361 and 7622. Fine-grain black-and-white reversal films for making prints from black-and-white or color positive originals. Suitable for making workprints for editing purposes.

\*Also available pre-stripped for magnetic sound recording.

# Kodak

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

line Corporation (USA), Eclair International Diffusion (France), Traid Corp. (USA), Precision Laboratories (USA), Shiba Electric Co. (Japan), Intercine SRL (Italy), OMAC Caprara (Italy), Chicago Aerial Industries (USA), Maier Hancock (USA).

Representing: Etablissements Pierre Ange-nieux (France), Seiki Co. Ltd (Japan).

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

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

Repr: Melb. (61-2551), Bris. (21-1616), Perth (28-8133), Adel. (23-1941).

Studios Dept mngr: Dick Collingridge.

**STANDARD TELEPHONES & CABLES PTY LTD**, Moorebank Ave, Liverpool, NSW,

## FILM WINDING EQUIPMENT

- 35MM & 16MM Film Winders for all requirements.
- Standard Winders.
- Extended Spindle Winders 7½" long for multiple winding.
- Extra long Spindle 14" long with Universal Coupling & outrigger support for multiple winding.
- Spring Locking Devices.
- Spacers.
- Tight Winding Roller attachments.
- Bakelite Winding Off Discs to take Bobbins.

**A. EASTON & SON**

**273 NELSON ST., ANNANDALE SYDNEY PHONE 660-1637**

Balance Weights, Synchronisers & Programme Timers, Amplifiers and Magnetic Heads for Synchronisers "under" and "over", Editing Horses.

2170. Phone 602-0333. Telegrams Standliv, Liverpool.

Managing director: A. T. Deegan.

Microphones, solid state audio systems and equipment, limiting and AGC amplifiers. B and G compressors and a wide range of electronic components.

**SWIFT & BLEAKLEY PTY LTD**, Swift Hse, 149 Milton St, Ashfield, 2131. Phone 798-4111. Telegrams Kentycam.

Directors: C. D. S. Moore (chrmn), J. H. Bleakley (mngr dir), P. L. Crosthwaite, M. F. Ellis.

Manager (cine-TV division): R. S. King. Comprehensive range of television and film production equip., including Arriflex 16/35mm cameras, Auricon 16mm sound cameras, Fairchild motion analysis cameras, accessories for animation and specialised photography, Satchler & Wolf plastic blimps, TTH, Schneider, Kilfitt and Angenieux lenses, Canon zoom and television lenses, Miller fluid head tripods, Kenyon 16 and 35mm camera stabilisers, Spectra exposure meters, Mekano spot exposure meters, TEWE director viewfinders, Arri printing and developing machines, Allen processors; Steenbeck Premier & Easton Hollywood Film Company editing equipment; Maspro spools, Harwald Film inspecting machines, 16 and 35 CIR tape splicers, 16 and 35 Premier splicers, Mekano animated 16mm viewer. Omega 16 and 35 magnetic sound recording equipment, Colortran lighting equipment.

**UNITED CINEMA PTY LIMITED**, Suite 101A, 504 Pacific Highway, St Leonards, 2065. Phone 439-2965. Cables Ucinema.

Directors: John O. Phillips, N. Phillips.

Operations: Australian representatives for Cremer lighting equipment of Paris, professional sales of Beaulieu 16mm camera, editing and other professional photographic equipment.

**WATSON VICTOR LTD**, 95-99 Epping Rd, North Ryde, 2113. PO Box 100, North Ryde, NSW. Phone 88-6188. Telegrams Watsonvictor. Telex: Sydney 21602, Melb. 31412. Brisbane: 41048, Perth 92890.

Products: Rollei cameras and projectors.

**CARL ZEISS PTY LTD**, 569 George St, Sydney. Box 172, Brickfield Hill, NSW, 2000. Telegraphic address Zeissoptic.

Branches in all States.

Managing director: K. Wild.

Manager studio/theatre supply department: K. Casper.

Distributors of 16mm, 35mm, 35/70mm cinema and studio projectors, double band projectors, editing/cutting tables, amplifiers, rectifiers, XENON lamphouses for all purposes, spotlights, etc.

Principals: Zeiss Ikon Ernemann, West Germany; Strong, USA; Hortson, France; Fedi-Fumeo-Dacis, Irem, Italy; Atlantic Films—Canada.

**FILM PROCESSING  
LABORATORIES**

**ASSOCIATED FILM PRINTERS PTY LTD**, 43-47 Prospect St, Moore Park, 2010. Phone 31-4131; also at 2 Clarendon Street, Artarmon, 2064. Phone 43-5875, 43-6869.  
Now trading as Colorfilm Pty Ltd.

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

Executives: M. H. Stevenson (mng'r engineering services), R. D. Beattie (mng'r), A. R. Jepson (chief eng.), P. B. Spowles (lab. consultant).

**Laboratory Operations:** Motion picture and television film laboratory service.

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

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

**AUTOMATIC FILM LABORATORIES PTY LTD**, 513-515 Dowling St, Moore Park,

NSW, 2010. Phone 31-4131.  
Now trading as Colorfilm Pty Ltd.

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

Directors: V. F. Wagstaff (mng), R. B. Vance, G. G. Thompson, W. R. Garrett.  
Processes all types of Super 8mm and 8mm films, 16mm and 35mm films and commercials, specialising in duplication of Kodachrome, Ektachrome and Eastmancolor sound films. Sound recording, optical and magnetic sound transfers. Color specialists.

**COLORFILM PTY LTD**, 35 Missenden Road, Camperdown, 2050. Phone 51-3208; 513 Dowling Street, Moore Park, 2010 (31-4131); 2 Clarendon St, Gore Hill, 2065 (43-5875).

Directors: P. H. Budden, D. V. Dove, K. H. Moreman, G. T. Bensusan.

Executives: P. H. Budden (mng dir), D. V. Dove (gen. mng'r), M. Forrest (asst mng'r).

A complete 35mm and 16mm service, color and b&w motion picture processing. Color—reversal Ektachrome EC02 and ME4 original developing and printing; Eastmancolor negative and positive; Black and white—reversal and negative/positive; Optical effects—35mm and 16mm color and black and white; Sound—electronic printing, transfer, magnetic to magnetic to optical to optical 16mm and 35mm.



**16 mm Film Laboratory Services**

- Processing: B&W & COLOUR — Reversal, Negative.
- Printing: B&W and Colour. 16 mm-16 mm, 35 mm-16 mm. 16 mm Prints balanced for either TV or Projection.
- Sound: Optical, Magnetic Multi-track Mixing and recording Extensive Music and Effects Library.
- Film: Ultra-Sonic Cleaning, Lubrication and
- Maintenance: Scratch Reduction.
- Misc.: Magnetic Striping, Spacing, Leaders, etc.

**Phone, Call or Write to:**



2 Cadogan St., Marrickville, N.S.W. 2204  
Phone: 51-5034

**ROY A. DRIVER & ASSOCIATES.** Production division: 31 Agnes-st, East Melbourne, Victoria, 3002. Telephone 63-1956-7-8.

**Directors:** Roy A. Driver, G. M. Driver.

Complete 16-35 mm processing service, including recording, cutting, developing, contact printing.

**FILMLAB ENGINEERING PTY LTD,** 10 Princess Ave, Rosebery, NSW, 2018. Phone 31-3948.

**Directors:** T. H. Budden, D. V. Dove, D. J. Halloran, G. T. Benness, W. W. Hargreaves.

**General manager:** W. W. Hargreaves.

**Company's operations:** Manufacturer and supplier of laboratory and studio equipment, film processing equipment including 8mm, 16mm and 35mm processors (color and b&w) chemical mixers, silver recovery units, split spools. Specialist engineers for the television and motion picture industries. Complete laboratory installation services. Also agents for "Tetupo" hot water boilers, and "JR" mains water filters.

**KINELAB PTY LIMITED,** 2 Cadogan St, Marrickville, NSW, 2204. Phone 51-5034. Telegrams Geeking Sydney.

**Executives:** G. E. Foster (gen. mngr), R. W. Knight (chief engr), R. L. Kellett (electronic engr).

16mm motion picture and television film laboratory service. Recording studio equipped to record and mix on to optical or magnetic. Printing and processing facilities for color and b&w. Film protection and maintenance service.

**PERMAFILM AUSTRALIA PTY LTD,** 63 Mountain St, Broadway, NSW, 2007. Telegrams Permafilm. Phone 211-0077.

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

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

Australian agents for Lipsner-Smith Ultrasonic Cleaner for films, videotape and computer tape.

**SUPREME FILMS PTY LTD,** 11-15 Young St, Paddington, NSW, 2021. Phone 31-0531 (16 lines).

**Managing director:** Mervyn Murphy; laboratory supervisor, Tom Nurse; laboratory manager, John West.

**Color facilities** — 35mm and 16mm Eastmancolor negative developing; 35mm and 16mm Eastmancolor printing; 16mm Ektachrome ME4 and EC02; 35mm and 16mm reduction and blow up printing.

**VFL:WP FG AP RP ETC**  
**Victorian Film Laboratories**  
**P/L 4 Guest St Hawthorn**  
**Vic. 810461**



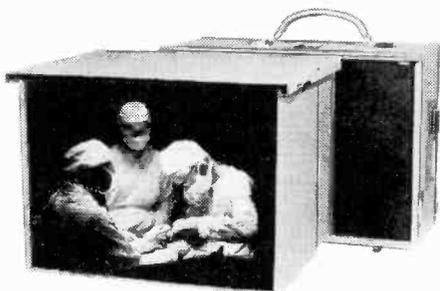
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**63 MOUNTAIN ST., BROADWAY, N.S.W.**

**Black and white** — 35mm and 16mm negative developing and printing; 35mm and 16mm fine grains and dupe negatives; 16mm reversal; 35mm and 16mm reduction and blow up printing; 35mm and 16mm edge numbering.

Oxberry optical effects: animation and stop motion, complete editing facilities, 35mm and 16mm optical sound mixing and transfers, 35mm and 16mm ¼-inch magnetic transfers.

**VICTORIAN FILM LABORATORIES PTY LIMITED**, 4 Guest St, Hawthorn, Victoria, 3122. Phone 81-0461 (3 lines).

**Directors:** Peter Watson, Peter Lord.

**Executives:** W. P. Watson (co. secy), Steve Mitchell (lab. mngr).

Complete laboratory services. 16mm and 35mm. Oxberry optical printer; Eastman-color 16mm printing and processing; reversal color printing; blow-up printing; sound mixing and transfer; 17.5mm, 16mm, ½ in Nagra; 16mm and 35mm optical recordings.

## LENSES, OPTICAL NEEDS

**BIRNS AND SAWYER (AUST.) PTY LTD**, 19-21 Cleg St, St Leonards, NSW, 2065. Phone 43-1162, 439-7338. Cables Birnsaw, Sydney.

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

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

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

**Overseas repr.:** Birns & Sawyer Inc. Sales (sales and rental), 1026 North Highland Ave, Los Angeles, California; Birns & Sawyer, Hong Kong Star House, Hong Kong.

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

**N. R. Mitchell** (sales dir), **E. Holden** (service and tech. dir).

Camera lenses. (See entry under Cameras, Photographic Equipment.)

**GUNZ, R (PHOTOGRAPHIC) PTY LTD**, 63-73 Ann St, Surry Hills, Sydney, 2010. Branches all States.

Suppliers of Schneider lenses for the Vidicon and Plumbicon system in focal lengths from 10mm to 150mm as well as zoom lenses from 5-12x.

**LORD, F., MANUFACTURING PTY LTD**, 33 Higginbotham-rd, Gladesville, NSW, 2111. Phone 807-1444.

Complete lens repair service, any type or make. Re-polishing, re-cementing, re-blooming, removal of fungus, retracking of zoom lenses, re-focusing, iris overhaul, all mechanical repairs and adaptations of objectives. Also cementing of gelatine filters, manufacture of optical components and front surface mirrors.

Sole Australian authorized service centre for Angenieux lenses. Wide range of lenses available.

**L. & H. CAMERA & INSTRUMENT SERVICE PTY LTD**, 62 Alexander-st, Crows Nest, NSW, 2065. (43-6021).

Repairs and service to all types of film cameras (still and movie), exposure meters and enlargers. Special equipment and devices made to order.

**PICS MOTION PICTURE SUPPLIES PTY LTD**, Pics Centre, Dungate Lane, Sydney, NSW, 2000. Phone 26-1056-7-8. Telegrams: Bordpics Sydney.

**Directors:** J. Border, A. (Bill) Billson.

**Executives:** J. Border (mng dir), A. Billson (sales dir), R. Priol, L. Adamson.

Authorised distributors for Angenieux lenses.

**RANK TAYLOR HOBSON PTY LTD**, 30 Hotham Parade, Artarmon, NSW, 2064. Phone 439-1188.

**Executives:** J. K. Mitchell (gen. mngr), D. Jones (b'cast equip. engr).

Rank Taylor Hobson lenses. Varotal, Ortal and Videtal lenses for broadcast. Monital for CCTV, Kinetal, Varotal and Monital for motion picture applications. Comprehensive service facilities available.

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

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

**SWIFT AND BLEAKLEY PTY LTD**, Swift Hse, 149 Milton St, Ashfield, 2131. Phone 798-4111. Telegrams Kentycam.

**Manager:** R. S. King.

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

AJAX AMALGAMATED  
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Mitchell and  
 Arriflex cameras  
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 and all modern  
 motion picture  
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 Filmcentre, 65 Ebley Street,  
 Bondi Junction. 2022 N.S.W.  
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**EDITING  
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 DUBBING  
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CHOOSE YOUR  
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 FREELANCE  
 TECHNICIANS IN  
 THE COUNTRY.

**CARL ZEISS PTY LTD**, 569 George St, Sydney, Box 172, Brickfield Hill, NSW, 2000. Telegraphic address Zeissoptic.

Branches all States.

Distributors for Zeiss Ikon Ernemann, West Germany; Fumeo, Italy; Hortson, France; Irem, Italy; Strong, USA; Atlantic Films, Canada.

## FILM STOCK

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

See entry under Recording Equipment.

**R. GUNZ (PHOTOGRAPHIC) PTY LTD**, 63-73 Ann St, Surry Hills, Sydney, 2010.

Aust. mngr: J. Savage; NSW sales mngr, Robert Stevenson.

Supplier of Schneider lenses, tripods, Meca-blitz flash units, Eumig movie cameras and projectors, Gossen exp. meters, Konica cameras, Kindermann darkroom equipment, Novoflex follow focus lenses.

**ILFORD (AUSTRALIA) PTY LTD**, head office and factory, Notting Hill, Victoria. 3168. Phone 544-0511. Branches all States.

Motion picture negatives PanF, FP4 and Mark V for use under diverse lighting and production conditions.

Ilford fine grain safety positive—FGSP—(with clear or grey base) release stock.

Ilford grey based high resolution tele-recording film—HRT—produces optimum quality negatives or direct positives from blue and blue/green phosphors.

16mm, 17.5mm and 35mm fully coated magnetic film and quarter inch audio tape for field and studio sound recording and transfer.

A full range of films, paper and chemicals for the industry.

**KODAK (AUSTRALASIA) PTY LTD** registered office — Elizabeth-st, Coburg, Victoria, 3058. Branches all States.

Distributors of a wide range of 35mm and 16mm Eastman and Kodak color and black-and-white films.

Negative, reversal, duplicating negative, duplicating reversal, duplicating positive, sound recording, tele-recording, release positive and leader films. Also Kodak magnetic recording film — 35mm, 17.5mm and 16mm, and Kodak sound recording tape.

**MINNESOTA MINING AND MANUFACTURING (AUSTRALIA) PTY LTD**, 950 Pacific Highway, Pymble 2073 (PO Box 99). Phone 49-0133. Telegrams Triminco, Sydney.

Executives: H. B. Kosanke (mng dir), D. J. Brydon (sales & mrktg dir), J. A. Johnson (national sales & mrktg mngr), J. R. Boyer (product development mngr), N. F. Sully (mrktg mngr).

"Scotch" brand magnetic tapes for audio and video recording. "3M" brand professional audio recorders. "Mincon" brand video drop-out compensator drop-out profile recorder, color encoder.

Branch sales offices: Sydney — Alderson Bldg, 504-520 Pacific Highway, St Leonards, 2065 (43-0455); sales Ken Popple, Melbourne — 17-23 Queensbridge St, South Melbourne, 3235 (61-3841); sales David Pearson, Brisbane — Sebel Bldg, 6-8 Edmonstone Road, Mayne, 4006 (mail GPO Box 1834W), (51-5661); sales Maurice O'Neill, Adelaide — 9 North Terrace, SA, 5000 (51-5971); sales Fred Kelly, Perth — 238 Lord Street, WA, 6030 (28-5244); sales Les Olsen, Hobart: 257 Liverpool St, Tas., 7000 (34-3104).

## SCRIPTING EQUIPMENT

**AUTOCUE (AUST.) TELEPROMPTER PTY LTD**, PO Box 25, Killara, Sydney, 2071. Phone 919-4361, 919-4774.

Directors: H. R. Brett Hall (mng dir), C. M. Brett Hall (secy).

Company's operations: Autocue synchronous teleprompter equipment and sales and hire service to film and television studios.

## RECORDING EQUIPMENT

**AMPEX AUSTRALIA PTY LTD**, 8th floor, NRMA House, 26 Ridge Street, North Sydney, NSW, 2060. Phone 929-8511. Telex: 2-0608.

Manager, director: Henry Baderle; secretary, R. Thomas; video products mngr, G. Nixon; sales engineer, H. Lilley, audio, tape and data products mngr, K. Williams.

Ampex video and audio magnetic recording equipment and accessories for all professional, educational and agency applications. Video tape for use with all monochrome and color recorders. Mastering, low noise, general purpose and lubricated audio recording tapes.

Production and routing vision switching systems with digital control logic. FM sound transmitters, UHF/VHF television transmitters and translators. Transmission lines and antennas.

A marketing subsidiary of Ampex Corporation, Redwood City, California, USA.

**AUSTRALIAN VIDEO ENGINEERING,**  
7 The Crescent, Annandale, 2038. Phone  
660-2544. Telegrams Jaxind, Sydney.

**Executives:** F. J. Williams (gen. mgr), T.  
R. R. Jones (tech. mgr), B. Read (market-  
ing mgr).

**Post repr.:** Sydney, Melbourne and Perth.  
See entry under Cameras, Photographic  
and Studio Equipment.

**BIRNS AND SAWYER (AUST.) PTY  
LTD,** 19-21 Cleg St, St Leonards, NSW, 2065.  
Phone 43-1162, 439-7338. Cables: Birnsaw,  
Sydney.

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

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

**Operations:** Sales — rental — manufacture  
motion picture and television equipment,  
cameras 16mm and 35mm motion picture;  
16mm, 35mm and 70mm instrumentation,  
cameraman's accessories, camera cars, con-  
verters, dollies, editing equipment, exposure  
meters, grip equipment lenses, wide angle,  
normal, telephoto, zoom and instrumentation  
with accessories, lighting equipment, quartz,  
boosted and standard incandescent, motors,  
magazines, projectors — motion picture,  
slide, strip, opaque and stop-motion, sound

recording equipment, tripods, heads, acces-  
sories, hi-hats, underwater camera housings  
and lighting equipment, underwater studio  
tanks, still photo equipment, Sylvania quartz  
lamps, Permacel splicing tapes, Moviola edit-  
ing equipment.

**Overseas repr.:** Birns & Sawyer Inc. Sales  
and Rental: 1026 North Highland Ave, Los  
Angeles, Calif.; Birns & Sawyer, Hong Kong  
Star House, Hong Kong.

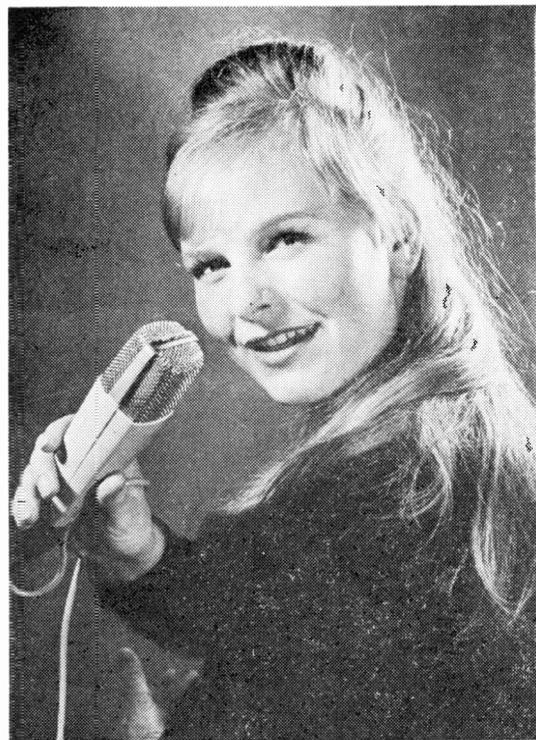
**CHAPMAN, MAURICE, & COMPANY  
PTY LTD and MAGNECORD INTER-  
NATIONAL PTY LTD,** 276 Castlereagh St,  
Sydney, 2000 (61-9881). Telegrams Chappy  
Sydney.

**Director:** Maurice D. Chapman.

**Maurice Chapman & Co:** Suppliers of  
BASF magnetic tape for all audio and  
video applications. Also magnetic film and  
accessories.

**Audio equipment, loudspeakers, amplifiers,  
and measuring equipment.**

**R. H. CUNNINGHAM PTY LTD,** 608  
Collins St, Melbourne, 3000. PO Box 4533.  
Phone 61-2464. Telegrams, Cunnig Mel-  
bourne. Telex 21707. Sydney: 64 Alfred St,  
Milson's Point, NSW, 2061. Phone 929-8066.  
Telegrams Cunnig. Telex 31447. WA: 34  
Wolya Way, Balga, 6061. Phone 49-4919.



## Studio Microphone Model MD 421

Available in Australia  
from:

**R.H. Cunningham**  
PTY. LTD.

VIC.: 608 Collins St., Melbourne.  
61 2464

N.S.W.: 64 Alfred St., Milson's Point  
929 8066

W.A.: 34 Wolya Way, Balga. 49 4919

QLD.: L. E. Boughen and Co., 30  
Grimes St., Auchenflower. 7 4907

**Directors:** R. H. Cunningham, Mrs. K. M. Cunningham, E. Danin.

**Executives:** R. H. Cunningham (mng dir), Mrs K. M. Cunningham (purchasing dir), R. J. Cunningham (secretary), John Bailey (mngr audio eng. div.), Ian K. Sewell (asst mngr), K. Swann (mngr radio eng. div.).

Sole Australian reps for Sennheiser and Geloso audio engineering components.

**Interstate representation:** Brisbane, L. E. Boughen & Co., 30 Grimes St, Auchenflower, 4066. Phone 70-8097. Telegrams: Cunnig, Brisbane.

**DONALD DAGGETT PRODUCTIONS,** 54a Becroft Rd, Becroft, 2119. Phone 84-4280.

Australian agent and distributor for Keller sound recording systems; Mellotronics program effects generator.

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

**Directors:** John M. Burnett, CBE (chrmn), Ken East (mng dir), Sir Joseph Lockwood, George A. C. Keirnan, Richard G. C. Parry Okeden, CMG, CBE, Vivian J. Chalwin, Joseph W. R. Hughes, ISO, Joseph G. Stanford, Norval W. Scott, Herbert E. L. Millard.

**Branches:** 109-123 Burwood Rd, Hawthorn, Vic., 3122 (81-0211); 105 Port Rd, Bowden, SA, 5007 (46-3031); 457 Beaufort St, Highgate, WA, 6000 (28-2433); c/o 12 Riverside Drive, Riverside, Tasmania, 7250; 83 Robertson St, Fortitude Valley, Brisbane, 4006 (51-5271); National Park St, Newcastle, 2300 (2-3883); 135 Newcastle St, Fyshwick, ACT, 2600.

**O'seas repr.:** Electric & Musical Industries Limited, Hayes, Middlesex, England.

All types TV studio and transmission equipment, including cameras, monitors, film scanners, micro-wave links, studio and sound equipment full station planning facilities. Experienced engineers and installation staff. Comprehensive range professional tape recorders, magnetic EMI tapes. 1/4 in, instrumentations, 16, 17 1/2, 35mm sprocketed test tapes.

Full sound recording and production facilities for TV radio and films. Three studios, 3M 8-track machines, Scully & Ampex 4-track and 2-track machines, compatible stereo.

Disc processing in Stereo and Mono. 35mm and 16mm telecine machines.

Company handles the production and distribution of Australian entertainment films for Australian and overseas TV network release.

**GRAY, SIMON, PTY LTD,** 28 Elizabeth St, Melbourne, 3000. Phone 63-8101.

**Sydney office:** 22 Ridge St, North Sydney, 2060 (E. C. Sloss, mngr). Phone 929-6816.

**Australian national distributors:** Albrecht film audio recorders. Ampex sound recording and playback equipment, Ampex portable video recorders and videotape. Ampex audio tape; Altec Lansing studio monitor loudspeaker systems; ATC single and multiple recording machines, automation systems; Beyer microphones and headphones; CBS studio equipment (Audimax and Volumax automatic level controls loudless controller); Comrex radio microphone systems; Echolette tape loop reverberation units and electric guitar amplifiers; Electro-Voice microphones and special purpose directional microphones; EMT reverberation plates and other studio equipment; Fidelipac endless loop tape cartridges; Gramplan disc-recording amplifiers and cutter heads; Harcroft sapphire disc-recording and cutting styli; Leak audio amplifiers; Magnasync communication and sprocketed film recorders; Moviola editing equipment; Nagra portable tape recorders; Neumann condenser microphones and other studio equipment; Neumann automatic disc recording machines and cutter heads; Silcron turntables, Ortofon magnetic pickups and recording equipment; Permo-flux headphones; Pultec program equalisers and sound effects filters; RME studio equipment; Spotmaster automatic cartridge tape recorders; Sonocolor audio tape; Tandberg tape recorders; Tuchel connectors; Vega radio microphone systems; Cecil Watts record care accessories; Wharfedale loudspeaker systems; Sansui amplifiers and Sondor sprocketed magnetic sound reproduction systems.

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

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

**MAGNA-TECHTRONICS (AUST.) PTY LTD,** 49 Whiting St, Artarmon, NSW, 2064 (PO Box 314, Crows Nest, 2065). Phone 439-1651, 439-3013.

**Directors:** E. L. Lloyd, E. F. Lloyd.

**Executives:** I. Lloyd (mng dir), E. F. Lloyd (co. secty), R. A. Sheldrick (mngr-tech. prod.), S. Bankowski (mngr-acoustic div.).

Magna-Tech Equipment. 35mm and 16mm Magnetic film recorders and dubbers, 35mm and 16mm reversible projectors and dubbers, distributor systems, electronic looping, audio transfer components and audio mixing consoles. Neve multi-channel audio mixing recording consoles. Marathon broadcast audio cartridges and cartridge machine tools.

**NATIONAL THEATRE SUPPLY COMPANY OF ASIA PTY LTD**, Sydney, Brisbane, Adelaide, Melbourne, Perth. (See entry under Studio Lighting.)

**PLESSEY ELECTRONICS PTY LIMITED**, Westbank Terrace, Richmond, 3121, Vic. (42-3921). Telex 30383. Cables: Rola, Melbourne.

Director: Don Mulder (gen. mgr).

Principal executives: P. J. Townsend (comm. mgr), N. W. Hamilton (sales mgr-equip. unit).

Sydney office: Railway Road, Faraday Park, Meadowbank, 2114 (80-0111). Telegrams & cables: Telind.

Manufacturers of professional console tape recorders, professional transportable tape recorders, cartridge tape recorders, turntables, hi-speed tape copiers, automatic tape programming equipment. Telephone information drum announcing equipment, bulk tape crasers and loudspeakers.

**RCA LTD**, 11 Khartoum Rd, North Ryde, 2113. Phone 88-5444.

Executives: W. J. Walsh (mng dir), A. J. Turner (controller), R. D. Walsh (gen. mgr, tech. prods div.), W. J. Walsh (gen. mgr, record div.).

Equipment: See entry page 238.

**ROCKE INTERNATIONAL AUSTRALIA PTY LTD**, 320 Toorak Road, South Yarra, 3141. Phone 24-8677, 24-8629. Telegraph Telepa, Melbourne.

Directors: P. J. Ford (mng dir.), I. C. Spiller (dir. sales).

Products: Audiotape magnetic recording tape, monitors, turntables, tape recorders, filters.

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

Director: Andrew Taylor.

Sound recording studio. Specialists in 1/4 inch, 8mm, 16mm, 17 1/2mm magnetic recording and transfer; also disc recording.

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

(See entry under cameras, photographic, studio equipment).

**STANDARD TELEPHONES & CABLES PTY LTD**, Moorebank Ave, Liverpool, NSW, 2170. Phone 602-0333. Telegrams Standliv.

Chairman and managing director: Sir Samuel Jones.

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

**STUDIO 20 PRODUCTIONS**, 367-369 Bourke St, Darlinghurst, Sydney, 2010. Phone 31-3383.

Director-producer, R. C. Ayres; design and research engineer, B. K. Beames.

Sound recording studio consultants in the design of equipment such as attenuation equalisers, wave filters, etc., for the film industry.

**SWIFT AND BLEAKLEY PTY LTD**, Swift Hse, 149 Milton St, Ashfield, 2131. Phone 798-4111. Telegrams Kentycam.

Manager: R. S. King.

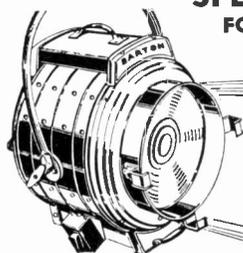
(See entry under Cameras, Photographic, Studio Equipment.)

## LIGHTING AND LIGHTING CONTROL EQUIPMENT

**AUSTRALIAN VIDEO ENGINEERING**, 7 The Crescent, Annandale, 2038. Phone 660-2544. Telegrams Jaxind, Sydney.

## SPECIALISTS IN LIGHTING FOR MOTION PICTURE STUDIOS TELEVISION STUDIOS

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28  
AUSTRALIAN  
T.V.  
STATIONS



5-7 PROSPECT ST.,  
ERSKINEVILLE, SYDNEY, N.S.W.

**Executives:** F. J. Williams (gen. mngr), T. R. R. Jones (tech. mngr), B. Read (market- ing mngr).

**I' state repr.:** Sydney, Melbourne and Perth. See entry under Cameras, Photographic and Studio Equipment.

**BARTON, R. H. LTD, PHOTOGRAPHIC LIGHTING PRODUCTS**, 5-7 Prospect St, Erskineville, Svdny, 2043, Phone 51-1224.

**Governing director:** Richard Henry Barton. Specialists in manufacture of all types of television, film studio and photographic lighting equipment, including full range of Quartz Halogen lights, microphone booms, pole kits and allied equipment. Also handles studio grid and batten systems with full range of suspensions.

Has supplied equipment to ABN, ATN, TCN, RTN, NBN, WIN, CBN, CTC, HSV, GTV, BTV, TTV, TNT, WBQ, NRN, MTN, QTQ, TVQ, RTQ, ADS, DDQ, SDQ, SES, RVN, ECN, MVQ, FNQ, BKN, Artransa, Supreme Films, Eric Porter Productions, Dept of Interior Film Division, Cinesound, Ajax, Kingcroft, Fauna and other studios. Barton lighting has been used in practically all feature films made in Australia during the past 18 years including On the Beach, Summer of the Seventeenth Doll, The Seige of Pinchgut, Whiplash, They're a Weird Mob, Skippy and Age of Consent.

**BIRNS AND SAWYER (AUST.) PTY LTD**, 19-21 Cleg St, St Leonards, NSW, 2065. Phone 43-1162, 439-7338. Cables Birnsaw, Sydney.

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

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

**Operations:** Sales, rental, manufacture of motion picture and television equipment, cameras 16mm and 35mm motion picture; 16mm, 35mm and 70mm instrumentation, cameraman's accessories, camera cars, converters, dollies, editing equipment, exposure meters, grip equipment lenses, wide angle, normal, telephoto, zoom and instrumentation with accessories, lighting equipment, quartz, boosted and standard incandescent, motors, magazines, projectors—motion picture, slide,

strip, opaque and stop-motion, sound recording equipment, tripods, heads, accessories, hi-hats, underwater camera housings and lighting equipment, underwater studio tanks, still photo equipment, Sylvania quartz lamps, Permacel splicing tapes, Moviola editing equipment.

**O' seas repr.:** Birns & Sawyer Inc. Sales and Rental: 1026 North Highland Ave, Los Angeles, California; Birns & Sawyer, Hong Kong Star House, Hong Kong.

**ELLIS D. FOGG**, PO Box 8, Kings Cross NSW, 2011. Phone 771-3333. 31-6479.

**Contact:** Mngr and artistic dir, Roger Foley. **Executives:** Miss Bev Clark (admin.), Rowan McCombe (electronics), Peter Whaite (mfg). Paddy Wenborn (operations).

**Operations:** Sells, hires and manufactures to order special lighting and film production effects. Specialists in programming light- shows, multiple image projections and audio- visual presentations including sets, sound and lighting. Equipped with six 35mm Kodak Carousel SAVs, 16mm B&H, Stroboscopes, colorgans, overhead projectors, fogg guns, wet shows, moire patterns, solid state dim- mers, etc. Clients include Chrysler Inter- national Convention (NATEC), Old Tote Theatre, Phillip Theatre, Music Hall Restau- rant.

**Interstate:** Bob Daly (Vic. manager), Phone 347-1258. Bob Foley (Qld manager), Phone 78-2729.

**KODAK (AUSTRALASIA) PTY LTD**. Elizabeth St, Coburg, Victoria, 3058. Bran- ches all States.

Distributors of an extensive range of Bar- ton professional photographic lighting equip- ment with specialised accessories for tele- vision applications.

**MOLE - RICHARDSON (AUSTRALIA) PTY LTD**, 78-80 Stanley Street, Collingwood. Vic., 3066. Phone 41-4245, after hours 850- 2020. Telegram & cables: Molereng, Mel- bourne

**Managing director:** John B. Masson, M. T. Masson (dir), Jennifer A. Henry (sales

**COLOUR—VISUALS—LIGHTING**

**ELLIS D. FOGG**

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Telegrams: Molereng, Melbourne

mngnr).

Operations: Sales, rental, manufacturers lighting equipment. Fresnel quartz staging equipment, special effects.

Studio, independent for rental. Still-movie, etc.

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

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

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

Australian agent for Rank-Kalee products, including sound systems & projectors. Studio lighting. Cinemacanna 70/35. Todd-AO equip. Westrex recording units.

**PICS MOTION PICTURE SUPPLIES PTY LTD**, Pics Centre, Dungate Lane, Sydney, NSW, 2000. Phone 26-1056-7-8. Telegrams, Bordpics Sydney.

Directors: J. Border, A. (Bill) Billson.

Executives: J. Border (mng dir), A. Billson (sales dir), R. Priol, L. Adamson.

†state repr.: Pics (Q'land) Pty Ltd, Leichhardt Street, Brisbane, 4000. (H. Lamb—manager motion picture division). Pics (Victoria) Pty Ltd.

Authorised Australian agents Ryu-Den-Sha Company, Tokyo (RDS Lighting equipment), also Lowel-Light Photo Engineering, New York.

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

Branch Offices: Melbourne, Brisbane, Adelaide and Perth. Complete range of studio and location lighting units and bulbs. Electronic lighting control units. (See entry under Cameras, Photographic and Studio Equipment.)

**STRAND ELECTRIC (AUSTRALIA) PTY LTD**, 19 Trent St, Burwood, Vic., 3125. PO Box 127. Phone (admin. and sales) 29-3724; (hire dept) 29-2213. Telegrams Spotlite, Melbourne.

Directors: K. Russett, D. C. Irving, A. J. Sullivan.

†state repr.: NSW, R. Bartram, Stage-Spot, 17 Herbert St, St Leonards, NSW (439-2841); SA, EILCO Sales, 7-9 Osmond Tce, Norwood (63-4844); WA, M. Hough, 10 Forbes Road, Perth, 6000 (28-1608); Qld, B. Harvey, 14 Railway Terrace, Milton, 4064 (36-5973); Tas., K. W. McCulloch Pty Ltd, 57 George St, Launceston (2-5322).

Manufacturer and supplier of studio lighting and control equip., Fresnel spots, profile spots, soft lights, 4kw effects projectors

and full range of effects machines (rain, clouds, flames, etc.).

All types of control equipment from simple two preset systems up to magnetic instant dimmer memory systems for 250 cues and 240 dimmers, all using thyristors. Catalogue available.

Suppliers to ABN, ABV, ABC Canberra, ATN, TVW, GTV, TEN, STW.

Suspension equipment available, counter weights, motorised battens, revolving stages Cyclorama equipment.

**SWIFT AND BLEAKLEY PTY LTD** Swift Hse, 149 Milton St, Ashfield, 2131. Phone 798-4111. Telegrams, Kentycam.

Manager: R. S. King.  
(See entry under Cameras, Photographic and Studio Equipment.)

**BROADCAST ENGINEERING**, Division of Associated Telecommunications Australia Ltd, Head office, Astor House, 161-173 Sturt Street, PO Box 291, South Melbourne. Phone 69-0300. Telegrams Telegenic, Melbourne, No. 30492; Philips House, 69-79 Clarence St, Box 2703 GPO, Sydney. Phone 2-0223. Telegrams Philind, Sydney, No. 20165.

Executives: M. E. Gaisford (gen. mngnr), P. L. Long (marketing mngnr), J. J. C. Cornelissen (Sydney mngnr).

Suppliers of broadcasting systems and equipment. Representing Philips, Pye and Astor.

**CARL ZEISS PTY LTD**, 569 George St, Sydney, Box 172, Brickfield Hill, NSW, 2000. Telegraphic address Zeissoptic.

Branches all States.  
Distributors for Strong—USA, Irem—Italy, Atlantic Films—Canada, Zeiss Ikon Ernmann—West Germany, Fumeo—Italy, Hortson—France.

**STEEL TOWERS**

**ELECTRIC POWER TRANSMISSION PTY LTD**, 226 Sussex St, Sydney, 2000. Phone 29-5491. GPO Box 1537. Telex 20831.

Branches: Melbourne, Brisbane, Perth, Hong Kong.

Design, manufacture, testing and erection of steel towers for radio and TV stations and high tension transmission lines. Manufacture and erection of structural steelwork for industrial projects.

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

Directors: F. Peter Johns (mng dir), W. R. Stocker, W. C. Farrar, D. H. Laidlaw, P. M.

Johns, J. J. Strain, D. W. Aitken, A. O. Johns, J. D. Griffin, L. G. Rowe.

Supply, erection and maintenance of TV towers and masts and allied structures.

**ROCKE INTERNATIONAL AUSTRALIA PTY LTD**, 320 Toorak Road, South Yarra, 3141. Phone 24-8677, 24-8629. Telegraph Telepa, Melbourne.

**Directors:** P. J. Ford (mng dir.), I. C. Spiller (dir. sales).

**Products:** Transmitters, telemetry systems, multicouplers, switching matrices, filters, antennas, baluns, dummy loads, power meters.

**STANDARD TELEPHONES & CABLES PTY LTD**, Moorebank Ave, Liverpool, NSW, 2170. Phone 602-0333.

**Managing director:** A. T. Deegan.  
TV relay by microwave links.

**I/State Repr.:** See entry services to radio.

## BOND STORAGE

**AUSTRALIAN PROGRAMME SERVICES LTD**, 126 Cleveland St, Chippendale, 2008. Phone 69-6468.

**Manager:** W. E. Threlfo.

Bond storage and censorship service. Also film exchange and storage facilities for all film with first class waxing and servicing of new film. Screening facilities available.

**BONDED SERVICES INTERNATIONAL PTY LTD**, 13-17 Cleg St, Artarmon, NSW, 2064. Phone 439-1222. Associated Offices in New York, Chicago, Los Angeles, Toronto, Amsterdam, Mexico City and Hong Kong.

**Manager:** R. H. Jones (TV services admin.), A. Badger.

Bond storage and censorship arranged for all films. Customs clearance. Distribution and servicing to TV and motion picture industries. Specialists in all film repairs. Distribu-

tion of documentary films. Specialised film storage.

## VIDEOTAPE

**AKAI AUSTRALIA PTY LTD**, registered office, 276 Castlereagh St, Sydney, 2000. Phone 61-9881.

**Directors:** Maurice D. Chapman, Gordon F. Cole.

Suppliers of portable video tape recorders, monitors and cameras, also tape recorders for audio usage.

**Executives:** R. D. Walsh (mgr), J. S. Innes (chief engineer), A. R. Gibbs (Vic. mgr).

Marketing and manufacturing the complete range of RCA broadcast and studio equipment including color and monochrome TV cameras, TV tape recorders, transmitters, telecine equipment, video distribution amplifiers, video switchers, video tape, video cartridge recorders, video processing amplifiers, image orthicon tubes, film recording systems and closed circuit TV equipment. Station planning and consulting service.

Australian distributors for Conrac studio TV monitors,ELIT TV translators and Coel antennas.

**Office:** Melbourne: 2-4 Stephenson Street, Richmond, Vic., 3121. Phone 42-4586.

**VIDEO-TAPE CORPORATION PTY LTD**, PO Box 84, Roseville, NSW, 2069. Offices: 382 Eastern Valley Way, East Roseville.

See entry Television Production Units (NSW).

## TRANSMISSION LINES AND EQUIPMENT

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

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

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

**Special products**, Moorebank Ave, Liverpool, NSW, 2170 (602-8999). Plastic insulated equipment, RF and TV wires and cables.

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

**ELECTRIC POWER TRANSMISSION PTY LTD**, 226 Sussex St, Sydney, 2000. Phone 29-5491. Telegrams Transelectric. Telex 20831. Dr. E. Oriolo (mng dir).

Transmission lines, construction of steel masts.

**Interstate representation:** Branches, 482A Brunswick St, Fortitude Valley, Qld (58-3066); 168 St George's Terracc, Perth (21-9737); 171 Fitzroy St, St Kilda, Vic. (94-0257).

# **Talent casting agencies**

## SYDNEY

**CENTRAL CASTING OFFICE PTY LTD**,  
17 Castlereagh St, Sydney, 2000. Phone  
25-7087. John Cover, James Joyce.

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

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

**NLT ARTISTS PTY LTD**, 19 Berry St,  
North Sydney, 2060. Phone 929-8777 (5 lines).  
Telegrams and cables Ncalim Sydney.

Executive director: Jack Neary.

Manager: Bill Marshall.

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

**SCOPE ENTERTAINMENT SERVICES**,  
21 Smith St, Fitzroy, 3065. PO Box 108,  
Phone 419-1993, 419-1103.

Manager: Hank Driessen, Casting Manager:  
Alec Martin.

Theatrical and general variety agents  
handling local, national and international  
artists for night club, concert and TV  
engagements. Also photographic and TV com-  
mercials.

**VARIETY PROMOTIONS**, 475 Pacific  
Highway, Crows Nest, 2065. Phone 439-3787.  
Box 599, PO, Nth Sydney, 2060.

Manager: A. Davidson.

Company's operations: Talent agents,  
package shows.

**VAUDE-VIDEO PTY LTD THEATRI-  
CAL & MODELLING AGENCY**, 139 King  
St, Sydney, 2000. Phone 28-2165-6-7.

Directors: V. Llewellyn, J. Llewellyn.

Modelling principal: Mrs. Mewton-Wood.

## ADELAIDE

**SOUTHERN TALENT NLT PTY LTD**,  
80 Wellington Square, North Adelaide, SA,  
5006. Phone 67-3066. Telegrams Newsnine,  
Adelaide.

Executive: Steve Whelan.

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

## CASTING DIRECTORIES

**SHOWCAST PTY LTD**, Australasian En-  
tertainment Directory.

Head office: Suite 3, 107 Alexander St,  
Crows Nest, NSW. 2065. Phone 43-5098-9.

Directors: David Williams, Chin Yu Wil-  
liams, Billie Wedlock.

Melbourne office: 21 Smith St, Fitzroy, Vic,  
3065. Phone: 419-1103. Publishers of Show-  
cast Directory, Variety Directory, Contacts,  
Model Directory.

# **Public relations consultants**

## SYDNEY

**AGEOLD PUBLIC RELATIONS PTY LTD**, Commerce Hse, 161 Clarence-st, Sydney, 2000. Phone 29-1431. Telegrams Ageold, Sydney.

**Directors:** Asher Joel, R. B. Mulquinye, S. Joel.

**AMALGAMATED PUBLIC RELATIONS PTY LTD**, 11th floor, ACA Hse, 66 King St, Sydney, 2000. Phone 29-6713.

**Director:** Justin White.

**BLANKET, LEONARD**, 283 Elizabeth St, Sydney, 2000. Phone 61-3463. Box A728 Sydney 5th PO.

Information and promotion counsel to the advertising industry.

**BURGER, ERNEST J. ASSOCIATES PTY LIMITED** (APT Services), 4th floor, Imperial Centre, 83-87 Castlereagh St, Sydney, 2000. Phone 211-1031. Cables Presstrade, Sydney.

**Director:** E. J. Burger.

**CHARTER ASSOCIATES (NSW) PTY LTD**, 14 Thomas St, Chatswood, NSW, 2067. Phone 412-2655, AH 36-4906.

**Directors:** L. S. Richardson (mng dir), E. M. Richardson.

**Executives:** Grahame C. Watt (mgr), A. H. Richardson (acct), M. J. Richardson (special features director).

**Interstate office:** Repr.: Melbourne, Brisbane, Adelaide, Perth. O'seas: London, Auckland, Rome, New York.

**COMMUNICATIONS & MARKETING PTY LTD**, 243 Elizabeth St, Sydney, NSW, 2000. Phone 26-3710, 26-3718. Telegrams Counsel.

**Directors:** Murray Evans, C. W. Judd, George Davies, Dick Paget-Cooke.

**Executives:** Dick Paget-Cooke (man. dir), David Kerr, Miles Bovill, John Nicholls.

Public relations, consulting and executive services.

**CONSOLIDATED PUBLIC RELATIONS**, Shipnews Hse, Elizabeth St, North Sydney, NSW, 2060. Phone 929-6806 (see Melbourne entry).

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

**FREEDEN STRACHAN PUBLIC RELATIONS PTY LTD**, 5th floor, Asbestos

Hse, 65 York St, Sydney, 2000. Telephone 29-5201-2-3.

**Directors:** Robert Freeden, Norman Strachan.

Specialising in marketing, consumer and financial PR.

Representatives in all States, and in New York and London.

**HAWKES, GEORGE AND ASSOCIATES PTY LTD**, (also United Public Relations Australia), Suite 1-6, 730 George St, Sydney, 2000. Phone 212-1566.

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

**I**State offices: Melbourne, Brisbane, Adelaide, Perth. O'seas affiliates: London, New York, Auckland, S.E. Asian areas.

**HILL & KNOWLTON PTY LTD**, 123 Clarence St, Sydney, 2000. Box 7030 GPO, Sydney, 2001. 29-5326. Teleg. Hillknol, Sydney. Manager: J. D. S. Potts.

**IMAGE AUSTRALIA (NSW)**, 11th floor, ACA Hse, 66 King St, Sydney, 2000. Phone 29-5713. Telegrams Imageaus, Sydney.

**Director:** Justin White.

**INTERNATIONAL PUBLIC RELATIONS PTY LTD**, 630 George St, Sydney, NSW, 2000. Phone 26-6761. Telegrams Inrel, Sydney.

**Director:** L. K. Kerr, M. A. (chrnm & mng dir).

**Principal executives:** C. J. Gardiner, D. J. Nicholson, H. R. T. Wood, R. E. W. Hill (Melbourne); B. F. H. McCrea, B. Creed (Sydney); G. K. Kerr (Canberra).

Public relations consulting.

**Interstate offices:** 117 Collins Street, Melbourne, Vic., 3000. Phone 63-3322. Inrel Melbourne; MM1 Bldg, Northbourne Ave, Canberra City, ACT, 2061. Phone 49-7266.

**O'seas representation:** S. E. Asia, North America, Europe and Japan.

**NEILSON MCCARTHY AUSTRALIA PTY LTD**, Suite 2306, Australia Square, Sydney. Phone 27-4577, 241-1446. Cables Pronigel, Sydney.

**Directors:** Nigel Neilson (chrnm), Keith Newman (mng dir), R. McCarthy, R. H. Minter, P. C. E. Cox, G. Wahlquist.

**Executives:** Keith Newman (mng dir), Gil Wahlquist (gen. mgr).

Public relations consultants.

**Interstate representation:** Neilson McCarthy Aust. Pty Ltd, Princes Gate, East Tower, 151 Flinders St, Melbourne.

**O'seas representation:** Neilson McCarthy, London, Neilson McCarthy & Partners, Wellington and Auckland, NZ.

**PETER MORRISON PUBLIC RELATIONS PTY LTD**, 2nd floor, 340 Pitt Street, Sydney, 2000. Phone 26-2801-2.

**Principal:** Peter Morrison (MPRIA).

Affiliates in all States and overseas.

**PLATER, RONALD & CO PTY LTD**, 148 New South Head Rd, Edgecliff, Sydney, 2027. Phone 32-6377. Telegrams Platerco, Sydney.  
**Directors:** R. S. Plater (mng dir), E. C. Plater, H. O. Bull.

**Senior consultants:** E. J. Ellis, L. R. Jones, A. C. Walker, B. Westwick, W. M. Thomson.

Associates in all States, NZ, UK, USA, Europe and Japan.

**PYRAMID PUBLIC RELATIONS CONSULTANTS**, 77 Pacific Highway, Nth Sydney, NSW, 2060. Phone 929-0133.

**Managing director:** Graeme Samuelson.

**STEVENS, HARVEY, ASSOCIATES PTY LTD**, 16 Wolsley Road, Lindfield, NSW, 2070. Phone 46-2732.

**Directors:** Harvey Stevens (mng dir), E. T. Kennedy, P. A. Stevens.  
 Public relations consultants.

**VARIETY PROMOTIONS**, 475 Pacific Highway, Crows Nest, 2065. Phone 439-3787. PO Box 599, North Sydney, 2060.

**Manager:** A. Davidson.

Public relations consultants.

**WHITE, ERIC, ASSOCIATES LIMITED**, 123 Clarence St, Sydney, 2000. Phone 20271. Telegrams and cables Whitepress, Sydney.

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

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

**WHITE, ERIC ASSOCIATES (NSW) PTY LIMITED**, 123 Clarence Street, Sydney, 2000. PO Box 4976, 2001. Phone 2-0271, telegrams Whitepress, Sydney.

**Directors:** Eric White, P. S. Golding, A. H. H. Myers, P. F. Lazar, I. B. Potts, I. G. Cameron.

**WILSON MCCARTHY & CO. PTY LIMITED** 5th floor, 79 Pitt St, Sydney, 2000 Box 3457, GPO, Sydney, 2001. Phone 27-4392. Telex 22463.

**Directors:** Donald Wilson, John McCarthy.  
**Executives:** J. McCarthy (dir), D. Wilson (dir).

Financial public relations advisors (specialising in financial communication between public companies and the stock exchanges, financial press, institutions, sharebrokers and shareholders).

## MELBOURNE

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

**Managing director:** Alfred Heintz.

**ASSOCIATED WORLD PUBLIC RELATIONS PTY LTD**, 622 St Kilda Rd, Melbourne, Vic., 3004. Phone 51-5388 (3 lines). Bathurst Chambers, 110 Bathurst St, Sydney, NSW, 2000. Phone 26-2103.

**Managing director:** Leon Bram.

**Associates:** Brisbane, Adelaide, Perth, Hobart, London, Paris, Tokyo, New York, Athens.

**BARKER, LEONARD S., & ASSOCIATES, PTY LTD**, 55 Exhibition St, Melbourne, Vic., 3000. Phone 63-4021. Telegrams Tekpress.

**Managing Director:** L. S. Barker.

**CHARTER ASSOCIATES PTY LTD**, 4th Floor, 34 Queen St, Melbourne, 3000. Phone 61-3671.

**Directors:** I. Sabey, J. Balding, A. E. Carter, B. G. Reid.

**CONSOLIDATED PUBLIC RELATIONS PTY LTD**, 33 Queens Rd, Melbourne, 3004. Phone 26-1948. Michael FitzGerald (mng dir) and Shipnews Hse, Hill & Elizabeth Sts, North Sydney, 2060. Phone 929-6806, Don Donohoe (mngtr).

**JENNIFER HAM AND ASSOCIATES PTY LTD**, 34 Lower Plaza, Southern Cross Bldg, 131 Exhibition St, Melbourne, 3000. Phone 63-5473, 63-5600, 654-4839. Telegrams Jenham, Melbourne.

**Managing director:** Jennifer Ham.

**Director:** Judith Nicholls.

**HEINTZ, ALFRED, PUBLIC RELATIONS**, 445 St Kilda Road, Melbourne, 3004. Phone 26-1361, 26-2452.

**Principal:** Alfred Heintz.

**IMAGE AUSTRALIA PTY LTD**, Elmsmere Hse, 70 Drummond St, Carlton, Vic., 3053. Phone 347-2411. Telegrams Imageaus, Melbourne.

**Directors:** John Carey Hopton Handfield, Esta Marea Handfield.

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

**Managing director:** Richard Thomas.

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

**Director:** Clive Turnbull.

**WHITE, ERIC ASSOCIATES (Vic.) PTY LIMITED**, TAA Bldg, 50 Franklin St, Mel-

bourne, 3000. PO Box 2053S, 3001. Phone 34-4111. Telegrams Whitepress, Melbourne.

Directors: Eric White, R. B. Gill, P. G. Holland.

**ANDREW WISE & ASSOCIATES**, Suite 14, Elizabeth Lodge, 614 St Kilda Road, Melbourne, Vic., 3004. Phone 51-4372.

Principal: Andrew Wise.

## BRISBANE

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

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

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

**H. A. STEVENSON PTY LTD**, P&O Bldg, 113 Eagle St, Brisbane, 4000. Phone 21-1388.

Managing director: Tony Stevenson.

Public relations counsel, public opinion research publications.

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

Manager: Ian J. Lorkin.

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

Directors: Eric Wood, David Wood.

## ADELAIDE

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

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

**CHARTER ASSOCIATES PTY LTD**, Public Relations Hse, 138 South Terrace, Adelaide, 5000. Phone 51-3101, 51-2948.

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

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

Executives: Shan Hoskyns, Darrell Hadley,

Ronald Warden, Graham Withers, Norman Prentice.

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

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

**WHITE, ERIC, ASSOCIATES (SA) PTY LIMITED**, 15 Franklin St, Adelaide, 5000. GPO Box 1733N. Phone 51-6149. Telegrams Whitepress, Adelaide.

Manager: J. M. Carey.

## PERTH

**ROBERT HEMERY & ASSOCIATES PTY LTD**, 279 Cambridge Street, Wembley, WA, 6014. Phone 87-5464/5. Telegrams Publicist, Perth. Agents in WA for International Public Relations Pty Ltd; Lincoln Public Relations Pty Ltd; Peter Morrison Public Relations Pty Ltd; Penny Cresswell Public Relations (Tas.); Ryan International (SA); H. A. Stevenson Public Relations Pty Ltd (Qld).

Chairman & managing director: Robert C. Hemery, MPRIA; dir, Glendalyn Hemery-Hart; senr advisor, William Beecham, FRSA; counsellors, P. R. I. Barnett, D. J. Varney, G. Powell, J. R. Saunders.

Main clients: Civil & Civic Pty Ltd, Martin Wells Pty Ltd, Philip Morris Ltd, Sportsmen's Assn of Australia, Royal Agricultural Society of WA, Executive Service, Valencia Vineyards Pty Ltd, Mr Chips Pty Ltd, Segard & Cie., Independent Woodumpers Pty Ltd, HGF (overseas) Ltd, Bank NSW, Better Furnishing Bureau of WA.

**WHITE, ERIC, ASSOCIATES (WA) PTY LIMITED**, 1-3 Mount St, Perth, 6000. GPO Box B-49. Phone 23-4753. Telegrams Whitepress Perth.

Manager: J. N. Griffin.

## TASMANIA

**WHITE, ERIC, ASSOCIATES (TAS.) PTY LIMITED**, Scottish Union Building, 152-4 Macquarie St, Hobart, 7000. Phone 23-2449. Telegrams Whitepress, Hobart.

Manager: J. B. Knight.

## CANBERRA

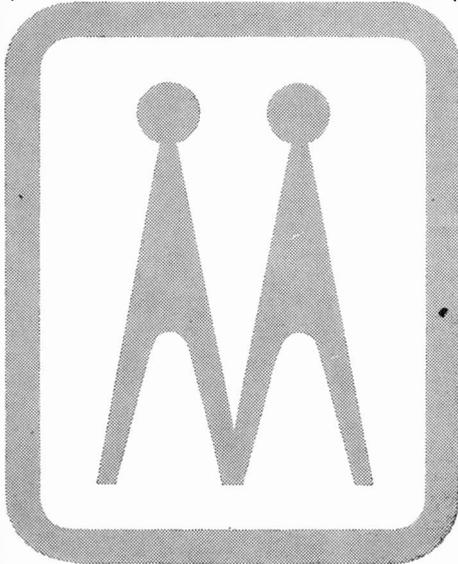
**ERIC WHITE ASSOCIATES (HOLDINGS) PTY LTD**, 7th floor, City Mutual Building, Hobart Place, Canberra City, ACT. PO Box 726, Canberra City, ACT, 2601. Phone 49-7233. Telegrams Whitepress Canberra.

Manager: F. R. Hamilton.

# **Audience and market research, monitoring organisations**

# MECAR RESEARCH

Market Evaluation  
and Community Attitude Research



*nation-wide  
marketing  
research  
services!*

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- Master Probability Samples
- High-speed Computation
- Wide Experience

**PERSONNEL**

G. H. Anderson, Chairman  
K. R. Sievers, F.A.I.M., Managing Director  
Dr. L. Scheinkestel, Research Director  
M. G. Eve, Executive Director

**SPECIAL CONSULTATION:**

Roger Layton, M.Ec., Statistician

**MECAR Pty. Ltd.**

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

**ADVERTISING & ATTITUDE ASSESSMENTS PTY LTD**, 283 Alfred St, North Sydney, 2060. Phone 92-4044

Executives: Peter Carne, Judith Knight.

Service: Advertising, motivational and consumer research. Specialists in pre-testing of all stages of advertising—television (workshop and final), radio, press concepts and propositions — packaging and product research, group discussions. Attitude studies and motivation research for consumer, trade and industrial needs, surveys available in all cities.

The Consumer Research Centre at Chatswood provides ideal facilities for fast economic consumer research in most areas of consumer products. Mobile caravan also available for use in any area.

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

Directors: George H. Anderson (governing dir), K. R. Sievers (mgng dir), M. G. Eve (secy), D. G. Neely (sales), Dr. L. S. Scheinkestel (research director).

Service: Media and market research, including measurement of radio listening, TV viewing, newspaper and magazine readership.

†state repr.: Melbourne: 164 Albert Rd, South Melbourne. Phone 69-2189. Branches all capital cities.

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

Service: Full market research facilities; Australia-wide consumer panel with continuous membership of families daily recording of purchases, and personal interview to collect purchase-records each month; product, package, advertisement testing; media research; radio and TV program and audience measurements; public opinion polls (est. 1936).

**ADVERTISING RESEARCH CENTRE**, 135 Blues Point Road, McMahons Point, 2060. Phone 92-0746.

Research manager: Simon Hinchcliffe.

Services: Television advertising research. Advertising activity and expenditure analyses.

**AUDIENCE STUDIES, INC.**, 26 College St, Sydney, 2010. Phone 31-9147. Telegrams Audstud Sydney. 60 Market St, Melbourne, Vic., 3000. Phone 62-5792. Telegrams Audstud Melbourne.

Services: Advertising and Product Development Division — advertising, product and package research facilities at ASI's Sydney and Melbourne specially-equipped research laboratories: Pre-testing of TV and radio

commercials, print advertisements, advertising concepts or executions, storyboards. Post-testing of advertisements for cumulative reach and wearout. Survey division — consumer, trade and industrial market research, attitude and behaviour studies.

Australian division of the Inmarco Inc group of companies. Associated companies, USA, Audience Studies, Inc, Grudin/Appex/Haley Research Corp. Comlab Inc., NT Fouriezos & Assoc., National Interviewing Corp., Computer Advisory Services, Inc; United Kingdom, Market Decisions; Germany, Item Institute GmbH; Japan, Audience Studios, Inc (Japan).

**AUSTRALIAN COMMERCIAL RESEARCH PTY LTD**, 249 William St, Melbourne, 3000, Phone 67-9031.

Directors: David T. Bottomley (mng dir), Ann Bottomley.

Services: Market research consultancy to advertising agencies; planning and direction of all types, consumer and industrial research; accredited ESOMAR marketing tours representative.

**AUSTRALIAN SALES RESEARCH BUREAU PTY LTD**, 576 St Kilda Rd, Melbourne, 3004. Phone 51-5318. 13 O'Connell St, Sydney, 2000. Phone 28-4211.

Executives: Irving David Saulwick (mng dir), A. J. Reark (exec. dir), P. Mitchell-Taverner, R. Neill, K. Tolhurst (NSW), A. Fethers (NSW).

Services: Quantitative and qualitative problem solving research services including advertising, media and copy research, consumer opinion and product research, market forecasts, psychological research, industrial surveys. Continuous mail panel information also available.

**BUYER'S OPINION SERVICE PTY LTD**, 576 St. Kilda Rd, Melbourne, 3004. Phone 51-8781 13 O'Connell St, Sydney, 2000. Phone 28-2861.

Managing director: Mrs Nan Lansell.

Service: Interviewing for advertising, media and copy research; consumer opinion and product research; market forecasts; psychological research.

**INVIEW PTY LTD**, 15 Northcliffe Street, Milson's Point, NSW. Phone 929-7766.

National market research agency with offices in Sydney and Melbourne.

Managing directors: Jeanne Strachan (Sydney), Max Yann (Melbourne).

Services include, brand standing, qualitative and depth research, distribution studies, attitude surveys and special service of The Inview Mobile Researcher for product commercial and pack design testing.

Interstate representation: Inview (Vic.) Pty Ltd, 14 Lansdowne St, East Melbourne.

**PETER KENNY PTY LTD**, 24 Burton St, Darlinghurst, NSW, 2010. Phone 31-7623, 31-7628.

Directors: Peter Kenny, Yve Repin, Ian Cameron, Nan Dykes.

Specialties: The translation of Research findings into concrete Ideal presentations (Ideal products, packs, and promotions, in mock-up form). Total research involvement right through to product launch.

Extensive experience in the areas of services (finance, travel, insurance), packaging (all products), and commercial testing (many different agencies), as well as consumer products.

**MARPLAN PTY LTD**, 159 Kent St, Sydney, NSW, 2000. Phone 27-8116. Telegrams Marsearch, Sydney. 46 Caroline St, South Yarra, Victoria, 3141. Phone 26-5718, 26-5605. Telegrams Marsearch, Melbourne.

Directors: R. A. Rothery (mng dir), L. A. Tonnet, B. L. Sweeney.

Executives: P. J. Margan (secy), Miss F. Hellier (client service executive), Miss M. A. Stewart (MARS supervisor & date proc. exec.), Mrs A. Somerville (Sydney fieldwork mgr), Mrs J. Farnhill (Melbourne fieldwork mgr).

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

State repr.: Research facilities in all States. Overseas: Marplan offices and research affiliates in 44 countries.

**MASIDON RESEARCH PTY LIMITED**, 590 George St, Sydney, 2000. Phone 61-9794.

Directors: John E. Massingham, Wendy E. Idriess, Elizabeth J. Dangar.

Advertising, image and attitude research. Assessment of TV and radio commercials and print advertisements. Evaluation of concepts packaging and label designs. Specialists in conducting and interpreting group discussions and unstructured interviews.

**McNAIR SURVEYS PTY LTD**, 40 Miller St, North Sydney, 2060. Phone 929-6122. Telegrams Iposres, North Sydney. 476 St Kilda Rd, Melbourne, 3004. 52 Gawler Place, Adelaide, 5000. 203 Queen St, Auckland, New Zealand.

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

Executives: F. Kathleen Horn (chief supervisor), James R. Grant (senior product dir), Jim Blundell (Melb. mgr), Peter McN. Gardner (Adelaide mgr).

Services: Marketing research, advertising research, marketing consultants.

Research facilities in all States and New Zealand.

Oseas associates: International Research Associates (throughout America, Asia & Europe); Daniel Starch & Staff, New York.

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

**Directors:** G. H. Anderson (chrmn), K. R. Sievers (mng dir), M. G. Eve, Dr L. S. Scheinkestel.

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

**†state repr.:** Melbourne: 164 Albert Rd, South Melbourne (69-2189). Branches all capital cities.

**MARKET FACTS PTY LTD**, 50 Miller St, North Sydney, NSW, 2060. Phone 929-9225, 929-9427.

**Managing director:** Warwick Hoare.

**MICROPHON RECORDING SERVICES**, 50 Lawrence Street, Harbord, 2096. Phone 93-7910.

**Directors:** Graham Charles MacGillivray, Robert Bruce Morton, Harvey Frank Morton.

Videotaping of monitored TV programs and commercials for post broadcast analysis. Videorecording, dubbing, hire and sales most brands VTR & CCTV equipment for rehearsal, auditions and promotional activities.

**†state repr.:** Arrangements made as required.

**MORGAN (ROY) RESEARCH CENTRE, THE** (Market & PR research associate of the Aust. Gallup Poll), 61 Flinders Lane, GPO Box 751F, Melbourne, 3001. Phone 63-5196, 63-5635, 63-5841. Roy Morgan (mng dir), G. Morgan (dir). Sydney office: ADC House, 77 Pacific Highway, North Sydney (92-7755).

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

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

**Directors:** Sir Asher Joel, R. B. Mulquiney, S. Joel.

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

**NEAVE & CAMPBELL PTY LTD**, Room 4, 68 Alexander St, Crows Nest, Sydney, 2065. Phone 439-3334.

**Service:** Sample drawing, outside field work and computerised analysis, for market and consumer research.

**NIELSEN, A. C., PTY LIMITED**, 50 Miller St, North Sydney, NSW, 2060. Phone 92-5881. Telegrams Nielindex. Telex 21763.

**Directors:** James R. Dickson (mng dir), Frank Gibbins, Douglas Taylor, Graham H. B. Pratt, J. W. Scott (NZ), Clifford W. Parsons. Assoc. directors: Reginald A. Wilson, Graeme D. Nicholas, Ronald Nicholson.

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

Australian subsidiary of A. C. Nielsen of USA.

**PHARMACEUTICAL RESEARCH SERVICES OF AUSTRALIA PTY LTD**, 12 Holtermann St, Crows Nest, 2065. PO Box 372, Crows Nest, Sydney, 2065. Phone 43-6670-2-5. Telegrams and cables Pharmafact.

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

**Executives:** K. C. Walker (data processing mngr).

Australian and New Zealand pharmaceutical indexes; Australian Morbidity Index.

**Branch:** 296 Lambton Quay, Wellington, NZ.

**PRODUCT SURVEYS PTY LTD**, 252 George St, Sydney, 2000. Phone 27-4949. A. R. Whitman (mng dir).

**Service:** Consumer, dealer surveys & consumer panel.

**SCOTT, W. D., & CO PTY LTD**, Economic, Marketing and Research Services, 100 Pacific Highway, North Sydney, 2060. Phone 92-6045.

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

**MARTIN J. STONE & ASSOCIATES PTY LTD**, 6 Mount St, North Sydney, 2060. Phone 92-6154, 92-5524.

**Directors:** M. J. Stone, J. Simon. Management consultants, organisation, marketing research, production, finance, personnel training.

**†state repr.:** John R. Waite & Associates Pty Ltd in Melbourne.

**O'seas:** UK, USA, Italy, Israel, Philippines, New Zealand.

**SURVEY RESEARCH CENTRE, THE, PTY LTD**, head office, 37 Alexander Street, Crows Nest, 2065. Phone 439-1655.

**Managing Director:** J. J. Braithwaite.

**Services:** Consumer surveys, product testing, economic and statistical research, retail store research, advertising measurement service, national readership survey, group discussion research, data processing.

**TARA MARKET RESEARCH**, (Incorporating TV Audience Research of Australia and Test-Mobile Marketing Services). Head Office: 76 Jolimont St, East Melbourne, 3002. Phone 63-7043-4. Sydney office: ADC House, 77 Pacific Highway, North Sydney, NSW, 2060. Phone 92-0257.

Gen. mngr: Mrs Jo Farnbach.

**Marketing planning services:** Consumer research including product and package research, advertising research, and motivational research using personal interview, telephone, mail or intensive interview techniques available in all capital cities.

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

Managing director: Bruce Tart, Ian Tart (dir), Ray Irving (mngr).

**Services:** Press, magazines, television and radio advertising statistics, showing product brand activity in terms of space and/or time and estimated expenditure. Also advertising checking bureau for advertising agencies. Compiles competitive press and magazine advertising clipping portfolios for any product field.

**TEST-MOBILE MARKETING SERVICES** (division of TARA Market Research), head office. 76 Jolimont St, East Melbourne, 3002. Phone 63-7043, 63-7044. 77 Pacific Highway, Nth Sydney, NSW, 2060. 92-0257.

Test-Mobile operates in Sydney and Melbourne with caravans parked in busy shopping centres for testing of new products, new brand names and packs. Can be used for testing at concept, prototype product or fully developed product stage. Vans are staffed by three interviewers and a tabulator who keeps progressive tally of results. Test-Mobiles are equipped to serve food (hot or cold); set up displays of products or shop fixtures to simulate buying conditions; display heavy goods such as electrical or hardware items or racks of garments; show TV commercial storyboards on film strip with tape recorded audio.

## RADIO MONITORING SERVICE

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

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

Offers complete commercials monitoring service, covering all Sydney and NSW country radio stations. Also Brisbane, Toowoomba, Kingaroy, Warwick, Inverell.

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

## TV MONITORING SERVICE

**COMMERCIAL TV MONITORS PTY LTD**, 18 Station St, Moorabbin, Victoria, 3189. Phone 95-6565 (after hours 93-4444).

**Services:** National coverage from midday to midnight of all capital city TV telecasts. Also storyboards—TV research, and analysis of previous campaigns as required.

**TV MONITORS (AUSTRALIA) PTY LTD**, 135 Blues Point Rd, McMahons Point, NSW, 2060. Phone 929-6885.

**Manager:** Simon Hinchcliffe.

**Services:** Nation-wide advertising checking service. Daily logs compiled of all metropolitan stations, storyboards, tapes supplied.

**Interstate representation:** Branches in all capital cities.

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eyes  
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At Commercial T.V.  
Monitors Pty. Ltd.  
Everything you need  
to know about your  
T.V. Commercial.  
From Quality control,  
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T.V. Channel co-operation  
etc., in Melbourne.  
Give Marie Dacy  
a ring on 95 6565.  
Agents in all states.



## LISTENER-VIEWER PUBLICATIONS

Following newspapers and magazines provide daily and/or weekly TV and radio program guides, together with news, articles and pictures of programs and stars and program reviews. Circulation figures (net paid) are latest available at press time

### SYDNEY

**ABC RADIO GUIDE**, magazine, 145-153 Elizabeth St, Sydney (postal address, GPO Box 387, Sydney, 2001). Phone 31-0211. Telegrams Broadcast.

Editor: P. T. Tranter. Advertising rep. J. Moseley.

Circulation: 14,000 (av. weekly). Distributed in four editions: Sydney/ Canberra/Newcastle, Brisbane, Perth, Adelaide. Advertising material deadline: 14 days prior to publication.

**DAILY MIRROR** (also Sunday Mirror), Kippax and Holt Sts, 2000. Phone 2-0924.

Circulation: 396,819 (daily); 584,448 (Sunday). ABC.

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

Advertising manager: Paul Kelly, Editor-in-chief: D. R. McNicoll.

Circulation: 343,000 (Daily); 695,000 (Sunday). ABC.

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

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

Circulation: 389,012 (Mon.-Fri.), ABC Dist. in NSW.

Advertising material deadline: 12 noon day prior to publication.

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

Editor: G. E. W. Harriott. Gen. advertising manager: J. A. Gilder.

Circulation: 295,863 av. daily net (Kent Brierley and Fisher, Chart'd accts). Dist. in NSW.

Advertising material deadline: 12noon day prior to publication.

**TV TIMES**, magazine, 630 George St, Sydney, 2000. Phone 31-0211, Telex 22357, Telegrams Broadtimes. Editor: C. Day, Business Mngr. R. McCaffery.

Distributed nationally in TV areas.

Branch offices: Melbourne, St. James Bldg, Bourke & William Sts; Brisbane, Coronation Drive, Toowong; Adelaide, 47 Gawler Place; Perth, 184 Adelaide Terrace; Hobart, Harrington St.

### MELBOURNE

**THE AGE**, 250 Spencer St, Melbourne, 3000. 60-0421.

Managing director: C. R. Macdonald.

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

Circulation: 196,069 (ABC).

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

Editor: S. Brown. Advertising mngr: G. Pengilly.

Circulation: 507,000. Dist. mainly in metropolitan Melbourne, balance throughout Victoria.

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

Editor: P. R. Dunstone; Advertising manager: E. T. Smith; Circulation manager: D. McKenzie.

Pstate repr.: O. Brinkman, Sydney mngr, Sun News-Pictorial, 76 Clarence St, Sydney, 2000. O'seas repr.: F. L. Lyons, 107 Fleet St, London, EC4; Joshua B. Powers, Inc., 551 Fifth Avenue, New York 17, NY, USA.

**SOUTHDOWN PRESS**, 32 Walsh St, Melbourne, 3000. Phone 30-0241. Telegrams: Life Melbourne.

Directors: K. R. Murdoch (chrnm), J. Kennedy (deputy chrnm), Mrs H. Handbury, B. P. Morris, R. P. Corbett, D. G. Brown, I. G. Rae.

Executives: B. P. Morris (mng dir), R. P. Corbett (gen. mngr), J. R. Poynter (advertising mngr), R. J. Musgrave (national circulation mngr), I. G. Rae (editor-in-chief).

Operations: Publishers of—TV Week, New Idea, Truth, Australian, Student, Best Bets, Enid Gilchrist series.

Pstate reprs: Sydney: Southdown Press, 61 Kippax St, Adelaide: News Ltd, 166 North Terrace. Brisbane: Cnr Brunswick & McLachlan Sts, The Valley. Perth: Western Press Ltd, 34 Stirling St.

O'seas reprs: London: F. A. Smyth & Associates Ltd, 34 Dover St, W1. New York: News Ltd, Suite 1602, 230 West Forty First St, NY36. Japan: Toshio Suzuki, Akiyama Bldg, 24 Akefincho, Shibinishikuto Minato Ku Tokyo.

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

Editor: H. A. Gordon. Advertising manager: E. Trenchard-Smith. Sales manager: G. Brock.

Circulation: 634,081 (ABC). Dist. Victoria, Tasmania and southern NSW.

**TV WEEK**, color magazine. 32 Walsh St, Melbourne, 3000. Phone 30-0241. Telegrams Life, Melbourne.

National editor: Paul Edwards. Advertising sales manager: J. Poynter. National circulation manager: R. J. Musgrave.

Circulation: 464,449 (ABC), September, 1969.

### **BRISBANE**

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

Courier-Mail editor: J. R. Atherton. Sunday Mail editor: H. G. Turner. Courier-Mail advertising manager: L. Moran. Sunday Mail: K. Majewski.

Circulation: Courier-Mail, 256,418 (ABC) and Sunday Mail, 339,818 (ABC). Dist. Qld and Northern Rivers.

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

Editor-in-chief: John Wakefield. Advertising manager: Keith McElhone. Radio-TV writer: Miss Kelvene Shipman. Dist. in Qld.

Circulation: 163,216 (ABC Mon.-Fri.).

### **ADELAIDE**

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

Editor-in-chief: D. F. Colquhoun. Marketing manager: L. J. Sutton.

Circulation: 213,031 (ABC). Dist. throughout SA. Daily Mon.-Sat.

Branch offices: Melbourne: Bank of Adelaide Bldg, 267 Collins-st. Phone 63-4874, 63-7378 (B. G. Clarke); Sydney: Phoenix Assurance Bldg, 32 Bridge St. Phone 27-5137 (E. T. Brown).

O'seas repr.: London, L. F. Lyons, 110

Fleet-st, EC4 (Phone FLE 5786); New York, J. B. Powers Inc., 551 Fifth-ave, NY 17.

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

Managing editor: R. R. Boland. Advertising manager: W. Briton Jones. Circulation: 160,000 (ABC).

**TV-RADIO GUIDE** (regular edition 9c) & **TV-GUIDE** (Nightlife edition 10c), c/o John Carroll Publishing Pty Ltd, 23-25 Leigh St Adelaide, SA, 5000. Phone 51-2951, 51-2657.

Editor: John Carroll. Advertising manager: H. (Bert) Carmichael. Radio-TV writers: Barrie Eggleston, Andrew Carroll.

Circulation: 22,000-24,000 Dist. in SA viewing areas.

### **PERTH**

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

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

Circulation: 119,000 net (estimated). Dist. throughout WA.

**THE INDEPENDENT**, Sunday newspaper, Cnr. Briggs & Swansca Sts, East Victoria Park (PO Box 40, Bentley, 6102). Phone 61-5401, Telex AA92494.

Advertising manager: T. E. Pullinger. Circulation: 54,000.

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

Editor-in-chief: W. T. G. Richards. Advertising manager: J. B. O'Brien.

Circulation: 208,015 (ABC March 1970). Dist. throughout WA.

### **HOBART**

**THE MERCURY** (newspaper), 93 Macquarie St, Hobart, 7000. Phone 34-4511. Telegrams Mercury Hobart.

Editor: D. N. Hawker. Advertising manager: F. B. Rieussset.

Circulation: Approx. 53,000 (ABC). Dist. in Tasmania.

Also Saturday Evening Mercury. Circulation approx. 39,000 (ABC).

# Miscellaneous services

- *Advertising Specialists*
- *Booking*
- *Consulting Engineers — Radio-TV*
- *Convention Arrangements*
- *Costume Hire*
- *Film Treatment*
- *Negative Cutting*
- *News Service*
- *Photographers (Commercial)*
- *Radio-TV News Agency*
- *Radio-TV Jingles*
- *Reference Books*
- *Sales promotion*
- *Staff Consultants*
- *TV-Radio Production Service*

### ADVERTISING SPECIALISTS

**COPYCON**, 21 Smith Street, Fitzroy, 3065. Phone 41-4955.

**Directors:** R. D. A. Thomas, D. N. Fowler, G. A. Thomas.

**Executives:** R. Thomas (mng dir).

Company's operations: Freelance creative copywriting and conceptual services for advertising agencies covering all media for either complete campaigns or single advertisements.

**RICHARD HALL & ASSOCIATES**, 363 Pitt St, Sydney, 2000. Phone: 26-2404. PO Box A234, Sydney Sth, 2000.

**Director:** Richard Hall.

Specialists in automobile marketing and advertising in radio, press and TV.

**CORDON BLEU PROMOTIONS AND PRODUCTIONS PTY LTD**, 173 Sussex St, Sydney. Phone 29-7618. Cables: Cordon Bleu.

**Directors:** H. Widmer, J. Towers, John Braithwaite.

**Executives:** Mrs S. Widmer (co. sect), J. Towers (mngr promotions), P. McLean (mngr music prod.), K. Veld (mngr film prod.), M. Ingerson (pepper music publish.), H. Widmer (talent mngnr), K. Johnson (talent agency), B. Prichard (sales mngnr).

Interstate representation: Melbourne, Jim Berinson & Assoc., Adelaide, Central Booking Agency, Los Angeles, De Blasio, Wald & Day.

**MATCH INDUSTRIES PTY LTD**, also trading as Admatch, 126 Adderley St, Auburn, PO Box 276. Phone 648-2598, 648-2689.

**Directors:** A. D. Crowfoot (mng dir), B. Grose.

Official representatives of the Australian Match Manufacturing Company for the sales of advertising matches, personalised matches and domestic matches. Importers of advertising matches and promotional aids.

**SWEET PEACH PRODUCTIONS PTY LTD**, 79 Manning Road, Woollahra, NSW, 2025. Phone 36-1519.

Specialises in television and radio writing, arranging and production. Handles jingles and straight copy, composers, musicians and talent.

### BOOKING AGENCY

**SCOPE ENTERTAINMENT SERVICES**, 21 Smith St, Fitzroy, 3065, PO Box 108, Fitzroy. Phone 419-1993, 419-1103.

**Executives:** H. Driessen (mngnr), A. Martin (prod. mngnr).

Bookings of artists and bands locally, nationally and overseas.

### CONSULTING ENGINEERS — RADIO-TV

**IAN HILL & ASSOCIATES**, Alderson Building, 504 Pacific Highway, St Leonards, NSW, 2065. Phone 439-2946.

**Principal:** Ian L. Hill.

Consulting engineers, television and sound broadcasting.

### CONVENTION ARRANGEMENTS

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

**Managing director:** John Bishop.

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

### COSTUME HIRE

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

Plain and fancy fabrics, ideal for TV work.

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

### FILM TREATMENT

**PERMAFILM AUSTRALIA PTY LTD**, 63 Mountain St, Broadway, NSW, 2007. Phone 211-0077. Telegrams Permafilm.

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

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

†state repr.: K. G. Film Services, Melbourne.

### NEGATIVE CUTTING

**CARDIN FILM SERVICE**, c/o Colorfilm Pty Ltd (Moore Park Branch), 513 Dowling St, Moore Park, NSW, 2010. Phone 31-4131.

**Director:** M. Cardin.

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

### NEWS SERVICE

**COPLEY NEWS SERVICE (AUSTRAL-ASIA) PTY LTD**, 230 Palmer St, East Sydney, NSW, 2010. Phone 33-4041. Telex AA21632. Cables Copley, Sydney.

**Executives:** Gregory Copley (editor), John

Wilson (news editor).

**Operations:** Provides news service (local national, international) to radio, television, press. Radio service includes direct line reports plus taped material. Provides news via wire and teleprinter. News pictures, news film from some cities.

Represented in all major cities.

**MACQUARIE NEWS WIRE**, 382 La Trobe St, Melbourne, 3000. Phone 329-6006. Telex 30-395, 30-505.

**Editor:** Corbett Shaw.

Pre-scheduled or continuous around the clock foreign and national news by telex for radio and TV stations. Self-contained, ready for air three, five, 10 and 15-minute news-casts. Currently serving radio and TV stations in all States and Northern Territory.

**VISNEWS LTD**, Suite LG3, ABN2, Gore Hill, NSW, 2065. Phone 43-0433, ext. 665-682. Telex Visnews AA21836. Cables Visnews, Sydney.

**Executive:** B. Cheek (Aust. repr.).

**Company's operations:** International TV news agency, distributing newsfilm and satellite material in 85 countries.

**O'seas repr.:** Visnews Headquarters, London, 10 School Road, NW10, New York, 30 Rockefeller Plaza, Visnews Hong Kong, Visnews Singapore, Visnews Tokyo—main bases.

## PHOTOGRAPHERS (Commercial)

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

**Directors:** Douglass Baglin, Ron Israel.

Handles all types of PR, trade and press photography.

**BIERRE, ERIC W.**, 132 William St, Potts Point, 2011. Phone 31-5111. After hours 35-3491.

**CAMBRIDGE STUDIOS**, 425 Peel St, Tamworth, 2340. PO Box 337, Tamworth. Phone 66-4379.

**Directors:** K. J. Woodgate, J. M. Woodgate.

Photographers. Also retail sales of photographic equipment.

**COWARD OF CANBERRA**, 7 Garena Place, Canberra City, ACT. Phone 43-445, 43-0933.

**Directors:** N. D. Coward, AIAP.

Photography, commercial, industrial, public relations, architectural, portraiture.

**DEVINES STUDIO PRODUCTIONS**, 60 Otho St, Inverell, 2360. Phone 583. Sydney office: 14 Chisholme St, Greenwich. Phone 43-3792.

**Director:** Geo. A. Devine.

**Executive:** M. S. Moulds (asst producer).

Educational film productions and motion picture photography.

**EASDOWN'S PHOTOGRAPHIC STUDIOS**, 207 Carp St, Bega. Phone Bega 343.

**Proprietors:** W. T. H. Easdown, K. L. Tetley.

General photography.

**KEITH & MERLE DICK, PHOTOGRAPHERS**, 127 Auburn St, Goulburn, 2580. PO Box 229. Phone 21-2637.

**Partners:** Keith Dick, Merle Dick.

Commercial, aerial and portrait photography. In-plant direct-color printing, ekta-chrome developing by arrangement. 16mm filming facilities. Stock shots of Goulburn available.

**GRAPHIC PHOTOGRAPHY**, 8 Dungate Lane, Sydney, 2000.

**Directors:** William J. Lynn, David W. Denneen, Gloria Denneen.

**Executives:** William J. Lynn (mgr).

Commercial photography, TV slides, tone and line copying.

**GREEN LEAVES STUDIO**, 106 Lookout Rd, New Lambton Heights, Newcastle. Phone 57-1127, 57-4431.

**Directors:** W. H. Hannan, L. F. Hannan, P. Hannan.

**Executives:** Bill Hannan (dir photographer), Paul Hannan (dir photographer), Lola Hannan (secy).

Industrial, commercial and aerial photographers.

**HANNAN PHOTOGRAPHICS PTY LTD**, 106 Lookout Rd, New Lambton, Newcastle, 2305.

**Directors:** W. H. Hannan, L. F. Hannan, P. Hannan.

**Executives:** Bill Hannan (dir photographer), Paul Hannan (dir photographer). Commercial and industrial photography.

**ROB HILLIER PHOTOGRAPHY**, 122 West St, Crows Nest, 2065. Phone 92-4679.

**Director:** Rob Hillier.

Commercial and publicity photography.

**JOYCE, VIC**, 233 Sussex St, Sydney, 2000. Phone 29-6870.

**Proprietor:** Vic Joyce.

Advertising, industrial, public relations, murals, aerial.

**KEEN, L and D., PTY LTD**, 24 Musgrave Rd, Red Hill, Brisbane, 4059. Phone 2-2468.

**RAY LEIGHTON & ASSOCIATES PTY LTD**, 26 Grosvenor St, Sydney, 2000.  
Illustrative and advertising photography.

**LINNEY & ASHBURN PHOTOGRAPHY PTY LTD**, 46 Oxford St, Darlinghurst, 2010.  
Phone 31-9530, 31-4451.

**Directors:** Gary Linney, James Ashburn.  
Advertising, illustrative and industrial photography.

**MANNING STUDIOS**, Victoria St, Tarce, NSW. PO Box 192, 2430. Phone Tarce 579.

**Proprietor:** R. C. Kenney, AIAP.  
General photography.

**McQUILLAN, ERN**, 393 New South Head Rd, Double Bay, 2028. Phone 36-1764, 36-1766.

**Principal:** Ern McQuillan.  
Specialises in all types of photography. 24-hour service on all assignments.

**PARAMOUNT STUDIOS PTY LTD**, 49 Market St, Sydney. Phone 26-6417, 26-5969.

**Directors:** John Barnard, S. Henri Wennink.

**Executives:** John Barnard (fashion photographer), Henri Wennink (commercial and industrial).

Commercial, industrial and illustrative photography.

**POLKINGHORNE & STEVENS PTY LTD**, 188 George St, Sydney, 2000. Phone 27-5081, 27-5082, 27-2228.

**Directors:** Owen J. Stevens, Alan MacAlpine, John Barnes.

**Executives:** Owen J. Stevens (mng dir), Alan MacAlpine (dir and studio mngr).

National advertising, PR, press, aerial, photography.

**RICHARDS, LAURIE**, 4 Tower-ave, Alphington, Victoria, 3078. Phone 489-8528, 48-5541.

**Principal:** Laurie Richards.

Specialises in PR, trade and press photography, with own processing and printing facilities. Continuous 24-hr service to clients.

**RENSHAW & HOLDERNESS PTY LTD**, 75 Broughton Street, Kirribilli, NSW, 2061. Phone 92-8667.

**Directors:** Peter R. Holderness, Arthur G. Renshaw.

Illustrative, advertising and editorial photography. Design illustration and art direction.

**OWEN H. SANDERS PHOTOGRAPHIC STUDIO**, 40 Prince St, Grafton, NSW, 2460. Phone 42-2354.

**Sole owner:** Owen H. Sanders.  
Studio and commercial photography.

**STUDIO COMMERCIAL**, 772 George St, Sydney, NSW, 2000. Phone 211-5151, 212-2464.

**Proprietors:** L. N. Freer, Ron Freer, AIAP.  
Photography: advertising, public relations.

**TEMORA PHOTOGRAPHIC CENTRE**, 250B Hoskins St, Temora, 2666, PO Box 38. Phone 64.

**Joint owners:** Jan Pyc, Mrs Margaret Pyc.  
General photography.

**TRENOWETH & FREEMAN PTY LTD**, 49A Berry St, North Sydney, 2060.

**Executives:** Paul Trenoweth (mng dir), Ross Freeman (gen. mngr and dir).

Advertising photography.

**MAL VAUGHAN STUDIOS**, 395 Kent St, Sydney, 2000. Phone 29-6668.

**Proprietor:** Malcolm C. Vaughan.

Commercial, fashion, marine and industrial photography.

## **RADIO-TV NEWS AGENCY**

**AUSTRALIAN ASSOCIATED PRESS PTY LTD**, Wynyard Hse, 291 George St, Sydney, 2000. Phone 29-3941. Telex 20161. Managing editor, Duncan Hooper.

News agency servicing radio and TV.

## **RADIO-TV JINGLES**

**ALAN DEAN ENTERPRISES PTY LTD**, 3rd Floor, 29 Bligh St, Sydney, NSW, 2000. Phone 28-5741.

Specialises in creation and production of commercials and sound tracks for radio and TV; promotional music for radio stations. Original music for documentary films.

**ARMSTRONG, BILL PTY LTD**, sound recording studios, 100-112 Albert Rd, South Melbourne, 3205. Phone 699-1844 (10 lines).

**Directors:** W. R. Armstrong, R. J. S. Savage, N. Rees, S. E. Armstrong (secy).

**Executives:** Bill Armstrong (gen. mngr), Roger Savage (Tech. mngr), Norma Rees (studio mngr).

Demonstration tape or disc available on request.

**CHRISTOPHER PRODUCTIONS PTY LTD**, 76-80 Myrtle St, Chippendale, 2008. Phone 69-3499, 69-3490.

**Executives:** R. D. Drummond (gov. dir), W. J. Mills (mng dir), M. W. Harding (prod.), G. A. Gamble (studio).

**Facilities:** Complete film production services including a sound stage, and editing rooms. Three recording studios and a projection theatre. Facilities include a music studio equipped with Scully, Nagra, and Rola recorders, with sprocketed theatre for film soundtrack recording.

Equipment includes Neumann, RCA, AKG, Altec, RME Rola, Plessey, CE, Ortofon and Beyer. Facilities include a bulk tape duplicator and multi-track recorder. All studios are equipped with compression, equalization, reverberation, echo, and can record in either mono or stereo.

**Services:** Production of films, jingles, background music, film soundtrack and television commercials.

**BRUCE CLARKE'S RECORDING AND CREATIVE SERVICES**, 420 St Kilda Road, Melbourne, 3000. Phone 26-3199, 26-3499.

**Directors:** B. Clarke, G. Clarke.

**Executives:** B. Clarke, D. Healey, Janet Lester (staff composers), R. Thompson, G. Perry (sound supervisors), Judi Hooke (studio co-ordinator).

Producers of radio and TV advertising music, logos and general recording studios.

Equipment and Recording Facilities, 8-track, 4-track, 2-track and mono recording, 17.5 sprocketed recorders, 35mm and 17.5mm projectors.

Electronic Music, Moog Synthesiser available full-time for advertising purposes. Demo tapes available on request.

**JOHN HAWKER & ASSOCIATES PTY LTD**, Helen & Neil Jowsey Associates Music Consultants, Suite 25, 618 St Kilda Road, Melbourne, 3004. Phone 51-5133.

Creation and production of original music and copy for advertising jingles. Music for documentary films. Research, composition, arrangement and production of records for major record companies. Free submission service for TV and radio jingles. Demonstration tapes available on request.

## REFERENCE BOOKS

**DEANE, OLGA**, Flat 7, Baradine, King-st, Randwick, NSW, 2031. Phone 39-3551.

Press-clippings collated and compiled, for professional and amateur performers, and commercial organisations.

## SALES PROMOTION

**ANYTHING UNDER THE SUN**, Hosking House, Penfold Place, Sydney, 2000. Phone 25-3911, 25-7781. Cable Anything, Sydney.

**Managing director:** M. H. Magnus.

**Company's operations:** Providing every need for photographic, display or promotional purpose.

**AUDIO VISUAL EQUIPMENT AND SERVICES PTY LTD**, 29 Albany St, Crows Nest, 2065. Phone 439-1455. Cables Audiquip.

**Directors:** R. B. Roberts, G. B. Roberts, G. T. Scott.

**Executives:** R. B. Roberts (chrnm), G. B. Roberts (mngr dir), B. Hosie (creative dir), G. T. Scott (co. sect.).

**Company's operations:** Audio visual equipment, audio visual films, color sound filmstrips, multi-media presentations—for training, sales promotion, public relations.

**Interstate representation:** Sales & Management Services, 320 Toorak Road, Sth Yarra, Victoria.

**O'ceas repr.:** Audiovisual Communications Ltd, Waldorf House, 18 Exeter St, Aldwych, London, WC2, England.

**SALES AND MANAGEMENT SERVICES**, 320 Toorak Rd, Toorak, 3142. Phone 24-9259. Cables Exactworld.

**Directors:** D. Jenkins (mng dir), R. Byrne (dir), J. Merrick (gen. mngr).

**Company's operations:** Audiovisual productions for safety and management training, sales promotion, PR and communications.

**TOPLAN SALES PROMOTION PTY LTD**, 36 Carlow St, North Sydney, 2060. Phone 92-0351. Telegraphic and cables: Topsales.

**Directors:** Richard A. Hurwitz, Helen M. Hurwitz.

**Executives:** R. A. Hurwitz (mngr dir), H. W. Hurwitz (secy), T. Dick (art dir), N. McClean (prod. mngr), P. Culshaw (office mngr).

**Operations:** Sales promotion agency, sales promotion and merchandising consultancy.

## STAFF CONSULTANTS

**ADAM & ASSOCIATES PTY LTD (INC. ADAM CALCULATING AGENCY AND THE ADAM SECRETARIAL COLLEGE)**, Lincoln Hse, 280 Pitt St, Sydney, 2000. Phone 61-8816 (9 lines). Offices also at: 357

Anzac Parade, Kingsford. Phone 663-7144; 33 Ainslie Ave, Canberra. Phone 48-5011.

Managing director: G. Richard Seligman, MIL.

Special staff consultants to advertising and allied industries. Registers of experienced personnel seeking positions maintained.

Temporary office staff, production and accounts personnel etc., both male and female, with or without industry experience available at short notice. Conferences attended, minutes prepared, volume repetition typing arranged. Direct mail pieces prepared and issued.

Sydney consultants for interstate and overseas agency appointments

**NOEL BATTYE PTY LIMITED**, Career consultants to advertising, Manhattan Centre, 107 Walker St, North Sydney, NSW, 2060. Phone 92-0934-5. Telegrams Batee.

Executives: Noel Battye AFAIM (consultant, male div.), Jennifer Ellis (consultant, female div.).

Career consultants to advertising specialis-

ing in advertising, marketing and sales appointments for Australia and overseas.

**TOP ADVERTISING PERSONNEL PTY LTD**, 6-8 Paul St, Milsons Point, NSW, 2061. Phone 929-9964. Cables: Ontap Sydney.

Executives: Mr Alasdair Campbell, Mrs Sue Wallis.

## **TV-RADIO PRODUCTION SERVICE**

**BOX AND DICE**, 82 Phillip St, Balmain, NSW, 2041. Phone 82-2414, 827-1478.

Directors: Mel & Peter Monro, C. Field (assistant).

Company's operations: A service to the film industry, props, guns, talent, design, research, locations, technicians.

O'seas repr.: H. J. Monro, Wheeler, Monro & Campbell Brody, 5 King Street, Covent Garden, London WC2, UK. G. Gibbons, Doctor, c/o 2a Oster Farimagsgade, Copenhagen K, Denmark.

# Advertising agencies

- *New South Wales (pages 278-300)*
- *Victoria (pages 302-318)*
- *Queensland (pages 318-323)*
- *South Australia (pages 323-328)*
- *Western Australia pages 328-331)*
- *Tasmania (pages 331-332)*

(TAB HERE)

## ASK YOUR CLIENT!

Some of your clients may be showing on our list. National advertisers know an effective ad may pull 25% of the market but no more. That's why they use our services to look at the total staff market. We will short-list three top "communicators" quicker than you can write a want ad. The screened executive also has staying power. He is likely to be with your agency this year, next year, maybe forever. Our product is people. Professionals from advertising managers to media managers.

### **NOEL BATTYE PTY. LIMITED**

Career Consultants to Advertising 107 Walker St., North Sydney.

Phone 92-0934/5

SYDNEY

LONDON

NEW YORK



## NEW SOUTH WALES

**ABEL BARTON ADVERTISING PTY LTD**, 152 Clarence St, Sydney, NSW. Phone 29-1983-4.

Accreditation: AMAA.

**ALDWYCH ADVERTISING (NSW) PTY LTD**, 65 Campbell St, Sydney, 2000. Phone 212-1711. Telegrams Aldwych Sydney.

Directors: F. M. Small (chrmn), M. G. Pearce (mng dir), P. T. Matchett, E. J. Smith, P. H. Knibbs, C. Herk.

Executives: G. C. Bock (snr acct exec.), J. A. Normyle (acct exec.), Mrs S. Jenkins (acct), Miss N. Conway (media mng), B. C. Elson (prod. mng).

Accreditation: AMAA.

Interstate representation: Galmor O'Keefe Advertising Pty Ltd, 5a Westbury St, East St Kilda, Vic., 3182; Galmor Yardley Advertising Pty Ltd, 11 Logan Rd, Woolloongabba, Qld, 4102; Aldwych Advertising (SA) Pty Ltd, 66-68 King William St, Adelaide, SA, 5000.

Clients: Ace Footwear Co. Pty Ltd, Alliance Holdings Limited, Australian Universal Services Pty Ltd, Bruce Small Enterprises, Crane Australia Pty Ltd, Dunlop Footwear, Dunlop Garments, Dunlopillo Pty Ltd (Dunlopillo & Sleepmaker Mattresses and BBB Bedding), New South Wales Government Railways, Power Cables of Australia Pty Ltd, Rolls-Royce of Australia Pty Limited, Rolls-Royce Ltd (Aero Division), Were, J. B. & Son, Marine Packs, Hotel Florida, UNICEF (United Nations Childrens Fund), Railways of Australia.

Lamb, Douglas. Pty Ltd (wines and spirits), Andrews & Co., Neighbourhood Centres Pty Ltd, Qasco Aerial Surveys, Sunrelax Sunglasses (Broadway Optical Pty Ltd), Town & Country (NSW) Co-operative Permanent Building & Investment Society Limited, Werleman Pty Ltd, Lewis Land, Ugolini Realty.

**RON BAKER ADVERTISING PTY LIMITED**, St Johns Bldg, Church St, Parramatta, 2150. Phone 635-9643, 635-5433.

Directors: Ronald Jack Baker, Marjorie Blanche Baker.

Principal executives: R. J. Baker (gov. dir), M. B. Baker (dir).

Accreditation: AMAA.

Clients: E. J. Cooper & Son Pty Ltd, Freidelle Pty Ltd, Hazletts Dunrobin Poultry, Max Tyre Service, Martin Wells Pty Ltd, Scientific Poultry Breeders, St George & Cronulla Permanent Building Soc., Wade Thomas, Murray Bros, Denman Homes Pty Ltd, Lyn Maid Corporation, Mungo Scott Pty Ltd, Johnsons Fashion House.

**NORMAN BENT ADVERTISING**, 127 Walker St, North Sydney, 2060. Phones 92-2912, 92-2921, 92-7406.

Directors: Norman Bent, Joan Bent (partners).

Executives: Joan Bent (mng radio-TV & media depts), R. L. May (art dir), R. Hope.

O'ceas repr.: Belden & Frenz & Lehman Inc., Cleveland, Ohio, USA.

Accreditation: AMAA.

Main air media clients: C. V. Holland Pty Ltd, J. C. Hutton Pty Ltd, United—Parramatta Permanent Building Society Ltd.

**BERRY CURRIE ADVERTISING (NSW) PTY LTD**, 83 Goulburn St, Sydney, 2000. Phone 212-2444. Telegrams Unsullied Sydney.

Directors: W. C. Currie (chrmn), J. C. Currie (mng dir), W. A. Currie (exec. dir), J. A. Davidson, R. Spedding.

Executives: W. A. Currie (exec. dir), R. Spedding (creative dir), J. Madden (media super.), R. Reynolds (media), B. Hendy (prod. mng), C. Dennis, R. Beeman, G. Muccio, P. Smith, P. Wearne (acct execs), J. Boulter

**AMAR ADVERTISING PTY LTD**, 236 Pitt St, Sydney. Phone 26-6007.

Directors: Ronald Stanley Whitbread, J. J. Dick.

Executives: Ronald Whitbread (mng dir), Miss K. Rutherford (media manager), Sonya Murray (art director).

Clients: Cambridge Credit Corporation Limited, Carnegie Real Estate Pty Ltd, Goldworthy Productions Limited, Highway Inn Motels, H. H. Cush & Co., L. G. Scott,

# VIEW Channel 8 Kalgoorlie

## Opening early 1971

for details contact

### GROUP REPRESENTATIONS

Sydney 92 4513

Melbourne 51 3901

(finished art dir), B. Peng (secy).

Accreditations: AMAA, NPA of NZ.

Clients: Alderson Mail Order Division, Alitalia, B. J. Ball Ltd (Bouncinette), The Boeing Co., City of Newcastle Gas & Coke Co. Ltd, Crown Controls Aust. Pty Ltd, Federation of Australian Commercial Broadcasters, Gollin & Co. Ltd, Hasting Deering Ltd, Hennessy Brandy, ICIANZ Ltd (rural pharmaceutical (savlon) and fertilizer divs) IOS (Investors Overseas Services), Insurance Co. of North America, A. V. Jennings Industries (Aust.) Ltd (NSW and ACT Homes div.), Kodak (Australasia) Pty Ltd, Lanock Motors, Laporte Chemicals, Mark IV (Aust.) Pty Ltd, Michael Nairn & Co. (Aust.) Ltd, Muir & Neil Pty Ltd, Optrex (overseas) Ltd, Helena Rubinstein Pty Ltd, Arthur Stutchbury Pty Ltd, Volkswagen Aust. Pty Ltd, Warner Lambert Pty Ltd (Schick wet shave products).

**BEST & SWIFT PTY LIMITED**, 235 Clarence St, Sydney, 2000. Phone 29-8446. Telegrams Swiftads.

Director: R. A. Swift (mng dir).

State repr.: Best & Company Pty Ltd, 622 St Kilda-rd, Melbourne (51-0251).

Accreditation: AMAA.

Clients: Apcco of Australia Pty Ltd, Arnco (Aust.) Pty Ltd, Artcarved Pty Ltd, Aust. Europe Container Service, Booth's Distilleries (Aust.) Pty Ltd, Burns Philp Trustee Co. Ltd, Dunlop Rubber Aust. Ltd—Dunlop Sportsgoods Div., Edges & Teeth Supply Company, Equity Funds of Australia, T. A. Field Holdings Ltd, Frost Bland International, R. Fowler Ltd, Gibson Battle & Co. Ltd, Ernest Hiller Apparel Pty Ltd, D. & J. McCallum Ltd, Kenneth McMahon & Partners Pty Ltd, Mineral Securities Pty Ltd, Noah Motels Ltd, O'seas Shipping Representatives, Pacific Industrial Marine Engine Company, Performance Properties Ltd, Pfizer Agricare Pty Ltd, Pfizer Chemicals Pty Ltd, Robe River Ltd, Scientific Computer Systems Ltd, Specialised Merchandise Exchange, Supertex Industries Ltd, Tucker & Co. Pty Ltd, Tutt Bryant Ltd, Varig Brazilian Airlines, Vegetable Oils Pty Ltd, Villawood Textile Company, WABCO Aust. Pty Ltd, S. Walder Pty Ltd.

**BIRRELL KAIN ADVERTISING (NSW)** PTY LTD, 100 Bathurst St, Sydney, 2000, PO Box 3635 G.P.O. Phone 61-8661.

Directors: M. N. Birrell (chrmn), M. R. Kain (mng/creative dir), R. Steel, Elizabeth Manley, E. K. Edwards, P. T. Steele, A. M. Kain.

Executives: O. J. Priest (gen. mngtr), Mrs D. Collins (media mngtr), F. Howes (prod. mngtr), W. Wrightson (art dir).

Interstate representation: Birrell Kain Advertising (Vic.) Pty Ltd, 73 Flemington Rd, North Melbourne, 3051, Phone 329-6933. Birrell Kain Advertising (SA) Pty Ltd, 197 Greenhill Rd, Eastwood, 5062, Phone 71-0425. Bean-Birrell Advertising Pty Ltd, 54 Mill Point Rd, South Perth, 6451, Phone 67-6777.

Accreditations: AMAA.

Clients: Anderson Equipment Pty Ltd, Australian Country Party (NSW), Bituminous Pavements Pty Ltd, Blue Metal & Gravel Pty Ltd, Brown A. & W. Pty Ltd, Burns Philp Travel Service, Chandris Lines (Aust.) Pty Ltd (NSW & Queensland), Claude R. Ogden & Co. Pty Ltd, O. R. Cormack Pty Ltd, Country Producers Selling Co. Ltd, Envelope Manufacturers Pty Ltd, Fisher & Co., Gardner Denver (Aust.) Pty Ltd, General Binding Corporation Pty Ltd, Goodman Bros Optical & Photo Supplies Pty Ltd, Graphic Equipment Pty Ltd, John Heine & Son Pty Ltd, Hibiscus Tours (Division of Burns Philp), Jusfrute Ltd, H. J. Leak (Aust.) Pty Ltd, Mantons Pty Ltd, Martin Bright Steels Ltd, R. J. Moulang Pty Ltd, A. Novle & Son (NSW) Pty Ltd, Oral Roberts Evangelistic Assoc., W. H. Paling Pty Ltd, H. Parsonage Pty Ltd, Pelmagroove Pty Ltd, Remak Electrograph Pty Ltd, Rota Cota Pty Ltd, Shoalhaven Paper Mill Sales Pty Ltd, Simplex International Time Equipment Pty Ltd, Stel Aid Pty Ltd, Sylvania (Aust.) Pty Ltd, Trans World Airlines (Aust.) Pty Ltd, Tullis Hunter Pty Ltd, Twentieth Century Blinds, United Beverages, United Dominions Corporation Ltd, Warmbrite Pty Ltd, Waval Thermal of Aust. Pty Ltd, Wiggins Teape of Aust. Pty Ltd, World Agencies Pty Ltd.

**BOXALL, CLAYTON & ASSOCIATES** PTY LTD, 5 Myrtle St, Crows Nest, NSW, 2065. Phone 929-6911.

**DOMINATING 305,570 PEOPLE IN**

**WESTERN VICTORIA**



... AND TRANSLATORS

BTV Channel 9, Warrnambool

BTV, Channel 11, Portland, BT7 Nhill

Refer Page 174 for full details

**Directors:** Edward Boxall, Lorelei Gillian Boxall, Alan Robert Clayton.

**Executives:** Mrs. J. Fenton (media mngr), Vivian R. Mare (art dir), Christopher Frost (senior acct exec.).

**Accreditation:** AMAA.

✦ **Clients:** Angus & Cootc Limited, A.S.K. Furniture Pty Ltd, Colourvision Rentals Pty Ltd, Fred Clark Pty Ltd, Davies Industrial Equipment, Gurnett & Wallis Pty Ltd, Hoadley's Industries Pty Ltd, Howard Rotavator Pty Ltd, Kitchen-Kraft, Lend Lease Homes Pty Ltd, Pye Industries (Sales) Limited, Replacement Parts (NSW Div.) Pty Ltd, Stewart, Fitzsimmons & Co. Pty Ltd, Strata Development Corporation, Tecnico Electronics, Vincent Bros Pty Ltd, Cremorne Centre Pty Ltd, Hamilton & Co. Pty Ltd, Sheraton Products Pty Ltd, E. S. Rubin Pty Ltd, Mainline Investments Pty Ltd, McDonald Constructions Pty Ltd, Vokes Australia Pty Ltd, Lange Chiropractic Clinic, Comeng Vehicle Industries Pty Ltd, AFB Australia Pty Ltd.

**BRYDEN-BROWN & ASSOCIATES, 100 West St, North Sydney, 2065. Phone 929-0020.**

**Director:** John Bryden-Brown.

**Executives:** E. J. Horscroft, B. Bryden-Brown (accounts).

**Clients:** Autohot Industries Pty Ltd, Celco Revelair Company, Adrian Laboratories Pty Ltd, The International Building Exhibition, Greendale Engineering & Cables Pty Ltd, Multicore Solders (Aust.) Pty Ltd, Zellweger (Aust.) Pty Ltd, Ideal Shower Screens Pty Ltd, Phaumco (Aust.) Pty Ltd, FPE. (Aust.) Pty Ltd, Kingsford Smith Flying Service Pty Ltd (PR only), J. M. Stephen Pty Ltd & assoc. Co's, MacDonald Hamilton Trading Pty Ltd, UAT Holdings Ltd, Business Men's Assurance Co. of Aust. Ltd, The Settlers, Wynard Securities Pty Ltd, Cottee's General Foods Ltd, Urdelec Pty Ltd.

✦ **BURROWS, GLEN R., ADVERTISING, 480 Hrnter St, Newcastle, NSW, 2300. Phone 2-1240, 2-3392.**

**Executives:** G. R. Burrows (gen. mngr), D M. Hart (mngr), A. J. Rothapfel (snr acct exec.), B. Maher (art dir).

**Accreditation:** AMAA.

**Clients:** Alcover Sales Pty Ltd (N'castle), American Health Studio, Berryman Furniture Pty Ltd, Bonds & Kirby Pty Ltd, C. A. Burgmann Pty Ltd, Caldwell's Jewellers, Canberra & Sth Districts Pharmacists Association, Castles Consolidated Pty Ltd, Domestic Machinery Co. Pty Ltd, Elliotts Pty Ltd, Gools Limited, Great Northern Hotel, Hammon-ton Park Suits, Eric Hardman, Howe Richardson Scale Co. Pty Ltd, Hunter Broadcasters Pty Ltd, Hunter Valley County Council, Hunter Valley Co-op Dairy Co. Ltd, Industrial Galvanisers Pty Ltd, Kings Frock Salon, Lindens Shoe Salon, J. Mackie & Co. Pty Ltd, John F. Miner, National Co-op Insurance Co., Newcastle Co-op Building Society, N'castle & Hunter Valley Pharmacists Association, Newcastle Lime & Cement Pty Ltd, NSW Aerated Waters Pty Ltd, Paul Bros Laundry, Peter Doyle & Sons Pty Ltd, Pullins Pty Ltd, Rundles Pty Ltd, Shortland County Council, J. Simpson & Co. Pty Ltd, Steggle's Pty Ltd, Summit Constructions Pty Ltd, Windsor Products Pty Ltd, John P. Young & Associates Pty Ltd (N'castle).

**CAMP ADVERTISING INC. PTY LTD, Morrison House, 85 William St, Sydney, 2011. Phone 31-0747. Cables Salespower.**

**Divisions:** Food & Grocery Advertising Associates, Medic-Media Advertising Associates, Retail Advertising Associates, Retail Market Research.

**Executives:** Nowell D. Jones (chrmn), Albert J. Camp (mng dir), Donald Morgan (fin. dir), Margot Pickett (media dir), Lorna Hadley (company secy), Russell Gray (acct dir), Art Valkhoff (art dir).

**†state repr.:** Camp Advertising Inc. 19-21 Toorak Rd East, South Yarra, 3141. Phone 26-1186.

**O'seas repr.:** Publivinc SA (Europe) NV International, International Advertising Association Inc.

**Accreditations:** AMAA, NPA of NZ.

**Clients:** Atlantic & Pacific Travel International, Allstates Travel Service, Bushland Products Pty Ltd, Captain Cook Floating Restaurant, Denver Laboratories (Aust.)

# AMAR ADVERTISING Pty. Ltd.



## ADVERTISING MARKETING & RESEARCH

236 Pitt Street, Sydney 2000 Telephone 26 6007

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**MEDICAL MARKETING DIVISION.**  
Phone 29-5775.

Department heads: G. A. Gabriel (chrmn & creative dir), M. Tate (gen. mgr), Mrs M. Atkinson (dir/account service), B. Welsh (dir/media), D. King (art dir), N. Canny (prod. mgr).

Pstate repr.: Melbourne: Castle Jackson Advertising Pty Ltd, 143 La Trobe Street, Melbourne, 3000. Associate agencies in all other States. Australian member of IMAA, worldwide agency network.

Accreditation: **AMAA.**

Clients: Addis (Aust.) Pty Ltd, Australian Rum Distillers, J. T. Bennett & Son Pty Ltd, Robert Bruce Slacks Pty Ltd (div. of Marco Productions), California Chocolates Pty Ltd, Continental Oil Co. (CONOCO), Lindemans Wines Pty Ltd, MacDougalls Ltd, News Ltd, Presto Smallgoods Pty Ltd (div. of Petersville), Riverland Oranges, Roneo Vickers (Aust.) Pty Ltd, Rowell Thiele Ford Pty Ltd (NSW), Shaw Savill Shipping Line, Toshiba, Trimview Metal Products (div. of A. V. Jennings), Vulcan (Aust.), W. C. Wedderspoon Pty Ltd.

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**Clients:** Andronicus Coffee Pty Ltd, Associated Securities Ltd, Commonwealth Advertising Branch, Control Data Corp., Fisons Pty Ltd, Formfit Pty Ltd, General Electric-Kirby Appliances Ltd, Golden Press Pty Ltd, James Stedman Henderson's Sweets Ltd, Johnson & Johnson Pty Ltd, Lancaster Motors Pty Ltd, NSW Dept of Main Roads, Ronson Pty Ltd, N. J. Sucklings Pty Ltd, Whitman Australia Pty Ltd, Arthur G. Wilson Pty Ltd, York Motors (Sales) Pty Ltd.

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**Accreditation:** AMAA.

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**Clients:** Alberto-Culver Company, Allied Grocery Products Ampol Petroleum Limited, Australian Broadcasting Commission (TV Times), Australian National Industries Ltd, Australian Wire Industries Pty Ltd, Australian Wire Rope Works Pty Ltd, BSR (Australasia) Pty Ltd, Bradmill Industries Ltd, British Overseas Airways Corporation, Bronnley (Australia) Pty Ltd, Bullivants, Australian Co. Pty Ltd, Coles Foodmarkets Pty Ltd, Copper and Brass Information Centre, Clyde-Apac Industries Ltd, Fleetwood Furniture & Joinery Pty Ltd, Gilbarco Australia Ltd, Goldring Engineering (A'asia) Pty Ltd, Billy Graham, Greater Pacific Insurance Group, Industrial & Trade Fairs Pty Ltd, Innox Pty Ltd, Leedale Pty Ltd, D. F. Johnson Syndicate Corporation Pty Ltd, Macquarie Broadcasting Service Pty Ltd, Mauri Brothers & Thomson Ltd, Meat Promotion Co. (NSW) Pty Ltd, Mitsubishi (Aust.) Pty Ltd, Newcastle Broadcasting & Television Corporation Ltd, Nilfisk of Australia Pty Ltd, Otsuka Pharmaceuticals, A. S. Parsonage Pty Ltd, Phillips and House Pty Ltd, Rydge's Business Journal Pty Ltd, Seagar Group Australasia, Skellerup Industries Pty Ltd Sterling Machinery Pty Ltd, Stevens Bremner Pty Ltd, Stevens Pty Ltd, Union Steamship Co. of New Zealand Ltd (Sydney and Newcastle), Universal Record Club Pty Ltd, Henley Contructions Pty Ltd.

**COOPER SHILLINGTON WEST (NSW) PTY LTD,** 67 Alexander St, Crows Nest, NSW, 2065. Phone 439-3166.

**Directors:** B. Cooper, T. Tate, K. Shillington, B. West.

**Principal executives:** T. Tate (secy/media mgr), W. Mitchell (art dir), L. Adams (chief writer), P. Whitaker (prod. mgr).

**Interstate representation:** Cooper Shillington West (Vic.) Pty Ltd, Telephone 51-9175. Representation in Adelaide, Brisbane, Perth.

**Clients:** Aquatic Pools, Australia Hotel, Automotive & Girling Ltd, Avant-Garde, BASF Australia Limited, Bissell (Aust.) Pty Ltd, Blue Shield Stamps Pty Ltd, British Medical Labs Pty Ltd, Colony Shops, Commonwealth Aircraft Corporation, Continental Distillers, Cowan James Pty Ltd, East African Airways, Egor Pty Ltd, Essex Laboratories

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**Accreditation:** AMAA.

**Clients:** Amco Pty Ltd, Coca-Cola Export Corporation, Cumberland Television Rentals Pty Ltd, Dalton Industries Ltd, Fermentation Ind. Pty Ltd, Interncontinental Investment Co., Leader Shoes (Aust.) Pty Ltd, Lingard Investments Pty Ltd, Mass Communications of Aust., Realtron (Aust.) Pty Ltd, Spey Traders Pty Ltd, Sunny Ridge Turkey Farm Pty Ltd, William A. Warner Pty Ltd, Wright Ford Motors Pty Ltd.

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**Executives:** N. J. Corbett (man. dir), B. E. Corbett (creative dir), I. Intemann (secy), L. Robins (media mngr), P. Kestell (assistant to man. dir), G. Newman (marketing mngr).

**Accreditation:** AMAA.

**COUDREY - CAMPBELL - EWALD PTY LTD**, 155 Castlereagh St, Sydney, 2000. Phone 61-6965, 61-9143. Telegrams Sagittarius.

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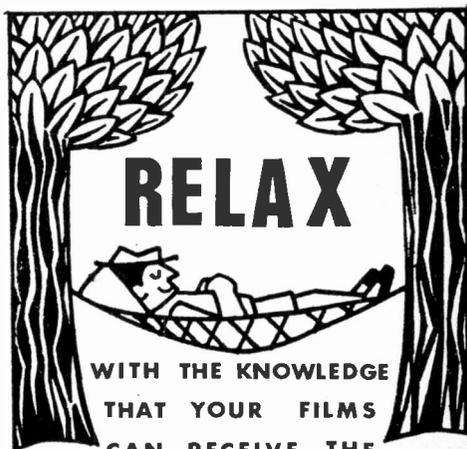
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**I'state repr:** Associate offices in Mel-

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**Accreditation:** AMAA.

**Clients:** Air India, Air New Zealand, Associated Hotels of New Zealand, The Australian Woollen Mills Ltd, Australia Japan Container Line, Bank of New South Wales, Arthur Bell & Sons Ltd, Brown & Dureau Limited, Castrol Australia Pty Ltd, Chapmans Limited, Colonial Sugar Refining Co. Ltd, Container Pacific Express Line, Crawford & Co. (A'asia) Pty Ltd, Australia West Pacific Line Crystal Drinks, Dobson's Foods (Aust.) Pty Ltd, Figure Control Company, Fulford Williams Pty Ltd, Government of India Tourist Office, Hardie-Ferodo Pty Ltd, IBM Australia Limited, Islander Aircraft Sales Pty Ltd, John A. Gilbert Pty Ltd, Kawneer Company Pty Ltd, Keys & Co. Pty Ltd, Kockum Australia Pty Ltd, Loy Bros, Melody School of Music, Mutual Rental Cars Ltd, National Roads & Motorists Association, New Zealand Breweries' Limited, New Zealand Government Tourist Dept., Newsweek, Overseas Containers Ltd, Paklite Travel Goods Pty Ltd, J. W. Parker (Furniture) Pty Ltd, S & G Pty Ltd, Potterton Pty Ltd, Science Research Associates Pty Ltd, Sebels (Aust.) Limited, Sedgwick, Collins (Australia) Pty Ltd, Sharpe Bros Pty Ltd, Simon Carves (Australia) Pty Limited, Smith & Nephew (Australia) Pty Ltd, South British United Life Assurance Co. Ltd, Speedo Knitting Mills Pty Ltd,



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**Directors:** Robert J. Drury, John F. Maher.

**Principal executives:** R. J. Drury (creative dir), J. F. Maher (media dir), J. S. Mair (acct dir).

**O'seas repr.:** Mutch Haberman Howard Inc., New York; Bonner Hodgson & Partners Ltd, London.

**DUVAL, JOHN C., ADVERTISING PTY LTD**, 40 Market St, Sydney, 2000. Phone 29-7971.

**Directors:** John C. Duval, R. L. Duval.

**Executives:** K. D. Johnson (copy), L. Young (prod.), M. Guthrie (media).

**Accreditation:** AMAA.

**Clients:** Abel & Lewinnek, Bevilles Pty Ltd, BS&B Engineering Products, Cann's Pty Ltd, Freemans Pty Ltd, Harolds Pty Ltd, House of David, HPM Industries Pty Ltd, J. Stanley Johnston Pty Ltd, F. C. Lovelock Pty Ltd, Man About Town, NSW Guild of Furniture Manufacturers, Publicom, PWA Electrical Industries, Riddell Exhibition Promotions Pty Ltd, RCS Radio Pty Ltd, S. Terley Pty Ltd, Scanelec Pty Ltd, Thomson Exhibition Promotions Pty Ltd, Thomson Publication (Aust.) Pty Ltd, The Victorian Furniture Industries Confederation, Victorian Guild of Furniture Manufacturers Ltd, Vneshtorgreklama, W. G. Watson & Co. Pty Ltd, Wilson Morgan & Associates.

**ENEMARK, ROGER, ADVERTISING AGENCY PTY LTD**, 65 York St, Sydney, 2000. Phone 29-3584.

**Director:** Roger Enemark (principal).

**Accreditation:** AMAA.

**Clients:** Acta Pty Ltd, ANZ Ltd, Ashley & Martin, Breville, Corrigan's Customs Agency, Delta Sportswear, Friedland Door Chimes, Harrison's & Cranfield, Manly Ferris, Prosana Laboratories.

**EVANS, MURRAY, ADVERTISING PTY LTD**, 97 Pacific Highway, North Sydney, 2060. Phone 92-6141. Cables Evansad.

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**Executives:** D. Baird (acct supervisor), D. M. Clay (acct supervisor), I. M. Heydon (acct supervisor), P. Read (acct supervisor), J. Furlong (joint media mngr), P. Sitters (joint media mngr), J. Webster (media group head), T. Bissaker (creative dir), T. Ross (creative mngr), J. Oakes (copy chief), R. Higgins (company secy), M. McNay (print prod. mngr), W. Clark (non-media print prod. mngr), K. Howitt (traffic mngr).

**Accreditation:** AMAA.

**P'state repr.:** Representative agencies in all capital cities.

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**Clients:** Anderson Chemical Co. (Aust.) Pty Ltd, Australian Consolidated Press Ltd, Australian Abrasives Pty Ltd, Bayer Leverkusen Ltd, Card Key Systems (Aust.) Pty Ltd, Clipper (Aust.) Pty Ltd, Coach House Motor Inns Ltd, Copper & Brass Information Centre, Conde Nast Publications Pty Ltd,

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**FAEN, J. ADVERTISING**, 105 Crown St, Sydney, NSW, 2010. Phone 31-0801-2.

**Directors:** J. Faen (mng dir), R. Faen.

**Executive:** Miss E. Pepper (media).

**Accreditation:** AMAA.

**Clients:** All Floor Applications Pty Ltd, Atlantic Underwriters, Ayerst Laboratories Pty Ltd, Peter Barry (Holdings) Pty Ltd, Peter Barry's Norge Villages, Burns Industries, Cordex Industries Pty Ltd, Corlasto Pty Ltd, Dollar Fund of Aust. Ltd, Financial Planning Corp., Griffiths Bros Ltd, Hospital TV Rentals Pty Ltd, Imperial Carpets Pty Ltd, Kennard Industries, Kennards Hire Service Pty Ltd, C. Koss & Co. Pty Ltd, Novelty Importers Pty Ltd, Orbit Chemicals Pty Ltd, Pascal-Phillips Pty Ltd, Planned Lighting Co. Pty Ltd, Sydney Building Information Centre Ltd, Scottish Tailoring Co., Unvers Carpets Pty Ltd, T. R. Urban & Co., Vauxhall Products Pty Ltd, Waks Bros Pty Ltd.

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O'ceas repr.: Foote, Cone & Belding Inc., and associated offices throughout the world.

Accreditation: AMAA.

Clients: Australian Chemical Holdings Ltd, Australian Gas Light Co., British Medical Laboratories Pty Ltd, Big Sister Foods Pty Ltd, British Printing Corp., City Mutual Life Assurance, Cullen Morton Pty Ltd, Denver Laboratories Pty Ltd, Grollier Enterprises Pty Ltd, James Hardie Trading Co. Pty Ltd, Hamlyn House Pty Ltd, Hughes Tools Company, Menley & James, North Shore Gas Company, Penfolds Wines Pty Ltd, Portagas Pty Ltd, Reader's Digest Pty Ltd, Pfizer Aust. Pty Ltd, Reckitt & Colman Pty Ltd, Remington Rand (NSW) Pty Ltd, Richardson Merrell Pty Ltd, Ron Hodgson Motors Pty Ltd, Rothmans of Pall Mall (Aust.) Ltd, Salmond & Spraggon, Seaboard Finance, Simmons Bedding Co. Pty Ltd, Stafford Miller Pty Ltd, Sidney Raper Pty Ltd, H. R. Walters Pty Ltd (Wattyl div.).

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I'staté repr.: Own branches at 23 Drummond St, Carlton, Vic.; 135 South Terrace, Adelaide, SA; 339 Coronation Drive, Toowong, Brisbane, Qld; 234 St Georges Terrace, Perth, WA.

O'ceas repr.: Fortune (Far East) Limited, 9 Chater-rd, Hong Kong; Fortune (Far East)

Limited, Kasemkij Building, 120 Silom Rd, Bangkok, Thailand; Fortune Ads Philippines Inc., J. M. Tuason Bldg, 303 Escolta, Manila, The Philippines; Advertising Associates Pty Ltd, Crosby House, 71 Robinson Rd, Singapore; P. T. Fortune Indonesia, 113 Djalang Hadji Agus Salim, Menteng, Jakarta, Indonesia; Fortune (Far East) Ltd, 5th Floor, Mori Bldg, 11-8, 1-Chome, Nishi Azabu, Minato-ku Tokyo, Japan; Advertising Associates Pty Ltd, 6th Floor, Chartered Bank Bldg, 2, Jalan Ampang, Kuala Lumpur, Malaysia.

Accreditation: AMAA.

Clients: Airlines of New South Wales, Airlines of South Australia, AFT Keystone Permanent Building Society, Ansett Airlines of Papua New Guinea, Ansett Flying Boat Services, Ansett General Aviation Pty Ltd, Aqua Craft Pty Ltd, Australian Development Corporation Ltd, Australian Fixed Trusts Ltd, A. W. Barrs, Geo Bolton Importers Pty Ltd, T. H. Brown & Sons Pty Ltd, Canes Stores, Cathay Pacific Airways Ltd, Coolair Group, Davison Paints Pty Ltd, Harry Dodd Motors Pty Ltd, Esso Standard Oil (Aust.) Ltd, Estate Property Investment Co. Pty Ltd, Evangelical Lutheran Church, Farina Furniture Pty Ltd, Fischer Group of Companies, D. & J. Fowler (Aust.) Ltd, Goodson Furniture Emporium Pty Ltd, Grimwood Electrical Products Pty Ltd, Athol Hedges Pty Ltd, Holsten's Milliners, Iplex Plastic Industries Pty Ltd, A. V. Jennings Industries (Aust.) Pty Ltd, Kangaroo Island Tourist Promotion, Kings Parking Co. NSW Pty Ltd, Lufthansa German Airlines, Master Hosts Pty Ltd, Metal Manufactures Ltd, Metters Ltd, Mitre 10 (SA) Pty Ltd, Mortlock Sales & Service, Nu-Plac Safety Pty Ltd, Omark Australia Ltd Papua and New Guinea Tourist Board, Personna International, SA Unit Trusts, John Shaw (Aust.) Pty Ltd, Swire & Gilchrist Pty Ltd, Sydney Motor Auction, Thomas Nationwide Transport Ltd, Unit Development Pty Ltd, Woolworth Limited.

**FREETH, V. H., PTY LIMITED**, ADC House, 75-79 Pacific Highway, North Sydney, 2060. Phone 929-7177. Telegrams Alfredo.

Directors: C. F. Sykes (gov. dir), C. C. Robertson (secy), Ami Lucas.

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**GROUP REPRESENTATIONS**  
Sydney 92 4513 Melbourne 51 3901

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**Accreditation:** AMAA.

**Pstate repr.:** NSW member, Advertising Services International of Australasia—affiliates throughout the world.

**Clients:** Armstrong, L. A., Pty Ltd, Buttercup Bakeries Pty Ltd, Email Ltd (Westinghouse laundry products and refrigerated Products Divisions, Room Air Conditioners and Agency Lines), Home Laundry Manufacturers Assoc. of Aust., Haco Distributing Agencies Pty Ltd, Hagemeyer (Australasia) NV, Hunter Douglas Limited, J. D. Industrial Pty Ltd, Life Savers (A'asia) Ltd Marine Sports Centre, Mastercraft Chocolate Co. Pty Ltd, New Zealand Govt Trade Commissioner in Aust., Outboard Marine Aust. Pty Ltd, Royal Blind Society of NSW, Smith's Marine, H. Small & Co. Pty Ltd, John Shaw Australia Pty Ltd, St George County Council, Volvo Australia Pty Ltd, The Walcot Pty Ltd, Venetian Blind Mfrs' Federation of Aust., Waugh & Josephson Pty Ltd, W. & J. Farm Equipment Pty Ltd.

**FRED LUXTON ADVERTISING PTY LTD**, 6th Floor, 54 Park Street, Sydney. Phone 61-3539, 61-3941.

**Directors:** F. Luxton, FAI (mng dir), G. F. Thomas. FCA.

**Accreditation:** AMAA.

**Clients:** Anthony Horderns, Bankstown Flying Schools, Illawarra Meat, Rent-a-cruise Australia, Telegraph Home Centre, Acetex Hardware Co. Pty Ltd, British Merchandising Pty Ltd, United Radio Distributors, Tape Recorders Pty Ltd, Calva Chemicals Pty Ltd, Commonwealth Advertising Division, Federation of Aero Clubs, Goodmans Industries, Helicopter Utilities, Peter Lloyd Pty Ltd, Royal Aero Club of NSW, Stack & Company Ltd, Trafalgar Trading Co. Pty Ltd, Wilson Manufacturing Pty Ltd, World Agencies Pty Ltd, Websters Investigations Pty Ltd.

**GALMOR ADVERTISING PTY LTD**, Galmor House, 115-119 Crown St, East Sydney, NSW, 2010. Phone 33-4161 (10 lines). Telegrams, Galmorad Sydney.

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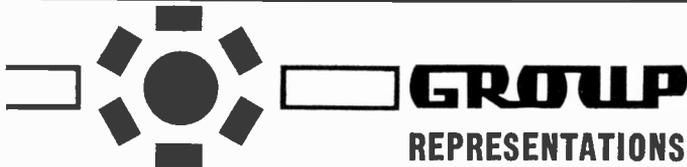
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**Accreditation:** AMAA.

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**Clients:** A.I.M. Insurance, Aladdin Industries Pty Ltd, Allis-Chalmers Aust. Pty Ltd, Audio Engineers Pty Ltd, Australian Brake Lining Co., Australian Hoechst Ltd, Bingham Brothers Plastics Pty Ltd, Bonnington & Co. Pty Ltd, Carmichael & Co. Pty Ltd, Maurice Chapman Pty Ltd, Colan Products Pty Ltd, Cottee's General Foods Ltd, Dalton Industries Pty Ltd, Demag Industrial Equipment Pty Ltd, Drug Houses of Australia Ltd (rural div.), East-West Airlines Ltd, Eldon Products Pty Ltd, Gilbert & Roach Pty Ltd, Haldex Pty Ltd, Kordel,

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**HAYES ADVERTISING AGENCY PTY LTD**, 2 McManus St, North Sydney, 2060. Phone 929-9851.

**Directors:** M. M. Court, G. P. Hayes (mng dir), I. S. Caithness (gen mgr), J. L. Crane, L. L. Mason.

**Executives:** V. C. P. Violet (NSW mgr), J. Brindle (copy), Miss A. Gibson (media), P. W. Lipman (prod.), A. Ingram (acctn exc.).

**State repr.:** Hayes Advertsing Agency Pty Ltd, 258 Little Bourke St, Melbourne, 3000.

**Accreditation:** AMAA.

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**HEPWORTH ADVERTISING AGENCY**, 2nd Floor, 34 Jamison St, Sydney, 2000. Phone 27-6299.

Director: R. C. Hepworth.

Accreditation: AMAA.

Main clients: Traders Pty Ltd, Macy's Furniture, IGY Veterinary Products, Dale & Waters, M. C. Lechner Pty Ltd, Silovac Ltd, Frank Adler, Healing Lighting Ltd.

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Executives: Eric Grenville Holt (mng dir), E. B. H. Spilsted (gen. mngr), Jan Palmer (media mngr), P. Morley, J. Blair (acct execs), N. Weber (prod. mngr).

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**HUNTER ADVERTISING PTY LIMITED**, 83 King Street, Newcastle, NSW, 2300. Phone 2-3682.

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Executives: B. Williams (creat. dir), M. Daly (media dir).

Accreditation: AMAA.

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Accreditations: AMAA, NPA of NZ.

Clients: Appliance Corp. of America Pty Ltd, Austin-Anderson (Aust.) Pty Ltd, Australian Landtrusts Ltd, Australian Wine Board, Baillieu Insurance (NSW) Pty Ltd, Besser Vibrapac Masonry Ltd, Beutron Plastics Aust. Ltd, Byrne & Davidson Industries Ltd, Byrne & Davidson (Mfg) Pty Ltd, Byrne & Davidson Pools Pty Ltd, Byrne & Davidson Pty Ltd, Conkey & Sons Ltd, Dae Health Laboratories Ltd, The Door Centre, Eastern Nitrogen Ltd, Elton Ward Studios, Empisal Australia Pty Ltd, Gowing Bros Ltd, Lars Halvorsen Sons Pty Ltd, Han-

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**Branch office:** Melbourne.

**I/state Repr.:** Adelaide, Brisbane.

**Accreditation:** AMAA.

**Clients:** Agfa-Gevaert Limited, Australian Insurance Association, Bayer Leverkusen Limited, Clifford Love & Co. Limited, Corinthian Joinery Pty Ltd, Farbenfabriken Bayer AG Germany, F.B.A. Pharmaceuticals (Aust.) Pty Ltd, Hong Kong Trade Development Council, Interocan Australia Services Pty Ltd, Interocan Travel Service, Leigh-Mardon Pty Ltd, Lissone Lindeman, W. G. Mackay Pty Ltd, Medical Benefits Fund of Aust. Ltd, National Pool Equipment Pty Ltd, Pre-Hung Doors Pty Ltd, Scotts Provisions Holdings Ltd, White Heron Travel Ltd.

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**Accreditation:** AMAA.

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**Accreditation:** AMAA.

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**Accreditation:** AMAA.

**Clients:** H. W. Bevan & Co. Pty Ltd, Camden Park Estate Pty Ltd, Cleeco Shirts Pty Ltd, Decor Associates Pty Ltd, W. H. Deeth (Aust.) Pty Ltd, De Greet Dileodon Pty Ltd, Dowd Associates Pty Ltd, Dowd Associates (NZ) Pty Ltd, Edward Fay Pty Ltd, Elizabeth French Pty Ltd, Hamblyn Clothes Pty Ltd, John J. Hilton Pty Ltd, Phillip Hunt, House of Yandall, Kent Salons, Magnetic Sound Industries (Aust.) Grace Manners (Melb.), Gentleman's Quarters, Martin & Savage Pty Ltd, Naval Trim Manufacturing Co. Pty Ltd, Photo Engraving Art, Susan Price Pty Ltd, Rothwells Outfitting Ltd, Roselands Shopping Centre, P. Rowe Pty Ltd, Sarlon Ind. Pty Ltd, Sekers Silk Pty Ltd, Sportsgirl (NSW) Pty Ltd, Anthony Squires Pty Ltd, The Going Concern, Universal Textiles (Aust.) Ltd, Vegetable Oils Pty Ltd, Weedmans Ltd (Brisbane), World Agencies Pty Ltd.

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**Directors:** F. P. Leonard, R. L. Leonard, K. V. Pettengell.

**Executives:** K. V. Pettengell (acct-exec), Morganne Walker (acct), G. W. Gosbee (acct exec.).

**Accreditation:** AMAA.

**Clients:** Abcco Bread Co. Pty Ltd, Associated Newsagents Co-op. Ltd, Advertising & Sales Promotion Co., Austrian Commercial Delegate, Bay Convalescent Home, Tom Byrne Pty Ltd, R. Allan Barber Pty Ltd, Bull, W. N. Pty Ltd, Bulman, Jas & Sons Tasmania, Bruton & Wheeler, A. J. Bush & Sons (Manufacturers) Pty Ltd, Ceylon Tourist Board, Caldwell & Watt Pty Ltd, Chain Saws Pty Ltd, Craig & Aitken Pty Ltd, Darvas & Co. Pty Ltd, Davis-Fuller Adhesives Pty Ltd (incorporating G. M. Skinner Pty Ltd), De La Salle Art Unions, Dishmaster (Aust.) Ltd,

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**Accreditations:** AMAA, OAAA, NPA of NZ.

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**MAC MERCHANDISING ADVERTISING CONSULTANTS PTY LTD**, 116 Clarence St, Sydney, 2000. Phone 29-2385, 29-2173.

**Directors:** Rex McGowan, Ivor McIvor.  
**Accreditation:** AMAA.

**MADISON-MILWYN PTY LTD**, 100 Arthur Street, North Sydney, 2060. Phone 92-0345. Telegrams, Madisads.

**Directors:** R. W. B. McDuie, E. M. Spink (joint mng dirs).

**Executives:** K. O'Connor (gen. mngr), F. de Wall (prod.), B. Harper (media).

**O'seas repr.:** Affiliates UK, USA, NZ and Far East.

**Accreditation:** AMAA.

**Clients:** Abattoir Tripe Supplies Pty Ltd, Ambassador College, Auto-Magic Car Wash Pty Ltd, Bushells Pty Ltd (tea and coffee), Central Methodist Mission, Dominion Oil Co., J. C. & J. Field Ltd, Fabulous Cosmetics Pty Ltd, Glass Tougheners Pty Ltd, Glass Suppliers Pty Ltd, Merck Sharp & Dohme (Australia) Pty Ltd, Macquarie Tours Pty Ltd, Music Hall Restaurant Pty Ltd, Leonard Norman Pty Ltd, De Lorenzo Holdings Pty Ltd, Nu-Look Pty Ltd, Paramount Shirt Co. Pty Ltd, Ricegrowers Co-operative Mills Limited, Seed Breeders Pty Ltd, Scott's Detergent (A'asia) Pty Ltd, Stamina Clothing Co. Pty Ltd, Sunny Textiles, Unity Mortgage, Hiram Walker & Son Ltd, A. Wander (Australia) Pty Ltd (Ovaltine & Fortagen), John Woods & Co. Pty Ltd, Arthur Yates & Co. Pty Ltd.

**MAHER ADVERTISING (NSW) PTY. LTD**, 169 Blues Point Rd, Nth Sydney, 2060.

**Directors:** Lachlan Maher, D. M. Jacka.

**Executives:** Mrs B. Dixon (media manager), N. Shennen (creat. dir).

**Clients:** Automobile & General Finance Co. Ltd, Business Men's Assurance Co. of Australia Ltd, Cosmopolitan Motor Inns, Film-lab Engineering Pty Ltd, Klosters Pty Ltd Manchil Pty Ltd, Olympic Industries Pty Ltd, R. & N. Statham Ltd, The Weinkeller, Borg Warner (Parts & Service Division), Home Units Pty Ltd, Habitat Pty Ltd, Hallstroms Pty Ltd, Korbond Industries Pty Ltd, Mead Johnson Pty Ltd, Onoda (A'sia) Pty Ltd, Peter Warren (Fairfield) Pty Ltd, Peter Warren (Liverpool) Pty Ltd, C. Winkworth & Sons Pty Ltd.

**MARKETING & ADVERTISING PTY LTD**, 420 Elizabeth St, Surry Hills, 2010, Box M9 PO Sydney Mail Exchange, NSW, 2012. Phone 69-4021.

**Directors:** Rich Hertz (mng dir), J. B. Walpole (dir creative services).

**Executives:** J. F. Fisher (co. secy), Mrs. C. Lamerton (media mngr), A. Johnston, P. Chidlow (creative group heads), J. Blackburn (art dir), H. J. Bowring (prod. mngr), P. Clark (sound mngr), D. Brent (marketing services mngr), P. Frize, M. Jenkins, L. Madden, P. Walley (acct execs).

**Accreditation:** AMAA.

**Clients:** Amoco Australia Pty Ltd, Elizabeth Arden Pty Ltd, Bankstown Permanent Building Society, Betta Shoe Factory Pty Ltd, Choc-Full of Chips Pty Ltd, W. J. Cryer & Co. Ltd, Gordon Edgell Pty Ltd, Flemings Fabulous Food Stores, Golden Crumpets Co. Pty Ltd, E. H. Harris & Co. Pty Ltd, F. C. Hawley & Son, Hodgson & Co. Pty Ltd,

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**MASIUS, WYNNE-WILLIAMS (NSW) PTY LTD**, 122-130 Arthur St, North Sydney, 2060, Telegrams Maspar. Telex 21435. Phone 929-0600.

Director: H. Woolf (mng dir).

Executives: Bob Clowes (media mngt), Nick Bush (snr group head), Fay McKinnon (snr group head), Janet Osborn (group head), Joan Fitzhardinge (mail order div.).

Overseas offices: Masius, Wynne-Williams Ltd, 2 St James's Square, London, SW1, England, and offices throughout Europe and in New York. NZ repr.: Goldberg Advertising (Auckland) Ltd, New Zealand.

Accreditations: AMAA, OAAA, NPA of NZ.

Clients: Ajinomoto Co. Inc., Amalgamated Chemicals Ltd, Ant Eradication Board, Atlas Copco Aust. Pty Ltd, John H. Breck Pty Ltd, British Tobacco, Cyanamid (Aust.) Pty Dynamic Enterprises of Aust., EMI (Aust.) Ltd, Ethnor Pty Ltd, Famous Schools, Grace Bros Pty Ltd (removal div.), Harper Davidson Industries Ltd, Hemingway Robertson Institute, William Hollin & Co. Ltd, The Irish Linnen Guild in Australia, Kenwood Peerless Pty Ltd, Lesney Matchbox Pty Ltd, The Liberal Party of Aust. (NSW Branch), Maritime Services Board, Mutual Life & Citizens' Assurance Co. Ltd, The Nestle Company (Aust.) Ltd, NSW Public Service, NSW Department of Labour & Industry, NSW State Lotteries, O'Donnell Griffin TV Services Pty Ltd, Permanent Trustee Co. of NSW Ltd, The Producers' Co-Operative Distributing Society Ltd, Pykes Motor Services, Rheem Aust. Pty Ltd, Richardson Merrell Pty Ltd, W. M. Ritchie (Aust.) Pty Ltd, Salmond & Spraggon (Aust.) Pty Ltd, Sandvik (Australia) Pty Ltd, Sony Corporation, Teijin Limited, Television Corporation Ltd, Tooth & Co. Ltd, John Walker & Sons Ltd, Wilkinson Sword Pty Ltd.

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Accreditation: AMAA. NPA of NZ.

Clients: Buxton Leathergoods (Aust.) Pty Ltd, Commercial Banking Co. of Sydney Ltd, Consolidated Stevedores of Aust. Pty Ltd, Databard Computer Services Pty Ltd, Dorothy Gray International, Gilchrist Watt & Sanderson Pty Ltd, Hislop Lloyd Pty Ltd, Hoffnung & Co. Ltd, Hooker Chemical (Aust.) Pty Ltd, Kingsted Pharmaceuticals Pty Ltd, Lloyd Triestino Line, Mears Earphone Co. Pty Ltd, Motor Traders Pty Ltd, United Insurance Co. Ltd, Willis & Sons Ltd, World Hosts Pty Ltd.

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Executives: Miss B. McCarthy (artist), D. P. McCarthy (prod.).

Accreditation: AMAA.

Clients: Australian Koyo Limited, Armstrong-Holland Pty Ltd, John Caskey Pty Ltd, Catholic Enquiry Centre, Eurocars Pty Ltd, R. & W. Hannaford Pty Ltd, Hadfield Steelworks Pty Ltd, Motor Lodges Pty Ltd, Noyes Bros Pty Ltd, Paton Electrical Pty Ltd, Sydney Lace Reproductions, Wild (Australia) Pty Ltd, Marson Australia Pty Ltd, Automation Sperry Pty Ltd, Kenneth Godfrey (Asia) Pty Ltd.

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

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Accreditation: AMAA.

Clients: British Leyland (Austin, Morris Division, Jaguar Cars, Leyland Tractors, British Leyland Dealer Association), Carpet Maintenance Co. (Karpet), Commonwealth Advertising Branch, Crown Agents, Dunlop Aust. Ltd (Marshall Batteries), Don Furniture, Hillcastle Pty Ltd, International General Electric (Export Division), Jones, Lang, Wooten, Katics Limited, Management Selection Australia (NSW), Pan Impex International, Summit Enterprises Pty Ltd, Vinidex Tubemakers Pty Ltd, W. G. Watson & Co. Pty Ltd, E. E. Whitmont & Sons Pty Ltd, Wilson's Fashions, A. V. Jennings Industries (Aust.) Ltd (Part).

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Clients: AGA Products Australia Pty Ltd, E. Andries & Son Pty Ltd, Australian Assn of Advertising Agencies, Australian Medical Association Service, Boehringer Ingelheim Pty Ltd, Cable Makers Australia Pty Ltd, Cablemakers (ACT) Pty Ltd, Cambridge Delicacies Pty Ltd, CGA Fire & Accident Insurance Co. Ltd, Commonwealth Broadcasting Corp. Pty Ltd, Davids Holdings Pty Ltd, Davies-Kent (NSW) Pty Ltd, Eastern

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Clients: Aust. & Kandos Cement Holdings Ltd, The Better Brakes Organisation, Biber Furs Pty Ltd, Binks-Bullows (Australia) Pty Ltd, British Tobacco Co. (Australia) Pty Ltd (Associated Products & Distribution Pty Ltd), The Butterick Publishing Co. Pty Ltd, Cinzano et Cia (Aust.) Pty Ltd, John Dewar & Sons Ltd, Emery Industries (Aust.) Pty Ltd, Mark Foy's Ltd, Alex Hale Pty Ltd, ICIANZ (NSW) Pty Ltd, Johnson & Johnson Pty Ltd, Ralph W. King & Yuill Pty Ltd, Local Government Association of NSW, Marubeni Iida Pty Ltd, The Bob Martin Export Co., Mutual Travel Pty Ltd, Noritake (Aust.) Pty Ltd, NZL Trading Company Pty Ltd, E. H. O'Brien Pty Ltd, Pabco Products Pty Ltd, Rowen Arc (Australia) Pty Ltd, The Rural Bank of NSW, Singer Australia Ltd, Stevenson & Co. Pty Ltd, Thomas Electronics of Australia Pty Ltd, Timber Development Association, Tip Top Bakeries (Holdings) Pty Ltd, Salmond & Spraggon (Aust.) Pty Ltd, G. H. & J. A. Watson Pty Ltd (British Hovermarine Corpn), Williamson Croft Pty Ltd, The Wrigley Company Pty Ltd.

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**Accreditation:** AMAA.

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Accreditation applied for: AMAA.

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Associate directors: D. T. Cobcroft, Mrs F. M. Reilly.

Branch: 309 Little Collins-st, Melbourne, Vic. (63-6759).

Accreditation: AMAA.

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Executives: M. R. Pope (mng dir), J. F. Kiernan (creative dir), R. R. Black (art dir), J. Sproule (media mgr), L. G. Butler (prod. mngr).

Accreditation: AMAA

Clients: Abbott Laboratories Pty Ltd, Cabana Pty Ltd, R. E. Cunningham Investments Ltd, Diamond Traders Pty Ltd, Estee Lauder (Aust.) Pty Ltd, Farnfresh Products (Crookes Anestan (Aust.) Pty Ltd), Mikimoto (Aust.) Pty Ltd, Program Building Industries Pty Ltd, Wayfair Holidays (CIT/Globetrotters International Pty Ltd), R. B. Davies Pty Ltd, H. M. Hunt Motors Group The, Islander Aircraft Sales Pty Ltd, Pharmacy Guild of Australia, The Road Safety Council of NSW, Wells Persin Pty Ltd.

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Accreditation: AMAA.

Clients: Agricultural Division Geigy Aust. Pty Ltd, Alcan Australia Limited, Bacardi International Ltd, Bayer Pharma Pty Ltd, The Bulletin, Coca-Cola Export Corporation, Coty Pty Ltd, EOI Pty Ltd, Economic Laboratories, Esso Chemicals Aust. Ltd, Fleetwood Pharmaceuticals Pty Ltd, Flynn & Collins, Goldfaber (Aust.) Pty Ltd, Kosciusko Thredbo Pty Ltd, Malley's Ltd, Pilkington Brothers Ltd, I. W. Rice & Co., Rosella Foods Pty Ltd, Sekvier Laboratories, Sterling Pharmaceuticals Pty Ltd, Samuel Taylor Pty Ltd, Stokes (A'sia) Ltd.

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Executive: N. M. Harding (secretary).

Accreditation: AMAA.

Clients: Industrial and technical accounts.

**RINGHAM & PARTNERS**, 29 Bathurst St, Sydney, 2000. Phone 26-1588.

Principal executive: Kevin R. Ringham.

Accreditation: AMAA.

**Main clients:** AWA Frazer Industries, Blue Cross Veterinary Products, Connor Shea & Co. (NSW) Pty Ltd, Grey & Lowe Pty Limited, Hawker de Havilland Aust. Pty Ltd, Iister Blackstone Pty Ltd, Outboard Marine Pty Ltd, Stern Drive Divisions, Savell Bros Pty Ltd, T. S. Plunkett Pty Ltd, Hunts Marine Centre Pty Ltd.

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**Accreditation:** AMAA.

**Clients:** Bell's Soft Drinks Pty Ltd (Wagga & Canberra), Retravision (Aust.) Pty Ltd Sydney, The Clef Pty Ltd, Pepsi Cola (Aust.) Pty Ltd, Castles Hardware Pty Ltd, B. G. Hartwig & Co. Pty Ltd, Eric Paull's Floor-coverings Pty Ltd, Commerce Permanent Building Society Ltd, Schipps Sports Store, Diocesan Provident Fund, Jim Jaggard's Pty Ltd, Du Barry Salon, Farrah's Fashion Salon, R. A. Johnson Pty Ltd, Television & Electronic Service Association.

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**Accreditation:** AMAA.

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**Executive:** F. M. Ross.

**Accreditation:** AMAA.

**Main Clients:** Industrial & technical accounts.

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**Executives:** F. Crowle (art director), L. McGraw (media manager), J. Reid (prod. mngr).

**Offices:** Peter Ryan & Associates Pty Ltd, 342 St Kilda Rd, Melbourne. Peter Ryan Advertising (NZ) Ltd, 11 Commerce St, Auckland, NZ.

**Accreditations:** AMAA.

**Clients:** Ainsworth Consolidated Ind. Pty Ltd, Air France, Banque National de Paris, Camping Gas, Crystal Pools Pty Ltd, Debiens Motor Auctions, Dixon Photographies, Enfield Bricks, G. A. F. Corporation, Irish Ropes Ltd, Lan Chile, L. P. Keating & Sons Pty Ltd, Leeway Finance Pty Ltd, Lumber Services, Office du Tourisme de la Nouvelle Calédonie, Optical Products Pty Ltd, PGH Wood Product Division, PGH Industries, Peugeot, Renault (Aust.) Pty Ltd, Sauna Products (Aust.), Stainless Industries Pty Ltd, UEB Carpet Tile Co. Pty Ltd, UTA French Airlines.

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**Managing director:** R. A. Rydge.

**Accreditation:** AMAA.

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**Executives:** Rodney J. Phillips (partner & gen. mngr, Sydney), G. A. Scott (gen. mngr, Melbourne), R. Lindsay (secy).

**Branch office:** Melbourne.

**Accreditation:** AMAA.

**Clients:** Chamber of Automotive Industries (NSW), W. A. Flick & Co., Hoadley's Chocolates, Suttons Motors, Shirley's Fertilizers, Dreamspun Blankets, Lanchoo Tea, Integrity Paints, 2KY, Warrnambool Woollen Mill Co. Ltd, Australian Fertilizers, James Stedman Ltd.

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**Accreditation:** FACB.

**Clients:** Australian Ranch Investments Pty Ltd, Blue Metal Industries Ltd, Blue Metal & Gravel Pty Ltd, Clark Kilns (NSW) Pty Ltd, Cremorne Centre Merchants Association, Frank Match Tyres Pty Ltd, Prospect Equipment Pty Ltd, Sundell Motors Pty Ltd, D. G. Wills (Sydney) Pty Ltd, South Australian Celery Growers Association, Victorian Sprouts Growers Association, Aztec Heavy Haulage Pty Ltd.

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**Directors:** E. C. Slatter (mng dir), J. Q. Simpson, J. P. Quayle, N. M. Hughes.

**Executives:** J. D. Garland, R. G. Slatter (copy), W. Pong (art), E. Law (acnts), J. Martin, D. Jenkins.

**Accreditation:** AMAA.

**Clients:** Allen Taylor Ltd, Associated National Insurance, J. Blackwood & Son Ltd, Carpet Manufacturers Ltd, Cordina Chickens, Elanco Products, Eli Lilly, Email Ltd, (Westinghouse Ranges & Carmichael Cookers), Frank G. O'Brien Ltd, Hyster (Aust.) Pty Ltd, Monterey Pine Association, Nightingale Chemicals, Vencat Curry Powder, F. T. Society, Universal Tags, Bonne Bell, Milman's Mother Care, Bell's Asbestos.

**STANNARD-PATTEN-SAMUELSON ADVERTISING AGENTS PTY LTD,** 77 Pacific Highway, Nth Sydney, NSW, 2060. Phone 929-0133.

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**Accreditation:** AMAA.

✓ **THOMPSON, J. WALTER, AUSTRALIA PTY LTD,** 132 Elizabeth St, Sydney, 2000. Phone 2-0640. Telegrams, Thomertwal.

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**Accreditation:** AMAA.

**Main Clients:** Abbott Laboratories, Ansett, ANA, Burroughs Ltd, Bonds-wear, National Bank of A'asia, Chesebrough-Ponds, Consolidated Press, Warner Lambert, Colonial Sugar, Firestone, Horlicks, Kellogg (Aust.), Kraft Foods, Kimberley-Clark, 3M, Pan American Airways, Pepsi-Cola, Patons, Prudential, Rheem, Lever & Kitchen Gillette, Union Carbide, Westons Biscuits, W. D. & H. O. Wills, Kelvinator, Reckitts Pty Limited, New Holland, Parker Pen, FNCB—Waltons, Singer, Wrigley's.

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**Directors:** T. W. D. Thompson (mng dir), M. D. Mendelson (gen mngtr), H. G. Arnold.

**Executives:** R. Hale (associate director) B. Anderson, R. McColl (a/c execs), G. Fegent (creative director), M. Jaggs (media), H. G. Arnold (acnts).

P'state & O'seas repr.: Associate offices: Melbourne, Brisbane, Adelaide, Perth, Wellington, NZ, Japan, Singapore, UK and USA.

**Accreditation:** AMAA.

**Clients:** Ajax Chemicals Pty Ltd, British Pharmaceuticals Pty Ltd, Commercial & General Acceptance Corp, L. Cawley Pty Ltd, Commerce Developers Pty Ltd, Dermide Sales Pty Ltd (Rosella Floor Coverings), Dow Corning Australia Pty Ltd, Edels Pty Ltd, Embecon Pty Ltd, FR5 Springs Pty Ltd, Gibsons & Paterson Pty Ltd, Goldstein Refrigeration Pty Ltd, R. Gunz (Photographic) Pty Ltd, Guttridge & Co., Hanson Scales Pty Ltd, Healing Appliances Pty Ltd (Healing TV, Bendix washers, Crosley refrigerators), Horological Guild of Australia, George Hudson Pty Ltd, James A. Jobling Ltd (Pyrex), Lawry's Foods of California Inc., Lynton Homes Pty Ltd, McCulloch of Australia Pty Ltd, National Literary Association Inc. Pty Ltd, Olims Consolidated Ltd (Targard division), Organon Pty Ltd, Packard Shoes Pty Ltd, Producers & Citizens Co-operative Assurance Ltd, Sanyo Sales & Service Co., Sanyo Office Machines Pty Ltd, Swift & Co. (Trading) Pty Ltd, Swissair, Taubmans Ltd (part), Waterford Chrystal, World Agencies, Yamaha Motor Cycle Co.

**USP-BENSON (NSW) PTY LTD,** Colman Hse, 89 Berry St, North Sydney, 2060. Phone 929-8177. Telegrams Salesrise.

**Directors:** C. E. Richardson (chrnm), W. O. Cudlipp (mng dir & chief executive), R. M. Mackenzie (deputy chrnm), M. Hertz, J. W. Bradstock (gen. mngtr), R. G. Reid, T. L. Townley, A. B. Hutcheson, C. J. Smith.

P'state repr.: USP-Benson Vic. Pty Ltd, 16-18 Kavanagh St, Sth Melbourne (62-6931); USP-Benson (Qld) Pty Ltd, 21 Gipps St,

Broadway, Brisbane (51-1061); USP-Benson (SA) Pty Ltd, 19 North Terrace, St Peters, Adelaide (63-4561).

Accreditation: AMAA.

Clients: Arnott's Biscuits Pty Ltd, Avon Products Pty Ltd, Bank of NSW, Boots Pure Drug Co. (Aust.) Pty Ltd, Bowater Scott (Aust.) Ltd, Carrier Air Conditioning Pty Ltd, Commonwealth Industrial Gases Ltd, Cyclone D-G Scaffolding Pty Ltd, Davis Fuller Adhesives Pty Ltd, Dorval (Aust.) Pty Ltd, Davis Gelatine (Aust.) Pty Ltd, Flymo-Scott Bonnar Pty Ltd, GEC-AEI (Aust.) Pty Ltd, G. Graip & Sons Ltd, Guinness (Aust.) Pty Ltd, Hunter Douglas Limited, International Computers (Aust.) Ltd, John Deere Limited, Kork 'n' Seal (Aust.) Pty Ltd, Mallory Batteries (A/sia) Pty Ltd, Marrickville Holdings Limited, Matson Lines, Mercantile Credits Limited, Mercantile Mutual Insurance, National Brush Co. (Aust.) Ltd, Nelson & Co. Pty Ltd, Olympic Bowling Centres, Qantas Airways Ltd, Rank Xerox (Aust.) Pty Ltd, Slazengers (Aust.) Pty Ltd, St Regis-ACI Pty Ltd, Travelodge Australia Limited, John Vicars & Co. Ltd.

#### WARWICK ADVERTISING PTY LTD,

264 Pitt St, Sydney, 2000. Phone 61-8786. Telegrams Warwickad. Associate offices, Melbourne, Brisbane, Adelaide, Perth, Hobart.

Directors: L. J. Gluskie (chrmn), W. J. R. Logan, I. Drysdale, R. Tarrant, H. Overduin.

Executives: Miss D. Miller (media), J. O'Donovan (prod.).

Accreditations: AMAA, NPA of NZ.

#### KEITH WEST & ASSOCIATES PTY LTD,

8 Loftus St, Sydney, 2000. Phone 27-7802, 27-9386.

Managing director: K. L. West.

Executives: Miss M. Ashton (media mgr), R. Young (prod. mgr).

Accreditation: AMAA.

Clients: Castle Marine Pty Ltd, The Crows Nest Ship Chandlers Pty Ltd, Air-O-Flite Sails, William Butler Tobacco Company Ltd, Sturgess-Hall Pty Ltd, Valvoline (Aust.), Dalcken Traders, Kanegafuchi Spinning & Weaving Company, R. S. Upton (Sales) Pty Ltd, E. J. Burton Transport Pty Ltd, Sydney Wide Discount Department Stores, Whale Car Wash, Honey Packers of NSW, F. C. McHugh Pty Ltd, Sanremo (NSW) Pty Limited, Clyde Contract Fillers Pty Ltd, Paintorama Paint Supplies, Space Products Pty Ltd.

#### KEITH WESTGATE CO. PTY LTD, 3rd

Floor, Griff House, 324 Pitt St, Sydney 2000. Phone 26-6911. Box A. 21 Sydney South PO.

Directors: K. H. Westgate, V. J. Westgate, F. Prince.

Principal Executives: K. H. Westgate (mng dir), M. Stansfield (prod. mgr), Miss M. Nimon (office mgr), Mrs L. Longford (art dir), Mrs C. Gawndy (media mgr), I. Bowman, J. K. Westgate, F. Prince (acct-execs).

O'seas repr.: Oasis Advertising Ltd, Singapore; Advertising House Inc., Tokyo; WHT Advertising & Marketing Ltd, Auckland.

Accreditation: AMAA.

Clients: Above Ground Pool Advisory Service, Aiton Australia Pty Ltd, Alfred Lawrence & Co. Pty Ltd, Bellbird Homes, Bell Bryant Ltd Group, Brambles Transport Group, G. R. Bryden Pty Ltd, Business Aids Pty Ltd, G. G. Benjamin & Co. Pty Ltd, Centrifuge Engineering Pty Ltd, Coldspot Industries Pty Ltd, Conquip Ltd Group, Champion Pool Equipment Pty Ltd, Cumberland Tractors Pty Ltd, Cutting Edges Pty Ltd, Delairco Industries Pty Ltd, Diverssey (A/sia) Pty Ltd, A. W. Edwards Pty Ltd Group, Edwards Dunlop Co. Limited, Federal Machinery Co. Ltd, Fanner Mfg Co. Pty Ltd, Film Cooling Towers (1925) Pty Ltd, Flygt Aust. Pty Ltd, Fowler Rex Pty Ltd, Basil V. R. Greatrex Pty Ltd, Hydraulic Industries Pty Ltd, Improved Equipment Pty Ltd, Jasco Pty Ltd, Johnson Leather Co. Ltd, Owen Luttrell Pty Ltd, G. T. McOnie & Co., Melesco Mfg Pty Ltd, Millars Wellpoint Dewatering Services, Ornel Pumps Pty Ltd, Pettibone Aust. Pty Ltd, W. G. Pickrell, E. Pike (Leather) Pty Ltd, Portec (Aust.) Pty Ltd, C. E. Propert Pty Ltd, Robertshaw Controls (Aust.) Pty Ltd, Proplant Industries Pty Ltd, F. R. Pulford & Sons Pty Ltd, Rex International Inc., Sample Engineering Sales Aust. Pty Ltd, Sample Hydraulics Pty Ltd, Stanley Owen & Sons Pty Ltd, Swain Pattern Services Pty Ltd, Swift-MIP Pty Ltd, Tallents Pty Ltd, Transport Suspension Industries Pty Ltd, Weir Drysdale (Aust.) Pty Ltd, James Yates Pty Ltd.

#### WESTON ADVERTISING PTY LIM-

ITED, 36 Grosvenor St, Sydney, 2000. Phone 27-1142. Telegrams Publicity Sydney.

Directors: F. W. Still, D. P. Young (joint mng dirs), J. W. Maund, W. De Vere, J. R. Goddard (assoc. dir).

Executives: J. R. Goddard, W. O. De Vere, P. Macgraith, D. S. Musgrave, O. Sands (acct execs), R. Pontifex, M. Pain (copy), G. Garthside, R. Stone, P. West (prod), R. Howard (radio & TV mgr), N. Watts, W. Bowden (services dept), H. Seelenmeyer, G. Austin, P. Sambrook (art dirs), E. Dempster (acct), T. Cornioley (art buyer).

Accreditation: AMAA.

O'seas affiliates: NSW member of Advertising & Marketing International Network of 66 advertising agencies throughout the world.

Clients: Ampex Australia Pty Ltd, James Barnes Pty Ltd, Beare & Ley Pty Ltd, Beckers Pty Ltd, J. I. Case (Aust.) Pty Ltd, Commonwealth Moulding Pty Ltd, Co-operative Permanent Building Societies Association Ltd, Wm Cooper & Nephews (Aust.) Pty Ltd, Duralex Paints Pty Ltd, Efcu Manufacturing Pty Ltd, Formica Plastics Pty Ltd, Hunter Douglas Ltd (Mell-Lite div), International Red Hand Pty Ltd, Inglis Pty Ltd, Kalamazoo (Aust.) Ltd, McWilliam's Wines Pty Ltd, Manufacturers' Mutual Insurance

Ltd, Percy Marks Pty Ltd, Mortgage Guaranty Corporation of Aust., Mortgage Guaranty Insurance Corporation of Australia Ltd, Maypow Motors Pty Ltd, NSW Dept of Health, NSW Co-operative Permanent Building & Investment Society Ltd, Claude Neon Ltd, Peapes Pty Ltd, N. J. Phillips Pty Ltd, Ronald Pain Pty Ltd, Royal Agricultural Society of NSW, NSW Sheepbreeders' Association, Scott & Bowne (A'asia) Ltd, Sterlec Div.—K. G. Luke Industries Ltd, US Trade Centre, Washington H. Soul Pattinson & Co. Ltd, Wholesale Drug Co. Ltd, Woodheath Pty Ltd, Labor Motor Funerals, Charles Young Pty Ltd.

**WISHART MAYES PTY LTD**, 116 Clarence St, Sydney, 2000. Phone 29-1476, 29-5360, 29-5616.

Accreditations: AMAA, MCA.

Clients: Alfa Laval Pty Ltd, Associated National Insurance, Arrow Hart (Aust.) Pty Ltd, Australian Institute of Metals, Audit Bureau of Circulations, Aust. Inst Chartered Accountants, Aust. Poll Hereford Society, Beck & Co. Pty Ltd, Bush A. J. & Sons (O'seas) Pty Ltd, Chiswell Furniture, Complete Hardware Ltd, Co-wool, Duly & Hansford (TRW Aust. Ltd), East Asiatic Co., E. Coast USA Shipping Conference, Favelle Mort Ltd, Farrell Lines, Field—Herbert Pty Ltd, Granwill Stock Feeds Pty Ltd, Haddon Rig, Hawkins/Springfield, Littlewoods Mail Order Stores, Macquarie International, Millerchip, J. & Sons Pty Ltd, Majestic Products Ltd, Mercantile Credits Ltd (N'castle), Monver Stock Feeds, Namco/Dowell, Namco Housewares, Ocean Salt Pty Ltd, Pacific Australia Direct Line, Pacific Pathways Pty Ltd, Passap Duomatic, Patrick—James Pty Ltd,

Riverina Stock Feeds Pty Ltd, Scandinavian Australia Carriers, Solo Industries Pty Ltd, Tavistock Pastoral Co., Tillers Pty Ltd, Troy Laboratories Pty Ltd, Union Steel Pty Ltd, Uniwire Sales Pty Ltd, Wilh. Wilhelmssen Line, Wagga Rural Stock Feeds.

**YOUNG & RUBICAM PTY LTD**, 47 Macquarie St, Sydney, NSW, 2000. Phone 241-1001. Cables: Rincad, Sydney.

Directors: Joseph E. De Deo (mng dir), Wayne R. Davis (acc. dir), Phillip S. Herd (acc. dir), Dennis L. Merchant (media dir), Stuart Benson (Co. sec.), Alexander J. Haggard (gen. mngr, Adelaide).

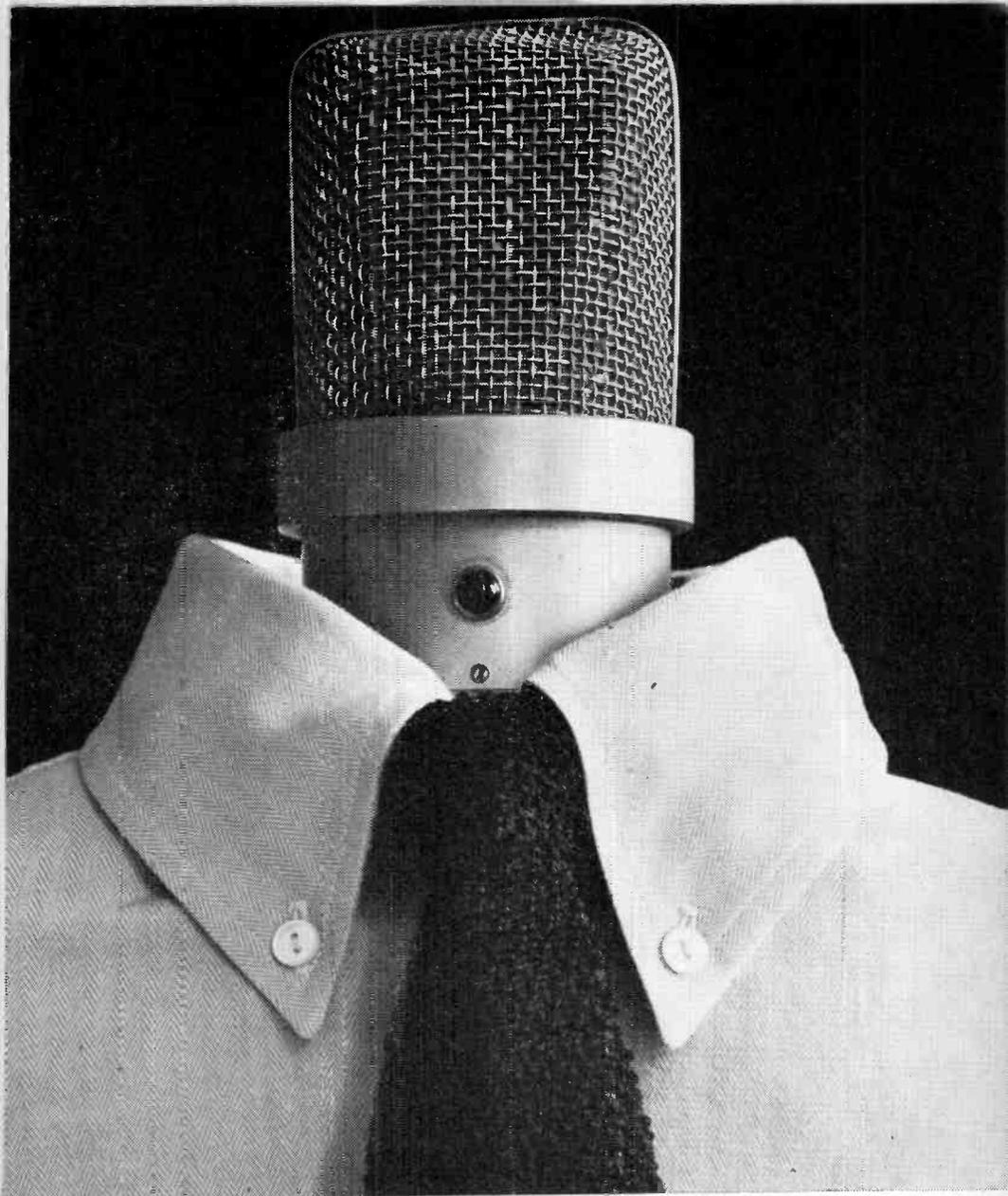
Executives: David De Noon (creative dir), Garry Murphic (associate creative dir, copy), Rob Tomnay (associate creative dir, art), Rodney Northam (acc. exec.), Michael Byrne (acc. exec.), John Lambert (associate media dir), Ian Lewis (creative services mngr), Brian Weldon (accountant).

Interstate representation: Adelaide, 366 King William Street. Phone 8-6922.

O'seas offices: United States of America, Canada, England, Germany, France, Holland, Italy, Belgium, Spain, Denmark, Norway, Sweden, Switzerland, Austria, Lebanon, Mexico, Puerto Rico, Dominican Republic, Venezuela.

Accreditations: AMAA, AAAA.

Clients: Ansett Airlines of Australia, Avis Rent-A-Car System Pty Ltd, Bristol-Myers Co. Pty Ltd, Ceylon Tea Bureau, Country Club Pty Ltd, Encyclopaedia Britannica Inc., Cottee's—General Goods Ltd, Playtex Pty Ltd, Radio Rentals Pty Ltd, R. J. Reynolds Tobacco Co., Sperry Rand Australia Ltd, The Spastic Centre, Tooheys Ltd, Union Carbide Australia Ltd.



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Executives: Rob Watson (mnggr & assoc. dir), Jill Wilcox (media mnggr), Ian McGregor (assoc. dir).

Accreditation: AMAA.

Clients: Ajax Gregson Pty Ltd, BBJ Home Improvements Pty Ltd, Berg Hydraulic Service, Brians Speed Shop, Central Spring Works Pty Ltd, Dellas Manuf. Co. Pty Ltd, Devlin Homes Pty Ltd, Harrington Bakeries Pty Ltd, Hunter Products Pty Ltd, IBC/ESCA Ltd, Len Hunter Trading, Levart Pty Ltd, Malvern Sound Centre, Markam Industries Pty Ltd, Ron Morphy Motors, Sunlander Industries Pty Ltd, Superior Butchers Pty Ltd, Tomlinson Steel Ltd, A. J. Veall Electrics, Vealls Audio-torium, Victorian Television Pty Ltd, Victorian Car Radio Centre.

ADVERTISING ASSOCIATES PTY LTD, Advertising House, 164 Albert Road, Sth Melbourne, 3205. Phone 69-7904.

Managing director: R. E. Mahlook.

Executives: R. Wiseman (creative dir), H. Haliburton (acct-exec.), A. Roberts (prod. mnggr).

Accreditation: AMAA.

Clients: Arnos Pty Ltd, Australian Optical Association, British Medical Insurance, Canning & Son Pty Ltd, Dominion Reinforcements, Eliza Tinsley Pty Ltd, Gwiltie Polythene Pty Ltd, Health Services Association, L. Horscroft Pty Ltd, Jex Pty Ltd, E. Lumley & Sons, Maclaren Laboratories, Major 8 Stores, Mason & Porter Ltd, Mensland Pty Ltd, Standard Steel, St Moritz Ice Skating, Vic Rennet Co. Pty Ltd, Viking Industrial Plastics Pty Ltd.

ADVERTISING MARKETING PTY LTD, 27 Arnold St, South Yarra 3141.

Directors: G. H. Santos, L. V. Kisane, V. Adami.

Executives: B. J. Watts (snr acc. exec.), R. H. Hunt (co. sec./media mnggr).

ALDWYCH ADVERTISING PTY LTD, 65 Queen's Rd, Melbourne, 3000. Phone 51-1424. Telegrams Aldwych.

Directors: G. L. Bride (mng dir), A. G. Bride, R. C. Bird.

Istate repr.: See Sydney and Adelaide entries.

Accreditations: AMAA.

Clients: Aust. Lead & Zinc Development Assns, BBB (Victoria) Pty Ltd, Commonwealth Railways, General Credits, Holeproof, Theo Levy, A. H. McDonald, Ralph McKay, Queens Bridge Motors, A. J. Sage, John W. Stamp Pty Ltd, State Insurance, Welch Perin, J. B. Were, World Record Club, Zinc Alloy Diecasters.

ALEXANDRA ADVERTISING PTY LTD, Alexandra Bldg, 1st floor, 288 Russell & Little Lonsdale Sts, Melbourne. Phone 652-1522. Cables Alexads.

Accreditation: AMAA.

Clients: Brandon Park Shopping Centre, Eastern Suburbs Permanent Building Society, Middle East Airlines, Aquila Shoes, Fairfield Plumbing Supplies, Pratt N. V.—Builders, Hardware, Johnson & Gaston (Manufacturing Suppliers), Overland Development Corporation, Maxwells Radio Pty Ltd, Montefiore Homes Appeal, Yooralla Sponsors Club, East West Development, Carlyon Hotel Group, Capital Credit Corporation, Millson Construction Pty Ltd, Dillon & Inkster Real Estate, Portmans Fashion Group, Seymour Furs, Manor Fashions, Torquay Boulevarde, C. H. Burnham (Real Estate), Delphic Banquet Room, Pickwick Restaurant, Fountain Gardens Pty Ltd, Moore Williams & Son Pty Ltd (Real Estate), Butlers of Footscray, Carter Home Builders, Fluid Dynamic Engineering, Beverley Lee, Magnin Fashion Stores.

ANDERSON WHITE ADVERTISING, 35 Albert Rd, Melbourne, 3004. Phone 267-2422.

Directors: David John Anderson, Anthony Alan White.

Executives: Garry Ponton (prod. mnggr), Chris Raftopoulos (art dir), Ken Carter (creative manager), Ian Jones (media mnggr), Geoff Goulet (account spvsr).

Accreditation: AMAA.

Clients: Australian Associated Motor Insurers, Australian Fashion Enterprises, Bramwells Flooring Service, Cherub-Golding, Colonial Gas Association, Duhig Ford, George Farmer, Fowlers Vacola Mfg Co., Gala Gowns, Garmac Constructions, Interstate Rubber Co., Kays Rent-A-Car, Maglia, Mastercut Butchers, Michaelis Bayley, Minigrip, Moores, Robal Textiles, Silverwood & Beck, Susan Day Cakes, Stenotype, Taylor Garage Doors, White Lily.

ANZARUT, E. CHARLES, (AUST.) PTY LTD, Stanhill, 34 Queens Rd, Melbourne, 3004. Phone 26-3751. Cables Anzarut, Melbourne.

Directors: E. C. Anzarut (mng dir), D. G. Anzarut.

Executives: E. C. Anzarut, S. Keranges, K. Christian, E. Howell.

Accreditation: AMAA.

Clients: H. B. Anderson, Anodeon, Austral Insulation, Brighton Floor, Carte Blanche, Chevron Hotel Melb., International Airport Services, Fount-Wip Pty Ltd, Gainsborough Furniture, Hitachi, Inge Bros Pty Ltd, Italian Trade Delegation, McKinley Wilson & Co., Meadowvale Cream Co., Melbourne Greyhound Racing, Melbourne University Staff Assoc., Mitchell Cotts Construction, Molonglo Trading, Murray Goulburn Co-

operative, Murray Wittman Marine, Omnibus & General Insurance, Park Lake, Ripponlea Motors, Servex Electrical (Astor White Goods), Stafforce Pty Ltd, Tiny Style Pty Ltd, US Stamping Plant Supplies, Wholesale Spirit Merchants.

**BERRY, CURRIE ADVERTISING (VIC.) PTY LTD**, 580 St Kilda Rd, Melbourne, 3004. Phone 51-8491.

**Directors:** W. C. Currie (chrmn), R. B. Duncan (mng dir), S. Kutt, F. V. Sterndale, D. C. Murphy, W. A. Currie, J. C. Currie.

**Accreditation:** AMAA.

**Clients:** Arnold Gate & Fence Co., Crown Controls Aust. Pty Ltd, Frozen Food Industries Pty Ltd, Gollin & Co. Ltd, Humes Limited, Imperial Chemical Industries of Australia & New Zealand Ltd, Peter Jackson, Kodak (A'sia), Meggitt Ltd. Metallgesellschaft, National Trustee Executors & Agency Co. of Australia Ltd, Len Vogue Pty Ltd, Smiths' Motors Pty Ltd, Volkswagen (Distribution) Pty Ltd.

**BEST AND COMPANY PTY LTD**, 622 St Kilda Rd, Melbourne, 3004. 51-0251.

**Directors:** E. W. Best (gov. dir), G. A. Bond (mng dir), J. O. Wicking.

**Accreditation:** AMAA.

**Clients:** Australian Canvas Promotion Committee, Baker Perkins Pty Ltd, Broons Containers Ltd, Burns Philp Trustee Co. Ltd, Collie, R. & Co. Pty Ltd, Commonwealth Government Advertising, Co-ordinated Enterprises Pty Ltd, Davis, Coop & Co. Ltd, Evans Thomas Pty Ltd, Fibremakers Ltd, Fleetways Pty Ltd, Imperial Chemical Industries of Australia & New Zealand Ltd, IMI Australia Ltd, Kitten Products Pty Ltd, Kiwi Australia Ltd, Kiwi International Co. Ltd, Lord Mayor's Hospitals Appeal, M & T Products Pty Ltd, Olympic Cables Pty Ltd, Olympic Consolidated Industries Ltd, Olympic General Products Pty Ltd, Patons Brake Replacements Pty Ltd, PBR Industrial Co. Pty Ltd, Repco Ltd, Repco Export Co. Pty Ltd, Riley Williams Pty Ltd, Rogers, Seller & Myhill Pty Ltd, Simpsons Manufacturing Co. Pty Ltd, Smith Mitchell & Co. Pty Ltd, Sterling Clothing Co. Pty Ltd, Tattersalls Sweep Consultation, Thomas Optical & Scientific Co. Pty Ltd.

**BIRRELL KAIN ADVERTISING (VIC.) PTY LTD**, 73 Flemington Rd, Nth Melbourne, 3051. Phone 329-6933. Telegrams Baade Melbourne.

**Directors:** M. N. Birrell (chrmn), R. C. Hing (man. dir), E. D. Manley, D. K. Garton, H. L. Bean, E. K. Edwards, J. E. Dovey.

**Executives:** J. E. Rann (TV/radio), C. N. Richardson (media), D. C. Wingfield (prod.).

**Accreditation:** AMAA. NPA of NZ.

**Interstate representation:** Birrell Kain Advertising (SA) Pty Ltd, 197 Greenhill Road, Eastwood 5063 (71-0425); Bean-Birrell Advertising Pty Ltd, 54 Mill Point Road, South

Perth, 6451 (67-6777); Birrell Kain Advertising (NSW) Pty Ltd, 100 Bathurst Street, Sydney, 2000 (61-8661).

**Clients:** Amcal, Ansell Rubber Co. Pty Ltd, Australian Estates Co. Ltd, Automobili Lamborghini, Bristol Paint & Chemical Co. Pty Ltd, Broons J. & Sons Pty Ltd, Bunge (Aust.) Pty Ltd, Coates & Co. Ltd, Colourgravery Publications, Connors & Crough Bakeries, Douglas F. Securities Aust. Ltd, Elms, B. S. & Co. Pty Ltd, Email Ltd (Metering Equipment), Farran Co. Pty Ltd, Flextool (Aust.) Pty Ltd, Golden Phoenix Restaurant, Gordon Bros Pty Ltd, Horndraulic (Aust.) Pty Ltd, New Footscray Motors Pty Ltd, Niagara of Australia Pty Ltd, Ozapaper Ltd, Pitt Waddell Bennett Chains Ltd, Parkinsons Cowan (Aust.) Pty Ltd, Rocla Industries Ltd, Roberts Motors, Simphon Distributing Co., Stock Exchange of Melbourne, Sun Electric Co. Pty Ltd, VDO Instruments (Aust.) Pty Ltd, Waldorf Appliances Pty Ltd, Wiltshire Distributing Co. Pty Ltd.

**K. M. CAMPBELL PTY LTD**, 157 Spring St, Melbourne, 3000. Phone 662-2599. Telegrams Melcam, Melbourne.

**Directors:** K. M. Campbell (chairman), M. E. Campbell, R. V. Fisher, R. M. Campbell.

**Accreditation:** AMAA.

**Clients:** Aerostart (Anzia) Pty Ltd, Associated Pulp & Paper Mills Ltd (and subsidiary co's), Ateco Pty Ltd, Atel Manufacturing Pty Ltd, Australia and New Zealand Banking Group Ltd, Blackburn Roofing Service, Brick and Pipe Industries Ltd, Bryson Industries Ltd (NSW), Chemico Pty Ltd, Columbia Concrete Masonry Pty Ltd, Commonwealth Pottery Pty Ltd, Elastrator (Aust.) Pty Ltd, Esanda Ltd, Imperial Chemical Industries of Australia and New Zealand Ltd, Patrick Travel Service, Park Tower—Two-O-One Spring St Pty Ltd, Table Talk Biscuits Pty Ltd, The Victoria Ltd, Woman's Christian Temperance Union of Vic. Incorp., World Record Club Pty Ltd.

**CARDEN ADVERTISING PTY LTD**, Carden House, 251 William St, Melbourne, Vic., 3000. Phone 67-7212. Telegrams Carvert, Melbourne.

**Directors:** B. G. Carden (gov. dir), K. W. Stanway (mng dir), L. D. Cripps (gen. mgr), W. S. Stockdale (art dir), Mrs N. Welsh (secy).

**Accreditation:** AMAA.

**Clients:** Amott-Brockhoff Guest Pty Ltd (Brockhoff Biscuits, Limmits), Associated Securities Ltd, Australian Paper Manufacturers Ltd, BP Australia Ltd, Bryson Industries Ltd, Commodore Motels Ltd, Containers Ltd, Crittall Mfng Co. Aust. Pty Ltd, Fibremakers Ltd, Henderson Industries Ltd, Holeproof Ltd (Raft div.), International Harvester Co. of Aust. Pty Ltd, Bill Patterson Motors Pty Ltd, Pipeair Pty Ltd, Retravision (Vic.) Pty Ltd, Sigma Company Ltd.

**CARTER, R. G., ADVERTISING SERVICE PTY LTD**, Suite 24, 65 Queens-rd, Melbourne, 3000. Phone 51-6941.

Director: R. G. Carter (principal).  
Executives: G. Hansby, D. Gatford, A. J. Morrison.  
Accreditation: AMAA.

**CASTLE JACKSON ADVERTISING PTY LTD**, 143 Latrobe St, Melbourne, 3000. Phone 662-1777.

Directors: D. G. Castle, D. F. Jackson, Miss Gladys I. Latimer.  
Executives: P. Dunne (art dir), Miss Jean Taylor (radio-TV), C. Attwood (media), A. King (prod. mng).

State repr.: Canny Gabriel-Castle Jackson, 34 King St, Sydney (29-7766).  
Accreditation: AMAA.

Clients: Automagic Car Wash, E. Blackwell & Son Pty Ltd, Keith Courtenay Pty Ltd, Design 250, Dickies Pty Limited, Dimet Corrosion, Emptor Pty Ltd, Neil Fuller & Sons Pty Ltd, General Accessories, Hansa Agencies, Robert Harper & Co. Ltd, Birko Electric Pty Ltd, Hoechst Australia Limited, Hooker-Rex (Vic.) Pty Ltd, Mike Hunt's Gymnasium, Wm Mallinson & Son Pty Ltd, James McEwan Paint, Japan Tourist Bureau, Peter Isaacson Pty Ltd, A. V. Jennings Home Improvements, Melford Motors Pty Ltd, M. W. Motors Pty Ltd, News Limited, Petrelli, Prewett Industries, Australian Red Cross Society, SEC Bricquette Sales Branch, SEC Air Conditioning, SEC Heat Banks, SEC Clothes Dryers, F. H. Stephens (Vic.) Pty Ltd, Square D, Tasco Downing Pty Ltd, Tokyo Shibaura Electric Co. Pty Ltd, Tomasetti & Sons Pty Ltd, Trimview Metal Products Pty Ltd, J. Wright & Sons (Aust.) Pty Ltd, Vulcan Australia Ltd.

**CLEM TAYLOR O'BRIEN PTY LTD**, 159 Dorcas St, South Melbourne, Victoria, 3205. Telegrams Clemtaylor.

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Associate directors: F. G. Cairncross, L. R. Cambridge.

Executives: L. D. Corn, R. Gray, T. V. McMahon, I. S. Milligan (media), R. Mitchell, J. Milne, M. Roberts, R. Webb, W. Wood.

Interstate representation: Adelaide, associates in all other states.

Accreditation: AMAA.  
Clients: Datsun Distribution (Vic.) Pty Ltd, Fairchild (Aust.) Pty Ltd, W. R. Grace Aust. Ltd, House of Dawne International Pty Ltd, Nissan Motor Co. (Aust.) Pty Ltd, Northern Motors Pty Ltd, Phoenix Biscuit Co., Warwick Motors, Steelcraft Baby Carriages, Country Fire Authority, NSK Bearings.

**CLEMENGER, JOHN, PTY LTD**, 416 St Kilda Rd, Melbourne, 3004. Phone 267-1355.

Telegrams Clemenger, Melbourne.  
Branches: Sydney, Adelaide, Brisbane.

Directors: P. G. Clemenger, J. L. Clemenger (joint mng dirs), Marie E. Clemenger, P. B. Cooper, P. G. Rankin, A. B. Kinnear.

Executives: P. G. Clemenger (joint mng dir), J. L. Clemenger (joint mng dir), D. J. Brennan (TV creative dir), W. Gent (creative dir), P. Harvie (creative dir), G. H. Rodsted (press prod. mngr), A. Sturgess (TV prod. mngr), L. Segal (radio mngr), P. B. Cooper (fin. dir), E. Wainwright (media dir), N. K. Allerton (assoc. dir), P. G. Rankin (gen. mngr).

Accreditation: AMAA.

Clients: AMI (retail), Andrew Scott Apparel Pty Ltd (McGregor), Aust. Timken, A. W. Allen, ANZ Bank Limited, Balm Paints Ltd, Beecham (Aust.) Pty Ltd, Berri Fruit Juices Co-op. Ltd, Bunge (Aust.) Pty Ltd, Conzinc Riotinto of Aust. Pty Ltd, Courage Brewery, Dupont International, Glo-Weave Pty Ltd, Godfrey Phillips International Pty Ltd, Hollandia Shoes (Aust.) Pty Ltd, K-Mart Australia Pty Ltd, Marchants Aerated Waters & Cordials Pty Ltd, Mattel (Aust.) Pty Ltd, Miles Laboratories ANZ-Alka-Seltzer, Nylex Corporation, Petersville Australia Ltd (Peters and Buttercup ice-cream and pastry division), Sellotape (Aust.) Ltd, Sitmar Line, A. G. Spalding & Bros, David Syme & Co. Ltd (Age), Tongala Milk Products, United Distillers Ltd, Worth Hosiery Pty Ltd, Wrightcel Pty Ltd.

**KENN CLENCIE ADVERTISING ASSOCIATES PTY LTD**, 601A St Kilda Rd, Melbourne, 3004. Phone 51-4766, 51-3872, 51-6054.

Governing director: Kenn T. Clencie.

Directors: Graeme J. Heward (acc. dir), Barry Held (art dir), John Tinney (copy dir).

Executives: Ron Bond (acc. exec.), Peter Sky (acc. exec.), Laurie McGrath (print prod. mngr), Mrs Barbara Stone (media mngr), Mrs Pat Hall (account).

Accreditation: AMAA.

Clients: A & I Aquarium Centre, Arcadia Motor Auctions, Australian Safeway Stores Pty Ltd, Balaclava Camera Centre, Betty Britte Pty Ltd, Carpet City Pty Ltd, Chris Bakeries Pty Ltd, Executive Loan Co., Hopetoun Investments Pty Ltd, IOC Australia Pty Ltd, IPEC Australia Ltd (Express Freight Vic.), JPO Ltd, Lawstaff Employment Service, Lounge-Mart Pty Ltd, Mag-na-ad Sign Co., Michael Downing (management consultants) Pty Ltd, Riverland Citrus Co-Operative Soc., Papa Luigi (Aust.) Pty Ltd, Samuel-Kay-Services, Stock & Holdings (Vic.) Pty Ltd, Spotless Ltd, Top 4 Dry Cleaners, Talent Cosmetics Pty Ltd, Wathen & Dobson Pty Ltd, West Heidelberg Motors Pty Ltd, Woolcraft Pty Ltd, World Travel Service Pty Ltd, Woodward, WR & P (Vic.) Pty Ltd, Zevenboom, John & Co.

**COLE & CHEONG ADVERTISING PTY LTD**, 602 St Kilda Road, Melbourne, 3004, and Adelaide.

**Directors:** Ian R. Cole, Keith C. Cheong, Daniel I. Bourke, Robert G. Shanahan.

**Executives:** Colin E. Deague (prod. mgr).  
**Accreditation:** AMAA.

**Clients:** Atlas Plastics Pty Ltd, Bain & Co., Buckle Bros Pty Ltd, Chadstone Shopping Centre, Roger David (Aust.) Pty Ltd, Dine Out Melbourne, Eastland Shopping Centre, Flinders Trading Pty Ltd (Adelaide), J. R. Hall Machinery Pty Ltd, Holdsworth Bros Pty Ltd, Ideal Toy Corporation of Australia Pty Ltd, Michael James Toy Wholesalers, King Laboratories, Melbourne, Kortum's Hotel/Motel Chain, Myer Shopping Centres Pty Ltd, Northland Shopping Centre, Pampas Sales Pty Ltd, T. H. Pettigrove & Sons Pty Ltd, The Roberts Co. (Aust.) Pty Ltd, Sibbel Builders Pty Ltd, Southland Shopping Centre, Tea Tree Plaza Shopping Centre, Tuckfields Teas Pty Ltd, Victorian Staff Consultants Pty Ltd, Watkins Products Inc., Zamels Jewellers (Adelaide).

**COMPTON ADVERTISING AUSTRALIA PTY LTD**, 70 Park Street, South Melbourne, Victoria, 3205. Phone 69-7831. Telegrams Nixonads, Telex AA30976.

**Sydney office:** 508 Pacific Highway, St Leonards, NSW, 2065.

**Adelaide office:** 312 Angus St, Adelaide, SA, 5000.

**Directors:** L. J. Samuels (chrnm), B. G. Gapes (mng dir), B. A. Cummings (USA), J. I. Samson (acct dir), D. Fish (creative dir), B. Harris (acct dir), L. Kelton (acct dir), W. F. Larkins (acct dir), W. W. Gibson (prod. dir), C. J. Newton (media dir), J. Huie (creative dir).

**Associate directors:** D. Wade-Ferrell, D. Sandow (Adelaide), J. Talbert.

**Executives:** L. J. Samuels (chrnm), J. I. Samson (acct dir), L. F. Kelton (acct dir), B. Harris (acct dir), D. Johnston (acct mgr), V. Hopkins (acct mgr), F. Bassett (art dir), A. Lieberts (art dir), W. G. Weekes (art dir), R. E. Mitchell (traffic mgr), B. D. Clendinnen (media mgr), R. Manning (prod. mgr), G. Bent (TV mgr), D. Fish (creative dir).

**Accreditations:** AMAA, NPA of NZ.

**Clients:** Australian Assembled Radios Pty Ltd, Australian Hardware Distributors Pty Ltd, Associated Broadcasting Services Ltd, Banana Growers' Federation Co-op. Ltd, Broadster Chicken Co. Pty Ltd, Bellcraft Knitting Mills Pty Ltd, Bellworth Hosiery Mills Pty Ltd, Black and Decker (A'sia) Pty Ltd, The Broken Hill Associated Smelters Pty Ltd, Brownbuilt Ltd, Bunge (Aust.) Pty Ltd, BX Plastics (Aust.) Pty Ltd, G. J. Coles & Coy Ltd, W. A. Deutscher Pty Ltd, John Danks & Son Pty Ltd, Draffin Everhot Ltd,

Ellis Motors, Email Ltd, Evans Medical Aust. Pty Ltd, L. M. Ericsson Pty Ltd, Federal Benefit Wireless Co. of A'sia, Glaxo-Allenburys (Aust.) Pty Ltd, B. F. Goodrich Australia Pty Ltd, Green Bros Pty Ltd, ICLANZ, Kawana Estates Pty Ltd, Krommenie Flooring (Aust.) Pty Ltd, Lion Motors Pty Ltd, J. J. Miller Printing Co. Pty Ltd, Thos. Mitchell & Co. Pty Ltd, Murfett Publishers, Myers Pharmacy, David McNally (Melb.) Pty Ltd, William Noall & Son, Norwich Union Life Assurance Society, Ogden Industries Pty Ltd, Perkin Elmer Pty Ltd, Perkins Engines Pty Ltd, The Pharmacy Guild, Philip Morris Ltd, Picton Hopkins & Sons Pty Ltd, Process Design & Fabrications Pty Ltd, Rose Music Pty Ltd, Royal Agricultural Society of Vic., Stagecoach Restaurants Pty Ltd, Standard Chemical Co., R. & W. H. Symington & Co. (Aust.) Pty Ltd, Thorn Industries Pty Ltd, Trojan Ltd, Tozer Kemsley & Milbourn (Aust.) Pty Ltd, Tolley, Scott & Tolley Ltd, Union Steam Ship Co. of NZ Ltd, United Biscuits Ltd (McVitie's Biscuits), VIA Ltd, Victorian Milk Board, The Warrnambool Woollen Mill Co. Ltd, Western Pacific Permanent Building Society, Willers & Co. (Distributors) Pty Ltd, Yamaha Music Foundation of Australia, Yellow Cabs of Australia Ltd.

**COOPER SHILLINGTON WEST (VIC.) PTY LTD**, 622 St Kilda Road, Melbourne, 3004, Phone 51-9175. Telegrams Westads, Melbourne.

**Directors:** B. R. West, B. Cooper, K. Shillington, T. Tate.

**Executives:** T. Tate (sec.), R. Olney (mgr), D. Fraser (acct exec.), A. Capalan (media mgr), K. Dillon (art dir), J. Whelan (acct), T. Hall (prod. mgr).

**Interstate representation:** Cooper Shillington West (NSW) Pty Ltd (Sydney), Phone 439-3166, also Adelaide, Brisbane, Perth.

**Accreditations:** AMAA, OAAA.

**Clients:** Australian Jewish Welfare Society, Australian Musical Industries, Automatic Transmission Service, BASF Australia Ltd, Bissell (Aust.) Pty Ltd, Brush's Pty Ltd, British Medical Labs Pty Ltd, British Metals Corporation, Brown Alec Knitwear, Bulls Shipyard, Commonwealth Aircraft Corporation, Continental Distillers, Cowan James Pty Ltd, Detroit Transmissions, East African Airways, Essex Laboratories (American) (Schering), Ethnor Pty Ltd, FAI Insurance Group, Hardy Bros Ltd, Hi-Speed Products, IDB Pty Ltd, IMS Pty Ltd, Jennings A. V. Pty Ltd, Kaiser Aetna Jennings, Kilners Pty Ltd, K. G. Luke Group Industries, Lysaght (Aust.) Ltd, Manpower Pty Ltd, Melbourne Music Centre, Metro Shirts Pty Ltd, Pace-maker Homes, Phelan Industries, Raco Corp. Pty Ltd, Rosken Pharmaceutical Co. (Aust.), Sandoz Pharmaceuticals, Sanforized Service, Seeburg (Aust.) Pty Ltd, Siemens Industries Ltd, Terry Engineering Pty Ltd, United Data Centres Pty Ltd, Wangaratta Woollen Mills, George Wimpey.

**COUNTRY PRESS CO-OPERATIVE COMPANY LTD**, Carlton Hsc. 33 Rathdowne St, Carlton, 3053. Phone 34-5137.

**Directors:** G. C. Adams, P. B. Hiscock, J. H. Hedges, K. S. Hopkins

**Executive:** K. B. Laurie (secty & mngr).

**Accreditation:** AMAA.

**CURTIS MASON BENNETT ADVERTISING PTY LTD** 161 Fitzroy St, St Kilda, 3182. Phone 94-0624.

**Executive directors:** Edward Curtis, James Mason, Hal Bennett.

**Executives:** Michael Leffler (acct group dir), Michael Colledge (art dir), Charles Billich (art dir), George Rash (co. secy), John Healy (prod. mngr).

**Accreditation:** AMAA.

**O'ceas repr.:** Taiwan, Hong Kong, Singapore, Kuala Lumpur, India, Lebanon and throughout Middle East, Greece, West Germany, East Germany, Romania, Austria, France, Italy, Sweden, Scandinavia, Finland, Great Britain, Ireland, USA, Japan.

**Clients:** Austrum Trading Co. Pty Ltd, Austrad International Pty Ltd, Banana Growers Federation, Boustead Wood Pty Ltd, Bradford Insulation Industries Pty Ltd, Cayzer Irvine Management Services Pty Ltd, Craig & Seeley Ltd (part), Dasic Chemicals Pty Ltd, Egg & Egg Pulp Marketing Board, Eyelets Pty Ltd, Fletchers Foods Pty Ltd, Guardian Royal Exchange Assurance Group, Hershirl Motors Pty Ltd, Jackson Bros Pty Ltd, James Chocolates Pty Ltd, H. Levinson Pty Ltd, Lohn-Corden Ltd (part), Longines-Wittnauer Watch Co. Inc. New York, Market Motors (Dandenong) Pty Ltd, MG Securities Pty Ltd, Mobile Homes Pty Ltd, Modern-tone Furniture Pty Ltd, Orchardists & Fruit Cool Stores Association, Pearl Cement Pty Ltd, Qualos Sales Pty Ltd, Royal Agricultural Society of Vic. (part), Snappy Panties Pty Ltd, Superior Pet Products (Aust.) Pty Ltd, Tasmanian Egg Board, R. G. Turnley & Son Pty Ltd, Vegetable Merchants Association, Victorian Controlled Atmosphere Fruit Association, Vowell Air Services Pty Ltd, R. H. Wagner & Sons Pty Ltd.

**DEAN FORBES ADVERTISING (VIC.) PTY LTD**, 204 Toorak Rd, Sth Yarra, Vic., 3141. Phone 24-7571. Telegrams Deanads, Melbourne.

**Directors:** Douglas M. Barrie (mng dir), Ian G. Johnston, Donald W. Maher, M. Barberis.

**Executive:** M. Barberis (gen. mngr).

**Pstate repr.:** Dean Forbes Advertising Service, Sydney.

**Accreditation:** AMAA.

**Clients:** Carter Wallace Pty Ltd, Clark King & Co., Heine Bros (Australasia) Pty Ltd, Lancome Marigny Pty Ltd, Marigny

(A'asia) Pty Ltd, Nicholas Marigny Pty Ltd, Nicholas Pty Ltd, Shirley Park Stud, Slough Estates (Aust.) Pty Ltd, Sovereign Food Products Corp. Pty Ltd, Steel Deck Ind. Pty Ltd, Taubmans Pty Ltd, Titled Secured Investments Pty Ltd, Wright Stephenson & Co. Pty.

**DINGWALL, CANNING, NIERE, ROBBINS PTY LTD**, 578 St Kilda Rd, Melbourne, 3004. Phone 51-6911, 51-2222. Telegrams Admark, Melbourne.

**Directors:** A. W. Dingwall, E. J. Canning, G. T. Niere, T. B. Robbins.

**Executives:** D. Batchelor (art dir), K. Millard, T. Buscombe, J. Coulter (acct execs), R. Flint (prod. mngr).

**Accreditation.** AMAA.

**Pstate repr.:** Murray Evans Advertising Pty Ltd, 97 Pacific Hwy, North Sydney, 2060 (92-6141); Berwen Paine Advertising Pty Ltd, 2-4 Hutt Street, Adelaide, 5000 (23-1311); Commercial & Industrial Advertising Pty Ltd, 274 Barry Pde, Valley, Brisbane, 4006 (5-3601); Warnock Sandford Williams Pty Ltd, 31 Malcolm St, Perth, 6000 (21-7717).

**Clients:** Ames Laboratories, Aywon Pty Ltd, Bramac-Plastalon Pty Ltd, Carison & Robinson Pty Ltd, Commonwealth Serum Laboratories, Crestecs Pty Ltd, Crestknit Australia Pty Ltd, Dome Laboratories, Elders-GM Ltd, Honda Australia Pty Ltd, Interflora Australian Unit Ltd, JBL Developments (Vic.) Pty Ltd, Marubeni Iida Pty Ltd, May & Baker Pty Ltd, Molybond Laboratories, Saxony Fabrics Pty Ltd.

**DOUGLAS-MERRELL PTY LTD**, 180 Russell Street, Melbourne, 3000. Phone 663-1088, 663-1089.

**Directors:** G. J. Nicol (chrnm), D. S. Smith (mng dir), M. Forbes, M. F. Smith, I. Mockridge.

**Executives:** Jeff Orr (prod. mngr), Miss K. Fisher (media mngr).

**Pstate repr.:** NSW, Queensland, Tasmania.

**Accreditation:** AMAA.

**Clients:** Aglo-Huckson Pty Ltd, Alloycraft Pty Ltd, Ambassador Homes Pty Ltd, Austral Wire Fence & Gate Co. Pty Ltd, Baker Boy Pty Ltd, Betterbuilt Office Equipment Pty Ltd, Control Data (Aust.) Pty Ltd, Stewart Craig Pty Ltd, Cory Construction Pty Ltd, Crestmont Homes, Commando Wools, Deva Ideal Homes Pty Ltd, K. & H. Fillers Pty Ltd, Robert Flinders Pty Ltd, Florawarm Pty Ltd, O'Donnell Griffin Pty Ltd, La Chateau, Massoni Wine Co. Pty Ltd, Melbourne Speedway Pty Ltd, Midland Bulk Pty Ltd, Robert Moreland Pty Ltd, New Deal Motors Pty Ltd, A. V. Page (Qld) Pty Ltd, Precision Watches Pty Ltd (Omega), Pyrethrum Board of Kenya, Stagecoach Inn, Smith & Osborne Pty Ltd, Top of the Town Pty Ltd, Walnut Tree Pty Ltd, Weldex Pty Ltd, Willcroft Terrapin Pty Ltd.

**EDWARDS ADVERTISING ASSOCIATES**, 214-216 Clarendon St, South Melbourne, 3205. Phone 69-7011.

Principal: L. D. Edwards.

Accreditation: AMAA.

Clients: Air-Compko Pty Ltd, Australian Investment Counsellors, British Plastics Pty Ltd, Broom & Wade (Aust.) Pty Ltd, Compair Australasia Ltd (inc. Holman, Maxam, Revelair), Clunies-Ross Packman, J. A. Davey Pty Ltd, Dobbie Bros Pty Ltd, Hewlett-Packard Aust. Pty Ltd, Holt Whitney (Aust.) Pty Ltd, Knox Schlapp Pty Ltd, Lockers Pty Ltd (incl. Lockers Engineers, Lockers Wire Weavers & Perforators, Locker-Cambridge Metal Belt), Porsche Car Distributors (Aust.-NZ) Pty Ltd, Straightway Motors Pty Ltd, Saxon Engineering Pty Ltd, Shor-Lube Products Pty Ltd, Sinclair & Powell Pty Ltd, Swe-Check Instruments Pty Ltd, Tecnicast Pty Ltd, The Fleet Forge Pty Ltd, Universal Carborundum Australia Pty Ltd (incl. Universal Grinding Co., The Carborundum Co., Oakley Coated Abrasives, Union Bonded Abrasives, Brave Bonded Abrasives, Commonwealth Diamond Tools), Vinidex Tubemakers Pty Ltd.

**FOOTE CONE & BELDING PTY LTD**, 576 St Kilda Rd, Melbourne, Victoria, 3004. Phone 51-8481. Telegrams Brigade, Melbourne.

Directors: A. J. Briggs (chrnm), M. M. Walker (deputy chrnm), C. F. Openshaw, E. F. Cassidy (gen. mgr), P. T. Gordon, P. S. Tannen.

Local directors: G. Siney, D. Hansen, L. Langtree, T. Layton.

Interstate representation: 9 Commonwealth Street, Sydney, NSW, 2000, also associate houses all other states.

Accreditation: AMAA.

Clients: Austrama TV Pty Ltd, The Australian Gas Association, The Australian National Line, Chrysler Credit Australia Ltd, Costain Developments (Aust.) Pty Ltd, Council of Fire, Accident and Marine Underwriters of the Commonwealth of Australia, Drug Houses of Aust. Ltd, Herald & Weekly Times Ltd, Manchester Unity IOOF, Thermal Traders (Vic.) Pty Ltd, Wiltshire File Co. Pty Ltd, Charter Associates Pty Ltd, Amalgamated Co-operative Marketers (Aust.) Ltd, Anderson Hosiery Mills Pty Ltd, Navalco Pty Ltd, Nilsen's Broadcasting Service Pty Ltd, Commonwealth Advertising Division, The Ministry of Tourism.

**FORTUNE (AUST.) PTY LTD**, 23 Drummond St, Carlton, Melbourne, 3053. Phone 34-4184.

Executives: K. A. Hodder (mgr), P. P.

Harrington (prod. mgr), Miss P. Wingrove (media mgr).

Directors & Accreditations: See Sydney entry.

Main clients: Ansett Transport Industries, Australian Fixed Trusts, Barrier Reef Islands, Bayline Furniture Mfg. Co. Pty Ltd, F. N. Bethune Pty Ltd, Davison Paints (Mfg.) Pty Ltd, Esso Standard Oil, Keystone Permanent Building Society, House of Hawke, Metters Limited, Specialty Screens Pty Ltd, Vitanut Products Pty Ltd, Woolworths Ltd, Wride & Abley Constructions (Vic.) Pty Ltd.

**GALMOR O'KEEFE ADVERTISING PTY LTD**, 5a Westbury St, East St Kilda, Vic., 3183. Phone 51-1468. Branches: Sydney, Brisbane, Albany.

Directors: P. T. Matchett (chrnm), J. D. O'Keefe (mng dir), E. J. Smith, J. Farman (assoc.).

Executives: N. Smith (creative dir), T. Pemberton (snr acct supvr), A. Larkins (prod. mgr), T. McCart (media mgr), J. Lang (acct).

Interstate representation: Galmor Advertising Pty Ltd, 115-119 Crown Street, East Sydney, 2010. Galmor Yardley Advertising Pty Ltd, 11 Logan Road, Woolloongabba, 4102. Admen Advertising Pty Ltd, 19 North Terrace, Hackney, SA, 5069. John Gill Advertising Pty Ltd, 23 Barrack Street, Perth, 6000.

O'seas repr.: Bangkok, Canada, Hong Kong, Fiji, New Zealand, South Africa, United Kingdom, USA.

Accreditation: AMAA.

**GAMLIN, LEE & CHAMBERS PTY LTD**, 34 Queen's Road, Melbourne, 3004. Phone 267-1866.

Directors: I. J. Chambers, Russell Lee.

Accreditations: AMAA, MCA.

Clients: Agco-Huckson Industries Pty Ltd, BWD Electronics Pty Ltd, Cambridge Laboratories Pty Ltd, Carlyon Taverns Pty Ltd, Development Underwriting (Sales) Pty Ltd, C. Itoh & Co. (Aust.) Pty Ltd, Godfrey Hirst (Sales) Pty Ltd, Mark Ballantine Limited, Pak Pacific Corporation Pty Ltd, Pyrotenax (Australia) Pty Ltd, Thomas Lang, Wonder Larder Food Service Pty Ltd.

**GENERAL ADVERTISING COMPANY OF AUSTRALIA PTY LTD**, 126 Franklin St, Melbourne, Vic., 3000. Phone 30-4115-6-7, 30-4661.

Managing director: Kenneth Johnson.

Accreditation: AMAA.

Clients: Alfredo's Mens Wear, Australian Country Party, Atlas Fund Pty Ltd, BLH Australia Ltd, Belvedere Furnishings Berkowitz Furniture, Berri Fruit Juices Co-op Ltd, Brown John Industries Ltd, Canada Packers, Christina Contouring Pty Ltd, Cooks Thos. & Son (A'asia) Pty Ltd, Craig & Seeley Ltd, CNF Managers Ltd, Development Underwriting Ltd, Ensign Tyre Stores Pty Ltd, Federated Retail Jewellers Assoc., Fell and Starkey, Farren Price, Heine Bros (A'asia) Pty Ltd, Hoechst Australia Ltd, Homeseeker Display Homes, Honda Motor Co. Ltd, Humes Ltd, Jackdon Pty Ltd, Jacksons Corio Meat Packing (1965) Pty Ltd, James Chocolates Pty Ltd, Jennings A. V. Industries, Klipspringer Pty Ltd, Manufacturing Service Industries, Mark Raymond Pty Ltd, Mazda Motors (Sales) Pty Ltd, Motivational Sales Promotions, McMurdo (Aust.) Pty Ltd, Paramount Nurseries, Pioneer Refrigeration Pty Ltd, Poclair International, Scott Berkowitz, Servian Industries, Unical Pty Ltd.

**GORDON & GOTCH (AUSTRALASIA) LTD**, 467 Collins St, Melbourne, 3000. Phone 62-7061. Head office Melbourne.

Accreditation: AMAA.

**MAX L. GOSEWINCKEL & ASSOCIATES PTY LTD**, 622 St Kilda Rd, Melbourne, 3004. Phone 51-3359, 51-3672, 51-1014.

Directors: M. L. Gosewinckel, J. A. Gosewinckel, B. E. Coad, B. L. Grant, J. M. Moss.

Executives: Max L. Gosewinckel (mng dir), Barry E. Coad (media dir. & company secty), J. M. Moss (creative dir.).

Accreditation: AMAA.

Clients: Airlsflo International Marketing Corporation Pty Ltd (Airlsflo package systems), Brella Pty Ltd (Brella Canvas, Brella Holland, Brella Vinyltone), Commonwealth Advertising Division (Directorate of recruiting—Army, Navy, and Air Force, Post Master General's Department, Public Service Inspectors' Office, ABC TV, Department of Labour and National Service, Department of Civil Aviation), Electronic Industries Pty Ltd, Rentlo (Rental TV), D. F. Murphy Pty Ltd (Wine and Spirit Wholesalers), Realty Development Corporation (Vic.) Pty Ltd (Estate Developers and Master Builders), Royale Clothing Pty Ltd (Men's Clothing), Stafflex (Aust.) Pty Ltd (Fusible Interlining), Treect Packers (Melb.) Pty Ltd (Jingle Juice), Tupperware of Aust. Pty Ltd (Plastic Food Containers), Arthur Vale & Co. Pty Ltd (Cooking oil, cordials), The Wallace Parker Company (Crumpets, Favourites, Tem Tees).

**GRANT ADVERTISING AUSTRALIA PTY LTD**, 40 Little Latrobe St, Melbourne, 3000. Phone 347-2822. Telegrams Grantchi,

Melbourne. Head office Sydney.

Directors: W. C. Grant (Chicago)—headquarters chairman, R. H. Evans—Australian chairman, V. J. A. Nicholson (mng dir.).

Executives: G. A. Phelong (creative dir.), G. McColl (secy/acnt), R. Mackinder (mngtr), Miss N. Fraser (acnt), T. Jackett (prod.).

Repr.: World-wide network with 48 offices in 27 countries.

Accreditation: AMAA.

Clients: Amalgamated Wireless (A'asia) Ltd (part), Australian Broadcasting Commission, Aychar Pty Ltd, Brolite (Vic.) Pty Ltd, Central Brokers, Arthur Cocks & Co. Pty Ltd, Drake Personnel, Diddle Glaser Pty Ltd, Gordon Edgell (Frozen Foods) Pty Ltd, Elna Sewing Machines Pty Ltd, Gollin & Co. Ltd, Reuben J. Hall Pty Ltd, Legal & General Assurance Society Ltd, Martin & Pleasance, Mary Quant Cosmetics, Mayfair Motors Pty Ltd, Melbourne Woolbrokers' Assn, Petersville International Pty Ltd, Parkview Marine, Raytex Wall Finishers, Red Top Distributors Pty Ltd, Simpson Acoustical Supplies Pty Ltd, G. C. Singleton & Co. Pty Ltd, Sullivans Hairdressing Supplies Pty Ltd, Victorian Authorised Newsagents' Assn, Victorian Pyrok Co. Pty Ltd.

**GREY ADVERTISING PTY LTD**, 582 St Kilda Rd, Melbourne, 3004. Phone 51-9911. Interstate: Grey Advertising, 89 Berry Street, North Sydney, 2060 (929-8199).

Chairman: T. B. McDonald.

Managing director: P. Barnes.

Accreditation: AMAA.

Clients: Australian Gypsum Limited, Arnel, Herbert Adams Pty Ltd, Bulova (Aust.), Classweave Industries, Drouin Co-operative, Fletcher Jones & Staff Pty Ltd, Fiat Tractors (Victoria), Gollin & Co. Ltd, Heathermoor Pty Ltd, Holeproof Limited, ICIANZ Limited, Minister Carpets Pty Ltd, Penguin Book Co., Philip Morris Ltd, Ramsey Surgical Ltd, Spencer Motors Pty Ltd, R. & W. H. Symington, Wenzel Pty Ltd.

**HANDBURY ADVERTISING PTY LTD**, 224 Queen St, Melbourne, 3000. Phone 60-1646.

Managing dir.: Alan J. Handbury.

Director: Noel D. Bruce.

I/State Repr.: Associate Offices in Sydney, Brisbane, Adelaide & Perth. O'scas: Associates houses in UK, Europe, USA, NZ, Hong Kong, Singapore, India, South Africa, Japan.

Accreditation: AMAA.

Clients: Billy Bunter Pies, Calder Motor Raceway Pty Ltd, CHI Consolidated Home Industries, Dairy Detergents Pty Ltd, Delta Craft Pty Ltd, A. C. Goode & Co., Gm-Sierra Bedding Pty Ltd, Granny Davis Bread, James McEwan & Co. Ltd, Koratron Co. Inc., Koratec International Inc., Koret of California,

Liquid Air Australia, Melwire Pty Ltd, Murray Valley Food Processing Co. Ltd, Mica & Insulating Supplies Co. Pty Ltd, Northern Marine Pty Ltd (Qld), Panelboard Pty Ltd, Petersville Australia Ltd (Peters Farm Products), Preston Motors Holdings Ltd, Re-Nu Co., P. Salvo (A'asia) Pty Ltd, Take a Holiday Pty Ltd, Thebe Trading Co., Tim The Toyman, U-Hire Medical and Party Equipment Pty Ltd, Geo Wardrop Ltd, Willow Ware Pty Ltd, White Crow Foods Ltd.

**HANSEN RUBENSOHN-McCANN ERICKSON PTY LTD**, 20 Collins-st, Melbourne, 3000. Phone 63-9024.

Melbourne manager: John Willett.

O'seas Repr.: McCann Erickson International, offices and associates throughout the world.

Accreditations: See Sydney entry.

Clients: Australian Consolidated Industries Ltd, Australian Labor Party (Vic.), Coca-Cola Bottlers, Foot Rest Shoes, Gold Cross Shoes, Joyflex Shoes, Reg Hunt Caravans Pty Ltd, Kenis Kelly Knitwear, Kortex Hosiery Mills, E. Lucas & Company Pty Ltd, Miles Laboratories, Nabisco General Products Division, Nabisco Biscuit Division, Petroleum Information Bureau (Aust.), Selex Decal Pty Ltd, SPC Limited, Trans-Australia Airlines.

**HAWKINS LEWIS (VIC.) PTY LTD**, 606 St Kilda Rd, Melbourne, Victoria, 3004. Phone 51-9801.

Accreditation: AMAA.

Clients: Cambur Industries, Dalton Industries (Fine Paper Div.), Hoechst (Aust.) Ltd, Hoechst (New Zealand) Ltd, H. S. Lawrence & Son Pty Ltd, Polyfilla Pty Ltd, Safety Steel Structures, South African Trade Commissioner, Tilt-a-Dor (Vic.) Ltd, Walpamur Paints (Aust.) Ltd.

**HAYES ADVERTISING AGENCY PTY LTD**, 258 Little Bourke St, Melbourne, 3000. Phone 663-3512. Telegrams Hapus Melbourne.

Directors: Geoffrey P. Hayes (mng dir), M. M. Court, R. Gorry (secy), I. S. Caithness (gen. mgr), J. L. Crane, L. L. Mason.

Associate directors: R. Fauvel, E. Macarow, Austin Begg, V. C. P. Violet, G. J. Dalziel, K. L. Austin.

I'state repr.: Hayes Advertising Agency Pty Ltd, 2 McManus St, North Sydney, 2060. Manager, V. Violet.

Accreditation: AMAA.

Clients: ARC Industries Ltd, Austel Sales & Service Pty Ltd, Canberra Television Services Pty Ltd, Cannon Electric (Aust.) Pty Ltd, Stewart's Direct Supply Jewellery Co., Fisha-Stoffels Handkerchiefs (Aust.) Pty Ltd, H. & R. Johnson (Aust.) Pty Ltd, Kimpton, Minifie & McLenan Pty Ltd, Leggett Rubber

Industries Pty Ltd, Liberal Party of Australia (Vic. div.), Melbourne Sports Depot Pty Ltd, MacDonald Engineering Pty Ltd, I. & R. Morley Pty Ltd, New Zealand Government Tourist Bureau (Vic.), Optical Prescription Spectacle Makers Pty Ltd (Vic.), OPSM Audiphone Pty Ltd, Parachutes Pty Ltd, Preservene Pty Ltd, Rent-A-Set Pty Ltd, RFD Co. (Aust.) Pty Ltd, The State Savings Bank of Victoria, Telegene Pty Ltd, Tomasetti & Son Pty Ltd, Woodall-Duckham Limited, Woods H. W. (Sales) Pty Ltd, Victoria Racing Club.

**HAYSOM, W. JOHN, PTY LTD**, 362 St Kilda Rd, Melbourne, 3004. Phone: 69-3101.

Directors: W. J. Haysom, M. V. Haysom, D. J. Scott, M. J. Haysom, E. F. Haysom, K. Painter.

Manager: M. J. Haysom.

Executives: D. J. Scott (creative dir.), A. Stubenrauch (art dir.), S. Hardiman (prod. mgr), M. Lightfoot (media mgr).

Accreditation: AMAA.

Clients: Albert Nicholson Holdings, Ansvar Insurance Co. Ltd, B.A.S.F. Ltd, Clarks Torflex Shoes Aust. Pty Ltd, Comdec Pty Ltd (wall paper div. of Balu Paints Ltd), Commercial Bank of Australia Ltd (part only), Debenhams (Aust.) Pty Ltd, Donald W. Davey Pty Ltd, Deutz Aust. Pty Ltd, Grand Prix Motors, Harrison GR8 Shoes, Hush Puppies Pty Ltd, Marquise Knitwear Pty Ltd, Mytton Grosvenor Ltd (Grosvenor & Community cutlery, Beautyline sinks and troughs), Newman's Chocolates & Candies Pty Ltd, Pioneer, Plough Aust., Peter James Plastics Pty Ltd, L. F. Pratt Pty Ltd, Ruslit Automotive Industries, Saxone Shoe Co. (Aust.) Pty Ltd, Scottish Amicable Life Assurance Society, Southern Cross Electric Co. Pty Ltd (Sunray electric heaters & blankets), Tobin Bros Pty Ltd, Twyford (Aust.) Pty Ltd, UTB Tractors, Victorian Tuberculosis Association, Wild's Ezy Sauce, C. J. Wilson Pty Ltd (Barrie Wayne men's clothing).

**HIGGINS, JOHN, ADVERTISING ASSOCIATES PTY LTD**, 153 Latrobe St, Melbourne, 3000. Phone 662-2955 (6 lines).

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

Executives: Miss J. Kaye (media), Mrs H. Davies (accnts), R. Richards (prod. mgr), R. Zylinski, S. Ballart (art).

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

Accreditation: AMAA.

Clients: Astoria Rent-A-Car Pty Ltd, Champion Glass Co., C.R.O. Furniture, A. F. Dewar Pty Ltd, Eureka Terra Cotta & Tile Co. of Aust. Ltd, Flatman & Williams, Fletcher Jones & Staff Pty Ltd, Hecla Electrics Pty Ltd (oil heating div.), Hospital Benefits Association, Hunt & Co. (King Sound

Salmon), Kintel Chemicals Pty Ltd, Lane's Motors (Sales) Pty Ltd, Thomas Lang, R. M. Lipton, Oliver-Davey Glass Co. Ltd, G. W. Pennell Pty Ltd (Tuckerbox dog & cat food), G. N. Raymond Pty Ltd, Riddells the Staff People, Rodney Mark, Salon of Distinction, Spaceline Homes Pty Ltd, Turner Manufacturing Co. Pty Ltd, Twinlock Pty Ltd, Whelan the Wrecker Pty Ltd, World Vision Childcare.

**HOLT, A. J. H. & COMPANY PTY LTD**, 406 Lonsdale St, Melbourne, 3000. Phone 67-7163.

Directors: A. J. H. Holt, J. M. Piper, B. J. Thompson (associate dir.).

Executives: A. Holt (chrmn & mng dir.), B. Thompson (art dir.), J. Piper (acct mngtr), M. Patterson (media mngtr).

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

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

Executives: R. L. McColl, E. Jensen (acct execs), D. Kirkman (prod. mngtr), Mrs R. Rose (media mngtr), F. Morcom (art dir.), S. J. Cope (office mngtr).

Istate repr.: Branches, 24 Mount St, North Sydney (929-7522); 957 Wellington St, Perth (21-6768, 21-5954).

Accreditation: AMAA.

**JACKSON WAIN (VIC.) PTY LTD**, 464 St Kilda Road, Melbourne, 3004. Phone 267-1166. Telegrams Jacksonwain, Melbourne.

Directors: T. F. Wilson (mng dir.), F. E. Grace, R. D. Hodgson, L. M. Abrahams, R. Blunden (creat. dir.).

Executives: K. Thompson (co. secy), D. Hauser (prod. mngtr), B. De Lany, L. M. Abrahams (media dir.), S. M. Stuart.

Accreditation: AMAA.

Clients: Andrew Galdes Pty Ltd, Australian Dairy Produce Board, Australian Dried Fruits Association, Austarama Television Pty Ltd, British Paints (Aust.) Pty Ltd (Vic. office), British Drug Houses Ltd, Cementation Co. (Aust.) Pty Ltd, Chamberlain Industries Pty Ltd, Chandris Lines (Aust.) Pty Ltd, Collins Motors Pty Ltd, Colvan Potato Products Pty Ltd, Commercial Bank of Australia Ltd, Electrolytic Zinc Co. of A'asia Ltd, Federal Hotels Ltd, F. W. Davey & Co. Pty Ltd, Hardware Co. of Australia Pty Ltd, Kayser Pty Ltd, Martini & Rossi SPA, National Skin Institute, Passionaria Bottling Co. (Melb.) Ltd, Tea Council of Australia, Thies (Sales) Pty Ltd, Unigate Australia Pty Ltd, William Adams Tractors Pty Ltd.

**JENNINGS-LEE ADVERTISING PTY LTD**, 114 King St, Melbourne, 3000. Phone

62-1391.

Directors: R. Jennings, V. Lee.

Executives: Miss V. Lee (excc.dir.), J. Davies (art dir.).

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

Director: L. F. Klemke (mng dir.).

Executive: Dawn Humphris.

Accreditation: AMAA.

Clients: D. & W. Adams & Co. Pty Ltd, Altmann & Cherny Pty Ltd, L. S. Barker Pty Ltd, British United Shoe Machinery Co. Pty Ltd, Catalina Inc. California, John Crundall Knitting Mills Pty Ltd, John Sharp & Sons Pty Ltd, Kauri Plywood Pty Ltd, The Kauri Timber Co. Ltd, Marmo Vetro Mfg, Mulford & Co. Pty Ltd, Salco Manufacturing Co. Pty Ltd, Samco Strong Machinery Pty Ltd, Sands & McDougall Pty Ltd, Sutex Industries Ltd, Steelways Pty Ltd.

**Laurie and Sommers Advertising**, 568 St Kilda Road, Melbourne, 3004. Phone 51-1273 (3 lines).

Directors: Robert Oswald Laurie, Charles John Sommers.

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

Accreditation: AMAA.

Clients: Australian Motor Industries Ltd (Triumph & Rambler cars, Zetor & Muir-Hill tractors), AMI Institutional, Henry Buck Pty Ltd, Carba Australia Ltd, Contemporary Styles Pty Ltd, Dale Carnegie Courses, Gisborne Manufacturing Co. Pty Ltd, Goldex Trading Co. Pty Ltd, Griffiths Bros Products Pty Ltd, R. W. Hensell & Sons Pty Ltd, Hindson & Lynch Pty Ltd, Lohn-Corden Ltd, Mayne Nickless Ltd, Neta Industries Pty Ltd, Noahs Palm Lake Motor Inn, Noske Industries Pty Ltd, Oasis Physical Centre Pty Ltd, Phillips Imperial Chemicals Ltd, Photomarker (Aust.) Pty Ltd, Pilgrim Pty Ltd, Processed Meats Pty Ltd, Savage Cruisers Pty Ltd, Savage Fibreglass Industries Pty Ltd, J. J. Savage & Sons Pty Ltd, Semak Electrics Pty Ltd, Simpson of Melbourne Pty Ltd, Stanson Products Pty Ltd, Trevola Robes Pty Ltd, Waldown Pty Ltd.

**SSC&B-LINTAS**, 1-29 Albert Road, Melbourne. Box 762-G, PO Melbourne, 3001. Phone 267-1900.

Senior executives: T. B. Wallace (chrmn), D. Sutherland (mng dir.), B. Harris (creative dir./asst mng dir.), N. M. Snashall (media dir.), J. K. King (client service dir.), N. K. Mills (dir. prod./administration), M. T. Lockwood (dir. business development), I. B. Marsden (commercial mngtr), J. Fawcett

(mng'r), B. L. Hogue (acct supervisor).

Accreditation: AMAA, OAAA, NPA of NZ.

Clients: Refer to Sydney entry.

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

Directors: G. R. B. Patterson (OBE), C. H. Hopcott, J. L. Dean, L. A. Kentwell, R. W. King.

O'scas repr.: Through Lonsdale-Hands Organisation Ltd. Branches, subsidiaries and associates in 80 countries.

Accreditation: AMAA.

Clients: Allied Ironfounders Pty Ltd, Ardmona Fruit Products Co-op Co. Ltd, Associated Steamships Pty Ltd, Australian Post Office, C. & E. Baitz Pty Ltd, Paul Bram Jeweller, British Ever Ready Export Company, Companion Heaters Pty Ltd, Commonwealth Advertising Branch, Department of Trade & Industry, H. C. Dusting & Co. Pty Ltd, Fogarty Doyle & Co. Pty Ltd, Heine Bros (A'asia) Pty Ltd, Murray Sons & Co., Semco Pty Ltd, Socomin (Aust.) Pty Ltd, Stramit Industries Ltd, Sunshine Biscuits Ltd, Tern Manufacturing Co., Taylor Woodrow International Ltd, Water Wheel Holdings Limited, Wynn Winegrowers Ltd.

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

Directors: Mrs E. F. Lucas, G. M. Madison, R. P. Gay; (assoc. dirs), W. F. Bishop, M. Worrall, Miss J. Nash.

Executives: Mrs E. F. Lucas (mng dir), G. M. Madison, W. F. Bishop (joint gen. mngrs), M. Worrall (copy dir.), J. Nash (accountant), P. Proctor (media mng'r), M. MacArthur (prod. mng'r), L. Stirling (art dir.), A. M. Chandler (service mng'r).

Accreditations: AMAA, NPA of NZ.

Clients: Amalgamated Co-operative Marketers (Aust.) Ltd, Associated Products & Distribution Pty Ltd, Austenna Pty Ltd, F. H. Brunning Pty Ltd, Chamber of Automotive Industries, Vic., De Felice Bros Pty Ltd, General Foods Corporation Pty Ltd, S. G. Graham-Smith Pty Ltd, Frank Harvey & Co., Michaelis Bayley Ltd, Morley Ford Pty Ltd, North Eastern Dairy Co. Ltd, Perpetual Executors & Trustees Association of Australia Ltd, Rodi & Wienenberger AKT, Rodd (Aust.) Pty Ltd, The Scholl Manufacturing Co. Pty Ltd, Stawell Timber Ind. Pty Ltd, A. P. Sutherland Pty Ltd, Taylor Instrument Companies of Australia Pty Ltd, K. & L. Thomas Hatchery Pty Ltd, Treet Packers (Melb.) Pty Ltd, V. S. Supplies Limited, Warburton Franki Ind. (Melb.) Pty Ltd, Webb Industries Pty Ltd, Willis & Sons Ltd.

**MASIUS WYNNE-WILLIAMS (VIC.) PTY LTD** (formerly Paton Hughes), 2 Queens Rd, Melbourne, 3004. Phone 267-1055. Telegrams Maspar Melbourne. Telex 31438.

Directors: L. A. Reason (mng), N. E. Satchwell (joint mng), C. L. Kelly, A. R. Pilkington, N. R. Delbridge, K. J. King, C. R. Currow.

Executives: H. Mitchell (media dir.), P. Hanneberry, I. Sonderhof (media), B. Bowes, G. Goldson H. Hughes, R. Sneddon, A. Yeomans, P. Seal, P. Priday, A. Simmons (acct exec.), A. Wakeling (secy), F. Kenealy (prod. dir.).

Accreditation: AMAA, OAAA, NPA of NZ.

Clients: The Age, Alcoa of Australia Ltd, Austral Bakeries Pty Ltd, Austral Standard Cables Pty Ltd, Australian Motor Industries Ltd, Australian Canned Fruit Sales Promotion Committee, Australian Consolidated Industries (Building Products Group), Brent Industries Pty Ltd, Cerebos (Aust.) Ltd, Danfield Pty Ltd, E. C. De Witt & Co (Aust.) Pty Ltd, English Electric Deisels Aust Ltd, General Television Corp. Pty Ltd & 3AK Broadcasters, Hecla Electrics Pty Ltd, Hortico Ltd, Julius Marlow Pty Ltd, S. Kalmar Pty Ltd, Kayser Pty Ltd (Tam O'Shanter), Kempthorne Lighting Co, Keep Australia Beautiful Council, Laxettes Pty Ltd, Laycock Son & Co Pty Ltd, Loy Bros Pty Ltd, McPhersons Ltd, Mistral Fans Pty Ltd, Mobil Oil Aust Ltd, Monsanto Chemicals (Aust) Ltd (Textile Division), National Mutual Life Assn, of A'asia Ltd, T. S. Nettlefold Sales Pty Ltd, Paige Pty Ltd, Patersons Pty Ltd, Reckitt & Colman Pty Ltd (Decore, Cedar Wood), Reckitt & Colman New Zealand (Goya), Sharp Stevenson & Hare Pty Ltd, Strand Pty Ltd, Tarax Drinks Holdings Ltd, Trustees Executors & Agency Co. Ltd, Toppa Holdings Ltd, Uncle Ben's of Aust Ltd (new products), Universal Flexible Trusts Ltd, Voluntary Helpers' Shop, Wilkinson Sword Pty Ltd.

**MERCANTILE EXCHANGE, ADVERTISING, THE**, 34 Queen St, Melbourne, 3000. Phone 67 2944.

Managing proprietor: T. C. Gardner.  
Accreditation: AMAA.

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

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

Associate director: J. de Crespigny.

Executives: T. Moffatt, A. P. Stevens, John C. de Crespigny.

Accreditation: AMAA.

Main clients: Australian Watching Co., Robert Bosch (Aust.) Pty Ltd, Foxboro Pty Ltd, Graviner (Aust.) Pty Ltd, Jayco Automotive Pty Ltd, Larwin-Shiff Homes Pty Ltd, Mindrill Ltd, Patience & Nicholson, Preston Motors Essenden Pty Ltd, Royal Victorian institute for the Blind.

**MONAHAN DAYMAN ADAMS PTY LTD**, 578 St Kilda Rd, Melbourne, 3004. Phone 51-8471; and 108-110 Walker Street, North Sydney, NSW, 2060. Phone 92-6061.

**Directors:** Brian A. Monahan, Lyle I. Dayman, Phil Adams.

**Gen. mngr:** Pat Walsh, Sydney manager & nat. mktg dir.: Herb. Stott.

**Accreditation:** AMAA.

**Clients:** Alexander Tobacco Co Pty Ltd (Agio Cigars), Cedel Products (A'asia) Pty Ltd, Flag Motor Inns, Fletcher Jones & Staff, C. R. Kennedy Sales Pty Ltd (Pentax cameras, Kowa cameras, Elmo projectors and cameras, Sun lenses), Mac's Cyder Pty Ltd (Devondale Cyder, Lilydale Cyder, Champaire, Purap), Malleys Ltd (Wonder Heat heaters, Whirlpool Refrigerators, washing machines and ranges), Nathan & Wyeth Pty Ltd (Remy Martin brandy, Pimms No 1 Cup, Highland Queen whisky, Quelltaler Wines, Pastilla Sherry, Ouzo), Philip Morris Ltd (Virginia Slims), Windsor Smith Shoes.

**MOONEY, CLAUDE, ADVERTISING PTY LTD**, Farrer House, 24-28 Collins St, Melbourne, 3000. Phone 63-9924. Telegrams Claudad.

**Directors:** Claude C. Mooney (gov.), Bryan H. Mooney (mng), Norman E. Currey, F. H. Mooney, I. A. Macleay, R. Brown.

**Executives:** Miss Joan Wakefield (media mngr), J. Crawley (creative dir.), F. Dunster (prod. mngr), I. A. Macleay (research), D. Pearce (copy), E. Allan (traffic), R. Brown (finance).

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

**Accreditation:** AMAA, NPA of NZ.

**Clients:** Richard Allen & Sons (1919) Pty Ltd, Amalgamated Co-operative Marketers (Aust.) Ltd, Bainbridge Bros., Banbury Engineering Pty Ltd, Bendix Consolidated Industries Ltd, Kenneth H. Brock & Son Pty Ltd, Climatemaster Engineering, Dominion Far East Line, Du Pont (Aust.) Pty Ltd, Wm. Drummond & Co. Ltd, Gippsland & Northern Co. Ltd, Golden Fleece Petroleum, Gates Export Corp, Guardian Steel Indust., A. E. Hoad & Co. Pty Ltd, Norman J. Hurl & Co. (Vic.) Pty Ltd, Ingersoll-Rand (Aust.) Ltd, Joseph Lucas (Aust.) Pty Ltd, Neilson Motors Pty Ltd, Photimport Pty Ltd, Pizzey Limited, Poultrymen & Farmers Trading Co. Ltd, Premier Wire Works Pty Ltd, Prince's Laundry Pty Ltd (Flash Wash Pty Ltd), Quirk's Refrigerators Pty Ltd, Radiation (Aust.) Pty Ltd, G. D. Nicoll & Co. Pty Ltd, Rub-a-Dub Car Wash, H. C. Sleigh Limited, Spartan Paints Pty Ltd, Stephen King Pty Ltd, F. V. Way Industries Pty Ltd, Yazaki Corporation.

**MOONEY-WEBB PTY LTD** (associated with Webb Publicity Pty Ltd, retail adver-

tising service), 25-27 Rathdown St, Carlton, Vic., 3053. Phone 347-3144.

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

**Executives:** A. Winton, K. Dunstone (acct execs), R. Trevaskis (media), P. Eaton (acct).

**Accreditation:** AMAA.

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

**Accreditation:** AMAA.

**Directors:** A. A. Johnson, M. J. Austin (joint man. dirs).

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

**Directors:** J. J. Mullins (chmn), P. G. Clarke and F. A. Ralph (joint man. dirs).

**Executives:** I. Bell (prod. mngr), I. R. Symons (media mngr).

**Istate repr.:** Mullins, Clarke & Ralph Pty Ltd, 45 Macquarie Street, Sydney, 2000 (27-9461-6). **O'seas:** Goldberg Advertising (Auckland) Limited, RSA Bldg, 33 High St, Auckland CI, New Zealand (2-4177).

**Accreditation:** AMAA.

**Clients:** Albright & Wilson (Aust.) Ltd, Adaps Ltd, Australian Carbon Black Pty Ltd, Australian Divers (Spiro) Pty Ltd, Australian General Electric (Appliances) Pty Ltd, The Broken Hill Pty Co. Ltd, British Leyland Motor Corp. of Aust. Ltd, British Leyland Motor Corp. of Aust. Ltd (Truck & Bus Division), British Leyland Motor Corp. of Aust. Ltd (Rover Division), Courtaulds Hilton Ltd, Don Furniture, Eftee Broadcasters Pty Ltd, Investment & Merchant Finance Corp. Ltd, Kimpton Minifie McLennan Pty Ltd, Lipton (O'seas) Ltd, Management Selection Aust. Pty Ltd, Master Builders (Associated) Redevelopments Ltd, A. V. Jennings Ind. (Aust.) Ltd, R. Wallace Mitchell Pty Ltd, Nabisco Pty Ltd, Park & Eat Pty Ltd, Philip Morris (Aust.) Ltd, Regent Motors Pty Ltd, Alex Tolmer & Assoc. Pty Ltd, Wridgways Auburn Holdings Ltd.

**NAS (MELBOURNE) PTY LTD**, 60 Park St, South Melbourne, 3205. Phone 69-7271. Telegrams Nasagency, Melbourne.

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

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

**Accreditation:** AMAA.

Clients: Albright & Wilson (Aust.) Ltd, Burnie Timber Pty Ltd, Dataprint (Aust.) Pty Ltd, Dalgety & New Zealand Loan Ltd (Vic.), Furniture Makers of Australia Pty Ltd, Tongala Milk Products, Gollin & Co. Ltd, Kevin Dennis Motors, Life Officers Assoc. for Australasia, Monsanto Chemicals (Aust.) Ltd, Potter & Moore (Aust.) Pty Ltd, Preston Market Pty Ltd, Royal Women's Hospital, Spicer Cowan, Steiner Products Pty Ltd, Wunderlich Limited, Style Girl Pty Ltd, Pipeline Supplies of Australia.

**NEISH, TUTT, GRUNWALD PTY LTD**, 66 Albert Road, South Melbourne, 3205. Phone 69-6977.

Accreditation: AMAA.

Clients: Pruc Acton Cosmetics Pty Ltd, Briner Ads Pty Ltd, Centenary Motors Pty Ltd, Coulson Industries Pty Ltd (Charles Coulson Group), Domo Pty Ltd (Leather Goods), Footwear Division of F&T Industries Ltd, General Credits Ltd, Greenson Distributors Pty Ltd, Investors Services Ltd, Clifton H. Joseph & Son Pty Ltd (Kangol Caps), Kosset Carpets (Aust.) Pty Ltd, Lustral Pty Ltd, Micador Pty Ltd, Mobile Homes Pty Ltd, NIC Instrument Co. (Div. of Ansett Transport Ind. Pty Ltd), Riverhart Pty Ltd, Stegbar Industries Pty Ltd, Stegbar Windows Pty Ltd (all states), Sutex Pty Ltd, Twen Pty Ltd, Wynn Winegrowers Ltd.

**NICHOLS - CUMMING ADVERTISING PTY LTD** (member company of Marketing Advertising Public Relations Pty Ltd), 432 St Kilda Rd, Melbourne, 3004. Phone 26-1601. Telegrams Nichans. Sydney office, Shipnews House, cnr Hill & Elizabeth Sts, North Sydney, 2060. (929-6055).

Directors: J. J. Cumming, P. V. Quinn, A. M. Mitchell.

Executives: A. M. Mitchell (mngnr), Miss J. Edwards (radio, TV), W. Cutten (prod.), H. P. Drazek (media mngnr).

I'state repr.: See Sydney entry.

O'seas repr.: Brown Christensen Associates Limited, 51 Randolph St, Auckland, New Zealand.

Accreditation: AMAA.

Clients: Aluminium Roofing Pty Ltd, Berkeley Apparel Pty Ltd, Blakistons Ltd, Budget Rent-A-Car System Pty Ltd, Business Jets Pty Ltd, Cohn Bros Ltd, Crown Lynn Potteries (Aust.) Pty Ltd, Davies Shephard Pty Ltd, Electrolux Pty Ltd (vacuum cleaner, polisher and refrigeration divs), Forrester Stephen Pty Ltd, Franklin Caravans Pty Ltd, General Paper Industries Ltd, Cargo Containers Corp. Pty Ltd, General Time Corp. Westclox Div., Grosby Shoe Co. Pty Ltd, Goold, John & Co. Pty Ltd, Invicta Mills Pty Ltd, Ormiston Rubber Co. Pty Ltd, Petersville Aust. Ltd (Motta ice cream div.), Pharmacy Guild of Aust. (Vic. & Tas.), Pilk-

ington Brothers Aust. Pty Ltd, Sportcraft Pty Ltd, W. M. & A. P. Spry, The Victoria Insurance Co. Ltd, Volta (Aust.) Pty Ltd.

**OGILVY & MATHER (AUSTRALIA) PTY LTD**, 566 St Kilda Rd, Melbourne, 3004. Phone 51-8521. Telegrams Ogilvex Melbourne. Telex 31521. Sydney office: 132-138 Arthur St, North Sydney, 2060. Phone 929-0144. Telegrams Ogilvex, Sydney. Telex 21780.

Directors: M. J. Ball (chrmm), D. G. Wilken (chief exec. officer and creative dir.), J. H. Sexton (media dir.), M. G. Skinner (mng), M. E. Drummond (deputy mng, Sydney), M. W. Morgan (secy-treasurer).

Melbourne executives: Associate directors: D. Bell (acctnt super.), K. Cosgrave (mktg dir.), H. Guilday (media mngnr), D. James (prod. mngnr), P. Keeble (assoc. creative dir.). Associate creative directors: J. Bickford, J. Womersley.

Account supervisors: H. Kidman, D. Rees, R. Silver, P. Smith.

Sydney executives: L. Graham (assoc. dir. & assoc. creative dir.), R. Jenkins (assoc. creative dir.), D. Prentice (acctnt super.), H. de Haan (prod. mngnr).

O'seas repr.: Ogilvy & Mather International Inc., head office: 2 East 48th St, New York, NY, 10017.

Accreditation: AMAA.

Clients: American Express International Inc., Asca Electric (Aust.) Pty Ltd, The Bata Shoe Company of Australia Pty Ltd, Bristol-Myers Co. Pty Ltd, The Broken Hill Proprietary Co. Ltd, Brownbuilt Ltd, Cerebos (Australia) Ltd, Colonial Sugar Refining Co. Ltd, Cottee's General Foods Ltd, Cyclax (Aust.) Pty Ltd, Drug Houses of Australia Ltd, Dunlop Australia Ltd, Dunlop Automotive Division, Dunlop Industrial Products Division, F&T Industries (Australia) Ltd, Golden Poultry Farm Pty Ltd, Harvest Foods Ltd, Hertz of Australia Ltd, ICIANZ Limited, Lever & Kitchen Pty Ltd, Massey-Ferguson (Aust.) Pty Ltd, Mildara Wines Limited, Murex Pty Ltd, Nabisco Pty Ltd, Pelaco Limited, Rexona Pty Ltd, Rosella Foods Pty Ltd, Rowntree-Mackintosh (Aust.) Pty Ltd, W.A. Sheaffer Pen Co. (Aust.) Pty Ltd, Shell Chemical (Aust.) Pty Ltd, Sheridan Furnishings Pty Ltd, Uncle Ben's of Australia Pty Ltd, United States Travel Service.

**ORR SKATE & ASSOCIATES PTY LTD**, OSA House, 105-107 La Trobe St, Melbourne 3000. Phone 662-2811 (5 lines).

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

Associate director: D. L. Angus.

Executives: J. R. Ansett (mngnr), A. W. Thomson, J. Hoelscher, G. K. Allan, Miss V. Henderson (acctnts).

Accreditation: AMAA.

Clients: Ansair Pty Ltd, Ansett Knitting Mills Pty Ltd, Ansett Roadlines of Aust. Pty Ltd, Ansett of Seymour Pty Ltd, Ansett

Transport Industries Ltd, Applied Air Conditioning Equipment Pty Ltd, Bosch Naylor Pty Ltd, Collins Book Depot, David Galt Industries, Ensign Holdings Limited, Hall's Book Store Pty Ltd, F. M. Harkin & Co., Houghtons Dry Cleaning Service Pty Ltd, Hufcor (div. of IEL), Inglis Smith & Co. Pty Ltd, IOOF of Victoria, James Howden & Co. Aust. Pty Ltd, Jaybee Engineering Pty Ltd, Kwikform Pty Ltd, Linacre BMC, Major Booksellers Group, Miles Paint Service, Pioneer Tourist Coaches Pty Ltd, Plastic Price Ticket Co. Aust. Pty Ltd, The Rosicrucians, S. Smith & Son Ltd, Sunday Observer, Sunday Review. George Taylor and Staff & Taylor's School of Commerce, Van Dusen Aircraft Supplies Aust. Ltd, R. White Pty Ltd (Whites Shoe Stores), Woolcord Fabrics Ltd.

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

Joint mng directors: H. Paton, A. Adamson.

Executives: M. Tarrant (creative dir.), R. A. Woodward (media mngr), R. J. Henry (prod. mngr, print media).

Accreditation: AMAA.

Clients: Australian Marinas (A'asia) Pty Ltd, Robert Bosch (Aust.) Pty Ltd, Capitol Bakeries (1968) Pty Ltd, Cleckheaton Ltd, Commonwealth Advertising Division, Custom Credit Corp. Ltd, Department of Trade and Industry, Dorf Taps Pty Ltd, Alfred Dunhill Ltd, Fidelity Permanent Building Society, Firth Cleveland Pty Ltd, Frieze Bros. Pty Ltd, Frigrite Ltd, Gibbs Bright & Co. Pty Ltd, Hunters Products Pty Ltd, Hutchinson Robert Ltd, Ilford (Aust.) Pty Ltd, International Marine (A'asia) Pty Ltd, International Plastics (Aust.) Pty Ltd, Jarvis Walker Pty Ltd, Koala Shoes Pty Ltd, Lincoln Mills (Aust.) Ltd, Mevra Pty Ltd (Frionor), Mutual Permanent Building Society, Pride Marine Corp. Pty Ltd, Ramset Fasteners (Aust.) Pty Ltd, Red Tulip Pty Ltd, Reg Hunt-Rhodes Ltd, Rothmans of Pall Mall (Aust.) Ltd, Royal Automobile Club of Victoria, Sidlons Industries Ltd, Sidney Cooke Ltd, Slade Bros Knitting Mills Pty Ltd, Tom Piper Ltd, Union-Fidelity Trustee Co. of Aust. Ltd, Van Heusen Co. (Aust.) Pty Ltd, Victorian Flour-Millowners' Council, Walkabout Magazine, Winchester-Western Aust. Pty Ltd

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

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

Associate directors: J. Gale, M. Feddersen, R. White, D. T. Nancarrow, I. Blain, W. K. Scholten.

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

Branches: Brisbane, Adelaide.

Accreditations: AMAA, NPA of NZ.

Clients: Australian Consolidated Industries Ltd, Cadbury Fry Pascall Australia Ltd, Campbell's Soups (Aust.) Pty Ltd, Carlton & United Breweries Ltd, Caterpillar of Australia Pty Ltd, Herald and Weekly Times Ltd, Herald-Sun TV Pty Ltd, Electrical Development of Aust., General Motors-Holden's Pty Ltd, General Motors Acceptance Corp., Holeproof Ltd, Lantor of Australia, Domus Div. of Maglia, Kimpton Minifie & McLennan Pty Ltd, National Automotive Service Co., Nylex Corporation Ltd, John Sackville & Sons (Aust.) Pty Ltd, B. Seppelt & Sons Ltd, S. Simpson Ltd, State Electricity Commission of Vic., Tootal Limited, United Distillers Pty Ltd, Uncle Ben's Inc.

**PEMBERTON O'BRIEN PTY LTD**, 350 La Trobe Street, Melbourne, 3000. Phone 30-1651. Telegrams Pembertize, Melbourne.

Directors: R. J. Murphy (mng dir), G. C. Turner (gen. mngr).

Pstate repr.: Pemberton O'Brien Pty Ltd, M.C. Bldg, Miller St, Nth Sydney (929-0666), 312 Elizabeth St, Brisbane, 4000 (21-4711); Aldwych Advertising (SA) Pty Ltd, 66 King William St, Adelaide, 5000 (51-7788); Arthur Collett Advertising, 194 St George's Terrace, Perth, 6000 (21-6396).

Accreditation: AMAA.

Clients: Amalgamated Co-operative Marketers (Aust.) Ltd (Trufood-Bonlac), Adair's of Camberwell, Barlow, Geoffrey (Merchandising) Pty Ltd, Caravan Trade & Industries Association, Galli & Marshall Pty Ltd, Grecian Tavern, Healey, LMD & Associates, Imperial Chemical Industries of Aust. & New Zealand Ltd, O'Brien, Edward H. Pty Ltd, Phoenix Biscuit Co. Pty Ltd, Roethlisberger (Tiger Cheese), Tip Top Bakeries Holdings Pty Ltd, Vulcan Aust. Ltd, Windsor Hotel, Yakka Pty Ltd, William Day & Son, radio station 3AW.

**PERKINS SIMMONDS ADVERTISING PTY LTD**, 159 Dorcas St, South Melbourne, 3205. Phone 699-1611. Telegrams Persimmon, Melbourne.

Directors: S. C. Perkins, C. J. R. Simmonds.

Executives: W. H. Morrison (company sect.), J. Cliff (acct exec.), Beryl Wilkinson (acct).

Accreditation: AMAA.

**PRITCHARD WOOD-QUADRANT PTY LTD**, 576 St Kilda Road, Melbourne, 3004. Phone 51-6964.

**Directors:** (See NSW entry.)  
**Executives:** B. F. Leggatt (gen mngr Melbourne), Andrew Osborne, D. Theodore (acctnt service).

**O'ceas:** See NSW entry.

**Clients:** Esso Standard Oil (Aust.) Ltd (Natural Gas Division), Flynn & Collins Pty Ltd, Franklin Mint Inc. Granny Ice Cream Parlors Pty Ltd, Lyon Bros (Ford) Pty Ltd, I. W. Rice & Co., Rosella Foods Pty Ltd, Servier Laboratories (Aust.) Pty Ltd, Swift & Moore Pty Ltd, Window Coverings Pty Ltd.

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

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

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

**Accreditation:** AMAA.

**Clients:** Beecham Research Laboratories, Benson & Shaw Pty Ltd, BMW (Aust.) Pty Ltd, Chandler & Macleod (Vic.) Pty Ltd, DMF Constructions Pty Ltd, Decorative Trimming Co. Pty Ltd, Heidelberg Forge Pty Ltd, Metro Meters Pty Ltd, G. N. Raymond (Engineering) Ltd, Retell Ford Pty Ltd, Sigma Company Limited, Sigma (Pharmaceuticals) Pty Ltd, Swift Craft Pty Ltd, Syntex Pharmaceuticals, Tovar Tresses, Tribilt Pty Ltd, Trucast Pty Ltd.

**RICHARDSON-BESLER ADVERTISING PTY LTD**, 578 St Kilda Rd, Melbourne, Victoria, 3004. Phone 51-1292; and 4th floor, MLC Bldg, 105 Miller St, North Sydney, NSW, 2060. Phone 92-6061.

**Directors:** Brian A. Monahan, Lyle I. Dayman, Phil Adams.

**Sydney mngr & national mktng director:** Herb Scott.

**General manager:** G. H. Beseler.

**Accreditation:** AMAA.

**Clients:** Harrison & Crossfield (ANZ) Ltd, Pyrene Co. Pty Ltd, Bob Jane Motors, Bob Jane Tyres, Southern Motors, Linda Corp. Pty Ltd, Neptune Oil Co. Pty Ltd, Overseas Corporation Ltd (Bob Voyage Travel Goods, Junghams Clocks, Namco Furniture, Samsonite Travel Goods), Peerless Mills Pty Ltd, Robur Tea Co. Ltd, Vancol Distributors (Aust.) Pty Ltd (Colvan potato chips).

**ROBERTS GOODALL & DOWNES PTY LTD**, 112 Nicholson Street, Fitzroy, 3065. Phone 41-6031.

**Directors:** A. M. Roberts, R. T. Goodall, M. G. Downes.

**Executives:** A. M. Roberts (mng dir.), R. T. Goodall (art dir.), M. G. Downes (sec), H. E. Veitch (media/acctnts), M. Kauppinen (production).

**Interstate representation:** Knudsen Dudfield Pty Ltd, 374 Kent Street, Sydney, NSW.

**Accreditation:** AMAA, ABC.

**PETER RYAN AND ASSOCIATES PTY LTD**, 342 St Kilda Rd, Melbourne, 3004. Phone 69-3225.

**Directors:** P. P. Ryan, S. J. Graham, N. V. Buchanan, J. Law.

**Executives:** S. J. Graham (mngr), D. F. Bell (asst mngr), F. Talbot (art dir.), M. Robson (media mngr), M. Nevill (copy dir.), M. Heathcote (prod. mngr).

**Offices:** 127 Walker St, North Sydney, 2060. Phone 92-0241, and 11 Commerce St, Auckland 1 NZ. Phone 361-736.

**Accreditations:** AMAA.

**Clients:** Allans Finance Ltd, Allans Music (Aust.) Pty Ltd, Clifton Industries Pty Ltd (Vic.), Concrete Constructions Pty Ltd, Dispensers Pty Ltd (Qld), Fleetways Pty Ltd, Flortilla Pty Ltd, Glenbervie Timber Co. Pty Ltd, Golden Bowl Sports Centre Pty Ltd, Haacks Motors (Morwell) Pty Ltd, J. F. Thomson Pty Ltd, Lewis Constructions Ltd, Paul Dan Pty Ltd, Penfold Motors Pty Ltd, Red Tulip Pty Ltd, Renault (Aust.) Pty Ltd (Peugeot), Sandleigh Clothes Pty Ltd, Smith & Nephew (Aust.) Pty Ltd, Vanced Motors Pty Ltd.

**SELLERS, PHILLIPS, SCOTT** (formerly The Sellers Company), 66 Albert Rd, South Melbourne, 3205. Phone 69-4607, 69-4608. Head office: Sydney.

**Victorian manager:** G. A. Scott.

**Clients:** B. X. Plastics (Aust.) Pty Ltd, Dreamspun Textiles Pty Ltd, Hoadley's Chocolates Ltd, Integrity Paints Pty Ltd, James Stedman Ltd, Joubert & Joubert (Aust.) Pty Ltd, Maton Pty Ltd, Mercur Underwear Pty Ltd, Metalock of Aust. Pty Ltd, National Radiators (Mfg) Pty Ltd, Rhapsody Hosiery Australia, Signet Insurance Group.

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

**Managing director:** James Stanley Sharp.

**Directors:** Raymond Abbott, Robert Vawser.

**Accreditation:** AMAA.

**Clients:** Arthur Murray School of Dancing, Automated Building Components (Aust.) Pty Ltd, Braemar Consolidated Pty Ltd (Engineering, Industrial Products and STG Valve divisions), Braemar Industries Ltd, Brita Hardware Pty Ltd, Central Timber Pty Ltd, Council Club Motor Hotel, T. F. Danaher Holdings Pty Ltd, R. A. Edgcombe Pty Ltd, Thomas Frame Pty Ltd, Gippsland Hardware Pty Ltd, Glenbervie Timber Co. Pty Ltd, Husqvarna Pty Ltd, E. C. Hattam Department Stores Pty Ltd, W. J. Inglis Pty Ltd, London Stores Ltd, Marvelwear Pty Ltd, Melbourne Sewing Centre, Mitre 10 (Vic.) Pty Ltd, Permarest Sales (Vic.) Pty Ltd, Self Service Wholesalers Pty Ltd, Timber Merchants' Association (Vic.), L. Wolkenberg Pty Ltd.

**SINGLETON PALMER & STRAUSS Mc-ALLAN**, 3A Queens Road, Melbourne, 3004. Phone 267-1466. 32 Burton St, Darlinghurst, NSW, 2010. Phone 33-3351.

**Directors:** R. A. Palmer (mng dir), John Singleton, M. M. Strauss, Duncan McAllan, Alex Dumas.

**Clients:** See Sydney entry.

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

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

**Executives:** P. Hendy, T. Watts (acctn dirs), B. McSpedden (creative dir.), D. Brewer (prod. mngr), B. Norris (media mngr), B. Stainsby (art dir.), C. Donald (acctnt).

**Pstate repr.:** Stewart/Cowcher Advertising Pty Ltd, c/- Murray & Ogle Pty Ltd, 257 Castlereagh St, Sydney, 2000; John Trowell Advertising, 188 St George's Terrace, Perth, 6000.

**Accreditation:** AMAA.

**Clients:** Allied English Potteries Pty Ltd, Australian Gypsum (A'asia) Pty Ltd, Blackburn & Lockwood, Clifton Brick Holdings Ltd, Cologne Perfumery Pty Ltd, The Colonial Mutual Life Assurance Society Ltd, International Nickel Pty Ltd, Jax Tyres (Vic.) Pty Ltd, Mercedes-Benz (Aust.) Pty Ltd, Mercedes-Benz Division, Lane's Motors Pty Ltd, Mercedes-Benz Division, York Star Motors Pty Ltd, Paddle Bros Pty Ltd, Peter Pan Electrics Pty Ltd, Ring-Grip (A'asia) Pty Ltd, Repco Clutch Co., Repco Forge Co., Repco Universal Joint Group, E. R. Squibb & Sons Pty Ltd, E. R. Squibb & Sons (NZ) Ltd, John Sutherland & Sons Pty Ltd, Taylor Ferguson & Co. Pty Ltd, Trendex Mineral Corp. Ltd, Warner-Drayton Company of Aust. Pty Ltd.

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

**Principal:** N. V. T. Williams.

**Executive:** D. Williams (mngr).

**O'seas repr.:** C. Eugene Waddell Inc., 903 Park-ave, New York, USA.

**Accreditation:** AMAA.

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

**KEITH TANNER ADVERTISING**, 30 Queen's Rd, Melbourne, 3004. Phone 26-4464.

**Accreditation:** AMAA.

**Clients:** Herbert Adams Pies, Alstergren, Brandella, Collins Bros, Fitwear, Driver Hartley & Co. (O'seas) Pty Ltd, McClures Restaurants, Peter Manton Motors, Neals Automobiles, Red Robin Industries, Stocks & Holdings (Vic.) Pty Ltd, Vindin Soares.

**THOMPSON, JOHN ADVERTISING PROPRIETARY LIMITED**, 157 La Trobe St, Melbourne, 3000. Phone 662-1688, 662-1068.

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

**Associate director:** M. McGuire (prod. mngr).

**Executive:** F. E. H. Cooper (acctn exec. & media).

**Accreditation:** AMAA.

**Clients:** Acme Loan Co., Arthur Rodney Pty Ltd, Avanti Sportswear Pty Ltd, Budenberg Gauges (Aust.) Pty Ltd, Bender (Australia) Pty Ltd, Domani of Northland Pty Ltd, E. & S. Trading Co. Pty Ltd, Frederic Muller Salons, High-Y Cellars Pty Ltd, Hiltons of Chadstone Pty Ltd, Hiltons of Northland Pty Ltd, H. R. Varley & Sons Pty Ltd, Imps Footwear Pty Ltd, Leo Kelly & Co. Pty Ltd, LPK Projects Pty Ltd, Leviathan Ltd, Merv Brown Pty Ltd, Neville Lindsay Car Sales Pty Ltd, Oggi of Chadstone Pty Ltd, Southern Cross Hairdressing, Stuart Ferguson Pty Ltd, H. Taft & Co. Pty Ltd, Wilson's Silk Fair Pty Ltd.

**THOMPSON, J. WALTER, AUSTRALIA PTY LTD**, 277 William St, Melbourne, Victoria, 3000. Phone 67-8833. Telex 30984. Telegrams Thomertwal.

**Directors:** L. J. Sharman (chief exec.), P. Jacklin, C. P. Erickson, W. M. Magno, P. Lyell, B. Courtney, W. Holley, R. E. Alcock.

**Executives:** W. M. Magno (dir. and gen. mngr), D. Hall (management super.), P. Lyell (dir. and creative super.), P. Leonard (exec. art dir.), D. Cox (media dir.), J. O'Brien (mngr, business op.), N. Hibbert (prod. mngr).

**Overseas repr.:** Head office: J. Walter Thompson Company, 420 Lexington Ave, New York 10017, New York, USA.

**Accreditations:** AMAA, NPA of NZ.

**Clients:** Ansett Airlines of Aust., Ansett Air Freight, Anglo American Corp., Chesebrough-Pond's Inc. Coats Patons (Aust.) Pty Ltd, CSR Building Materials, Courtaulds (Australia) Ltd, Pet Foods Div. of Creamota Ltd, Department of Trade and Industry, Gillette (Australia) Ltd (Blades, Razors, Shaving Cream), B. F. Goodrich Chemicals, Horlicks Pty Ltd, a division of Beecham (Aust.) Pty Ltd, India Tea Board, Inter-Continental Hotels, Kraft Foods Limited, Lyall Robertson Pty Ltd (Hickok), Maws Pharmacy Supplies Ltd, Marsh & McLennan (Aust.) Ltd, Melbourne Harbour Trust, The Men-

tholatum Company, New Holland (div. of Sperry Rand, Aust.), National Bank A'asia Ltd, Pan American World Airways (Southern Zone), Pepsi-Cola (Aust.) Pty Ltd, Robert Timms Pty Ltd, Seagrams Overseas Corporation, Southern Cross Hotel, South Yarra Chamber of Comm., Specialty Greetings Pty Ltd (Hallmark Greeting Cards), W. D. & H. O. Wills (Trent cigarettes), Wendell West Inc., Wrangler Australia, division of Harrison & Crossfield (ANZ).

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

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

**Executives:** Miss L. Smith (media), F. Hunt.

**Accreditation:** AMAA.

**Clients:** Pyrox Ltd, Grolier Society of Aust. Pty Ltd, Cemac Rosebery Pty Ltd, Albert Park Laundry Pty Ltd, Boyanton Motors Pty Ltd, J. W. Bailey Pty Ltd, Mono Pumps (Aust.) Pty Ltd, Renolds Chais (Sales) Aust. Pty Ltd, Dennis Hotels Pty Ltd, R. Moore & Sons Pty Ltd, F. Barded & Sons Pty Ltd, William Boby & Co. (Aust.) Pty Ltd, Edu-caire Products, Master Dry Cleaners Pty Ltd, Commonwealth General Assurance Corp., Aust. Pump manufacturers, Totalizer Agency Board (Vic.), Tru-Bilt Constructors Pty Ltd, Style Craft Boats Pty Ltd, S. W. Preasim Tools Pty Ltd, Encyclopedia Americana Pty Ltd, J. A. Bailey Pty Ltd.

**USP-BENSON (VICTORIA) PTY LTD**, 16 Kavanagh St, South Melbourne, 3205. Telegrams Salesrise, Melbourne. Phone 62-6931.

**USP-BENSON (AUSTRALIA) Directors:** C. E. Richardson (chrmn & chief exec.), W. O. Cudlipp (mng dir.), M. D. Constantinidi (S. H. Benson Ltd), H. Zeltner (Needham Harper & Steers Inc.), L. J. Preston (co-sect.), K. L. Barry, P. C. Bennett, J. P. Goulstone, M. Hertz, R. M. Mackenzie, L. G. I. Moore, G. M. Paton.

**USP-BENSON (VIC.) Directors:** K. L. Barry (mng dir.), P. C. Bennett, J. P. Goulstone, R. J. Kerin, L. G. I. Moore, G. M. Paton, L. J. Preston (secy).

**Executives:** E. Robson (mrktg dir.), G. Willard (media mngt), S. Thompson (prod. mngt).

**Pstate repr.:** USP-Benson (NSW) Pty Ltd, Colman House, 89 Berry St, North Sydney, 2060 (929-8177); W. O. Cudlipp (mng dir.), USP-Benson (Qld) Pty Ltd, 21 Gipps St, Fortitude Valley, Brisbane, 4006 (51-1061), P. M. Rodger (mng dir.); USP-Benson (SA) Pty Ltd, 19 North Terrace, St Peters, Ade-

laide, 5069 (63-4561). M. H. Wilde (mng dir.).

**Accreditation:** AMAA.

**Clients:** Australian Tourist Commission, Beecham (Aust.) Pty Ltd, Bowater-Scott Australia Ltd, Carnation Co. Pty Ltd, Cadbury Fry Pascall Australia Ltd, Cheney Motors Ltd, Comalco Industries Pty Ltd, Creamoata Ltd, Cyclone KM Products Pty Ltd, Fibremakers Ltd, Frigidaire Products, J. Gadsden Pty Ltd, R. J. Gilbertson Pty Ltd, Gillette (Aust.) Pty Ltd, H. J. Heinz Co. Australia Ltd, Industrial and Domestic Equipment Co., MMBW, Olympic Tyre & Rubber Co. Pty Ltd, Philip Morris Ltd, Prestige Ltd, The Shell Co. of Aust. Ltd, Stott's Business College Pty Ltd, Tarax Canners Pty Ltd, T. & G. Mutual Life Assurance Society, The United Distillers Pty Ltd.

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

**Directors:** R. G. Herbert, A. R. Page, L. H. Tripp, B. Layton.

**Associate director:** W. Fullwood.

**Executives:** B. Layton (secy), W. Fullwood (prod dir.), D. Irvine (media mngt), P. Lockman (TV mngt).

**Accreditation:** AMAA.

**Clients:** EDI Aust. Pty Ltd, Ford Sales Co. of Australia Ltd, Ford Motor Co. of Australia Ltd, Fruehauf Trailers (A'asia) Pty Ltd, Godfrey Phillips International Pty Ltd (Wilem II cigars, Silver King and Albany cigarettes, Clan, Holland House tobaccos), Hansen & Yuncken Pty Ltd, W. G. Hearne & Co. Pty Ltd, Johns & Waygood Ltd, Kyabram Preserving Co. Pty Ltd, Melford Motors Pty Ltd, Paragon Shoes Pty Ltd, Superannuation Services Pty Ltd, Birmingham Small Arms Co. Ltd (BSA & Triumph motorcycles div.), Glenvill Homes Pty Ltd.

**THE WARWICK EDELBUTTEL AGENCY PTY LTD**, 60 Dudley Street, Melbourne, 3003, PO Box 1696P, Cables Warwickad. Phone 329-7288, after hours 211-5579.

**Executives:** M. A. Braybrook and J. J. Rodda (acct execs), R. B. Curtis (prod.), C. Parry (media).

**Accreditation:** AMAA.

**Clients:** Abercromby & Beatty Pty Ltd, Able Staples Pty Ltd, Aston & Fendley Pty Ltd, Australian Institute of Export, Bearing Service Pty Ltd, Clausens (Aust.) Ltd, Croda Federal Chemicals Ltd, A. Flavell Pty Ltd, Honey Board, Industrial Development A'asia Pty Ltd, Kimpton Minifie & McLennan Pty Ltd, Lawrence Drycleaners Pty Ltd, Liverpool & London & Globe Insurance Co. Ltd, Lyall, James Engineering Co., J. K. MacLeod (Aust.) Pty Ltd, J. & H. Marks Pty Ltd, Hugh Murray & Sons Pty Ltd, National Con-

solidated Ltd, N. A. Matthews & Sons Pty Ltd, Phoenix Assurance Co. Ltd, Royal-Globe Life Assurance Co. Ltd, Royal Insurance Co. Ltd, Spartan Paints (Export Division) Pty Ltd, St Martin's Theatre, Unique Sash Balance Pty Ltd, Unique House Consolidated Pty Ltd, Eric Weber & Co Pty Ltd, Yorkshire Dycware & Chemical Co. A'asia Pty Ltd, Taylor Hylton Pty Ltd.

**WARWICK PATON PTY LTD**, 14 Queens Rd, Melbourne, 3004. Phone 26-3333.  
Managing director: C. Paton.  
Accreditation: AMAA.

Clients: Allerton Shoes Pty Ltd, Atlas Industries Australia Ltd, Brintons Carpets Pty Ltd, J. C. Brown & Co. Ltd, Cassatta Everest Pty Ltd (Ice Cream), Dennys Lascelles Ltd, Elite Trading Co. (Crisco Oil), Geelong Gas Co. Ltd, Grove Permanent Building Society, Hawkes Bros, IXL Frozen Foods Pty Ltd, James Miller Ltd (Floor Coverings), National Paint Products Pty Ltd, Park Radio, Perfect Cheese Co., Port Phillip Permanent Building Society, Pyramid Permanent Building Society, Silcraft Industries Pty Ltd (Esstele Cookware), Stokes (Australasia) Ltd, Strachan & Co. Ltd.

**WARWICK PATON PTY LTD**, AMP Bldg, Lydiard St, North Ballarat, 3350. Phone 2-5413.  
Managing director: C. Paton.  
Account service: D. Burt.  
Accreditation: AMAA.

Clients: AJC, Ballarat Development Committee, Ballarat Land Mortgage & Agency Co. Ltd, Ballarat & Western Victoria Television, BCX Pty Ltd, Bendigo Permanent Building Society, Bendigo & Eaglehawk Star Permanent Building Society, Bendigo Preserving Co., Bendix Mintex Pty Ltd, Coronet Caravans Pty Ltd, Dalgety Ltd, Dowling Industries Pty Ltd, Faulf's Shoes, Fieldair Pty Ltd, Gas Supply Co., A. F. Gason Pty Ltd, Humes Ltd (Clay Products Div.), M. B. John & Hattersley Ltd, McNiece Bros Pty Ltd, Oliver & Stevens Pty Ltd, Ronaldson Bros & Tippett Ltd, Jas Smith Pty Ltd, Tomlins Simmie Pty Ltd, Troon Pty Ltd, Veretti Shoe Co. of Aust. Pty Ltd, Victorian Savings & Loan Society, Villiers (Aust.) Pty Ltd, Wallace Dairy Co. Ltd, Wyres Bros Pty Ltd.

**WILKINSON ADVERTISING PTY LTD**, 30 Queens Rd, Melbourne, Vic., 3004. Phone 26-3656.  
Directors: John D. Wilkinson, Don Powell, Jill Wilkinson, Alice M. Powell.  
Accreditation: AMAA.

Clients: Henry Barr Pty Ltd, Cork &

Seals Pty Ltd, Crabtree-Vickers Pty Ltd, Equity Trustees Co., Fletcher Industries Ltd, Fluidrive Automatic Transmissions Pty Ltd, Fonzel Shirtmakers Pty Ltd, Koorooro Chalet, Mastercraft Upholstering Co. Pty Ltd, D. G. Officer Pty Ltd, Tasman Vaccine Laboratory (Aust.) Pty Ltd, Ski Lifts (Mt Buller) Ltd.

**QUEENSLAND**

**ADVERTISING CONSULTANT SERVICES**, 1st floor, Piccadilly Arcade, 340 Queen St, Brisbane, 4000. Phone 2-7139.

Proprietors: M. F. Long, O. J. Long.

Executives: M. F. Long (gen. mngr), O. J. Long (media), G. Dunlop (accnts), C. Costin (production) K. Lloyd (art dir).

Pstate repr.: Sydney—Birrell Kain Advertising (NSW) Pty Ltd, 100 Bathurst St, Phone: 61-8661. Melbourne, Birrell Kain Advertising (Vic) Pty Ltd, 73 Flemington Rd, Nth Melbourne, Phone: 329-6933. Adelaide, Birrell Kain Advertising (SA) Pty Ltd, 197-198 Greenhill Road, Eastwood, Sth Australia, Phone: 71-0425.

Accreditation: AMAA.

Manufacturing, rural & industrial accounts.

**ROBERT ALLAN ADVERTISING PTY LTD**, 104 Roma St, Brisbane, 4000. Phone 21-3350, 21-3709, 21-3509.

Accreditation: AMAA.

Clients: ACF & Shirleys Fertilizers Limited, Barry Jones Real Estate, B. J. Homes Pty Ltd, Courts (Q'ld) Pty Ltd, Cunic Partitions (Q'ld). L. H. Gresham & Son Pty Ltd, Joanne Drew Figure Clinic, Permanent Finance Corporation Ltd, Pike Bros Ltd, Queensland Permanent Building Society, Radio 4GG, Sonia Laboratories Pty Ltd, Warman Equipment, Benson Pty Ltd.

**AUSTRALIAN ADVERTISING AGENCY PTY LTD**, 5th floor, Penney's Bldg, Queen St, Brisbane, 4000. Phone 21-4216.

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

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

Accreditation: AMAA.

Clients: Associated Securities Ltd (Qld), Austral Motors Pty Ltd (Chrysler), Austral Trucks Pty Ltd, Bank of NSW (Q'ld), Burns Philp & Co., James Campbell & Sons, Cec Byrne & Co, Drug Houses of Aust. Ltd (Qld division), Elphinstones Ltd, Falkiner Chains Pty Ltd, Farsley Pty Ltd (Fiat Indust.) Engines, Foodland Stores Associa-

tion, Gardams Silk Store, Hamilton & Dickson, Jack & Jill Salon, June Dally Watkins, La Coquette Salon, Don McInnes Photographics, Public Curator, The Qld Cement & Lime Co., Qld Co-operative Milling Asscn, Qld Govt Railways, Qld Police Department, Speedometer Screenwriter Service, State Govt Insurance Office, Taylor Bros Pty Ltd, John Thurlow & Sons Pty Ltd, E. C. & F. G. Waldron, Walkers Ltd, Wilston Builders Supplies.

**CAMPBELL ADVERTISING PTY LTD**, Suite 512, Penneys Building, Queen & Adelaide Sts, Brisbane, 4000, Phone 21-1606.

Directors: A. J. Campbell, M. Cochrane.

Accreditations: NZBC, OAA.

Clients: Castlemaine Perkins Limited (Fourx Beer), South Coast Co-operative Dairy Asscn Ltd (Dairy King Ice Cream), Perc Miller Hairdressing Salons, Gollin & Company Limited, Queensland Government, Dept of Industrial Development, Albert Shire Council, Inala Hotel/Motel, Brisbane Bottle Exchange Pty Ltd, District Nursing Assoc., Red Cross Society (Qld div.), Universal School of Motoring, A.M.L. & F. Co. Ltd, John Scott Pty Ltd, Riverside Oil Bunkering Service, Henri Hair Stylist, Queensland Country Party, Godwins Al Motels, Susan & William Armstrong Boutiques, Caboolture Shire Council, La Fay Furniture Pty Ltd, Queensland Textiles Pty Ltd, National Bank of Aust.

**COMMERCIAL & INDUSTRIAL ADVERTISING PTY LTD**, 274 Barry Pde, Brisbane, 4000, Phone 53-601.

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

Executives: B. Farrar, J. Wilkes.

Pstate repr.: Murray Evans Advtg, Sydney; Berwen Paine Advtg, Adelaide; Warnock Sandford Williams Advtg, Perth; Dingwall Canning Niere Robbins Pty Ltd, Melb. Member Marketing & Advertising Interstate Network (MAIN).

Accreditation: AMAA.

Clients: Better Brakes (Qld) Pty Ltd, Better Brakes Service Pty Ltd, Brisbane Gas Co. Ltd, Brisbane Legacy, Brickworks Ltd, Pamela Brown Interiors, Butler Tyre Service, Butler Charter Service, Carrigans Pty Ltd, Eterna Trading Pty Ltd, Frigrite Rural Company, Forest Products Marketing Pty Ltd, John French Motors Ltd, Furniture Makers of Aust. Pty Ltd, Graziers Buying Service, Handi Works Pty Ltd, Hawleys Pty Ltd, JBI. Developments (Qld) Pty Ltd, King & King, Matthews & Johnson, Mercantile Credits (Qld), Meyers Taylor Pty Ltd, Penn Products Pty Ltd, Pioneer Chemicals Pty Ltd, Queensland Trustees Ltd, Henry Roberts Pty Ltd, Rural Services Pty Ltd, Shute Upton Engineering Pty Ltd, Timber Research and Development Advisory Council of Qld, Town & Country Permanent Building Society, Wilkinsons Timber Industries Pty Ltd, Kaiser JEEP of Australia Pty Ltd.

**DUTHIE NATIONAL ADVERTISING PTY LTD**, 133 Wickham Street, Fortitude Valley, 4006, Phone 51-5154.

Managing director: J. J. S. Duthie.

Executives: L. Lenton (gen. mngr), Miss B. Slade (co. secy), Miss M. Johnson (media mngr), D. J. Smith (radio/TV mngr), W. Youngberry (prod. mngr print media).

Accreditation: AMAA.

Member National Advertising Services, together with Murray Evans (Sydney), NAS (Melbourne) Pty Ltd, NAS Macnamara, Adelaide, NAS (Perth) Pty Ltd, NAS (NZ). Members: Kenyon Brand & Riggs Ltd (Wellington), James Sanders Advertising Ltd (Auckland), The N. Hill-Skinner Advertising Agency Ltd (Christchurch), NAS O'seas: NAS (Aust.) Pty Ltd, 315 Madison Ave, New York, 22NY; 15-19 Great Chapel St, London.

Clients: Albert Smith & Sons Pty Ltd, F. W. Bailey & Sons, Barkers Bookstore Pty Ltd, Beaver Furs, J. S. Box & Co. Pty Ltd, Braemar Engineering Co. (Qld) Pty Ltd, Brisbane Electrical Co., Campbell Bros Ltd (Qld), Cassells Frock Salon, Catholic Correspondence Course, Cheryl-Ann Motel, Chez Tessa Restaurant, Cheetham & Fletcher Pty Ltd, Clearlite Pools Pty Ltd, Colorcraft Paint Stores, J. Connolly (Qld) Pty Ltd, Clearlite Pools (Gold Coast) Pty Ltd, Dalgety Aust. Ltd, Don Rex Furniture Pty Ltd, Dyne and Co. Pty Ltd, Direct Disposals Trading Co., EMI (Aust.) Pty Ltd (Qld), Exton Distributing Div. for Balm Paints Ltd, Finance Corporation of Aust. (Qld), Fontana Distributing Co., Fred Hoe & Sons, John Haigh Engravers Pty Ltd, Hawthorne, Cuppaidge and Badgery, C. P. Hornick & Son Pty Ltd, Jo-Anne Pty Ltd, HTS Machine Works Pty Ltd, Kenco Pty Ltd, A. H. Lenton, N. B. Love (Qld) Pty Ltd, Marubeni-Iida Pty Ltd, Master Plumbers Mfg Co. Pty Ltd, Metropolitan Motors Pty Ltd, National Bank of Aust. Ltd (show adv. only), A. J. Neilsen & Co., Nifty Thrifty Self Service Stores Pty Ltd, Parbury Henty & Co. Pty Ltd, Plastic Distributors Pty Ltd, Poultry Farmers Co-op. Society Ltd, Pricerite Hardware Stores Queensland Druggists Limited QOR Road Services Pty Ltd, A. J. Ralston, Royal Art Furnishing (Qld) Pty Ltd, Guardian Royal Exchange Assurance, H. M. Russell and Co. Pty Ltd, Stainless Steel Silencers Pty Ltd, Kenneth Stewart and Co., T. Style and Co., Taxation Service Accountants, Superior Blinds Pty Ltd, Scarborough Art Union, Thomsons Bookstore, Walker & Walker, Waters Trading Co., Wide Bay-Burnett Regional Electricity Board, Wire & Steel Pty Ltd, Wunderlich Limited (Qld).

**EDMONDS ADVERTISING PTY LTD**, 424 Upper Roma St, Brisbane, 4000, Phone 211-666. Telegrams Edmonad, Brisbane.

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

Executives: J. McCully, J. Edmonds (acct)

execs), A. Spann (art mngr).

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

Accreditation: AMAA.

Clients: Angus & Coote Pty Ltd, Arnold Degen Pty Ltd, Bill Brown's Sports Store, E. R. Blackmore Pty Ltd, Brisk Sales Pty Ltd, Canberra Hotels, Crammond Radio Manufacturing Pty Ltd, Diehard Tyre Service, David Stewart Constructions, Fabricated Products Pty Ltd, Four Square Food Stores (Qld) Pty Ltd, Helicopter Sales (Aust.) Pty Ltd, International Traders Pty Ltd, J. Irving & Sons Pty Ltd, Morden Laboratories, Richard Marsh Pty Ltd, McMahon's Soft Drinks, Lou J. Murray Pty Ltd, MUIOOF Medical Benefits Fund, E. W. Nissen Pty Ltd, H. G. Noble Pty Ltd, NZ Govt Tourist Dept (Qld), Qld Finance & Land, Robinsons Marine, Robinsons Sports Store, Chemist Roush, Supavalu Food Markets, Sinbad Take Away Seafood, Tallerman & Co. Pty Ltd, Thermax Electric Water Heaters Pty Ltd, W. G. Utting & Co. Pty Ltd, Vogarell Inc., Whatmores Sports Store.

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

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

Accreditation: AMAA.

Clients: Annand Robinson & Co. Pty Ltd, Beresfords Shoes, T. S. Burstow Pty Ltd, Building Material Supplies Pty Ltd, Childs Ltd, Darling Downs Building Society, Darling Downs TV Ltd, Delex Brake & Clutch, Deselectrics, Domestic Furniture Co., Downs Co-operative Dairy Assn Ltd, Downs Tyre Service, Edsel Retreads, Falconer Motors Pty Ltd, Falconers Farm Machinery, Farmers Centre Pty Ltd, Manacon Tanks Pty Ltd, McCafferty's Travel Service, Nu-Look Aluminium Joinery, O'Brien & Fitzpatrick, Presbyterian Girls College, Royal Agricultural Society, Simon Pty Ltd, Tots and Teenies, Toowoomba Tyre Service, Toowoomba Car Wreckers, Vacu-lug Traction Tyres (Qld) Pty Ltd, TFD Joinery, Toowoomba Dry Cleaners Association.

**FORTUNE (AUST.) PTY LTD, 339** Coronation Drive, Toowong, Brisbane, 4006. Phone 71-3544, Telegrams Fortaust.

Executive: J. King (mngr).

Accreditation: AMAA.

Clients: Refer to Sydney entry.

**GALMOR YARDLEY ADVERTISING PTY LTD, 11** Logan Rd, Woolloongabba, Qld, 4102. Phone 91-2231. Telegrams Galyard, Brisbane.

Branches: Sydney Melbourne, Albury & Newcastle.

Directors: P. T. Matchett (offices), E. J. Smith, J. M. A. Platt.

P/state offices: Galmor Advertising Pty Ltd, Galmor House, 115-119 Crown St, East Sydney, NSW 2010; Galmor O'Keefe Advertising Pty Ltd, 5A Westbury St, East St. Kilda, Vic 3182; Galmor O'Keefe Advertising Pty Ltd, 293 Vickers Road, East Lavington via Albury, NSW 2640; Galmor Goulding Advertising Pty Ltd, 83 King Street, Newcastle, NSW 2300.

O/seas: Associate houses, Canada, Fiji, New Zealand, South Africa, United Kingdom, USA.

Accreditation: AMAA.

**GARNSEY GREENE CLEMENGER PTY LTD, 177** Edward St., Brisbane, 4000. Phone 21-7644. Telegrams Gresad.

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

I/State Repr.: Melbourne: John Clemenger Pty Ltd, 416 St. Kilda Rd; Sydney: John Clemenger Pty Ltd, 47 York St; Adelaide: Martin Kinnear Clemenger Pty Ltd, 51 Palmer St.

Accreditation: AMAA.

Clients: Agricultural Aviation Pty Ltd, Amalgamated Chemicals Ltd, Arthur Murray School of Dancing, Balm Dulux (Qld), Brisbane Amateur Turf Club, Brisbane Television Limited, Thomas Borthwick & Sons (A'asia) Ltd, Brownbuilt Ltd (Qld), Bundaberg Newspaper Co. Pty Ltd, David Jones (Brisbane) Limited, Deons Brisbane Pty Ltd, Duce Commercial Motors, Garden City Shopping Centre, Gold Coast City Council, Grazcos Co-operative Limited, John Hall Pty Ltd, Hancock Bros Pty Ltd, Hendriks Electric, Hills Industries Qld Ltd, L. J. Hooker Pty Ltd, Hooker Rex Pty Ltd, Hooker Homes Pty Ltd, Hoover (Aust.) Pty Ltd (Qld), Horizt Fruit Drinks, Hove Manufacturing Co. Pty Ltd, Kennedys Pty Ltd, Kentucky Fried Chicken (Qld), McCluskey Ford Pty Ltd, Dudley Menser (Qld) Pty Ltd, Mirror Newspapers Ltd (Sunday Truth), Nylex Corporation Ltd, Payen Byrne & Blackford Pty Ltd, Pioneer Concrete Pty Ltd, Qld Pastoral Supplies & Associate Co's, Queensland Turf Club, Reliance Manufacturing Co. Pty Ltd, Robbs Industries & Assoc. Co's, M. J. Rudney Qld Pty Ltd, Rumevite Pty Ltd, Skyways Qld Pty Ltd, Herbert Small (Qld) Pty Ltd, Snow Commander Pty Ltd, South Brisbane Gas Company, Standard Sawmilling Co., Tom Stoddart Pty Ltd, R. N. Statham Limited, Swift & Moore Pty Ltd, Toowoomba Newspaper Co. Pty Ltd, World Travel Headquarters Pty Ltd (Qld), Young Australia League, Zupps of Mount Gravatt.

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

**Telegrams Gotch, Brisbane.**

Executives: B. C. Fergus (mgr), R. A. Lintott (acct exec.).

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

Accreditation: AMAA.

**GRANT ADVERTISING AUSTRALIA PTY LTD**, 424 Queen St, Petrie Bight, Brisbane, 4000. Phone 31-2545. Telegrams Rodev or Grantchi.

Directors: (See Sydney entry).

Executives: T. H. Rayner (manager), E. W. Fleming.

Accreditation: AMAA.

Clients: Annand & Thompson Pty Ltd (McCulloch division), Bradford Insulation (Qld) Pty Ltd, Brandon Timbers Pty Ltd, Brolite (Qld) Pty Ltd, Chandlers Pty Ltd, Defiance Milling Pty Ltd & Teepee Wheat Products Pty Ltd, De-Nol Laboratories Australia Pty Ltd, The Door Centre, Gordon Edgell Pty Ltd (Brisbane), Frozen Food, Forever Homes Pty Ltd, Jones Lang Wootton, Peterman, W. E. & Son Pty Ltd, Turbon Engineering Pty Ltd, Bennett Honda Pty Ltd (Qld), Elna Sewing Machines (Qld), North Queensland Flour Mills Pty Ltd.

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

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

Executives: Miss V. T. Richardson (secy/media mgr), K. D. Clifford (acct), D. W. Randall (acct exec.), W. C. MacAndrew (prod.).

Accreditation: AMAA.

Clients: Aeroservice Pty Ltd, Allied Ironfounders, ASEA (Aust.) Pty Ltd, Austral Mining Construction Pty Ltd, Australian Opto-metrical Assoc. (Qld), Automotive Components Services Pty Ltd, Beazley Homes Pty Ltd, Brisbane Nurseries, Broadloom Carpets, Carlton Travel Bureau, Catalina Marine Pty Ltd, Colmslie Hotel, Coren & Kearney, Commonwealth Engineering (Qld) Pty Ltd, C. T. Coroneo & Co. Pty Ltd, W. H. Craig & Co., Cunic Partitions, Owen Cox & Co., A. B. Denning & Co., Doherty Motors, Bill Doherty Pty Ltd, Drouyn Musical Instrument Co., Garrigans Carpet Centre, Bob Geraghty's Travel Agency, Greyhound Coaches, Griffin & Knowlman Pty Ltd, Guthrie & Co. (Aust) Pty Ltd, Harrisons & Crosfield (ANZ) Ltd, Syd Hill & Sons Pty Ltd, Hocv Fry Ltd, Hong Kong Agencies, F. Humphreys Pty Ltd, Jarrett Mesh Enterprises, Jon Le Court Salons, Mack Trucks Australia, Jayworth Masonry Pty Ltd, Mayfairs Pty Ltd, Modern Tiles Pty Ltd, Mobile Marine, Moore Road Machinery (Qld) Pty Ltd, Manufacturer's Mutual Insurance, Motor Traders Pty Ltd, National Art Metal

Co. Pty Ltd, National Skin Institute, Napier Bros Ltd, Pleasure Pools, Rep-Air Pty Ltd, Repco Motor Supplies Pty Ltd, Walter Reid & Co. Ltd, Richards Drapers, B. C. Richards & Co. Pty Ltd, Stones Corner Motors, Tri-Steel Industries, Tumbly-Togs Pty Ltd, Chris Turner & Scott, Twenty-Nine Murray St, Surfside Buslines Pty Ltd, Westco Motors Pty Ltd, Westco Motors (Townsville), Woulfe & Son Pty Ltd.

**HAWKINS LEWIS (QLD) PTY LTD**, 208 Constance St, Fortitude Valley, Brisbane, 4006. Phone 51-5391. Telegrams Hawkads.

Directors: E. R. Hawkins, L. M. Lewis, R. B. Russell, D. Carson.

Executives: D. Carson (gen. mgr), G. Durward (senior acnts exec.), A. G. Draw (media mgr), J. Jenson (art dir.), G. Baggett (prod. mgr).

Head office: Sydney.

Accreditation: AMAA.

Clients: Advertising Merchandising Pty Ltd, Australian Estates Co. Ltd, Australian Home Furnishers, Berwick & Co., Byrne Ford Pty Ltd, Caronia Apartments, Dial-A-Job, Dobell (Qld) Pty Ltd, Dowsett Products (Aust.) Pty Ltd, Featherston Interiors, Handford Industries Ltd, Irwinbuilt Pty Ltd, Intercapital Investments Ltd, Morningside Fair, National Homes Pty Ltd, Peels Pty Ltd, Perkins Engines, Pioneer Industries, Pyc Industries Ltd, Queensland Bacon Pty Ltd, Queensland Cereal Industries Pty Ltd, Queensland Manufacturing Co. Pty Ltd, Reid Agencies Pty Ltd, Rodney Industries, Surescreen Manufacturing Co., Walpamur Paints Pty Ltd (Qld), Western Transport Consolidated.

**JACKSON, WAIN (QLD) PTY LIMITED**, 380 Upper Roma St, Brisbane, 4000. Phone 21-8322. Telegrams: Jacksonwain, Brisbane.

Directors: F. E. Grace, R. D. Hodgson, R. Ellacott, D. Ross, L. Skirving, F. G. Maybury.

Accreditation: AMAA.

Clients: ASA Farm Machinery, Australian Landtrusts Ltd, Beta Stores Pty Ltd, Centenary Estates Limited, Cobbity Farm (Oswald Baking), Coachcraft Limited, Crown Stoves and Foundry Pty Ltd, Dalgety & New Zealand Loan, Evans Deakin Industries Ltd, Federal Hotels Ltd, Golden Circle, Huttons, IBC Co. Ltd, Kawana Estates Pty Ltd, Marino Products Pty Ltd, Myer Stores, North Brisbane Permanent Building Society, Palings, WH Pty Ltd, Queensland Book Depot, Raysun Pty Ltd, Station 4BK, Thies (Sales) Pty Ltd, Universal Telecasters Ltd, Whitco Hardware Mfr. Co. Pty Ltd.

**JONES KNOWLES VINNICOMBE SHIRLEY PTY LTD**, 455 Adelaide St, Brisbane, 4000. Phone 213-511.

Directors: Paul Jones, Bruce Knowles, Harold Vinnicombe, Mike Shirley.

**Executives:** Paul Jones (chrmn), Bruce Knowles (secy), W. Bristow (creative dir), J. Kleimeyer (acctnt), Dorothy Bruce (art dir), C. Merchant (media dir), L. Maker (acctnt exec.), B. Bellamy (prod. mgr).

**†state repr.:** Jones Knowles Vinnicombe Shirley Pty Ltd, Sydney.

**Accreditation:** AMAA.

**Clients:** Annand & Thompson Pty Ltd, Central Queensland Broadcasting Network (4IP, 4LG, 4LM), Freedman & Co., Jenyns Patent Corset Pty Ltd, Mathers Pty Ltd, O'Donnell Griffin, Qld Sub-Normal Children's Welfare Association, Rover Mowers Pty Ltd, Shirleys Shoes Pty Ltd, T. Tristram Pty Ltd, Trittons Pty Ltd, Universal Telecasters (Qld) Limited (TVQ), Wallace Bishop Pty Ltd, Woolworths (Aust.) Ltd (St Mark).

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

**Chairman:** J. Le Grand.

**Managing director:** R. P. Magan.

**Accreditation:** AMAA.

**Clients:** Albion Park Trotting Club, Ansett Pioneer (Qld), Australian Broadcasting Commission, Australian Guarantee Corporation Ltd, Barnes Auto, Besser (Qld) Limited, Boys' Town, British Leyland Motor Corporation, Carlton-Smith, Chateau Convalescent and Nursing Centres, Cistern Manufacturing Co. Pty Ltd, City Mutual Life Assurance Society Ltd, Commercial Bank of Australia Ltd, Commonwealth Broadcasting Corporation, Dalgety Trading Company Pty Ltd, J. J. Delahunty, Department of Health, Department of Harbours and Marine, Diamond Reo Trucks, Dinmore Pottery Pty Ltd, DP Hardware Pty Ltd, Duncan's Agencies Pty Ltd, Gainsborough Lodge Stud, Golden Casket, Gradwell Bros, Hancock & Gore Ltd, Hastings Deering (Qld) Pty Ltd, Haulmark Trailers (Australia), Highfield Tea Pty Ltd, Howards Motors, A. V. Jennings Industries (Aust.) Ltd, Jeffrey & Foreman Pty Ltd, Vic Jensens Pty Ltd, K. R. Darling Downs Metropolitan Permanent Building Society, Mobil Oil Aust. Ltd (Qld), National Mutual Life Assn of Australia, Pellegrini & Co. Pty Ltd, Provincial Traders Pty Ltd, Queensland Road Safety Council, Queensland Teachers' Union, Refresh Holdings Limited, Southern Electric Authority of Queensland, State Electricity Commission of Queensland, Stewarts Hotels, Tangalooma Island Resort, Thies Peabody Mitsui Coal Pty Ltd, UK Motors.

**M.P. ADVERTISING PTY LTD,** 25  
Chester St, Fortitude Valley, Qld, 4006.  
Phone 5-3515-6-7.

**Directors:** K. W. Lawrence, S. Cameron, C. J. Anderson, C. K. Heselwood, D. R. Price.

**†state repr.:** Foote, Cone & Belding Pty Ltd—Sydney, Melbourne, Adelaide. Adcraft Service, 125 St George's Terrace, Perth.

**Accreditation:** AMAA.

Has own test kitchen and model store facilities.

**Clients:** Amagraze Ltd, Ashby Bros Pty Ltd, Australian Paper Manufacturers Ltd, Bundaberg Distilling Co. Ltd, Butler Bros Australia (Pty) Ltd, Butler Bros (Nundah), Barnes Engineering Pty Ltd, Brisbane Milk Board and Milk Sales Promotion Advisory Committee, Butter Marketing Board, Camera-craft Pty Ltd, Coles Constructions Pty Ltd, Coles New World Supermarkets, Colourtile Australia Pty Ltd, Dollar Curtains, Edward Fletcher & Co. Pty Ltd, Farsley Motors Pty Ltd, Imperial Chemical Industries of Australia and New Zealand, Mackay & Co. Pty Ltd, Middleton Pty Ltd, Max's Speedo Electric Service, R. J. O'Sullivan Pty Ltd, Oriental Tea Co./Robur Tea Co., Pauls Foods Ltd, Pauls (NT) Pty Ltd, Queensland Newspapers Pty Ltd, Queensland Tyre Retreading Co. Ltd, QUF Industries Ltd, Scientific and Technical Computing Centre Pty Ltd, Simpson Halligan & Co. Pty Ltd, Taubmans Pty Ltd, Utah Development Co., Value Carpet Co., Warburton Franki (BNE) Pty Ltd, Wildridge & Sinclair Pty Ltd, Wright Stephenson & Co. Ltd, Ansett Airways (in Queensland for J. W. Thompson).

**PEMBERTON O'BRIEN ADVERTISING (QLD) PTY LTD,** 312 Elizabeth St, Brisbane, 4000. Phone 21-7411. Telegrams Pembertize.

**Directors:** G. J. Riches (London), G. Proctor (London), E. G. Conen, R. J. Murphy (mng), R. G. Gordon, G. C. Turner, M. G. Caton, R. M. Caro, M. B. Oldershaw.

**Executives:** E. Bolger (assoc. dir.), Miss R. Jeffrey (assoc. dir.), Miss R. Wailes (media controller).

**Accreditations:** AMAA, NZNPA.

**Clients:** Bearing Service Co. (Qld), Boston Silks, W. H. Bowden Pty Ltd, Broadcasters (Aust.) Pty Ltd, T. M. Burke (Qld) Pty Ltd, Carter Smith & Co. Pty Ltd, Cerebos (Aust.) Ltd, Chevron Qld Ltd, Citizens Municipal Organisation, Handasyde Motors Pty Ltd, Harvey Graham Frock Salon, Helena Kaye Dressmaking Academy, Homestead Hotel/Motel, Hughes & Sons, Ira Berk (Qld) Pty Ltd, Layton & Associates Pty Ltd, D. Maclean Pty Ltd, Mater Art Union, Mater Mothers Hospitals Appeal Committee, Meat Promotions Co. (Qld) Pty Ltd, Modern Merchandising Pty Ltd, Queensland Alumina Ltd, Senden & Long Pty Ltd, Sherrys Disposals Pty Ltd, Sherrys' Pharmacy, South Mollie Island, Tip Top Bakeries Holdings Pty Ltd, Tourist Industry Council of Queensland, Twelfth Night Theatre, Victoria Cross Manufacturing Co. Pty Ltd, David Webster & Sons Pty Ltd.

**GEORGE PATTERSON-NOBLE BARTLETT PTY LTD**, 64 Roma St, Brisbane, 4000. Phone 21-8122. Telegrams: Pressager.

**Directors:** L. W. Farnsworth (chrnm), G. A. Cousins (gen. mngr), K. H. Cousins, A. C. S. Parker, B. W. Beaumont.

**Executives:** N. Hall (print dir), I. Austin (TV/radio prod.), D. Lewis (print mngr), G. Pinniger (co. sec.).

**Branches:** George Patterson-Noble Bartlett Pty Ltd, 34-42 Stanley St, Townsville, Phone 71-6922. George Patterson Pty Ltd, Sydney, Melbourne, Adelaide, London. J. Hott NZ. Cathay Ltd Hong Kong, Singapore, Bangkok, Kuala Lumpur.

**Accreditation:** AMAA.

**Clients:** Adler Sales Pty Ltd, Associated Minerals Consolidated Ltd, Berger Paints (Qld) Pty Ltd, Brett & Co. Pty Ltd, Brisbane City Council, Carmels Pty Ltd, Carlton & United Breweries Ltd, Carpetland Pty Ltd, Chamber of Automotive Industries, CHI (Qld) Pty Ltd, Cosway Public Relations Pty Ltd, Department of Industrial Development, T. C. Dixon & Sons Pty Ltd, Eagers Retail Pty Ltd, Frangos Liqueurs Ltd, Fraser Edmiston Pty Ltd, Fresh Fruit & Vegetable Industry of Qld, Helidon Gardner Pty Ltd, Josephson & Sons Ltd, Lowes Homes Furnishers, Madad Pty Ltd, Monier (Qld) Pty Ltd, Thos. McLaughlin & Co. Pty Ltd, The Pharmacy Guild, Pillar Naco Pty Ltd, Queensland Brewery Ltd, Queensland Government Tourist Bureau, Queensland Newspapers Pty Ltd, Queensland Television Ltd, Southern Brisbane Permanent Building Society, Sweida's Pty Ltd, Union Fidelity Trustee Co. of Aust. Ltd, United Packages Limited, Winchcombe Carson Ltd.

**Townsville office:** J. Anderson & Sons, Besser (Qld) Limited, Bush Pilot Airways Ltd, Graham Bourke's Chemist, Cairns Regional Electricity Board, Carmels (Townsville) Pty Ltd, Charter Flying Services (Townsville) Pty Limited, Delta Iron Works, Gardams Fabrics Pty Limited, Allan Girles Agencies, Great Northern Dry Cleaners, Harparts Home Hill, Lappins Men's Store, Mackay Regional Electricity Board, Northern Australian Breweries Limited, North Queensland Crematorium, Townsville Regional Electricity Board, Winchcombe Carson Limited.

**USP-BENSON (QLD) PTY LTD**, 21 Gipps St, Fortitude Valley, Qld, 4006. Phone 51-1061. Telegrams Salesrise.

**Directors:** C. E. Richardson, Keith L. Barry (chrnm), Peter M. Rodger (mng dir), O. A. Buchanan, C. K. Brinkworth, J. Robinson.

**Associate directors:** Miss Lesley Richmond, Glenn C. Robertson, Owen M. Davis.

**Executives:** W. Grodd (prod. mngr), A. M. Reading (media mngr).

**Accreditation:** AMAA.

**Clients:** Austral-Pacific Fertilizers Ltd, Coupon Furniture Co. Pty Ltd, Custom Credit Corporation Ltd (Qld only), Deering

Machinery Pty Ltd, Evans Deakin & Co. Pty Ltd, Department of Industrial Development (Qld), A. S. Dewar & Sons Pty Ltd, Electronic Industries Ltd, Egg Marketing Board (Qld), Industrial Enterprises Ltd, Malvern Star Stores, Greater Provincial Television Qld, Patterson Reid & Bruce Ltd, Peanut Marketing Board, Peters-Arctic Delicacy Co. Ltd, Peters Milk Ltd, Premier Blinds Pty Ltd, Royal National Agric. & Industrial Association, South Queensland Broadcasting Corp. Pty Ltd, State Government Insurance Office (Qld).

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

**Executives:** T. H. Waite (mng dir), P. N. Nicholls (acct dir), K. A. Fielding (art dir), W. E. Brown (traffic mngr), P. R. Kingsbury (copy), B. M. Tannett (media).

**Accreditation:** AMAA.

**Clients:** Alpah Building Company, Brisbane Marine Centre, Brownbuilt Limited—Steel Equipment Div., Brown & Hurley Pty Ltd, Clark Rubber Stores Pty Ltd (South Brisbane, Chermiside, Garden City, Indooroopilly Shopping Town, Sundale, Toombul, Fortitude Valley), Commercial Vehicle Industry Association of Qld, Crosby, William (Qld) Pty Ltd, Farsley Tractor Company, Fire & Accident Underwriters Association of Qld, Gralton Bros Pty Ltd, Jeffress Bros Ltd, Peter Kurts Pty Ltd, Peter Kurts Properties Ltd, Manahan Country Stores Pty Ltd, Markwell Bros Pty Ltd, Medical Benefits Fund of Aust. (Brisbane, Toowoomba, Rockhampton, Townsville), John McIlwraith (Bulimba) Pty Ltd, John McIlwraith (Qld) Pty Ltd, F. W. Nissen Pty Ltd, Olsen & Goodchap Pty Ltd, Peerless Dry Cleaners Pty Ltd, Geoff Penney (Qld) Pty Ltd, Queensland Primary Producers' Co-Operative Assn Ltd, Relyans & Lanhams Pty Ltd, Rocklea Office Stationery Equipment & Systems Pty Ltd, Valvoline (Aust.) Pty Ltd, Volvo Australia Pty Ltd, Warwick Presbyterian Schools, Wonderest Sleep Products.

## SOUTH AUSTRALIA

**ADMEN ADVERTISING PTY LIMITED**, 6th floor, North Terrace House, 19 North Terrace, Hackney, SA. 5069. Phone 63-4537.

**Directors:** W. H. Stevens, J. B. Jarvis.

**Executives:** W. H. Stevens (gen. mngr), Mrs J. D. McCallum (office mngr).

**Accreditation:** Applied for October, 1969.

**ALDWYCH ADVERTISING (SA) PTY LTD**, 66 King William St, Adelaide, 5000.

Phone 51-7788. Telegrams Aldwych Adelaide.

Branches: Melbourne, Sydney.

Managing director: G. L. Bride.

Director: R. I. Baker.

Istate repr.: See Melbourne and Sydney entries.

Accreditation: AMAA.

Clients: Alliance Acceptance Limited (SA), Angove's Pty Ltd, Australian Cotton Textile Industries Limited, Bennett & Fisher Limited, Brambles International (SA), Dunlop Rubber (Footwear SA), Dunlopillo (SA) Pty Ltd (mattresses), Hoover (Aust.) Pty Ltd (SA), Edward Lumley & Sons (SA), Lebel (Aust.) Ltd, Manacon Tanks, Marrick Pty Ltd, Mutual Constructions Pty Ltd, Pool Care Pty Ltd and Deckline Pools Pty Ltd, Queensbridge Motors (SA), Ralph McKay Ltd (Ralph McKay National, Port Implements (NSW), Port Implements (SA), Welch Perrin (Vic.), Plant & Plant (Qld), Elders—GM (WA), South Australian Railways, Torana Motors, Town & Country Building Society, Wevenit Mills Pty Ltd.

**ARNOUL ADVERTISING PTY LTD, 258**  
Halifax St, Adelaide, 5000. Phone 23-6222.

Accreditation: AMAA.

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

Directors: J. C. Currie, W. A. Currie.

General manager: R. John.

Executives: Miss A. Butler (prod.), Miss J. Gibbs (media), P. Jenner (art dir), P. Wildy (acct exec.).

Accreditation: AMAA.

Clients: Adelaide Margarine Ltd, Richard Burton Motors Pty Ltd, City Cross Merchants Assoc., Evergreen Memorial Park Ltd, ICIANZ Ltd (Rural Div.), Irona Laboratories, Kodak A'asia Pty Ltd, Light Motors, McFarling for Floors, Mi-Fancy Manufacturers, Pty Ltd, Oldfields Bakery Pty Ltd, People Stores, Sapfor Timber Mills Pty Ltd, Southern Australia Perpetual Forests, Taylorcraft Acv's, Volkswagen (Distribution) Pty Ltd.

**BIRRELL KAIN ADVERTISING (SA) PTY LTD, 197 Greenhill Rd, Eastwood, SA, 5063.** Phone 71-0425.

Directors: M. N. Birrell (chrmn). E. D. Manley (mng dir./creative dir.), E. K. Edwards, W. I. Taylor, H. L. Bean, M. R. Kain (directors).

Executives: P. J. Welsh (asst to mng dir.), D. A. Bateman (media mngr), G. R. Hams (print prod. mngr), K. R. Walker (press prod. mngr), B. J. Parsons (accnts), S. A. Mogg (TV/radio mngr).

Istate repr.: Birrell Kain Advertising (Vic.) Pty Ltd, 73 Flemington Road, North Melbourne, 3051 (329-6933). Telegrams Baade. Birrell Kain Advertising (NSW) Pty Ltd, Commercial Bank Bldg, 100 Bathurst Street, Sydney, 2000 (61-8661). Bean-Birrell Advertising Pty Ltd, 54 Mill Point Road, South Perth, 6151 (67-6777).

Accreditation: AMAA.

Clients: Achilles Hatchery & Poultry Service Pty Ltd, Adelaide Brake Service Pty Ltd, Andersons Chicks Pty Ltd, Ansell Rubber Co. Pty Ltd, Arndale Merchants' Association, Australian Bank Officials Association, Australian Brake Supplies Pty Ltd, Australian Society of Music Education, Austral Steel Limited, Beneficial Finance Corporation Limited, Bunge Aust. Ltd, Burger King Restaurants Pty Ltd, Burns for Blinds, Castalloy Ltd, Ceilbild (A'asia) Pty Ltd, William Charlick Ltd, Coates & Co., Commercial Printing House Pty Ltd, Co-operative Building Society of SA, CBS Superannuation Funds, Godfrey Industries Pty Ltd, Engel's Nursery, 5KA Broadcasters Pty Ltd, Hall Sandford & Co. Pty Ltd, Hindmarsh Building Society, Ian Wood Homes, Jackman & Treloar Pty Ltd, Jon Preserving Co-op. Ltd, Jones Lang Wootton (SA), Link-Belt (SA) Pty Ltd, Lotteries Commission of SA, Ozapaper Ltd, Mason & Cox Pty Ltd, H. M. Martin & Son Pty Ltd, Mellolite (SA) Pty Ltd, MFG Boat Co. Pty Ltd, Motor Inns Pty Ltd, Pt Lincoln Dairy Produce Co. Pty Ltd, Ravasi Chemists, Resco Pty Ltd, Rocla Concrete Pipes Ltd, Rocla Stoneware Pipes Pty Ltd, SA Building Societies Association, SA Institute of Teachers, SA Egg Board, Shergis Hairdressers Pty Ltd, Smalls Pty Ltd, Southern Concrete Ltd, Stegbar Windowwalls (SA) Ltd, Sun Electric Co. Pty Ltd, J. R. Tregoning Ltd, Wendts Jewellers Pty Ltd, Wiltshire Cutlery Co. Pty Ltd, Wiltshire File Co. Pty Ltd, Wovic Industries Pty Ltd.

**KENN CLENCIE ADVERTISING ASSOCIATES PTY LTD, 190 Hutt St, Adelaide, SA, 5000.** Phone 23-5844, 23-5604.

Directors: Kenn T. Clencie (gov. dir), David G. Mogridge (exec. dir).

Executives: Mrs D. E. Hill (media mngr), Peter Sky, Christopher J. Higgins (acct execs).

Accreditation: AMAA.

Clients: Babyland Furniture, Chateau Rosevale, Chains & Accessories Pty Ltd, Duncan & Company Limited, Evans & Clark Pty Ltd, Executor Trustee & Agency Company, Hawker de Havilland Australia (Electronics Division), Hugh Pozza Limited Promotion, R. E. Inns Pty Ltd, Mastercut Meat Company, Motor Marine & General Insurance Company, Misan Motors Pty Ltd, D. K. Pett & Company, W. D. Scott & Company, Simsmetal Limited.

**COLE & CHEONG ADVERTISING PTY LTD**, 6 Greenhill Road, Wayville, SA, 5034. Phone 71-8515, 72-1266.

General manager: T. M. Napier.

Executives: J. Byrne (creative dir), Mrs R. Mesnil (acct exec.), B. Trengove (acct exec.), Mrs F. Bieg (media).

Accreditation: AMAA.

Clients: Adelaide Radial Tyre Co. Pty Ltd, Adelaide Electrical Co. Ltd, Alanda Real Estate, Associated Baking Co., Australian Overseas Travel Agency, Bonney's Pest Control Pty Ltd, Bowden Ford Pty Ltd, Big "H" Hardware, L. W. Chapman Building Co. Pty Ltd, John Cook Shop, B. W. Carey, Flinders Trading Co. Pty Ltd, Foremost Distributors, Greyhound Lines of Aust. (SA Division), GKN Woodtex, James Hardie & Co., Hotel & Cafe Supplies (SA) Pty Ltd, Modern Floors, Monier Besser, Peer Sorensen Pty Ltd, P. Smyth & Sons, Peter Simon Hatchery Pty Ltd, Pauls Jewellers, Tea Tree Plaza Shopping Centre, The Spot Coffee Shop, Tyre City Service Centre, United Builders, White Engineering, Waratah Archer Pty Ltd, World Vision Childcare (Melbourne), Whiting & Chambers, Zamels Jewellers.

**COMPTON ADVERTISING AUSTRALIA PTY LTD** (incorporating Rickards Advertising Service), 312 Angas St, Adelaide, South Australia, 5000. Phone 23-1979. Telegrams: Nixonads. Melbourne Office: 16-18 Albert Rd, South Melbourne, Victoria, 3205. Sydney Office: 508 Pacific Highway, St Leonards, NSW, 2065.

Executives (Adelaide): D. Sandow (mgr), K. Murphy.

Accreditations: AMAA, NPA of NZ.

Clients (Adelaide): I. G. Abbott & Co., Coles Foodmarkets Ltd, John H. Ellers Pty Ltd, Figurama Pty Ltd, Glenloth Wines Pty Ltd, Glover Gibbs Pty Ltd, C. Haussen & Co. Pty Ltd, Jacobs Dairy Produce Co. Ltd, W. Jacobs Ltd, K. B. Blinds & Furnishings, Kalmins Jewellers Pty Ltd, Krommenie Floors Aust. Pty Ltd, Laubman & Pank Audio Visual Pty Ltd, S. Lindsay & Co., Mauri Bros & Thompson (SA) Co., National Paper Vucapak Pty Ltd, Parbury Pools Pty Ltd, Rosefield Smallgoods Pty Ltd, Schrader-Scovill Co. Pty Ltd, Spartan Battery Co. Ltd, Spencer Mills Ltd, S.O.L.A. International Pty Ltd, Super Elliotts, L. S. Wise Ltd.

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

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

Executives: L. Churches, D. I. Thwaites, J. N. Creasy.

Accreditation: AMAA.

Clients: Auto Instrument Service Pty Ltd, Borgelts Motors Pty Ltd, Building & Furniture Trades Assn, Brake Lining Service Co.

Pty Ltd, Central Market Stallholders Assn, S.A. Caravan Trades Association, Claridge Motors Pty Ltd, W. P. Crowhurst Pty Ltd, Crystal Recovery Company, B. K. Dungey (Distributors), Elliotts Carpets Pty Ltd, Flavels (SA) Pty Ltd, F.M.E. Sales Pty Ltd, F.M. Telecom Pty Ltd, Fruit Advertising Fund, Hamilton Laboratories Pty Ltd, IDC Cutters Pty Ltd, Lightburn & Co. Ltd, Litchfield Engineering Co. Pty Ltd, Nocol Industries Pty Ltd, Norman Turner & Nottage Pty Ltd, Perry Engineering Co. Ltd, Perry Metal Window Co. Ltd, Proline Industries Pty Ltd, SA Lawn Tennis Assn, Scott Bonnar Aust. Pty Ltd, (industrial a/c), Semaphore Engineering Pty Ltd, Thos. Sheppard & Sons Pty Ltd, B. L. Shipway & Co. Pty Ltd, Stratco Metal Pty Ltd, John Tann (Aust.) Pty Ltd, Tecalemit (A'asia) Pty Ltd, Tilt-A-Dor Distributors (SA) Pty Ltd.

**FORTUNE (AUST.) PTY LTD**, 135 South Terrace, Adelaide, 5000. Phone 51-7327. Telegrams Fortaust.

Executives: R. S. Daniel (mgr), H. Davy (media mgr), M. Sullivan (prod. mgr).

Accreditation: AMAA.

Clients: Refer to Sydney entry.

**GORDON & GOTCH (AUSTRALASIA) LTD**, 90-100 Orsmond St, Hindmarsh, 5007. Phone 46-5181.

Accreditation: AMAA.

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

Executive: G. Huntley (mgr).

Directors, P'state, O'seas repr., Accreditations: See Sydney entry.

Clients: Australian Labor Party (SA) Branch, Betta-Frame Constructions Pty Ltd, Barossa Co-operative Winery Limited, Coca-Cola Bottlers (Adelaide) Pty Ltd, Crippled Children's Association of SA Inc., Extruded Metals Pty Ltd, Krunchi Krisps Pty Ltd, Lebel (Australia) Ltd, Arm-dale (Marion) Pty Ltd, Philips Electrical Pty Limited, South Australian Telecasters Pty Ltd, South Australian Government (all departments), South Australian Government Tourist Bureau, Sid Smart Constructions, S. Smith & Son Pty Ltd, Trans Australian Airlines, United Motors Limited, Wadlow Pty Ltd, F. J. Wadham & Son Pty Ltd.

**HOCKING ADVERTISING PTY LTD**, 175 Payneham Road, St. Peters, SA, 5069. Phone 63-4173, 63-5300.

Directors: G. R. Hocking, R. L. Hocking.

Executives: N. Murrice (acct exec.), Mrs M. Nicole (media mgr).

Clients: Newmark Pty Ltd, British Lego Pty Ltd, Lynch Night Chemists, Thwaites Mens Wear, Richard Mitchell & Co Pty Ltd.

Fraser's Motor Cycle Sales & Service, Gene Kelly Dance Studio, W. R. Williams & Co. Pty Ltd, Sinclair Pharmacies, SA Indoor Swimming Schools, Teteris Alberton Pharmacy, Collete International, John Arnold's Surf Shop.

**HAROLD KING ADVERTISING SERVICE PTY LTD**, 356 King William Street, Adelaide, 5000. Phone 8-4556.

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

**Executives:** G. L. O. Dickie (art dir), H. E. Aubert (secy).

**Accreditation:** AMAA.

**JOHN R. LEVY ASSOCIATES PTY LTD**, 325 Wakefield St, Adelaide, 5000. Phone 23-4611 (2 lines).

**Directors:** John R. Levy, Brenda Y. Levy.

**Accreditation:** AMAA.

**MARTIN KINNEAR CLEMENGER PTY LTD**, 51-54 Palmer Place, North Adelaide, 5006. Phone 67-1941 (9 lines). Telegrams: Markinad, Adelaide. Postal: Box 45, PO North Adelaide, SA, 5006.

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

**Executives:** J. B. Jarvis (art dir), R. W. Berresford (radio & TV mngr), R. S. Bennett (copy chief), Mrs C. E. Boland (radio & TV producer), B. E. Lehane, B. R. Gough, P. Richards, I. Foster, J. Dunn (acctn execs), G. S. Dick (mngr), K. J. Blackwell (prod. mngr print), R. C. Muir (prod. mngr press), C. T. Verheyen (acctn), Mrs B. McConnell (media).

**State repr.:** John Clemenger Pty Ltd, 416 St Kilda Rd, Melbourne (267-1355); John Clemenger Pty Ltd, 47 York St, Sydney (29-4552); Garnsey Greene Clemenger Pty Ltd, 177 Edward St, Brisbane (21-7644); Parkes Advertising Pty Ltd, 234 Stirling St, Perth (28-6944).

**Accreditations:** AMAA, NPA of NZ.

**Clients:** Adelaide Cement Co Ltd (Kooragang Cement), Austral Bottling Pty Ltd, Adelaide & Wallaroo Fertilizers Ltd, Bagot's Executor and Trustee Co., Automatic Carwash (Adelaide) Pty Ltd, BEA Motors Pty Ltd, Bond Investment Group, Caprice Boutique, Chesser Cellar Pty Ltd, Concrete Fabrications Pty Ltd, Dalgety-NZL Ltd (Shaw Savill), Dalgety Trading Co. (SA) Pty Ltd, David Cornell Pty Ltd, Deposit & Investment (Co.) SA Pty Ltd, Davitt Ford Pty Ltd, Disposable Products Pty Ltd, F. H. Faulding & Co. Ltd, Gerard Industries Pty Ltd, Guild Insurance Co Ltd, Hamilton's Ewell vineyards Pty Ltd, Hills Distributors Pty Ltd, Hills Industries Ltd, Good Neighbor Council of SA, L. J. Hooker (SA) Pty Ltd, Industrial Sales & Service (SA) Ltd, Investment & Merchant Finance Corp. Ltd,

Jarmans Shoes Pty Ltd Laphornes Pty Ltd, Kentish Menswear Pty Ltd, Kentucky Fried Chicken Pty Ltd, Lasscock Nurseries Ltd, Liberal & Country League, Mainstyle Motor Accessories Pty Ltd (SA), Megaw & Hogg Pty Ltd, The Myer Emporium (SA) Ltd (Radio & TV only), National Mutual Life Association, News Ltd (Adelaide), NWS9-Southern Television Corporation Ltd, Onkaparinga Woollen Co. Ltd, Philmac Pty Ltd, RDC Projects (SA) Pty Ltd, Port Adelaide Racing Club Inc., Rentelex (a division of the Cornell Trust) Rinder Wells & Co Pty Ltd, Regency Hosiery Pty Ltd, Retravision SA Pty Ltd, Rubery Owen Holding (Aust.) Pty Ltd, Wells & Co. Pty Ltd, West Lakes Ltd, Salvation Army, Red Shield appeal, SA Road Safety Council, A. E. & R. V. Trim, SA Rubber Mills Pty Ltd, J. W. Taylor & Sons Pty Ltd, Taylor Speed Wholesale Pty Ltd, Taylor Speed Distributors Pty Ltd, Visador (Aust.) Pty Ltd, Western Assurance Co., Wiles Steel Structure Pty Ltd, Williams Beverages Pty Ltd,

**MONAHAN, NEATE & ASSOCIATES PTY LTD**, 139 Anzac Highway, Kurralta Park, Adelaide, 5037. Phone 97-3388 (6 lines).

**Directors:** D. Monahan (chrnm), J. Neate (mng dir), W. McDougall (secy/dir), B. Stewart (dir).

**Accreditation:** AMAA.

**Clients:** Adelaide Wheel & Rim Works Pty Ltd, Agco Hucksion Pty Ltd, Anchor Foods Pty Ltd, Angus & Cootie Acoustics Pty Ltd, Australian Motors (SA) Pty Ltd, Bettacrete Products Pty Ltd, Bickford Building Co, Blue Flyer, Bryson Industries (SA) Pty Ltd, John Cahill Motors Pty Ltd, The Coolair Group, Dunlite Electrical Co Pty Ltd, Easy-built Garages Pty Ltd, W. Eglinton Pty Ltd, Enfield Furnishers Pty Ltd, Ernsmiths Pty Ltd, Evans & Clarke Pty Ltd, Fairway Ford Pty Ltd, Glacier Foods (SA) Pty Ltd, Haven Motel, Alan Hickinbotham Pty Ltd, A. S. Horne Pty Ltd, Horsell Jarmyn & Sons Pty Ltd, Mischief Shoes Pty Ltd, Murdocks Pty Ltd, MyLady's Dainties Pty Ltd, M. B. Pomeroy & Co, Raven Products, Rogers Rural Products Pty Ltd, S.A. Foam & Fibreglass Pty Ltd, Saverys Pty Ltd, Short Galligan Pty Ltd, Theta Developments Pty Ltd, Tonkin Radiators Pty Ltd, Rex Wilson Motors Pty Ltd.

**NAS MACNAMARA (ADELAIDE) PTY LTD**, Box 1346H, GPO, Adelaide, SA, 5001. Phone 71-7131. Telegrams Nasagency, Adelaide.

**Directors:** L. J. Macnamara (mng dir.), W. Smallacombe, G. W. Edwards, J. R. Muller, R. M. Mildred, J. S. Dick.

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

**Accreditations:** AMAA, NPA of NZ.

South Australian member of NAS (Aus-

tralia) Pty Ltd, an integrated organisation of member agencies providing national advertising service in Australia and New Zealand.

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

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

O'seas Bureaus: London, New York.

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

Directors: R. C. Lindblade (chrmn) S. L. Lindblade, D. M. Porter.

Executive: B. Staples (prod. mngr).

Accreditation: AMAA.

**PATTERSON, GEORGE PTY LTD**, 2 Wakefield St, Kent Town, S.A. 5067. Phone: 32-2177.

Manager: R. Bruce Lockwood.

Media manager: Miss M. Buck.

TV/radio manager: G. V. Oliver.

Clients: Austral Pacific Export-Import Co., Berger Paints SA Pty Ltd, Cellulose Australia Ltd, Clyde-Apac Limited, Coventry Motors Clyde-Vornado, F. H. Faulding & Co. Ltd, Furness Ltd, General Motors-Holden's Pty Ltd, Hills Industries Ltd, Kinhill Group of Companies, Leopin Import Co. Pty Ltd, Lloyds Timber Mills Ltd, Lloyds Building Supplies Co. Ltd, Lloyds Transportable Homes & Rural Buildings, Martens & Marshall Pty Ltd, John Martin & Co. Ltd, Monier Group (Monier Besser Pty Ltd, divisions of Monier (SA) Pty Ltd, Monier Prestressed Concrete, Monier Tillet, Monier Roof Tiles), Nilsen Electric (SA) Pty Ltd, B. Seppelt & Sons Ltd (Export), Snack Foods (division of General Foods Corporation Pty Ltd), SA Brewing Co. Ltd (West End), Tobacco Products Distributors (Aust.) Ltd, W. H. Wylie & Co. Pty Ltd.

**ERIC RING, JACKSON WAIN PTY LIMITED**, 162 Halifax St, Adelaide, 5000. Phone 23-2766. Telegrams Jacksonwain, Adelaide. Telex AA82522.

Directors: F. E. Grace (chrmn), E. D. Ring (mng dir), R. D. Hodgson, M. W. Brock, E. C. Brooker, R. W. Lloyd, R. W. Miller, J. B. Thompson.

Media manager: Mrs Norma Howard.

†state repr.: Jackson Wain in all States. O'seas: UK, Western Europe, USA, Far East, NZ.

Accreditations: AMAA, NPA of NZ.

Clients: Agchem Pty Ltd, Australian Wine

Board, Badenochs Transport, B. F. Balnaves Pty Ltd, Bernwood Pty Ltd, Buring & Sobels Pty Ltd, Car Seat Conversions (Aust.) Pty Ltd, Chamberlain Industries Pty Ltd, William Charlick Ltd, Chivas Bros Ltd, City Motors, City Spare Parts, R. W. Clampett & Co. Pty Ltd, Custom Credit Corporation Ltd, Dresslier & Co. Pty Ltd, John Dring Pty Ltd, Formal Occasions, Gerard & Goodman Pty Ltd, Gillingham Printers Pty Ltd, G. J. Homes Pty Ltd, Grant Engineering Co. Pty Ltd, W. J. Hannaford Pty Ltd, Thomas Hardy & Sons Pty Ltd, Heywood Service Station, M. F. Hodge & Sons Pty Ltd, Hoopers Furnishers Ltd, Hume Broadcasters Pty Ltd, Jeffs Bros. Ltd, Katies Pty Ltd, King's Travel Agency Pty Ltd, Mercury Scale Company Pty Ltd, McLaren Vale Wines Pty Ltd, J. Metters Pty Ltd, G. H. Mitchell & Sons Pty Ltd, Monier Besser, National Health Services Association of SA Ltd, Parbury Henty (SA) Pty Ltd, Passionate Bottling Co. (Melb.) Pty Ltd, Peters Ice Cream (SA) Pty Ltd, Pittman Motors, Geo. Pizzey & Sons (SA) Pty Ltd, Repco Auto Parts Pty Ltd, Rialto Pty Ltd, David Shearer Ltd, Simpson Pope Ltd, Spencer Roberts Pty Ltd, State Motors Pty Ltd, Tasmanian Government Tourist Bureau, C. Tomlinson & Sons Pty Ltd, Norman Turner & Nottage, United Co-operative Dairymen Pty Ltd, Wholesale Milk Buyers & Distributors Association.

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

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

Executive: J. F. Power (mngr).

Accreditation: AMAA.

**CLEM TAYLOR O'BRIEN PTY LTD**, 155 Pirie St, Adelaide, 5000, GPO Box 1525M, 5001. Phone 23-5577. Telegrams Clemtaylor.

Directors: W. R. Taylor (mng dir), D. M. Cain (secy-mngr), L. R. Biddle (prod. dir), A. R. Kelly, R. V. Brunston, D. R. Todd.

Associate directors: L. R. Bambridge, F. G. Cairncross.

Executives: F. P. Grimley, G. L. Mitton, R. Lange, R. Buckley (radio & TV), R. Shepard, J. S. Kennedy, C. D. Fuller, J. J. Wright, A. H. Taylor (media).

Branch office Melbourne, associates in all other states.

Accreditation: AMAA.

Clients: Beasley Industries Pty Ltd, Budgen Jewellers Pty Ltd, T. M. Burke Pty Ltd, Commando Products Aust, Cooper & Sons Ltd, G. W. Cox, Cresco Fertilisers Ltd, Datsun Distribution (SA) Pty Ltd, Elder Smith Goldsbroth Mort Ltd, Finsbury Sales & Service Pty Ltd, D. & J. Fowler (Aust) Ltd, Grosvenor Hotel, Hains-Hunkin Ltd, Geo. Hall & Sons Ltd, Lencworth Finance Ltd, Maughan Thiem Motor Co. Pty Ltd, Mutual

Hospital Association Ltd, Pharmacy Guild of Aust (SA Branch), Southern Farmers' Co-operative Ltd, Tip Top Bakeries Holdings Pty Ltd, Royal Agricultural & Horticultural Society Inc., John Shearer & Sons Ltd, Manco Industries, S.A. Air Taxis Pty Ltd, Adelaide Motors Sales, S.A. Tractor Co., Australian Broadcasting Commission, Ken Eustice Motors, Electricity Trust of S.A., Lawlors Pty Ltd, Television Broadcasters Ltd, Brambles Industrial Services, Ipec Aust Ltd, Viner Removals and Storage Pty Ltd, House of Dawne Pty Ltd.

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

Manager: L. H. Lockwood.  
SA field office; accreditations: See Sydney entry.

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

Directors: C. E. Richardson (chrmn), M. H. Wilde, J. Cawse, L. J. Preston.

Executives: M. H. Wilde (mng dir), J. Cawse (dir.), K. E. Gorey (media mngtr), Lynette Grass (art dir), B. Gregson (TV prod.), R. J. Keay (prod. mngtr).

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

Accreditation: AMAA.

Clients: Associated Music Colleges & Subsidiaries, Automotive Exhibitors Association, BDH Industries Pty Ltd, Barrett & Barrett, Bramil Industries Pty Ltd, R. J. Burns & Co. Pty Ltd, E. Daniel & Co. Pty Ltd, N. J. Denyer Pty Ltd, ERG Industries Pty Ltd, Electronic Industries Ltd, Freeman Motors Ltd, Glascraft Pty Ltd, Glenn Gate Pty Ltd, G. Gramp & Sons Pty Ltd, Hollostone Ltd, Geo. McEwin & Son Ltd, Moore Road Machinery (SA) Pty Ltd, Oliver Sportsgoods Pty Ltd, Rapid Metal Developments (Aust) Pty Ltd, Rubery Owen Holdings Aust Pty Ltd, James Smith's Ltd, Soft Water Foundation of SA, Texas Instruments Australia Ltd.

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

Accreditation: AMAA.

Clients: E. Anders & Sons Pty Ltd, Avatt Garde Pty Ltd, Colin Smith Ltd, Wm Houghton & Co. Ltd, Kemp's Nurseries Pty Ltd, N. & D. Morse, A. Ross & Son Pty Ltd, Sellick's Furniture House Pty Ltd, Solomons, Twining Furniture Pty Ltd, Waterman's Pty Ltd.

**YOUNG & RUBICAM PTY LTD**, 366 King William St, Adelaide, 5000. Phone 8-6922. Cables Rincad, Adelaide.

Directors: Same as Sydney Office.

Executives: A. J. Hagger (gen mngtr), R. Tatham (art dir), S. Remley (creative dir), J. Pettett (media dir), G. Mann (prod mngtr), R. Thonemann (acct supervisor), K. Collins (acct mngtr), M. Miller (acct mngtr), J. van der Linden (acctnt).

O'ceas repr.: Same as Sydney Listing.

Accreditations: Same as Sydney Listing.

Client: Chrysler Australia Ltd.

## WESTERN AUSTRALIA

**ADCRAFT SERVICE PTY LTD**, Queensland Insurance Building, 178 St George's Terrace, Perth, 6000. Phone 22-3455.

Managing director: J. A. Mercer.

Executives: V. P. Pocklington (mngtr), M. Chiswell, J. Lewis (group dirs), P. Craig (radio/TV mngtr), K. Gloster, J. Ray, D. Duncan, R. Hickson, B. Taylor, A. Lazberger (acct execs), G. Davies (art dir).

Accreditation: AMAA.

Clients: Amalgamated Wireless (A'asia) Ltd, AMCAP Pty Ltd, Australian Watching Co. (WA) Pty Ltd, Barnett Bros Pty Ltd, Berger Paints WA Pty Ltd, Boy Scouts Assoc, British Leyland Motor Corporation (Aust) Pty Ltd, Broken Hill Co. Pty Ltd, Brownes Dairy Pty Ltd, Bunning Bros Pty Ltd, Cancer Council of WA (Honorary), Charlie Carter Pty Ltd, City Motors Pty Ltd, S. W. Clarke Pty Ltd, Coca-Cola Bottlers (Perth) Pty Ltd, Concrete Industries (Monier) Pty Ltd, CSBP & Farmers Ltd, D. W. Custer Pty Ltd, Custom Credit Corporation Ltd (Personal Loan Division), Domestic Appliances & Co, EMI (Aust) Ltd, 89 Enterprises Pty Ltd, F. H. Faulding & Co. Ltd, FON Pools (WA) Pty Ltd, Glass Merchants Assoc, S. W. Hart & Co. Pty Ltd, Hood's Record Centre, Humes Limited, A. V. Jennings Industries (Aust) Ltd, Kays Hire Service, Kelvin Industries Pty Ltd, Leroya Industries Pty Ltd, Leyland WA Pty Ltd, Liquid Air (WA) Pty Ltd, R. Moore & Sons Pty Ltd, McLean Bros & Rigg Ltd, Notts Pharmacies, Nylex Corp Ltd, Olympic General Products (WA) Pty Ltd, Perth Photographics Pty Ltd, Perth Sports Depot Pty Ltd, Peters Ice Cream (WA) Ltd, and subsidiary companies, Philips Electrical Pty Ltd, Pink Pages Publicity (WA) Pty Ltd, Radio Centre 6PR/TZ/CI, Railton Hotel, Rizla Cigarette Papers (Aust) Pty Ltd, Royal Aero Club of W.A. Inc, Royal Agricultural Society of W.A. Inc, Smyth & Hickman Pty Ltd, The Cab Company of Aust Pty Ltd, Underwood Business College Pty Ltd, Watson Enterprises Pty Ltd, Welding Enterprises, Wesfarmers Kleenheat Gas Pty Ltd, Wilcox Mofllin Ltd, Winterbottom Distributors Pty Ltd, Winterbottom Holdings Ltd, Winter-

bottom Motors Pty Ltd, Wizard Photos, Wool Centre, Worths.

**BEAN-BIRRELL ADVERTISING PTY LTD**, 58 Millpoint Rd, South Perth 6151, Phone 67-6777. Telegrams Bean-Cross, Perth.

Executives: H. L. Bean (chrmn/mngg dir), E. I. Cross (media mngr), A. Heal (radio/TV mngr), C. Baxter (prod mngr).

Accreditation: AMAA.

**BERRY CURRIE COLLETT ADVERTISING (WA) PTY LTD**, 340 Murray St, Perth, 6000. Phone 21-6396.

Directors: W. C. Currie (chrmn), A. Collett (dep. chrmn), W. A. Currie, J. C. Currie, R. Pride, R. Morris.

Executive: Ross Price (gen mngr).

Accreditation: PCA.

Clients: Agricultural Parts Supply, Alberts Bookshop, Andy's Machinery, Apple & Pear Publicity, Ajax Plaster, Bailey & Son, Bank of New South Wales, Beasley Motors Bradford Insulation (WA), Burnell & Co., Burns Philp & Co., Ceiloyd, Chamber of Automotive Industries Commercial Union Insurance Co., Evans Deakin, Flower Davies & Johnson, General Agency, Gibsons Confectionery, Guardian Assurance, Grace Bros, Hills Industries, Hydronix Equipment, Mobil Oil (WA), Musgraves Air Conditioning, Paceyway Chrysler, Richard Klinger, R.A.C., Shack Motors, Scarboro Motors, Sharps Tobacconists, Tomlinson Steel, Warman Equipment, WA Government Railways, WA Sporting Car Club, Wentworth Motors, Western Motors, WZI Investments, Regent Motors, Riverside Lodge. William Geoffreys.

**EATON, MAX ADVERTISING**, 1st floor, Shell Hse, 205 St George's Terrace, Perth, 6000. Phone 21-6986-7.

Principals: S. M. Eaton, F.A.I., F. Mathews (art dir).

Accreditation: AMAA.

Clients: Atkins (WA) Ltd, Brambles Holdings Pty Ltd, T. M. Burke Pty Ltd, Bush Fires Board, Cardup Metro Bricks Pty Ltd, Dalgety Trading Co. Pty Ltd, W. Drabble Ltd, Duncan Motors Pty Ltd, Gregor's Pty Ltd, Howard Motors Pty Ltd, Liberal Party of Australia (WA div.) Inc., Lockes Furnishers, Nevada Shirt Co. Pty Ltd, T. & M. Ogilby Pty Ltd, Pearlman's West End, Perth College of Music, Thomsons Pty Ltd, WA Egg Marketing Board, WA National Football League, WA Trotting Association.

**FINNEY AND MARTIN**, 6 Rheola Street, West Perth, 6005. Phone 21-6031.

Executives: J. V. Finney, Phillis N. Martin (partners).

Accreditation: WA Provincial Press.

Clients: R. B. Baker & Co. Pty Ltd, Bell Bros Pty Ltd, Carlton Hotel, Caston & Caston, Clearlight Pty Ltd, Delta Eclipse, Mr Ernest Hair Stylist, Fremantle Surplus,

Friendly Society Pharmacy, O. F. Gamble Pty Ltd, S. Glance Pty Ltd, Gradys Cycles, Hemphill-Honda, Kwinana Realty, Kalyzoic Store, Leederville Motors, J. & E. Ledger, J. & E. Ledger (Sales), La Classique, McGay & Co., G. S. Murray Pty Ltd, Murray Collins Engineering, McCorkill & Co., Parlocars (WA) Ltd, Peerless Emulsion, Producers Manufacturers Pty Ltd, Quarry & Mining Equipment Pty Ltd, Ramsay Thermal Appliances, Richards Electrical, Rochelle Fashions, Rod Evans Stores, Solaflex Pty Ltd, Taylors Sports, Transerve Electronics, A. D. Urquhart, Values Pty Ltd, Vaughan Radiators, WA Fibrous Plaster Association, We-maks.

**FORTUNE (AUST.) PTY LTD**, 234 St George's Terrace, Perth, 6000. Phone 22-2108. Telegrams Fortaust.

Executive: V. Plato (mngr).

Accreditation: AMAA.

Clients: Refer to Sydney entry.

**GILL, JOHN, ADVERTISING PTY LTD**, 38 Mountsbay Rd, Perth, 6000. Phone 21-3557, 21-5570.

Accreditation: AMAA.

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

Head office Melbourne.

Executives: S. H. Phelps (mngr), R. Low (radio-TV mngr).

I'state, O'seas repr.: See Melb. entry.

Accreditation: AMAA.

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

**E. G. HOLT & ASSOCIATES PTY LTD**, 957 Wellington St, Perth, WA, 6000. Phone 21-6768, 21-5954.

Refer to Melbourne entry.

**JACKSON, WAIN & HUNT PTY LIMITED**, 288 Hay St, Perth, 6000. Phone 25-8166.

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

Interstate repr.: Jackson, Wain & Co. Ltd (all States). O'seas: Jackson, Wain London-Bangkok.

Accreditation: AMAA.

Clients: Australian Wool Board, Australian Dairy Produce Board, Australian Lumber Co. Pty Ltd, M. J. Bateman Pty Ltd, Berlei Ltd, British Paints (Aust.) Pty. Ltd, H. B. Brady Co. Pty Ltd, Chamberlain Industries Pty Ltd, E.I.L. Services Pty Ltd, Gilbeys Australia Pty Ltd, Glide Pty Ltd, Housing Industries Assoc., Richard Hudnut, Jantzen (Aust.) Ltd, S. C. Johnson & Son Pty Ltd, Kayser Pty Ltd, J. E. Ledger Pty Ltd, Malaysia Singapore Airlines, Mt Newman Mining

Co. Pty Limited, Orleans Farms Pty Ltd, Peter Stuyvesant, Qantas Empire Airways, Realty Development Corporation, Rice Board of Australia, Rothmans of Pall Mall (Aust.) Ltd, Rottneest Island Board, Simpson Pope Limited, Sunday Times (Western Press Limited), Sunnywest Co-operative Dairies Ltd, Sunnywest Ice Cream Pty Ltd, Suntimes Broadcasting Ltd (6KY-NA), Tea Council of Australia, Teachers Union of WA, Thiess Sales (Toyota Trucks), WA Salvage Co. Pty Ltd, White Sands Motor Hotel, White Wings, William Adams & Co. Ltd, Westralian Soaps Pty Ltd, Perth City Council.

**LORECK-STRONG PUBLICITY PTY LTD**, Graphic Hse, 469 Hay St, Perth, 6000. Phone 21-7023.

**Directors:** J. G. Loreck (chmn), M. J. Strong, J. G. Loreck (mng dirs).

**Accreditation:** AMAA.

**NAS SUCCESSFUL (PERTH) PTY LTD**, 56 Havelock St, West Perth, 6005. Phone 22-2233. Telegrams Nasagency, Perth.

**Directors:** D. R. Webster (mng dir), M. N. Webster, H. R. Woods (exec dir).

**NAS (Aust.) members:** Murray Evans Advertising, NAS (Melbourne) Pty Ltd, NAS Macnamara (Adelaide) Pty Ltd, NAS Duthie (Brisbane) Pty Ltd, NAS (Perth) Pty Ltd.

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

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

**Accreditation:** AMAA.

**Clients:** Arcus Metal Products Pty Ltd, Armet (art metals), Armstrong Pianos, Beta Health Foods Pty Ltd (Retailers), Crosby, Wm (WA) Pty Ltd, Cullity Timbers Pty Ltd, Dalgety (wool brokers), D'Orsogna Pty Ltd, Drillwell Pty Ltd (incorporating Australian Transport Aiservices Pty Ltd), Faulls Pty Ltd (Landrover & Rover Car Distributors), Fischer, Hugo Pty Ltd, Hicks Aviation, Airlines Pty Ltd, Landall Construction & Development Coy Ltd, Mazzucchellis Jewellers, McPherson's Limited, Merks H. & C., Metro Motors, Muhling (John) Marine, Nolex Engineering Co. Ltd, Palace Hotel (Perth) Pty Ltd, Perth Motor Engineers, Ready-Built Accommodations (Aust.) Pty Ltd, Mining Supplies, United Australia Co., Saunders, John R., Pty Ltd, Seaward Marine Pty Ltd, Stuart Brewery Co. Ltd, Swan Brewery Co. Ltd, Swan Hotels Pty Ltd, Swan Hotels (NT) Ltd, Utility Buildings (WA) Pty Ltd, Vitahealth Products Pty Ltd, Volvo Australia (WA) Pty Ltd, Vox Adeon

Nicholsons Pty Ltd, WA Sheep Showering Co. Pty Ltd, Westralian Plywoods Pty Ltd, Wilberforce, J. H. & Co. Pty Ltd, Alex Kelly & Harman Transport, Alfresco Garden Lodge, Bakewell Pies Pty Ltd, Bell Bros Pty Ltd, Bi-Tone Caravans, Bumbury Building Society, Cargills Pty Ltd, City Building Society, Condor Furnishings, Davidsons Paints (WA) Pty Ltd, Dillingham Shipyards (WA) Pty Ltd, Flooring Distributors, Fremantle Gas Co, Glacier Foods Pty Ltd, H.P.C. Pty Ltd, Hall & Jones (Proprietors of Hall & Jones Salon, Aileen Salon, Zeck's Salon, Hall & Jones Hair Beauty), Hyder & Beatty, Johnsons Laundry Service, Marine Charters (Aust) Pty Ltd, Midland Hardware & Salvage, Macquip Forklift Sales, Neptune Engineering, Osborne Metal Sales, Power & Pump Pty Ltd, Project Homes, Solomons Carpets, Stateside (WA) Pty Ltd, F. J. Sweetman & Co Pty Ltd, Terra Trading Co Pty Ltd, Vettors Business Service, Webster Motors Pty Ltd, Western Mining Corporation, Wrights Ltd.

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

**Directors:** H. W. Norwood, M. G. Norwood.  
**Accreditation:** AMAA.

**Clients:** Allen, Les & Company, Allen Trucking Company, Austral Pacific Fertilizers Ltd (WA only), Barrett Carpet Co. Pty Ltd, Barrett Furnishing Co. Pty Ltd, Bently Sales, BHB Bassula Pty Ltd, BHB Collins Pty Ltd, BHB Engineers Pty Ltd, BHB Rodgers Pty Ltd, BHB Sales Pty Ltd, Bowra Holdings Limited, Conventional Homes Pty Ltd, Coventry's Floor Coverings Pty Ltd, Cyclone K-M Products Pty Ltd, (WA only), Dasco Farm Supplies Pty Ltd, Dalco Equipment Sales, Dalco Plant Hire, Electronic Copiers Ltd, Frigadaire Ltd (WA only), Hills Cold Stores Pty Ltd, Houghtons Tractors and Machinery Pty Ltd, Houghton Motors Pty Ltd, Leslyn Homes Pty Ltd, Lynas Motors Pty Ltd, Linton, Robert & Co., Macy's Fashion Salons, Mastermix Feeds, Mayne Nickless Ltd (WA only), McFarlane & Burns, Mercer Mooney Produce Co., Mooney, R. N. Pty Ltd, Offset Sales and Consultants, Paramount Building Co. Pty Ltd, ANI Perkins Pty Ltd (WA only), Root Nodule Pty Ltd, Star Duplex Homes Pty Ltd, Swan Cash Orders Pty Ltd, Swanscas, Swift & Co. (Trading) Pty Ltd, United Fertilizers and Chemicals Pty Ltd, Universal Milling Company, WA Tractor Co. Pty Ltd, Webb & Kendrick Pty Ltd, Western Business Machines Pty Ltd, Westock Merchandise Pty Ltd, Wesfeeds Pty Ltd.

**PARKES CLEMENGER PTY LTD, 60 Stirling St, Perth, WA, 6000. Phone 28-6944.**

**RIGBY-DAVIS ADVERTISING**, 3rd floor, 168 St George's Terrace, Perth, 6000. Box T1644, GPO, Perth, 6001. Phone 21-3216, 21-4428.

**Executives:** J. S. Rigby, F. J. Davis (mng partners), K. V. Newman (radio-TV mgr), M. Higgs (prod mgr), P. Young (art dir).

**Accreditation:** AMAA.

**Clients:** Adco Pty Ltd, American Health Studios, Blue Ribbon Meats, City Motors Scarborough, Clifton Park Australind, Coachman Restaurant, Economy Corner, Elder Bell Bros, Elder-Prince Marine Services Pty Ltd, Elder, Smith Goldsbrough Mort Ltd, Elders-GM Travel Services Pty Ltd., Globe Meat Packers Pty Ltd, Hearn Industries Ltd, Hearnsteads, Heritage Decorative Gifts, Hi/Ply Pty Ltd, Hunts Poultry Supply, W. O. Johnston Pty Ltd, P. C. Kerr & Associates, Robert Laurie Pty Ltd, Lionel John Gellard, Modern Caravans, Mr Mac, Mt Newman House/Cloisters Project, Multiple Listing Bureau of WA, Musgroves Vehicle Air Conditioning, Netta Furniture Pty Ltd, Peephole Boutique, A. E. Roesner & Son, R. & N. Statham, Snaps Dog Biscuits, Silhouette Figure Form, Southern Motors Pty Ltd, Stockbrands Co., Structural Engineering, Sylon International Ltd, Tengems Pty Ltd, Toorak Lodge, Vista Corporation, "Woolawa" Santa Gertrudis Stud, Wrights Hardware Pty Ltd.

**SMITH, IAN H. & PARTNERS**, 4th Floor, "Casablanca", 196 Adelaide Terrace, Perth 6000, Phone 25-8099.

**Managing partner:** Ian H. Smith.

**Accreditation:** AMAA.

**JOHN TROWELL ADVERTISING**, 25 Barrack St, Perth, 6000. Phones 23-1287, 23-1587.

**Accreditation:** AMAA.

**WA ADVERTISING SERVICES**, 38 Mill Point Rd, South Perth, WA, 6151. Phone 67-5688, 67-5680.

**Directors:** Donald Eric Langouant (mng partner).

**Accreditation:** AMAA.

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

**Directors:** William S. Warnock, John Butterworth, Roger I. Beynon, Peter Joughin, Warwick J. H. Barraclough, Walter P. Mansfield, Lloyd I. Bassett.

Member MAIN, agency network.

**Accreditation:** AMAA.

**Clients:** Bond Corporation, Carlyle & Co. Pty Ltd, Diamond Foods Ltd, Golden West Aerated Water, Hawker Siddeley Building Supplies Pty Ltd, ICIANZ, The Independent,

MacRobertson Miller Airlines, Masters Dairy Ltd, Mills & Wares Pty Ltd, Plaistowe Sales Pty Ltd, Premier Motors Pty Ltd, R & I Bank of WA, Lionel Samson & Son Pty Ltd, Shell Co. of Australia, Six P.M.-AM, Stramit (1963) Pty Ltd, Valencia Vineyards Pty Ltd, Watsons Foods Pty Ltd, W.A. Opera Company, West-ralian Farmers Co-op Pty Ltd.

**ROBERT WOODS ADVERTISING PTY LTD**, 127 Hill St, Perth, 6000. Phone 23-1497.

**Directors:** H. R. Woods (chrmn), G. McGrath.

**Accreditation:** AMAA.

## TASMANIA

**BANKS ADVERTISING PTY LTD**, 70 Sandy Bay Road, Hobart 7000. Phone 23-6368, 23-1678. Telegrams Banksad.

**Directors:** R. T. Banks (FAIA, mng dir), A. C. Tweedie (co. secy).

**Executives:** R. T. Banks (FAIA, mng dir), A. C. Tweedie (art dir), P. R. Richman (radio-TV prod), G. Pitt (accnts/media), O. A. Darby (press prod), W. M. Renner, Mrs D. Weatherborn.

**Accreditation:** AMAA, ABC.

**Clients:** C.H.I. (Tas) Pty Ltd, Co-Operative Motors (Sales) Pty Ltd, Kevin Corby Pharmacies, Department of Health Services — Road Safety, Directorate of Industrial Development and Trade, Dowell Industries (Tas), Furniture Makers of Australia, Glenila Orchards Pty Ltd, Goliath Portland Cement Co, Heathorns, Hills Industries, Hobart Plumbing Supplies, Homecrafts (Tas), Liberal Party of Australia (Tasmanian Division), Maeder Hair Salon, Marine Services Pty Ltd, Metro Motors, Craig Mostyn & Co Pty Ltd, Permanent Building Society, C. Piesse & Co Pty Ltd, Port Huon Fruit Juices Pty Ltd, Purity Food Markets Pty Ltd, Spare Parts & Reconditioning Co Pty Ltd, J. T. Soundy Pty Ltd, Tasmanian Truck & Tractor Pty Ltd, J. Wignall & Co Pty Ltd, Woodwards Tyre Service.

**GORDON & GOTCH (AUSTRALASIA) LTD**, 71-99 Galvin St, Launceston, 7250. Phone 44-4644.

**Accreditation:** AMAA.

**HUTCHISON ADVERTISING**, CML Bldg, 18 Elizabeth St, Hobart, 7001. GPO Box 98A. Phone 23-2778, 23-2779. Assoc. O'Brien Publicity.

**Director:** F. A. Hutchison.

**Accreditations: FACB, TAB.**

**Clients:** J. Bidencope & Son Pty Ltd, Bridges Bros Pty Ltd, E. Chancellor Pty Ltd, W. Coogan & Co. (Hobart) Pty Ltd, J. Cuthbertson & Son Pty Ltd (incorp. Citizens Shoes), Golden Crumpets (Tas) Pty Ltd, Eric of Hadley's Hairdressing Salon, Hobart Building Society, Kemp & Denning Pty Ltd, Launceston Savings, Investment and Building Society, Moonah Furniture Supermarket, Tasman Glass.

**JACKSON, WAIN (TASMANIA) PTY LIMITED**, head office, 35 Melville St, Hobart, 7000. Phone 34-2688. branch, 18 Brisbane St, Launceston. (31-2944).

**Directors:** J. M. Newell (mng dir), F. E. Grace, R. D. Hodgson, G. C. Fader.

**Executives:** P. Ikin (L'ton), J. Bessell (assoc. dir), P. Clements (media), R. Butler (accnts), M. Pearce (prod.), P. Kay (radio-TV).

**Accreditations: AMAA, AAAA.**

**Clients:** Hobart office: Adams, William & Co. Ltd, Bakers Milk Pty Ltd, Besser Vibrapac Masonry Ltd, Cascade Cordials Pty Ltd, Commercial Broadcasters (7HO), Cripps, W. Pty Ltd, D. J. Motors Pty Ltd, Duck River Co-op. Butter Factories, Electrolytic Zinc Co. of A'asia Ltd, G. P. Fitzgerald & Co. Ltd, Hydro Electric Commission, A. V. Jennings Industries (Aust.) Ltd, Mathers The Carriers, Murex A'asia Ltd, Police Department, Richardsons Meat Industries, Risby Bros, Sidwell & Townley, Stanley Titan Pty Ltd, Tasmanian Breweries Pty Ltd, Tasmanian Butter and Cheese Factories, Tasmanian Government Tourist Bureau, Tasmanian Television Limited (IVT-6), Traders Pty Ltd, Webster & Woolgrowers Ltd, Wrest Point Hotel, Launceston office: Abbotts Pty Ltd, David Lewis Motors Pty Ltd, Four Roses Co., Four Square Stores, J. & T. Gunn Pty Ltd, Launceston Bank for Savings, Reeman & Manning.



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*The New Zealand Listener* sells 137,000 copies weekly to 383,000 readers.

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Peak-time Radio (30 secs)	— 22 cents.
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**Contact:**

**For Radio:**

The Macquarie Broadcasting Service,  
136-138 Phillip Street, Sydney, N.S.W.  
Phone 2 0360

**For Television and Listener:**

Parker Associated Representations,  
131 Clarence Street, Sydney, N.S.W.  
Phone 29 6021

— or — **NZBC National Sales  
Manager,  
P.O. Box 98,  
Wellington, N.Z.  
Phone 48-200**

**ACF & SHIRLEYS FERTILIZERS LTD,**  
Little Roma Street, PO Box 1432, Brisbane,  
4001, Phone 21-3322, Telegraphic & Cables  
Fertilizer, Brisbane, Telex AA40752.

**ARC INDUSTRIES LIMITED** (sub-  
sidiary companies — ARC Engineering  
Pty Ltd, EPM Concrete Pty Ltd), 440 Col-  
lins St, Melbourne 3000; Phone 67-7141;  
Telegrams Benignant Melbourne.

Directors: K. F. Cox (chrm & mng dir),  
T. Collier (asnt mng dir), K. R. Woods  
(dir of marketing), W. H. Wray (dir of  
manufacturing).

Executives: D. N. S. Blair (comp sect), B.  
Ferguson (chief civil engineer), E. Lindblade  
(export mngr), R. Barnett (advert co-  
ordinator), G. Woodman (research & de-  
velopment engineer).

Pstate Repr.: ARC Engineering Pty Ltd,  
branches all States.

O'seas Repr.: ARC Engineering Pty Ltd,  
Lac, Papua-New Guinea, B.R.C. Weldmesh  
(Sth-East Asia) Private Ltd.

Company's Operations: ARC Reinforce-  
ment bars & fabric, Weldmesh rural &  
industrial products, EPM pre cast concrete  
panels.

Agency: Hayes Advertising Agency, Mel-  
bourne.

**ASAE ELECTRIC (AUST) PTY LTD,**  
Indive St, Tottenham, Vic, 3012. (J. Matson.)

**HERBERT ADAMS PTY LTD,** PO Box  
44, Springvale, Vic, 3171. (R. A. Haigh.)

**ADAMS NATIONAL INDUSTRIES  
(AUST) PTY LTD,** PO Box 112, Brookvale  
NSW, 2100. (A. G. Rainsford.)

**ADDIS (AUSTRALIA) PTY LIMITED,**  
135-139 Church-st, Ryde, NSW. Box 8, PO,  
Ryde 2112. Phone 807-2022 (5 lines). Tele-  
grams Sidda, Ryde.

Mng dir: H. S. Solly.

Directors: A. R. Dobb (secretary), R. A.  
Cliff (prod. dir).

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

Products: Wisdom toothbrushes, Culmak  
shaving brushes, Addis denture brushes and  
hairbrushes, Grippy nailbrushes, Isovac  
vacuum flasks, household brushware, paint  
brushes and plastic housewares, Fem Fresh  
products.

Agency: Canny Gabriel Castle Jackson  
Pty Ltd.

O'seas Repr: Addis Ltd, England.

**ADDRESSOGRAPH MULTIGRAPH OF  
AUSTRALIA PTY LTD,** 411-423 Swanston  
St, Melbourne, Vic, 3000. (L. J. Wilson.)

**AIR INDIA,** P&O Building, 3 Elizabeth  
St, Sydney, 2000. GPO Box 3338, Sydney,  
2001. Phone 28-8471. Telegrams and cables  
Airindia. Teleprinter 20289.

Executives: D. P. Mitra (regional mngr,  
A'sia), M. M. Lall (asst mngr, A'sia), F. B.  
Rush (area sales mngr).

Company's operations: International air-  
line.

Agency: Coudrey-Campbell-Ewald Pty Ltd;  
Harrowgate Associates, public relations  
consultants.

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

O'seas repr.: Offices world-wide.

**AIR NEW ZEALAND,** 131 King St, Syd-  
ney, 2000. Phone 25-6861.

Principal executives: N. H. Barker (mngr  
Western region), R. M. Macgillicuddy (sales  
mngr, Aust.), Peter J. Davidson (press &  
information officer, Aust.).

Operations: International airline.

Agency: Coudrey-Campbell-Ewald.

Pstate repr.: 45 King William St, Adel-  
aide (51-3029); 239 Adelaide St, Brisbane  
(31-2548); Moresby House, London Circuit,  
Canberra (48-0147); 260 Collins St, Mel-  
bourne (63-2554).

O'seas repr.: Head office: Airways Hse,  
103 Customs Street East, Auckland, New  
Zealand.

**ALBERTO-CULVER COMPANY,** 104-108  
Mount St, North Sydney, NSW, 2060. PO  
Box 111, North Sydney. Phone 630-5099.  
Cables Spragsam, Sydney.

Operations: Manufacturers VO5 pro-  
ducts including hairspray, shampoo, creme  
rinse and hairdressing.

Alberto-Culver products distributed by  
Salmond and Spraggon through branch  
offices in each State.

Agency: Compton Advertising Australia  
Pty Ltd.

**ALCAN AUSTRALIA LIMITED,** Suite  
2800, Australia Sq, Sydney 2000, Phone  
27-9751, Telex 20281, Cables Alcanaust, Syd-  
ney.

Directors: G. T. Harrican (chrmn), J. B.  
Clarkson (vice-chrmn), D. A. Aspinall, D.  
Bartholomew, R. W. Berriman, D. M. Cul-  
ver.

Executives: R. W. Berriman (gen mngr),  
L. A. Armstrong (mngr-public rel/advert),  
D. A. Aspinall (marketing dir), F. R. Bar-  
nett (technical mngr), P. G. Dodd (mngr/  
fabrication), P. P. Doyle sect/treasurer), R.  
O. Sims (personnel mngr).

Pstate Repr.: Offices at Brisbane, Mel-  
bourne, Adelaide, Perth.



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Serving the community.**



**Company's Operations:** The productions and sale of aluminium, semi-fabricated aluminium products, and fabricated aluminium products.

**Agency:** Pritchard Wood — Quadrant.

**ALCOA OF AUSTRALIA LIMITED**, 535 Bourke St, Melbourne, 3000. Phone 62-0401. Telex: Alcoa AA30446.

**Directors:** Sir James Forrest (chrmn), Sir Lindsay Clark (dep chrmn), J. C. Bates, R. L. Bowlby, W. D. Brooks, J. R. Burt, J. Darling, W. H. K. George, J. M. Mitchell, W. M. Morgan, C. E. Pfeifer.

**Executives:** J. C. Bates (mng dir), C. E. Pfeifer (dir of finance), R. L. Bowlby (dir of mktng), W. E. Bach (gen. sales mngtr), J. C. Shimmin (advtrg mngtr), N. R. Hall (PR mngtr), D. R. Tucker (secy).

**Products:** Aluminium sheet, plate, foil extrusions and alumina.

**Istate repr.:** Headquarters — 535 Bourke St, Melbourne, 3000, smelting and fabricating plant. PO Box 460, Geelong, Vic., 3220 (J. A. Lang); mining and refining plant—Kwinana PO Box 375, Fremantle, WA, 6160. (R. E. Whitson). Mining and refining plant, Pinjarra, PO Box 133 Pinjarra, WA 6208 (P.H. Kimpel).

**O'seas repr.:** Aluminium Company of America—American partner, 1501 Alcoa Building, Pittsburgh, Pa., 15219, USA.

**Sales office:** Vic.—608 St Kilda Rd, Melbourne, 3004. NSW—127 Macquarie St, Sydney, 2000. Queensland—366 Queen St, Brisbane, 4000. SA—108 Kermode St, North Adelaide, 5006. WA—46 Bennett St., Perth, 6000.

**Agency:** Masius Wynne-Williams (Vic.) Pty Ltd.

**ALITALIA**, AGC House, 124 Phillip St, Sydney, 2000. Phone 211-1599.

**Executives:** G. Vernengo (regional mngtr for Aust., NZ and the South West Pacific), A. Leggett (regional manager, Eastern div.), M. Resch (advtrg and sales prom. mngtr).

**Company's operations:** International airline (world-wide service).

**Agency:** Berry Currie Advertising.

**International agency:** CPV (Milan).

**Istate repr.:** Melbourne, Pearl Assurance Building, 143 Queens St. Phone 67-6865-6; Brisbane, 171 Edward St. Phone 31-2196-7; Adelaide, Prudential Building, 2 Gawler Place. Phone 23-3088; Auckland, 95 Queen St. Phone 3-0524.

**O'seas repr.:** Head office: Piazzale dell'Arte, 44 Eur, Rome. Offices throughout the world.

**AMALGAMATED CHEMICALS LTD**, Northam Ave, Bankstown, NSW, 2200. (N. Wathen.)

**AMALGAMATED WIRELESS (AUSTRAL-ASIA) LIMITED**. Head office: 47 York St, St, Sydney, 2000. Phone 2-0233. Engineering products division, 422 Lane Cove Rd, North Ryde, NSW, 2113. Phone 88-6666. Telegrams Wireless, Sydney. Consumer products divi-

sion, 554 Parramatta Rd, Ashfield, 2131. Phone 797 5757.

**Products:** Radio and television broadcasting station and studio equipment, communications transmitters and receivers, radio aids to navigation, distance measuring equipment, aeradio stations, telephone terminal equipment, microwave links, radio component parts, quartz crystal units, military communication equipment and test and measuring instruments. Traffic signalling equipment. Deep image TV, stereo player and stereogram systems, transistor portables, clock radio and mantel receivers, hi-fi stereo amplifiers, tape and cassette recorders, car radio, inter-office communications, loud hailer, audio amplifiers, speakers and microphones, background music systems.

**Istate repr.:** 163-173 Queen St, Melbourne (67-9161); 70 Merivale St, South Brisbane (41 1631), 48 King William Rd, Goodwood, SA, 5034 (72-2366); 231-233 Bulwer St, Perth (28-6400); 42-44 Frederick St, Launceston (2-1804); 123 Murray St, Hobart (34-3836).

**O'seas repr.:** Commerce House, 126 Wakefield St, PO Box 830, Wellington, NZ; Aldwych Bldg, 81 Aldwych, WC2, London, England.

**AMOCO (AUST.) PTY LTD**, 100 New South Head Rd, Edgecliff, NSW 2027. Phone 32-0261.

**Directors:** D. F. Dettloff (mng dir), K. Mueller (marketing dir), R. E. Anderson (financial and planning director), M. I. Smith (mngf dir).

**Principal executives:** C. S. Overton (marketing mngtr), V. J. Connell (employee relations mngtr), J. H. Adair (supply and transportation mngtr), L. O. Barnes (advtrg mngtr).

**Operations:** Manufacturers and marketers of refined petroleum products.

**Agency:** M&A Marketing & Advertising.

**Istate repr.:** Branch offices in Qld, Vic., SA.

**O'seas repr.:** Subsidiary company of Amoco International Oil Company, Chicago, USA.

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

**Directors:** W. M. Leonard (chrmn), Sir A. Fairhall, P. J. Adams, W. G. Hall, A. E. Harris (mng), R. C. H. Mason, W. K. Olver, C. D. Saxton, S. W. Thorpe, L. J. Thompson.

**Executives:** W. M. Leonard (chief exec), A. E. Harris (mng dir), R. C. H. Mason (chief gen mngtr), R. R. Champtaloup (gen mngtr operations), M. Willcocks (gen mngtr manufacturing & technical), A. J. Bremer (gen mngtr marketing), J. Donoghue (gen mngtr corporate development & planning), R. B. Apin (gen mngtr administration), S. N. Nasr (gen. mngtr exploration & production) R. M. Binsted (gen sect), N. Malone (treasurer).

**Products:** Petroleum.

Branch offices: Buchanan St, Balmain (82-0233); Elizabeth St, Tighes Hill, Newcastle (61-4511); Ampol Petroleum (Vic.) Pty Ltd, 792 Elizabeth St, Melbourne (34-0466); Ampol Petroleum (Qld) Pty Ltd, 44-46 Herschel St, Brisbane (31-2711); T&G Bldg, Flinders St, Townsville (5636); 2 Elder St, Birkenhead, SA (49-6991); 220 St George's Terrace, Perth, WA (23-1725); 336 Elizabeth St, Hobart, Tas. (3-1671).

O'seas: c/o Stevinson Hardy International Ltd, 23 Rood Lane, London.  
Agency: Compton Advertising Australia Pty Ltd.

**ANDERSONS SEEDS LIMITED** (receiver appointed), 90 Parramatta Rd., Summer Hill, NSW, 2130. Phone 638 6266. Telegrams, Boronia, Sydney.

Directors: W. P. Johnson (chrnm), D. W. Watt, R. L. Sims, Dr K. S. McWhirter, I. Winlaw, D. Mackie.

Executives: R. L. Sims (gen. mngr), W. C. Salvesen (secy).

Products: Seeds, bulbs.

Agency: Galmor Advertising Pty Ltd.

Istate repr.: Melbourne, Brisbane, Adelaide, Perth, Duranbah, NSW, Walkamin, NQ, Biloela, Qld.

**ANGLISS, W., & CO. (AUST.) PTY LTD**, 255 George-st, Sydney. 2000. Phone 2-0534. Telegrams Imperial, Sydney.

Executive: H. E. Lawrence (sales manager).

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

I/state Repr.: Own offices all States.

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

Agency: Jackson Wain & Co. Pty Ltd.

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

Directors: E. L. Ansell (chrnm), H. N. Ansell, Sir Norman S. Young, G. More, E. E. Dunshea, E. A. Kellam.

Executive: G. More (gen. mngr).

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

Agencies: J. Walter Thompson, Birrell Advertising Associates.

I/State Repr.: Ansell Rubber Co. (NSW) Pty Ltd, 45-47 Farr-st, Marrickville, NSW (56-8545); Ansell Rubber Co. Pty Ltd, Chinner Ave, Adelaide (71-2466); Ansell Rubber Co. (Tas) Pty Ltd, 90 Letitia St, North Hobart (34-3398); Robert Campbell & Assocs, 328 Murray St, Perth (21-6277); Kenneth Mitchell Agencies Pty Ltd, 100 Alfred St, Valley, Brisbane (51-1581).

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

Directors: Sir Reginald Ansett, KBE, (chrnm), R. L. Cooper, F. Pascoe, C. A. MacDonald, H. W. Poulton, H. J. Clappison.

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

Service: Airline operators.

Agency: J. Walter Thompson.

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

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

Subsidiaries and divisions: Ansett Airlines of Australia, 489 Swanston St, Melbourne; Airlines of New South Wales, Kingsford Smith Airport, Mascot, NSW; Ansett Airlines of South Australia, Adelaide Airport, West Beach, SA; Ansett Flying Boat Services, Kingsford Smith Airport, Mascot, NSW; Ansett Airlines of Papua & New Guinea, Lae, NG; MacRobertson Miller Airlines Services, 194 St Georges Terrace, Perth, WA; Ansett Hotels Pty Ltd, 489 Swanston St, Melbourne; Ansett Freight Express, New Footscray Rd, Footscray, Vic.; Ansett Pioneer, 489 Swanston St, Melbourne; Ansett Pty Ltd, Melbourne Airport, Essendon, Vic.; NIC Instrument Co., Melbourne Airport, Essendon, Vic.; Aviation Engineering Supplies, 465 Swanston St, Melbourne; Austrarama Television Pty Ltd, Springvale Rd, Nunawading, Melbourne; Ansett General Aviation Pty Ltd, Bankstown, NSW; Ansett Motors Pty Ltd, 210 Grey St, Hamilton, Vic.; Provincial Motors (Bendigo) Pty Ltd, 123 High St, Bendigo, Vic.; Mildura Buses, 98 Seventh St, Mildura, Vic.; Universal Telecasters Qld Ltd, Mt Coot-tha Brisbane, Qld.

Directors: Sir Reginald Ansett, KBE (chrnm and mng dir), R. Moore, Air Marshal Sir G. Jones, J. N. Lord, Sir D. Copland, Sir Elton Griffin, CBE, R. F. Rushton.

Executive directors: F. Pascoe (aviation), R. L. Cooper (finance, hotels & mnfg), H. J. Clappison (trading), C. MacDonald (road services), Dr. H. W. Poulton (policy).

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

Services: Air & road transport, hotel opera-

3DB

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Serving the community.

3DB

tions, bus body building, road freight, general merchants, electronic equipment, television station operators.

Agencies: Orr Skate & Assoc., Fortune, J. Walter Thompson, Foote Cone and Belding, Dormer-Beck (NZ).

Repr.: Branches all States, NZ, U.K., Singapore and Japan.

**ARNOTT-BROCKHOFF-GUEST PTY LIMITED**, 53-71 Huntingdale Rd, Burwood, 3125, Phone 288-2888. Telegraphs Brockbick.

Executives: L. R. Hoult (dir & gen mngr), P. R. Wayman (advertising mngr, Brockhoff, Swallow & Limmits Dietary Products).

Company's Operations: Food Manufacturer (biscuits).

Agency: Carden Advertising Pty Ltd (Brockhoff, Swallow, Limmits).

**ARNOTT, MOTTERAM, MENZ PTY LIMITED**, head office, Galway Avenue, Marleston, SA, 5033 (97-1088); 82 Wakefield St, Adelaide (23-6311). After hours (97-1201). Telegraphs Mabis, Adelaide.

Products: Arnott's biscuits, Menz biscuits Brockhoff's biscuits, Swallows biscuits, Limmits dietary products, Arnotts snack products, Rowntree's chocolate and confectionery (in country areas only), Menz chocolate and confectionery, Allen's confectionery.

**ARNOTT'S BISCUITS PTY LIMITED**, 170 Kent-st, Sydney, 2000. Phone 27-3772.

Product: Biscuits.

Agencies: George Patterson, USP-Benson, Lintas.

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

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

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

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

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

**ASSOCIATED PULP AND PAPER MILLS LIMITED**, 360 Collins-st, Melbourne, Vic., 3000. Phone 60-0741. Telegraphs Aspulpaco, Melbourne. Telex AA30535.

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

Directors: W. D. Brookes, DSO (chmn), Sir Henry Somerset, CBE (dep. chmn), M. L. Bailleau, Sir Edward Cohen, A. W. Stewart.

Executives: J. J. Graham and R. L. Stock (joint gen. mngrs), B Clifford (secy), B. H. Thom (marketing mngr).

Products: Burnie printing & writing papers, Ballarat art & chromo papers, Papermakers special wrappings, Trudek particleboard.

Mills: APPM, Burnie, Wesley Vale. Subsidiary companies, Burnie, Ballarat.

I/state sales offices: APPM, Melbourne, Sydney, Brisbane, Adelaide, Perth; BT, Melbourne, Sydney, Brisbane, Adelaide, Launceston.

O'seas repr.: Austral Development Limited, London. C. Tennant, Sons & Co., New York, NY.

**ATLAS PLASTICS PTY LTD** (Ideal Toy Corporation of Aust. Pty Ltd), 95-111 Nott St, Port Melbourne, Vic., 3207. Phone 64-2531. Teleg. Atlatoy, Melbourne.

Directors: G. S. Palmer (chrmn), E. T. Bazely (dir), T. M. Schirrmann (mng dir).

Principal executives: G. J. Harland (mngr), L. S. Black (Aust. mrktg mngr), G. K. Hutchens (Aust. sales mngr), R. C. Cook (dir of advtg services), W. D. Down (financial controller).

Company's operations: Ideal and Atlas Toys, Polyware Housewares, Atlas Plastics Industrial Injection and Blow Mouldings.

Agency: Cole & Cheong.

I/state repr.: Branch office and factory, Sydney. Branch office, Brisbane. Agents in South Australia, West Australia and Tasmania.

O'seas repr.: Dr Islyn Thomas, New York; Peter C. Goff, Los Angeles; Alex Shapiro, London.

**AUSTRALIA AND NEW ZEALAND BANKING GROUP LIMITED**, Administrative headquarters, 351 Collins St, Melbourne, 3000. Phone 61-2011. Telegraphs ANZBANK.

Executives: H. McE. Scambler (mng dir), C. H. Rennie (chief gen mngr), R. C. Wheeler-Bennett (exec dir, London), R. B. Scotcher (deputy gen mngr, London), R. A. Orpwood (gen mngr, personnel and services), J. Jennings (gen mngr, operations), E. Arundel (gen mngr, planning and development).

Company's operations: Trading Bank with Savings Bank operated by Australia and New Zealand Savings Bank Ltd, hire purchase and finance through wholly-owned subsidiary Esanda Limited.

Agencies: John Clemenger Pty Ltd, 416 St Kilda Rd, Melbourne, and K. M. Campbell Pty Ltd, 157 Spring St, Melbourne.

Repr.: All State capitals with city, suburban and country representation.

O'seas Repr.: U.K., N.Z., Fiji, Papua, New Guinea, British Solomon Islands Protectorate, New Hebrides, New York, Tokyo.

**AUSTRALIAN ABRASIVES PTY LTD**, 302-306 Parramatta Rd, Auburn, NSW,

2144. Phone 648-2361. Teleg. Abrasives, Sydney.

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

SA office: 28 Grenfell St, Adelaide, 5000, (51-7939).

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

WA office: 468 Murray St, Perth (21-5242).

**Products:** Grinding wheels, diamond wheels, abrasive segments, rubbing bricks & sticks, mounted points, sharpening stones. Brands: Fiberloc, Double A, Armored, Jet, Gemking.

**Agency:** Murray Evans Advertising Pty Ltd.

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

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

**Director:** R. B. Cameron.

**Executives:** E. W. Cawsey (economic adviser, Sydney), A. D. P. Martin (economic adviser, Melbourne), I. E. Booth (research officer).

**Agency:** George Patterson Pty Limited, Sydney.

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

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

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

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

**Products:** Paper products — corrugated and solid fibre containers, folding cartons and set-up boxes, labels and color cards, fine printing. Glass & plastic products, glass bottles, jars, vials, ampoules and tubing, "Crown", "Krona" and "Regis" table glassware, ovenware, giftware, hotelware, food containers and industrial glassware, plastic bottles, containers and vials, "Engel" powder mouldings, metal and plastic closures. Building products, "Koala" clear sheet glass, decorative rolled glass, wire reinforced glass, "Coldlite" heat absorbing glass, "Austwin" double glazing units, "Proflit" constructional glass, "Satin-grey" glare reducing glass, Fibreglass insulation, textiles and reinforcing materials, "Laminex" and "Panelyte" decorative and industrial laminated plastics, "Gar-nite PVC and polythene agricultural and domestic pipes and fittings, "Gerflex" and "Gerstyle" flexible vinyl flooring, "Crown"

and "Crown/Edison Price" domestic and architectural lighting. Engineering and Technology. Glass making, forming and sealing machines, moulds, dies and toolmaking, ferrous and nonferrous casting and foundry services, bright steel, industrial fans, "Ducon" dust control equipment, electronic process control equipment, distribution of radio isotopes and medical teletherapy equipment, non-destructive testing and metallurgical services, silica sand and other glass-making minerals. base metal exploration.

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

**Directors:** Sir Frank Packer (mng dir), R. C. Packer, MLC, D. R. McNicholl, L. K. Martin, K. Hall.

**Promotions:** J. K. Fagan.

**Publications:** The Australian Women's Weekly, Daily and Sunday Telegraph, Bulletin, Australian Home Journal.

**Agency:** J. Walter Thompson.

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

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

**Directors:** Sir Norman Young (chmn), A. G. Hargreaves (mng dir.), L. V. Menz, P. G. A. Diack, J. L. Collings, F. Gamlin.

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

**Agency:** Aldwych Advtg.

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

**Executives:** E. G. Roberts (chrnm), E. B. Gilbert (gen, mngr), G. E. Trickett (gen. secy), G. W. Waye (mngr—advertising and publicity).

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

**Agency:** Jackson Wain (Vic.) Pty Ltd.

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

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

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

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

**Agency:** Jackson Wain (Vic) Pty Ltd (vine fruit), Melbourne; Berry Currie Advertising (Vic) Pty Ltd (prunes), Melbourne.

**AUSTRALIAN FERTILIZERS LTD** (Greenleaf Fertilizers Ltd & Shirleys Fertilizers Pty Ltd), Goldfields Hse, 1 Alfred St, Sydney, 2000. Phone 27-8851. Telegraphic Phosphoric. Telex 21815.

**Directors:** E. P. Sanford (chrnm), L. C. Bridgland, W. A. Mears, H. R. M. Ross, Sir Henry Somerset, T. B. Swanson, K. Satchwell.

**Principal executives:** K. Satchwell (gen. mngr), P. N. Packham (secy), J. P. Cordner (mktg mngr), P. A. Bryant (advtg mngr).

**Company's operations:** Fertilizers for both primary production and domestic consumption.

**Agency:** Sellers/Phillips/Scott, Sydney.

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

**Directors:** Charles A. Allerdice, ACA, (chrnm); Sir Norman Cowper, CBE; John H. D. Marks, CBE, FCA; Merlin T. Hansen, R. A. M. Forbes, John D. Steed, LL.B, Sir John Hurley.

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

**Operations:** Unit Trusts managers.

**Agencies:** Fortune (Aust.) Pty Ltd (all States).

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

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

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

**Products:** Gas and gas by-products.

**Agency:** Foote, Cone & Belding, Sydney.  
**O'seas Repr.:** William Coward & Co. Ltd, London.

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

**Executives:** F. R. Haynes (mngr), A. T. Paton (prod. mngr), A. O'Brien (marketing mngr).

**Company's operations:** Glass packaging manufacturers.

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

**AUSTRALIAN GYPSUM LIMITED**, Box 4325, GPO, Melbourne, Vic, 3000. (J. F. English).

**AUSTRALIAN LIQUID AIR LTD**, 143 Queen St, Melbourne, Vic, 3000. (C. Alexander).

**AUSTRALIAN MOTOR INDUSTRIES LIMITED**, 155 Bertie St, Port Melbourne, 3207. Phone 64-0221. Telegrams, Amity, Melbourne.

**Products:** Motor vehicles, tractors.

**Agencies:** Rambler, Triumph cars, Zetor and Muir Hill tractors, Laurie & Sommers Advertising; Toyota, Masius Wynne Williams (Vic.) Pty Ltd.

**AUSTRALIAN MUTUAL PROVIDENT SOCIETY**, GPO Box 4134, Sydney, NSW, 2001. (K. W. Blair.)

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

**Directors:** G. J. Cullen (chrnm), E. A. O'Halloran (deputy chrn), J. W. Debenham (mng dir).

**Executives:** J. W. Debenham (mng dir), E. J. S. Adams (manufacturing dir), J. H. Leard (financial dir), Felix Jones (advtg mngr).

**Operations:** Industrial, automotive, aviation, forging, cold forming, sintering, steel and aluminium merchants, merchandisers of engineering equipment, suppliers of total energy and materials handling systems.

**Agency:** Compton Advertising Australia Pty Ltd.

**I/state Repr.:** Branches all States.

**AUSTRALIAN NATIONAL LINE** (Australian Coastal Shipping Commission), 65-79 Riverside Ave, South Melbourne, Vic. 3205. Phone 62-0681. Telegrams Austline.

**Commissioners:** Sir John Williams (chrnm), H. P. Weymouth, D. C. L. Williams, A. G. Thomson, D. Bell.

**Principal executives:** R. D. Robin (gen. mngr), G. Griffiths and J. L. Morgan (asst gen mgrs).

**Operations:** Searoad passenger service, interstate and overseas cargo shipping services.

**Agency:** Foote, Cone & Belding.

**I/state repr.:** Branches, Sydney, Port Kembla, Newcastle, Brisbane, Townsville, Devonport, Whyalla.

**AUSTRALIAN PAPER MANUFACTURERS LTD**, South Gate, South Melbourne, Vic. 3205. (J. Bayley.)

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

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

**Director:** Sir William Gunn, KBE, CMG (chrnm).

**Executives:** B. T. Overell (mng dir), Miss

G. MacKinnon, MBE (secy), H. K. Lay (admin. dir), A. D. McKinlay (finance dir), Dr. A. J. Farnworth, MBE, PhD (dep man dir), R. B. McMillan (marketing dir), Albert Purges (PR dir), G. R. Moule, PhD (prod. research dir).

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

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

**I/State Repr.:** Offices in Sydney, Brisbane, Adelaide, Perth. **O'seas Repr.:** International Wool Secretariat branches in 16 countries including Head Office, Wool House, Carlton Gdns, London, SW1, UK.

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

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

**Service:** Fire protection engineers.

**Agency:** Galmor Advertising Pty Ltd.

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

**AVIS RENT A CAR SYSTEM PTY LTD**, 11 Albany St, St Leonards, NSW, 2065 (43-0488). Telegrams Aviscars.

**Directors:** E. E. McIlree (mng dir), D. W. Wotton (gen. mngtr), W. P. Maher (dir of operations), P. G. Trethewey (dir of marketing), M. R. Hamilton (dir of truck rentals), B. A. Since (dir of customer services), W. W. Cavanough (advtrg mngtr), P. J. Elkins (sales mngtr).

**Operations:** Car and truck rentals and leasing. Air charter and Dunk Isle.

**Agency:** Lintas International.

**AVON PRODUCTS PTY LTD**, 431 Warriugh Rd, Frenchs Forst, NSW, 2086.

**BALL, B. J., LTD**, 414418 Kent St, Sydney, 2000. Phone 29-6693. Telegrams, Paperball.

**Directors:** W. C. A. Starling (chrmn), E. A. Wood, J. Gordon, J. T. Adams, J. H. Hurt, L. W. McGregor, D. O. Anderson, A. G. Fischer, D. M. Ball (mng dir).

**Executives:** A. W. Earl (mngtr paper dept), J. T. Adams (advtrg mngtr).

**Products:** Writing & printing papers & boards, wrapping & packaging papers, stationery, ropes & twines, printing machinery & equip., Service brand sports netting, Bouncinette products, Character, Bond, Sterling papers and stationery products, Ballara products, 418 products, Collins stationery products, Landseer school stationery.

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

**BALM PAINTS LTD**, ICI Hse, 1 Nicholson St, Melbourne, 3002. Spencer St, PO Box 4352. Phone 662-2666. Telegrams Pigments Melbourne.

**Managing director:** M. D. Bridgland.

**Products:** Dulux Paints, Duco & Dulon Lacquers.

**Agency:** John Clemenger Pty Ltd.

**Branches:** Cabarita Rd, Concord, NSW (73-0422); McNaughton Rd, Clayton, Vic. (544-2011); Lipson St, Pt Adelaide (4-3381); Ipswich Rd, Rocklea, Qld (47-3700); Jones St, O'Connor, WA (37-3122); Bass Highway, Prospect Vale, Launceston (44-2581).

**BANK OF NEW SOUTH WALES**, 341 George St, Sydney, 2000. Phone 2-0244. Telegrams Wales, Sydney. Telex 20122, 21523.

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

**Executives:** Sir Robert Norman (gen mngtr), A. de V. Stewart-Richardson (senior dep gen mgr), R. B. Prowse (asst gen mngtr, chief mgr development and marketing div), C. W. B. Pike (advtrg mngtr).

**Services:** Banking, investment & travel services.

**Agencies:** Coudrey Campbell Ewald Pty Ltd, George Patterson Pty Ltd, Sydney. USP Benson (NSW) Pty Ltd.

**I/State Repr.:** Branches all States. **O'seas:** Branches London, NZ, Papua, New Guinea, Fiji, Nauru, Norfolk Island, Gilbert and Ellice Islands.

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

**Directors:** O. S. Semmler, R. B. Schiller, D. R. Schulz, A. E. Materne, R. L. Schultz.

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

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

**Agency:** Hansen Rubensohn-McCann Erickson Pty Ltd.

**State branches:** Kaiser-Stuhl Wines, Adel.; Barossa Co-op. Winery Ltd, Sydney.

**I/State repr.:** Cantarella (Canberra) Pty Ltd, Canberra; James Richardson Wholesale Co. Pty Ltd, Victoria; Brown & Dureau Ltd, Western Australia; Normanby Rum Distributors Pty Ltd, Queensland; I. W. Stephens & Son Pty Ltd, Launceston; E. Chancellor Pty Ltd, Hobart.

**BATA SHOE COMPANY OF AUSTRALIA PTY LIMITED**, Wells Rd, Seaford, Victoria, 3198. Phone Seaford 783-2172. Cable Batashoe, Melbourne.



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**Directors:** A. H. Gunn, S. Blazek, J. Bartos, V. Klvac, K. P. Rees.

**Executives:** A. H. Gunn (mng dir), J. Boublik (admin. officer), G. Stevenson (mktg mngr).

**Operations:** Manufacturers of men's leather shoes (Stride, Kingston), children's school shoes (Scouts and Ponytails), men's, women's and children's PVC protective footwear. Importers of men's, ladies' and children's footwear.

**Agency:** Ogilvy & Mather (Aust) Pty Ltd. I/state repr.: Adnam & Pockley Pty Ltd, 153 Sussex St, Sydney; L. S. Baker & Co., 265 Grey St, South Brisbane; Woodroffe & Co., 49 Williams St, Perth; Robert Alston & Co., 59-61 Smith St, Fitzroy, Vic.; John Beakley Footwear, 67 Whitmore Sq., Adelaide.

**BAYARDS PTY LIMITED**, 201 Queen-st, Brisbane, Qld, 4000. Phone 21-5522.

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

**Company's operations:** Department store. **Branches:** Bayards Pty Ltd, Sandgate Rd, Toombul Shopping Town, Qld; Bay Terrace, Wynnum, Qld; Brighton Parade, Sandgate, Qld; Brisbane St, Ipswich, Qld; Cnr Currie and Howard Sts, Nambour, Qld.

**BAYER LEVERKUSEN LTD**, 47 Wilson St, Botany. 2019. Phone 666-9841, Telegraph Bayer.

**Directors:** H. W. Luyken (mng dir), M. Amann, D. Motz, R. A. Mueller, E. J. Willis, D. Grant-Frost.

**Executive:** L. C. Pinnington (company sect).

**Company's Operations:** Dyestuffs, Chemicals, Pharmaceuticals, Man-made Fibres, Crop protection products, Veterinary preparations. **Agency:** Murray Evans Advertising, George Patterson Pty Ltd.

**BEARING SERVICE PTY LTD** (Division of National Solidated Ltd), 376 William St, Melbourne 3000, Phone 329-6011, Telex 31710, Cables Bearingservice.

**Executive:** K. W. Butterworth (gen mgr). **Company's Operations:** Distribution of ball and roller bearings.

**BECKERS PTY LIMITED**, Crown & Campbell Sts, Sydney, 2000. Phone 31-7106. Telegrams, Powders, Darlinghurst, 2010.

**Managing director:** Miss R. Wilson. **Executive:** L. C. Affleck (gen mgr). **Operations:** Manufacturing chemists—BEX powders and tablets.

**Agency:** Weston Advertising Pty Ltd. **I/state Repr.:** Branches Melbourne, Brisbane, Adelaide, Perth.

**BEECHAM (AUSTRALIA) PTY LTD**, Moorabbin, Vic., 3189. Phone 95-3701. Telegrams Beechaust, Melbourne.

**Directors:** M. E. Bale (chrnm), S. A. F. Pond (vice-chrnm), D. F. Corbett (mng

dir), C. W. M. White (tech. dir), P. H. Wade (fin. dir).

**Executives:** C. W. M. White (prod.), R. D. Elsum (sales), P. H. Wade (finance), C. E. Morcom (secy), B. B. Walker (marketing).

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

**Agencies:** USP Benson (Vic) Pty Ltd, John Clemenger Pty Ltd.

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

**BERGER, LEWIS & SONS (AUST.) PTY LTD**, Rhodes, NSW, 2138. Phone 73-0444. Telegrams, Bergers.

**Directors:** C. J. Callaby (mng dir), C. N. M. Walker (chrnm), R. A. Davies (financial dir), W. F. Middleton (marketing dir).

**Products:** Bergermaster House Paint, Berger Breeze—flat plastic wall paint, Berger Fullgloss—gloss enamel, Berger Sheen—plastic semi-gloss enamel, Jet Dry—floor and paving paint, Spray Namel, aerosol enamel, Paint-master trade products and decorative finishes for domestic and tradesmen's use. Industrial surface coatings.

**Agency:** George Patterson. **I/State Repr.:** Branches all States. O'seas: Branches Wellington & Auckland NZ, Suva, Fiji; Berger Jenson & Nicholson, Great Britain.

**BERLEI HESTIA INDUSTRIES LTD**, 39 Regent Street, Sydney 2012, Phone 69-5061, Telegrams Berlei Sydney.

**Managing Director:** M. A. Hershon. **Directors:** E. Hershon (chrnm), E. E. Dunshea, E. A. Kellam, W. Kohn.

**Products:** Foundation Garments and Intimate Apparel (Berlei, Sarong, Gothic, Hestia, Exquisite Form). **I/state Repr.:** Branch Offices all States.

**O'seas Repr.:** Berlei (UK) Ltd, Berlei (NZ) Ltd. **Agencies:** Jackson Wain & Co Ltd, Neville Corbett Advtg Pty Ltd.

**BERRI FRUIT JUICES CO-OPERATIVE LTD**, P.O. Box 273, Berri. Phone Berri 541, Cables Berrijuice.

**Directors:** D. Andary (chrnm), R. G. Coates, R. W. Tiller, R. L. Gambling, M. B. Jones, A. J. Manning, G. F. Humphreys, J. V. Seekamp.

**Executives:** A. C. Korallis (gen mngr), R. E. Krollig (company sect), G. B. Hole (Aust marketing mngr).

**Company's operations:** Processors and marketers of Berri canned and bottled fruit juices, fruit drinks and cordials, industrial fruit concentrates, peel and oils.

Istate repr.: Sydney, Brisbane, Adelaide  
Melbourne; Hobart, Wm. Angliss & Co Aust  
Pty Ltd; Perth, Craig Mostyn & Co Pty Ltd.  
Agency: John Clemenger Pty Ltd.

**THE BETTER BRAKES ORGANISATION**, 8-10 Burrows Rd, St Peters, NSW  
2044. (M. B. Davis).

**BEUTRON PLASTICS AUSTRALIA LIMITED**, Gibbs St, Willoughby, NSW,  
2068. Phone 40-1311. Telegrams Beutron Syd-  
ney.

Directors: A.W. Roper (chrn), R. J. Apple-  
baum (mng dir), H. S. Howard Jnr (New  
York), W. P. Wilson (New York).

Executives: R. J. Applebaum (mng dir),  
D. J. Molloy (mktg mngr).

Products: Beutron Buttons and Buckles,  
Leda Buttons, Beutron Covered Buttons,  
Beutron Polyester Zippers, Unique Invisible  
Zippers, Button and Buckle Moulds.

Agency: Insight Pty Ltd.

Istate repr.: Branches in Melbourne, Bris-  
bane, Adelaide, Perth.

O'seas Factories: Hong Kong and South  
Africa.

**BIG SISTER FOODS LIMITED** (Reckitt  
& Colman Australia Limited), Barr St, Bal-  
main, NSW 2041. PO Box 84, Balmain.  
Phone 82-0411.

Managing director: K. B. Higgins.

Executive: A. J. Rogers (gen mgr), J. J.  
Freeman (mktng dir), J. R. Douglas (gen.  
sales mngr), K. G. Wilshire (secy).

Products: Big Sister Foods.

Agency: Foote, Cone & Belding Pty Ltd.

**BIRO BIC & GOLLIN PTY LTD**, Popes  
Rd, Noble Park, 3174 Victoria. Phone  
792-0651. Telegrams Birobic Melbourne.

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

Executives: K. H. McGregor (mng dir),  
P. D. Hardie (secy & deputy mng dir), J. W.  
Mitchell (marketing mngr).

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

Agency: Singleton Palmer & Strauss Mc-  
Allan.

Istate repr.: Biro Bic & Gollin Pty Ltd,  
Sydney, Brisbane, Adelaide, Perth.

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

**BLACK & DECKER (AUSTRALASIA)  
PTY LTD**, Maroondah H'way, Croydon,  
Vic., 3136. Phone 723-0271. Telegrams Ban-  
deco, Melbourne.

Executives: M. G. Myers (man dir), T. S.  
Wills Cooke (gen. mktg mgr), G. R. Aitken  
(mktg serv. mgr).

Products: Portable electric tools.

Istate Repr.: Branches: Melbourne, Syd-  
ney, Brisbane, Adelaide, Perth. O'seas: Fac-  
tories, USA (parent co.), Gt Britain, Canada,  
France, Italy, Mexico, Japan.

Agency: Compton Advertising Australia  
Pty Ltd.

**BLUNDELL, SPENCE & CO. (AUST.)  
PTY LTD**, cnr Gardeners & Kent-rds, Mas-  
cot, NSW, 2020. Phone 67-4921. Telegrams  
Blunspence Sydney.

Directors: E. B. Calvert, P. F. M. Cover-  
dale, P. F. Baxter (mng dir), R. L. White,  
J. J. Corrigan.

Executives: R. L. Knight (secy), R. B.  
Thorndike (wks mngr), C. A. Tucker (chief  
chemist).

Products: Pammastic Acrylic Plastic Paint,  
Pamm Paints, Pammette Subdued Gloss,  
Pammalac Super Full-Gloss, Timbercote.

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

Agency: Hansen Rubensohn - McCann  
Erickson.

**BONDS COATS PATONS LIMITED**, 100  
Mallett St, Camperdown 2050, Phone 51-0341,  
Telegrams Gabondo Sydney.

Directors: W. Russell Slade (chrn), F. T.  
Guest, H. G. Aston (deputy chrn), E. J.  
Cameron, C. W. Clift, F. T. Docking, E. C.  
Holcombe, P. J. Ratcliffe, G. H. Slade.

General Secretary: A. V. Hood.

Executives: G. Innes (gen mngr of Bond's  
Ind Group), N. North (Bond's-Wear Pty Ltd),  
H. Catlow (Bond's Spinning Mills Pty Ltd),  
T. Martyn (Dri-Glo Towels Pty Ltd), P. Bar-  
rett (Dickies Pty Ltd), R. C. Earl (Coats),  
K. P. Turner (Patons), Coats Patons (Aust)  
Ltd, G. Cleveland (Kelsall & Kemp (Tas-  
mania) Ltd).

Products: Underwear and outerwear for  
men, women and children, babywear, towels  
and towelling, sportswear, knitting wools,  
sewing threads, woollen and other cloths.

Agencies: J. Walter Thompson (Aust) Pty  
Ltd (Bond's & Dri-Glo towels), Castle Jack-  
son Advertising Pty Ltd (Dickies towels), J.  
Walter Thompson (Aust) Pty Ltd, Victoria,  
(Coats Patons Aust. Ltd).

**BONNINGTON & COY PTY LTD**, 179  
Harris St, Pyrmont, NSW, 2009. Phone  
660-1900, 660-1065.

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



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**Products:** Proprietary medicines and throat jubes, Bonnington's Irish Moss, Irish Moss Medicated Jubes, Aerosol Spray "8" Cold Relief.

**Agency:** Hawkins-Lewis Sydney.  
**1/State Repr.:** All States.

**BOOTS PURE DRUG CO. (AUST.) PTY LTD**, Loyalty-rd, North Rocks, NSW, 2151. Phone 630-5555. Telegrams, Bootsdrug. Postal address, PO Box 120, Carlingford, 2118.

**Directors:** W. H. Bathgate (chrmn), G. A. J. Beytagh (mng dir), L. A. Coombs (over-seas), J. W. Cunningham, J. W. Lewin.

**Products:** Ethical & proprietary pharmaceuticals, rural products, surgical plastics, Tubigrip, male toiletries.

**Agencies:** USP-Benson Pty Ltd, Grey Advertising Pty Ltd.

**1'state offices:** Sales staff only. Refer enquiries to head office.

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

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

**Executives:** G. A. Derham (dir of sales & marketing), D. E. Gooding (mngr sales & marketing, consumer products division), W. H. Hall (mngr sales & marketing industrial products div.), P. J. Robinson (group product mngr), D. A. Foster, A. J. Hannan, J. T. Lindsay (product mngrs), E. D. Adams (marketing services mngr).

**Products:** Sorbent toilet tissue and lunch-wraps, Andrex toilet tissue, Lady Scott toilet tissue, facial tissue and table napkins, Scot. Towels, Scotties Facial Tissues, Scott Family Napkins.

**Agency:** USP-Benson Pty Ltd.

**1'state repr.:** Own sales offices all States.

**BP AUSTRALIA LTD**, 1 Albert Rd, Melbourne, 3000. Phone 26-6911. Telegrams, Austbeepee.

**Executives:** R. R. Taylor (advt dept mngr), R. B. Jones (PR dept mngr).

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

**Agency:** Carden Advertising Pty Ltd.

**1'state repr.:** Branches all States. **O'seas:** British Petroleum Co., England.

**BRADMILL INDUSTRIES LIMITED**, Bradmill Hse, cnr Parramatta & Missenden Rds, Camperdown, NSW 2050. Phone 51-0477. Telegrams Bradmill Sydney.

**Operations:** Spinners, weavers, dyers and finishers of cotton and man-made fibre yarn and fabrics, Bradmill drills, denims, tweeds, warden duck, kordux, fashion fabrics for men's and women's wear, industrial wear, industrial fabrics, furnishings, ticking, belting, Lana-Knit, double and single knit fabrics, Royal Swan Ribbon, Bradmill sheets and sheeting, narrow fabrics and printed and woven labels.

**BRAMAC PLASTALON LIMITED**, a subsidiary of Beau Monde (Australia) Ltd, 444 Geelong Rd, West Footscray, 3012, P.O. Box 111, Footscray, 3011. Phone 314-0455, Cables Bramac Melbourne.

**Directors:** A. V. McAlister, H. A. Hall, W. A. Somers, P. B. Miller, J. Kreveld.

**Operations:** Manufacturers of rainwear, a wide range of plastic products, folding doors and coaters of fabric.

**1'state repr:** Sydney, Brisbane, Adelaide, Perth, Hobart.

**BRAMBLES INDUSTRIES LIMITED**, 18th floor, Gold Fields House, 1 Alfred St, Sydney Cove, 2000. Phone 27-9411, Telegrams Brambles, Sydney. Telex 21307.

**Directors:** R. A. Dickson (chrm), L. J. Thompson, H. L. Wheeler OBE, T. MacBride Price, DFC, J. H. D. Marks CBE, R. McLeod, Sir Cedric Turner, CBE.

**Executives:** W. J. Holcroft (chief exec & gen mngr), L. G. Medley (exec dir industrial services), O. J. Richter (exec dir materials handling), E. B. Williams (exec dir transport division), D. H. Chudleigh (exec dir finance), F. H. Engel (company sect).

**Company's operations:** Industrial Plant hire and equipment services, materials handlings, transport, international forwarding, project transport co-ordination, water transportation and towage, and industrial waste collection and disposal.

**Advertising Agency:** Spectrum International Marketing Services Pty Ltd, North Sydney 2060.

**O'seas Repr.:** W. S. Johnston (regional mngr), Brambles Industries Ltd, Manfield Hse, 376/379 The Strand, London, WC2, England.

**BRISBANE CITY COUNCIL**, City Hall, Brisbane, 4000. Phone 32-0201. Cables Civicus, Brisbane.

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

**Town Clerk and city administrator:** T. V. McAulay.

**Operations:** Local government.

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

**Service:** Gas.

**Agency:** Commercial and Industrial Advtg. **PR Agency:** Cosway Public Relations Pty. Ltd.

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

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

**Executives:** D. S. George (chrmn), D. A. Horne (man dir), R. W. Bunt (mgr food div), J. N. McMillan (mgr drug div).

**Products:** Ipana, Mum, Ban, Trig, Ingram, Score, Drano, Windex, Twinkle, Nice 'n Easy, Loving Care, Summer Blonde, Clairol Shampoo, Instant Condition, Creme Rinse, Silk & Silver, Great Body, Kindness and Carmen Instant Hairsetters, Clairol Designer Wigs.

**Agencies:** Young & Rubicam Pty Ltd; Ogilvy & Mather (Australia) Pty Ltd.

**I/State repr.:** Branches all States.

**O'seas repr.:** Through Bristol-Myers International Division.

**BRITISH MEDICALS PTY LTD**, 115-125 Turrella-St, Turrella, NSW, 2205. Phone 59-0371. Telegrams Britmed.

**Directors:** Mrs J. Y. Rogers (gov. dir), W. J. Rogers, F. J. Horwood, D. G. Croot.

**Products:** Ford Pills, MacKenzie's Men-thoids, Curlypet, Youth-O-Form, Menthoild Creme, Brodie's Kanatox, Pressor Salt, Dormagen, Cenovis Yeast, Cenovis Extra Potency Tablets, Cenovis "Frends".

**Agencies:** Foote, Cone & Belding Pty Ltd, Cooper Shillington Advertising Pty Ltd.

**I/State Repr.:** All States.

**BRITISH LEYLAND MOTOR CORPORATION OF AUSTRALIA LIMITED**, 893-931 South Dowling St, Waterloo, NSW, 2017. Phone 663-0321.

**Company directors:** J. H. Plane (chrnm), J. O. Martin (deputy chrnm and mng dir), R. H. Johnson (mrktg commercial dir), H. L. Sainsbury (dir and secy), J. H. Bridcutt (dir and mng dir, truck and bus div.), J. A. Henderson (sales dir), D. T. Beech (works dir).

**Advertising and public relations:** E. Green (gen publicity mgr), J. Zammit (advtg mgr), B. Tebble (public relations mgr).

**Administration and secretarial:** H. G. Welsh (asst secy), R. K. Blann (chief acctnt).

**Regional mngrs:** D. B. Mason (NSW mgr), J. Lucas (Qld mgr), W. Woodgate (Vic. mgr).

**Products:** Automotive—cars, commercial vehicles, bus chassis and body manufacturers.

**Agency:** Mullins, Clarke & Ralph Pty Ltd.

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

**Executives:** S. Hildrew (mng, South West Pacific), J. Wardropper (sales mgr, Aust.), N. R. D. Tait (district sales mgr NSW).

**Service:** International airline.

**I/State repr.:** 330 Collins St, Melbourne (67-7272), L. Clark (district mgr, Vic. & Tas.); 243 Edward St, Brisbane (31-1358), R. Dibb (district sales mgr, Qld, NT & TPNG); 29-31 King William St, Adelaide (51-3053), K. Gillespie (district sales mgr

SA); Terrace Arcade, 42 William St, Perth (21-6666); S. G. Braybrook (district mgr, WA); 197 London Circuit, Canberra (49-6565), J. B. Willson (district sales mgr, ACT).

**BRITISH PAINTS (AUST.) PTY LTD**, 9-29 Gow-st, Bankstown, NSW, 2200. Phone 70-0400. Telegrams Britpaints.

**Directors:** F. G. Adams (chrnm & mng dir), K. N. Sheddon (dep. mng dir), F. A. Chambers, J. Makai, C. R. Horsley (dir & secy), P. Cayzer, W. N. Tonge.

**Associate Directors:** E. V. Collins (chief chemist), D. M. Martin (dep. chief chemist), K. Queen (mng, resinous chemical div.), R. Sayers, D. R. Berckelman.

**Products:** Decorative paints and enamels, industrial finishes, marine paints and compositions.

**Agency:** Jackson Wain Pty Ltd.

**I/State repr.:** Branches Melbourne, Brisbane, Adelaide, Perth, Newcastle, Launceston, Rockhampton, Townsville, Cairns, Lismore. **O'seas:** A sub-subsidiary of Celanese Corporation of America through British Paints Ltd, Britannic Works, Portland-rd, Newcastle-upon-Tyne, UK.

**BRITISH TOBACCO COMPANY (AUSTRALIA) LTD**, Box 145, GPO, Sydney, NSW, 2001. (G. D. Latimer.)

**BROKEN HILL PROPRIETARY COMPANY LIMITED, THE**, 500 Bourke-st, Melbourne, 3000. Phone 60-0701. Telegrams Hematite Melbourne.

**Directors:** Sir Colin Syme (chrnm), Sir Ian McLennan (mng dir), L. Gordon Darling, M. A. Cuming, R. R. Law-Smith, C. R. Darvall, W. D. McPherson, N. C. Jones.

**Executives:** R. W. Brook (gen mgr mrktg), W. Farrands (mrktg mgr admin), Mrs J. Hooper (advtg mgr).

**Product:** Steel.

**Agencies:** Ogilvy & Mather, Mullins Clark & Ralph.

**I/State Repr.:** All States. **O'seas:** London, New York, Singapore, Tokyo, Wellington.

**BROWN & DUREAU LIMITED**, cnr Kavanagh & Ireland Sts, South Melbourne, Vic., 3205. Phone 61-3411. Telegrams and cables Agent. Sydney: Dureau House, 38-44 Mountain St.

**Directors:** K. F. Dureau, W. B. Dureau, N. A. Adams, N. A. Adler, A. H. Etherington.

**Principal executives:** N. A. Adams (gen. mgr), W. B. Dureau (exec. dir, Shelfgoods & Giftwares division), N. A. Adler (exec. dir, capital equipment), A. E. Ford (exec. dir,



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food products).

**Company's operations:** Consumer products in light hardware, housewares, gift lines, fancy goods, clocks and watches. Westclox, Colibri, Buxton, Nevada and Giftmaster.

**I'state repr.:** Offices all Australian States.

**O'seas repr.:** Offices New Zealand, London and Tokyo.

**BROWNBUILT LIMITED, Steel Equipment Division, 14-24 Alexandra Pde, Clifton Hill, Vic., 3068. Phone 489-2311. Telegrams Steelquip.**

**Directors:** H. J. Pearce (chrnm), P. J. Newton (mng dir), E. P. M. Harty, F. P. Johns, D. R. Rickard.

**Executives:** A. B. Parry (gen mgr), D. L. Cranwell (div. mngr), R. G. Cleaver (secy), J. Russell (marketing mngr), R. A. Menzies (advgt mgr).

**Products:** Steel office furniture, shelving, racking, lockers, mobile storage systems, clothes dryers.

**Agency:** Ogilvy & Mather (Aust) Pty Ltd.

**I'state Repr.:** Branches NSW, Qld, SA, WA and ACT.

**BROWNBUILT LIMITED, Metal Sections Division, Norcal Rd, Nunawading, Vic., 3131. Phone 878-4444.**

**Directors:** H. J. Pearce (chrnm), P. J. Newton (mng dir), E. P. M. Harty, F. P. Johns, D. R. Rickard.

**Executives:** A. B. Parry (gen mgr), W. M. Robertson (div. mngr), R. G. Cleaver (secy), J. Russell (marketing mngr), B. C. Cairns (advgt officer).

**Products:** Metal roof decking, wall cladding, feature gutters, cold roll formed metal sections, Stramit & U-Foam building panels, Purlins & Girts, California Panels, sheet piling.

**Agency:** Compton Advertising Australia Pty Ltd.

**I'state Repr.:** Branches Vic., NSW, Qld, SA, WA and ACT.

**BUNNING BROS PTY LTD, 255 Adelaide Tce, Perth 6000. Phone 22-0301.**

**Directors:** B. W. Bryant (man dir), C. R. Bunning, G. M. Bunning, J. B. Scott, G. W. Stewart, R. J. Britten.

**Executive:** I. C. Kuba (secy).

**Operations:** Timber and hardware merchants and sawmillers.

**Agency:** Adcraft Advertising.

**I'state Repr.:** Parbury Henty & Co. Pty Ltd, Victoria; Parbury Henty & Co. (SA) Ltd, South Australia; G. D. Cadden Pty Ltd, NSW. **O'seas:** Rosenfeld Kidson, New Zealand; Carst & Walker Timber (Pty) Ltd, South Africa; Bird & Co. (Private) Ltd, India; Edward Chaloner & Co. (Timber) Ltd, England.

**BUSHELLS PTY LIMITED, 121-127 Harrington St, Sydney, NSW, 2000. Phone 27-1583.**

Tea, instant coffee, instant tea, ground coffee and essence packers and distributors.

**Agencies:** Madison-Milwyn, Weston Co. (Sydney), Sellers/Phillips/Scott, Jackson Wain & Co Pty Ltd.

**CADBURY-FRY-PASCALL AUSTRALIA LIMITED (inc MacROBERTSON LTD), Claremont, Tasmania, 7011. GPO Box 636G, Hobart, Tasmania, 7001. Phone 7-1301.**

**Directors:** J. P. D. Lloyd (chrnm), V. G. Burley, J. R. Urquhart, V. A. Benjafield, K. W. G. Mason.

**Products:** Chocolate, food drinks, confectionery, other food products.

**Agencies:** George Patterson, Melbourne; USP Benson (Melb.).

**Branches:** All States. **O'seas:** Cadbury Schweppes Ltd.

**CALTEX OIL (AUSTRALIA) PTY LTD, 167-187 Kent St, Sydney, NSW, 2000. Phone 2-0555. Telegrams Caltex.**

**Executives:** D. Braham (mng dir), R. Palmer-Smith (dir mktg), M. J. Farmer (mngr advgt & sales prom.).

**Products:** Petroleum fuels & lubricants for transport, industry & agriculture.

**Agency:** Hansen Rubensohn-McCann Erickson.

**I'state repr.:** Branches, Brisbane (K. E. Graham, mngr); Sydney (K. G. Harvey); Melbourne (D. W. Aitchison); Hobart (S. H. Gregg); Adelaide (R. B. Turner); Perth (S. W. Leunig). **O'seas:** Caltex Petroleum Corporation, 380 Madison Ave, New York, NY 10017, USA.

**CAMELEC LIMITED, 61-79 Morphet Rd, Camden, SA, 5038. (R. H. Dudman.)**

**CAMPBELL BROTHERS LIMITED, Campbell St, Bowen Hills, Qld, 4006. Phone 5-3331. Telegrams Campbells, Brisbane.**

**Directors:** E. D. Summerson (chrnm), L. J. McCray, M. C. Campbell, K. C. Campbell, J. R. Nosworthy, K. C. Winning (man. dir). **Secretary:** W. J. McDonald.

**Products:** Industrial chemicals, soaps and detergents, refractories, acids, glycerine and liquid silicates.

**CAMPBELLS SOUPS (AUST.) PTY LIMITED, 14-22 Commercial-rd, Melbourne, 3004. Phone 26-3301. Telegrams Camelsoup, Melbourne.**

**Directors:** N. D. Jones (chrnm), J. L. Dixon, B. Brett D. C. McIntyre (marketing dir), J. H. Davenport (assistant man. dir), R. H. Gamble (dir advgt services), T. H. Storey (comptroller).

**Executives:** R. E. Llewellyn (prod. mrktng mngr), C. M. Geddes (prod mgr), L. G. Jones (nat sales mgr).

**Products:** Campbell's Soups and canned goods, Kia-ora fruit juice cordials and can-

ned goods, V8 vegetable juice. Swanson frozen dinners.

Agency: George Patterson Pty Ltd.

**CANBERRA TELEVISION SERVICES PTY LTD**, 113 Camberwell Rd, Camberwell, Victoria, 3124. Phone 82-1261. Cables Cantel.

**Directors:** W. R. Walker (mng dir), A. J. Davies, R. N. Jones (secy), P. A. H. Luttrell, K. J. Zehnder, D. Eysbertse, P. R. Hotchin.

**Executives:** D. Eysbertse (State mnggr, Vic.), K. Gregory (State mnggr. NSW), A. Saxon (State mnggr, Sth Aust.), R. Thompson (State mnggr, Qld), W. Spicer (State mnggr, WA).

**Company's operation:** Television rental, sales and service and sales & services of all other electrical appliances.

**I/State repr.:** Full rental, sales and service representation in all State capitals and major cities throughout Australia.

**O'seas repr.:** Dominion Television Services Ltd, its New Zealand subsidiary, operating in Auckland, Wellington and Christchurch.

**CARLTON & UNITED BREWERIES LTD**, 16 Bouverie St, Carlton, Vic., 3053. Phone 34-0431. Telegrams Carlubrew.

**Executive:** L. J. Jordan (asst gen mnggr mrktg).

**Products:** Carlton draught in bottles and cans, Carlton Crown Lager, Foster Lager, Abbots Lager, Victoria Bitter, Melbourne Bitter, Carlton Pilsener, Carlton Dietale, Carlton Malt Ale, Invalid Stout, Double Stout, Export Stout.

Agency: George Patterson Pty Ltd.

**CARNATION COMPANY PTY LTD**, 130 Little Collins St, Melbourne, Vic., 3000. PO Box 2631X, Melbourne, Vic., 3001. Phone 654-4900. Telegrams Carncoy, Melbourne.

**Executives:** W. T. Penfold (K9 Pet Foods prod. mnggr), H. N. Tripp (Carnation Milk prod. mnggr).

**Products:** Carnation Milk, K9 Pet Foods.

Agency: USP-Benson Pty Ltd.

**I/State repr.:** Branches all States. **O'seas:** General Milk Company, Carnation Bldg, 5045 Wilshire Blvd, Los Angeles 36, California, USA.

**CARPET MANUFACTURERS LTD**, 11-27 Harris Rd, Five Dock, NSW, 2046. Phone 83-7241. Telegrams Auscarpets Sydney.

**Directors:** Tresco G. Rowe, W. R. Dougall, Trevor L. G. Rowe, R. W. Furber, E. H. Kinnear, F. T. Robertson, W. G. Turner.

**Associate directors:** J. C. Brown, J. W. Humphreys, L. J. Hyde, F. J. Needham, F. J. Sandes.

**Executives:** J. C. Brown (financial cont. & secy), A. Mather (gen. mnggr), F. Needham (chief designer & colorist), G. Ledgerwood (prod. mnggr), L. J. Hyde (mkt dev. mnggr), J. W. Humphreys (sales mnggr), F. J. Sandes (personnel mnggr).

**Products:** Hy-Craft and Lokinvar carpets.

Agency: E. C. Slatter & Partners.

**I/State Repr.:** Carpet Manufacturers Ltd, NSW (29-7576), Vic. (69-5111), Qld (21-9800), SA (23-3270); Hainsworth, Page & Associates, Perth (21-7786).

**CARR FASTENER PTY LTD**, Tapley's Hill Rd, Hendon, SA, 5014. Phone 4-1108. Telegrams Carrfast.

**Managing director:** M. J. Maslen.

**Executives:** G. W. Hall (secy and finance mnggr), H. R. Fennell (marketing mnggr).

**Products:** Dot brand fasteners, Cinch radio TV components, Jones connectors, Carr automotive hardware.

Agency: NAS Macnamara (Adelaide) Pty Ltd.

**I/State repr.:** Sales offices: 9 Paran Place, Glen Iris, Vic., 3146 (25-4591); 7 West St, Petersham, NSW, 2049 (56-6228); 201 Have-lock St, West Perth, WA, 6006 (28-6961).

**CARRIER AIR CONDITIONING PTY LTD**, 36-40 Bourke St, Woolloomooloo, NSW, 2011. (G. Bowman).

**CASBEN PRODUCTIONS LIMITED**, 80-84 Waterloo Rd, Greenacre, NSW, 2910. Phone 759-4444.

**Products:** Sportswear, Koratron walkshorts and slacks.

**J. I. CASE (AUSTRALIA) PTY LTD**, Windsor Rd, Northmead, NSW, 2152. Cables: Casetrac.

**Directors:** J. L. Ketescen, M. W. Reid, R. D. Saunders, V. O. Strom, W. M. Cramsie.

**Executives:** I. N. Nicholson (secy & operations mnggr), R. Murphy (advtg mnggr).

**Company's operations:** Manufacturers and distributors (all States) Case Tractors, Farm Machinery and Construction Equipment. Case, Drott and Davis.

Agency: Weston Advertising.

**O'seas repr.:** Geyer Oswald—USA.

**CASTALLOY LIMITED**, Mooringe Ave, Nth Plympton, SA, 5038. Phone 97-1177. Telegrams Castalloy, Adelaide.

**Directors:** F. H. Phipps (mng dir), R. E. Porter (chrn), J. R. Badenoch, S. V. B. Day, R. J. Lipman, R. M. Parker, L. G. Adam.

**Executive:** D. B. Watkinson (mktg mnggr & assoc. dir).



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**Products:** Cook-King kitchen utensils, CSA power transmission fittings, general aluminium alloy foundries, plastic injection mouldings.

**Agency:** Birrell Kain Advertising Pty Ltd.  
**Pstate repr.:** Cook-King. Dalsonware Pty Ltd, Melbourne; Dalsonware (NSW) Pty Ltd Meadowbank; Dalsonware (SA) Pty Ltd, Adelaide; Dalsonware (Qld) Pty Ltd, Fortitude Valley; J. H. Wilberforce & Co., Maylands, WA; Greggan Agencies, Launceston and Hobart.

**CASTROL, AUSTRALIA PTY LIMITED**, McCredie Rd, Guildford, NSW, 2161. Phone 632-0177. Telegrams Castrol Guildford.

**Executives:** R. H. Gaydon (mng dir), W. J. Orme (asst mng dir), M. J. Roberts (asst mng dir), R. Fullarton (advtg mngr), M. W. Jennings (publicity mngr).

**Products:** Castrol Motor Oil and Industrial Oils.

**Agency:** Coudrey-Campbell-Ewald.

**CATERPILLAR OF AUSTRALIA LTD**, 1 Sharps Rd, Tullamarine, Vic. Phone 338-2811. Caterpillar 30118, 30097. Telegrams & Cables: Caterpillar Melbourne.

**Executives:** W. R. Van Order (mng dir), E. D. Mollison (sec/treas), J. I. Bond (works mngr), C. R. Ward-Ambler (mktg mngr).

**Company's operations:** Earthmoving equipment, diesel engines, natural gas engines, electric fork lift trucks.

**Agency:** George Patterson Pty Ltd.

**Pstate repr.:** One dealer in each capital city in Aust.

Zealand, New Caledonia, Fiji.

**O'seas repr.:** New Guinea, New Zealand, New Caledonia and Fiji.

**CELCO MANUFACTURING PTY LTD**, Box 19, PO West Ryde, NSW. 2114. (J. L. Beasley).

**CEMAC PTY LTD**, 695 Gardeners Rd, Mascot, 2020. Phone 67-3696. Telegrams Cemacassoc.

**Directors:** P. J. Squires, J. D. Sutherland B. Greig.

**Executives:** P. J. Squires (mng dir), J. D. Sutherland (gen. mngr).

**Company's operations:** Seaply Marine Plywood, Solcor, solid core doors, Plankwood wall panelling, U rate fire doors.

**Agency:** Arthur L. Rosebery Advertising Pty Ltd.

**CENTURY STORAGE BATTERY CO. LTD**, Birmingham St, Alexandria, NSW, 2015. Phone 67-0321. Cables Battery.

**Directors:** Hon. A. V. Maxwell (chrnm), A. A. Luciano (mng dir), F. B. Blood, J. O'Riordan, J. J. Maunsell, A. D. Fuller.

**Executives:** J. J. Maunsell (works dir), A. V. Macdonald (gen. sales mngr), I. Meadows (secy).

**Operations:** Automotive and home lighting batteries, rolled zinc building products, process engraving zinc and chemicals.

**Pstate Repr.:** Century Storage Battery Co. Pty Ltd, Vic. (30-2669); Century Batteries (SA) Pty Ltd, SA (95-9441); C. C. Boag Batteries, Tas.; Century Batteries (Sth Qld) Pty Ltd (58-3222); Davis Bros, Mt Gambier; Century Batteries (Sth Qld) Pty Ltd, Toowoomba; Rural Services Pty Ltd, Woolloongabba; R. & E. Wells, Bundaberg; King's Auto Spares & Service Co. Pty Ltd, Rockhampton; Advanx Tyre, Motor Service, Cairns; James Croker & Sons, Mackay; J. Michelmore & Co. Pty Ltd, Mackay; Ede's Battery Service, Townsville; Samuel Allen & Sons Ltd, Townsville & Innisfail; Century Storage Battery Co. Ltd, WA (37-2266).

**CEREBOS (AUST.) LTD**, 1822-32 Dandenong Rd, Clayton, Victoria, 3168. Phone 544-2411. Telegrams, Cerebos Melbourne.

**Directors:** A. J. Moir (chrnm), L. T. Nettlefold, A. F. Mackelden, H. H. Chapman, A. H. Knight, D. J. Thomson, W. A. Tickler, J. E. Clements, L. H. Stevens-Jones.

**Executives:** A. F. Mackelden (mng dir), H. H. Chapman (sales dir), A. H. Knight (secy), B. J. Hough-Davies (marketing mngr).

**Company's operations:** Food manufacturers. Brands: Cerebos, Saxa, Mermaid, Kooka, Bisto, Fountain, Palms, Maughans, Paxo, Tandaco, Bingo, Foster Clark's, Gravox.

**Agencies:** Ogilvy & Mather (Aust.) Pty Ltd, Masius Wynne-Williams (Vic.) Pty Ltd.

**Pstate repr.:** Manufacturing operations in Victoria, NSW and Queensland, and sales offices all States of Australia. **O'seas repr.:** Parent company — Cerebos (Overseas) Limited, Willesden, London, NW10.

**CHAMBERLAIN INDUSTRIES PTY LTD**, Box 1, PO Bentley, WA, 6102 (J. P. B. Vincent).

**CHESEBROUGH-POND'S INTERNATIONAL LTD**, 1970-1984 Princes Highway, Clayton, Vic., 3168. PO Box 155, Clayton, Vic., 3168. Phone 544-1033. Telegrams Vasoponds, Melbourne.

American directorate.

**General manager:** G. W. Bieler.

**Products:** Mfrs of Vaseline toilet preparations, Pond's cosmetics, Cutex manicure preparations and lipsticks, Odorono deodorants and anti-perspirants.

**O'seas Repr.:** Chesebrough-Pond's, USA, with branches, companies, agencies in countries throughout the world.

**Agency:** J. Walter Thompson.

**CHRYSLER AUSTRALIA LIMITED**, Chrysler Park, SA, 5042. Phone 76-0711. Telegrams Chryslerco, Adelaide.

**Directors:** D. H. Brown (chrnm and mng dir), W. D. Ferguson (deputy chrnm), R. A.

Perkins (dep. man. dir), Sir Fred Drew, CMG, Rt Hon. Lord Rootes, A. N. Cole, F. V. Olds, E. B. Berendsen, W. R. Greig, R. C. Rainsford, W. K. McPherson, T. D. Thompson (secy).

**Products:** Valiant, Dodge Phoenix and Hillman Hunter cars, VIP by Chrysler, Dodge & Commer trucks, Airtemp air conditioning units, Chrysler marine, industrial engines, Chrysler spare parts and accessories.

**Agency:** Young & Rubicam (SA), all product lines.

**CINZANO, F. & CIA. (AUSTRALIA) PTY LIMITED**, 19-25 Birmingham-st, Alexandria, NSW, 2015. Phone 67-3688. Telegrams Cinzano, Sydney.

**Australian Directors:** R. Moore, F. W. Millar, A. Despas.

**Products:** Cinzano Vermouth, Liqueurs & Bitters, Santa Vittoria Champagne & Gran Liqueur, Gambina Marsala, Peppermint Get Creme de Menthe, Cinzano Asti Spumante.

**Agency:** Pemberton O'Brien.

**CLIFFORD SHOES (AUSTRALIA) LIMITED**, 264-268 West Beach Rd, Marleston, South Australia, 5033. Box 70, PO Cowandilla, SA. Phone 52-1122. Telegrams Clarks Aust Adelaide. Telex 8-2258.

**CLIFFORD LOVE & CO. LTD**, Hope St, Enfield, NSW, 2136. PO Box 51, Enfield. Telegrams Unklto. Phone 642-0201.

**Executives:** C. W. Love (chrmn & mng dir), C. J. D. Love (dir), P. Craven (dir), K. G. Perry (co. secy/financial mnggr), W. H. Oliver (purch. dir), G. C. Sharp (NSW sales mnggr), G. T. Bradfield (Qld sales mnggr), A. Gallagher (sales mnggr for Vic., SA, Tas.), F. C. Fogarty (WA sales mnggr).

**Products:** Groceries. Uncle Tobys Oats (Traditional and One Minute), Wades Cornflour, Clements Cornflour, Brown & Polson Cornflour, Uncle Tobys Custard Powder, Uncle Tobys Instant Egg Custard, Rit Spray on Starch, Best Foods Salad Dressings, Uncle Tobys Maize Oil, Uncle Tobys Safflower Oil, Uncle Tobys Cooking Oil.

**Agency:** George Patterson Pty Ltd.

**State repr.:** Branches: Melbourne, Brisbane and Perth.

**COATS PATONS (AUSTRALIA) LIMITED**, 321-355 Ferntree Gully Road, Mount Waverly, Vic., 3149. Phone 544-0666. Telegrams Yarmmen, Melbourne.

**Directors:** C. W. Clift (chrmn), F. T. Guest (man. dir), L. Denham, F. T. Docking (dir & secy).

**Products:** Manufacturers and distributors of Coats sewing thread and Patons knitting yarns, and distributors of Lightning zip fasteners.

**Agency:** J. Walter Thompson.

**I/State Repr.:** Depots, Sydney, Brisbane. **Agc.:** Hollis Hopkins & Co. (Pty) Ltd, Townsville, Qld; G. & R. Wills & Co. Ltd, Perth and Adelaide.

**COCA-COLA EXPORT CORPORATION, THE** (Inc. in USA Liability Limited), 111 Chandos St, Crows Nest, NSW, 2065. Phone 43-1311. Telegrams Coca-Cola Sydney.

**Executives:** J. R. Ennis (vice-pres. & area mnggr, A'asian area), G. J. Christie (regional mnggr, A'sia), S. J. Peryman (district mnggr, Aust.), S. A. Whittington (advg sales prom. mnggr), J. F. Stevens (public relations mnggr).

**Products:** Manufacturer and distributor of syrups and concentrates for soft drink beverages, and coffee, tea and citrus products. Owners of trademarks Coca-Cola, Coke, Fanta, Tab, Leed & Tresca.

**Agencies:** Hansen Rubensohn-McCann Erickson Pty Ltd, Pritchard Wood Quadrant Pty Ltd.

**Repr.:** All States. O'seas: The Coca-Cola Export Corporation, 515 Madison-ave, New York 22, NY, USA.

**COLES, G. J. & COY LIMITED**, 236 Bourke St, Melbourne, 3000. Phone 66-6048. Telegrams Colesanco, Melbourne.

**Directors:** N. C. Coles (chrmn), L. R. Robinson (dep. chrmn), T. L. North, R. B. Coles, W. H. Coles, Sir George Coles CBE (founder), Sir Edgar Coles, Sir Kenneth Coles, R. L. Montgomery.

**Executives:** N. C. Coles (mng dir), L. R. Robinson (jnt mng dir), T. L. North (gen. mnggr), R. B. Coles (PR dir), W. H. Coles (merch. dir), L. J. Butler (secy).

**Company's operations:** Variety chain stores, supermarket and K mart discount department store operators.

**Agencies:** Coles—Alexander Moulton Advertising Pty Ltd (press & radio), Compton Advertising (Australia) Pty Ltd. K mart (Australia) Limited—John Clemenger Pty Ltd (all media).

Branch stores throughout Australia.

**COLGATE-PALMOLIVE PTY LTD**, Commercial Union Hse, 109 Pitt St, Sydney, 2000. Phone 2-0325. Telegrams Palmolive Sydney.

**Directors:** K. Crane (mng dir), P. J. Madden (dir mfg), W. Bradford (gen. sales mnggr), L. Yeomans (secy), J. H. Carpenter (USA), J. D. Alder, G. H. Lesch (USA), P. Q. Fuller.



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**Executive:** P. Waterman (advtg mngr).

**Products:** Toilet soaps, cleansers, toilet articles, detergents: Palmolive, Cashmere Bouquet, Protex, Tact, Fab, Ajax, Swerl, Bio Ad, Action, Dynamo, Colgate, Softasilk, Florient, Halo, Lustre Creme, Spree, Cold Power.

**Agency:** George Patterson.  
**I/State Repr.:** Branches all States. **O'sea:** Branches throughout the world.

**COLOGNE PERFUMERY PTY LTD**, 263 Middleborough Road, Box Hill South, 3128. Phone 89-0436. Telegrams Colognes.

**Directors:** C. J. Berg (chrnm), J. D. Meredith (mng), H. D. Mees.

**Executives:** J. D. Meredith (mng dir), H. D. Mees (production mngr).

**Company's operations:** Perfume manufacturers, 4711, Tosca, Sir International.

**Agency:** Stewart Cowcher Advertising Pty Ltd.

**I/State repr.:** All states.

**COLONIAL GAS ASSOCIATION LTD, THE**, 480 St Kilda Road, Melbourne, 3004. Phone 26-3341 Telegrams Colgas, Melbourne.

**Executives:** R. C. Arnold (gen. mngr), W. E. Swan (mng marketing), G. F. Lyngcoln (sales mngr, residential/commercial), T. A. Carter (industrial sales mngr), J. G. Paterson (marketing services mngr).

**Company's operations:** Gas utility.  
**Agency:** Anderson-White Advertising.

**COMALCO LIMITED**, 95 Collins Street, Melbourne, 3000. Phone 63-0491. Also, 168 Kent Street, Sydney, 2000 (27-8821). Cables Forcomal Melbourne and Sydney.

**Executives:** D. J. Hibberd (chrnm), A. V. Lorch (man dir metal group), S. Christie (man. dir basic res. & int. group), Paul Clarkson (advtg mngr).

**Products:** Primary aluminium ingot, together with a wide range of semi-fabricated aluminium sheet and extruded products. Brand names include Comalco Alfoil, Comalco Double-Rib Aluminium Sheet, Comalco V-Rib Aluminium Sheet, and Comalco Aluminium Gutters and Downpipes.

**Agencies:** USP-Benson Pty Ltd, Melbourne; George Patterson Pty Ltd (consumer foil only) Sydney.

**COMMERCIAL BANKING COMPANY OF SYDNEY LIMITED, THE, CBC SAVINGS BANK LIMITED**, 343 George Street, Sydney. Phone 2-0260. Thermostat (Telex 20350).

**Directors:** G. B. Kater (chrnm), R. J. Vicars (deputy chrnm), D. R. Lysaght, B. J. D. Page, D. A. T. Dickens, P. F. Johns.

**Executives:** G. F. Bowen (gen. mngr), N. E. M. Winkle (asnt gen. mngr), N. H. Blacket (asnt gen. mngr), B. W. Southerden (chief marketing mngr).

**Company's operations:** Trading and sav-

ings bank services.

**Agency:** Maynard Advertising Pty Ltd.  
**I/State repr.:** State Offices in all capital cities.

**O'sea repr.:** London Office: 27-32 Old Jewry EC2. Agent banks in other countries.

**COMMONWEALTH ADVERTISING BRANCH**, Australian Government Publishing Service, Sydney, 132-138 Arthur Street, North Sydney, 2060. Phone 92-0323 (dir W. H. Greenfield). Melbourne, Commonwealth Banks Bldg, Cnr Flinders & Elizabeth St, 3000. Phone 652-6326 (deputy dir, A. W. Scott).

**COMMONWEALTH BANKING CORPORATION**, Martin Place, Sydney, 2000. Phone 2-0155.

**Managing director:** B. B. Callaghan, CBE.  
**Deputy managing director:** A. V. Murrell.

**Executives:** General manager, Commonwealth Trading Bank, F. E. J. Butcher; general manager, Commonwealth Savings Bank, I. R. Norman; general manager, Commonwealth Development Bank, R. S. Elliott; senior manager, advertising and publicity, G. L. Hewitt.

**Operations:** All banking services.  
**Advertising department:** 6th Floor, Gollin House, 50 Clarence St, Sydney, 2000. Phone 2-0256. Box 2719, GPO, Sydney, NSW, 2001.

**COMMONWEALTH INDUSTRIAL GASES LTD, THE**, Box 55, PO, Alexandria, NSW, 2015 (B. W. Warner).

**CONCRETE INDUSTRIES (MONIER) LIMITED**, Monier Square, Villawood, NSW, 2163. Cables & Telegrams Monier, Sydney. Telex AA21166.

**Directors:** Sir Samuel Jones (chrnm), Lord Beeching, E. S. Owens, J. N. Davenport (mnging), K. B. C. Milburn, T. W. Dawson, C. R. Corness.

**Principal Executives:** J. N. Davenport (mng dir), C. J. Ewins (secy).

**Company's operations:** Concrete pipes, tiles, masonry, precision engineering, die casting, structural steel.

**Agency:** Internal in Sydney, George Patterson in other States.

**CONDOR LAMPS AUSTRALASIA PTY LTD**, 95-99 York Street, Sydney, 2000. Phone 29-1671. Telegrams Condorlite.

**Products:** Filament, fluorescent and electric discharge lamps.

**Agency:** Grey Advertising Pty Ltd.  
**Interstate Repr.:** Condor Lamps A/sia Pty Ltd, 252-262 Sturt-st, Sth Melbourne, Vic.

**CONZINC RIOTINTO OF AUSTRALIA LIMITED**, 95 Collins St, Melbourne, Vic., 3000.

**Directors:** Sir Maurice Mawby (chrnm),

Sir Rupert Clarke (vice-chrmn), A. J. Rew (mng dir), F. S. Anderson, R. H. Carnegie, Sir Val Duncan, F. F. Espie, D. J. Hibberd, R. T. Madigan, B. R. Pelly, J. M. Rodd.

Executives: J. T. Ralph (mnggr finance), N. J. Webb (mnggr treasury services), J. J. Craig (mnggr admin. services), H. M. Lewis (mnggr public relations).

Company's operations: The discovery and development of Australia's mineral resources.

Agency: John Clemenger Pty Ltd.

Istate repr.: Offices in Sydney, Brisbane, Perth.

O'seas repr.: The Rio Tinto-Zinc Corporation Limited, 6 St James's Square, London SW1.

**COTTEES GENERAL FOODS LTD**, Food Division: 75 Lithgow St, St Leonards, NSW, 2065. Phone 439-3000. Soft Drink Division: 6 Percy Street, Auburn, NSW, 2144, Phone 649-7111. Burger Chef Division: 237 Marion Street, Leichhardt, NSW. Phone 560-9911. 2040.

Products: Food Division, Maxwell House Coffee, John Bull Oats, Cottees Jams, Jellies, Toppings, Instant Puddings, Cordials, Start Breakfast Juice, Kool Aid, Parsons Saline, Spices and Bird Seed, Soft Drink Division, Passiona, Tango, Big Boy Lemonade, Coola.

Agencies: George Patterson, Ogilvy & Mather, Young & Rubicam, Jackson Wain Pty Ltd.

**COTY PTY LIMITED**, 100 Elliott St, Balmain, NSW, 2041. Phone 82-0515. Telegrams Paricoty.

Executive: P. F. Douglas (mng dir).

Product: Cosmetics.

Agency: Pritchard Wood Quadrant Pty Ltd.

**COURAGE BREWERIES LIMITED**, Mafra St, Broadmeadows, Vic., 3047. Phone 309-2122. Telegrams Courage Melbourne.

Directors: Sir Maurice Nathan KBE (chrmn), Kenneth Philip Chapman, Thomas John Noel Foley CBE, Peter William Osborn, Eric Sorensen, Hereward Stanley Swallow OBE, Harry Widdup.

Alternate Directors: William Robert McComas (alt. for T. J. N. Foley, CBE, and H. Widdup), William Gerson Shmith (alt. for H. S. Swallow, OBE).

Principal Executives: P. W. Osborn (gen. mnggr), F. K. Mitchell (secy), J. A. Pedrana (marketing mnggr).

Operations: Brewers, Courage Draught, Courage Bitter, Courage Crest.

Agency: John Clemenger Advertising Pty Ltd.

**G. E. CRANE HOLDINGS LTD**, Suite 3211, Australia Square, Sydney, NSW, 2000. Phone 27-4411. Telegrams & Cables: Cranium, Sydney.

Directors: C. G. Crane (chrmn), J. M. Crane (deputy chrmn), D. H. Crane (mng dir), Dr D. R. Stewart, D. J. Hibberd, B. F. Dargan, V. Lorch.

Executives: D. H. Crane (mng dir), G. Board (gen. mnggr), G. E. Crane (sales, merchandising div.), N. N. Burnett (gen. mnggr), G. E. Crane (sales, brassware/packaging div.), J. M. Hunt (gen. mnggr, Crane Enfield Metals), C. Mathias (mng dir, Crane (Vic.) Pty Ltd), R. Williams (gen. mnggr, Ideal Capsules), S. Sazewski (mnggr dir, CON Pty Ltd), P. Jordan (mnggr, G. E. Crane (WA) Pty Ltd), A. E. Park (secy), G. E. Loughlin (group advtg & sales prom. mnggr).

Company's operations: Copper tube for water, gas, sanitation, automotive, refrigeration, air conditioning and general engineering purposes—Crane Enfield Metals Pty Ltd, also aluminium extrusions and alum irrigation tube water taps styled and in plain brass, valves, laboratory water and gas fittings, capillary fittings and general plumbers Brassware—C. E. Crane Sales, brassware/packaging div. also soft metal tube packaging i.e. toothpaste tubes, aluminium aerosol cans & plastic squeeze tubes, non-ferrous jobbing foundries, electroplaters and galvanised dipping. Wholesalers of plumbers and engineers supplies—G. E. Crane Sales Pty Ltd, Merchandising div., manufacturer and plumbers brassware CON Pty Ltd—manufacturers of soft metal collapsible tube packaging and closures and distributors of plumbers brassware, Crane (Vic.) Pty Ltd, distributors of plumbers brassware, G. E. Crane (WA) Pty Ltd, manufacturers of aluminium, lead and plastic capsule bottle seals, aluminium foil containers and soft pvc tubing for cable covering—Ideal Capsules Pty Ltd.

Agency: John Clemenger Advertising Pty Ltd, Sydney.

Istate repr.: G. E. Crane group has offices and warehouses in all states excepting Tasmania. O'seas repr.: Crane Enfield Metals Pty Ltd, NZ, Metal Import Group, Singapore-Malaysia, Polychem Pty Ltd.

**CREAMOATA LTD**, Sunshine-rd, West Footscray, Victoria, 3012. Phone 68-7321. (8 lines). Telegrams, Creamoata, Melbourne.

Director: W. A. Ross (mng dir).

Marketing manager: J. A. Batty.

Products: Quaker Cereals, Creamoata, Quik-Ota, Jets Petfoods.

Agencies: J. Walter Thompson & USP Benson.

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**CRESTKNIT INDUSTRIES LTD**, 600 Glenferrie Rd, Hawthorn, Victoria, 3122. Phone 81-0221.

Directors: J. A. Brady (chrmn), F. L. Spinks, C. C. Grenfell, L. L. Leach, J. D. Fermanis, J. W. Dart, J. R. Jamieson.

Executives: F. L. Spinks, C. C. Grenfell, J. D. Fermanis (group man. dirs), J. W. Dart (dir/secy).

Company's operations: Manufacturers of knitwear, underwear, sportswear, fabrics, etc. Crestknit, Aywon, Novaks, Thoroughbred, Crestees, Vigoro.

I'state repr.: Own branch offices.

**CRYER, W. J. & CO. LTD**, 75 Union-st, Dulwich Hill, NSW, 2203. Phone 560-7177. Telegrams Towncryer, Sydney.

Directors: H. Arthy (chrmn), W. J. Cryer (mng dir), C. Slinn (exec. dir), J. N. Walker.

Executive: E. J. L. Davies (secy).

Operations: Manufacturers of Avery self adhesive labels, general color printing and self adhesive price marking requisites.

I'state repr.: W. J. Cryer (Victoria) Pty Ltd, 795 Glenferrie Road, Hawthorne, Vic.; W. J. Cryer (Queensland) Pty Ltd, 207 Logan Road, Buranda, Qld; W. J. Cryer (South Australia) Pty Ltd, 55 Jerningham St, North Adelaide.

Agents: WA and Tas.

Agency: Marketing & Advertising Pty Ltd.

**CUSSONS AUSTRALIA PTY LTD**, 34 Kent Rd, Mascot, NSW, 2020. Phone 67-2420, 67-3224. Kervalli Sydney.

Principal executive: J. Ball (gen mgr).

Operations: Manufacturers and distributors of soaps and toiletries, Imperial Leather, Royal Guard.

Agency: Stannard Patten Samuelson Advtg Agents Pty Ltd.

**CYCLAX (AUSTRALIA) PTY LIMITED**, 508 High Street, Preston, Vic., 3072. Phone 47-3917. Telegrams Cyclax, Melbourne.

Executives: Hilary Ellis (mng dir), J. W. Liley (gen. sales mgr), N. E. Mayne (advtg mgr).

Company's operations: Cosmetics & Toiletries.

Agency: Ogilvy & Mather (Australia) Pty Ltd.

**CYCLONE KM PRODUCTS PTY LTD**, 93 City Rd, South Melbourne, Vic., 3205. Phone 62-4761. Telegrams Cyclone.

Directors: R. S. Chambers (chrmn), J. D. Munro (man. dir), L. S. Chambers, E. C. Milner, R. A. Chambers, R. J. Swinbourne.

Executives: W. C. Clark (assoc. dir & gen. mgr), K. P. Bailey (marketing services mgr), A. L. Murray (rural marketing development mgr).

Products: Rural and industrial fences, buildings, window frames, garden tools, hand tools, wire screening, clothes hoists, garages, domestic fences, carpports.

Agency: USP-Benson.

**DAIRY INDUSTRY AUTHORITY OF NSW**, 71-75 Regent St, Sydney, PO Box 48, Broadway, 2007. Phone 69-5241.

Directors: W. J. Hudson (chrmn), D. W. Crowfoot (dep. chrmn), C. A. Noble (consumers' rep.), F. V. Murray, R. H. Paxton (producers' reps).

Executives: G. M. Hoad (secy), F. O'Sullivan (publ. officer).

Operations: Regulation of quality, supply and distribution of liquid whole milk in NSW.

Agency: Singleton Palmer & Strauss McAllan.

**DAVID GALT INDUSTRIES**, 50 Bakers Rd, North Coburg, Victoria, 3058. Phone 35-3721 (8 lines). Telegrams Davgalt. A unit of F. & T. Industries Ltd.

Executives: A. G. Robinson (mgr), H. Welsh (sales mgr).

Company's operations: Mnfrs of Tontine pillows, paddings, waddings, glazed and bonded waddings for industrial uses.

Agency: Orr, Skate and Associates Pty Ltd.

I'state repr.: S. C. Heath & Sons Pty Ltd, 64 Chandos St, Crows Nest, NSW, 2065; C. C. Mortimer, Box 229, GPO, Brisbane, 4001; A. V. Kinsman & Son, Box E273, GPO, Perth, WA, 6001; Felt Products of Tasmania, Gleadow St, Launceston, Tasmania, 7000; M. R. Lodge & Hill Pty Ltd, 11-14 North Terrace, Adelaide, 5000.

**DAVIES, COOP & CO. LIMITED**, 31 Queen Street, Melbourne, Vic., 3000. Phone 62-4321. Telegrams Exacto, Melbourne, Victoria.

Operations: Spinners, weavers, knitters, dyers and finishers of cotton and man-made fibre yarns and fabrics, Exacto drill, denims, tweeds, duck, belting, fashion fabrics for men's & women's wear, towels, underwear and chillproof underwear.

**DAVIS GELATINE CONSOLIDATED LIMITED**, 28 Spring St, Botany, NSW, 2019. Cables Gelatine, Sydney. Telex 20366. Phone 666-9211.

Directors: O. Michaelis (chrmn), M. C. Davis (mng dir), F. B. Blood, G. G. Davis, Dr L. E. King, R. C. Pluck, W. M. Sweetnam, J. D. Tolliday.

Executives: M. C. Davis (mng dir), Dr L. E. King (technical dir), W. M. Sweetnam (marketing dir), R. J. Ihnen (secy).

Australian subsidiary companies: Davis Gelatine (Australia) Pty Ltd — edible & technical gelatines & animal glues, tallow, neatsfoot oil, bone flour; Davis-Fuller Adhesives Pty Ltd — industrial & household adhesives, building chemicals, concrete admixtures, sealants; Davis Germantown (Australia) Pty Ltd — food stabilizers & emulsifiers; Hyco Products Pty Ltd, custom compounders of flexible PVC compounds.

Agencies: USP-Benson (NSW) Pty Ltd, F. P. Leonard Pty Ltd.

I'state repr.: Offices in Melbourne, Bris-

banic, Adelaide. Agents: Perth, Hobart, Launceston.

O'seas: Factories & offices Gt Britain, Canada, New Zealand, Republic of South Africa, USA.

**JOHN DEERE LIMITED**, GPO Box 4284, Sydney, NSW, 2001 (A. Jackson).

**DOW CHEMICAL (AUSTRALIA) LIMITED**, 105 Miller St, North Sydney, 2060. Cables Dowintal Sydney.

Director: C. D. Goodchild (mng dir).

Executives: G. F. Blackwood (finance and admin. mngtr), P. G. Rudland (mnfg mngtr), G. R. Weate (mkt mngtr, mouldings and extrusions), A. H. Wyndham (mkt mngtr, chemicals), F. M. Hunt (mkt mngtr, agricultural and veterinary chemicals), J. M. Tomlinson (mkt mngtr, coatings), F. Bryant (tech. services mngtr), J. Tollett (animal health research and development mngtr), B. Egan (commercial mngtr, Vic.), P. H. Walker (personnel mngtr), Brian F. Martin (mngtr, marketing communications).

Operations: Manufacturers of plastics, chemicals, agricultural and veterinary chemicals.

Agencies: Jackson Wain Pty Ltd, L. B. Rennie & Partners Pty Ltd (advtrg), Eric White & Associates (PR consultants).

Pstate repr.: Offices in Sydney, Melbourne, Brisbane, Adelaide.

**DOWD ASSOCIATES PTY LTD**, corner Huntingdale & Highbury Rd, Burwood, Vic., 3125 (C. J. Bouchier).

**DREAMSPUN TEXTILES PTY LTD**, 29 Dawson St, Brunswick, Victoria, 3056. Phone 38-5291. Telegrams Dreamspun Melbourne.

Directors: A. A. Gray, P. de B. Hogg, T. F. Hogg, S. M. Hosking, C. R. Holt, P. J. Hollibone, A. H. McPherson, J. M. Vine.

Agency: Sellers/Phillips/Scott, South Melbourne.

Pstate repr.: Dreamspun Textiles Pty Ltd, Banksia St, Botany, NSW; Dreamspun Textiles Pty Ltd, 2 Glentanna St, Kedron, Qld; Dreamspun, Textiles Pty Ltd, 500 Port Rd, Welland, S.A.

**DRUG HOUSES OF AUSTRALIA LTD**, Head office, 504 Bourke St, Melbourne, Vic., 3000. Telegrams Drugs, Melbourne. Phone 60-0581.

Directors: C. N. R. Stocks (chrnm), I. J. D. Murray, H. G. Cook, K. Harris, J. F. T. Grimwade, W. J. Flintoft, G. E. Rogers.

Executives: L. W. R. Perkins (ntnl sales

mngtr). T. S. Meakin (mktg mngtr).

Service: Wholesale chemists.

**DUNLOP AUSTRALIA LIMITED**, 108 Flinders St, Melbourne, 3000. Phone 63-0371. Telegrams Dunlop.

Executives: E. E. Dunshea (chrnm and chief gen. mngtr), E. A. Kellam (deputy chief gen. mngtr and dir), L. O. Cornish (mng automotive div., tyres marketing div.), W. R. Beischer (asst gen. mngtr mktg, industrial products div.), G. S. Walton (mktg mngtr footwear).

Products: Tyres, batteries, motor accessories, industrial products, footwear apparel, fabrics, textiles, Dunlopillo latex and inner spring bedding, furnishings, sporting goods, general rubber goods, foam products, swimming pools, aviation products.

Agencies: Ogilvy & Mather, Aldwych Advertising (Sydney).

Pstate repr.: Branches: Wentworth Ave, Sydney (2-0969); Centenary Place, Brisbane (31-0271); 41 Currie St, Adelaide (51-4935); 12-14 St Georges Terrace, Perth (21-8144). O'seas: Dunlop companies throughout the world.

**DURAL LEEDS PTY LTD**, cnr Roberts Road and Calder Highway, Niddrie, Vic., 3042 (A. H. R. Abbey).

**EAST-WEST AIRLINES LIMITED**, PO Box 249, Tamworth, 2340. Phone Tamworth 67-7101. Cables: Airspeed.

Directors: J. B. Regan, A. B. Shand, A. E. Emblen, A. L. D. Carter, G. W. Harrison, E. Wilkinson, D. M. Shand (chrnm).

Executives: J. G. Riley (gen. mngtr), R. O. Cooksey (co. secy), N. G. Young (admin. mngtr), C. E. McCrohen (engineering mngtr), B. N. Teague (comm. mngtr), D. M. Warren (mng, information & advtrg), R. C. Gould (marketing mngtr).

Company's operations: Airlines.

Agency: Hawkins Lewis Pty Ltd.

**EDGELL, GORDON, PTY LTD**, head office, 10-12 Clark St, Crows Nest, NSW, 2065. Phone 439-2222. Telegrams Edgell-pack.

Directors: E. Christensen (chrnm), V. E. Marshall, J. S. Shaw, I. H. Wrigley, P. M. Racklyeft.

Executives: J. M. Whittle (gen. mngtr), I. H. Wrigley (gen. admin. mngtr), A. W. Whatmore (gen. manuf. mngtr), Canned Foods, W. W. Johnston (mngtr), J. R. Finlay (nat. sales mngtr), J. F. Coyle (mktg mngtr), Frozen Foods, J. F. Black (mngtr), A. R. Cam (nat. sales mngtr), M. M. Park (mktg mngtr).

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Food Services, R. L. Gay (mnggr), N. Dayes (nat. sales mnggr), Export, J. L. F. Hutton (mnggr).

Products: Edgell & Triangle canned vegetables, soups, hot packs, Birds Eye & Hy-Peak frozen foods.

Agencies: Canned, Marketing & Advertising Pty Ltd (all states). Frozen, Grant Advertising (Aust.) Pty Ltd (all states).

O'seas: Affiliated Advertising Agencies International, USA.

**EDINBURGH LABORATORIES (AUST.) PTY LTD**, 103 York St, Sydney, 2000. Phone 29-4336. Telegrams, Lantigen.

Directors: A. W. Uther (chrnm), D. T. W. Uther (mng dir), N. L. Manning, D. J. Allum.

Executive: Miss M. Clout.

Products: Lantigen B, C & E, Edinburgh cough mixture, Edinburgh camphor cream.

Agency: Murray Evans Advertising Pty Ltd.

I'pstate repr.: Edinburgh Laboratories (Aust.) Pty Ltd, 103 York St, Sydney, 2000.

Nat. Distributors.

Executives: Frank Stevens Ltd, 53 Fort Street, Auckland, NZ; Lantigen (England) Ltd, Bagshot, Surrey, England and other overseas representations.

**EGG MARKETING BOARD FOR THE STATE OF NEW SOUTH WALES**, Nyranng St, Lidcombe, NSW. 2141. Telegrams Eggboard, Lidcombe.

Executives: N. Barnett (gen. mnggr), A. C. Henley (secy), P. J. McSullea (sales mnggr).

Operations: Egg marketing.

Agency: Hansen Rubensohn-McCann Erickson Pty Limited.

**ELECTRICITY TRUST OF SOUTH AUSTRALIA, THE**, 220 Greenhill-rd, Eastwood, SA, 5063. Phone 23-0383. Telegrams Electrusa.

Members: J. R. Dridan (chrnm), G. F. Seaman (dep. chrnm), Sir Fred Drew, Sir Thomas Playford, C. D. Hutchens.

Executives: C. R. S. Colyer (gen. mnggr), S. E. Huddleston (mnggr admin.), R. W. Sanders (mnggr engineering).

Operations: Electricity supply.

Agency: Clem Taylor O'Brien Pty Ltd, Adelaide.

O'seas repr.: K. L. Milne, c/o South Australia House, 50 The Strand, London, WC2.

**ELECTROLUX PTY LTD**, Head office: 87 Alexandria Ave, South Yarra, Vic. 24-2161. Cables: Electrolux Melbourne.

Directors: C. R. Darvall (chrnm), M. C. Coath (mng dir), S. W. Byrne, S. A. F. Pond, G. Green, S. Broughton.

Principal executives: M. C. Coath (mng dir), H. G. Dixon (company secy), A. C. Thornton (national sales mnggr), M. K. Gomme (retail marketing mnggr), A. Jodell (works mnggr), F. M. Ramage (comm. mnggr).

Company's operations: Electrolux vacuum cleaners, floor polishers and refrigerators.

Agency: Nichols-Cumming Advertising Pty

Ltd.

I'pstate repr.: Branches all capital cities and Newcastle.

O'seas repr.: Stockholm, Luton, Beds., England, and most Western countries.

**ELECTRONIC INDUSTRIES LTD**, 161-173 Sturt St, South Melbourne, Victoria, 3205. Phone 69-0300. Telegrams, Schuh Melbourne.

Directors: G. A. Warner (chrnm), P. R. Warner, L. R. Machin, L. M. Stuart, R. H. Harris, J. P. Salvado, L. P. White, J. T. Brock.

Executive: T. Napier (adv'tg mnggr).

Products: Servix Manufacturing Coy, Malvern Star Stores, Astor Consumer Products Hitachi Electrical/Consumer Products, Malvern Star Cycles. Electronic Equipment, Retail Stores Wholesale, Pioneer Sound Products.

Agencies: Charles Anzarut Adv'tg, USP-Benson, Castle Jackson Advertising, Max Goswinckel Advertising.

I'pstate repr.: Radio Corporation Pty Ltd, 443 Concord Rd, Rhodes, NSW; 81 Flinders St, Adelaide, SA; Tarragindi Rd, Salisbury Nth, Qld; 28 Belmont Ave, Belmont, WA; 199 Collins St, Hobart, Tasmania.

**EMAIL LIMITED**, Joynton Ave, Waterloo, NSW, 2017. Phone 69-0411. Telegrams-Cables Email Sydney. Electrical and industrial manufacturers.

Directors: E. G. F. Horne (chrnm), P. H. Finley, Sir Lionel Hooke, H. Mills, Sir Ian Potter, A. Burton Taylor (mng dir), T. L. Webb.

Executives: J. T. Evans, H. Mills (group gen. mnggrs), P. J. W. Cottrell & R. S. P. Amos (assist gp. gen. mnggrs), D. C. K. Lawrence (secy).

Divisional general managers: Consumer group: D. J. McNeill (commercial equip.), P. J. W. Cottrell (consumer products division).

Industrial group: N. N. Creek (air conditioning & industrial refrigeration), R. S. P. Amos (electrical engineering), L. Baldwin (industrial products).

General manager Victorian activities: W. M. Higgins.

Brand names: Westinghouse, Electric, Carmichael, Elcon, Fyrside, Email, Buzacott, Emmco, Corox, Hussmann, Werner, Marley, Weatherwall.

Products: Manufacturer, supplier of air conditioning (central plant), packaged air conditioners, industrial refrigeration and water cooling, cooling towers, "Thermo King" transport refrigeration, container refrigeration equipment, manufacturers and suppliers of household refrigerators, freezers, laundry equipment, dishwashers, electric and gas ranges, kerosene heaters, coffee makers, domestic and commercial industrial fans, room air conditioners, television and radio receivers (suppliers only). Refrigeration cabinets for commercial and supermarket applications, vend-

ing machines, drink dispensing equipment, commercial cooking equipment, automatic door equipment, water coolers and gas hot water appliances and services. High and low voltage switchgear, air filters, ventilation and oil fired industrial heating equipment, industrial dust and air pollution control equipment. Electricity, gas, water, telephone meters. Corox heating elements, die-casting, automotive components and a variety of industrial products.

Product agencies for agricultural and pastoral machinery, machine tools, industrial equipment and other miscellaneous products.

Subsidiary company provides hire-purchase facilities.

Agencies: Compton Advertising Australia Pty Ltd, L. B. Rennie & Partners Pty Ltd, V. H. Freeth Pty Ltd, E. G. Holt & Associates (NSW) Pty Ltd, Rodger Enemark Advertising Agency Pty Ltd.

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

Directors: John M. Burnett, CBE (chrmn); Kenneth A. C. East (mng), Sir Joseph Lockwood; George A. C. Kiernan; Richard G. C. Parry Okeden, CMG, CBE; Vivian J. Chalwin; Joseph W. R. Hughes, ISO; Joseph G. Stanford, Norval W. Scott, Herbert E. L. Millard.

Branches: 109-123 Burwood Rd, Hawthorn, Victoria (81-0211); 105 Port Rd, Bowden, SA (46-3031); 457 Beaufort St, Highgate, WA (28-2433); c/o 12 Riverside Drive, Riverside, Tasmania; 83 Robertson St, Fortitude Valley, Brisbane (51-5271); National Park St, Newcastle (2-3883); 135 Newcastle St, Fyshwick, ACT.

Products: His Master's Voice television and radio sets, radiograms, electrograms, car radios, records; Bell, Threshold, Columbia, Parlophone Capitol, Decca, London, His Master's Voice, Angel, Apple, Harvest, Tamla Motown, Disneyland, Immediate, Stateside, Pickwick, Viking, Waverley, Regal, Ace Of Clubs, Ace Of Diamonds, Deram, Chapter One, Buena Vista records; EMI broadcast and television studio equipment, aeriels, electronic products, Robotugs, photo-multipliers, Veroboard, Lectrokit.

**ESSEX LABORATORIES PTY LTD**, Australian subsidiary of Schering Corporation USA, Junction Road, Baulkham Hills, Box 231, PO, Baulkham Hills. Phone 639-7777. Cable Scherusa.

Executives: R. Wieser (mng dir), B. D. Evans (mktg dir), R. J. Young (prod. dir),

K. R. Wilson (finance dir), E. A. Ferguson (sales mgr), A. F. Lannoy (advtg mgr).

Regional sales mngrs: Qld, P. R. Jenkins, PO Box 70, North Brisbane; Vic., H. W. Bradley, 100 Thames St, Box Hill; SA, R. D. McKinnon, 63 Hight Street, Burnside.

Company's operations: Manufacture and promotion of ethical pharmaceuticals Polaramine, Celestone, Mutabon, Demazin, Celestone-V, Garamycin; Proprietary lines Tinderm, Meggezones, Cushion Grip.

Agency: Cooper Shillington, Murray Evans, Wood & Mitchell, Wellington, NZ.

**ESSO STANDARD OIL (AUSTRALIA) LIMITED**, AMP Bldg, Circular Quay, Sydney, 2000. Phone 2-0557. Telegrams **Esso** Sydney.

Directors: C. R. Sitter (chrmn and mng dir), F. M. Perkins (deputy mng dir), E. S. Gangluff, J. F. Kirk.

Executives: V. K. K. Young (secy), W. Ellis (mng for branches), J. L. O'Donnell (advtg mgr), A. Park (purchasing mgr), K. A. Lukey (public affairs mgr).

Products: Petroleum and natural gas.

Agencies: Fortune (Aust.) Pty Ltd, Lintas International Advertising Co. Pty Ltd.

State repr.: Branches NSW, Victoria, Queensland, South Australia, Western Australia.

Overseas: Affiliated companies throughout the world.

**ETA FOODS PTY LIMITED** (see Mar-rickville Holdings).

**FAIRCHILD AUSTRALIA PTY LTD**, 420 Mount Dandenong Rd, Croydon, Vic., 3136. Phone 723-4131. Cable Fairchild, Melbourne.

Directors: J. B. Baldwin (gen mgr), B. D. Lambert, W. F. Walsh.

Executives: John Baldwin (gen. mgr), B. D. Lambert (admin. mgr), F. T. Andrews (mrktg mgr), B. T. O'Shannassy (mnfg mgr), G. J. Kepper (mng computer syst.), A. Vinogradov (quality & reliability mgr).

Company's operations: Manufacturers of transistors and integrated circuits, and diodes, Manufacturers and distributors of computer systems and computers.

Agency: Clem Taylor O'Brien Advertising.

State repr.: Sales offices in Sydney & Adelaide. Distributors in WA, Qld. Overseas repr.: Fairchild Semiconductor (parent co.), Calif., USA. Repr. in NZ.

**FAULDING, F. H. & CO. LTD**, 13 James Place, Adelaide, SA, 5000. Phone 51-0121. Telegrams, Fauldingco.

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**Director:** W. F. Scammell (chrnm & mng dir).

**Products:** Neutrogena Soap, Faulding Barrier Cream, Solyptol Soap, Antiseptic and Baby Powder, Paxyl Cream, Toilet Lanoline, Asprin, flavouring Essences, Faulding Saccharin, K2r Spot Lifter, Gard deodorants, plus a complete range of Ethical & Veterinary Pharmaceutical products, including Falcopen, Aquacillin, Betadine, Elixophyllin, veterinary feed supplements and medicines.

**Agency:** Martin Kinnear Clemenger Pty Ltd.

**Istate repr.:** Branches, 249 Chalmers St, Redfern, NSW (69-2271); 123-129 Lonsdale St, Melb. (66-6045); 126-132 Barry Pde, Brisbane (21-7811); 313 Murray Street, Perth (21-9111).

**F&T INDUSTRIES (AUSTRALIA) LTD,** 8 Nicholson Street, Melbourne, 3002. Phone 662-2888. Telegrams: Efantec, Melbourne.

**Directors:** Sir Robert Webster (chrnm), R. N. Millar (mng dir), L. A. Lochrin, Sir Walter Scott, F. H. Wright, Sir Frank Berryman, Sir Ewen Waterman, W. H. Thornton.

**Executives:** R. I. Oehr (secy), J. P. Ward (PR & advtg).

**Products:** All kinds of carpets, carpet yarns, felts, plastics, bedding, footwear, electrical components, plastic homewares, precision dies, non-woven fabrics, camping goods, rubber underlays and components.

**Agencies:** Murray Evans Advertising Pty Ltd, Orr Skate & Associates, Neish Tutt Grunwald Pty Ltd, Ogilvy & Mather (Aust.) Pty Ltd.

**Istate repr.:** 123-129 Clarence St, Sydney, 2000 (29-5843). Telegrams Efantec.

**O'seas:** Bradfelt Ltd, 84 Grosvenor Street, London W1X 9DF (01-629-5561). Telegrams Bradfelt, London; F&T Distributors (Malaysia) Sdn Berhad, 58 Jalan Tuanku Abdul Rahman, Kuala Lumpur; F&T Distributors (Malaysia) Ltd, 20 Tomlinson Rd, Singapore 10.

**FERRIS BROS PTY LTD** (a Hawker Siddeley Co.), 752 Pittwater Road, Brookvale, NSW, 2100. Phone 93-0221. Telegrams Car-radio, Brookvale.

**Directors:** R. Kingsford-Smith (chrnm of dir), T. W. Air (mng dir), G. J. Donnan (comm, dir), W. M. Ferris (tech. dir).

**Executives:** R. Giles (act finance mng & secy), K. W. Hill (gen. sales mngtr Aust.), Miss E. Pennell (advtg mngtr), J. L. Ferris (factory mngtr), A. Earle (sales mngtr Qld), J. Dawson (sales mngtr NSW), J. Byron (sales mngtr Vic.), G. Noble (sales mngtr SA).

**Products:** Ferris fixed and portable car radio receivers, car aeriels and accessories, Ferris portable radio receivers, electronic

equipment, boating accessories, "Marina" transceivers, Ferris industrial Divisions: Styling and tooling design, plastic moulding, diecasting, precision stamping and forming, electroplating, hot stamping, spray painting, Channel Master TV antennas, accessories, multiple installation and MATV equipment, mast head and distribution amplifiers, rotators. Telecomponents, TV replacement parts, radio and TV coils, transformers chokes, suppliers to industry and servicing organisations, specialised windings and electronic devices.

**Branches (sales and service):** 752 Pittwater Rd, Brookvale, NSW, 2100 (head office). Phone 93-0221; 167-171 Nicholson St, East Brunswick, Vic., 3057. Phone 387-1899; 11 Curtin Ave, Hamilton Central, Queensland, 4007. Phone 68-4344; 13 Deacon Ave, Richmond, SA, 5033. Phone 57-8153.

**Manufacturer's reprs:** Errol Nazer Pty Ltd, Fyshwick, ACT (95-0325); Errol Nazer Pty Ltd, Wagga, NSW (3888); Keith Murdoch & Son, Fairy Meadow, NSW (84-3069); Dean Armytage Distributors, Orange, NSW (62-1377); Conret Distributors Pty Ltd, Tamworth, NSW (66-4109); Ellerslie Agencies Pty Ltd, Coffs Harbour, NSW (1315) and Newcastle West, NSW (61-4811); T. Mungall, Rockhampton, Qld (2-4041); F. P. Withford & Son Pty Limited, Townsville, Qld (3444).

**Distributors:** Tedco Pty Ltd, Perth, WA (21-2561); W. & G. Genders Pty Ltd (Tas.), Launceston (31-2511), Hobart (34-4311), Cooc (31-2344), Devonport (2-1921).

**Advertising agency:** Murray & Ogle Pty Ltd.

**FIBREMAKERS LTD,** Canterbury-rd, Bayswater, Vic., 3153. Phone 729-0201.

**Directors:** Sir Archibald Glenn (chrnm), N. G. Wilson (mng), J. L. Birrell, P. L. Hooper, E. W. N. Jackson, H. M. Mackinnon, N. P. Watson, G. D. Cordner.

**Marketing departments:** Melbourne office, 95 Collins St. Phone 63-1121.

**Services:** Yarns for Bri-Nylon, Terylene and Crimplene merchandise, also staple fibre.

**Agency:** USP-Benson Pty Ltd, Carden Advertising Pty Ltd.

**Istate Repr.:** Sydney office, 55 Hunter-st (221-1077).

**FIRESTONE AUSTRALIA PTY LIMITED,** 265 Parramatta Rd, Auburn, 2144. Phone 648-0166. Cables Hardrubber.

**Directors:** A. G. Avo, H. E. Powell, R. L. Kimmell.

**Executives:** K. A. Hebblewhite (gen. sales mngtr), I. C. Cameron (mngtr gen. products) R. Brinkman (mngtr wholesale sales), G. L. Meade (gen. mngtr retail sales div.), R. O. Martin (advtg mngtr).

**Products:** Tyres, batteries, retreads, industrial rubber products, foam and plastics.

**Agency:** J. Walter Thompson Australia Pty Ltd.

**Istate repr.:** Branch offices in Queensland, Victoria, South Australia and West Australia.  
**O'seas repr.:** Firestone Tire & Rubber Company, 1200 Firestone Parkway, Akron, Ohio, 44317.

**FISONS PTY LTD**, 97 Pacific Highway, North Sydney, NSW, 2060. Phone 929-0555, 92-7184. Telegrams Fisons, Sydney.

**Directors:** E. A. Forsyth, H. J. Blackboro, J. W. Ryan, O. G. Williams (alternate W. J. Guthrie), Professor C. W. Shoppee, B. M. King, J. S. Hewitt (alternate, K. L. Little).

**Executives:** H. J. Blackboro (mng dir), K. Little (co. secy), J. B. Marchant (commercial and industrial mngtr), W. Guthrie (pharmaceutical mngtr), P. V. Parsons (agricultural mngtr).

**Products:** Manufacturers, importers, distributors of ethical and proprietary pharmaceutical products, agricultural chemicals, industrial chemicals and plastic raw materials.

**Agency:** Carden Advertising Pty Ltd.

**Istate repr.:** All matters to be referred to Sydney office.

**O'seas repr.:** Fisons Limited, 9 Grosvenor Street, London, W1, England.

**FLORAPAK PLASTICS PTY LTD**, 41 Ricketts Road, Mount Waverley, Vic., 3149. Phone 544-3144.

**Directors:** C. A. Clark (managing), John L. Kemp (comm.), M. E. Clark.

**Executives:** C. A. Clark (mng dir), J. L. Kemp (comm. dir), D. G. Cooke (acct), J. A. Stevenson (sales mngtr), J. Norris (prod. mngtr), W. Lindstedt (plant engineer), R. Walker (packaging designer).

**Company's operations:** Packaging manufacturers.

**FORD MOTOR CO. OF AUST. LTD.**, (Ford Sales Co. of Aust. Ltd), 1724-1743 Sydney Road, Campbellfield, Victoria, 3061. Phone 359-0211. Telegrams Austraford Melbourne.

**Directors:** W. O. Bourke, W. L. Dix, K. A. Horner, J. J. Prendergast, E. A. Witts, B. S. Inglis, B. L. Burton, K. E. Scott, R. Stevenson, W. H. Carlier, D. C. Jacobi.

**Executives:** B. S. Inglis (mng dir), K. A. Horner (dir of marketing), W. H. Carlier (dir of mfg and supply), J. J. Prendergast (dir of product development), W. L. Dix (dir of finance), B. L. Burton (dir of purchasing), E. A. Witts (dir of ind. relations), D. C. Jacobi (dir of parts & service), N. M. J. Woodford (secy).

**Products:** Automotive manufacturer, Galaxie, Falcon, Fairlane, Cortina, Capri, Ford tractors, industrial engines, parts and accessories, Autolite.

**Agency:** Walker, Herbert & Associates Pty Ltd.

**FORDIGRAPH HOLDINGS (AUST.) PTY LTD**, 428 George St, Sydney, Box 4705 GPO, Sydney, 2001. Phone 25-2821. Cables & Telegrams Fordigraph Sydney.

**Directors:** Howard Dudley Reid, Robert Alan Wheeler.

**Executive:** H. D. Reid (governing dir).

**Company's operations:** Fordigraph Spirit Duplicators-Fastfold Folding Machine, Fordigraph Shredding Machines, Fordifax Thermal Copiers, Fordigraph Overhead Projectors, Speed-O-Print Copying Machines.

**Agency:** Knudsen Dudfield Advertising Pty Ltd.

**Istate repr.:** Fordigraph Pty Ltd Sydney, Melbourne, Brisbane, Adelaide; Vettors Business Service Pty Ltd, Perth; S. B. Hopwood & Sons, Launceston. **O'seas repr.:** Fordigraph Overseas Ltd, Ofrex House, Stephen Street, London.

**FOWLER, D. & J. (AUST.) LTD**, 14 King William St, South Australia, 5000. Phone 51-2191 (6 lines). Telegrams Fowlerlion.

**Directors:** D. M. Fowler (chrnm), R. E. A. Dixon, D. M. Martin, A. J. B. Wills.

**Executives:** D. M. Martin (man. dir), E. G. Brown (secy).

**Products:** Grocery manufacturers "Lion", "Amgooric", Alola, Waverley, Viceroy.

**Agency:** Clem Taylor O'Brien Pty Ltd.

**Istate repr.:** All States except Northern Territory.

**Overseas:** London.

**FRANCESCO CINZANO & CIA (AUST.) PTY LTD**, 19-25 Birmingham St, Alexandria, NSW, 2015. Phone 67-3588.

**Executives:** A. Marchi (gen. mngtr), K. Warmoll (acct).

**Company's operations:** Manufacturing and marketing of Vermouth, Champagne, Marjale, Bitters and liqueurs—Importers as well.

**Agency:** Pemberion O'Brien Pty Ltd.

**F.R.S. SPRING COMPANY**, 89-113 Gow St, Padstow, NSW, 2211. Phone 70-0611. Telegrams Fris.

**Directors:** D. G. Henderson (chrnm), H. Henderson, J. G. Henderson, F. Henderson, S. Cutts, J. Rebbeck, C. Collingwood.

**Executives:** J. N. Iddles (NSW mngtr), N. Ballantyne (Vic. mngtr), R. McCann (sales and advtg mngtr), E. Moffatt (acct).

**Products:** Restonic spiral and Frisco mesh-top spring bases, FRS mattress support, Hold-fast spring washers, upholstery, tension, torsion and compression springs, spring seating. Wire workers and weavers, metal work tubular beds and cots, "Centa-Fold" folding beds.

**Agency:** Thomson, Porritt, Partner.

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I/State Repr.: Branch, Vic.; A. D. Parkinson, Perth.

**GADSEN J. PTY LTD**, 48 Dudley Street, West Melbourne, Vic., 3003 (Dr J. F. Pearce).

**GAMLEN CHEMICAL CO. (A'asia) PTY LTD**, 17-23 Carlotta Street, Artarmon, NSW, 2064 (J. Haines).

**GAS AND FUEL CORP. OF VICTORIA**, 171 Flinders St, Melbourne, 3000. Phone 63-0391. Telegrams Gafcor.

Directors: N. A. Smith (chrmn), Sir Walter Bassett, Sir Robert Knox, I. McGregor, F. G. B. May, F. J. Sweeney, A. E. Chadwick.

Executives: N. A. Smith (gen. mngr), L. G. F. Leckie (mngr commerce), J. M. Shaw (chief engr), B. McLcish (mngr gas supply), W. A. Reid (mngr sales), B. B. Bennett (exec. officer), D. J. Adler (distribution mngr).

Products: piped natural gas. Distribution of Heatane gas.

Agencies: John Clemenger Pty Ltd, Melb. (natural gas); Singleton, Palmer & Strauss McAllan Pty Ltd, Melb. (Heatane).

**GEIGY AUSTRALIA PTY LTD**—Pharmaceutical Division, Box 251 PO North Sydney, NSW, 2060 (W. A. Phillips).

**GEC (AUSTRALIA) PTY LTD**: Head office, 104 Clarence St. Sydney, 2000. Phone 2-0277. Telegrams Britishgeneral, Sydney.

Executives: M. D. Taylor (gen. mngr), J. D. Jagoe (com. mngr), R. J. Edwards (advtg mngr).

Products: GEC electric ranges & domestic appliances, Osram lamps and tubes. Xpelair extract fans, Woods industrial fans. GEC domestic & commercial freezers & refrigeration. GEC commercial cooking, heating & ventilation equipment, GEC-AEI wire & cable, contractors' supplies, lighting fittings, fans & air circulators.

Agencies: USP-Benson (NSW) Pty Ltd; I'state repr.: Branches all States. O'seas: The General Electric Co. Ltd, London.

**THE GENERAL ELECTRIC COMPANY OF AUSTRALIA LTD**, 1 Percy St, Auburn, NSW, 2144. Phone 649-0155. Telegrams Engaust Elecequip.

Directors: C. J. Moray Sutor, T. G. Morrison, H. J. Harwood, C. Drabble, R. Bennett, K. E. G. McGuinness.

Secretary: D. M. White.

Products: Turbo-alternators, high and low tension switchgear, industrial and traction motors of all sizes, motor control gear, industrial electronic equipment and components, cables, rectifier equipment.

Agency: Jackson, Wain & Co. Pty Limited. I'state repr.: Vic, Qld, SA, Tas., WA.

**GENERAL INDUSTRIES LTD**, 154 Elizabeth Street, Sydney, NSW, 2000 (A. Scott-Holland).

**GENERAL MOTORS-HOLDEN'S PTY LTD**, Fishermen's Bend, Port Melbourne, Vic., 3207. Phone 64-0331. Telegrams Gem-motaust.

Managing director: A. G. (Bill) Gibbs.

Products: Holden, Holden Torana, Bedford and Holden commercial vehicles, Frigid-air refrigerators and other domestic appliances. Terex Earth moving equipment, Nasco parts and accessories, Idcc diesel equip., bearings.

Agencies: George Patterson & USP-Benson.

I'state Repr.: Branches all mainland States.

O'seas: General Motors O'seas Operations, New York USA and throughout world.

**GILLETTE (AUSTRALIA) PTY LTD**, 504-520 Princes Highway, Noble Park, Vic., 3174. PO Box 223, Dandenong, Vic., 3175. Phone 546-3333. Telegrams Gilrazor Melbourne. Telex AA31687.

Directors: M. L. B. Walter (mng dir), L. Irving (mrktg dir), R. M. Adair (factory mngr), D. Lykissas (personnel dir).

Executives: H. H. Smith (controller/secy), P. G. Birch (gen. sales mngr), P. Buckley (supply mngr), E. R. Tomlin (market research mngr), M. Paine (brand supvr), M. F. Darby (advtg services mngr), R. B. D. Cook, S. J. Burt, N. R. Cleland, J. B. Napier, P. N. Sedgwick (brand mngrs).

Products: Blades, razors, techmatic, Foamy shaving cream, Toni home permanents, Tame creme rinse, Paper Mate pens, Flair.

Agencies: USP Benson, J. Walter Thompson.

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

O'seas repr.: Companies throughout the world.

**GIRGARRE CHEESE CO. PTY LTD**, 177-199 Macauley Rd, North Melbourne, 3051. Phone 30-1361. Telegrams Girgar, Melbourne.

Executives: W. J. Tatnell (gen. mngr), K. N. Adcock (mktg mngr), C. L. Swift (Aust. sales mngr).

Products: Cheese — Charta, Dairylea, Girgar; Unsalted butter — Dairylea, Girgar.

Agency: NAS (Melbourne).

I'state repr.: Producers Co-operative Distributing Society Ltd, Melbourne, Sydney, Brisbane. Hall Sandford & Co. Pty Ltd, Adelaide, SA; Duo Pty Ltd, Perth, WA; A. C. Ferrall Pty Ltd, Launceston, Tas.

**GLAXO-ALLENBURYS LTD**, Mountain Highway, Boronia, 3155. Phone 729-0601.

Executives: G. E. V. Rowe (gen. mngr).

Operations: Manufacturers of infant foods, pharmaceutical preparations.

Agency: Compton Advertising Australia Pty Ltd.

**GLAZEBROOKS PAINTS (AUST.) LTD** (subsidi. of National Group of Paint Co.),

122 Dougharty St, W. Heidelberg, Vic., 3081. Phone 64-1532. Telegrams Permoglaze, Melbourne.

**Directors:** W. D. Griffiths, C. Griffiths.

**Executives:** W. D. Griffiths (mng dir), B. Bond (Aust. sales mngr), P. Guy (secy), E. Geraghty (Vic. sales mngr).

**Products:** Tanox Super Gloss Paint, Permoglaze Enamels, Glazebrooks, Plastic Flat and Plastic Satin, Glide-on Plastic Paint and industrial coatings, Colour Profile.

**Agency:** Noel Paton Pty Ltd.

**GLO-WEAVE PTY LTD**, 234 Brunswick St, Fitzroy, Melbourne, Vic., 3065. Phone 419-1600.

**Directors:** S. Same (mng dir).

**Executives:** M. W. Lockwood (sales dir), E. Colarik (mktg & advtg mngr).

**Products:** Glo-Weave men's and boys' shirts.

**Agency:** John Clemenger Pty Ltd.

**GOLDEN CIRCLE CANNERY, THE**, Earnshaw Rd, Northgate, Qld, 4013. Phone 60-5151. Telegrams Growcan.

**Directors:** J. S. Fullerton (chrnm), A. G. English, W. Fullerton, E. L. Henzell, J. F. S. Brown, J. McKee, R. L. Baker.

**Executives:** J. F. S. Brown (mng dir), N. E. Thygesen (asst mngr).

**Products:** Golden Circle canned fruit. Brand names: Golden Circle, Q.T.F., Sundrenched, Golden Orange (pending).

**Agency:** Jackson Wain Pty Ltd.

**Istate repr.:** All States. **O'scas:** Gilbert J. McCaul & Co. Ltd, Airport Terminal, Purley Way, Croydon, England.

**GOLDEN POULTRY FARM PTY LTD**, PO Box 489, Frankston, Vic., 3199. Phone Baxter 8-7105. Telegrams Goldchick.

**Directors:** D. G. Moy, J. H. Ingham, J. P. Kemp, P. A. Williams, R. W. Ingham.

**Executives:** D. G. Moy (mng dir), P. A. Williams (gen. mngr), P. A. Planner (co. secy).

**Company's operations:** Poultry processors and distributors.

**Agency:** Ogilvy & Mather (Aust.) Pty Ltd.

**Istate repr.:** Windsor Poultry Service Pty Ltd, Adelaide, SA, Glenila Poultry Pty Ltd, Hobart, Tas.

**B. F. GOODRICH—CSR CHEMICALS LTD**, Suite 6, 564 St Kilda Rd, Melbourne, Vic., 3004 (B. A. Hackett).

**GOODYEAR TYRE AND RUBBER CO. (AUSTRALIA) LIMITED, THE**, 4-16 Yurong-st, Sydney. Phone 31-0311. Telegrams Goodaust.

**Directors:** S. H. Buzby (vice-chrmn and mng dir), B. H. Snaith (sales dir), P. S. Grant (finance dir), W. Humphries (prod. dir).

**Executives:** R. F. Garton (sales mngr auto products), J. A. Thompson (advtg mngr), R. A. Hardy (industrial products sales mngr), J. A. Kelly (gen. mngr, retail stores), T. W. Willis (tyre and tube sales mngr), J. R. Wallace (mngvr special products), J. Godwin (mngvr aviation prods), E. C. Davis (PR mngr).

**Products:** Goodyear tyres, tubes, batteries, retread materials, accessories, PVC packaging film, aviation and industrial products.

**Agency:** Geo. Patterson Pty Ltd.

**I/State Repr.:** Branches, all States. **O'scas:** Goodyear International Corp., 1144 East Market-st, Akron, Ohio, USA.

**R. M. GOW & COY LTD**, Gow Street, Moorooka, Qld, 4105. Phone 48-5061. Telegrams Gowco.

**Directors:** N. M. Gow (chrnm & mng dir), S. Gow, A. S. Vivian (secy), L. W. H. Butts CBE, J. Amies.

**Executives:** R. R. S. More (mktg), S. Lang (factory), J. Stuckling (research & development), L. Muddle (sales), R. Ridings (export), B. Eisentrager (accounts).

**Products:** Gold Crest Cordials, Jellies, Flours, Cake-Pudding, Pastry, Tomato Sauce, Dried Fruits, Vinegar, Crescent Repacks, Simpsons food products, Silsao, dishwashing detergents, disinfectants, Acroclear, floor polish, Green Magic Toilet Bowl Cleanser, Irvings Methylated Spirits, Turps, Phenyl and Clean Shield Range of Institutional Polishes and Cleansers.

**Subsidiaries:** John Sutherland & Sons Pty Ltd, Simpson Bros Pty Ltd, John Irving & Sons Pty Ltd, Crescent Packing Co., Record Packing Co., Wintergarden Packing Co., Fruit Confections, Gows Laboratories, Silsao Manufacturing Co.

**Agency:** Hawkins-Lewis Pty Ltd.

**Branches:** Depots at Rockhampton, Mackay, Townsville, Cairns; Branches at Sydney, Melbourne; Agents at Adelaide, Newcastle, Darwin.

**Export:** Australian Exporters Pty Ltd, Brisbane; Cold Storage Coy Ltd Singapore; Malaysia Gilman & Co. Ltd Hong Kong; Anderson & Colman London; C. W. Sales Suva Fiji.

**W. R. GRACE AUSTRALIA LIMITED**, 1126 Sydney Road, Fawkner, Vic., 3060. Telegraphic address: Darexaust, Melbourne.

**Directors:** F. C. Elsworth (chrnm), N. A. Lee (mng dir), J. L. Buchanan, J. E. Rice, B. Dewey.

**Executives:** N. A. Lee (mng dir), D. J. Sutherland (mngvr, container sealing com-

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pounds), C. Richards (mngr chemical group), A. W. Mayer (advtg mngtr).

Company's operations: Cryovac packaging, Darex sealing compounds and specialty chemicals, Grace & Horn Construction materials, Omicron Thermoformed plastics.

I'state repr.: W. R. Grace all states.

O'seas repr.: W. R. Grace offices all over the world.

**GRAMP, G. & SONS PTY LTD, 284 Car-rington-st, Adelaide, 5000. Telephone 23-1102. Telegrams Orlando, Adelaide.**

Directors: R. A. Gramp, S. D. Gramp, C. R. Gramp, K. J. Gramp, J. R. Sabine, C. Lawson.

Executives: D. A. Everard (regional mngtr), R. W. Jones (mrktg mngtr).

Operations: Wine & brandy makers & distributors.

Agency: USP Benson (NSW) Pty Ltd.

I'state Repr.: Branches Sydney, Melbourne, Perth, Brisbane. Agencies, Tasmania. O'seas: Agencies in the UK, Canada, USA, West Indies, NZ and Pacific.

**GROSBY FOOTWEAR PTY LTD, 371-403 Flemington Rd, North Melbourne, Vic., 3051. Phone 30-2651. Telegrams Groslip.**

Directors: N. Grosby, R. Grosby.

Products: Casual footwear and slippers, (men's, women's and children's), Grosby, Shipmates, Weekenders, Guards, Debutecns.

Agency: Nicholls Cumming Advertising Pty Ltd.

I'state repr.: R. J. Hastings Pty Ltd, 8 Fifth St, Arncliffe, NSW (599-1155); F. L. Charters & Co. Pty Ltd, 135 Merivale St, Sth Brisbane, Qld (4-1951); J. Heighway (WA) Pty Ltd, 263 Hay St, Subiaco, WA (8-1565); A. A. Cheek & Son Pty Ltd, 42 Halifax St, Adelaide SA (23-5480). J. Heighway Pty Ltd, 70-72 Hoddle St, Abbotsford, Vic. (41-4131).

**HACO DISTRIBUTING AGENCIES PTY LTD, 57 Anzac Parade, Kensington, NSW, 2033. Phone 663-0561. Cables Ocach.**

Executives: R. J. Davids (mng dir), H. P. M. Castenmiller (secy), N. D. Turnbull (mktg mngtr, electrical), T. G. Lange (mktg mngtr, electronics), G. A. Dawes (advtg mngtr).

Products: National electrical, electronic and communication products.

Agencies: Geo. Patterson Pty Ltd, V. H. Freeth Pty Ltd.

I'state repr.: Victoria, Qld, WA, SA.

O'seas: Hagemeyer Trading Co. Associated offices in 25 countries.

**HAGEMeyer (AUSTRALASIA) NV: 59 Anzac Pde, Kensington, NSW, 2033. Phone 663-4402. Cables Hagemeyer.**

Executives: M. C. De Wit (gen, mngtr), A. Mitchell (marketing mngtr, timekeeping-tobacconist wares-giftwares div.), L. Stoltenkamp (prod. mngtr, electrical and photo-graphics div.), W. Crawford (advtg mngtr).

Agency: V. H. Freeth Pty Ltd.

Products: Timex watches, Encicar watches, Nivico electrical products, Byron lighters and watchbands, photographic products.

I'state repr.: Offices in Vic, SA, WA and Qld.

O'seas repr.: Hagemeyer Organisation, offices in 25 countries.

**HAGLEY, GEORGE PTY LTD, 7 Keele-st, Collingwood, Victoria, 3066. Phone 41-2237.**

Directors: Helena F. Van Brummelen, Peter J. Jackson.

Executives: Helena F. Van Brummelen (mng dir), Robert J. Griffiths (mngtr).

Products: Penetrene H, Penetrene A, Hagley's Hopple Chafe Lotion, Penetrene Salve.

Agency: John Clemenger Pty Ltd.

**HAMILTON'S EWELL VINEYARDS PTY LTD, 165-175 Oaklands Rd, Warradale, SA, 5046. Phone 95-4172. Telegrams Ewell Adelaide.**

Directors: R. F. Hamilton, I. A. Hamilton, B. W. Hamilton.

Executives: R. F. Hamilton (chrmn & mng dir), R. E. Killeen (secy).

Products: Wines & spirits: Hamiltons Wines, Gold Label Whisky, Fine Gin, XXX Brandy, Vodka.

Agencies: Martin, Kinnear, Clemenger Pty Ltd.

I'state repr.: Branches Sydney & Hobart; Victoria—Hamilton's Ewell Vineyards (Vic.) Pty Ltd; Queensland—Tallerman & Co. (Qld) Pty Ltd; WA—Johnson & Harper Pty Ltd.

O'seas: Gilbey Vintners Ltd, UK; Affiliated Offices Ltd, Canada.

**HANIMEX PTY LIMITED. Head office, Old Pittwater Road, Brookvale, NSW, 2100. Phone 93-0122. Telegrams Hanimex (all States).**

Directors: A. W. Uther (chrmn), J. D. Hannes (mng dir).

Products: Hanimex, Siemens, Perutz, Praktica, Sekonic, Sankyo, Durst, Wotan, Fuji Toshiba, Pako, Houston Fearless, La Ronde, Rondex, Rondette, Pawo, Itek, Crown, Bronica.

Agencies: Arthur L. Rosebery Pty Ltd & Jackson Wain & Co. Pty Ltd.

I'state Repr.: Hanimex offices & warehouses in Sydney, Melbourne, Brisbane, Adelaide, Perth and Launceston. O'seas: Hanimex (UK) Limited, Hanimex (NZ) Limited, Hanimex (USA) Limited, Hanimex (Hong Kong) Ltd, Hanimex (Deutschland) GmbH, Hanimex (Canada) Ltd.

**HARDBOARDS AUSTRALIA LIMITED, Goldfields House, 1 Alfred St, Sydney, 2000. Phone 27-9501.**

Advertising manager: Evan H. Jones.

Operations: Manufacturing and marketing of hardboards, softboards and mineral fibre products.

Agencies: J. Walter Thompson Pty Ltd, Murray Evans Advertising, Sydney.

I'state repr.: Offices all States.

**HARDIE, JAMES TRADING CO. PTY LTD**, 9-25 Commonwealth-st, Sydney, NSW, 2000. Phone 2-0921.

**THOMAS HARDY & SONS PTY LTD**, Tintara Winemakers and Brandy distillers. Tintara Hsc, 2-8 Henley Beach Rd, Mile End, South Australia, 5031. Cables Oomoo Adelaide. Telegrams Tintara Adelaide. Phone 52-1244.

†state repr.: Sydney, 223-225 Liverpool St; Melbourne, 69-71 Flemington Rd, Nth Melb.; Launceston, 17-19 Frederick St; Brisbane, 21 Ross St, Newstead.

**HARVEST FOODS PTY LTD**, Box 73, PO Moorabbin, Vic., 3189 (M. F. Ryding).

**HEALING APPLIANCES**, regd office: 48 a'Beckett Street, Melbourne, Victoria, 3000. Phone 33-0243. Telegrams Healing. Branches: Melbourne, Sydney. Agents in Brisbane, Adelaide, Perth, Launceston, Hobart.

Directors: N. C. Flood, D. W. Chambers.

Executives: N. C. Flood (gen. mngr), J. Green (national sales mngr), J. F. Giles (fin. cont.).

Products: Healing TV receivers, Healing radios and stereograms, Thor automatic washing machines, Bendix washer/dryers and Crosley Shelvador refrigerators and freezers.

Agency: Thompson Porritt & Partners.

**HECLA ELECTRICS PTY LTD**, (head office) 696 Chapel St, Sth Yarra, Victoria, 3141. Phone 24-4221. Telegrams Heclafires.

Directors: R. J. Marriott, J. F. Coyne, H. G. Craig, A. H. Etherington, D. J. Fagan, M. A. Harrell, E. K. Sinclair, CMG, OBE, DFC, F. H. Wright, OBE, VD, S. R. Marriott.

Products: Hecla electrical heating, cooking appliances and electric blankets, oil heaters. Brand name Hecla.

Agency: Masius Wynne Williams (Vic.) Pty Ltd.

†/state Repr.: Hecla Electrics (Sydney) Pty Ltd, Sydney; K. H. Dore & Sons, Brisbane; Medhursts Wholesale Ltd, Hobart & Launceston; Brown & Dureau Ltd, Perth; and in SA, four distributors, Gerard & Goodman Ltd, Newton McLaren Ltd, Harris Scarfe Ltd, Colton, Palmer & Preston Ltd, plus all interstate branches of H. Rowe & Co. Pty Ltd.

**HEINZ, H. J. CO. AUSTRALIA LTD**, Princes H'way, Dandenong, Victoria, 3175. Phone 792-0631. Telegrams Heinzco, Dandenong.

Directors: F. V. Kellow (mng dir), L. S. Crowe (dir operations), K. B. Wood (dir finance), K. J. Luscombe (dir marketing and

sales).

Products: Canned soup, baby food, Instant Brunch, Happy Ade, tomato products, Gourmet Dinners, baked beans, spaghetti, preschoolers Kool Lix, Vigorade, canned salads, Toast Toppers.

Agencies: USP-Benson, Grey Advertising, John Clemenger.

†state branch offices: 644 Parramatta Rd, Croydon, NSW, 2132; 95 Commercial Road, Fortitude Valley Qld, 4006; 222 Torrens Rd, Renown Park, SA, 5008; 588 Hay Street, Subiaco, WA, 6008.

O'seas: H. J. Heinz Co., PO Box 57, Pittsburgh, Pennsylvania, 15230, USA.

**HENDERSONS FEDERAL SPRING WORKS PTY LTD**, Alfred-st, North Melbourne, Vic., 3051. Phone 30-2411.

Directors: D. G. Henderson (chrmn), J. G. Henderson, F. C. B. Henderson, H. R. Henderson, C. Collingwood, G. R. Cutts, R. E. Rebbeck.

Products: Springs, forgings, engineering, caravan parts, mattresses, seats, shock absorbers.

Agency: Carden Advtg Pty Ltd.

**HERTZ OF AUSTRALIA LTD**, 37 Alexander Street, Crows Nest, Sydney, 2065. Phone 439-3900. Telegrams Hertzcars. Telex 21470.

Sydney directors: E. P. Simpson, R. Minter.

Executives: R. Sutton (gen. mngr), S. Gibbon (country mngr trucks), N. Eckley (controller), B. R. Skingsley (secy).

Services: Car and truck rentals truck leasing.

Agency: Ogilvy & Mather (Aust.) Pty Ltd.

†state repr.: All States.

O'seas: Hertz World-Wide.

**HILLS INDUSTRIES LIMITED**, 944-956 South Rd, Edwardstown, SA, 5039. Phone 97-3888. Telegrams Hilshoists.

Directors: R. D. H. Ling (chrmn & mng dir), R. Aston, J. K. Powell, G. M. Wright, F. B. Sims, S. F. O'Donnell, F. W. Vincent, R. A. F. Sledge.

Associate directors: M. A. Smith, P. J. Donnelly, D. F. King, I. K. Adamson, L. H. Cusack.

Executives: R. D. H. Ling (chrmn and mng dir), R. Aston (asst mng dir), J. K. Powell (financial dir), G. M. Wright (dir industrial services div.), F. W. Vincent (technical dir), K. G. Foggo (secy), R. A. F. Sledge (dir consumer products div.), P. J. Donnelly (accountant), W. J. Duffy (supply mngr), O. J. Buckman (export), I. K. Adamson (TV dir), R. W. Dodman (advtg).

Products: Hills products: Paraline folding clothes lines, Extendaline extendable clothes lines, Courier 2-way radios and electronic

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equipment, Telefix TV receiver maintenance service, Telerent TV receiver rental. Offset, letterpress and silk screen printing. Light structural steel engineering. Automotive exhaust systems.

**HILTON TEXTILES LTD**, 480 Albion-st Brunswick West. Phone 36-5251. Telegrams Hiltonco, Melbourne.

Products: Hosiery, lingerie, Slipons, apparel. Brand names: Hilton, Style Girl, Security.

**HOADLEY'S CHOCOLATES LIMITED**, 99-115 Coventry St, South Melbourne, 3205. Phone 69-1225, 69-3763, 69-4006.

Managing Director: A. G. Hoadley. Advertising manager: T. F. Carter.

Products: Chocolate and confectionery incl. Violet Crumble, Polly Waffle, Tex Bar, etc. Agency: Sellers, Phillips, Scott.

**HOLDENSON & NIELSON MARKETING PTY LTD**. (Now Petersville Milk Products).

**HOLEPROOF LIMITED**, 204 Sydney Rd, Brunswick, Vic., 3056 (38-4101). Telegrams Holeproof Melbourne.

Directors: G. G. Foletta, CMG (chrnm), A. G. Staley, (deputy chrnm), A. G. Eastwood (mng dir), Sir Norman Martin.

Executives: A. G. Eastwood (mng dir), J. R. Whitmore (gen. mng, marketing), B. J. Meaney (mktg mng women's div.), D. W. Christie (mktg mng men's socks & underwear div.), A. J. Salthouse (mktg mng men's apparel div.), A. H. Meyers (advtg mng).

Products: Hosiery, lingerie, men's, women's and children's socks and casual footwear, men's and boys' shirts and pyjamas, men's, women's and children's underwear, men's and boys jackets and shorts, Raft men's grooming aids.

Agency: George Patterson Pty Ltd.  
I/State repr: Holeproof Limited, 240 Queen St, Brisbane, 4000; Holeproof Limited, 13th Floor, 307 Pitt St, Sydney, 2000; Holeproof Limited, Eagle Star Bldg, 28 Grenfell St, Adelaide, 5000; Holeproof Limited, Steamship Bldg, 168 St George's Terrace, Perth, 6000; Holeproof Limited, Richardsons Bldg, 86 Murray St, Hobart. 7000.

**HOOKER CORP. LTD**, Hooker Hse, Angel Place, Sydney. Phone 20-367. Telegrams Hookco.

Directors: L. J. Hooker (chrnm), G. S. E. Newell (dep. chrnm), D. H. B. Adams, J. K. Campbell, Sir Arthur Fadden, W. V. Lightfoot, J. D. Murchison, H. L. Higgs, E. J. Walker, H. D. T. Williamson, T. A. Dalton, D. E. Halstead, L. M. Tosh.

Chief general manager: J. K. Campbell.  
Operations: Real estate agency, hotels, pastoral, commercial and home building, home units, land development, landtrusts, industrial sands, investments.

Agency: Insight Pty Ltd.

O'seas Repr.: Amsden, Cossart & Wells, London.

**HOLLANDIA SHOES (AUST.) PTY LTD**, Box 84, PO Lilydale, Vic., 3140 (P. S. Goodman).

**HOOVER (AUSTRALIA) PTY LTD**, Cnr Rotheray-ave & Belmore-st, Meadowbank, NSW, 2114. Phone 80-0301. Telegrams Hooverall.

Directors: P. C. Raphael (mng dir), P. J. Goodman (marketing dir), J. Hallifax (works dir), C. A. Pemberton (finance dir), P. C. Boon, F. A. Buttner, J. W. Young.

Executives: A. A. Milasas (secy.) J. P. Fleming (field sales mng), M. E. Byrne (merchandising mng), B. R. Taylor (sales admin-mng), V. G. Saunders (tech. service mng.)

Products: Hoover cleaners, washing machines, polishers, frypans, dry/steam/spray irons, heaters.

Agency: Lintas.  
I/State Repr.: Hoover branch, Vic., SA, Qld, WA, Tas. O'seas: Branches throughout the world.

**HOPE, CHARLES & CO.**, Kingsford Smith Drive, Eagle Farm, Brisbane, Qld, 4007. Phone 68-1071. Telegrams Hopespring, Brisbane.

Products: Panelyte Melamine laminate, Truwood veneer laminate, Verti-Board Melamine surfaced particle board, Verti-Ply polyester ply, Garnite polythene pipe, Engel containers & plastic packaging.

Agency: USP-Benson (Qld) Pty Ltd.  
I/State repr: Charles Hope & Co., NSW (43-4267); Victoria (41-7231); SA (97-3599); WA (23-3051).

**THE HOSPITALS CONTRIBUTION FUND OF AUSTRALIA**, head office, 199 Liverpool St, Sydney, 2000, Box 4242, GPO, Sydney, 2001. Phone 2-0623. Cables Hosfund, Sydney.

Director: R. J. Turner.  
Company's operations: Medical & Hospital Benefits Insurance.

Agency: Neville Corbett Advertising Pty Ltd.

O'seas repr.: T. Chappie-Wood, Anderson Jeffers Advgt, 23-28 Fleet St, London EC4, England.

**HOUGHTON & BYRNE PRODUCTS DIV OF POWELL'S PEST CONTROL PTY LTD**, 554 Pacific Highway, Chatswood. Phone 419-2301. (factory) 8 Brennan St Alexandria. Phone 69-5838. Telegrams Kilpest.

Directors: W. H. Westphal (chrnm), F. A. Westphal, E. M. Buchan.

Executives: F. A. Westphal (gen. mng), T. H. McClenaghan (financial controller), F. H. Knowles (secy), W. E. Boyd (prod. mng).

Products: Pest control division—Larvacide

Phostoxin, Methyl Bromide, Grain Fumigant, Cheks-All Chek-Pest, Ratsak, Woodborol, Milspot, Fumoflake, Industrial Cleaning Materials Division—Boydene and Piccaninny products. Distributors of Shell Teepol and Kimberly-Clark, Colgate-Palmolive and S. C. Johnson & Son products.

Agencies: Roger Welch Pty Ltd, W. B. Lawrence Advertising Service Pty Ltd.

I/State repr.: Subsidiary and associated companies in Queensland, Victoria, South Australia, Western Australia, Tasmania, NT, ACT. (A member of the Rentokil International Group of Companies).

**HUDNUT, RICHARD, PTY LTD**, 10-28 Biloela-st, Villawood, NSW. Phone 72-0461. Telegrams Quickpill.

Directors: K. C. Macdonald (mng dir), M. Dungey (mktg dir).

Executives: D. N. McRae (group prod. mgr), B. Pledge (mktg services mgr), J. A. Doyle, I. M. Edwards, R. S. Shepherd, B. Waterman (prod. mgrs).

Products: Richard Hudnut Hair Beauty preparations, Gemey and Three Flowers cosmetics, Poly hair cosmetics, Schick Products.

**HUMES LTD**, 185 William St, Melbourne, Vic., 3000 (H. Brandt).

**HUNTER DOUGLAS LIMITED, 338** Victoria Rd, Rydalmere, NSW, 2116. Phone 638-0199. Telegrams & Cables, Huntgudg.

Directors: H. Sonnenberg, Steven Rich, A. C. Pond, A. J. Young, Sir Frank Meere, R. Sonnenberg, K. Taylor, W. C. Abbey, F. W. Millar.

Executives: A. C. Pond (mng dir), A. J. Young (ops dir), K. Taylor (mfg mgr), C. L. Stewart (secy, controller), G. M. Pynn (mgr, market development and public relations), I. C. Iverson (mgr, Shademaster div.), D. E. Schahinger (mgr, Cordex Pty Ltd), I. F. James (mgr. building products div.).

Operations: Manufacturer of components for venetian blinds, awnings, insect screens, roller shades, aluminium siding, cord and twines, aluminium ceilings and roofing tiles, plumbing and building supplies, drapery tracks. Brand names: Luxaflex, Shademaster, Mello-Lite, Cordex, Permalum, Kirsch, Permatile, Luxalum, Luxalon.

I/State Repr.: Branches all States. O'seas: Hunter Douglas Ltd, Montreal, Canada.

**HYGIENIC CONTAINERS PTY LTD**, 464 Gardeners Road, Alexandria, NSW, 2015 (D. A. Reilly).

**IBM AUSTRALIA LTD**, Box 3318, GPO

Sydney, NSW, 2001 (A. Hick).

**ILFORD (AUSTRALIA) PTY LTD**, Head office & factory: Notting Hill, Victoria, 3168. Phone 544-0511. Telegrams Ilfordaust.

Directors: W. J. Kemp (mng dir), W. A. Trickett (secy).

Executives: J. S. Fraser (gen. marketing mgr), W. G. Cope-Williams (motion picture products).

Products: Ilford cine and photographic materials, chemicals.

Branches: Melbourne — 321 William St (30-4623); Sydney — 214-216 Willoughby Rd, Crows Nest, NSW (43-0301); Adelaide — 307-309 Pulteney St (23-2502); Brisbane — 22 Ross St, Newstead (51-1556); Perth — 79 King St (21-5626).

**IMPERIAL CHEMICAL INDUSTRIES OF AUSTRALIA AND NEW ZEALAND LIMITED**, 1 Nicholson St, Melbourne, Vic., 3000. PO Box 4311, Melb., 3001. Phone 662-0201.

Products: Explosives metals, synthetic ammonia, general, indust. and agric. chemicals, pharm. and vet. products, alkalis, salt, dyestuffs, plastic films, plastics, rubber chemicals, fertilizers, organic pigments, silica-alumina catalysts.

I/State Repr.: Branches, 69 Macquarie-st, Sydney, PO Box 3582 (2-0525); 363 Adelaide St, Brisbane; 171 St George's Tce, Perth; 2 Canal Street, Launceston; 24 Sutton Tce, Marleston, SA; 10 Barrack St, Hobart; 432-438 Hunter St, Newcastle. O'seas: ICI companies throughout the world.

**INGLIS (PTY) LTD**, 61 Sussex-st, Sydney, NSW. Phone 29-7421.

**INNOXA PTY LTD**, Old Pittwater-rd, Brookvale, NSW. Phone 93-0385.

**INTERNATIONAL CORRESPONDENCE SCHOOLS (AUSTRALASIA) PTY LTD**, 400 Pacific Highway, Crows Nest, NSW, 2065. Phone 43-2121. Cables Intertext.

Directors: W. R. Gresham (mng dir.), G. W. Anley (secy), G. E. Healy, M. H. Kellerman (principal).

Service: Home study instruction by mail. Agency: Jackson Wain & Co. Pty Ltd.

I/State Repr.: Branches, all States, Aust. & NZ. O'seas: ICS Ltd, London, Eng.; ICS World Limited Inc., Scranton, USA.

**INTERNATIONAL HARVESTER COMPANY OF AUSTRALIA PTY LTD**, 171-205 City Rd, South Melbourne, 3205. PO Box 4305, Melbourne, 3001. Phone: 62-0261. Telegrams Harvester, Melbourne.

Directors: J. B. Camp (chrmn and mng

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dir.), J. L. Molyneux (comptroller), J. A. Tweeddale (engineering), K. E. Rigg (PR), W. A. Ince, L. J. Dooling, R. J. Wrath.

**Marketing Executives:** R. A. Galloway (mngr of sales), C. W. Quinn (mngr of motor truck sales), F. A. Tarrant (mngr of Farm Equipment Sales), R. E. Alexander (mngr of construction equipment sales), M. R. Macfarlane (mngr of parts sales), J. B. Davis (mngr of export sales), J. C. Parnutt (mngr of merchandising services).

**Products:** International trucks, International tractors and farm equipment, International and Hough construction equipment and International industrial equipment.

**Agency:** Carden Advertising Pty Ltd, Melbourne.

**Istate repr.:** District offices in capital cities.

**INTERNATIONAL HOME PRODUCTS (AUST.) PTY LTD**, 42-58 Princes Highway, St Peters, NSW, 2044. Phone 51-5165. Telegrams, Kolynos Sydney.

**Products:** Autobrite, Easy-Off Glass Cleaner, sponge cloths, oven cleaner, Easy-On Spray Starch, XLO Kloths, Fiesta Bleach, Sponge Cloths, Oven Cleaner, Easy-On Oil, Queen Bees Wax, Bigger Boy Steel Wool, Griffin Shoe Polish, Wizard Deodorizer, Sani Flush Toilet Cleanser.

**Pharmaceuticals:** Anacin, InfraRub, Neelo, Preparation H, Kolynos Toothpaste, Kolynos Denture Cleaner.

**Agency:** Insight.

**INTERNATIONAL MARINE (A'ASIA) PTY LTD**, Box 4, PO Glen Waverley, Vic., 3149 (R. N. Grigor).

**JAMES STEDMAN HENDERSON'S SWEETS LTD**, Sweetacres, Rothschild-ave, Rosebery, NSW, 2018. Phone 663-2381. Telegrams Sweetacres.

**Directors:** R. Moore (chmn), H. B. Giles (mng dir), R. S. Goward, R. G. Costin, P. Smart, A. G. Hoadley.

**Executives:** A. G. Hoadley (group mng dir), H. B. Giles (mng dir), P. Smart (fin. dir), K. R. Kench (asst gen. mngr), D. M. Cross (secy).

**Main products:** Minties, Jaffas, Fantaes, Throaties, Milk Shakes, Choclateens, Marella Jubes.

**Agencies:** Carden Advtg, Willmotts.

**Istate repr.:** Hoadleys Chocolates Ltd, all States, O'seas: Factory, Auckland, NZ.

**JANTZEN (AUSTRALIA) LIMITED**, Parramatta-rd, Lidcombe, NSW, 2141. Phone 648-2041. Telegrams Jantzen, Sydney.

**Directors:** N. Routley (chrnm), A. D. Blain (mng dir), J. N. Walker, W. F. Strang (finance dir), G. D. Ruby.

**Executives:** B. A. Steward (secy), Miss B. White (merchandise mngr, ladies, teens & girls swimwear), D. S. Schreiber (mrktg mngr, ladies), P. C. Carne (mrktg mngr, men's).

**Products:** Jantzen swimwear, sportswear, knitwear.

**Agency:** Jackson Wain.

**JASOL CHEMICAL PRODUCTS PTY LTD**, 166 Main North Rd, Prospect, SA, 5082. Phone 65-9076. Telegrams Losaj.

**Directors:** F. E. G. Edwards (chairman), J. A. Gleeson (gen. mngr).

**Products:** Antiseptics, disinfectants, liquid soaps, cleaners, insecticides, detergents, Aerosol Packing.

**Agency:** Byrne Advertising Pty Ltd.

**A. V. JENNINGS INDUSTRIES (AUST.) LTD**, 43 King Rd, Hornsby, NSW, 2077. Phone 47-0251.

**Executives:** NSW housing div. L. E. Hill (mngr), A. K. Hollis (sales).

**Product:** Homes.

**Agency:** Berry Currie Advertising (NSW) Pty Ltd.

**JENYNS PATENT CORSET PTY LTD, THE**, 194-208 Melbourne-st, South Brisbane, Qld, 4101. Phone 4-6011. Telegrams Corsets, Brisbane.

**Directors:** H. C. Jenyns (mng dir), K. J. Bain (secy), R. G. Jenyns, K. H. W. Jenyns, G. Spiesshofer.

**Products:** Jenyns surgical corsetry, Materna Lady maternity foundations, Goddess fashion foundations, Triumph fashion foundations, lingerie, swimwear.

**Agency:** Jones Knowles Advertising.

**I/State repr.:** Jenyns Patent Corset Pty Ltd, Sydney sales office, 125 York-st (29-1384); Jenyns Patent Corset Pty Ltd, Melb. sales office, 450 Malvern Rd, Prahran (51-9191); G. Donaghy & Co., 17 Chesser St, Adelaide (8-4679); J. V. Gracey & Co., Bon Marche Arcade, Barrack St, Perth, WA (23-3186); M. J. Radonic, 28 Criterion St, Hobart, Tasmania (3-1520).

**JOHNSON & JOHNSON PTY LTD**, 200 North York St, Sydney, NSW, 2000. Box 3331, GPO. Phone 27-2501. Telegrams Zoplast Sydney.

**Directors:** R. B. Crawford (chrnm), C. H. Bull (mng dir), R. A. Walters (gen. mngr), W. J. Allman, T. B. Alexander, R. A. Bowie, A. M. Fahey, A. J. Murray, W. B. Northam.

**Products:** Johnson's baby products, Tek toothbrushes, Band-Aid brand adhesive bandages, personal products, surgical dressings.

**Agencies:** Willmott Advertising, Pemberton, O'Brien Advertising.

**Istate repr.:** Branches all States.

**JOHNSON, S.C., & SON PTY LTD**, 39-47 Mentmore Ave, Rosebery, NSW, 2018. Phone 663-0581.

**Directors:** T. G. Strover (mng dir), D. Wilson, H. C. Higson, N. H. Routley, H. F. Johnson, A. Roberts, R. F. Farley.

**Executives:** H. J. Wilhelmsen (secy), G. R. Hudson (mktg mngr household prods), B. L. Lafsky (mktg mngr service prods.), D. C. Wallis (mngr Westralian soaps), B. M. Miller (mktg mngr Westralian soaps).

**Products:** Johnson's Paste Wax, One-Go, Glo-Coat, Glory Carpet Shampoo, Stride, Beautiflor, Super Kleen Floor, One-Step Car Polish, Pledge, Favor, Pride, Swoop, Durosil, Plate Powder, Long Term Silver Polish, Silver Foam, Long Term Silver Cloths, Glow, Silver Dip, Brass & Copper Polish, Stainless Steel Care, Once Over, Take Off Floor Stripper, Dry Clean, Shine-up, Traffic Wax Paste, Traffic Grade, Step-Ahead Scrubbable Super Tred, Johnson Complete Pronto, Routine, Forward, Big-Bite, Wax Strip, Emerel, Glade, Traffic Wax Liquid, Steedfast, Buggy Whip Aerosol, Rain Liquid End-bac, Stream, Over & Under Plus, Traffic Cote, Rugbee Aerosol, Rugbee Liquid, Rugbee Spotter—Carpet Shampoo, Primafresh Special, Primafresh Regular, Westralian Soaps Polishes, Cleaners, Washing Powders, Soap Products and Disinfectants.

**Agency:** Jackson Wain & Co. Pty Ltd.

**I/State Repr.:** Branches all States. **O'seas:** Agencies throughout world.

**KMM PTY LTD,** Consumer Products Division, PO Box 27, Flemington, NSW, 2140. Phone 33-0261.

**Directors:** S. M. Kimpton, Sir Ian McLennan, R. C. M. Kimpton, R. L. Mimifc, J. A. Gatehouse, J. Dickinson.

**Executives:** L. D. Pallot (gen. mngr), G. Kirton (mktg mngr), J. V. Kimpton (product mngr).

**Products:** O-So-Lite & Champion Flour, cake mixes, Pro-Vita and Cerevite Wheat Germ products, Trusty, Tailwagger, Buster Dog food.

**Agencies:** Geo. Patterson, Mullins Clarke & Ralph, Hayes Advertising.

**KAY CORPORATION LIMITED,** 449-457 Swanston St, Melbourne, Vic. 3000. Phone 34-8101. Telegrams Kayrent, Melbourne. Telex Melbourne 31113. Sydney 21302.

**Directors:** A. Katranski, J. M. Joel, N. R. Course, J. H. Joyner, A. Brodman, H. H. Hunting.

**Executives:** A. Katranski (chrnm & joint mng dir), J. M. Joel (joint mng dir), H. H. Hunting (secy), J. P. Murphy (national branch co-ordinator), R. E. Packham (special projects mngr).

**Services:** Car rental, leasing.

**Agency:** Anderson-White Advertising.

**I/State repr:** Main Branches: Kays Rent-A-Car, Sydney (31-6621), Brisbane (31-3138), Surfers Paradise (39-8059), Canberra (49-1815), Adelaide (23-3746), Tasmania — Hobart (23-7272), Perth (21-7104).

**O'seas:** Airways Rent-A-Car USA.

**KAYSER PROPRIETARY LIMITED,** 9 Tennyson St, Richmond, Vic., 3121. Phone 42-1131. Telegrams Kayser. Telex 30593.

**Products:** Kayser; hosiery, lingerie, underwear, foundations and gloves.

**Agencies:** Jackson Wain & Co. Pty Ltd (Tam O'Shanter children's wear); Masius, Wynne-Williams (Vic.) Pty Ltd (Peter Pan, Gossard & Liberty foundations); Compton Advertising Aust. Pty Ltd.

**A. E. KEATING PTY LTD,** 520 Victoria Street, North Melbourne, Vic., 3051. Phone 329-6733. Telegrams & Cables Keatprint.

**Directors:** E. H. Niemann (chrnm), L. G. Keating, D. W. Campbell, L. N. Coogan, H. G. Keating.

**Executives:** L. G. Keating (mng dir), D. W. Campbell (sales & mktg dir), L. N. Coogan (prod. dir), E. P. Jones (co. secy), J. McDonald (sales mngr).

**Company's operations:** Offset & Letterpress printers and packaging manufacturers.

**Agency:** Beattie & Hold Pty Ltd.

**KELLOGG (AUST.) PTY LTD,** Stephen Rd, Botany, NSW, 2019. Phone 666-9541. Telegrams, Kellogg, Sydney.

**Executives:** W. C. Nicolson (mng dir), R. J. W. Bailey (mktg mngr), R. I. Jones (advtg mngr), D. Dulle (gen. sales mngr).

**Products:** Ready-to-eat cereals.

**Agency:** J. Walter Thompson (Aust.) Pty Ltd.

**I/State Repr.:** Branches in all States. **O'seas:** Agents throughout the world.

**KELVINATOR AUSTRALIA LIMITED,** Anzac Highway, Keswick, SA, 5035. Phone 97-1122. Telegrams Kelvinator, Adelaide.

**Directors:** D. L. Elix (mng dir), R. F. Pascoe (treasurer).

**Executives:** R. E. Huxham (gen. sales mngr), G. G. Inkster (gen. factory mngr), G. B. Evans (supply mngr).

**Products:** Kelvinator & Leonard refrigerators, home freezers, washing machines, room air conditioners, water coolers, commercial refrigeration, Kelvinware plastic cisterns, Wayne pumps.

**Agency:** J. Walter Thompson.

**KIMBERLY-CLARK OF AUSTRALIA PTY LTD,** Mars Rd, Lane Cove, NSW, 2066. Phone 42-1223. Telegrams Kimclark, Sydney.

**Directors:** E. R. Beattie, A. S. Brown, W. L. Bildahl (mng dir), S. J. Clark (secy-dir).

**Products:** Kotex napkins and belts, Fems tampons, Kleenex tissues, Veldown tissues, Kleenex toilet tissue, Dawn toilet tissue, Medesa toilet tissue, Kleenex table napkins, Dawn family napkins, Kleen-Wrap lunch wraps, Kleenex dressing towels, Kleenex industrial toilet tissue, towels, table napkins, Dawn paper towels, Kleenex industrial

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wipers, Kleenex disposables — placemats, bibs, under-pads.

Agency: J. Walter Thompson Australia Pty Ltd, Direct Advertising Pty Ltd.

I/State Repr.: Kimberly-Clark of Australia Pty Ltd, Melbourne, Brisbane, Adelaide, Perth, Launceston, Hobart.

**KING GEE CLOTHING CO. PTY LTD**, 159 Kingsgrove Rd, Kingsgrove, NSW, 2208. Phone 50-0411. Telegrams Wogall, Sydney.

Directors: Sir Robert Webster, CMG, CBE, MC. C. F. McElvenny, L. A. Lochrin, W. D. Adcock, R. W. Adcock.

Executives: E. Lewis (prod. mngr), H. McDonald (purchasing officer), A. Keep (warehouse mngr), E. Davies (head of cutting section), H. Creed (secy), B. Adcock (marketing mngr).

Products: Industrial clothing, overalls, trousers, shirts, dustcoats, men's and boys' shorts.

Agency: Murray Evans Advertising.

I/State repr.: Power & Burkitt, Brisbane; S. S. & B. L. Harbard, Adelaide; Haig & Co., Perth; Darcy Blackwood, Hobart and Launceston; R. W. Shiels & Co. Pty Ltd, Prahran.

NSW reps: G. McDermott, Newcastle; G. H. Whiteman, Broken Hill.

**KIWI AUSTRALIA LIMITED**, 622 Heatherton Rd, Clayton South, Vic., PO Box 286, Clayton, 3168.

General manager: J. C. Lucas.

Products: Kiwi Shoe Polishes, White Cleaners, Glint, Bon Ami, Shinoleum Floor Polish, Nu-Wash, White King, Wool King, Magic King, Goughs Lavender, 158 Cleanser Polish, Miss Jacqueline Toiletries.

Agency: Best & Co. Pty Ltd.

**KODAK (AUSTRALASIA) PTY LTD**, 173-199 Elizabeth St, Coburg, 3058, Vic. Phone 350-1222.

Directors: E. A. Teasdale (chrnm & mng dir), E. J. Rouse (hon. chrnm), J. C. Habersberger (mng dir), F. A. H. Manning (gen. mngr-mktg), S. J. Sanderson (gen. mngr — manufacturing), K. E. Allen (development), N. H. Payne (finance).

Executives: N. H. Payne (secy), R. A. Dudley (NSW mngr), W. M. Germon (ACT mngr), K. B. Allen (Vic. mngr), G. N. Robertson (Qld mngr), G. Garside (SA mngr), N. R. Fletcher (WA mngr), M. T. Diprose (Hobart mngr), R. L. J. Thomson (Launceston mngr).

Products: Suppliers of Eastman 16mm & 35mm motion picture and television films, 16mm cameras and projectors, 35mm still cameras and projectors, studio and dark-room equipment, sensitised photographic materials and chemicals.

**KOLOTEX HOSIERY PTY LTD**, 22 George St, Leichhardt, NSW, 2040. Phone 560-7622. Telegrams Kolotex.

Directors: P. Kornmehl (mng dir), D.

Frocht (dir. production), J. Steiner (dir. finance and admin), E. Baruch (dir sales), V. Miller, J. Trimmer.

Products: Clings, Clings superlock, Clings super sheers, Cling stay-ups, Kolotex Panti-Hose.

Pstate repr: Adelaide, Brisbane, Hobart, Melbourne, Perth and Sydney.

**KORATRON CO. INC.**, 275 Drummond St, Carlton, Vic., 3053. Phone 347-1244. Telegrams Kortroninc.

Executives: Mike Haber (general mngr, Aust. & NZ), Greg Brown (marketing mngr).

Operations: Services to the textile industry. Agency: Handbury Advertising.

**KRAFT FOODS LIMITED**, Salmon St, Port Melbourne, Vic., 3207. Phone 640-111. Telegrams, Kraftco, Melbourne.

Directors: H. G. Osborne (chrnm & mng dir), E. O. Pelling, T. W. Easton, I. McK. Milne, W. R. Dickson, A. P. J. Trevena, J. McCulloch, H. M. Connelly, O. E. Swain.

Executives: Dr. K. Farrer (research mngr), E. W. Hill (Port Melbourne factory mngr), G. Nicholls (mktg mngr), W. J. Gerrett (mktg mngr), E. H. Catton (mktg mngr), F. B. Burridge (mktg mngr), H. S. Warren (mktg mngr).

Products: Cheese products, Bonox, Vegemite, salad products, canned meats & fish, conserves and jellies, refrigerated dough products, peanut butter.

Agency: J. Walter Thompson.

I/State repr.: Brisbane, Adelaide, Darwin, Newcastle, Sydney, Hobart, Perth, Launceston.

O/seas: Agencies throughout world.

**KRIESLER AUSTRALASIA PTY LIMITED**, 12-30 Cawarra-rd, Caringbah, NSW, 2229. Phone 524-0444. Telegrams Kriesler, Sydney.

Directors: R. Weingott (chrnm), L. E. A. Walcot (mng dir), J. G. Robinson (admin dir), W. A. Bailey (factory dir), R. L. Ainsworth (sales), A. Fowler (tech.).

Agency: Jackson, Wain & Co Pty Ltd.

Products: Radio, TV receivers, stereo & tape recorders.

I/State Repr.: Branches all States (except Tas.).

**LAPORTE CHEMICALS (AUST.) PTY LTD**, Box 18, PO Botany, NSW, 2019 (T. O. Rees).

**LAXETTES PTY LTD**, 121 Cremorne St, Richmond, Vic., 3121 (N. E. Moore).

**LEGAL & GENERAL ASSURANCE SOCIETY LTD**, 2 Bligh Street, Sydney, NSW, 2000 (A. E. Lloyd).

**LEND LEASE DEVELOPMENT PTY LTD**, 46th Level, Australia Square, George St, Sydney, 2000. Phone 2-0572. Telegrams Lendlease Sydney.

**Directors:** G. J. Dusseldorp, W. M. Leavey, J. P. Klompe, R. G. Robinson, C. F. Moore, W. Hatty, M. Ball, P. Barlow, W. R. White.

**Executives:** G. J. Dusseldorp (chrmn), C. F. Moore (mng dir).

**Products:** Office buildings, retail shopping centres.

**Istate repr.:** Victoria, ACT, Qld, SA, NZ.

**LEVER & KITCHEN PTY LTD**, 1-33 Macquarie St, Sydney, 2000. Phone 2-0551.

**Executives:** A. A. Meacock (mng dir.), W. J. Symington (commercial dir.), A. W. McCall (sales dir.), J. L. Peterson (mktg dir.), R. D. Cohen (senior mktg mgr), R. R. Peterson, R. V. Gregg, I. A. Maxwell (marketing mngrs).

**Products:** Rinso, P'serial, Surf, Omo, Drive, Torrent, Softly, Lux Flakes, Velvet & Sunlight Bar Soap, Velvet, Sunlight, Lux Liquid and Mir, Handy Andy, Vim, Lux Toilet Soap, Coronet, Lifebuoy, Solvol, Personal Velvet, Personal Sunlight, Reward, Bio Luvil, Comfort Dual, Sun, Dot.

**Agencies:** Lintas Pty Ltd, J. Walter Thompson (Aust.) Pty Ltd.

**Istate repr.:** Branches all States.

**LIFE SAVERS (AUSTRALASIA) LIMITED**, Mars Rd, Lane Cove, NSW, 2066. Phone 42-0111. Telegrams Lifesavers.

**Directors:** P. H. Finley, R. H. Nossiter, C. V. Olding, H. V. Quinton, I. G. Bryant, A. C. Small, T. S. Clarke.

**Executives:** R. H. Nossiter (gen. mgr), A. H. R. Dell (nat. sales mgr), W. R. Hodgson (southern div. mgr), J. Wista (manufacturing mgr), L. S. R. Peterkin (asst. co. secy).

**Operations:** Confectionery manufacturers.

**Agencies:** V. H. Freeth Pty Limited and Murray Evans Advertising Pty Ltd.

**Istate Repr.:** Branches all States.

**LILY CUPS OVERSEAS LIMITED**, 37 Stanley St, Peakhurst, NSW, 2210. PO Box 128, Riverwood, NSW. Phone 53-0617. Cables, Lilycup, Riverwood.

**Director:** Kenneth R. Green.

**Marketing Manager:** D. J. Fairall.

**Operations:** Manufacturers of paper cups and containers.

**Agency:** John Clemenger Pty Limited.

**LINCOLN INTERNATIONAL (AUST.) PTY LTD**, Suite 402, Angel Hse, 121 Pitt St, Sydney, 2000. Phone 25-4063, 25-6688, 25-6689. Telegrams Linktoyas.

**Directors:** A. L. Laidlaw (mng dir), W. J. Prior, I. L. O'Hara, F. J. Church.

**Principal executives:** I. L. O'Hara (general mgr, directing Aust. operations).

**Operations:** Marketing of Lincoln Toys.

**Agencies:** Singleton, Palmer, Strauss, McAllan.

**O'seas repr.:** H.O., Auckland, NZ. Offices London, Hong Kong.

**LINDEMAN (HOLDINGS) LIMITED**, 6 Carrington Rd, Marrickville, NSW, 2204. Phone 55-0301. Telegrams Lindeman Marrickville.

**Directors:** M. P. Webber, L. K. Asquith, D. N. Reid, R. H. Kidd, J. A. Minter.

**Executives:** R. H. Kidd (man. dir), L. K. Asquith (secy).

**Products:** Leo Buring Table Wines, Rinegolde & Sparkling Rinegolde, Lindeman Table Wines, Montillo Sherries, Cawarra Table Wines, Porphyry & Sparkling Porphyry, white and pink.

**LINGUAPHONE INSTITUTE PTY LTD**, 45 Chandos St, St. Leonards, N.S.W. 2065.

**Director:** J. A. Lothian (gen. mgr, mng dir).

**Products:** Language gramophone records. **O'seas repr.:** 303 Dingwall Bldg, 87 Queen Street, Auckland, NZ.

**LIPTON (OVERSEAS) LIMITED**, 111 Cambridge St, Collingwood, Vic., 3066. Phone 419-1466. Telegrams Lipton, Melbourne.

**Directors:** F. G. Clark, F. G. Land (mng dir), J. N. Perkins.

**Executives:** G. F. McMullen (gen. mgr), F. G. Woodward (marketing mgr).

**Operations:** Tea blenders, manufacturers and packers.

**Products:** Lipton Yellow Label, Lipton Royal Blend, Quick Tips, Lipton Tea Bags, Lipton Tea Pot Size Tea Bags.

**Agency:** Mullins Clarke & Ralph, Melbourne.

**I/State Repr.:** Branches, 122 Platform-st, Lidcombe, NSW; 163-165 Wellington Rd, East Brisbane; 48 Henley St, Mile End, SA; 47 Norma-rd, Melville, WA. **O'seas:** H. O. Lipton (Overseas) Ltd, 27-28 Finsbury Square, London, EC2.

**LLOYD TRIESTINO SpaN**, 8 Spring St, Sydney, 2000. Phone 27-5252. Telegrams Lloydiano.

**Directors:** Marte Moscatelli (gen. mgr).

**Executives:** Ignazio Scimone, Edwin Cahillieri (asst to gen. mgr), Tina Scotto (public relation).

**Services:** Shipping (passenger and cargo services).

**Agency:** R. S. Maynard Advertising, Sydney.

**LLOYD'S INDUSTRIES (AUSTRALASIA) PTY LTD**, Unit 9, 33-37 College St, Gladesville, NSW, 2111 (R. H. Browne).

**LNC INDUSTRIES LTD**, 177-185 William St, Sydney, 2000. Phone 31-7001-3. Telegrams Larkneve, Grenmot, Volcar.

**Subsidiaries:** Grenville Motors Pty Ltd, Lan-



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ock Motors Ltd, Lanock Motors (South Coast) Pty Ltd, Ruslit Motors Ltd, Volkswagen Australia Pty Ltd, Volkswagen (Services) Pty Ltd, Volkswagen (Distribution) Pty Ltd, Larke, Neave Investments Pty Ltd, Taylorcraft (air cushioned vehicles) Pty Ltd.

**Directors:** E. M. Robson (chmn), D. I. Donaldson (mng dir), W. R. Locke, W. J. Locke, A. H. Russell.

**Executives:** A. H. Russell, D. I. Donaldson, G. R. Lane (mng dirs of subsid. cos), E. H. Badman (secy).

**Products:** Motor vehicle distributors: Rover Land-Rover, Rambler, Fiat, Volkswagen, Audi cars; Volkswagen, Fiat com. vehicles; Deutz & Seddon trucks; Perkins Diesels engines; Wankel & VW industrial engines; Distributors Dolmar chain saws. Motor vehicle dealer: Chrysler Valiant, Dodge cars; Valiant utilities, Dodge & Commer trucks. Chrysler parts distributors.

**O'seas:** Tozer Kemsley & Millbourn Ltd, 84 Fenchurch-st. London, EC3, Eng.

**LOVE, J. R. & CO.,** 97 Bathurst Street, Sydney, 2000, Box A262, Sydney South. Phone 26-6921. Telegrams Kinkara, Division of Marrickville Holdings Limited.

**Directors:** R. C. Crebbin, O. E. Phillips, L. Johnston, N. E. Jones, P. G. Montgomerie.

**Executives:** R. G. Rowe (gen. mgr).

**Products:** Manufacturers of food products under Mothers Choice and Kinkara brands.

**Agency:** Hansen Rubensohn - McCann Erickson Pty Ltd.

**I'state repr.:** Marrickville Holdings (Vic.) Ltd, Marrickville Holdings (Qld) Ltd, Miracle Foods (SA) Pty Ltd.

**JOHN LYSAGHT (AUST.) LIMITED,** 50 Young St, Sydney, NSW, 2000. Telephone 2-0553. Telegrams & Cables: Galvanized Sydney. Telex 20355.

**Directors:** E. B. Gosse (chrmn), H. J. Pearce (mng dir), F. M. Gaussen (mktg dir), S. W. Fairbairn, D. R. Rickard, R. P. Brookes.

**Executives:** S. W. Fairbairn (gen. mgr, sheet manuf. div.), D. Martin (gen. mgr, fabricated prod. div.), W. A. Colligan (gen. mgr, service & sales div.).

**Company's operations:** Manufacturers of sheet steel and associated products.

**Agencies:** J. Walter Thompson Aust. Pty Ltd, Grey Advertising Pty Ltd.

**O'seas repr.:** Guest Kean & Nettlefolds Ltd.

**MACROBERTSON MILLER AIRLINE SERVICES,** 194 St George's Terrace, Perth, WA, 6000. Phone 21-2821. Telegrams, Airmac Perth. (A division of Ansett Transport Industries (Operations) Pty Ltd).

**Executives:** C. N. Kleinig (gen. mgr), K. D. Cohen (operations mgr), J. E. Karasek (commercial mgr), A. J. Yates (secy). D. C. Davies (personnel mgr).

**Operations:** Airline service, air charters in WA and Northern Territory.

**McPHERSON'S LIMITED,** 546 Collins Street, Melbourne, Vic., 3000 (G. Conte).

**MALLEYS LIMITED,** cnr. St Hilliers Rd, Auburn, NSW, 2144. Phone 649-0177. PO Box 162, Auburn. Telex AA20582.

**Products:** Malleys Homemaker, Whirlpool, Hotpoint and Wonder-heat.

**MARIGNY (A/SIA) PTY LTD,** 177 Collins St, Melbourne, 3000. Phone 63-6232. Telegrams Marigny Melbourne.

**Directors:** J. F. Wren, C. H. Facer.

**Executives:** S. Meerkin (gen. mgr).

**Products:** Hair cosmetic manufacturers, Asian representatives for L'Oréal of Paris.

**Agency:** Dean Forbes Advertising Pty Ltd.

**I'state Repr.:** Branches all States; also in NZ, Auckland, Wellington, Christchurch, Dunedin.

**MARKWELL BROTHERS PTY LTD,** 1 Melbourne St, South Brisbane, 4101. Phone 4-2571-2-3. Telegrams Markbris.

**Directors:** F. J. Markwell, R. L. Markwell, R. C. Moore.

**Products:** Yanmar-Skoda-Perkins Diesel Engines, Skoda Cars, Matchless, Maico, NSU, Jawa m/cycles & scooters, International and Marina 2-way radio, Kodon-Foruno Echo Sounders, Capitol-Borgwarner gearboxes, Sanso & Jabsco pumps.

**Agency:** T. Hilken Waite Pty Ltd.

**MARLOW, JULIUS, HOLDINGS LTD** 163 Noone St, Clifton Hill, Vic., 3068. Phone 489-2999 (6 lines).

**Directors:** I. W. Trescowthick (chrmn), M. R. Chambers, D. K. Dawson, S. Friedland, D. A. Hiscocks, J. K. Riedy, M. L. Trescowthick, G. P. N. Watt, CMG, CBE, B. A. Counsel, W. E. Leach, D. N. Tait, R. P. Hamilton.

**Products:** Men's footwear.

**Brands:** Julius Marlow, Florsheim, Marshall, Keith Humphries, Hansman, Harkness, Idler.

**Agencies:** Masius, Wynne-Williams (Vic.) Pty Ltd, A. J. H. Holt & Co. Pty Ltd.

**I'state Repr.:** Shoe Sales Pty Ltd (Sydney, Brisbane, Adelaide, Perth Hobart).

**MARRICKVILLE HOLDINGS LIMITED,** 74 Edinburgh Rd, Marrickville, NSW, 2204. Phone 519-3355. Telegrams: Margarine Sydney.

**Directors:** R. C. Crebbin (chrmn & mng dir), O. E. Phillips, L. Johnston, N. E. Jones, P. G. Montgomerie.

**Executives:** K. R. Thrush (gen. mgr), dry groceries div.), C. A. Hopkins (gen. mgr Fats & Oils div.), R. G. Rowe (gen. mgr—J. R. Love Div.), P. J. Crowley (gen. mgr—Snack Foods Division), D. R. Teplitzky (gen. mgr—Alginate Div.), A. W. Fitzpatrick (secy).

**Products:** Margarines—Miracle, ETA, Mother's Choice, Marville, Pilot; Grocery Products—ETA, Mother's Choice, Kinkara, Praise, Chefol, Hi-Fri; Potato crisps and straws—ETA Krunchi Krisps; Dietary aids, Raid.

**Agencies:** Hansen Rubensohn - McCann Erickson Pty Ltd; USP-Benson (NSW) Pty Ltd.

**MARSHALL BATTERY MFG. CO PTY LTD.** Head office: Melbourne. Normanby Rd, Port Melbourne. Phone 64-0491. Sydney, 27 Wentworth Ave. Phone 61-8251. Melbourne, 108 Flinders St. Phone 63-7613. Brisbane, 549 Queen St. Phone 2-7494. Adelaide, 125 Main North Rd. Phone 65-7731.

**Executives:** J. D. Mobbs (gen. mngr), C. E. Pemberton (Aust. sales mngr), L. O. Cornish (advtg mngr), J. Sutherland (accountant).

**Operations:** Replacement batteries for cars, trucks, tractors, industrial equipment, home-lighting, marine & motor cycle.

**Agency:** Mullins, Clarke & Ralph, Sydney.  
**I/state repr.:** As above.

**MASSEY-FERGUSON (AUST.) LIMITED,** 2 Devon Shire Rd, Sunshine, 3020. Phone 311-0311.

**Directors:** H. P. Weber (mng dir), J. M. Vance (dir finance), G. R. Johnson (dir marketing).

**Executives:** T. A. Minahan (dir planning & procurement), J. A. Hackett (dir engineering), L. H. Salmon (dir mnfg), J. S. Adams (dir personnel & industrial relations), K. D. Steel (dir management services).

**Company's operations:** Manufacturer and distributor farm machinery, industrial and construction machinery.

**Agency:** Ogilvy and Mather (Aust.) Pty Ltd, St Kilda Rd, Melbourne.

**Istate repr.:** Branches in all capital cities.

**MAURI BROTHERS & THOMSON LTD,** 2-6 Barrack St, Sydney, 2000. Phone 2-0227. Telegrams Maurithon.

**Directors:** Donald Junor (chrnm & mng dir), A. M. C. Buttfield (deputy chrnm), R. J. Abcrombie, J. D. O. Burns, F. M. Osborne, N. D. Pixley.

**Executives:** R. A. Bottomley, R. M. Burgess, W. H. Craike (NZ), P. J. Meddings, A. I. Michie, J. Postlethwaite, A. Saunders, D. J. Simpson, V. L. Solly, P. A. White (vice-presidents), R. L. Gourlay (secty).

**Products:** Vinegar, yeast, extract of malt, canned foods, condiments, bread manufacturers' ingredients, crown seals, P.T.F.E. Plastics, stainless steel equipment, cork, importers, manufacturers and agents for plant and equipment for breweries, bread manufacturers, soft drink manufacturers. Brands: Champions, Cornwells, Pinnacle, Saunders, PMU, Bakerine, Skipping Girl.

**I/state Repr.:** Branches all States. O'seas: Branch Nth & Sth Islands, New Zealand. Reprs. London & New York.

**MAYFAIR HAMS & BACON CO.,** State Abattoirs, Homebush, NSW, 2140. Phone 76-0341. Box 5185, GPO, Sydney, 2001.

**MAYNE NICKLESS LIMITED,** 94 York Street, South Melbourne, Vic., 3205. Phone 69-0180. Cables Maynickless.

**Directors:** W. Kirkhope, OBE (chrnm), R. C. Davis (mng dir), K. A. Aickin, QC, J. Borthwick, B. R. Redpath, R. T. M. Rose, H. D. T. Williamson, L. J. Yeo.

**Executives:** B. R. Redpath (co. gen. mngr), J. F. Ashby (group gen. mngr, security services), J. D. Beach (group gen. mngr, Haulage), O. P. Davies (group gen. mngr, forwarding & distribution services), W. P. Egan (group gen. mngr, general transport & international services), T. M. Jacobs (co. secty), D. G. Christie (mrktg exec.), J. Newman (mngr admin.).

**Company's operations:** All general cartage, interstate forwarding, overseas and international services, security services, bulk tanker operations.

**Agency:** Laurie & Sommers.  
**Istate repr.:** Branches and terminals in all states. O'seas: Agents in all countries.

**MCCULLOCH OF AUSTRALIA PTY LIMITED,** 110-112 Station Rd, Seven Hills, NSW 2147. Telegraphic & cable address: Macsaws Sydney. Phone 622-9999.

**Directors:** R. D. Hicks, J. Hegener, B. M. Dixon (chrnm), J. D. Sullivan, R. O. Barter, H. L. Gee.

**Executives:** R. D. Hicks (mng dir), R. O. Barter (mfg dir), H. L. Gee (mrktg dir), H. W. Hozack (co. secty), J. G. Goodwin (sales mngr NSW div. Chain Saws & Yamaha), G. A. Foster (mngr advtg & sales prom.).

**Operations:** Manufacturer & distributor McCullough Chain Saws, Kart Engines, Welders and Generators and Yamaha Motor Cycles.

**Agency:** Thomson, Porritt, Partner Pty Ltd.  
**Istate repr.:** Chain saw distributors each State, and Yamaha dealers in NSW.

**McWILLIAMS WINES PTY LIMITED,** Bulwara & Pyrmont Bridge-rds, Pyrmont, NSW, 2009. Phone 660-2066.

**MEDICAL BENEFITS FUND OF AUST. LTD,** 258-262 George St, Sydney, 2000. Phone 2-0558.

**Executives:** J. F. Cade (gen. mngr), D. D. Maclarn (secty).

**Service:** Hospital & Medical Benefits Fund.  
**Agency:** Jamieson House Pty Ltd, Sydney.

**MELLO-LITE PTY LTD,** 70-74 Pacific H'way, Waitara, NSW. PO Box 40, Hornsby, NSW, 2077. Telegrams Mellolite. Phone 48-1081. Subsidiary of Hunter Douglas Ltd.

**Directors:** I. C. Iverson (mng dir), A. C.



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Pond (chmn), A. Young.

Executives: L. Earle (NSW mngr), E. Pickering (Vic. mngr), G. Ackerley (WA mngr), H. R. Davey (SA mngr).

Products: Mello-Lite venetians, awnings, insect screens, Kirsch curtain rodding & venetians, Shademaster components & machinery, Holland shade cloth and rollers.

Agency: Western Advtg Co., Sydney.

Istate repr.: Shademaster, Notting Hill, Vic; Mello-Lite Ltd, SA; Shademaster, NSW, Sydney; Mello-Lite Pty Ltd, Sydney; Mello-Lite, Carlisle, WA.

**MENLEY & JAMES LABORATORIES** (division of Smith Kline & French Laboratories (Aust.) Ltd), Cnr Warringah & Allambie Rds, French's Forest, NSW, 2086. Phone 451-5211. PO Box, 89-90 Brookvale, NSW, 2100. Telegrams Eskayef.

Manager: P. C. Roache.

Products: Proprietary pharmaceuticals Contac 500, 'Sea and Ski' range.

Agency: Foote, Cone & Belding Pty Ltd.

O'seas repr.: Menley & James Laboratories — USA, Canada, UK.

**MERCK SHARP & DOHME (AUSTRALIA) PTY LIMITED**, 54-68 Ferndell St, South Granville, NSW, 2142. PO Box 79, Granville, NSW. Telephone 644-6444. Telegrams Medome Sydney.

Directors: J. J. Latendresse (chrmn), E. P. Hannon (dep. chrmn), Sir Eric Harrison, I. McD. Cook, D. C. Cropper, A. C. Granger, D. S. R. Netterfield, B. J. Crowley, J. H. Meaney, D. H. Stallard, J. B. Walsh, R. E. Synder.

Products: Pharmaceuticals — Aldomet, AquaMephyton, Aramine, Benemid, B.F.I., B.G.Phos., Caligesic, Chloride, Codelcortone-T.B.A., Codelsol, Cogentin, Concordin, Cortone, Cremomycin, Daranide, Decadron, Dichloride, Edecril, Hydetracin, Hydrocortone, Indocid, Mevasine, Mintezol, Periactin, Sulfasuxidine Tryptanol, Tyotocin, Tyrozets, Veterinary-Thibenzole anthelmintic Liquid Thibenzole, Thibenzole Drenching Gun, Vitamin A Additive for Thibenzole, Thibenzole Bolus, Diuril, Hydrozide, Amprolmix-plus, Nicrazin, Amprolmix-plus Solution, Vitamin B12, Hepzide Feed Supplement, Hepzide Soluble Powder, Pancocin, Lan-O-Leen, Lan-O-Leen Plus, Wets-O-Leen, Mark-O-Leen, Golden Sheen, MSD Blowfly Dressing, MSD Liquid Arsenic, Bovizole, MSD Cattle Drench Gun, Dipjet, Flyside, Blik, Tesaro, Equizole, Equidoser, Ranide.

Agencies: Pitt & Associates, Madison-Milwyn Pty Ltd.

Istate repr.: Merck Sharp & Dohme (Australia) Pty Limited, Melbourne, Adelaide, Perth, Brisbane.

O'seas: Merck Sharp & Dohme International, New York.

**METTERS LIMITED** (General Industries Limited), 154 Elizabeth St, Sydney. Phone 20958. Cables: Metters, Sydney.

Directors: J. B. Clarkson, J. L. Gurr, I. Spencer, R. H. Minter, F. W. Spring.

Executives: K. B. Hughston (mktg mngr), G. W. French (secty), A. E. Scott-Holland (advtg mngr).

Company's operations: Appliance and building products, Metters/Iplex Plastics, J. A. Walker Plastics, Grimwood Electric Elements, General Tubing.

Agency: Fortune Aust.

Istate repr.: Branch offices and/or factories in all States.

**MILES LABORATORY (AUSTRALIA) PTY LTD**, Wellington Rd, Mulgrave, PO Box 303, Springvale, Vic., 3171.

Executives: E. Stendahl (mng dir), A. Fisher (finance dir), G. N. Defteros (mktg mngr, consumer prod. div.), G. R. Rose (mktg dir, Ames Co. Div. Afro/Asia ANZ), C. Curtis (Dome div.), T. R. Smith (consumer pro group mrktg dir).

Operations: Consumer Products Division—Alka-Seltzer, Ames Company Division—range of diagnostic reagents; Dome Division—dermatological specialties; Amolin Baby Cream Agency: Singleton, Palmer & Strauss, Mc-Allen.

O'seas repr.: Miles Laboratories Inc., USA, Canada, South America, United Kingdom and Europe.

**MINNESOTA MINING AND MANUFACTURING (AUSTRALIA) PTY LTD**, head office: 950 Pacific Highway, Pymble, NSW, 2073. (PO Box 99, Pymble). Plant: St Marys, NSW. Branch sales offices all States and Auckland, NZ. Cables Trimenco Sydney.

Directors: H. B. Kosanke (mng dir), H. G. Edwards (fin. dir), D. J. Brydon (sales & marketing dir), B. Duncan (manufacturing dir), G. Swanbeck (chief eng.).

Sales executives: J. A. Johnson (natl sales & marketing mngr — tapes, films, medical, electrical and magnetic), J. Perrin (natl sales & marketing mngr, Coated Abrasives, Adhesives & Chemicals), G. Waite (natl sales and marketing mngr — business products), R. Lamont (nat sales & marketing mngr — reflective printing and new products), D. K. Brown (advtg mngr).

Operations: Manufacturers of abrasives, adhesives, tapes, electrical products, magnetic sound recording tapes, videotapes, Scotchlite reflective sheeting, graphic arts products, copying machines, chemicals, ribbons, microfilm reader printers and overhead projectors, background music systems. Brand names—3M, Scotch, Scotchgard, Scotch-brite, Scotch-Tred, Safety-Walk, Sasheen, Decorette, Scotchlite, Secretary, Thermo-Fax, Tartan, Cantata, Scotch-Shield, Scotchtint, Scotchban, Micropore, Scotchal, Wetordry, Scotchpak.

Agency: J. Walter Thompson (Australia) Pty Ltd.

Istate repr.: Branch sales offices all States & NZ. O'seas: Head office, 3M Co., St Paul, Minnesota, USA.

**MOBIL OIL AUSTRALIA LTD, 2 City-**  
rd, Melbourne, Vic., 3000. Phone 62-0231.

Executive: A. W. Judd (advtg & sales  
prom. mngr, Aust. & Pacific Islands).

Products: Mobil Super, Mobil Standard,  
Mobil Marine, Mobil Distillate, Mobil  
Diesel Fuel, Mobiloil Engine Oils, Delvac  
Engine Oils, Mobilube Gear Oils, Mobil-  
greases, Mobil Home Kerosene, Mobil Heat-  
ing Oil, Mobil LP-Gas, Mobil Avgas, Mobil-  
jet Turbine Fuel, Mobil aviation, industrial  
and marine fuels and lubricants, Mobil  
chemicals.

Agency: Masius Wynne-Williams (Vic.)  
Pty Ltd.

**MONSANTO AUSTRALIA LIMITED,**  
East Tower, Princes Gate, 151 Flinders St,  
Melbourne. Box 4077 Mail Exchange, Mel-  
bourne. 3001. Phone 654-4333. Telex AA30-  
288. Telegrams Monsanto, Melbourne.

Executives: A. D. Laphorne (mng dir),  
P. C. B. Hudson (commercial dir), E. F.  
Jackson (dir of research), K. F. Witcombe  
(dir of commercial development), N. K. I.  
Menhennitt (secy), F. A. Nihill (commercial  
dir—agricultural div.), H. B. Tribe (dir PP  
& R div.), H. R. Holmes (dir business plan-  
ning), J. M. McIver (dir of manufacturing).

Operations: Manufacture of chemicals &  
plastics.

I/state repr.: Sales offices—Sydney, Bris-  
bane, Adelaide, Perth.

**MUTUAL LIFE AND CITIZENS' ASSUR-**  
ANCE CO. LTD, THE, Box 200, PO North  
Sydney, NSW. 2060 (M. J. Anthony).

**MYER MELBOURNE LIMITED,** 314  
Bourke & 275 Lonsdale-sts, Melbourne, Vic-  
toria, 3000. Phone 6-6111.

Advertising manager: D. G. Lawrence.

**NABISCO PTY LIMITED,** 424 St Kilda  
Rd, Melbourne, Vic., 3004. Phone 26-4472.  
Telegrams Nabisco, Melbourne.

Directors: Howard J. Foster, William C.  
Greaves, Robert R. Griffin, Lee S. Bickmore,  
John L. Buchan, Brian Healey, Kenneth L.  
Waldron. Assoc dir: Ian A. Gittus.

Executives: H. J. Foster (chrnm & mng  
dir.), B. Healey (gen. mngr gen. products  
div.), J. D. Nicholson (mktg mngr. gen.  
prod. div.), K. Waldron (gen. mngr, biscuit  
div.), D. A. Arnold-Lester (marketing mngr,  
biscuit div.), I. A. Gittus (company secy).

Operations: Manufacturers of Nabisco  
range of biscuits and crackers; breakfast  
foods, Weeties, Vita Brits, Spoonsize Vita  
Brits, Crispies, Extra G, 100pc Bran and  
Rice Krinkles; Wundawax floor polish; Mil-

ano spaghetti and pasta; Party-Aid drink  
mix.

Agencies: Hansen Rubensohn-McCann  
Erickson Pty Ltd & Ogilvy & Mather (Aust.)  
Pty Ltd; Charles Haines Ltd, New Zealand.

I/state repr.: Represented in all Australian  
States and New Zealand.

O'seas repr.: National Biscuit Company,  
425 Park-ave, New York City, New York.

**NAIRN, MICHAEL & COMPANY (AUS-**  
TRALIA) LIMITED, Skarratt St, Auburn,  
NSW, 2144. Phone 648-1261. Telegrams  
Nairn, Sydney. Telex 21794.

Directors: E. A. O'Halloran (chrnm), G.  
A. McBeath, W. B. Wardell, W. E. Lynch,  
J. R. Dalziel.

Products: Armourflor and linoleum sheet  
and tiles. "Vinylcraft" vinyl asbestos tiles,  
"Colorfelt" printed felt base. Polishes, ad-  
hesives, extrusions, tools.

Agency: Berry Currie Advertising (NSW)  
Pty Ltd.

I/state repr.: Branches all States.

**NAMCO INDUSTRIES (SA),** a division of  
Overseas Corporation (Australia) Limited,  
Daws Rd, Edwardstown, SA, 5039. Phone  
76-2122. Telegrams Nancompany, Adelaide.

Directors: G. A. Davis (chrnm), G. Disher  
(mng dir), C. Wallace Smith, T. M. Ramsay,  
CMG, A. C. Wigan, CBE, W. G. Lindsay, G.  
E. Lucas, Sir Samuel Jones.

Executives: R. P. Shilcock (gen. mngr), A.  
E. Hopkins (secy), G. G. Pope (gen. sales  
mngr), M. J. Strathearn (advtg mngr).

Products: Namco domestic, institutional  
and commercial tubular steel furniture  
and hospital equipment, T.S.I. kitchen  
cupboard units, Namco aluminium out-  
door furniture, Namco aluminium win-  
dows, screens, glazing bars, boats, paddles;  
Namco desks, cabinets and office equipment;  
Namco-Ocal shop fronts, doors, grille walls  
and curtain walling; Namco clinch tube  
joints, Dampa aluminium acoustic ceilings;  
Modernfold accordion doors; ASM, Tiffany,  
Styline, Trend, Namco and Stronglite alu-  
minium cooking ware, kitchen utensils, pres-  
sure cookers; Towerbrite stainless tableware;  
AGA, Rayburn and Falkirk slow combustion  
cookers and heaters; Junghans and Mondia  
clocks and watches; Samsonite and Bon Voy-  
age travelware, Namco Pools, above ground  
swimming pools.

Agency: Clem Taylor-O'Brien Pty Ltd.

I/state Repr.: Namco Furniture, Mel-  
bourne; Namco Industries (WA); Namco,  
Sydney, Brisbane, Hobart.

**NASHUA AUSTRALIA PTY LTD,** 39  
Dickson Ave, Artarmon, NSW, 2064. Phone  
439-3855. Cables Nashua Sydney.

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**Directors:** G. S. Wade, P. J. L. King, A. B. Boese, M. B. Taylor.

**Executives:** G. S. Wade (gen mngr), M. B. Taylor (financial controller), A. B. Boese (gen sales mngr).

**Company's operations:** Photo-copying machines and supplies.

**I'state repr.:** Branches, Melbourne, Adelaide, Brisbane.

**O'seas repr.:** Parent company, Nashua Corp, Nashua, New Hampshire, USA.

**NATHAN & WYETH PTY LIMITED**, 120-130 Queen's Parade, North Fitzroy, Vic., 3068. Phone 48-7321. Telegrams Chalons, Melbourne.

**Directors:** E. W. W. Peatt (mng dir), C. H. Jones, M. Myers, H. S. Lane.

**Executives:** D. W. Hall (mngr), L. G. Ritter (secy), J. J. Roadley (acct), G. O. Squire (sales mngr).

**Operation:** Vignerons, distillers, wine & spirit merchants.

**Agency:** Monahan, Dayman, Adams Pty Ltd.

**Branches:** Sydney, Brisbane.

**NATIONAL BANK OF AUSTRALASIA LIMITED, THE**, and wholly owned subsidiary — The National Bank Savings Bank Limited, 271 Collins St, Melbourne, Vic., 3001. Phone 63-0471. Telegrams, Natbank, Melbourne.

**Directors:** Sir James Forrest (chrmn), R. R. Law-Smith, CBE, AFC (vice-chrmm), P. H. Finley, DFC, Sir Rupert Clarke, Bt. MBE, Andrew Grimwade, N. E. Jones, CMG, P. J. V. Ramsden.

**Executives:** T. B. C. Bell (gen. mngr), C. G. K. Smith (chief mngr—branch banking), A. R. Mitchell (chief mngr—International), C. A. Chessel (chief mngr—admin.), W. H. Hodgson (mngr—marketing), F. D. Shew (mngr—advertising and PR).

**Operations:** Banking.

**Agency:** J. Walter Thompson Australia Pty Ltd.

**I/State Repr.:** All States. **O'seas:** New Guinea, Papua, London, Japan and correspondents throughout the world.

**NATIONAL CASH REGISTER CO. PTY LTD, THE**, Box 2626, GPO, Sydney, NSW, 2001 (A. L. Place).

**NATIONAL CHEMICAL PRODUCTS PTY LIMITED**, cnr Liverpool and Riley Sts, East Sydney. PO Box 242, Darlinghurst, 2010. Phone 31-1181. Cables Hapre Sydney.

**Directors:** H. H. Pryer, B. B. Pryer, B. J. Pryer, I. Wolff.

**Executives:** H. H. Pryer (mng dir.), I. R. Pryer (secy), D. A. Duggan (mktg man.).

**Operations:** Manufacture of hair preparations and cosmetics (Napro).

**Agency:** Foote, Cone & Belding Pty Ltd.

**I'state repr.:** Tasmania and Victoria—

National Chemical Products Pty Ltd, 321 William St, Melbourne, 3000. Queensland—L. H. Gresham & Son Pty Ltd, PO Box 520, South Brisbane, 4101. South Australia—W. A. Goddard & Co., 38 Gawler Place, Adelaide, 5000. Western Australia—Pharmax Pty Ltd, GPO Box P1190, Perth, 6001.

**O'seas:** Spencer Sales Ltd, PO Box 5760, Auckland, NZ.

**NEPTUNE OIL CO. PTY LTD**, 155 William St, Melbourne, 3000. Phone 60-1131. PO Box 378F. Telegrams Nepol Melbourne.

**Operations:** Marketers of petroleum products.

**Advertising mngr:** N. B. Hando.

**Agency:** Richardson-Beseler Pty Ltd, Melbourne.

**I'state Repr.:** Branches all States.

**NESTLE COMPANY (AUSTRALIA) LIMITED, THE**, 17 Foveaux St, Sydney, 2000. Phone 2-0935. Telegrams, Nestfood.

**Products:** Nescafe, Milo, Quik, Ideal Milk, Sunshine F.C. milk powder, sweetened condensed milk, reduced cream; Maggi products; chocolates, candy bars; Lactogen, baby foods & infant dietetic products.

**Agencies:** Hansen Rubensohn-McCann Erickson; Masius, Wynne-Williams.

**I'state repr.:** Branches, all States.

**NETA INDUSTRIES PTY LTD**, 233 Burwood Rd, Hawthorn, Vic., 3122. Phone 81-1254-6. Telegrams Sureseal Melbourne.

**Managing director:** G. H. Alexander.

**Operations:** Neta garden hose fittings, cable glands, polythene pipe fittings, electrical and industrial fittings and PVC conduit.

**Agency:** Laurie Sommers Warden Advertising.

**I'state repr.:** All States.

**NEW ZEALAND GOVERNMENT TOURIST BUREAU**, cnr George & Hunter Sts & 14 Martin Place, Sydney, 2000. Phone 25-6631.

**I'state repr.:** New Zealand Govt Tourist Bureau, 93-95 Elizabeth St, Melbourne (67-6621); Adelaide St, Brisbane (21-3722).

**NICHOLAS PROPRIETARY LIMITED**, 699 Warrigal Rd, Chadstone, Vic., 3148. Phone 569-0511. Telegrams Aspro, Melbourne.

**Directors:** C. E. Kerville (mng dir), H. J. Nicholas, K. C. Probert, N. H. Turnbull, R. A. Olding (secy).

**Executives:** R. L. Quarry (finance mngr), R. G. Curtis (mngr, research & development), P. N. Daddo (mrktg mngr), I. Williams (mngr, comm development), J. R. Kilgour (group advtg mngr).

**Products:** Pharmaceuticals, veterinary remedies, household products and toiletries.

Agency: Dean Forbes Advtg (Vic.) Pty Ltd, and Dean Forbes Advertising Service Pty Ltd.

**NILE INDUSTRIES PTY LTD**, 125 York St, Sydney, 2000. Phone 29-6041. Telegrams Hankchief.

Products: BVD underwear, shirts, pyjamas; Nile underwear, shirts, pyjamas, handkerchiefs, Manchester.

**NORTON AUSTRALIA PTY LTD**, Nyrang St, Lidcombe, NSW, 2141. Phone 649-0161. Telegrams Bearover Sydney.

Directors: J. C. Adams (mng dir), P. H. Handel (sales dir), F. J. Pegg (secty and dir), G. M. McCarthy (works dir).

Products: Bear Tapes, coated abrasives, adhesives, coatings, Proofkote, Refractories, blasting nozzles, tumbling media, ceramic coatings, Space products.

Agency: George Patterson.  
I/State Repr.: Branches in Qld, SA, Vic, WA and NZ. O'seas: Norton International Inc., Worcester 6, Mass., USA.

**NYLEX CORPORATION LTD**, 165 Crenmore St, Richmond, Vic., 3121. Phone 42-0251. Telegrams Nylex Melbourne.

Directors: F. L. Fitzpatrick (chrnm), O. G. Meyer, J. F. Hope, P. J. Derham, G. Jennings, J. A. Macdonald, L. W. Weickhardt, Sir Chas. McGrath.

Executives: J. A. Macdonald (admin & fin dir), A. D. Robinson (group op. mnggr), M. J. Derham (group op mnggr), P. J. Derham (gen mnggr), A. McLean (fabrics div mnggr), J. Lewis (secy), J. Buzaglo (adv mnggr), G. Rowder (cables div. mnggr), R. Payne (National div. mnggr), I. Ellis (mktg service mnggr), C. Long (PR mnggr), E. Horwill (gen. prod. div. mnggr).

Products: Nylex, Vynex, Wavelock, Thermoflex, Countess, Dekoron.

Agencies: George Patterson Pty Ltd, John Clemenger Pty Ltd, Singleton, Palmer, Straus & McAllan Pty Ltd.

Branches: NSW, Canberra, Queensland, Tasmania, West Australia, South Australia. O'seas: NZ, Japan, Singapore, Malaysia, Sth Africa.

**OGDEN INDUSTRIES PTY LTD**, Edward Street, Huntingdale, Vic., 3166 (K. Banner).

**OLYMPIC CONSOLIDATED INDUSTRIES LTD** — Subsidiary companies: The Olympic Tyre & Rubber Co. Pty Ltd, Beaufort Tyre Service Pty Ltd, Olympic Cables Pty Ltd; Olympic General Products Pty Ltd, PO Box 5098BB, Melbourne, Victoria, 3001. Phone 34-9201.

Agencies: USP-Benson Pty Ltd (The Olympic Tyre & Rubber Co., Beaufort Tyre Service), Best & Co. Pty Ltd (Olympic General Products, Olympic Cables, Olympic Group).

**PABCO PRODUCTS PTY LTD**, 150 Wigram Rd, Glebe, NSW, 2037. Phone 660-6422.

**PADDLE SHOES (SALES) PTY LTD**, 4 Reid St, North Fitzroy, Vic., 3068. Phone 489-8555. Telegrams Padshoe, Melbourne.

Chairman: N. V. Nixon.

Executive: L. B. Woolrich (gen. mnggr, marketing).

Products: Children's, teenager's, men's, women's footwear.

Agency: Stewart Cowcher Advertising Pty Ltd.

**PAN AMERICAN WORLD AIRWAYS**, Pan Am Corner, Elizabeth St & Martin Place, Sydney, 2000. Phone 28-2252; 233 Collins St, and 133 Exhibition St, Melbourne 3000. Phone 654-4488.

Executives: R. S. Clark (director sales, Sydney), Al Long (director sales, Melbourne).

Service: International passenger and freight carrying airline.

Agency: J. Walter Thompson.

**PANELBOARD PTY LTD**, 143 Queen Street, Melbourne, Vic 3000.

**PARKE, DAVIS & COMPANY**, 32-40 Cawarra Rd, Caringbah, Sydney. Phone 524-0411. Telegrams Parkedave.

Executives: T. J. White (gen mnggr), F. W. Ritchie (mktg dir), J. McPherson (sales mnggr), F. D. Yates (advtg mnggr).

Company's operations: Pharmaceutical manufacturers.

Agency: John Clemenger (NSW) Pty Ltd.

**PASSIONA BOTTLING CO. (PERTH) LTD**, Scarborough Beach-rd, Osborne Park, WA, 6017. Phone 24-1036. Telegrams Passiona.

Directors: J. Murray (chrnm), C. T. Rocke, M. S. Troy, S. C. Wheatley.

Executives: R. R. Tandy (gen. mnggr), R. McGovern (sales mnggr), C. S. Rocke (co. secy).

Operations: Manufacturing and State wide distribution of Cottess fruit based aerated waters.

Agency: Ian H. Smith & Partners.

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**PATERSON, REID & BRUCE LIMITED**, 83-87 York St, Sydney, 2000. Phone 2-0266. Telegrams Patreid.

Director & general manager: T. J. McGlinchey.

Executives: L. G. Ireland (asst mngr), J. Morgan (controller).

Sales mngrs: A. P. Russell, T. Boyle.

**Operations:** Importers, manufacturers and distributors of Manchester, furnishings, floor coverings, haberdashery & wool, dress materials, ladies accessories, ladies frocks, knitwear, underwear, infants' and girls' wear, men's suits, trousers, shirts, pyjamas, underwear, hosiery, mercery, hats, boys' and youths' wear, Supertex and Dickies Towels, Actil products, Physician, Rex Lullaby and Horrocks blankets, G.A.F. floor coverings, Viyella piecegoods, Van Elte gloves and handbags, Wines of Sydney knitwear, Julian Haye, Patolaine, Leedall and Finlaw ladies' wear, Sally Forth frocks, Emstra shifts and lingerie, Prestige products, Schoolene school wear, Gedye, Goldex and Yeronga children's wear; men's Sefton and Oshkosh trousers, shorts, shirts and pyjamas, Anice ladies' wear, Ash swimwear, Security Garments, Swiss Models, Ash Jackets, Society knitteds, Yakka products, Glo-Weave shirts and knitteds, Denis Kelly knitwear, Town Talk ties, Bells products, Golden Fleece and Kookaburra underwear, Exacto garments.

†state offices: Warehouses Melbourne, Brisbane, Adelaide, Perth, Hobart, Launceston.

O'seas: Ralli Bros (Exports) Limited, London.

**PATIENCE & NICHOLSON LTD**, Sutton Rd, Maryborough, Vic., 3465. Phone Maryborough 780. Telegrams Tapsandies.

Directors: S. Graham (chrmn), H. H. Taylor, J. H. Neill, J. R. Bassett, M. C. Price, W. MCP. Eady.

Executives: J. R. Bassett (mng dir.), H. H. Taylor (works mngr), I. C. Olver (secy), M. C. Price (sales mngr).

**Operations:** Manufacturers of twist drills, screw cutting tools.

†state Repr.: Tool Equipment Co. Pty Ltd, 29-31 Richland-st, Kingsgrove, Sydney (50-0401).

**PAULS ICE CREAM & MILK LTD/PAULS FOODS LTD**, Montague Rd & Hope-St, South Brisbane, 4101. Phone 4-0151. Telegrams Paulscream, Telex AA40614.

Directors: J. H. Bryant (chrmn), E. E. Biggs (deputy chrmn), L. J. McCray (gen. mngr), L. P. Taylor (asst gen. mngr), D. I. Shew, C. T. Miles, K. S. Mayze.

Executives: D. I. Shew (prod. mngr), C. T. Miles (marketing mngr), R. D. Pynegar (secy), R. H. Gough (fin. controller).

**Products:** Ice cream, frozen confections, cones, pasteurised milk and cream, frozen milk, milk powders, crumpets, cottage cheese,

buttermilk, sour cream, yoghurt, quick frozen foods. Brand names, Pauls, Hypeak.

Agency: Merchandising Publicity.

**PECK, HARRY, & CO. (AUST) PTY LTD**, 33-37 Mentmore Ave, Rosebery, 2018. Phone 633-2374. Telegrams Bidgee, Sydney.

Directors: R. B. Hodgson (chrm), J. B. Allen, R. J. B. Parkhill, W. M. Thompson, R. Hodgson.

Executives: R. B. Hodgson (manag. dir), J. B. Allen (financial mngr), A. Gorrod (marketing mngr), R. Hodgson (research mngr).

**Products:** Anchovette fish paste, fish and meat pastes, canned fish and meats. Brands: Anchovette, Bidgee, Pecks.

Agency: Hawkins Lewis Advgt Pty Ltd.

†state Repr.: B. Christensen, Qld sales mngr, c/- Nobles Pty Ltd, 15 James-st, Valley, Brisbane; N. L. Robertson, Vic. & Tas. sales mngr, c/- F. H. Stephens Pty Ltd, 666 Footscray-rd, Footscray, Vic., (68-7102); C. R. Flook (Sth Aust. sales mngr), c/- F. H. Stephens Pty Ltd, 314 West Beach-rd, Marleston, SA; W. H. Evans Pty Ltd, WA agent, 97 Outram St, West Perth, WA; K. Frost, (Pacific Islands sales mngr).

**PEEK FREAN (AUST.) PTY LTD**, cnr Parramatta Rd & Frederick St, Ashfield, NSW, 2131. Phone 797-8111.

Directors: C. P. Ostenfeld, R. P. Carr, K. W. Goold, W. Bradstock, A. Shreeve.

Executives: C. P. Ostenfeld (mng dir), K. W. Goold (prod. dir), W. T. Bradstock (secy and fin dir), A. Shreeve (marketing dir).

**Product:** Peek Frean's Quality Biscuits, Vita Weat Crispbread.

Agency: Jackson Wain & Company Pty Ltd, Sydney.

†state repr.: Branches: Queensland, Victoria, South Australia. Agencies: Western Australia, Tasmania.

**PEERLESS EMULSION PRODUCTS PTY LTD**, 173 Grange Rd, Fairfield, Melbourne, 3078. Phone 49-3161. Telegrams Floorcare, Melbourne.

Directors: Wm C. King, J. H. Jones.

Executives: R. P. Spragg (secy), L. D. Hart (mngr), D. Breadmore (tech. dir.), E. M. Joseph (sales mngr).

**Products:** Liquid floor polishes, floor cleaners, detergents, sanitary chemicals, car care products, building maintenance equipment.

†state repr.: Peerless Emulsion Pty Ltd, Sydney (560-9444), Perth (61-9215); Peerless Emulsion (Qld) Pty Ltd, (51-5171); Peerless Emulsion Supplies Pty Ltd, Launceston (2-5291), Hobart (34-4694); McFarling Sales Ltd, Adelaide (51-6237); Aust. Furniture Timbers Pty Ltd, Cairns (2301).

**PENFOLDS WINES PTY LTD**, 634-726 Princes Highway, Tempe, NSW, 2044. Phone 55-0466. Telegrams Penfolds, Sydney.

**Directors:** J. Penfold Hyland, (chrnm), Raymont Moore, Mrs R. Penfold Russell, A. P. Benson, M. E. Schubert.

**Executives:** J. Penfold Hyland (chrnm of dirs), A. P. Benson (gen. mngr), M. E. Schubert (national prod. mngr), R. E. Waddy (nat. marketing mngr), B. O. Wood (secy), J. A. Harris (adv. mngr), J. F. Dicker (exp. port mngr).

**Products:** Minchinbury Champagne, Sparkling Burgundy, Sparkling Moselle, Penfolds Champagne, Sparkling Mardi Gras & Sparkling Tiffany, Penfolds sweet, medium and dry Sherries, Port, sweet and dry Vermouth, Sibon sweet and dry, Sauterne, Graves and Rose. Dalwood Claret, Burgundy, Hock, Chablis, Riesling, White Burgundy, Minchinbury Rhine Riesling, Eden Valley Moselle, Wyhong Park—selected Bin Table Wines, Club Port, Pale Dry Fino, Special Flor, Penfolds Pot Still, Hospital Club and Maison Marnay brandies.

**Agencies:** Foote, Cone & Belding, Sydney; Nichols-Cumming Advertising, North Sydney.

**O'seas:** Export to 35 countries.

**PENTEL (DISTRIBUTORS) PTY LTD**, Popes Road, Noble Park, 3174, Vic. Phone 792-0651.

**Directors:** E. R. Wilmoth (chrn), K. H. McCregor, P. Drandie, J. W. Mitchell.

**Executives:** D. Corben (mngr), D. Massey (secy).

**Company's operations:** Marketing fibre-tipped, felt-tipped pens, writing instruments and artists' requirements.

**Agency:** Roberts, Goodall and Downes.

**PEPSI-COLA COMPANY OF AUSTRALIA PROPRIETARY LIMITED**, 130 Epsom Rd, Rosebery, NSW, 2018. Phone 663-6144, 663-6265. Cables: Pepsico, Sydney. Telex AA21160.

**Managing director:** John S. Rydgc.

**Products:** Pepsi-Cola, Mirinda.

**Agency:** J. Walter Thompson.

**P'state repr.:** All States.

**O'seas repr.:** 116 countries (excluding USA and Canada, where there are 1000 plants).

**PETERS-ARCTIC DELICACY COMPANY LIMITED**, Boundary St, Sth Brisbane, 4101. Phone 4-0121. Telegrams Petersco, Brisbane.

**Directors:** J. H. Bryant (chrnm), E. E. Biggs (deputy chrnm), L. J. McCray (gen. mngr), L. P. Taylor (asst gen. mngr), D. I. Shew, C. T. Miles, L. B. Smith.

**Executives:** L. B. Smith (mngr), C. T. Miles (marketing mngr), R. D. Pynegar (secy), R. A. Webber (prod. mngr).

**Operations:** Ice cream manufacture & dist., dist. of frozen foods.

**Agency:** USP-Benson (Qld) Pty Ltd.

**PETERS ICE CREAM PTY LIMITED**, George St, Redfern, NSW, 2016. Phone 69-0422. Telegrams Petersco Redfern. Cables: Petersco Sydney.

**Directors:** E. Christensen (chrn), J. S. Shaw (mng dir), W. G. Hunt, J. I. McCoy.

**Executive:** G. J. McCartney (State mngr, NSW).

**Operations:** Ice cream manufacturers.

**Agency:** John Clemenger (NSW) Pty Ltd.

**THE PHARMACY GUILD OF AUSTRALIA** (NSW branch), 199 Clarence St, Sydney, 2000. PO Box C225. Phone 29-5725.

**PHILIP MORRIS LTD**, Chesterville Rd, Moorabbin, Vic., 3189. Phone 95-5133. Telegrams, Philmor, Melbourne.

**Directors:** A. H. Etherington (chrnm), C. J. Alston (vice-chrnm), J. F. Cullman III (USA), J. R. Fawke (mng dir), H. Cullman (USA), W. R. M. Irvine, L. J. T. Jones, J. L. Fisher, P. V. Lovett, H. Maxwell (USA), J. C. Scott, R. E. Kneale, K. W. Schultz, H. Hurley (gen mngr).

**Executives:** J. R. Fawke (mng dir), H. Hurley (gen mngr), J. L. Fisher (factory dir), R. E. Kneale (advtg & mrktg services dir), K. W. Schultz (finance dir), A. Whist (asst to mngr dir), G. Brasch (Aust. sales mngr), C. S. Morris (group brands mngr), K. J. C. Coghill, I. J. Morris, K. E. Richardson, P. D. White (brand mngrs), E. D. Hutchinson (promotions mngr), W. K. Huck (media mngr), P. Beilby (mrktg research mngr), D. G. Hutchinson (mrktg analysis officer).

**Products:** Albany King Size, Albany Trims, Alpine King Size Menthol Filter, Belvedere, Du Maurier, Edinburgh, Galaxy King Size Filters, Kent Filters, Marlboro Red King Size Filters, Marlboro Menthol Green, Marlboro Gold Filters, Park Drive, Park Drive Menthol, Philip Morris (regular, executive & filter), Viscount Filters, Virginia Slims Filters, Virginia Slims Menthol Filters, pipe tobaccos, chewing gum, Ritmeester and Willem II cigars.

**Agencies:** John Clemenger Pty Ltd, Compton Advertising Australia Pty Ltd, Monahan-Dayman-Adams Advertising Pty Ltd, Mullins, Clarke & Ralph Pty Limited, USP-Benson Pty Ltd, Grey Advertising Pty Ltd, Walker, Herbert & Assoc. Pty Ltd.

**Interstate repr.:** Branches in all states.

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**PHILIPS INDUSTRIES LIMITED**, head office, 95-99 York St, Sydney, 2000. Phone 2-0223. Telegrams Argentina.

General advertising manager: R. B. Collin.  
Marketing research manager: Dr I. Kudyba.

**Products:** Electronic components: Miniwatt Electron tubes, valves, transistors, semi-conductors, fine wire, ferrites, electronic components, television picture tubes, electrolytic capacitors, polyester and ceramic capacitors, turret tuners, cathode ray tubes. Lighting: Philips (industrial lighting, home lighting); incandescent, fluorescent, mercury vapour and sodium lamps, incandescent homelighting fittings, starter switches, ballasts and fittings. Consumer products: tape recorders and dictation machines, radio and television receivers, phonograms, monaural and stereophonic records, infra-red and ultra-violet lamps, electric blankets, electric shavers, hearing aids, vacuum cleaners, knife sharpeners. Telecommunications: Radio communication and relay equipment, telemetry and remote supervision systems, infrared detection equipment, telephone and telegraph transmission equipment, telegraph and telephone switching equipment, automatic error detection and correction (ARQ) equipment, data transmission equipment, electromagnetic storage systems. Medical and X-ray equipment. Scientific and industrial equipment. Electro-acoustical equipment including closed circuit television, teaching machines, programmed instruction machines, videotape recorders, television studio cameras, large screen television projectors.

**Agencies:** Hansen Rubensohn-McCann Erickson; Grey Advertising (Aust.) Pty Ltd.

**I/State repr.:** Branches, 194 Parry St, Newcastle West, NSW (61-5011); 86 Wentworth Ave, Kingston, ACT (9-0321); 252-264 Sturt St, Sth Melbourne (69-0141); 56-58 Cordelia St, Sth Brisbane (4-2471); 672-4 Murray St, Perth (21-3131); 73 Brisbane St, Hobart (3-3038); 11-13 West Tce, Adelaide (51-6051).

**PHOENIX BISCUIT CO. PTY LTD**  
Grosvenor St, Abbotsford, Vic., 3067. Phone 42-2166-7-8. Telegrams Phoebisco, Melb.

**Managing Director:** J. W. Condon.  
**Products:** Phoenix Biscuits. Top Taste Quality Cakes.  
**Agency:** Pemberton O'Brien Advertising (Vic.) Pty Ltd.

**PHOTIMPORT PTY LTD**, 153 Barkly-st, Brunswick, 3056, Vic. Phone 38-6922. Telegrams Photimport.

**Directors:** G. Erenyi (mng dir), Mrs A. E. Erenyi (secy), R. H. Earles, J. W. Vanthoff, R. E. Cross (asst dirs).

**Operations:** Import and distribution photo-electric household equipment.

**Agency:** Claude Mooney.  
**I/State repr.:** Branches and reps all States.

**PICK-ME-UP FOOD PRODUCTS PTY LTD**, 43-47 Alice St, Newtown, NSW, 2042.

Phone 51-2726. Telegrams Pickmeup Sydney.  
**Products:** Canned goods, sauces, pickles.  
**Agency:** Grey Advertising.  
**I/State repr.:** Branches—Melbourne; Brisbane; South Australia; Newcastle, NSW.  
**Agents:** Chrystal (WA) Pty Ltd, cnr Hutton & Howe-sts, Osborne Park, WA.

**PILLAR NACO PTY LIMITED, PILLAR NACO PRODUCTS PTY LTD**, 128 Gerler Rd, Hendra, 4011. Phone 68-0131. Telegrams, Nacolite, Brisbane.

**Directors:** R. W. Reynolds (chrm), K. D. Morris, Hon Sir Thomas Hiley, KBE, N. W. Ward, P. Haigh, P. R. W. Beckman, D. Edmondson.

**Executives:** P. R. W. Beckman (gen mgr), E. R. White (secy), B. S. Ryan (mrktg mgr), K. R. Gett (advgt mgr).

**Company's operations:** Manufacturing engineers and distributors. Brand names, Naco Sunsash, Pillar Naco Sunsash.

**Agency:** George Patterson-Noble Bartlett Pty Ltd.

**I/State Repr.:** Offices, Sydney (2), Melbourne (2), Adelaide, Perth, Darwin. **O'seas repr.:** Offices, England, New Guinea, South Africa, Italy, Thailand, Singapore, Malaysia, New Zealand (4).

**PIONEER CHEMICALS PTY LTD**, Railway Parade, Rocklea, Qld, 4106. Phone 47-5733. Telegrams Pionchem.

**Directors:** R. R. Russell (chrmn), J. F. Leggo.

**Executives:** N. G. Lockyer (mng dir), N. J. Taggart (mktg mgr), A. A. Lamb (prod. mgr), B. O. Blair (secy).

**Products:** Killrust, Fishoilene, Fishoilac, Pioneer anti-corrosive coatings and compounds.

**Agency:** Commercial & Industrial Advertising Pty Ltd.

**Branches:** 38 Bryant St, Padstow, NSW, 2211 (B. Whiteman); Lot 8, Ebdon St, Moorabbin, Vic., 3189 (C. Alexander); Knutsford & Wood Sts, Fremantle, WA 6160 (E. Evans); Emma Street, Athol Park, Adelaide, South Australia, 5012 (D. Bristow).

**PIZZEY LTD**, Toy & Hobby division, 1 Clark Street, Richmond, Vic., 3121. Phone 42-1874. Telegrams Pizzzey, Melbourne.

**Executives:** G. H. Martin (mng dir), J. S. Skinner.

**Products:** Toy wholesalers.  
**Agency:** Claude Mooney Advertising Pty Ltd.

**I/State repr.:** Brisbane, Sydney, Adelaide, Perth.

**O'seas repr.:** UK, Kiddicraft, Wendy Boston, Humbrol, Vernon; Italy, Lima; Sweden, Brio; Canada, Eldon; Europlastics, Holland; Tomte, Norway.

**PLAYTEX (PTY) LTD**, 104 Briens Rd, Northmead, NSW, 2152. Phone: 630-7700.

**PLESSEY ELECTRONICS PTY LIMITED**, Westbank Terrace, Richmond, Vic, 3121. Phone 42-3921. Telex 30383. Cables: Rola Melbourne.

**Director:** Don Mulder (gen mngr).

**Executives:** P. J. Townsend (comm. mngr), N. W. Hamilton (sales mngr equipment unit).

**Sydney office:** Railway Rd, Faraday Park, Meadowbank, 2114. Phone 80-0111. Telegrams & Cables: Telind.

**Operations:** Manufacturers of professional console tape recorders and transportable tape recorders, cartridge tape recorders, turntables, hi-speed tape copiers, automatic tape programming equipment. Telephone information drum announcing equipment, bulk tape erasers and loudspeakers.

**Istate repr.:** Athol M. Hill, 613 Wellington St, Perth, 6000. L. E. Boughen & Co, 30 Grimes St, Auchensflower, Qld, 4066, Dynamic Industries Pty Ltd, 227 West Beach Rd, Richmond, SA, 5033. B. J. Electrics Pty Ltd, 23a Frederick St, Launceston, 7250, 2a Pierce St. Moonah, Hobart, 7000.

**PLOUGH (AUSTRALIA) PTY LIMITED**, 649 Victoria St, Abbotsford, 3067, Vic. Phone: 42-2215.

**Directors:** E. J. Hughes, D. B. Georgiadis, E. Hutchings, S. B. Nielsen, H. B. Solmsion, V. B. Mursell.

**Secretary:** B. J. Murphy.

**Sales manager:** D. R. Sanders.

**Products:** Coppertone suntan products, Solarcaine, Nujol, Mistol.

**Agency:** W. John Haysom Pty Ltd.

**Istate repr.:** World Agencies Pty Ltd, 334 Bulwer-st, Perth; World Agencies Pty Ltd, 82 Sussex-st, Sydney; Kenneth Mitchell Agencies Pty Ltd, 96 Alfred-st, Valley, Qld.

**POLAROID AUSTRALIA PTY LTD**, Small St, Ultimo, NSW, 2007. Phone 211-5200. Telegrams Poldydaus. Cables Syd-pol.

**Executives:** Ron Walsworth (gen. mngr), Bryan C. Dawson (nat. sales mngr, cameras and sunglasses), Keith A. Laker (marketing mngr, cameras and sunglasses), Donald B. Garner (advtg mngr), Peter Dafel (product mngr), Mervyn G. Jones (fin. controller), Eric Gearside (distribution centre mngr), Arthur W. Jarvis (art dir.), Allan Rodd (sales promotion & public rel. mngr).

**Products:** Polaroid Cameras, Polaroid sunglasses, Polaroid Industrial Photographic Products.

**Agency:** Murray Evans Advertising.

**O'seas repr.:** Parent company—Polaroid Corporation, Cambridge, Massachusetts, USA.

**PORTA-GAS PTY LTD**, 711 George-st, Sydney, 2000. Phone 211-3499. Telegrams Porta-Gas, Sydney.

**Executives:** W. I. Jamieson (gen. mngr), R. J. Maidment (gen. sales mngr).

**Operations:** Distributors of Porta-Gas.

**Agency:** Foote, Cone & Belding Pty Ltd.

**POTTER & MOORE (AUSTRALIA) PTY LTD**, 11 Nepean H'way, Mentone, Victoria, 3194. Phone 93-9861. Telegrams Narcissus, Melbourne.

**Directors:** J. R. Skinner (resident dir), Miss D. G. Hession (co. secy).

**Products:** Potter & Moore toiletries and perfumery, deodorants, men's grooming aids Gigi, Brigitte, Carmen.

**POWER COACHING COLLEGE PTY LTD**, 13 Ernest St, Crow's Nest, NSW, 2065. Phone 43-6011.

**Director:** Dr. Denis Langley.

**Executives:** Dr. D. E. Langley (mng dir), Jeffrey J. Skehan (dir), A. D. McGee (acct-in-chief).

**Service:** Coaching children, adults. Full time school. Secretarial schools.

**Agency:** Tell Advertising.

**I/State Repr.:** Branches all States.

**PREMIER BLINDS PTY LIMITED**, 84 Lutwyche Rd, Windsor, Brisbane, 4030. Phone 57-4151 (17 lines). Telegrams Premblu Brisbane.

**Directors:** A. J. Vann (mng dir), J. Jenkinson. D. G. Vann.

**Executives:** B. E. Best (sales mngr), G. Stamp (acct), W. Hoehn (prod. mngr).

**Operations:** Manufacturers of venetian blinds, awnings and flyscreens — Stylelyne venetians, Sunrayne and Florida awnings.

**Agency:** USP-Benson (Qld), Brisbane.

**I/State Repr.:** Mello-Lite P/L, Pacific H'way, Waitara, NSW (48-1081).

**PRESERVENE PTY LTD**, 59 Stawell St, Burnley, Vic., 3121 (C. J. Watson).

**PRESTIGE LIMITED**, Donald-st, East Brunswick, Vic., 3057. Phone 36-5373. Telegrams Prestige.

**Directors:** G. G. Foletta (chmn), H. C. Foletta (deputy chmn), A. G. Eastwood (mng dir), E. A. Foletta, E. E. Dunshea, E. A. Kellam, E. P. McClintock, F. H. Foster.



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**Products:** Hosiery, lingerie, fabrics, furnishings, yarn processing, and spun acrylic yarns.

**Agency:** USP Benson (Vic.) Pty Ltd.

**Selling divisions:** Prestige Limited (hosiery, lingerie, woven, furnishing and knitted fabrics), 491 Nicholson St, North Carlton, Vic. Phone 347-2644; Johnson Bros (yarns), 161 Donald St, East Brunswick.

**I/state offices:** The Block, 428 George St, Sydney, NSW. Phone 25-3462; Dunstan House, 136 Elizabeth St, Brisbane, Qld. Phone 21-1655; Edments Bldg, 38 Gawler Pl., Adelaide, SA. Phone 23-5691; Textile House, 502-506 Hay St, Perth, WA. Phone 21-2931; 121 Collins St, Hobart, Tas. Phone 34-5809.

**PROSPECT COUNTY COUNCIL, THE**, Smith St, Parramatta, NSW, 2150. Phone 635-0300.

**Directors:** Local government organisation administered by 16 aldermen and councillors from nine constituent councils.

**Executives:** R. A. Hingston (county clerk), A. C. Moore (chief electrical engineer).

**Operations:** Electricity supply.

**Agencies:** Jackson Wain & Co. Pty Ltd, Hawkins, Lewis (NSW) Pty Ltd.

**PROTECTOR SAFETY PRODUCTS PTY LIMITED**, 1-17 Buckingham St, Sydney, NSW, 2000. Phone 69-2361.

**Directors:** B. Dotch, Prof. G. R. Felser, M. F. Switzer, S. W. Thorpe, J. E. Wailes, OBE, V. E. May, C. Berg.

**Executives:** M. F. Switzer (mng dir), C. A. Lassau (adv. & public relations mngtr).

**Operations:** Safety equipment, for head, face and body protection including breathing apparatus, respiratory equipment and communications equipment, Solarex sunglasses, non-industrial equipment.

**Agencies:** Nichols-Cumming NSW, for non-industrial products. Protector advertising department for international operations and industrial advertising and public relations.

**I/state repr.:** Branches all States.

**O/seas repr.:** Branches: London, Auckland, Johannesburg — export offices in 70 countries.

**PROVINCIAL TRADERS PTY LIMITED**, PO Box 1, Murarrie, Brisbane, 4172. Phone 90-4001. Telegrams Provincialtrade.

**Directors:** C. A. N. Young (chrnm), J. L. Forsyth (deputy chrnm), F. L. Chadwick (secty), J. R. Forsyth, V. S. Wylie.

**Executives:** J. R. Forsyth (gen. mngtr), D. Barrkman (national marketing mngtr).

**Products:** Golden Flake industrial margarine, retail margarines (Spreadwell, Dixibell,

Kirrabell Instant Spread, Supafry, Dixie Cooking). Producers and processors of Dixie Brand Poultry and PTL stock and poultry feeds.

**Agency:** Le Grand Advertising Pty Ltd.

**I/state repr.:** Provincial Traders Pty Ltd, Sydney and Melbourne; Margarine Sales Pty Ltd, Melbourne; Mauri Bros & Thompson, Adelaide; Jack Dyson Pty Ltd, Perth; Mauri Bros & Thomson (Tas.) Pty Ltd, Hobart & Launceston.

**PRUDENTIAL ASSURANCE COMPANY LIMITED, THE**, 39-49 Martin Place, Sydney, NSW, 2000. Phone 2-0347. Telegrams Prudasco, Sydney.

**Executives:** R. B. Levey (gen. mngtr for Aust. & NZ), W. H. Lambert (asst gen. mngtr for Aust. & NZ), W. R. Tattersall (fire, accident & marine mngtr, Aust. & NZ), P. H. Hammon (secty & investment mngtr for Aust. & NZ), F. J. Young (actuary for Aust. & NZ), H. T. Jackson (asst secty & assist investment mngtr for Aust. & NZ), B. G. Appleton (property mngtr for Aust. & NZ), H. Car-gill (chief controller), H. J. Plane (fire, accident & marine agency mngtr for Aust.).

**Service:** Life assurance, fire, accident & marine insurances.

**Agency:** J. Walter Thompson Pty Ltd.

**I/State Repr.:** Branches throughout Aust. & NZ. O'seas: Head office, Holborn Bars, London, England.

**PUREX AUSTRALIA PTY LTD**, 76 Bonar St, Arncliffe, 2205. Phone 59-0344.

**Directors:** L. W. Breach, K. M. Collis, J. E. Blaha, A. P. Nicholls.

**Executives:** L. W. Breach (mng dir), K. M. Collis (secty), J. Knowles (natl sales mngtr), B. R. Vine (prod. mngtr).

**Products:** Super Dutch cleanser, Marvo-Linn bleach, DX Eucalyptus, Pine, Spice & Lime disinfectant, Bleach 'n Brighten, Cuticura Anti-Dandruff Treatment, Cuticura Soap, Guardlex Swimming Pool Chemicals and Equipment.

**Agency:** Hawkins, Lewis Pty Ltd.

**PYE INDUSTRIES LIMITED**, PO Box 12, Marrickville, 2204. Phone 55-0411. Telegrams Pyind Sydney.

**Directors:** The Hon. Sir Howard Beale, KBE, QC, P. M. Threlfall, (alt. T. R. B. Threlfall), T. Spencer (mng dir), G. A. Wooller, I. G. Carseldine, FASA, J. D. Holman, LL.B.

**Executives:** I. G. Carseldine (secty), D. Cousins (tech. mngtr), A. D. Wood (factory mngtr), J. Carmichael (sales mngtr).

**Products:** TV and radio sets and appli-ances.

Agencies: Singleton, Palmer, Strauss & McAllan, Hawkins Lewis Advertising Pty Ltd, Boxall Clayton.

**I'state repr.:** Branches all States. **O'seas:** Members of the Pye Ltd Organisation, England.

**QANTAS AIRWAYS LIMITED**, Qantas Hse, 70 Hunter St, Sydney, 2000. Phone 20-369. Telegrams Qantas Sydney.

**Operations:** International air passenger & cargo services.

**Cargo agency:** USP Benson Pty Ltd.

**Passenger agency:** Jackson Wain & Co. Pty Ltd.

**I/State Repr.:** Offices or agents in all major cities. **O'seas:** Represented throughout the world.

**QUEENSLAND BREWERY LIMITED**, Box 182C, GPO, Brisbane, Qld. 4001 (S. J. Webster).

**QUEENSLAND GOVERNMENT TOURIST BUREAU**, Mary St, Brisbane, 4000. Phone 31-2211. Telegrams Queentour.

**Director:** J. Wilson (dir-gen.).

**Operations:** Queensland tourist industry.

**Agency:** USP-Benson (Qld) Pty Ltd.

**I'state repr.:** Branch offices at 149 King-st, Sydney; 90 Elizabeth-st, Melbourne; 12a Grenfell-st, Adelaide; 112 Hunter-st, Newcastle, NSW; 28-36 Ainslie Tce, Canberra City.

**O'seas repr.:** Australian Tourist Commission—Auckland, San Francisco, New York, Frankfurt, Los Angeles, London, and Tokyo.

**RANK XEROX (AUST.) PTY LIMITED**, 56 York Street, Sydney, 2000. Phone 29-7921. Telegrams: Rankxerox, Sydney.

**Directors:** Sir Norman B. Rydge (chrnm), J. C. Wilson (USA), N. M. Barrell (Aust.), E. R. Kinsman (Aust.).

**Executives:** E. R. Kinsman (gen. mgr), C. R. Murdoch (controller, financial services & information systems), Dr D. M. T. Gibson (controller, corp. planning), A. McL. Allwood (controller, admin.), J. R. Gibbons (controller, personnel), I. W. McAulay (controller, field operations), P. J. Marquis (controller, field services), M. J. O'Neile (mgr, marketing planning), J. Fogarty (mgr, advertising & sales promotion).

**Operations:** Marketers of xerographic range of copying/duplicating, micro-filming and computer print-out equipment.

**Agency:** USP-Benson.

**RANLEIGH WARE PTY LIMITED**, 15 Deloraine Rd, Edwardstown, SA, 5039. Phone 76-4044. Telegrams Ranleigh Adelaide.

**Directors:** A. R. Curtis, F. R. Curtis (mng dir), N. R. Stokes, L. J. Macnamara, G. E. Ridout, R. F. Green.

**Products:** Ranleigh stainless trays, ash trays, traymobiles, silverware, electric food warmers & gift sets.

**Agency:** NAS Macnamara (Adelaide) Pty Ltd.

**I/State repr.:** All States. **O'seas:** Represented in Colombo, Aden, Capetown, Johannesburg, Salisbury, Christchurch, Wellington, Auckland, Singapore, Hong Kong, Beirut, Trinidad, Jamaica, Manila, Gibraltar, Reykjavik, San Francisco, New York, Vancouver, Toronto, Geneva, Bangkok, Tokyo and London.

**RAOUL MERTON PTY LTD**, 111 Islington St, Collingwood, Vic., 3066. Phone 41-5254. Telegrams Mernic, Melbourne.

**Directors:** B. H. Smith (chrnm), A. D. Benjamin.

**Executives:** K. T. Dick (mgr), A. F. Schweikert (secy), B. V. Miles (factory mgr).

**Operations:** Manufacture and marketing of Raul Merton shoes.

**Agency:** Murray Evans Advertising.

**I/State Repr.:** Goldberg International Pty Ltd (offices all states).

**G. N. RAYMOND LIMITED**, 57 Keele St, Collingwood, Vic., 3066, PO Box 9. Phone 41-3161. Telegrams Dahnatis.

**Directors:** S. L. Kessell, W. D. Brookes, W. J. King, H. W. Rowden, R. J. Ball, W. G. Saxton (assoc.), J. A. Blanch.

**Executives:** J. A. Blanch (gen. mgr), R. S. Caspar (co. secy), C. W. Hart (mgr footwear components div.), W. G. Graham (mgr timber div.), D. W. Rowe (mgr packaging div.), A. Gavin (mgr hardware div.), M. W. Johnson (mgr engineering div.).

**Company's operations:** Lasts and shoe components manufacture, printers and packagers, engineers, sawmillers & timber merchants. Hardware retailers.

**I'state repr.:** G. N. Raymond (NSW) Pty Ltd. and agents other states.

**RECKITT & COLMAN AUSTRALIA LIMITED**, 44 Wharf Rd, West Ryde, NSW, 2114. PO Box 80, West Ryde. Phone 85-0122. Telex 20575.

**Directors:** B. T. Jones (chrnm), K. B. Higgins (vice-chrnm), C. R. M. Graham (vice-chrnm).



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**Subsidiaries:** Reckitt & Colman Pty Ltd, Big Sister Foods Limited, Samuel Taylor Pty Ltd, Morris Wines Pty Ltd.

**Reckitt & Colman Pty Ltd:** A. T. Dix (chrmn), T. R. Ryan (mng dir), P. R. Burgess (secy), J. A. Caro (group mktg dir).

**Pharmaceutical Division:** T. Rowe (mktg dir), D. Bruce (gen. sales mngtr).

**Products:** Pharmaceutical Products (Codis, Disprin, Dettol, Solcode, Solprin, Steradent, Senokot, Pripsen, Glucona, Robinsons Baby Rice, Truflor).

**Agencies:** J. Walter Thompson Australia Pty Ltd.

**Grocery divisions:** R. J. Weber (mktg mngtr), E. P. Ryder (gen. sales mngtr).

**Products:** Meltonian Shoe Products, Loxene Shampoo & Hair Conditioner, Fishers Floor Polishes, Brasso, Silvo Liquid & Cream, Nulon, Nugget Shoe Polish, Nugget & Oxford White Cleaners, Harpic, Snogene, Oxford Bleach, Plush/Plush-Over, Zippy Range-Window Cleaner, Starch, Oven Cleaner, Pine-O-Clean & Sanpic Disinfectants, Buzz Off, Reckitts Blues, Robin Starch, Reckitts Instant Starch, Planters Range—Nuts, Pops, Pretzels, Cuppa Coffee, Keens Curry, Keens Mustard, Newmans Worcestershire Sauce, Rice-A-Riso, Seasoning, Vinegars, Pickles, Olives & Gherkins, Thick Sauces, Spray 'n Cook, Bisks, Holbrooks Worcestershire Sauce.

**Agencies:** Foote, Cone & Belding Pty Ltd, Grey Advertising Pty Ltd, Hansen Rubensohn McCann Erickson Pty Ltd.

**Decore division:** G. A. Hare (mktg dir), G. R. Hackworthy (gen. sales mngtr).

**Products:** Cedarwood Men's Toiletries, Decore Hair Colourants, Blonding Preparations and Shampoos.

**Agency:** Masius Wynne-Williams (Vic.) Pty Ltd.

**Reckitt & Colman Industrial division:** S. A. Montgomery (mktg dir), L. H. Smith (gen. sales mngtr).

**Agency:** Foote, Cone & Belding Pty Ltd.

**Big Sister Foods Limited:** Barr St, Balmain, NSW, 2041. PO Box 84, Balmain. Phone 82-0411. K. B. Higgins (chrmn & gen. mngtr), A. J. Rogers (sales dir), J. J. Freeman (mktg dir), J. R. Douglas (gen. sales mngtr), K. G. Wilshire (secy).

**Products:** Big Sister Foods.

**Agency:** Foote, Cone & Belding Pty Ltd.

**Samuel Taylor Pty Ltd:** 239 Pacific Highway, Artarmon, NSW, 2064. Phone 43-5326. Telegrams Samtaylor.

**Chairman:** C. R. M. Graham.

**Managing director:** R. M. Graham.

**Products:** Morstein, Trix Detergent, Y-Cough Cough Mixture, Dustmaster Polish, Pressure Pak Brand Aerosol Products, Hi-Ho Detergent.

**Agencies:** Hansen Rubensohn-McCann-Erickson Pty Ltd Pritchard Wood-Quadrant.

**Morris Wines Pty Ltd:** Mia Mia Vineyard, Rutherglen, Vic., 3685. Phone Rutherglen 77. B. T. Jones (chrmn), M. McGrane (gen. mngtr).

**REMINGTON ELECTRIC SHAVER DIVISION,** Sperry Rand Australia Limited, 80 Parramatta Rd, Lidcombe, NSW, 2141. Phone 648-0122. Telegrams Remshaver, Sydney.

**Executives:** R. A. Somers (gen. mngtr), B. McMinn (gen. sales mngtr), P. G. Newby (national service mngtr), G. N. Chapman (product mngtr), B. C. White (advgt & sales prom. mngtr).

**Products:** Remington Electric Shavers, toiletries & Beauty care products. Remington Lektro Blade 7-cord/cordless shaver, Remington Lektro Blade 6, Remington Lektro Blade 4, Remington 100, Remington GT Battery Shaver, Lady Remington Hair Curler, Lady Remington Boutique, Remington Princess CL30F, Remington Powder Stick, Pre Shave, After Shave, Shaver Cleaner.

**Agency:** Grant Advertising Australia Pty Ltd.

**I/state repr.:** Branches, 265 Elizabeth St, Sydney; Civic Arcade, Hunter St, Newcastle; 301 Elizabeth St, Melbourne; 21 Twin St, Adelaide; 280 Edward St, Brisbane.

**Agent:** Atkins (WA) Ltd, 894 Hay St, Perth, WA.

**O/seas:** Remington Electric Shaver Division, Sperry Rand Corporation, 60 Main St, Bridgeport, Conn. USA.

**REPCO LIMITED,** 630 St Kilda Rd, Melbourne, 3004. Phone 51-5341. Telegrams Repcohouse, Melbourne.

**Operations:** Automotive components & service equipment—accessories—hand and machine tools—industrial products & services.

**Agencies:** Best & Company.

**REVLON (AUST.) PTY LIMITED,** 287-301 Victoria Rd, Rydalmere, Sydney, 2116. PO Box 94, Rydalmere. Phone 638-0461. Cables Revlonail.

**Directors:** R. Armstrong (chrmn), M. Dale, F. T. Kovaleski, I. M. Purcell.

**Executives:** F. T. Kovaleski (mng dir), A. W. Lax, ACA (controller & co. secy), K. Heron (marketing mngtr), C. Griffin (sales mngtr), T. Macadam (advgt mngtr).

**Operations:** Cosmetic manufacturer. Brands include: Revlon, Ultima II, Balmain, Raphael, Natural Wonder.

**Agency:** Grey Advertising Pty Ltd.

**REXONA PTY LTD,** Box 99, GPO Sydney, NSW 2001 (K. D. Washington).

**RHEEM AUSTRALIA PTY LIMITED,** Brodie St, Rydalmere, NSW, 2116. Phone 638-0122. Telegrams Rheemco.

**Executives:** D. S. Esplin (chief gen. mngtr), F. Buckland (gen. mngtr, admin.), W. M. Macgowan (gen. mngtr—planning and development), C. M. Boulton (gen. mngtr—finance and co. secy), J. C. Munro (gen. mngtr—appliance division), K. J. Paterson (gen. mngtr—container division), P. C. Hillman (gen. mngtr—package division), P. S. Miller (advgt mngtr).

**Products:** Rheem decorated steel containers, LP and acetylene gas cylinders, LP gas tanks, steel storage tanks, stainless steel vats and tanks, Toroidal steel cable drums and spools, Metspan open web joists, steel frame dwellings, Taperline steel lighting poles, hot water systems, home appliances, aerosol containers, Bubblepaks, plastic squeeze tubes, custom injection moulding, thermoformed containers, blow moulded containers, collapsible metal tubes, impact extruded cans, Tipper Tie film packaging machines and clips, rigid and flexible plastic extensions

**Agency:** J. Walter Thompson.

**Pstate repr.:** Bulimba and Townsville, Qld; Newcastle, Rydalmere, Hornsby, Wollongong, NSW; Fyshwick, ACT; Brooklea, Vic.; Hobart, Tasmania; Wingfield, SA; Fremantle, W.A. Overseas: Rheem companies throughout the world.

**RICEGROWERS' CO-OPERATIVE MILLS LIMITED**, 11 Wade Ave, Leeton, 2705. Phone 935. Cables Coprice Leeton.

**Directors:** F. A. Bock (chrnm), I. C. Davidge (dep. chrnm), P. A. Hinton, C. C. Holden, E. D. Holden, G. Blight, G. T. Barber, H. J. Heckendorf, R. A. Williamson, W. K. Pike, A. D. Malcolm.

**Executives:** J. F. Kellock (gen. mngr), H. T. Robson (exec. officer), A. G. Judson (marketing-advgt).

**Products:** Sunwhite Rice, Twin Rivers, Golden Girl Brown Rice, Regal Rice.

**Agency:** Madison-Milwyn Pty Ltd.

**I/state Repr.:** Representatives all States.

**RICHARDSON MERRELL PTY LTD**, 64 Seville St, Fairfield, NSW, 2165. Phone 72-0211. PO Box 58.

**Executives:** W. A. Robertson (mng dir), K. N. Simpson (market dir).

**Operations:** Manufacture and marketing of prescription, proprietary and veterinary pharmaceuticals.

**Vick Products company:** J. A. Smith (group mktg mngr), M. J. Brown (mktg mngr), C. D. Levy, P. R. McCready, P. R. Callaghan (prod. mngrs).

**Agencies:** Jackson Wain Pty Ltd, Masius Wynne-Williams Pty Ltd, Foote Cone & Belding Pty Ltd.

**Milton Pharmaceuticals Co.:** D. C. Burke (marketing mngr), P. O'Brien (prod. mngr), W. G. Scammell (prod. mngr).

**Agencies:** Masius Wynne-Williams Pty Ltd, Overseas: Vick International in 117 countries

**RIKER LABORATORIES AUST. PTY LTD**, PO Box 122, Hornsby, NSW, 2077 (J. R. Morrell).

**RILEY-WILLIAMS PTY LTD**, 685 Heidelberg Road, Alphington, Vic., 3078. Phone 49-4825. Telegrams Riwill, Melbourne.

**Mng Dir:** R. Riley.

**Executive:** H. Henderson (mngr).

**Operations:** Manufacture and distribute pharmaceutical and toilet preparations.

**Agency:** Best & Co.

**Pstate repr.:** Own sales force.

**ROBERTSON, LYALL PTY LTD**, 228 Bay Rd, Sandringham, Vic., 3191 (L. Robertson).

**ROBUR TEA CO. LTD**, 28 Clarendon-st, Sth Melbourne, Victoria, 3205. Phone 69-2185, 69-5367, 69-5363.

**Directors:** D. M. Fowler, R. A. Dixon, D. Champion.

**Executives:** P. D. Jarman (gen. mngr), A. J. Morrison (secty), A. D. Etheredge (advgt mngr), E. A. Wren (sales mngr w'sale), A. M. Hargraves (sales mngr retail).

**Operations:** Robur tea, coffee and food mixes; MJB Coffee.

**Agency:** Richardson-Beseler Pty Ltd.

**Pstate repr.:** Robur Tea Co. Ltd, Perth, Sydney; Oriental Tea Co. Ltd, Brisbane.

**ROCKE, TOMPSITT & CO. LIMITED**, Griffiths St, Richmond, Vic., 3121. PO Box 92, Richmond. Phone 42-0271.

**Directors:** A. B. Elvish (chrnm), R. H. Carter (deputy chrnm), E. B. Davies (mng dir), E. Hutchings, J. J. O'Loughlin, V. B. Mursell.

**Executives:** R. G. Hitch (secty), R. J. Gilligan (asst gen. mngr), A. R. Gunther, I. K. Lardner (sales mngrs).

**Products:** Golcryst, Yeaston Plus, Grants Asthma Powder, Nazol, Insectibane, Wartine, Vaxos, Newell's Eye Drops, Propain, Cornsogo, Rapido products, McKenzies Tranquils, Flyban.

**Agency:** W. John Haysom Pty Ltd.

**ROCLA INDUSTRIES LIMITED** (operating subsidiaries: Rocla Concrete Pipes Ltd, Rocla Stoneware Pipes Ltd), 151 Flinders St, Melbourne, 3000. Phone 63-6731. Telegrams and Cables Roclapipe Melbourne.

**Directors:** F. L. Fitzpatrick (chrnm), L. W. Weickhardt, L. A. Sayers, A. J. Atkinson, G. E. Brown, T. M. Ramsay, D. I. Elsworth.

**Executives:** R. A. Robson (gen. mngr), A. H. Gawler (deputy gen. mngr).

**Company's operations:** Rocla Concrete & Vitriified Clay Pipes.

**Agency:** Birrel Kain Advertising (Vic.) Pty Ltd.

**Pstate repr.:** Rocla offices and factories in all capital cities.



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O'seas repr.: Rocla Pipes Ltd, Newport Pagnell Bucks, England; Superocla Ltd, Elandsfontein, South Africa.

**RONSON PTY LTD**, Orion Rd, Lane Cove, NSW, 2066. Phone 42-0371. Telegrams Lightershawe.

**Executives:** E. E. Williams (gen. mngr), W. W. Collier (works mngr), T. J. Clarke (natl marketing mngr), R. A. Lilley (secy), P. T. Courtney (commercial mngr), K. Salmons (natl advertising mngr).

**Operations:** Varaflame pocket & table cigarette lighters, smoking pipes, cigarette lighter accessories, Multitorch Butane Gas Torch, men's and ladies' power razors, Escort hairdryers, Can-Do kitchen appliance, Carve n' Slice electric knife, food blenders.

**Agencies:** Willmott Advertising Pty Ltd, Carden Advertising (NSW) Pty Ltd.

**I'state repr.:** Victoria: Ronson Pty Ltd, H. H. Halls Ltd (Flame products only); **South Australia:** Ronson Pty Ltd, H. H. Halls Ltd (Flame products only); **Queensland:** Breville Agencies Pty Ltd, H. H. Halls Ltd (Flame products only); **Western Australia:** J. Wilberforce & Co., H. H. Halls Ltd (Flame products only); **Tasmania:** The Sankey Corporation.

**ROSELLA FOODS PTY LIMITED**, 64 Balmain St, Richmond, Vic., 3121. Box 530E, GPO, Melbourne. Phone 42-2171. Telegrams Rosella. Cables Cremorne.

**Directors:** G. W. E. Barraclough (chrnm), T. J. P. Roberts (mng dir), J. K. Hore, A. C. Charlwood.

**Executives:** T. J. P. Roberts (mng dir), J. K. Hore (tech. dir), A. C. Charlwood (comm. dir), E. D. Good (gen. sales mngr), T. W. Storer (gen. mktg mngr).

**Products:** Rosella Soups, Sauces, Pickles, Chutney and canned foods. Continental Brand Soups, Stock Cubes, Vesta Packet meals. Surprise peas and vegetables. Deb instant mashed potato. Ceytea instant tea.

**Agencies:** Lintas Pty Ltd; Ogilvy & Mather (Aust.) Pty Ltd; Pritchard Wood-Quadrant Pty Ltd.

**I'state Repr.:** Offices all States. **O'seas:** Affiliated with Unilever Ltd.

**ROTHMANS OF PALL MALL (AUSTRALIA) LIMITED**, 26 Ferndell-st, 5th Granville, NSW, 2142. Phone 632-0111. Telegrams Rothcigs Sydney.

**Directors:** Sir Ronald Irish, OBE, FCA (chrnm), R. F. W. Watson (mng dir), Sir William Gumm, KBE, CMG, C. Ogilvy, CBE, J. C. A. Waters, CBE, Major-General Sir Francis de Guingand, KBE, CB, DSO, R. N. H. Denton, FCA, Sydney Rothman, C. R. Darvall, CBE, R. Crichton-Brown, CBE.

**Advertising executives:** J. R. Witcombe (advtg dir), A. C. Mitchell (asst to advtg dir), R. E. Fuller (advtg mngr), A. E. Rice (advtg excv), W. J. Morrow (advtg secy), I. P. Morgan (media), W. E. Cole (media).

**Products:** Rothmans King Size, Consulate,

Rothmans Pall Mall, Cambridge. Peter Stuyvesant, Dunhill, John Barry, Idlewild, Ransom, Courtleigh, St Moritz, Monarch, Buckingham, Grenadiers, Perilly's cigarettes and Flagship Tobacco. Agents for Edgeworth, Granger & Troost tobaccos, Schimmelpenninck cigars and Liggett & Myers products.

**Agencies:** Jackson, Wain & Co. Pty Ltd, (Rothmans King Size, Peter Stuyvesant, Consulate, John Barry, Rothmans Pall Mall, Buckingham); Foote, Cone & Belding Pty Ltd (Ransom, Monarch, Grenadiers, Perilly's, Liggett & Myers Products); Marketing & Advertising Pty Ltd (Idlewild, Cambridge, Flagship, Edgeworth, Troost and Granger tobaccos, Schimmelpenninck cigars); Noel Paton Pty Ltd (Dunhill, Courtleigh, St Moritz).

**ROVER AUSTRALIA PTY LTD**, Paramount Rd, West Footscray, Vic, 3012 (J. E. Fury).

**H. ROWE & CO PTY LTD**, 7 Flinders Court, Melbourne, Vic, 3000. Telegrams Rowenco.

**Manager:** W. Kaljf.

**Operations:** Sales/service, Evershed Power-Optics Ltd.

**I'state repr.:** Branches all States.

**ROWNTREE MACKINTOSH (AUSTRALIA) PTY LTD**, 1585-1591 Hume Highway, Campbellfield, Victoria, 3061. Phone 359-2966. Telegrams Cocoatree, Melbourne.

**Directors:** J. J. McCullagh, C. Gledden, P. J. V. Ramsden, G. Jones, J. Nutter, K. Elliott.

**Products:** Smarties, Kit Kat, Fruit Pastilles, Fruit Gums, Carola, Dairy Box, Black Magic, Peppermint Crisp, Crispin, Tosca, Aero, Jelly Tots, Murray Toffees, Coffee Crisp, Quality Street.

**Agency:** Ogilvy & Mather (Australia) Pty Ltd.

**HELENA RUBINSTEIN PTY LTD**, 12-26 Wharf Rd, Ermington, NSW, 2115. Phone 85-0301. Telegrams Suavizais.

**Directors:** M. J. O'Neill, E. S. Owens, O. Kolin, F. Garrett, E. J. Austin, R. Titus.

**Executives:** E. J. Austin (gen. mngr), J. Wilkinson (co. secy).

**Products:** Helena Rubinstein brand cosmetics and toilet preparations.

**Agency:** Berry Currie Advertising (NSW) Pty Ltd.

**RURAL BANK OF NEW SOUTH WALES**, 52-56 Martin Place, Sydney. 2000. GPO Box 41. Phone 2-0366. Telex: AA21550.

**Commissioners:** John C. Fletcher, CBE (president), E. T. Carroll, R. H. Cooper, Sir Norman Rydge, CBE, J. F. J. Auswild, CBE.

**Executives:** W. L. Evans (chief inspector), Brian Herbert (secy), I. Thomson (asst mngr. public relations), A. M. Knowles (advtg mngr).

Service: Trading Bank.

Agency: Pemberton O'Brien Advertising Pty Ltd.

I/State repr.: Agencies in all States.

O'seas repr.: Agents and correspondents throughout the world.

**S.A. BRUSH CO. LTD**, Botting-st, Albert Park, SA, 5014. Phone 45-8433. Telegrams Brush, Adelaide.

Directors: F. D. Hay (chrmn), W. K. Walker, S. B. Denton, H. M. Martin, J. V. S. Bowen.

Products: Brushware, plastic wall tiles, carpet sweepers, squeeze mops, shampoo carpet cleaners.

Agency: NAS-Macnamara Pty Ltd.

I/State repr.: Branches, 109 Milton Rd, Milton, Brisbane (36-3988); Cnr Short & Alleyn Sts, Chatswood, NSW (40-0214); 26 Claremont Ave, Adamstown Heights, Newcastle (57-3267); 64 Hotham St, Collingswood, Vic. (41-4279); 19 Norwood Ave, Launceston, Tas. (44-3925); Scarborough Beach Rd, Osborne Park, WA (24-1068).

**SALMOND & SPRAGGON (AUSTRALIA) PTY LTD**, Loyalty Rd, North Rocks, NSW, Phone 630-5099. Telegrams Spragsam.

Directors: H. S. Cottee (chrmn-mng dir), R. W. S. Tuckerman, K. Patterson (financial).

Operations: Represents Alberto-Culver Co., Illinois, USA VO5, New Dawn, Kleanguard, Rinse Away, Optrex (O'seas) Ltd, England; Bob Martin (Export) Ltd, England; J. B. Williams Co., NJ, USA; Hermes Sweeteners Ltd, Zurich, Switzerland (Hermesetas); Pyramid Rubber Co., Ravenna, Ohio, USA (Evanfil); Richards & Appleby Ltd, England (Nailoid).

Agencies: Compton Advertising Aust. Pty Ltd, Pemberton O'Brien Advertising Pty Ltd, Murray Evans Advertising, Jackson Wain Pty Ltd.

Branches: Melbourne, Adelaide, Perth, Brisbane.

**SAMUEL TAYLOR PTY LTD**, 239 Pacific H'way, Artarmon, NSW, 2064. Phone 439-7211. Telegrams Santaylor.

Managing director: R. M. Graham.

Products: Mortein Plus, Mortein Pressure☆ Pak, Mortein Insect Powder, Aerogard, Mr Sheen, Air-O-Zone, Fabulon, Preen Ezi-Clean, Santa Snow, Medic, Bask, Smoothex, Gossamer, Contessa, Spray Fresh, Le Gay, Cougar, Pressure☆Pak brand Oven Cleaner, Pressure☆ Pak brand Car Polish, Dustmaster.

Agencies: Hansen Rubensohn-McCann Erickson, Pritchard Wood-Quadrant.

I/State Repr.: All States.

**SANDOZ AUSTRALIA PTY LTD**, Box 5318, G.P.O. Sydney, NSW, 2001 (Miss A. Thorpe).

**SANITARIUM HEALTH FOOD COMPANY**, 148 Fox Valley Rd, Wahroonga, NSW, 2076. Phone 48-1061. Telegrams Marmite, Sydney.

Executives: W. L. Kilroy (gen. mngr), F. C. Craigie (mktg mngr).

Products: Ready to eat cereals, yeast and vegetable extract, peanut butter and specialty vegetarian foods.

Agency: Grey Advertising Pty Ltd.

I/State Repr.: Branches all States & NZ.

**SCANLEN'S GOBLIN SWEETS PTY LTD**, 66 City Rd, Chippendale, NSW, 2008 (B. Scanlen).

**SCHWEPPE (AUSTRALIA) LIMITED**, Allen Hse, 97-103 Pacific Highway, North Sydney, 2060. Telegrams Schweppes, North Sydney.

Directors: Sir Rupert Clarke (chrmn), R. A. Delohery (mng dir), Hon. R. Hanning Philipps, Viscount Watkinson, PC, CH, B. Hart, A. L. Bannister, P. H. Finley.

Products: Schweppes aerated waters and fruit juice cordials, milk bar syrups.

Agency: Jackson Wain.

Branches: Sydney, Melbourne, Brisbane, Perth, Canberra, Hobart, Townsville, Ballarat, Vic.

Subsidiary companies: Schweppes (Adel.) Pty Ltd; Schweppes (Mt Gambier) Pty Ltd; NSW Aerated Water Pty Ltd, Newcastle; Mullins Cordials Pty Ltd, Newcastle.

Franchise Bottlers: Mayfields Cordials Pty Ltd, Orange, NSW; Leeton Cordial Co. Pty Ltd, Leeton, NSW; Lillyman Brothers, Moree; Orbell Parkes, NSW; Moruya Cordials Pty Ltd, Moruya, NSW; Clouten's Cordials, Macksville, NSW; Denham Bros Ltd, Rockhampton, Qld; Cohns (Central) Pty Ltd, Bendigo, Vic.; Cohns (Eastern) Pty Ltd, Wangaratta, Vic.; Aygee Products Pty Ltd, Traralgon, Vic. Overseas Associations: Cadbury Schweppes Limited London; Schweppes (USA) Ltd; Schweppes (Sth Africa) Ltd; Schweppes (New Zealand) Limited; Schweppes (Genval) Ltd, Belgium; Schweppes (Canada) Ltd; Schweppes (Central Africa) Ltd; Schweppes (East Africa) Ltd; Schweppes (Paris) Ltd; Schweppes (Ireland) Ltd; Schweppes Franchise Bottlers throughout the world.

**SCOTT BONNAR LIMITED**, 33-47 Holland St, Thebarton, SA, 5031. Telex 82708.

Executives: M. F. Bonnar (mng dir), M. E. Dormer (marketing dir), M. C. Coath, C. R. Daruall (chrmn), L. W. Harris, C. H. Bramall.



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**Products:** Flymo air cushion mowers, Scott Bonnar reel & rotary mowers, heavy duty industrial mowers and tractor drawn gang mowers.

**Agencies:** Domestic division: USP Benson, Sydney. Industrial division: Creasy, Adelaide. Advertising service: Adelaide.

**Pstate repr.:** Scott Bonnar Sales Pty Ltd, Qld, NSW, Vic., SA, WA.

**SCOTT & BOWNE (AUSTRALASIA) LIMITED**, 66-78 Talavera Rd, North Ryde, NSW, 2113. Telephone 88-7722. Telegrams & cables Emulsion Sydney.

**Executives:** J. R. Dart (mng dir), J. L. Harrington (mktg mngr), K. W. Perriam (group co. secty), G. Roxburgh (mfg mngr).

**Products:** Pharmaceuticals, toiletries, insecticides.

**Agencies:** Weston Advertising Pty Ltd, Compton Advertising Aust. Pty Ltd.

**Pstate repr.:** Scott & Bowne (A'asia) Limited, c/- F. H. Stephens (Vic.) Pty Ltd, 666 Footscray Rd, Footscray, Vic., 3011; Scott & Bowne (A'asia) Ltd, c/- F. H. Stephens (Qld) Pty Ltd, 726 Kingsford-Smith Drive, Hamilton (Qld); Scott & Bowne (A'asia) Limited, c/- F. H. Stephens (SA) Pty Ltd, South Freight Yards, Mile End, Adelaide, SA; Scott & Bowne (A'asia) Limited, c/- F. H. Stephens (WA) Pty Ltd, 166 Colin St, West Perth, WA, 6005.

**SCOTTS DETERGENTS (A/SIA) PTY LTD**, Sir Joseph Banks St, Botany, NSW, 2019. Phone 666-9741. Telegrams Kwit Sydney.

**Directors:** P. M. Lenthén, M. J. Monro, H. E. Dale.

**Executives:** A. H. J. Osborn (sales mngr), H. J. Petroni (acctnt).

**Products:** Kwit detergent, Kwit aerosol insect killer, Scotts disinfectants, Scotts Supa detergents, Scotts luxury detergent, Scotts room fresheners, Scotts Aerosol Fly Spray.

**Pstate branches:** Scotts Detergents (A/sia) Pty Ltd, 7 Brown St, Rosewater, SA; Scotts Detergents (A/sia) Pty Ltd, 5 Bignell Rd, Moorabbin, Vic.

**Pstate agents:** Robert Harper & Co. Ltd, Cur Albert & Mary Sts, Brisbane; Ferguson & Co. (Merchandising) Pty Ltd, 28 Davey St, Hobart; A. C. Ferrall Pty Ltd, 192 Cimitiere St, Launceston, Tas.

**SEBEL LIMITED**, 96 Canterbury Rd, Bankstown, NSW, 2200. Phone 70-0771. Telex AA20829.

**Directors:** H. Sebel (mng dir), D. G. Block (chrnm), R. B. Sebel (deputy mng dir), C. S. Cullen, A. W. Uther, V. E. Krout (prod. dir), D. H. Gowing (mktg dir), H. Rose.

**Executives:** C. Brain (secy), M. J. de Ruyter (advtg mngr).

**Product:** Contract furniture.

**Agency:** Coudrey-Campbell-Ewald.

**Pstate repr.:** Sebel Limited, 414 St Kilda Rd, Melb. (267-1977); 6 Edmondstone Rd,

Wayne, Qld (51-5296); R. E. Evans Pty Ltd, 99-101 King William St, Kent Town, SA (63-4858); Nu Sales Distributors, Merino St, Kings Meadow, Tas. (4-9886); Donald Cornish Design Centre, 256 Stirling H'way, Claremont, WA (3-7133); Darwin Distributors Pty Ltd, Cavenagh St, Darwin, NT (6491).

**SELEX DECAL PTY LTD**, 1 Power St, South Melbourne, Vic, Phone 61-3211. Telegrams and cables Selex, Melbourne.

**Directors:** R. J. McArthur, L. R. Millgate, M. Everett, R. S. Machin, J. Reeve, R. C. Broad, R. J. Gibson.

**Executives:** L. Millgate (mng dir), M. Everett (deputy mng dir), R. S. Machin (A'sian sales mngr).

**Company's operations:** Selex Decal transfers, industrial and decorative. Self Adhesive pressure sensitive marking, films, metal name plates.

**Agency:** Hansen Rubensohn - McCann Erickson.

**Pstate repr.:** All States.

**O'seas repr.:** Canada Decalcomania Co Ltd (Canada), The Meyercord Co (America), Decal Harvison Seymour (New Zealand).

**SELLOTAPE (AUST) LTD**, Cato St, Auburn, Vic, Phone 20-1251. Telegrams Sellotape.

**Directors:** W. E. A. Talbot, G. W. Longley, G. W. Barker.

**Executives:** W. E. A. Talbot (mng dir), J. P. Wagstaff (gen mngr), J. Arndell (national sales mngr).

**Company's operations:** Sellotape brand range of pressure sensitive tapes and dispensing equipment to consumer and industrial markets.

**Agency:** John Clemenger Pty Ltd.

**B. SEPPELT & SONS LTD**, Gresham St, Adelaide, SA, 5000. Phone 51-1865. Telegrams Seppelt Adelaide. Telex AA82575.

**Directors:** I. H. Seppelt (chrn & mng dir), R. L. Seppelt (gen. mngr), J. R. Seppelt, H. M. Seppelt, K. J. Seppelt, G. B. Seppelt, J. G. Seppelt, W. K. Oker, B. O'Keefe, G. S. Gordon (secty).

**Products:** Para Ports, Solero Sherries, Moyston Claret, Chalambar Burgundy, Rosetta Rose Wine, Arawata Riesling, Rhymney Chablis, Salinger White Burgundy, Greenock sauterne, Melita Moselle, Spritzig Rose, Louis D'or Sparkling, Great Western Sparkling Wines, Chateau Tanunda Brandy, liqueurs, wine vinegars.

**Agency:** George Patterson Pty Ltd.

**I/State Repr.:** Branches all States, Traders Pty Ltd, Tasmania. O'seas: B. Seppelt & Sons Ltd, London; Hutchinson Seppelt Ltd, PO Box 8777, Auckland, NZ; Gooderham & Worts Limited, Toronto, Canada.

**SERA PTY LTD** (Consumer products subsidiary of CIBA Co Pty Ltd), Operating subsidiary, Madison Laboratories, Orion Rd, Lane Cove, NSW. Phone 428-1966. Cables Sera Sydney.

Marketing manager: T. R. Syke.  
Company's operations: Marketers of pharmaceuticals, cosmetics and home products.

Agency: Murray & Ogle Pty Ltd, Sydney.

**SHELL COMPANY OF AUSTRALIA LIMITED, THE**, 155 William St, Melbourne, 3000. Phone 60-0201. Cables Shell.

Associate Companies: Shell Refining (Australia) Pty Ltd (refiners of petroleum); Shell Chemical (Australia) Pty Ltd (manufacturers and marketers of chemical products); Liquefied Petroleum Gas Ltd (marketers of LPG).

Directors: L. T. Froggatt (chrmn & mng dir), R. A. Paul, E. O. B. Grant, J. C. Madders, C. T. Hansen (Sydney).

Executives: N. Ducas (secty), S. Chidgey (advtg mngr—Shell), L. Hawkins (advtg mngr—Shell Chemical), M. C. Barrow (PR mngr).

Products: Shell petroleum and allied products.

Agency: USP-Benson Pty Ltd (Shell); Ogilvy & Mather (Shell Chemical).

I/State repr.: Branches all States. O'seas: Throughout the world.

**SHULTON (AUSTRALIA) PTY LTD**, Gibbon Road, Baulkham Hills, NSW. Telegrams Shultonaus, Sydney.

Executives: B. T. Hooper (gen mngr), I. C. Duguid (mrktg mngr), W. L. Thomas (office mngr), A. P. Keelan (gen sales mngr), R. W. Stewart (plant mngr).

Products: Old Spice Men's Toiletries, Desert Flower Women's Toiletries, Bronzitan suntan products, Carven French perfumes.

Agency: Murray Evans Advertising.

I/State repr.: Company representatives all States.

**SIEMENS INDUSTRIES LIMITED**, Phone 42-0291, Telegrams Siemastral Melbourne, Telex AA30425.

Directors: T. Truebenbacher, L. J. Bradley.

Executives: T. Klink (mng communications), K. Guertler (mngr electrical plant), A. Fiera (comm. manager), J. Jenkins (co. secty).

Company's operations: Electrical & Telecommunications Engineering.

Agency: Cooper, Shillington & West Pty Ltd.

I/State repr.: Branches at Sydney, Brisbane, Perth, Newcastle, Adelaide, Hobart, Launceston and Burnie.

O'seas repr.: Siemens AG, West Germany.

**SIMMONS BEDDING CO. PTY LTD**, 43 Australia St, Camperdown, 2050. Phone 51-7231. Telegrams Simbedco.

Directors: J. D. McFetridge, J. R. Paull.

Executives: J. D. McFetridge (mng dir), J. R. Paull (sales mngr), W. L. Newlands (secy).

Products: Beautyrest & Simmons bedding.  
Agency: Foote, Cone & Belding Pty Ltd.

**SIMPSON POPE LIMITED**, Simpson-ave, Dudley Park, SA, 5008. Phone 46-0211. Telegrams Simpsonia.

Directors: A. M. Simpson, R. A. Simpson, T. B. Simpson, J. M. Simpson, S. B. Denton.

Executives: G. Jennings (chief gen mngr), W. D. Marshall (gen mngr-consumer products), M. P. Tiddy (gen mngr-industrial products), G. B. Brigg (publicity mngr).

Products: Simpson Automatic, semi-automatic and wringer washing machines, rotary clothes dryers, refrigerators, electric ranges and gas cookers, dishwashers, food waste disposers range hoods, rotary mowers. Pope: Automatic, semi-automatic and wringer washing machines; refrigerators, air conditioning, rotary and hand mowers, electric motors, irrigation sprays and equipment, garden sprinklers and hose equipment.

Branches: All State capitals.

Agency: Jackson Wain & Co. Pty Ltd.

**SINGER AUSTRALIA LTD**, ADC Building, 189-193 Kent St, Sydney, 2000. Phone 27-9761. Telegrams Sismaco.

Executives: J. J. Martin (mng dir), P. Devlin (sales mngr, retail), A. F. Chessell (sales mngr, wholesale), R. Newbould (advtg mngr).

Products: Sewing and knitting machines, home appliances, electric motors and parts, TV rental, industrial sewing equipment, cash registers.

Agency: J. Walter Thompson Pty Ltd, O'Brien Publicity Pty Ltd (TV rental).

O'seas repr.: The Singer Co., 30 Rockefeller Plaza, New York, USA.

**SIXTEEN MILLIMETRE AUSTRALIA PTY LIMITED**, 49 Market St, Sydney, 2000. Phone 2-0663. Telegrams Edfil, Sydney.

Executives: K. S. Russett (mngr dir), W. S. Cutbush (gen. mngr), K. O'Mara (exec. officer, admin), N. Watkins (exec. officer, industrial prod. div.), W. Duckworth (advtg), D. Collingridge (studio & electronics div.), K. Jones (audio-visual sales).

Products: Motion picture and TV production equipment; television, motion picture and film laboratory, testing and electronic apparatus; sound recording and re-recording equipment; video taperecorders; CCTV equipment; cine lenses; television and motion picture lighting products; lamps — incandescent and tungsten halogen; visual educational films and equipment; entertainment films.

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I/State repr.: Branch offices, Melbourne, Brisbane, Adelaide, Perth.

**SLAZENGER (AUST.) PTY LTD**, Bowden St, Alexandria, NSW. Phone 69-0311. (Incorporating Dunlop Sports Division; Stokes McGown Pty Ltd; Denzil Don Pty Ltd; Taft (Aust.) Pty Ltd).

Managing director: N. G. Morris.

Advertising Manager: J. D. Needham.

**Products:** Slazenger Challenge tennis, squash, badminton rackets, Dunlop, Maxply tennis, squash, badminton rackets, Slazenger and Dunlop tennis and squash balls, Slazenger, Jack Nicklaus, Gary Player, Ben Hogan, Bruce Devlin, golf clubs, B51 golf balls, Golf bags and buggies, Dunlop 65 golf balls. Arnold Palmer Golf Clubs, Dunlop golf bags & buggies, and sporting leather goods. Slazenger lawn bowls and accessories, cricket bats, hockey and baseball equipment, Voit underwater swim equipment, rubber shoe sole and heel units, Taft water proof clothing and buoyancy vests. Slazenger—SMG—Stokes McGown cricket leathers, cricket, vigaro and hockey balls, footballs, soccer balls, basket balls, boxing and gymnasium equipment. Fibre glass fishing rods and fishing reels.

**Agency:** Slazenger/Stokes McGown — USP Benson (NSW) Pty Ltd; Dunlop Sporting Goods — USP Benson.

I/State repr.: All States.

**SLEIGH, H. C. LIMITED**, 160 Queen-st, Melbourne, 3000. Phone 60-0521. Telegrams Sleigh and Goldenpet all States.

**Directors:** Sir Hamilton Sleigh (chrmn & mng dir), C. R. Strangward (chief gen. mgr), Colin Biggers, W. D. Brookes, DSO, P. H. Sleigh, J. D. Hillier, E. A. Joseph, C. R. Darvall, CBE, N. M. Blyton, OBE.

**Products:** Golden Fleece Petroleum fuels and oils.

**Shipping:** Dominion Far East Line, Blue Funnel Line (Melb), Eastern Seaward Service (Melb & Adelaide), The Flinders Shipping Co. Limited, Norse Oriental Line, HCS Coasters Pty Ltd, Orient Overseas Line.

**Agency:** Claude Mooney.

I/State repr.: Branches all States.

**SMITH KLINE & FRENCH LABORATORIES (AUSTRALIA) LIMITED**, Cnr Warringah & Allambie Rds, French's Forest, NSW, 2086. PO Box 89-90, Brookvale, NSW, 2100. Telegrams Eskayef.

**Managing director:** B. J. Wright.

**Marketing group manager:** T. B. Lake. **Medical marketing manager:** M. J. Bannister. **Medical sales manager:** W. H. Edwards. **Medical advertising manager:** P. G. Hammond. **Medical instruments manager:** J. L. Black. **Animal health marketing manager:** I. J. Grieve.

**Medical products:** Benzedrex, Benzedrine, Calavon, Cendevax, Daprisal, Dexedrine,

Dibenyline, Drinamyl, Dytac, Eskamel, Eskornade, Expansyl, Fefol, Furacin, Fura-dantin, Furoxone, Histryl, Iodex, Neuro-phosphates, Ornex, Parnate, Parstelin, Pragmatar, Quotanc, Skefron, Stelabid, Steladex, Stelazine, Stoxil, Teledrin, Tuss-Ornade, Tyrimide.

**Agency:** Foote, Cone & Belding Pty Ltd.

**Animal Health Products:** Bifuran, Bloat-Guard, Furasol, Furca, Metron, Nefco, Nef-pak, Neftin, Nefuran, Nidrafur, Norsect, Nortran, Nutriderm, Worm Guard.

**Agency:** Murray Evans Advertising.

**O'ceas marketing manager:** P. W. Mathews.

**Advertising agencies:** Mackay King Advertising (NZ) Ltd, S. H. Benson (Singapore) Ltd, Dentsu Advertising Ltd, Thailand, S. H. Benson (Hong Kong) Ltd.

**SMITH & NEPHEW (AUST.) PTY LTD**, PO Box 150, Clayton, Victoria, 3168. Phone 560-9144 (5 lines). Telegrams Emergency, Melbourne.

**Directors:** M. J. Kiely (mng), W. B. Bygott, H. J. Skudder, B. G. Hayes.

**Products:** Elastoplast, Nivea Creme and lotions, surgical dressings, disposable paper products, cotton cellular blankets.

**Agencies:** Coudrey-Campbell-Ewald, and Neville Corbett Advertising.

**SMITH'S POTATO CRISPS (AUSTRALIA) PTY LIMITED**, 832 Princes Highway, Tempe, NSW, 2044. Phone: 55-3203. Telegrams Smithcrisp.

**Directors:** H. Widdup, J. F. R. Lawes, C. B. Noble, R. A. Ensor, B. C. Lyncham.

**Executives:** E. McA. Miller (admin. mgr), R. Element (prod. controller), N. Haydon (gen. sales mgr).

**Operations:** Smiths Potato Crisps, Smiths Nuts, snack foods, Twisties.

**Agencies:** George Patterson Pty Ltd, Masius, Wynne-Williams Pty Ltd, C. H. Lucas Advtg Pty Ltd.

**I/State repr.:** Branches: Glentanna St, Kedron, Qld. Gray St, Kilkenny, SA. Sub. Coy. Smiths Potato Crisps (Victoria) Pty Limited, 22 Linden St, Brunswick East, Vic.

**S. SMITH & SON PTY LTD**, 'Yalumba', Angaston, South Australia, 5353. Phone Angaston 42423, 42136.

**Directors:** Wyndham Hill Smith (chrmn & mng dir), Mark Hill Smith (sales dir), J. W. C. Stevens, A. N. Powell, M. R. Turner, Donald Hill Smith.

**Executives:** Alfred A. Wark, ACA (secty), R. Kronberger (technical mgr & wine-maker), Gerald Galpin (nat. mktg mgr).

**Products:** Yalumba Wines and President Brandy.

**Agency:** Orr Skate & Associates.

**I/State repr.:** S. Smith & Son WA Pty Ltd, Perth; Stephen King Pty Ltd, Collingwood, Vic.; Hungerford Hill Vineyards Pty Ltd, Sydney; Castlemaine Perkins Ltd, Brisbane;

Chancellor & Co. Pty Ltd, Hobart, Tas.; Macfarlane Murray Pty Ltd, Launceston, Tas. O'seas: C. Buswell & Company, Bishops Gate, London.

**SOUTHDOWN PRESS** 32 Walsh St, Melbourne, 3000. Phone 30-0241. Telegrams: Life Melbourne.

**Directors:** K. R. Murdoch (chrmn), J. Kennedy (deputy chrmn), Mrs H. Handbury, B. P. Morris, R. P. Corbett, I. G. Rae, D. G. Brown.

**Executives:** B. P. Morris (mng dir), R. P. Corbett (gen mngr), I. G. Rae (editor-in-chief), J. R. Poynter (advtg mngr), R. J. Musgrave (national circulation mngr).

**Operations:** Publishers of: TV Week, New Idea, Truth, Australian Student, Best Bets, Enid Gilchrist Series.

**P'state repr.:** Sydney: Mirror Newspapers Ltd. Cnr Kippax & Holt Sts, Adelaide: The News (Adelaide) Pty Ltd, 116-120 North Terrace, Brisbane: Cnr Brunswick & McLachlan Sts, The Valley. Perth: Sunday Times, 34 Stirling Street.

**O'seas repr.:** London: F. A. Smyth & Associates Ltd, 35 Dover St, W1. New York: News Ltd, Suite 1602, 230 West Forty First St, NY36. Japan: Toshio Suzuki, Akiyama Bldg, 25, Akefnecho, Shibinishikuto, Minato-Ku, Tokyo.

**SOUTHERN ELECTRIC AUTHORITY OF QUEENSLAND, THE**, Box 403, GPO, Brisbane, Qld, 4001. (A. R. Kruger).

**SPERRY RAND AUSTRALIA LTD**, 232 Princes Highway, Dandenong, Vic, 3175. (D. D. Ormandy).

**SPC LIMITED**, Andrew Fairley Ave, Shepparton, 3630. Phone Shepparton 21-9111. Telegrams Shepcanry.

**Directors:** J. P. Cornish, J. W. Pettigrew, G. B. Palmer, M. Brown.

**Executives:** L. E. Plumbridge (works mngr), B. R. Scanlon (co secty), D. A. Romanis (mrktg mngr).

**Company's operations:** Canned fruits SPC Brand.

**Agency:** Hansen Rubensohn-McCann Erickson Pty Ltd.

**O'seas repr.:** Wasey, Pritchard, Wood & Quadrant Ltd (UK).

**SPEEDO KNITTING MILLS PTY LIMITED**, 269 Pacific Highway, Artarmon, NSW, 2064. PO Box 25, Artarmon, Phone 43-5211. Telegraphic Address: Fortitude, Sydney.

**Directors:** R. S. Goward, W. B. Phillips, W. R. S. MacRae, J. K. MacRae, J. W. Field, K. J. Stevenson.

**Executives:** W. R. S. MacRae (mng dir), K. J. Stevenson (gen mngr), K. L. Graham (secty), R. A. MacRae (merchandise mngr), K. F. Allen (gen sales mngr), A. Downie (sales mngr menswear div), J. A. Barber (sales mngr womenswear div), R. Reid (export mngr), N. Ryan (swim promotions mngr), D. R. Thomas (advtg mngr).

**Company's operations:** Speedo swimwear and knitwear. Jockey brand underwear. White Stag Ladies sportswear. White Stag Wetsuits and Scuba equipment.

**Agency:** Coudrey-Campbell-Ewald.

**P'state repr.:** Speedo (Aust.) Ltd, Brisbane, Melbourne, Adelaide, Perth, agents in Townsville, Rockhampton, Newcastle, Hobart, Launceston.

**O'seas repr.:** USA, Canada, UK, Europe, South Africa, South East Asia, Japan, New Zealand.

**SPICER-COWAN**, a division of Spicers Paper Industries Limited, 160 Fulham Rd, Fairfield, Vic, 3078. Telephone 497-1611. Telex 30071. Telegrams/cables: Spicers Melbourne.

**Directors:** D. L. Powell-Jones (chrmn), P. S. Sykes (mng dir), L. F. Carter (deputy mng dir), I. P. James (gen. mngr conversion div), D. G. Cox (gen mngr paper div), R. Hollis (secty), H. Campbell, N. McNamara (mng conversion div. NSW), N. R. Spicer (mng paper div NSW).

**Executives:** W. E. Merson (sales and mrktg mngr), G. T. Ward (mng Vic. conversion div), J. L. Curry (mng SA conversion div), W. P. Schlawe (mng WA conversion div), A. E. Dahl (mngr Qld conversion div), J. R. Cocks (mngr Vic paper div), K. C. Appelkamp (mngr SA paper div), R. J. Harlow (mngr WA paper div), S. Gurney (mngr Qld paper div), H. Bowie (mng Townsville), I. C. Short (gen mngr SBM, ACM), M. C. Vincent (Melbourne mngr SBM, ACM), F. M. Congreve (national sales mngr SBM), R. M. Summers (mng data processing service div).

**Operations:** Paper, board and film importers and wholesalers. Manufacturers of stationery and household paper products, main brand name Tudor.

**Agency:** NAS (Melbourne) Pty Ltd.

**P'state repr.:** Spicer-Cowan, 82-90 Belmore Rd, Riverwood, NSW 2210 (53-0661); 308 Grange Rd, Kidman Park, SA, 5025 (56-6166); Treasure Rd and Channon St, Queens Park, WA, 6107 (68-3944); Graham St, Milton, Qld, 4064 (36-0477); 3 McIlwraith St, Townsville, Qld, 4810 (3461).

**O'seas repr.:** Buenos Aires, Colombo, Dublin, Durban, Hong Kong, Johannesburg, Lagos, London, Nairobi, Salisbury, Singa-

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pore, Tokyo, Toronto.

Other divisions of Spicers Paper Industries Limited: Spicers Business Machines, branches — Vic, NSW, SA, Qld, Business Machine Suppliers, Alex Cowan Machinery, Branches in all states. Business and printing machine suppliers.

**SQUIBB, E. R. & SONS PTY LTD**, Prince's Hwy, Noble Park, Vic, 3174. (J. Cosgrave).

**ST REGIS ACI PTY LTD**, incorporating Australian Sisalkraft Pty Ltd, Bates (A'asia) Pty Ltd, 186 Blues Point Rd, North Sydney, 2060, Phone 92-0911, Telegrams Stregis Sydney.

**Directors:** G. G. Russell (chrnm), A. J. White (mng dir), Sir James Forrest, G. W. Ellis, R. W. Brack, S. P. Higgins (vice-chrm), R. L. Vayo, P. B. Duffy, J. E. Cowles. Alternate dirs: A. P. Henchman, I. R. Harper.

**Products:** Aluminium foil reflective insulation laminates, vacuum metallised polyester window insulations, polyethylene and laminated building films and laminates, reinforced and unreinforced paper laminates, foil laminates, polyethylene coated and laminated products, pressure sensitive papers, foils and plastics, thermoformed plastic containers, multiwall paper sacks and sack filling equipment.

**Agency:** USP-Benson Pty Ltd.

**Istate repr.:** Branches: Sydney, Melbourne, Brisbane, Adelaide, Perth, Hobart, Canberra, Devonport.

**O'seas distributors:** Distributors throughout Papua/New Guinea, South Pacific Islands, South East Asia; Singapore, Sime Darby Singapore Ltd; Malaysia, Sime Darby Malaysia Ltd, Kuala Lumpur; Thailand, Diethelm & Co Ltd, Bangkok; Philippines, Australasian Trading (Philippines) Inc, Manila; Hong Kong, Mackinnon Mackenzie of Hong Kong Ltd; Indonesia-Matani Tjijta Corporation, Djakarta; South Africa-Amalgamated Packaging Industries Ltd, Durban; New Zealand, ACI-St Regis (NZ) Ltd, Auckland.

**STAFFORD - MILLER LIMITED**, 5-9 Enterprise Ave, Padstow, NSW, 2211. Phone 771-1351.

**Executives:** Raymond L. Smee (Aust. gen. mgr), Anthony T. Boatwright (Aust. sales mgr).

**Operations:** Pharmaceutical and toiletry manufacturers (Dentu-Creme, Poli-Grip, Sensodyne, Nytol, Medicated Tegrin).

**Agency:** Foote, Cone & Belding, Sydney.

**Istate repr.:** International Chemical Agencies, Melbourne; Noel T. Paul Agencies, Brisbane; Jaychem Agencies, Adelaide; Ingram's Westcoast Agencies, Perth, Tasmania, A. D. McCallum Pty Ltd, Hobart. **O'seas:** Head office: Hatfield, Herts, England; **US Principals,** Jersey City, NJ, USA.

**STANDARD TELEPHONES & CABLES PTY LIMITED**, Moorebank Ave, Liverpool, NSW, 2170. Phone 602-0333. Telegrams Stanliv.

**Directors:** Sir Samuel Jones (chrnm), T. N. Bore, A. H. Cameron, A. T. Deegan (mng dir), C. A. McFarlane, CBE, A. W. Gilchrist, C. J. Griffiths, OBE, E. S. Owens, OBE, J. A. Purdy.

**Products:** Radio transmitters, studio equipment, telecommunication equipment, rectifier equipment, mobile radio equipment & electronic components.

**Agency:** George Patterson Pty Ltd.

**Istate repr.:** Office at Canberra; Branches Wellington, NZ; Unbehaun & Johnstone Ltd, Adelaide; M. J. Bateman Pty Ltd, Perth; W. & G. Genders Pty Ltd, Hobart, Devonport, Burnie and Launceston; Fred Hoe & Sons Pty Ltd, Brisbane. **O'seas:** International Telephone and Telegraph Corp., New York, and associated companies throughout the world.

**STATE ELECTRICITY COMMISSION OF VICTORIA**, 15 William St, Melbourne, 3000 (head office). Phone 615-1433. Telegrams Electrocom, Melbourne.

**Executives:** W. H. Connolly (chrnm), N. R. White (dep. gen. mgr), G. Paterson (asst gen. mgr, generation and transmission), J. C. Trethowan (asst gen. mgr, admin.), R. G. Chapman (asst gen. mgr, mrktg and distribution), F. P. Chipperfield (secy), L. H. Robertson (chief publ. officer).

**Service:** Electricity generation and supply; briquette fuel manufacture & marketing.

**Agencies:** George Patterson Pty Ltd, Castle Jackson Advertising Pty Ltd.

**STATE SAVINGS BANK OF VICTORIA, THE**, cnr Bourke & Elizabeth-sts, Melbourne, 3000. Phone 60-0531.

**Commissioners:** Sir Arthur Smithers, R. G. Hoban, W. L. Moss, Professor D. Cochrane, Sir John Anderson, W. Kirkhope, E. W. Coates.

**Executives:** T. E. Hall (gen. mgr), D. Ross (asst gen. mgr).

**Service:** Savings bank, including cheque accounts.

**Agency:** Hayes Advertising Agency Pty Ltd. **Istate Repr.:** Agencies in all States. **O'seas:** London.

**STERLING CLOTHING COMPANY PTY LTD, THE**, 154 Wellington St, Collingwood, Vic., 3066. Phone 419-2422. Cables: Sterclo.

**Executives:** G. O. Tibbitts (gen mgr), L. D. Aplin, (Aust sales mgr), A. B. Pritchard (advy mgr), D. A. Rogers (asst Aust. sales mgr).

**Company's operations:** Sterling jeans, slacks, shorts and sportswear for ladies, girls, men and boys. Nylonglife Industrial wear.

**Agency:** Best & Company Pty Ltd.

**Istate repr.:** Offices in Sydney and Bris-

banic, Agents in Adelaide, Tasmania and Perth.

**STERLING PHARMACEUTICALS PTY LIMITED**, operating divisions Nyal Company, Day/Long International, 12 Gauge International, Winthrop Laboratories, Glenbrook Laboratories, Cook-Waite Laboratories, 75-89 Atkins Rd, Ermington, NSW, 2115. Phone 638-0551. Telegrams Sterlab, Sydney; and Dorothy Gray International, 15 Boundary St, Rushcutters Bay, 2011. Phone 31-9031.

**Directors:** N. F. Leggatt (mng dir), H. H. Bryant (gen mngr), W. R. Kerr, W. B. Timmony, J. A. Parkinson, J. Driscoll, K. P. Symes.

**Executives:** K. A. Manley (secy), J. A. Gane (mngr, Nyal Company), W. E. Timmony (export dir), J. F. Richardson (mngr, Winthrop Laboratories), A. R. Finlayson (mngr, Glenbrook Laboratories), W. P. McCarthy (mngr Dorothy Gray International).

**Products:** Nyal family medicines, Day/Long cosmetic preparations, 12 Gauge Aids to Good Grooming, Winthrop medical products, Cook-Waite dental anaesthetics, Andrews Health Salt, Delrosa, Glen-20 Spray Disinfectant, Califig, Dimp, Phillips Milk of Magnesia, Lipshield, Dorothy Gray Cosmetics.

**Agencies:** Pritchard Wood-Quadrant (Aust.) Pty Ltd, Murray Evans Advertising, Foote Cone & Belding Pty Ltd.

**STRAMIT INDUSTRIES PTY LTD**, 96-102 Franklin St, Melbourne, Vic, 3000, (J. S. Vaughan).

**STREETS ICE CREAM PTY LTD**, 44 Loftus St., Turrella, NSW, 2205. Phone 59-0471. Telegrams Streets Sydney.

**Directors:** W. D. Phillips (chrnm), A. J. Woodbury (commercial dir), R. L. Lyons (technical dir), R. T. Barrow (sales dir).

**Executive:** G. J. Stott (marketing mngr).

**Operations:** Full range of ice cream and frozen confections, cones, wafers and straws.

**Agency:** Lintas Pty Ltd.

**I/State repr.:** Factories: Sydney and Melbourne. Sales branches: Sydney, Melbourne, Brisbane. Country depots.

**SUNBEAM CORPORATION LIMITED**, 190-202 Coward St, Mascot, NSW, 2020. Phone 6-7047. Telegrams & Cables: Sunbeam.

**Executives:** M. J. Doherty (chrnm & mng dir), J. E. White (dir, works mngr appliances), L. H. Hammond (dir, sales rural div), R. W. Jenkins (dir appliances sales), J. R. Webber (co. secty).

**Operations:** Manufacturing, marketing and exporting of electrical appliances, lawnmower & outdoor products, rural products.

**Agencies:** Jackson, Wain & Co. Pty Ltd, Hansen Rubensohn-McCann Erickson Pty Ltd.

**I/State repr.:** Melbourne, Brisbane, Adelaide, Perth and Medhursts Wholesale Limited — Hobart and Launceston.

**O/seas repr.:** Throughout the world.

**SUN ELECTRIC CO. PTY LTD**, 28-56 Queensbridge St, South Melbourne, Victoria, 3205. Phone 62-0691.

**SUNOROID PTY LIMITED**, 184 Botany St, Waterloo, NSW, 2017. Telegrams Tranus. Phone 69-6456.

**Directors:** Walter H. Fischer, Rosemary Fischer.

**Executives:** Walter H. Fischer (mng dir), William Sadler (sales mngr), Norma G. Herbert (mngr).

**Operations:** Distribution of Sunoroid sunglasses.

**I/State repr.:** Vic.: Robert Sadler (Vic. mngr). **Sole distributors:** Qld: D. Maclean Pty Ltd; SA: Anthony Fox Pty Ltd; WA: A. G. Thompson & Co. Pty Ltd; Tas: Tasmanian Optical Company.

**SYDNEY COUNTY COUNCIL ELECTRICITY UNDERTAKING**, PO Box 4009, GPO, Sydney, NSW, 2001. (E. G. White).

**SYDNEY FLOUR PTY LTD**, 28 Percival Rd, Smithfield, NSW, 2164. (N. C. Pilbeam).

**T & G MUTUAL LIFE SOCIETY**, (The Australasian Temperance and General Mutual Life Assurance Society Limited), Cnr Collins and Russell Sts, Melbourne. Phone 63-6011.

**Directors:** J. R. Burt (chrnm), H. D. Stewart (deputy chrnm), H. G. Brain, A. R. Beggs, G. Noall, L. J. Yeo.

**Executives:** W. J. Falconer (gen mngr), K. T. Blamey (acting gen mngr), K. D. J. Coventry (asst gen mngr), W. B. Borthwick (actuary), R. W. Venn (secty & admin mngr).

**Company's operations:** Life assurance, superannuation plans, accident and sickness insurance.

**Agency:** USP-Benson Pty Ltd, Melbourne.

**I/State repr.:** Branches and agencies throughout Australia.

**O/seas repr.:** Branches and agencies throughout New Zealand.

**TARAX DRINKS HOLDINGS LTD**, 1317 North Rd, Huntingdale, Vic. 3166. Phone 544-8644. Telex 30443. Telegrams Tarax.

**Directors:** L. J. Yeo (chrnm), K. A. Pet-



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hard (pres), M. G. Austin (mng dir), H. G. Tredinnick, G. A. Pethard.

Executives: C. J. Lowe (Sth region and export mngr), C. G. Milne (Nth region mngr), G. A. Pethard (management services mngr), A. N. Batty (secy treas).

Products: Soft drinks.

Agency: Masius Wynne-Williams (Vic).

I/State repr.: Branches in all states.

**STEGBAR WINDOWALLS PTY LTD**, 13 Rosalie Street, Springvale, Vic, 3171. (G. Wetzlar).

**TASMANIAN GOVERNMENT TOURIST BUREAU**, Macquarie St, Hobart, Tasmania, 7000. Phone 23-7531.

Director: J. B. G. Hulton.

Executives: G. C. Fisher (secy), W. D. Nolan (mngr), C. J. Haley (publ. officer).

Service: Travel promotion and booking service.

Agency: Jackson Wain (Tas.) Pty Ltd.

O'seas: Aust. Tourist Commission.

**TAUBMANS INDUSTRIES LIMITED**, Birmingham Ave, Villawood, NSW, 2163. Phone 72-0144. Telegrams Taubind, Sydney.

Directors: C. R. Preston (chrnm), C. A. Hogg, H. L. Hughes, K. B. Hunter, S. O. Jones, G. W. A. Reid, L. Tutt, G. C. Wallis.

Products: Paints, varnishes, surface coatings, concrete admixtures.

Brands: Taubmans — Acraclad, Amroc, Butex, Centite, Cellon, Cerric, Cerrux, Cellonite, Celletch, Epiclad, Epiflex, Epitex, Epivar, Fulcote, Gaydec, Gaylon, Genoxy, Gloma, Glotex, Glotone, Grip-On, Kopeseal, Minerva, Mironite, Oblito, Penetrol, Petri-seal, Red Hand, Res-Q-Steel, Revelite, Silvafros, Solpah, Sovro, Spectrocolor, Tanclene, Tradex, Vynclad.

International — Bitugard, Corroline, Danboline, Flexicote, Galvo, Interdex, Intergard, Intertar, Intuf, Lagoline, Majora, Plymel, Pompei, Primocon, Silveen, Silverette, Tropex, Vinux.

I/State repr.: All States and New Zealand.

**THE TEA BUREAU**, BOAC House, 64-68 Castlereagh St, Sydney, 2000. Phone 28-3701, 28-3722. Telegrams Teamark, Sydney.

Commissioner: S. P. Wickremasinha.

Service: Public relations organisation rep tea growers of Ceylon; Ceylon Tea Propaganda Board, Colombo; and Ceylon Tea Centre, London.

I/State Repr.: Ceylon Tea Centre, Block Court, Collins St, Melb., Vic., 3000 (63-8785).

**THOMAS, C. J. AND SON PTY LTD** (known as Thomas Air Conditioning), 771 Burke Rd, Camberwell, Vic., 3124. Phone 82-2211.

Directors: A. C. Thomas (chairman, manag. dir), T. M. Male (gen. mngr), M. E. Thomas (company secretary).

Products: Coleman portable lights, stoves; all kinds of central and pool heating and air-conditioning equipment.

Agency: Moffatt Advtg.

I/State Repr.: Agents: Sydney, Townsville, Brisbane, Hobart, Adelaide, Perth.

**THORN ELECTRICAL INDUSTRIES (AUSTRALIA) PTY LTD**, 123 Bamfield Rd, West Heidelberg, Victoria, 3081. Phone 459-1688. Telex AA31147, Melb.

Directors: S. B. Bingham (mng dir), P. A. H. Luttrell, A. J. Davies, R. N. Jones (secy).

Executives: D. F. Clift (nat. sales mngr).

Products: Manufacturers and distributors of Thorn television, tape recorders, record players, radiograms, Thorn refrigerators, Thorn Ferguson tape recorders.

Agency: Compton Advertising Aust. Pty Ltd, Melbourne, 3000.

I/State repr.: Thorn Electrical Industries (Aust.) Pty Ltd, 176 Parramatta Rd, Camperdown, NSW, 2050. Thorn Electrical Industries (Aust.) Pty Ltd, 193 Angas St, Adelaide, SA, 5000; Thorn Electrical Industries (Aust.) Pty Ltd, 56 Edward St, Brisbane, Qld, 4000; Thorn Electrical Industries (Aust.) Pty Ltd, Suite 7, 1232-34 Hay St, Perth, WA, 6000; Errol Nazer Pty Ltd, 84 Barrier St, Fyshwick, ACT, 2600; 195 Morgan St, Wagga, NSW, 2650; Eric Cupit Pty Ltd, 16 Ward St, Newcastle West, NSW, 2302; Barratt & Maher Pty Ltd, 4 Lefroy St, North Hobart, Tasmania, 7000.

**ROBERT TIMMS PTY LTD**, 162 Rouse St, Port Melbourne, 3207. Telegrams Rotims, Melbourne.

Directors: Robert Timms (chrnm), M. I. R. Currie (mng dir), T. G. Wynne, Jnr, J. Dahlsen, E. W. Cooper.

Marketing manager: I. A. Smith.

Operations: Tea and coffee merchants.

Agency: J. Walter Thompson Aust Pty Ltd, (Melb).

I/State offices: Sales offices in all capital cities.

**TIP TOP BAKERIES HOLDINGS PTY LTD**. Managing director's office: 504 Pacific Highway, St Leonards, 2065. Phone 43-7511. Telegrams Tiptop, Sydney.

Directors: A. G. Parker, F. Darwell, M. E. Quin, F. F. Parker, J. F. Curran, R. J. Dibble, K. E. Parker.

Executives: A. G. Parker (chrnm), M. E. Quin (mng dir).

Products: Tip Top bread, Tip Top rolls, Tip Top crumpets, Tip Top breadcrumbs, Tip Top seasoned stuffing mix, Tip Top Crispinis.

**TOLLEY, A. E. & F., PTY LTD**, 82 Waymouth St, Adelaide, 5000. GPO Box 285D. Phone 51-1401. Telegrams Tolley, Adelaide.

Directors: R. E. Tolley (chrnm), Sir James Holden, A. F. Hocking (mng dir).

**Products:** Ales, Beers & Lagers (Aust) — Carlton & United Breweries Products, Beers (German) — Becks, Bitters (W.I.) — Angostura, Brandy (Aust) — Tolleys T.S.T., Cognac (French) — Martell, Gin (Aust.) — Lifeguard, Vickers & Legend, Gin (English) — Nicholson's Lamplighter, Liqueur (Aust.) — Continental, Liqueurs (Imported) — DOM Benedictine, Benedictine and Brandy, Cherry Heering & Irish Mist, Rum (Aust) — Tolleys Navy, Carmencita, Cabana & Conquista, Rum (W.I.) Royal Swan, Vodka (Aust) — Karloff, Whisky (Aust) — Old Tradition Corio Five Star, Whiskey (Irish) — Tullamore Dew, Whisky (Scotch) — Johnnie Walker, Wines Still (Aust) — Tolleys — Ports, Sherries, Muscats, Moselle, Riesling Hock, Claret & Sauternes, Wines Still (Aust) — Wynns, Ports, Sherries, Muscat, Burgundy, Moselle, Hock Riesling, Sauterne, Claret, Chablis, Owens Valley Shiraz & Boronia Marsala, Wines Still (Aust) — Coonawarra Estate-Riesling, Hermitage & Cabernet Sauvignon, Wines Sparkling (Aust) — Wynns Romalo-Champagnes, Moselle & Burgundy, Wines Sparkling (Aust) — Tolleys Pedare-Champagne & Burgundy, Wines Sparkling (French) — Veuve Clicquot Champagne, Zubrowka (Aust) — Karloff.

**TOM PIPER LTD**, Williamstown-rd, Garden City, Vic., 3207. Phone 64-1331.

**Products:** Tom Piper canned foods and drinks.

**TONGALA MILK PRODUCTS PTY LTD**, 177-199 Macauley Rd, North Melbourne, Vic., 3051. Phone: 30-1361. Telegrams: Galamilk Melbourne.

**Executives:** W. J. Tatnell (gen mngr), K. N. Adcock (mrktg mngr), C. L. Swift (Aust sales mngr), J. Holko (prod mngr).

**Products:** Bear Brand Evaporated Milk, Tongala Milk, Barnes Honey, Medallion Products.

**Agency:** John Clemenger Pty Ltd (Melbourne).

**I/state repr.:** Branch offices: Sydney, Brisbane, Adelaide, Perth.

**TRANS-AUSTRALIA AIRLINES (AUSTRALIAN NATIONAL AIRLINES COMMISSION)**, 50 Franklin St, Melbourne, Vic., 3000. Phone 34-0333. Telegrams Transair.

**Director:** Sir Frederick Scherger (chrnm).

**Executive:** J. P. Ryland (gen. mngr).

**Service:** National airline.

**Agency:** Hansen Rubensohn-McCann Erickson.

**I/state Repr.:** Branches, all States & Papua, New Guinea. **O'seas:** TAA repr.,

London, New York, Los Angeles, Auckland, Wellington, Singapore, IATA airline throughout world.

**TRAVELODGE AUSTRALIA LIMITED**, 110 Bayswater Rd, Rushcutters Bay, Sydney. Phone 31-0388. Telegrams Travelodge. Telex AA21365.

**Directors:** C. A. Greenway, (chrnm & mng dir), W. M. Thompson, B. F. Armstrong, K. R. Bailey, Lord Crowther, A. T. George, R. C. Manfred, T. H. O'Connor, M. Sinclair.

**Executives:** K. R. Bailey (gen mngr Aust), L. D. Stewart (gen. mngr, mrktg and group services), R. L. Brett (advtg mngr), N. E. Bathman (national sales mngr), J. R. Pola (public relations mngr).

**Operations:** Travelodge, Caravilla, Park-royal Motels, Motor Hotels and Restaurants.

**Agency:** USP-Benson (NSW) Pty Ltd.

**I'state repr.:** Offices in Melbourne (69-0420), Brisbane (91-5566), Canberra (49-6911), Adelaide (23-6177), Perth (23-3811), Hobart (34-2911).

**O'seas repr.:** Auckland (37-4108), Suva (24-600), USA — Travelodge Int. Inc. San Diego California (714) 442-0311, UK — Trust Houses Ltd (01) 836-1213.

**TUCKER & CO. PTY LIMITED**, 335 Kent St, Sydney, 2000. Phone 29-2323. Telegrams Corekcut, Sydney.

**Directors:** T. T. Halstead (manag. dir), B. C. Hirst, R. C. Tucker, J. D. Moors.

**Products:** Chateau Tanunda Brandy, Capstan Old Navy Rum, Safari White Rum, Tuckers Old Liqueur Whisky, Teachers Highland Cream Whisky, Romanoff Vodka, Bols, VO Genever and Liqueurs, Bollinger Champagne, Fosters Export Lager, Victoria Bitter Ale, Carlton Pilsener.

**Agency:** Coudrey-Campbell-Ewald Pty Ltd.

**TULLIS HUNTER & CO LTD**, Box 12821, GPO Melbourne, Vic, 3001. (J. A. Elton).

**TURNER MANUFACTURING CO. PTY LIMITED**, Moncrief Rd, Nunawading, Vic. 3131. Phone 878-9244. Telegrams: Turnco Melbourne.

**Directors:** R. W. A. Dickson (chrnm), J. Carroll, R. W. Turner, E. T. Lees, P. C. Bennell, K. F. Corr, P. M. Grace (secy).

**Executives:** J. Carroll (chief exec.), P. C. Bennell (mrktg), K. F. Corr (operations), F. E. Sharp (administration), J. G. Hallam (sales mngr), N. J. Danne (prod. mngr), P. Dow (prod mngr—hardware), L. E. Lambert (prod mngr—tools), K. Perkin (prod mngr—prod devel.), R. F. Daly (advertising).

**Products:** Furniture hardware including



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handles, knobs and furniture legs. Door furniture including locksets, latchsets and key in knob styles. Hand tools including screwdrivers, hammers, hacksaw frames, trimming knives, holesaws, levels, short and long measuring tapes. Garden tools including shovels, spades and forks. Saws including hand hacksaw blades, power saw blades, bandsaw blading and saw chain. Brands: Turner, Turner-Lufkin, Turner-Dexter, Turner-Dexlock.

Agency: John Higgins & Associates Pty Ltd.

State branches and managers: Townsville (W. Mumford), Brisbane (R. G. Dolan), Sydney (D. Latimer), Melbourne (J. Munday), Adelaide (A. Hickman), Launceston (P. Lee), Perth (repr: D. E. Withers & Co Pty Ltd).

O'seas: Agents in Great Britain, Japan, New Zealand, South Africa, USA, Canada and other principal countries.

**UNCLE BEN'S OF AUSTRALIA PTY LTD**, Kelly St, Wodonga, Vic., 3690. Telex 56002, Telegrams Ubinc.

Directors: Dr H. Nowik (managing), D. McCall (supplies), C. E. Enright (research & development), V. P. Hinton (mngfr).

Executives: A. Foster (chief engineer), J. Rudge (personnel mngr), A. E. Breen (mrktg mngr), M. R. Condon (mrktg development mngr), D. Gullick (chief acct).

Company's operations: Marketers of Pal, Whiskas, Lassic, Kit-E-Kat, Chunky Chum, and Good-O brands of pet foods.

Agencies: George Patterson Pty Ltd, Sydney, Melbourne, Ogilvy & Mather (Aust.) Pty Ltd, Melbourne, Masius, Wynne-Williams Pty Ltd, Melbourne.

Istate repr.: Offices in Australian capital cities, WA agents, S. W. Savage & Co.

O'seas: Member companies of the Mars Incorp. group.

**UNION CARBIDE AUSTRALIA LTD**, 167-187 Kent St, Sydney, 2000. Phone 2-0559. Telegrams Unicarbide, Sydney. Telex 2-0556.

Executives: D. H. Freeman (mng dir), J. A. Anderson (gen. mngr, ops), D. Jackson (marketing mngr, consumer prods), L. A. Pearson (advtrg mngr, consumer prods), W. Kelly (mrktg mngr, plastics), D. Aitken (mrktg mngr, chemicals).

Products: Eveready batteries and flashlights, Glad plastic products; chemicals for agricultural, mining and industry; Zende polyethylene film, plastics for industry.

Agencies: J. Walter Thompson, Young & Rubicam, Hansen Rubensohn-McCann Erickson.

Istate Repr.: Branches, Brisbane, Melbourne, Adelaide, Perth. O'seas: Union Carbide Corporation, New York, USA.

**THE UNITED DISTILLERS PTY LTD**, 2 Rouse St, Port Melbourne, 3207. Phone 64-3821. Telegraphic Unistill.

Directors: W. R. Hepworth (mng dir), S. E. Meredith (sales dir).

Marketing manager: S. G. Carrodus.

Company's operations: Distillers — UDL Cans, Corio 5 Star Old Whisky, Four Seasons Whisky, Glencor Whisky, Vickers Gin, Robka Vodka, Courtier Brandy, King George IV Old Scotch Whisky, Drambuie, Tanqueray Gin, Conquista Dry White Export Rum.

Agencies: USP-Benson Pty Ltd, George Patterson Pty Ltd, John Clemenger Pty Ltd.

Istate repr.: UDL Branch offices.

**UNITED PACKAGES LIMITED** (formerly Queensland Can Co. Ltd), Ashover Rd, Rocklea, Brisbane, 4106. PO Box 94, Brisbane Market, Rocklea, Brisbane. Phone 47-5211. Telegrams Unitedpack and at 721 Canterbury Road, Belmore, NSW, PO Box 124, Belmore, NSW, 2192. Phone 750-0243.

Directors: Sir Arthur Petfield (chrmn & mng dir), A. M. Morrow, L. J. McCray, R. G. Krimmer C. G. Garnsworthy.

Company secretary: T. G. Buckle.

Factories also at Townsville, Rockhampton, Qld; Melbourne, Mildura, Vic.; Berri, SA; Fremantle, Bridgestown, WA.

Operations: Manufacturers of cans of all types, printed and plain, crown seals, metal pails and tinplate tags, corrugated and solid fibre containers, folding cartons and labels; general offset printers, pressure sensitive labels, cardboard tubes and composite containers. Flexible packaging — plastic and cellulose, shrinkable polyester bags and wraps, laminated pouches; rigid plastic boxes, blow moulded plastic bottles and jars, injection moulded and vacuum formed shapes, Dura corrugated and solid fibre containers.

Istate repr.: J. Crowley & Co. Pty Ltd, Sydney (29-5949); R. Montgomery & Co. Pty Ltd, Adelaide (51-4757) (crown seals only).

**UNIVERSAL FLEXIBLE TRUSTS LTD**, 25 Elizabeth St, Melbourne, 3000. Phone 62-6962. Telegrams Uniflex.

Directors: A. M. Parker (chrmn & mng dir), G. B. Palmer, N. C. Parker.

Executives: J. H. Nicholson (asst mng dir), H. G. Jay (invest mngr), S. L. McGarrigle (secty).

Operations: Unit trust managers, 1st, 3rd & 5th Universal Flexible Trusts. Associated Sydney company manages 2nd & 4th Universal Flexible Trusts. Associate company Universal Units Limited manages Universal Flexible Trust Earnings Fund No. 1, Balanced Fund No. 1, Capital Growth Fund No. 1, Earnings Fund No. 2 and Capital Growth Fund No. 2.

Agency: Masius Wynne-Williams Pty Ltd.

Istate repr.: Universal Flexible Investments (NSW) Ltd, 375 George St, Sydney (29-5921) R. W. Hargraves (mngtr); Universal Units Ltd, The Prudential Bldg, 189 St George's Tce, Perth (21-8843) WA Gover

(mgr); Universal Units Ltd, T & G Bldg, Cnr King William & Grenfell Sts, Adelaide (86-313) W. P. C. Kaye (mgr).

**UNIVERSAL MATCH COMPANY OF AUSTRALIA**, Box 1346L GPO, Melbourne, Vic, 3001. (B. I. Williams).

**UNIVERSAL TEXTILES (AUSTRALIA) LTD**, 245 Castlereagh Street, Sydney, NSW, 2000. (Miss M. McGowan).

**UPJOHN PTY LTD**, 55-73 Kirby St, Rydalmere, 2116, NSW, Phone 638-0531 Cables Friable, Sydney.

Director: H. J. Goodwin (mng dir).  
Executives: A. B. McAllan (mkt planning mgr), P. N. Fraser (advtg mgr), A. J. McDonald (sales mgr, prop products), B. J. Ritter (sales mgr, ethical products), N. G. Hayward (sales mgr, vet products).

Company's operations: Pharmaceutical products, Orthocol, Action, Clocream, Cheracol, Unicap, Citro-pep.

Agency: Grey Advertising.

**VENETIAN BLIND MANUFACTURERS' FEDERATION OF AUSTRALIA**, Industry Hsc, Canberra, ACT, 2600. Phone 722-311 Telegrams Associaman.

Executives: G. M. Pynn (Federal pres.), C. Jones (vice-pres.), W. Carr (Federal secy).  
Operations: Institutional advertising of venetian blinds.

Agency: V. H. Freeth Pty Ltd.

**VICK PRODUCTS COMPANY**, 64 Seville St, Fairfield, NSW, 2165. Phone 72-0211 (PO Box 58).

Executives: J. A. Smith (group marketing mgr), M. J. Brown (mktg mgr), P. R. McCready, P. Callaghan (prod. mgrs).

Operations: Manufacture and marketing of proprietary products under Vick, Clearasil, Herco, Milton Divisions.

Agencies: Masius, Wynne-Williams, Jackson Wain Pty Ltd, Foote, Cone & Belding.

O'seas: Vick International in 117 countries.

**VICTA SALES PTY LTD**, 318 Horsley Rd, Milperra, NSW, 2214. Phone 77-0122. Telegrams Victamo, Sydney.

Directors: M. J. Doherty (chrmm), A. J. Cox, R. G. Rademy, K. J. Cashman, R. W. Jenkins.

Products: Rotary Mowers.

Agency: Insight Pty Ltd.

I/state Repr.: Branch offices. O'seas: Great Britain, and distributors to 51 countries.

**VOLKSWAGEN AUSTRALIA PTY LIMITED**, 27 Waterloo Rd, North Ryde, NSW, 2113. Phone 88-7277. Telex: Volcar AA20192.

Managing director: D. I. Donaldson.

Executives: W. R. Higgins (gen. mgr), R. H. Bessemer (nat. sales mgr), J. G. V. Bingham (adv & PR mgr), T. A. McGovern (nat. parts mgr), J. Seil (nat. service mgr), H. J. Davidson (Indust. Engineers mgr).

Company's operation: National automobile marketer of passenger, light commercial vehicles and industrial engines.

Agency: Berry Currie Advertising, Sydney.  
I/state repr.: Branches all States.

**VULCAN AUSTRALIA LIMITED**, 125 Highbury Road, Burwood, Victoria, 3125. Phone 288-5422. Telegrams: Vulrange.

Directors: E. R. Dubsky, J. W. Nolan, K. J. Croagh, R. W. Ellis, A. B. Elvish, J. M. Hart.

Executives: E. R. Dubsky (chrmm and mng dir), K. J. Croagh (gen. mgr), John M. Hart (gen. mrktg mgr), M. A. Chellew (service mgr).

Products: Oil, gas and solid fuel space heaters, oil fired ducted systems, electric radiators, plug-in cooking appliances, barbecues, flexible metal ducting and components, steel handling equipment.

Agencies: Castle Jackson Advertising Pty Ltd (oil, electric, ducting and steel handling equipment), Pemberton O'Brien Pty Ltd (gas products and corporate).

Interstate branches: NSW sales office, 47 Concord Road, Concord, 2137; SA sales office, 30 Orsmond St, Hindmarsh, 5007.

**WABCO AUSTRALIA PTY LIMITED**, 10-16 South St, Rydalmere, NSW, 2116. Phone 638-0331, Cables, Letorno, Telex 20561.

Directors: L. Buger, R. Mitchell, C. A. Mussard, M. Corbett, N. Peterson.

Executives: C. A. Mussard (mng dir), J. M. Corbett (mfg mgr), G. Russell (mrktg mgr), D. A. Craig (customer service mgr), N. W. Peterson (secy).

Company's operations: Manufacturer of mining and construction equipment.

Agency: Best and Swift Pty Ltd.

I/state repr.: Wabco Distribution Australia Pty Ltd.

O'seas repr.: Various distributors in every free country in the world.

**A. WANDER (AUSTRALIA) PTY LIMITED**, PO Box 345, Devonport, Tas., 7310. Phone Devonport 24-1811. Telegrams Ovaltinus, Devonport.

Director: P. R. Stone.



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**Executives:** P. R. Stone (mnggr), G. D. Crawford (secy), R. B. Wilson (mktg mnggr), S. G. Wright (factory mnggr), D. Vogel (new products mnggr), J. B. Somerset (group product mnggr), B. J. Mathews (national sales mnggr), I. G. Henderson (industrial sales mnggr).

**Products:** Ovaltine, Energy Tablets, Teething Rusks, Fortagen, Malt Extract.  
**Agency:** Madison-Milwyn Pty Ltd.  
**Marketing div.:** PO Box 363, South Melbourne, Vic., 3205.

**WARMBRITE PTY LTD**, Box 5086, GPO, Sydney, NSW, 2001 (N. T. Wedgner).

**WARNER-LAMBERT PTY LTD**, Biloela St, Villawood, NSW, 2163. Phone 72-0461. Cables Quickpill Sydney.

**Director:** K. C. Macdonald (mnggr).  
**Marketing director:** M. Dungey.  
**Consumer products division:** D. N. McRae (group branch mnggr), J. A. Doyle, I. M. Edwards, R. S. Shepherd (branch mnggrs), B. Pledge (mktg services mnggr).

**Warner division:** P. Clear (dir of mktg), T. Farrow, M. Cottrell (brand mnggrs).

**Products cosmetics and toiletries:** Richard Hudnut Spray and Stay, Richard Hudnut Egg Creme Shampoo, Richard Hudnut Fashion Quick, Richard Hudnut Hair Preparations' Poly Hair Cosmetics, Three Flowers Cosmetics. **Proprietaries:** Listerine Antiseptic, Reef Mouthwash, Waterbury's Compound, Sloan's Liniment, Pharmaceuticals: Veganin, Agarol, Sinutabs, Warner Ethical range.

**WATSON VICTOR LTD**, 95-99 Epping-rd, North Ryde, NSW, 2113. Phone 88-6188. PO Box 100, North Ryde, 2113. Telex 21602.

**Directors:** A. M. Small (chrnm), D. Metcalfe (mng dir), J. D. O. Gaden, J. C. Hearne (gen mnggr mktg), L. Arnold.

**Executives:** W. R. Bailey (secy), A. C. Francis (mktg service mnggr).

**Products:** Medical and scientific, photographic suppliers and manufacturers.

**Agencies:** Stannard, Patten-Samuelson. Branches throughout Australia and New Zealand, also Birmingham UK.

**WELDING INDUSTRIES OF AUST. PTY LTD**, Box 14, PO, Thomastown, Vic., 3074. (J. S. A. Wilson).

**WELLS-NATIONAL PTY LTD**, 221 North Rocks Rd, North Parramatta, 2151. Phone 630-0391. Telegrams, Luxwell, Sydney.

**Directors:** R. H. Wells (mng dir), B. T. Sheil (chrnm).

**Products:** Luxaflex venetian blinds, aluminium awnings, flyscreens, screen doors, roller shades, drapery hardware and tracks, woven aluminium drapes, canvas goods, folding doors, patio covers & aluminium balustrading.

**Agency:** Hawkins Lewis.

**WETTEX AUSTRALIA PTY LIMITED**, 42-48 Pacific Highway, North Sydney, NSW, 2060. Phone 92-0846. Telegrams: Wettex-syd.

**Directors:** D. J. Cartledge, C. G. Pitman (mng dir), E. J. Surgeon.

**Executive:** A. I. Davril (mrktg mnggr).

**Operations:** Sales and marketing organisation handling national distribution of: Wettex Sponge Cloth, in domestic, industrial and promotional packs, Wettex 2 in 1 scourer sponge, Pandora Scourer, Cham-oss and Chamella Chamois.

**I/State repr.:** Wettex Australia Pty Ltd, 1a Churchill Grove, Hawthorne, Victoria, 3122; E. R. Blackmore Pty Ltd, 161 Stanley St, South Brisbane, Qld. 4101; Wettex Australia Pty Ltd, 27 Grenfell St, Adelaide, SA, 5000; Wettex Australia Pty Ltd, 324 Hay St, Subiaco, WA, 6008; Wettex Australia Pty Ltd, 44 Bathurst St, Hobart, Tas. 7000; Wettex Australia Pty Ltd, 212 York St, Launceston, Tas. 7250.

**Agency:** Garth Doorley Advtg Pty Ltd, Nth Sydney.

**WHITE WINGS LIMITED**, 52 Balfour-st, Sydney, 2000. Phone 69-5341, 69-5057. Telegrams Whitewings.

**Directors:** W. Garrick Wilson, C. A. Martin, R. K. Francis, T. Hanold, W. H. Spoor, E. P. T. Simpson, H. W. Revell (alt. dir).

**Executives:** R. K. Francis (mng dir), T. L. Gram (secy), D. C. Fahey (mktg mnggr, gen. groceries), B. Brown (mktg mnggr, food services), P. Hodgson (mnggr, take-away foods), L. J. Mather (technical mnggr), D. Richardson (mnggr R & D), P. O'Sullivan (finance controller).

**Operations:** Food manufacturer.  
**Agency:** Jackson Wain & Co. Pty Ltd.  
**I/State repr.:** Branches in all State capitals.

**WILKINSON SWORD PTY LTD**, 76-80 Levanswell Rd, Moorabbin, Vic., 3189. Phone 95-5380. Telex: Sword AA30608. Cable: Swordproof, Melbourne.

**Director:** G. S. Boag (exec. dir).  
**Executives:** Roy Cameron (Aust. sales mnggr), W Chamberlain (commercial mnggr), Ian C. Hill (prod. mnggr).

**Operations:** Wilkinson Sword Razor Blades and Wilkinson Sword Garden Tools.  
**Agency:** Masius, Wynne-Williams.

**WILLARD AUST. PTY LTD**, 13 Production Ave, Kogarah, NSW, 2217.

**WILLS, W. D. & H. O. (AUSTRALIA) LTD**, 71-79 Macquarie St, Sydney, 2000. Phone 2-0578. Cable: Pawnee.

**Directors:** T. J. N. Foley (chrnm), J. F. R. Lawes (deputy chrnm), H. Widdup (deputy chrnm), W. S. Bengtsson, P. M. L. Denton, J. F. Elferson, N. F. Emery, W. R. McComas, C. B. Noble, G. A. Preston, J. W. Rickards (dir of marketing), R. H. Star.

**Executive:** G. D. Latimer (advtg mnggr).

**Agencies:** Lintas Pty Ltd, George Patter-son, Hansen Rubensohn-McCann Erickson, J. Walter Thompson.

**Products:** Ardash, Ascot, Benson & Hedges, Capstan, Craven "A", Country Life, Gar-rick, Hallmark, Kool, State Express, 555, Temple Bar, Turf, Fiesta, Churchmans, Players, Trent, Pall Mall and Escort cigar-ettes; Capstan, Champion, Benson & Hedges, Port Royal, Log Cabin, Havelock State Ex-press, Van Tromp, Five Star, Imperial Crown, Vice Regal, Temple Bar tobaccos; Tally-Ho cigarette papers; Statesman, Bermuda, Gros-venor Club, La Villacuba. Midway, Mono-pole, Old Port cigars.

**WOOLWORTHS LTD**, 534 George St, Sydney, 2000. Phone 2-0653. Telegrams Wool-worths Sydney.

**Directors:** S. E. Chatterton, CBE, Sir Theo Kelly, OBE (chrnm and mng dir), C. R. Hart, J. P. Gowing, F. W. Coss (dir real estate), O. P. Howell-Price (gen. mngnr), D. Wilson.

**Executives:** T. Waldron (dir admin), P. Simons (dir, expense control), A. Percival (dir, distribution), B. O'Toole (dir, prop. devel.), J. R. Fleming (dir, Flemings divn), R. J. Carfoot (secy), E. D. Craig (controller PR), C. R. Hastings (state mngnr Qld), J. Levinge (State mngnr Vic./Tas.), R. L. Clif-ford (State mngnr SA), R. H. Fleming (con-troller mktg), M. Russell (controller soft-goods buying), L. Heppel (controller variety), W. B. Dean (state mngnr variety NSW), C. H. Martin (state mngnr supermarkets NSW), J. D. Hendry (State mngnr WA), J. D. Liddle (mngnr NZ).

**Operations:** Variety stores, supermarkets (Woolworths), food stores (Flemings & Safe-ways, NSW; BCC, Qld and Northern NSW), Nancarrow's (Vic.), Apparel (Rockmans), de-partment stores (Big W, NSW, Vic., SA, WA; Edwards & Lamb, Qld).

**Agencies:** Marketing and Advertising (food); Fortune, (general).

**I'pstate repr.:** Own offices all States.

**O'seas repr.:** Australasian Chain Stores Ltd, London; Woolworths (Malaysia) Ltd; Wool-worths (Hong Kong) Ltd; Woolworths (New Zealand) Ltd; Independent Retailers Syndi-cate Inc., New York.

**WORLD AGENCIES PTY LIMITED**, 82 Sussex St, Sydney, 2000. Phone 29-7911. Tele-grams Worldage.

**Directors:** L. Toltz, C. E. Astley, K. G. Trowbridge, E. R. Brown, F. J. Whyms, E. J. Quick, T. M. Atkins.

**Executives:** E. J. Quick (chief exec. dir), T. M. Atkins, J. D. Nicol (gen. sales mngnr),

E. L. Grimwade (Vic. mngnr), P. R. Kitto (SA mngnr), J. E. McDonald (Qld mngnr), J. A. Macmurchie (WA mngnr).

**Products:** Aphosa, Dannex, Coppertone, Dedant, Eichorn's remedies, ointment and veterinary remedies, Enzode, Farleys Rusks, Hardy's indigestion powder and tablets, Karmavar, Malgic Adrenalin Cream, Mer-colized wax, Neversuck, Nilodor, Nuralgon, Perform, Rustiban, Sal-Uremi, Schumann's Salts, Scrubb's Ammonia, Stemaroids, Swedish Milk Diet, Sylvasun Sunburn Tabs, 2nd Debut, Staisweet, Statavar, Tampax, Termi-nex, Tynees baby products, Wate-on, Cushion Grip, Tinaderm, Meggezones, American Slimming Tablets, Asmoets, Citrooids, Kodeen, Coppano, Personna razor blades, Sarcura Soap.

**Agencies:** Thomson Porritt Partner Adver-tising, Birrell Kain; W. B. Lawrence; Murray Evans Advertising.

**WORMALD BROTHERS INDUSTRIES LIMITED**, 208 Young St, Waterloo, NSW, 2017. Phone 69-0477. Telegrams Sprinkler Sydney.

**Directors:** G. G. Russell (chrnm), J. W. Utz (mng dir), D. H. B. Adams, C. G. Crane, D. M. Carment, Rear Admiral G. C. Oldham.

**Products:** Grinnell Fire Protection Systems, Simplex & Kidde CO2 Fire Extinguishers; Minerva, Wormald fire warning systems; Steelbilt office furniture, equipment, steel shelving and lockers; Metabilt steel roll-ing shutters & grilles & fire doors; Ransburg electrostatic spray painting process; Digitel multiple channel signalling systems; Bangor sliding door track; Safetyman safety equip-ment; Tracy office systems; Standard chemical. Electric Signals Burglar Alarms, Wormald-Kumahira safes, strong room doors, fire resisting equipment, Australian Watch-ing Co. guards and patrols, Securicor cash transit and wage packaging.

**Agency:** E. C. Slatter & Partners Pty Ltd.

**WORTH DISTRIBUTORS PTY LTD**, 104 Bathurst St, Sydney, 2000. Phone 617-558.

**Executive:** Leon Worth (mng dir).

**Operations:** Hosiery and lingerie.

**I/State repr.:** Head office Melbourne.

**WORTHINGTON AUSTRALIA PTY LIMITED**, Chatswood Chambers, 7 Help St, Chatswood, NSW, 2067. Phone 412-1477, Cable Worthington, Sydney. Telex 21881.

**Directors:** R. R. Rhodes, W. A. Fowler (A. Faul, alternate), P. L. McManus (R. Malloch, alternate), G. P. Bennett (J. Har-rowell, alternate).

**Executives:** R. R. Rhodes (mng dir), J. M.

3DB

**The Happy Medium...3DB,  
Serving the community.**

3DB

Knapp (gen. sales mngr), C. R. Holt (dir of mfg), P. R. Petrie (comptroller).

**Company's operations:** Manufacturers and importers of pumps, compressors, control valves, engines, steam turbines and related equipment.

Agency: L. B. Rennie & Partners Pty Ltd.

Istate repr.: Melbourne, Perth, Brisbane and distributors in all States.

O'seas repr.: Worthington Corporation, Harrison, NJ, USA, Worthington-Simpson Ltd, London, Masoniclan International Norwood, Mass. USA.

**WRIGLEY COMPANY PTY LIMITED,** THE, Michigan Ave, Asquith, NSW, 2078. GPO Box 486. Phone 47-1101. Telegrams Spearmint Sydney. Telex AA21768.

Managing director: L. G. Walley.

Products: PK, Arrowmint, Juicy Fruit, Wrigley's Spearmint chewing gum.

Agencies: J. Walter Thompson, Pemberton O'Brien Pty Ltd.

**WYNN'S WINEGROWERS LTD,** Rooks Rd, Nunawading, Vic., 3131. Phone 874-0202. Telegrams Wynvale, Melbourne.

Directors: Samuel Wynne (gov. dir), David Wynn (mng dir), F. L. Devine (gen. mngr).

Executives: W. G. Stevens (mktg services mngr), R. C. King (mktg mngr).

Operations: Winegrowers, Wynns Estate Wine, Coonawarra Estate, Modbury Estate, Yenda Estate, Ovens Valley, Shiraz, Wynvale Wines, Wynns Romalo Vintage Champagnes, Boronia, Romalo, Vermouths.

**YAKKA PTY LIMITED,** 79 Blair-st, Broadmeadows, Vic., 3047. Phone 309-2366. Telegrams Yakkall.

Directors: D. K. Laidlaw, J. D. Laidlaw, B. H. Laidlaw.

Executives: K. L. Eddy (marketing dir), A. L. Murphy (mngr).

Products: Yakka Overalls, Keyman Jeans. Agency: Pemberton O'Brien Pty Ltd.

I/state repr.: Clive Knight, 183 Campbell St, Darlinghurst, NSW, 2010.

**YATES, ARTHUR & CO. PTY LTD,** 244-254 Horsley Rd, Milperra, NSW, 2214. Phone 771-2911. Telegrams Seedsman, Sydney.

Directors: P. B. Yates, E. S. Knight, T. C. Yates, D. F. Fitzgerald.

Executives: T. C. Yates (gen. mngr), E. S. Knight (secy).

Products: Yates seeds, Gro-plus fertilisers, Yates garden products, Thrive, Sordan, Trudan.

Agency: Madison-Milwyn Pty Ltd.

**CARL ZEISS PTY LTD,** 569 George St, Sydney. PO Box 172, Brickfield Hill, NSW, 2000. Telegraphic address: Zeissoptic.

Branches in all states.

Managing director: K. Wild.

Executives: H. Goerner (tech. mngr), K. Casper (mngr studio/theatre supply dept), A. Sim (mngr optical dept).

Products: Studio/theatre equipment dept.; All types of projectors, cutting-editing tables, spotlights, amplifiers, rectifiers, Xenonlamps for all purposes, etc. Instrument dept.; Large range of microscopes, optico-physical measuring instruments, instruments for workshop and metrology lab, electron microscopes and many other instruments. Optical dept.; Spectacle lenses, spectacle frames, umbral sunglasses, magnifiers, binoculars, etc.

Principals: Carl-Zeiss — Oberkochen — West Germany; Ziess Ikon Ernemann — Kiel West Germany; Strong—USA; Fedi Fumeo Dacis—Irem, Italy; Atlantic Films—Canada and others.

**ZEVENBOOM, JOHN & CO. PTY LIMITED,** 101 Canning St, Nth Melbourne, 3051. Phone 30-3288. Telegrams Boomzev.

Directors: A. J. Moir (chrmn), L. E. Rowe, G. Anderson, V. T. Gladstones.

Executives: L. E. Rowe (mngr), G. Anderson (factory mngr), A. R. Pitt (secy).

Product: Brushware.

Agency: W. John Haysom & Co. Pty Ltd.

IState Repr.: Fletcher & Hearle, Brisbane; F. K. Tydeman & Son, Adelaide; Gollin & Co. Ltd, Perth; Littler & Collins, Launceston & Hobart; John Zevenboom & Co. Pty Ltd Sydney (43-2271).

# INDUSTRY ASSOCIATIONS AND CLUBS

## ASSOCIATIONS

**ACS — AUSTRALIAN CINEMATOGRAPHERS' SOCIETY:** Federal: 3rd floor, 133 Pitt St, Sydney, 2000; NSW Branch: 3rd floor, 133 Pitt St, Sydney, 2000; ACT Branch: 10 Rooth Place, Watson, ACT, 2602; Queensland Branch: c/- Robinson Jones Pty Ltd, 21 Gipps St, Fortitude Valley, Q'ld, 4006. Tasmanian Branch: Flat 5, St George's Apartments, Battery Point, Hobart, 7000; Victorian Branch, 23 Glen Drive, Eaglemont N22 Vic 3084. West Australian Branch: 11 Branksome Garden, City Beach, WA 6015.

**Secretaries:** H. R. Gordon (Federal), H. R. Gordon (State), M. Bodley (ACT), P. Donnelly (Tasmania), D. Moore (WA), R. J. H. Clarke (Vic.), J. Gilbert (Qld).

**ACTORS & ANNOUNCERS' EQUITY OF AUSTRALIA,** 72 Stanley St, Darlinghurst, 2010. Phone 31-7718-9, 31-7721.

**Officers:** Hal Lashwood (pres.), Hal Alexander (gen. secty), Bob Alexander (assist. secty).

**Acting Secretary:** V. Arnold, 178 Collins-st, Melbourne, Vic. (63-6689, 63-4876).

**ADVERTISING INSTITUTE OF AUSTRALIA,** (Mrs) Pat Cooke (Fed. secty & registrar), 7th Floor, AWA Bldg, 47 York St, Sydney, 2000 (29-2534). Fed. Pres., Brian F. Dowie, Alcoa of Australia, 535 Bourke St, Melbourne, 3000 (62-0401).

**State Presidents:** P. A. Barlow, Sydney; N. S. Sampson, RACV, 123 Queen Street, Melbourne, 3004; J. N. Penglis, Qld Provincial Television Services, 160 Edward St, Brisbane, 4000; R. A. Mitchell, Messenger Newspapers Pty Ltd, 258 Commercial Rd, Port Adelaide, 5015; W. A. Mansfield, A. J. Williams Advertising Service, 196 Adelaide Terrace, Perth, 6000.

**State Secretaries:** (Mrs) K. A. Anderson, P.O. Box 115, St. Ives, 2075; N. R. Stagoll, c/- AAAA, 553 St. Kilda Rd, Melbourne, 3004; E. Bolger, Pemberton O'Brien Advertising (Qld) Pty Ltd, 312 Elizabeth St, Brisbane, 4000; H. Hodgson, George Patterson Pty Ltd, 2 Wakefield St, Kent Town, 5067; E. R. Tamlin, 22 Moulden Avenue, Mt Yokine, 6060.

**General Council:** President, B. F. Dowie (Vic.); vice-president B. Holt (NSW) and R. A. Mitchell (SA); N. Adams, P. A. Barlow, J. H. Bowden, I. K. Howitt, L. J. V. Hyde, D. C.

Maxwell (NSW); R. B. Cox, J. Kelly, N. S. Sampson, (Vic); E. Edmonds, J. N. Penglis (Qld); J. S. Kennedy (SA); W. P. Mansfield (WA); R. F. Graham, G. S. Richards J. H. Skinner (NZ); T. Batten, I. C. Brook (AAAA); A. W. Bowen, E. H. Evans, R. H. Gamble, J. Witcombe (AANA); L. Bennett (FACB); K. W. Brown, A. S. Cowan (FACTS).

**Education Board:** Chairman, R. H. Gamble (Vic); N. Adams, P. A. Barlow, A. W. Bowen (NSW); F. Campbell, B. F. Dowie (ex-off), R. B. Duncan, G. H. Hazlehurst, (Miss) M. J. Keane (Vic); C. Roantree, L. Winter (SA). Hon. Federal Treasurer: A. W. Bowen, St. Regis-ACI Pty Ltd, 186 Blues Point Rd, North Sydney (92-0911).

**ASIAN BROADCASTING UNION.** Secretary-General's office: Box 3636, GPO, Sydney, 2001. Phone: 61-7406, 61-7404. Cables Asbun, Sydney. Headquarters, NHK Bldg, 2-3 Uchisaiwai-cho, Chiyoda-ku, Tokyo, Japan. Cables Abuni, Tokyo.

Yoshinori Maeda, Nippon Hoso Kyokai (Japan pres.); G. H. Stringer (Director-General, New Zealand Broadcasting Corporation), Dol Rambai, dir Radio Malaysia (vice-presidents).

Sir Charles Moses, CBE (Secretary-General).

**Operations:** International broadcasting Union in Asian/Pacific area. Non-political, non-profit-making organisation, with total membership of 53 organisations.

**ASSOCIATION OF AUSTRALIAN RECORD MANUFACTURERS,** 340 Pitt St, Sydney. (PO Box A412, Sydney South, 2000). Phone Area Code 02-61-2906. Telegrams Phonocord Sydney.

**Officers:** J. M. Burnett (pres.) R. J. Gillespie, A. H. Watts (vice-pres.), C. R. Barlow (treasurer).

**Members:** Astor Electronics Pty Ltd, Australian Record Club Pty Ltd, Australian Record Company Ltd, Carinia Co. Pty Ltd, Concert Record Club Pty Ltd, EMI (Australia) Ltd, Festival Records Pty Ltd, Phonogram Recordings Pty Ltd, RCA Limited, The Gospel Film Ministry Ltd, W & G Record Processing Co. Pty Ltd, World Record Club Pty Ltd, Universal Record Club Pty Ltd.

**AUSTRALASIAN PERFORMING RIGHT ASSOCIATION LTD,** 208 Clarence-st, Sydney, 2000 (GPO Box 4007, Sydney). Phone 29-3713. Telegrams APRA, Sydney.

**Directors:** G. S. Cooper (chmn), A. F. Albert, W. B. Ahrens, L. Evans, B. Grant, Miss D. Dodd, R. L. Breen, C. V. Smith, R. E. Baré (Melb.), Robert Hughes (Melb.), A. Heenan (NZ).

**Executives:** J. L. Sturman (gen. mngr), G. H. Pride (secy), Miss J. Warham (prog & recording mngr), G. B. Cartledge (rep. mngr), L. D. Collins (licensing mngr), D. B. McKinnon (NZ mngr).

**AUSTRALIAN ASSOCIATION OF ADVERTISING AGENCIES**, 408 Sussex Street, Sydney, 2000. Phone 212-2177. Telegrams Advertising, Sydney.

**1970/71 Executives:** W. S. Gilbert (Coudrey-Campbell Ewald Pty Ltd) President; J. C. Currie (Berry Currie Advertising Pty Ltd) Treasurer and Deputy Vice President; K. H. Cousins (George Patterson Pty Ltd) Vice President; J. Black (Pritchard Wood-Quadrant Pty Ltd) Deputy Vice President (NSW); C. E. Richardson (USP Benson Pty Ltd) Vice President; L. Reason (Masius Wynne-Williams (Vic) Pty Ltd) Deputy Vice President; J. Clemenger (John Clemenger Pty Ltd) Deputy Vice President (Vic.); J. M. Garnsey (Garnsey, Greene, Clemenger Pty Ltd) Vice President; K. Campbell (Australian Advertising Agency Pty Ltd) Deputy Vice President (Qld); G. Edwards (NAS Macnamara (Adelaide) Pty Ltd) Vice President; W. Smallacombe (NAS Macnamara (Adelaide) Pty Ltd) Deputy Vice President (SA); D. Hunt (Jackson Wain & Hunt Pty Ltd) Vice President; I. Parkes (Parkes Clemenger Advertising Pty Ltd) Deputy Vice President (WA).

**Permanent executive:** Bernard Holt (Fed. dir).

**†state repr.:** I. C. Brook, 553 St Kilda Rd, Melbourne, 3004 (51-6981), Lister Bruce, Tune & Co. 95 Currie St, Adelaide, 5000 (51-5185); G. S. Hutton & Macfarlane, 400 Queen St, Brisbane, 4000 (2-1533); G. Penn, Parkes Clemenger Advtg Pty Ltd, 234 Stirling St, West Perth, 6005 (28-6944).

**AUSTRALIAN ASSOCIATION OF NATIONAL ADVERTISERS**, 47 York St, Sydney, 2000. Phone 29-1352.

**1970/71 Federal Executive:** President, R. R. Taylor (BP Australia Ltd); Immediate past president, B. W. Warner (Commonwealth Industrial Gases Ltd); Deputy presidents, J. C. Shimmin (Alcoa of Australia Ltd); E. J. Quick (World Agencies Pty Ltd); Honorary treasurer, P. T. Matthews (Bank of New South Wales).

**Members:** K. J. Luscombe (H. J. Heinz Co Aust Ltd); T. S. Craddock (The State Savings Bank of Victoria); P. Taylor (Trans-Australia Airlines); D. J. Fairall (Lily Cups Overseas Ltd), A. McD. Knowles (Rural Bank of New South Wales); A. W. Bowen (St. Regis-ACI Pty Ltd); D. R. Pittard (Nicholas Pty Ltd); E. J. Spence (F. H. Faulding & Co Ltd); G. Tibbs (Trans-Australia Airlines); B. C. Kirk-Williams (Coca-Cola Bottlers (Adelaide)

Pty Ltd).

**Administration:** J. H. Bowden (Fed. dir), J. L. Crawford (exec. officer), G. M. Kelyack (NSW secy), C. Morgan (asst to dir), 47 York St, Sydney; A. A. Wynne (Vic. secy), 445 St Kilda Rd, Melbourne; G. K. Murdoch (Qld secy), c/- Cosway Public Relations Pty Ltd, 447 Upper Edward St, Brisbane; T. G. Kerr (SA secy), 54 Currie St, Adelaide; C. Sambel (WA secy), c/- Carole Jackson Public Relations Pty Ltd, 1152 Hay St, West Perth, WA.

AANA is the representative body of national advertisers in Australia. Its membership comprises manufacturers and marketers of brand goods and services who use advertising in one or more of its various forms.

**AUSTRALIAN FILM PRODUCERS' ASSOCIATION**, 3rd Floor, 129 York St, Sydney, 2000. Phone 29-7946.

**1970 Executive:** J. A. Bushelle (Pres), J. D. Railton (Vice-pres.), T. Ohlsson (Vice-pres.), N. Castle, G. J. Jennings, C. E. Wolnizer, W. Mills, F. A. Heimans, E. E. Porter.

**Executive director:** G. E. Farrar.

The A.F.P.A. has been established since 1956 to promote, foster and encourage film production throughout Australia.

**AUSTRALIAN MOTION PICTURE STUDIOS' ASSOCIATION**, 16-18 Mount St, North Sydney, 2060. Phone 92-2943.

**Executives:** L. M. Austin, J. Daniell, M. R. Murphy, T. V. Stacey, L. Martin, K. Hurley, R. Pascoe, G. Pollock, F. Schepsi.

**Members:** Artransa Park Television Pty Ltd, Ajax Films Pty Ltd, Supreme Sound Studios Pty Ltd, Film House Pty Ltd, NLT Productions Pty Ltd, Crawford Productions Pty Ltd, Senior Films Pty Ltd, Fauna Productions Pty Ltd.

Established to foster the film production industry in Australia.

**AUSTRALIAN RADIO ADVERTISING BUREAU**, (division of Federation of Aust. Commercial Broadcasters), 47 York-st, Sydney, 2000. Phone 29-1738. Cables AFOBS.

Research and information body for Australia's 115 commercial radio stations.

Main aims of the Bureau are: To undertake research designed to inform on the value of using radio as a principal advertising medium; to provide all stations with statistics and sales aids; to inform member stations of details of successful campaigns and promotional ideas; design sales plans for specialised groups; provide speakers to talk to representative buying groups.

**THE AUSTRALIAN WRITERS' GUILD**, 2nd floor, 108 Oxford St, Paddington, NSW, 2021. Phone 31-9709. Trade union representing professional writers in the media of radio, television, stage and screen. 400 members and associates throughout Australia.

**FEDERATION OF AUSTRALIAN COMMERCIAL BROADCASTERS**, hq 2nd Floor AWA Bldg, 47 York St, Sydney, 2000. (GPO Box 7024, 2001). Phone 29-1738.

1970 executives: President, G. C. Lewis immediate past president R. C. Crawford, snr vice-president L. C. Hynes, country vice-pres., L. J. Bradley.

**Federal Council:** M. E. W. Baker (4BC), I. Bennett (3UZ), A. B. Brown (7HO), S. R. I. Clark (2GB), A. D. Faulkner (2UE), F. R. Jeffcoat (2UW).

**State chairmen:** D. Craig (NSW), R. Baeck (Vic.), G. Lovejoy (Qld), A. R. Palmer (SA), J. S. Doherty (WA), C. H. Trethewey (Tas.).

**Permanent executives:** D. L. Foster (Federal dir), R. Logic (PR officer).

Federation's first annual convention was held in 1931, when only 27 commercial stations were in existence. **M. B. Duffy** (then of 3KZ) was elected 1931-32 president. Within six years 44 new commercial stations joined the FACB, with membership reaching 100 by 1940, 108 by 1957 and 114 by 1967, present membership 115.

**FEDERATION OF AUSTRALIAN COMMERCIAL TELEVISION STATIONS**, Suite 401, 4th Floor, Caltex House, Kent-st, Sydney. Phone 27-8151. Telegrams, Telefed Sydney.

General manager: A. S. Cowan.

Executive assistant: A. B. Simpson.

Television industry's association formed in 1960, with membership consisting of all commercial television stations. The Television Advertising Board operates as a division of FACTS.

**INSTITUTION OF RADIO AND ELECTRONICS ENGINEERS AUSTRALIA**, THE, Science Hse, 157 Gloucester St, Sydney, 2000. Phone 27-1039. Telegrams Instradio, Sydney.

1970/71 executives: Angus Fowler (pres.), Dr A. J. Seyler (dep pres.), D. J. Hutchinson, A. N. Thiele (vice-pres.), N. T. Wedgner (hon. treas.), K. G. Knight (gen secy), Miss B. Smith (publications board secy), M. H. Stevenson (hon. editor).

**Divisional chairmen:** Sydney, E. C. Phillips, H. M. Coughlan (hon. secy); Newcastle, H. Middlehurst, J. Clarke (hon. secy); Melbourne, Dr A. J. Seyler, J. H. Williams (hon. secy); Brisbane, N. J. Bishop, S. R. Grantham (hon. secy); Adelaide, G. Thompson, N. Sawyer (hon. secy); Perth, S. A. Mathews, C. H. Fletcher (hon. secy); Hobart, J. H. Brodie, P. A. Watt (hon. secy); Canberra, W. J. Brear, P. B. Fischer (hon. secy).

**MEDIA COUNCIL OF AUSTRALIA** (and the Australian Media Accreditation Authority), Commercial Banking Co. of Sydney Ltd Bldg, 100 Bathurst St, Sydney, 2000. Phone 61-3738.

Secretary: B. G. Osborne.

Members: Australian Newspapers Council, Australian Accreditations Bureau, Federation of Australian Commercial Broadcasters, Federation of Australian Commercial Television Stations, Regional Dailies of Australia Ltd, Australian Provincial Press Association, Outdoor Advertising Association of Aust (Inc), Aust. Suburban Newspapers Association.

MCA and AMAA, operative from July 1, 1968, represent major media in accreditation of advertising agencies, issuing one accreditation, except in State-only instances where individual media may accredit agencies separately.

**MUSIC PRODUCERS' ASSOCIATION OF NEW SOUTH WALES**, Suite 6, 207 Darlinghurst Rd. Kings Cross, NSW, 2011. Phone 31-6546.

Executive: W. Pryor (pres.), A. Dean (vice-pres.), J. J. White (secy).

Formed late 1963. Association's broad aim is to negotiate on an industry basis with allied organisations including the 4As and AANA, and the Musicians' Union.

**PHONOGRAPHIC PERFORMANCE COMPANY OF AUSTRALIA LIMITED**, 340 Pitt St, Sydney (PO Box A412, Sydney South, 2000) 61-2906. Telegrams: Phonocord Sydney.

**Directors:** J. M. Burnett (chrmn), R. J. Gillespie (Melb.), A. W. T. Smith, N. C. H. Smith (Melb.), F. J. H. Snyders, A. R. Hely, W. J. Walsh.

Executive: C. Pickford (general mngr).

Owners, agents and attorneys of owners of the Australian broadcasting and public performance rights in sound recordings.

**PROFESSIONAL PHOTOGRAPHERS' ASSOCIATION OF AUSTRALIA**, 3rd Floor, 129 York St, Sydney. Phone 29-7946.

1970 Executive: P. Trenoweth (chrmn), W. F. Pooley (Vice chrmn), R. Warlow, N. H. McEnally, D. P. Mist, C. Kane, M. Vaughan, R. Slatyer.

Executive director: G. E. Farrar.

The P.P.A. is the governing body of professional photographers and its membership comprises all reputable photographers.

**TELEVISION AND ELECTRONIC SERVICES ASSOCIATION OF VICTORIA** (affiliated with the National Alliance of Television and Electronic Services Associations), 151 Flinders St, Melbourne, Vic. 3000. Phone 654-4600.

M. S. Grimwood (pres.), K. N. Black (secy).

Association is managed by a council elected by members.

**TELEVISION AND ELECTRONIC TECHNICIANS INSTITUTE OF AUSTRALIA**, 151 Flinders St, Melbourne, Vic., 3000. Phone 654-4600.

**Federal president:** G. M. Mitchell. **Federal secy:** K. Black. **Federal treas:** B. Lofthouse.

**State divisions:** Vic., L. Edward (pres.), W. P. Gillam (secy); NSW, G. M. Mitchell (pres.), A. G. Wallace (secy), Mrs Mitchell (exec. officer); SA, H. Eames (pres.), B. Abbott (secy); WA, V. Aquino (pres.), I. Revel (secy); Qld, B. Snelling (secy), B. Lofthouse (pres.).

**TELEVISION SOCIETY OF AUSTRALIA**, Box 1712P, GPO, Melbourne, 3001. Phone T. D. Webb, 69-0771 (home number, 20-2904).

**Office-bearers:** G. A. Warner (pres), R. H. Cunningham (vice-pres.), T. D. Webb (secy) K. W. Lovegrove (treas.).

**Council members:** I. B. Angus, B. Mitchell, J. F. Guinane, L. Dayman, C. L. Faudell, J. Fowler, D. G. Freeman, R. Kinnear, H. Lilburn, A. Millar, G. Smart, Miss A. L. Vandenburg, I. Williams, F. Wilson.

Associated with the Television Society of Great Britain.

**TELEVISION SOCIETY OF AUSTRALIA (NSW division)**, PO Box 333, Crows Nest, 2065. Phone 439-1163.

**Harry Griffiths** (pres.), **Colin Macdonald** (secy).

## CLUBS

**ADVERTISING CLUB OF VICTORIA**, Box 2488V, GPO, Melbourne, 3001.

**Board of management:** Pres., R. E. Barrett, Vice-pres., F. M. Slater.

**Committee:** G. D. Dobson (Claude Mooney Advtg), M. B. Fogarty (Walker Herbert & Assoc.), D. M. Guthrie (D. M. Guthrie & Assoc.), J. T. Reidy (Southdown Press), P. J. B. Steer (Selex Decal), Miss M. B. Wilson (Aust. National Travel Assn), B. H. Buttery (Mobil Oil), Miss E. Pounder (Dean Forbes), Mrs P. Marshall (3DB).

**Organisation representatives:** B. Levings-ton (Outdoor Advtg Assoc.), B. H. Neal (Time Club), G. P. Ruttle (Theatre Screen Advtg Assoc.), M. Williams (Contact Club).

**ART DIRECTORS CLUB OF MELBOURNE**, 8 Glover St, South Melbourne, Vic, 3205. Phone 69-4453.

**Committee:** President, Peter Bennett (USP Benson), vice-president, Peter Keeble (Ogilvy & Mather), Ray Chancellor, Lee Kennedy, John Pollard, John Smallman, Len Trenkner.

**Permanent Executive:** Don McDonald (secy treasurer).

The Art Directors Club of Melbourne is a representative body of those engaged, pro-

fessionally, in the creative activities of advertising.

**O'cas repr.:** Art Directors Club of New York.

**CONTACT CLUB LIMITED**, Sydney, GPO Box 1792, 2001. Admin secy, Mrs Lorna Maurice. 918-6484.

**Executives:** Pres., Max A. Cail; vice-pres., D. Jeffreys, B. Forsythe; hon. secy, R. M. Bumpstead; treas., G. Parkes.

A social club formed after the war to promote goodwill among all sections of the Sydney advertising fraternity.

**THE 729 CLUB LTD**, 67 Lithgow St, St Leonards, NSW, 2065. Phone: 43-0729.

**Executives:** K. Fraser (pres.), K. Chapman (vice pres.), N. Edwards, J. Hicks, J. Kitson, R. Moore, P. Skelton, Eric Webb (secy/mngr), John Gaynon (asst secy-mngr).

**Operations:** Social Club for TV and allied industries.

**TELEVISION CLUB OF VICTORIA**, c/- BTQ-7, 445 St Kilda Road, Melbourne, 3004, Phone 26-1357.

**1970/71 Executive:** W. McGrath (hon secy), H. Lyon (pres), K. Carroll (vice-pres), B. Hynes (immed. past pres.), M. Milne (vice-pres. elect), B. Mitchell (treas). N. Mezger (asst hon. secy).

**Committee:** R. Weinberg, N. McBeth. **Public relations:** G. Fenton.

**TIME CLUB, THE (Sydney):** Hon. secy, Owen Williams (2UW), 365 Kent St, Sydney, 2000. (2-0270).

**1970-71 executives:** Pres. Ken Johns (AWA), vice-pres., Reg Clarke (MBS), secy Owen Williams (2UW), treas. J. Mantle (AWA), publ. officer R. (Mac) Bumpstead (B&T).

**Executive committee:** Gene Mann (MBS), G. Rutherford (2UE), Frank Jeffcoat (2UW), Bob Spring (Parker Representations).

**TIME CLUB, THE (Victoria)**, hon. secy, John Bahen, c/- Representation Services Pty Ltd, Suite 31, 541 St. Kilda Rd, 3004. Phone 51-8459.

**1970/71 Executive:** Pres., Vic Beitzel (3UZ), hon. secy., John Bahen (Rep. Services), assist. secy., Tony Sargeant (Darg Assoc.), Hon. treas., John Bahen (Rep. Services).

**Committee:** Rob Ellenby (ABS), Dick Casey (3AK), Ian Ahearn (RAR), Warwick Lobb (3DB), David Bellette (Darg Assoc), John Lloyd (3KZ), Clyde Simpson (3XY).

**TIME CLUB (Brisbane)**, c/- 4BC, CBC House, Cnr Wharf & Adelaide Sts, Brisbane, 4000. President, Richard Swift, vice-pres., J. R. Clark, secy., G. Gold, treas., J. P. Morris.

# ADVERTISING AND TECHNICAL TRAINING COURSES

## SYDNEY

**ADVERTISING INSTITUTE OF AUSTRALIA**, (Mrs) Pat Cooke (Fed secy & registrar), 7th Floor, AWA Bldg, 47 York St, Sydney, 2000 (29-2534).

**Divisional Secretaries:** Mrs K. A. Anderson, PO Box 115, St. Ives, 2075; N. R. Stagoll, c/AAAA, 553 St. Kilda Rd, Melbourne, 3004; E. Bolger, Pemberton, O'Brien Advertising (Qld) Pty Ltd, 312 Elizabeth St, Brisbane, 4000; H. Hodgen, George Patterson Pty Ltd, 2 Wakefield St, Kent Town, 5067; E. R. Tamlin, 22 Moulden Ave, Mt Yokine, 6060.

Major objectives of the Institute, which are of particular significance to individual members are:

To ensure that the members of the Institute shall practise advertising in accordance with the published code of ethics of the Advertising Institute of Australia.

To support, uphold, and protect the character and status of all persons engaged in advertising and advance their professional interests.

To encourage the study of advertising, its related skills and academic disciplines, and for that purpose to establish, promote and arrange examinations and tests of proficiency in advertising.

To promote a broader understanding of the purpose and functions of advertising in the community at large.

While membership of the AIA is personal, the Institute is supported and acknowledged by major industry organisations, such as AAAA, AANA, FACB, FACTS, as being the authoritative body for advertising education in Australia.

The Institute's Education Board is responsible for:

Setting examinations for admittance to the Institute at Associate (Dip) level; Liaison with Technical Colleges in all capital cities where advertising courses are being conducted; Liaison with correspondence schools whose syllabii are based on that of the AIA and who prepare their students for annual AIA examinations.

**AIR-TV AUSTRALIAN INSTITUTE OF RADIO AND TELEVISION PRODUCTION**, PO Box 28, Toowong, 4066. Phones 21-6297, 78-2675, 78-2893.

**Directors:** Jim Iliffe, Ivor Hancock.

Specialised training in Radio and Television announcing, production, copywriting and sales. Graduates (diploma) available for placement anywhere.

**INTERNATIONAL CORRESPONDENCE SCHOOLS (AUSTRALASIA) PTY LTD**, 400 Pacific H'way, Crows Nest, NSW, 2065. PO Box 202. Phone 43-2121. Cables Intertext.

**Directors:** W. R. Gresham (mng dir), G. W. Anley (secy), M. H. Kellerman (principal), G. E. Healey (marketing).

Conducts six courses in radio-TV engineering and servicing, courses for PMG exams, course for the IREE, 12 courses in electronics and three in electronic computers, all courses giving revision in basic mathematics and graded study manuals to the more advanced work.

Periods of study vary from 252 hours for a basic electronics course to 1175 hours for the practical radio-TV engineering course.

Enrolment is effected by personal interview with a trained careers officer or by mail, in which guidance forms are used to assess the potential student's educational standard. Adjustments may be made in the structure of each course, depending on student's previous education or experience.

Courses keep abreast of the latest developments in radio, TV, electronics, servomechanisms, automation and telemetry.

Further information may be secured from the Registrar, International Correspondence Schools, PO Box 202, Crows Nest, NSW.

**NEW SOUTH WALES DEPARTMENT OF TECHNICAL EDUCATION**, Farrer and Information Course Unit of Technical Education, Railway Square, Broadway, Sydney, 2007. Phone 2-0922.

Advertising Certificate Course conducted part-time, Sydney Technical College. Duration 4 years; Attendance 6 hours a week in the first 3 stages; 8 hours a week in stage IV. The course provides comprehensive education in advertising principles and techniques at both elementary and advanced levels and is based on the requirements of the Associateship of the Advertising Institute of Australia.

Subjects include; copywriting, oral communication media, psychology, production campaign planning, report writing, marketing and research. Fees: \$27 a year for the first three stages and \$36 for the fourth stage.

Television Studio Techniques Special Course conducted part-time, North Sydney Technical College. Duration: 2 years; Attendance 6 hours a week. The Course offers lectures and practical instruction in television studio practices. Each term several scripts are selected and produced in the studio to provide students with practical experience.

and the opportunity to work under TV operational conditions. Fee: \$36 a year.

Fees: Subject to review.

**NORTH SYDNEY TECHNICAL COLLEGE** (NSW Department of Technical Education), Pacific Highway, Gore Hill, NSW, 2065. Phone 43-5315.

Principal: A. Ronald Dick.

Conducts courses in TV station operators, TV studio techniques, electronics and communications (full-time and part-time), engineering principles of computers (analogue), engineering principles of computers (digital), mathematics IV.

For details of courses, terms and fees contact the Guidance Officer (43-5316).

### BRISBANE

**KANGAROO POINT TECHNICAL COLLEGE**, 417 Main St, Kangaroo Point, 4169.

The advertising course provides for the training and development of present and potential advertising executives, and others dealing with advertising in commerce, industry and the public service.

Period of course: Three years entrance qualification, junior pass including English

and mathematics. At the end of the course, provided all college examinations have been passed, applications may be made to the Advertising Institute of Australia for admission as an associate of the institute.

Enrolment and fees: Enrolment may be effected at the College office. Fees: \$12 per term over the three years.

### ADELAIDE

**SOUTH AUSTRALIAN INSTITUTE OF TECHNOLOGY**, North Tce, Adelaide, SA, 5000. Phone 23-3866.

Marketing Studies Certificate.

Course is designed to train personnel in fields of advertising, retailing, field selling, overseas trading and physical distribution of goods.

Subjects include business operations, advertising, graphic arts production, copywriting and design, media analysis, advertising programming.

Period of course: Three years part-time, three terms annually, February to November. Enrolment at SA Institute of Technology, early February each year.

On successful completion of course, students may apply for the associate diploma of the Advertising Institute of Australia.

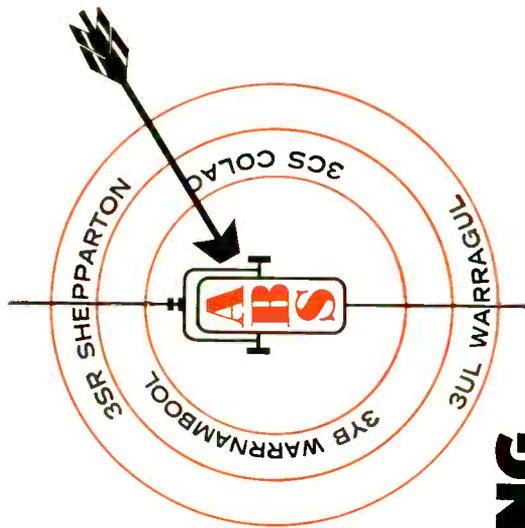
# Who's Who in . . .

- *Advertising*
- *Production*
- *Radio*
- *Television*
- *Radio-TV entertainment*
- *And associated fields*

# ABS

**No. 1 IN PROVINCIAL VICTORIA**

- 3SR SHEPPARTON
- 3YB WARRNAMBOOL
- 3UL WARRAGUL
- 3CS COLAC



**ASSOCIATED BROADCASTING SERVICES LIMITED**

## A

*What's what  
in South Australia*

**5KA-5AU-5RM**

**ABRAHAM, Raymond John.** Radio engineer. Born Basingstoke, England, March 11, 1935. Joined 7EX as junior technician in March 1954. Appt chief eng. 2QN 1962 then 2WG 1963. Rejoined 7EX as chief eng. July, 1965. Married, 3 children, resident Launceston.

**ADLERSTEIN, Hans Heinz von.** Agency senior TV producer, USP-Benson, Melb. Born July 16, 1910. Former chief producer Assoc. TV; Sydney mng'r Aust. Radio and TV Productions; joined J. Walter Thompson 1956, now snr TV prod. USP-Benson (Melb.). 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 Melbourne.

**AITKEN, Raymond Reginald Scott.** Agency director. Born Sydney, May 1, 1928. Began advtg career in 1945 with AWA Radiola advertising dept. Production manager then account exec., Raymond Publicity, Sydney. Joined NAS (Sydney) as account exec., then director. Married, resident Hunter's Hill, Sydney.

**ALBISTON, John Maxwell.** Television station chief of engineering and operations. Born Melb., April 16, 1929. Tertiary education (Communications Engineering) RMIT, where was sen. instructor in TV (1953-58). Joined HSV 1959 as asst chief engr. Apptd chief engr 1969. Married, 4 Children, resident Doncaster, Victoria.

**ALLENDER, Robert.** Agency joint managing director. Born Wellington, NZ, Dec. 15, 1922. NZ B'casting Service, Catts-Patterson Advtg. Publ. mng'r. TEAL, acct dir Hansen Rubensohn-McCann Erickson, Berry Currie, Hawkins. Dir Coudrey-Campbell-Ewald Pty Ltd, now joint mng dir. Married, resident Turrumurra, Sydney.

**ALLSOP, Raymond Cottam.** Motion picture, radio and TV consultant. Born Randwick, NSW, March 11, 1898. Associated start of Australian pioneer station 2BL Sydney, and chief engineer. First to make short wave speech to UK and USA (1925) and London, broadcasting to Australia via 2BL. Former member, Broadcasting Control Board. Authority on FM and TV. Major part in producing ASDIC and RADAR for RAN during World War II. Fellow & past pres. IRE (Aust.) now IREE, lieut. comm., RANVR. Married (2 daughters), resident Roseville, Sydney.

**AMOORE, Cecil Thomas.** TV station chief engineer. Born Brisbane, June 29, 1928. Holds B'cast Ops. Cert., TV Ops. Cert., Assoc. SMPTE. 11 years senior tech. 4BH, 14 years electrical eng. dept., Queensland Uni., 3½ years supervising tech. in charge of OBS BTQ. Joined RTQ Nov. 1962, as chief engineer. Married, 3 children, resident Rockhampton, Qld.

**ANDERSON, George Herbert.** Media and market research company governing director. Born Hobart, Tas., March 20, 1897. Former railway survey & construction engineer; asst gen. secretary Graziers' Assoc., NSW; gen. mng'r 2GZ, dir 2NZ, first country vp AFCBS; sales mng'r MBS; mng'r 2GB. 1944, Founder, gov-dir, Anderson Analysis radio listening, TV viewing, press readership market research, chairman Mecar Pty Ltd, AIF 1915-1919; 1938-43 lieut. col. 9th Field Reg.; G3 (Air) G2 Intell. LO, hq 2 Aust. Corps. Married, resident Turrumurra, Sydney.

**ANDERSON, Hugh.** Radio station representative. Director Hugh Anderson Pty Ltd, Broadcast Exchange (Aust.) Pty Ltd, Melb.

**ANDERSON, Peter Brian.** Radio sales representative, dir Broadcast Exchange (Aust.) Pty Ltd, Melbourne.

**ANDREW, George William.** Radio station sales manager. Former sales rep., Herald & Weekly Times (1932-56). RAAF (5½ yrs). Joined 3UZ 1956. Clubs — Melb. Cricket Club, VATC Huntingdale Golf Club, Married, 2 children, resident South Caulfield.

**ANGEL, Donald.** Radio station news editor. Born Sydney, Sept. 23, 1911. Journalist on Sydney metropolitan newspapers, wartime deputy director in charge, NSW branch, Commonwealth Dept. of Information, also war correspondent. Currently with 2UE. Married (two children), resident Coogee, Sydney.



**RAY BROWN Pty. Limited**  
media representation

'The Brown House',  
612 Queensberry St., North Melbourne, Victoria, 3051  
Telephone 329 8522 • Telex 31717

and at 163 Clarence Street, Sydney, N.S.W., 2000  
Telephone 29 4180. Telegrams 'Schedule' Sydney

**ANSELL, Ronald Douglas Knowles.** Agency director. Born Melb., April 14, 1910. 1964-67 Aust. Govt Trade Commissioner, New York. Now dir USP-Benson (Vic.) Pty Ltd. Married, resident Melb., Vic.

Former sales mngr VBN. Apptd gen. mngr 3XY 1964. Resident Ringwood, Vic.

**BAGLIN, Douglass Hinton.** Film producer and studio managing director. Born Sydney, June 25, 1926. 2yrs RAAF aircrew; founded Douglass Baglin Pty Ltd (comm. photographers) 1946, and also equipment, sales suppliers and hire service for trade in 1954. Now mng dir of the three businesses. Married, resident Hunter's Hill, Sydney.

**BAILEY, Antony James.** Television station representative. Born April 12, 1940. Ed. Caulfield Grammar School. 5yrs USP-Benson, joined Noel Paton Advtg 1961, Curtis & Mason Advtg as TV and radio mngr 1963; TCN as sales rep., 1965. Joined Television Associates Pty Ltd as sales exec. 1969. Married, resident Burwood, Vic.

**BAINGER, Colin Robert.** Television station company secretary. Born 1922. Formerly Shell Co.: apptd secty NWS 1959. Fellow Chartered Institute Secretaries and Assoc. Aust. Society of Accountants. 4 yrs AIF. Resident Pasadena, SA.

**BAKER, Max.** Radio network general manager. Born Broken Hill, NSW, April 18, 1925. 1943-48 RAN; 1948-51 BHP Newcastle; 1951 asst secy; 1954, gen. secy; 1960-64 Fed dir FACB. Member FACB Federal Council 1964-69. Now gen. mngr Vic. Broadcasting Net Ltd, VBN resident exec. in NSW. ACIS; AASA. Married, 1 son, 1 daughter, resident Cremorne, NSW.

**BAKER, Maxfield Edmund William.** Radio station manager. Born Wonthaggi (Vic.), Jan 22, 1915. Joined 4BC (announcer) 1945, now mngr. Married (3 sons, 1 daughter), resident St Lucia, Brisbane.

**BAKER, Samuel Cecil.** Radio station assistant general manager. Born Singapore, 1921. Came to Aust. 1945, joining the Macquarie newsroom in 1947. Joined Artransa 1950 as country sales exec. Appt sales manager Artransa radio division, 1956. Appt asst to mngr dir Macquarie Broadcasting Service, 1966. Now asst gen. mngr 3AW. Married (one son), resident Melbourne.

**BALES, Keith Stuart.** News Limited promotion manager. Born February 13, 1946. 2 years traffic mngr STW. 2 years sales asst TVW. Joined Murdoch Group in 1966 handling prom. for 6KAN-A. Appt to handle prom. for The Sunday Times in 68. Joined News Limited head office, Sydney, January 1970. Associate Inst. Public Relations. Overseas Assoc. British Inst. Public Relations. Single. Resident, Sydney, NSW.

**BALFOUR, Frank James.** TV station engineer. Born Syd., June 9, 1925. PMG dept 1940-43. Inst. Tech. 1943-44. Merchant Navy radio officer 1944-51. RAAF and Qantas aircrew 1951-53. 2UW 1954-1955. Overseas 1956-1958. TCN. sen. tech. 1959-62. ADS studio eng. 1962-63. CBN asst chief eng. 1963. Joined DDQ studio eng. 1969 appt chief engineer. Married (1 daughter), resident Toowoomba, Qld.

**BALLANTYNE, Kenneth Rex Hunter.** Agency deputy managing director. Born London, October 7, 1919. Dir. Best & Co. Pty Ltd, 1945-57. Publ. mngr Philips Elec. Inds P/L 1957-58, dir Trade Publ. (UK) C'wth of Aust., 1958-61. Joint mng dir USP-Benson (NSW) Pty Ltd. Deputy mngr

**ARCHER, Kenneth Alan.** Chief network sales manager. Born Brisbane, Jan. 17, 1928. Science master, Bris. Church of England Grammar School, 1947-53. 4BC sales rep., Oct., 1954, apptd sales mngr, December 5, 1956, asst mngr, 1962. Queensland network sales manager, 1966. Dir Darling Downs TV Ltd, 1968. Represented Qld at cricket and baseball 1946-56, and Aust. at cricket 1949-52. Married (two children), resident Annerley, Brisbane.

**ARCHER, Ronald Graham.** TV station general manager. Born Bris., Oct 25, 1933. 7 years Shell Co. 2UW sales rep. March, 1959. Appointed sales mngr 2UW 1963. Sales mngr TVQ 1965-68. Now gen. mngr TVQ. Represented Qld and Aust. at cricket 1952-56. Toured England 1953 and 1956, and West Indies 1955. Married, 2 children, resident Kenmore, Brisbane.

**ARMSTRONG William Richard.** Recording production company principal. Born June 24, 1929. Experience in sound recording with Philips, ABC, 3UZ, W&G, 3DB and Telefil. Formed his own recording studio in October 1965—Bill Armstrong Pty Ltd; senior affiliate IREE (Aust.) member AES (USA), Married, resident Caulfield (Vic.).

**ARNOLD, William Sydney.** Chief Engineer. Born April 11th, 1915. Gained 1st Class Cert. at Marconi School. 3 yrs Officer in Charge Communications with Papua Oil Devel. Co. NG. 1 year at each 2KA & 2KM. Served RAN (radar) in Pacific Area during War. Since War with 2UW, chief engineer since 1966. Resident, Eastwood.

**ASHTON John Alexander.** Radio station manager. Born December 7, 1914, Perth, WA. Sgt 2/10 Inf. Btn UK, Middle East. Sales rep. (5 years), sales manager and asst mngr 6KY-NA, now station mngr 6PR-TZ-C1. Married, resident South Perth.

**ATTHOW, Garth Donald.** Radio station manager. Born Bris., Mar. 10, 1930. With 4GY 1955, then to 2MW 1956 and apptd studio mngr 2MW's Southport studio 1958. Now general mngr and resident director of 4LM. Married (2 daughters), resident Mt Isa, Qld.

**AUSTIN, Ian.** Agency TV-radio prod. mngr. Geo. Patterson-Noble Bartlett Advtg, Brisbane.

**AUSTIN, Kenneth Lindsay.** TV station publicity officer. Born Dandenong, Victoria, Nov. 20, 1923. 3UL sales staff 1941, AIF 1942-46, 3UL 1946, 3SR 1949, 3SR sales mngr 1966, GMV publ. officer 1967. Married (3 children), resident Shepparton.

**B**

**5KA-5AU-5RM**  
is spelt **S.A.B.N.**

**BAECK, Robert Joseph.** Radio station general manager. Born Melb., Vic. Began radio career 3KZ, then to 2MG, 2HD 1945; sales dir 1953-56.

dir Compton Advertising, Sydney. AIF infantry and signals. 1939-45. Married, resident Edgecliff Sydney.

**BANKS, Norman Tyrell.** Director public affairs, producer-compere, commentator foreign affairs and sports, radio and TV interviewer. Born Hampton, Vic., October 12, 1905. MBE for services to broadcasting. 3KZ 22 years, studio mngr, quiz show and panel prog. compere, sports commentator in USA 1935-6. Since 1952 with 3AW, compere, feature commentator. Founder world-wide Carols by Candlelight Festival and creator all-day radio charity appeals. Authority on world travel. Married, resident Armadale, Vic.

**BANKS, Ronald Thomas.** Advertising agency managing director. Born Vic., May 15th, 1932. Former dir. Jackson, Wain (Tas) Pty Ltd from 1960. Own agency 1968. Fellow of the Advtg Inst. of Aust. Pergini Award winner 1956. Councillor Hobart Chamber of Commerce, Pres. Hobart City. Devel Assn. Married 4 children. Resident Sandy Bay, Tasmania.

**BANKS, Terry.** Manager TV department Kingcroft Productions. Started Cinesound Productions laboratory and later film editor of Cinesound newsreel (American 'Oscar' award for Kokoda Front Line.) Film editor of Sons of Matthew and Smithy, etc. Theatre manager with Greater Union Theatres, producer-director of commercial TV films at Artransa and Supreme Sound Studios. Married, three daughters, resident Willoughby, Sydney.

**BARBER, Samuel George.** Radio station chief engineer. Born Norwood (SA), April 13, 1913.

Elect. maint. staff Chrysler Corp'n 1933-39, eng. i/c SRM 1940-42. Joined 5DN 1939, chief eng. 1942. Designed—built three transmitters for 5DN inc. standby 2kw plant plus studio and assoc. equipment inc. remote control. IREE (SA). Married, resident Brighton, Adelaide.

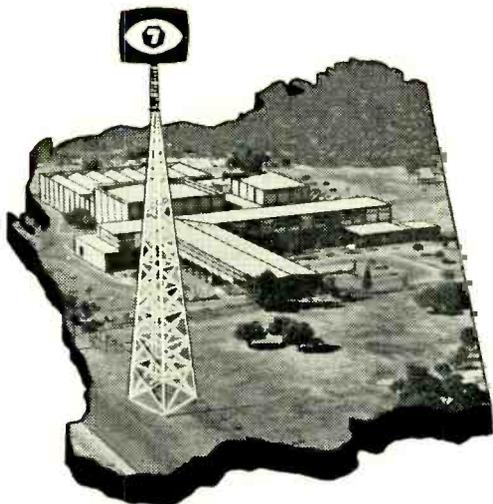
**BARBERIS, Marsden.** Agency director and general manager. Born Warrnambool, Feb. 1, 1925. Member, Advertising Institute of Australia. Artist, advtg exec. and admin. mngr, Nicholas Pty Ltd, 1941-1965. Ex RAAF. Married, 4 sons, resident Mt Waverley, Vic.

**BARKER, Wilfrid John.** TV station general sales manager. Born Hobart, Tasmania, August 1, 1928. Ed. Uni. of Tasmania. Major CMF. Appt Vic. sales mngr GTV Melbourne, Jan. 1966. Sales manager 1967. Gen. sales mngr TCN, 1968. Married (2 children), resident Hunters Hill, Sydney.

**BARLIN, George Kenneth.** Television station gen. manager. Born Lansdowne (NSW), Feb. 18, 1916. MIRE. Apprenticed 2CA 1933, asst mngr-chief eng. 1941, mngr 1945. Tech. superintendent, 2WL, 1957. Now gm Canberra Television Ltd (CTC). Married, resident Campbell, Canberra.

**BARRETT, Colin Richard.** Radio station manager. Anncr Tas. and NSW 1953-57; anncr/pub-officer ABC Brisbane 1957-61; anncr/sales prom. 2HD 1962-64; sales mngr 4NA 1964-65; asst mngr & mngr 2WG 1965-68. Appt mngr 4CA Cairns April, 1969. Married, resident Cairns, North Queensland.

# TVW CHANNEL SEVEN...



## FIRST IN WESTERN AUSTRALIA

**BARRIE, Douglas Mitchell.** Agency managing director. Born Lismore, NSW, March, 21, 1916. With Assoc. Newspapers, Syd., 1932. C'cial artist until 1940. After active service 1946 appt advtg mngr British Standard Machinery, 1955, advtg mngr LNC Indus. and NSW assoc. companies. Dir and gen. mngr Dean Forbes Advtg since 1961, now mng dir. Married, 2 children, resident Kingsford, NSW.

**BARRY, John Vincent.** Cine & TV equipment company managing director. Born Melb. Dutch Govt film unit during war, then Trans-Pacific Films, Melb. cameraman, Chas. E. Blanks. F'lance cameraman 4yrs in London, 3yrs Paris. Cine & TV equip. div. mngr Swift & Bleakley P/L. Mngr PR & sales Supreme Sound Studios. Now mng dir Birns & Sawyer (Aust.) P/L., Aust. & SE Asia. Council member & publ. officer TV society of Aust., NSW div. Married, resident Double Bay, Sydney.

**BARRY, Keith Lambert.** Agency managing director. Born Bowen, Qld, November 12, 1928. 1962-68 mng dir USP-Benson (Qld) Pty Ltd. Now mng dir USP-Benson (Vic.) Pty Ltd. Married, resident Brighton, Vic.

**BARTON, Richard Henry.** Governing director, film and TV studio equipment manufacturers and suppliers. Born Sydney, NSW, Nov. 1, 1914. 40 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 governing director. Resident Chatswood, NSW.

**BATCHELOR, John.** TV station chief engineer. Born Adelaide 1930. Formerly engineer ABC television, Melbourne, engineer Philips Electrical Industries, Hendon, TV receivers design and production. Now chief engineer NWS, BE, FSASM, MIREE. Resident Woodforde, Adelaide.

**BATTYE, Noel.** Career consultant. Born Sydney, NSW. War Service AIF. Former advtg copywriter and advtg exec.; radio stn anncr-mngr; station sales and rep. Now advertising career consultant, Noel Battye Pty Ltd. Married, 3 sons, resident St Ives, Sydney.

**BAXTER, Roy W.** Radio-TV production unit managing director. Born Canberra, ACT. Mng dir Pilgrim Productions Ltd. Director: Concept Films International. Specialises in writing, scripting and research. Married, resident Turramurra, NSW.

**BEAN, Alf.** Studio manager W&G Record Co. Melb. Recording exp. USA and various States in Aust. Resident Hampton, Victoria.

**BEAN, Raymond John William.** Radio program manager. Born January 23rd, 1935. 1956 2KY programmer, 1958 anncr at 2TM, 2VM. Late 1958 joined 2UW as panel operator, 1960 2KY asst. prog. mngr. 1962 2UW presentation officer, 1964 2UW studio controller, 1966 2UW prog. mngr. Married, 2 daughters, Resident, Blacktown.

**BEARD, Denys.** Radio station manager. 4KZ three years, now manager 2MW. Resident Murrumbidgee.

**BEASLEY, Bert J.** Chief engineer/asst mngr. Born Orange, NSW. 14 yrs 2GZ Orange, conducted own business 6 yrs, then joined WIN4 and later ATN7 and TEN10. Joined NRN-11 June, 1965. Married, 3 sons. Resident Coffs Harbour.

**BECKER, Russell Anthony.** TV-Radio group managing director. Born Homebush, Sydney, July 20, 1928. Prod. asst 2CH, asst to sales mngr, AWA b'cstg dept, then 4BH continuity mngr, London, sales exec. Overseas Rediffusion Ltd, thence home, senior sales exec. Macquarie B'casting Service, Melb., Nichols-Cumming Advtg, Melb. (sen. acct-exec.). Joined ATN 1956, sales mngr 1957; station mngr 1959; gsm ATN and Artransa Park TV 1961; gen. mngr TVQ 1964-65. Now md R. A. Becker & Co. Pty Ltd, TV film dist. dir Group Television Services Pty Ltd, Mt Isa Television Pty Ltd Mid Western Television Pty Ltd, Fellow Inst. of Sales & Marketing Execs (ISM). FISM. Married, two sons, resident Sydney.

**BECKINSALE, Ben N.** Radio station program manager. Born Bowen, Qld, Dec., 1940. Anncr 4GY, 1959-61. 4BH anncr 1961, aptd studio mngr 1967. Married (2 children), resident Clayfield, Brisbane.

**BEIOLEY, Leonard William.** Radio station general manager. Born Sydney, January 15, 1917. Joined MGM Sydney as junior (1931) and travelled for motion picture ind. in NSW, Vic., and Qld, becoming MGM's asst Qld mngr. Joined 4KQ as sales manager. Now gen. mngr. Married, resident Kenmore, Brisbane.

**BELLETT, Michael Francis.** Radio station manager. Born May 7, 1931, Rockhampton, Qld. 4KQ 5 yrs presentation programs announcing, then 4AY 13½ yrs breakfast anncr, studio manager and to sales and sport. First manager 4AM. 3 years now manager 4CD. Married, 2 daughters, 1 son, Resident West Gladstone Q'land.

**BENNETT, Kenneth Sydney.** General manager Television Associates. Born Portsmouth, Eng., March 3, 1923. War service Wireless Branch Royal Navy; wireless officer P&O; communications officer DCA 1947-50; PMG 1st class grad. Marconi School 1948; 2CA 1951 anncr-copywriter; sm 2CA 1954; MBS State rep. Adel 1958. Personal asst to gm 5DN 1960. Sales mngr 5DN 1962. MBS (SA) rep. Now gen. mngr, TV Assoc. Married (3 children), resident Roseville, NSW.

**BENNETT, Lewis.** 3UZ general manager since 1950. Formerly with 4BH, 2UE, 2TM. 1939 Prod. mngr. 3KZ. 1948 gen mngr. 5KA. Pres. FACB 1959-1960. Fed. Councillor 1949-70. ARAB Cmtee. 1960-69 Chrmn. Eng. Cmtee 1965-70. Member of Council & Board of Ref. Advertising Inst. of Aust., Clubs: president-elect Melbourne Rotary, Kelvin, RACV. VRC, VATC, MVRC. Married, resident Armadale, Vic.

**BENNETT, Peter Cyril.** Agency creative director. Born Perth, July 6, 1934. Associate RMIT. Art dir., George Patterson, Nichols-Cumming. 2 yrs. S. H. Benson, London. Creative group head, USP-Benson (Vic.) Pty Ltd. Married, resident Brighton, Vic.

**BENT, Joan.** Agency partner. Born Lismore, NSW. Former advtg assistant, Nock & Kirby Ltd; in charge Farmer & Co's catalogue advtg; nine years

advtg & sales promotion mngr, Buckingham's; now partner Norman Bent Advtg. LOA, Art diploma, ESTC, AIPR. Married, resident Castle Hill, NSW.

**BENT, Norman.** Agency partner. Born Birkenhead, Eng. Former asst NSW sales promotion mngr GMH; advtg assistant, Anthony Hordern's; started own agency 1937; agency closed during war, re-opened 1947. 5 yrs AIF. Married, resident Castle Hill, NSW.

**BERRYMAN, W. Barry.** Company director. 6 yrs secy/mngr Sixteen Millimetre film library. Dir Permafilm Australia Pty Ltd. Single, resident Kogarah Bay, Sydney.

**BESELER, George Horace.** Agency general manager. Born Melbourne, Vic., Oct. 20, 1916. Seven years Myer Emporium, becoming basement advertising manager; director and acct/exec. Richardson-Cox (now Richardson-Beseler) Advertising from 1938; officer RAN and RN 1939-45. Reserve Lt-cmdr. Member Naval, Military and West Brighton Clubs. Married, 3 children, resident Lower Templestowe, Melb.

**BIDDLE, Rodney Jordan.** Television station mngr. Born Melbourne. Senior lecturer communications engineering RMIT. Chief engineer GTV9 1955, station mngr 1965. FIREE. Squadron radar officer RAN, chrnm, past chrnm etc IREE, past pres. Television Society of Aust. Married, 4 children, resident North Balwyn, Victoria.

**BILCOCK, David John.** Production company chairman and producer-director. Born Croydon, Vic., Oct. 6, 1909. Qual. engineer. Formed film unit for Vic. Country Roads Board, and Owen Bros. Melb. Founded Cambridge Film & TV Prod. Pty Ltd 1949. Now chrnm, Senior Film Productions Pty Ltd, Melb.

**BILLSON, (Bill) A.** Company director. Born Sydney 1923. Dir Pics Motion Picture Supplies Pty Ltd. Associated photographic industry 25 yrs. Former mngr indus rial prod. div., Sixteen Millimetre. Member SMPTE, 7 yrs RAN. Married, 4 children. Member Broken Bay Game Fishing Club, AMD, RMYE.

**BISHOP, Noel Jack.** Radio station chief engineer. Born Brisbane December 16, 1915. 1932 techn 4GR. 1940 studio engr 4BC, apptd chief engr 4BC 1946. Commonwealth Broadcasting Network chief engineer, 1967. AMIRE. Married (1 daughter), resident Annerley, Brisbane.

**BISHOP, William Frank.** Agency joint gen. mngr. Previously advtg mngr Robur Tea Co. Ltd. Manager 3HA; Joined C. H. Lucas Advertising 1957. Resident East Brighton, Vic.

**BLACKLEDGE, Garry Deans.** National sales manager, film studios. Junior anncr 2GZ, 2CH 1948-49. Anncr. Prod. 2GB 1951-56. Prod. ATN 1956-1959. Planned and installed radio, TV stations East and West Africa for Rediffusion 1959-65. Now nat. sales mngr, Artransa Park Film Studios. Resident North Sydney, NSW.

**BLANKET, Leonard.** Information and Trade PR counsel. 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). Variously

reporter, sub-editor, feature writer Sydney Daily Telegraph, Sunday Sun, Daily Mirror. Editor and managing editor B&T, B&T Year Book 1950-1969; own trade PR unit 1969. Married (2 sons), resident Killara, Sydney.

**BLEAKLEY, David B.** Marketing director Swift & Bleakly and Swift photographic group of companies. Married, resident Wahroonga, Sydney.

**BLEAKLEY, John Harold.** Studied chemistry and economics (Syd. Uni.). Dir H. Bleakley Pty Ltd, H. Bleakley Trading Pty Ltd and Swift and Bleakley Pty Ltd, marketing eqpt for MPI and TV. Also dir Swift & Co. Ltd. Races yacht Akala (Royal Sydney Yacht Squadron). Married, resident St Ives, Sydney.

**BOLAND, Warren.** TV station marketing manager. Previously with Paul Hamlyn Group. Born Adel. January 1, 1941. Married, 2 children.

**BONNER, Gordon Charles.** Television station sales manager. Born Essendon, Vic., Nov. 1930. 7EX control operator-anncr, 1945, 7HT anncr 1953-56. 7EX sales and specialty anncr 1959-62. Appt. TNT9 sales mngr, Feb. 1962. AISM, Rotary Club, Sth L'on. Married, three children, resident Riverside, Tasmania.

**BOSISTO, Jon de Villiers.** Company secretary and director. Born Sydney, Oct. 29, 1935. AASA, ACIS. Joined Nichols-Cumming Advtg 1965 from McMullin, Heale & Co., chartered accountants. Now dir Australian Marketing Development Pty Ltd. Married, resident Glen Iris, Vic.

**BOTTOMLEY, David Theodore.** Market research director. Born Eng. 1924. Research mngr, McCann-Erickson London; USP Melb. mng dir Aust. Sales Research Bureau 1953-1970. Dir. Aust. Commercial Research 1970. B.Sc., B.Ed., Assoc. Royal Aust. Chem. Inst., FAIM, FAIA, Life Member Mkt. Res. Soc., Aust. rep. for ESOMAR marketing tours. Married, 4 children, resident Surrey Hills.

**BOWDEN, John Henry.** Trade association Federal director. Born Tweed Heads, NSW, February 1, 1917. Accountancy, market research, radio audience measurement, advertising space representative. Fellow Advertising Institute of Aust., Aust. Inst. of Management, assoc. Institute of Sales & Marketing Executives; Federal director, Australian Association of National Advertisers. Four years AIF (capt.) Married, two children, resident St Ives, Sydney.

**BOWMAN, Steve.** Sound and film producer. Born Maryborough, Victoria, 1939. Formerly audio operator, ABC radio and TV dir ADS 7 Adelaide, dir TCN-9 Sydney, film editor, dir Amalgamated TV Services Sydney. Now sound and film prod. Australian Tourist Commission, Melbourne. Resident Elsternwick, Victoria.

**BOYCE, John David.** Born Oxford, Sept 2, 1934. Previously research exec. J. Walter Thompson and research mngr of the News Limited group and media and research dir of Rodgers Holland Everingham, now account manager Jackson Wain & Co. Pty Ltd, chrnm of Market Research Society (NSW div.) 1969 and 1970, chairman of media mngr's c'ttee of AAAA 1969. Married, resident French's Forest.

**BRADLEY, Frank Freestun (Jim).** Radio producer. Born London. Radio writer, actor, producer. Advtg mngr Allan & Co. (Melb.), also Nicholson's Pty Ltd (Syd), Program director AWA (44yrs). 10yrs as production mngr. Now prod.

2GB talks progs. First Aust. Army, 2nd AIF. Resident Greenwich, Sydney.

**BRADLEY, Leslie James.** Radio station mngr. Born Melb., Vic., May 17, 1936. Ed. Christian Brothers, Geelong. Appt 3CS news reporter, 1959, sales mngr, 1960. Stn mngr 5RM, Nov. 1963-69. Station mngr, 5AU, July, 1969. JP, Past pres. Rotary Club of Berri. Member Rotary Club of Port Augusta, Country v.-p. FACB. Married, 3 children, resident Port Augusta, South Australia.

**BRADLEY, Neville W.** Radio network general mngr. Born Melb. April 27, 1931. Entered radio as anncr 3MA, May 1951. Then joined 3UL, transferred 3YB as chief anncr, then stn mngr. Appt stn mngr 5AU B'casters Pty Ltd Sept. 24, 1962. Asst mngr 5KA 1960, then gen mngr of n'work. Life gov. Warrnambool Base Hospital and Port Fairey Hospital. Pres. Pt Augusta Rotary Club. 1967-68. Member Adelaide Rotary. Board member Adelaide YMCA. Married, 2 sons 1 daughter. Resident Adelaide.

**BRADLEY, Peter Charles.** Radio station studio manager. Born Sydney 1926. Exp. with several commercial radio stations incl. prog. mngr 2GZ, b'fast anncr 2KM, 4MB, 4RO and 4BU. Served with SIA-SWPA World War II. Now studio manager 2HD. Married, 3 children, resident Merewether, NSW.

**BRADSTOCK, John W.** Agency director. Born Sydney, Sept 1935. Dir USP-Benson (NSW). Married, resident Sylvania Waters.

**BRANDT, Allen.** Radio network exec. director. Born Bris., entered radio 1935. Specialised organising, compering, producing special projects, children's and variety shows. Asst mngr 4BH. Now in charge of 4IP planning. Four yrs AIF signals unit, Aust., New Guinea. Married, resident Ashgrove, Brisbane.

**BRENNAN, John** Radio station music director. Born Sydney, Aug. 26, 1931. Joined 2WG as feature anncr 1950; feature anncr and program mngr 2GZ, 1955. Disc jockey with 2SM since 1956; studio mngr 1960-63, then program mngr. Now music dir. Married, resident Lindfield, Sydney.

**BRIDE, George Leonard Gerald.** Agency chairman & managing director. FIAS, FISM. Chairman, mng dir Adwch Advtg. Married, resident Toorak, Victoria.

**BRIGGS, Anthony John.** Born Melb., June 4, 1919. Chairman Foote Cone & Belding Pty Ltd, 21 years in advtg, Briggs & James, 1952; Briggs Canny James & Paramor Pty Ltd, 1960. Became chairman Foote Cone & Belding 1965. Pres. 4As 1966-68. 1939-1945 AIF Middle East. Married, 3 daughters, resident Toorak, Vic.

**BRINKWORTH, Cyril Kenneth.** Agency director. Born Toowoomba, 1923. Toowoomba Foundry 1938-42. AIF 1942-44. Toowoomba Foundry 1944-57; IBC advtg mngr 1957-58. Now dir USP-Benson (Qld). AISM. Married (1 child), resident Geebung Heights, Qld.

**BRITNELL, Paul.** TV station program manager (films). Born Melb. 1919. Associated with films, radio and TV ind. since 1935. Now prog. mngr ATV-O. Married, one son, resident Nunawading.

**BROOK, Ivan Carl.** Assistant director 4As. Melbourne. Born Dec. 2, 1936. Sales rep., field sales super, advtg mngr, nat. marketing exec., Amalgamated Dental International, 9 yrs; immed. past full-time sec./mngr VFL Club, Fitzroy. Apptd asst dir 4As Jan., 1968. Completed Retail Supervision Cert. RMIT; Assoc. Aust. Institute of Management; member Advtg Institute of Aust.; Advtg Club of Vic. Married, resident Melbourne.

**BROUN, (Hugh) Hulance Haddington.** Born Coonamble, NSW. 3 years AIF. 3 years pilot RAAF. Universal-Int. Pictures 1936-1951. Asst to dir of publ. sales rep., NSW mngr Greater Union Theatres 1953-64. Theatre circuit super. Now sales mngr Screen Gems Pty Ltd, Aust. NZ and Far East. Married, 3 children. Resident Manly, NSW.

**BROWN, Alan Bertram.** Radio station director and general manager. Born Hobart, Tas., March 16, 1917. Breakfast anncr, 7HT, 1938; chief anncr 7HO, 1946; sales mngr 7HO since 1947. Asst mngr until 1958, then mngr. Now dir and gen. mngr. AIF. Lieut. RAA, 1943. Married, resident Dodges Ferry, Tas.

**BROWN Geoffrey Raymond.** Media representative. Born Newport, Vic. Dir Ray Brown Pty Ltd. Media mngr Leyshon Publ. Services 1940-41, secy/media mngr John Clemenger Pty Ltd 1946-53, media mngr Briggs & James Pty Ltd 1955-59, dir/media mngr BCJP 1960-65, principal Ray Brown Pty Ltd 1965. AIF. Married, 2 children, resident East Doncaster, Vic.

**BROWN Kenneth William.** TV station sales manager. Born Sydney, Dec. 2, 1921. 1956, mngr AWA radio & TV prog. service. Joined ATN Apr., 1958, apptd sm 1959. Joined NBN Newcastle Sept., 1961, now sm, located in Sydney. Married, resident Turramurra, Sydney.

**BROWN, Norman William.** TV station sales mngr. Born Newcastle Oct. 2, 1930. Former entrepreneur, entered TV May, 1964. Sales exec. RVN-2. Apptd sales mngr NRN/ECN August, 1969. Married, resident Coffs Harbour.

**BROWN, William E.** Agency traffic manager. Born London 1938. Ed 5th East Essex Tech. College. Prod. Holmwood Advertising Ltd, 1964-1967. Print buyer Roles & Parker Co. Ltd, 1967-1969. Traffic mngr T. Hilken Waite Pty Ltd, 1970.

**BROWNING, Mike.** Executive producer, Browning Productions, Melbourne. 25 yrs all forms of show business, live theatre, motion pictures, television. Now specialising in commercials for Cinema and TV.

**BROWNLESS, Sidney Frank.** Director, technical services division, Broadcasting Control Board. Born London 1915. BBC eng. 1936-49; eng. PMG's Dept. 1949-56; joined tech. services div. Aust. B'casting Control Board 1956. Rep. Aust. CCIR meetings 1965. Radar officer Fit Lieut. RAF during war. BSc. London Uni., vice-chrmn Melb. c'tee IREE. Married, resident Middle Park, Vic.

**BRYNING, Mal.** Film unit producer/director. 6 yrs press and mag. photog., 3 yrs TV live prod., news and documentary film prod., GTV; supervising editor/dir, Fanfare Films; 2 years Senior Film Prod., prod.-dir award winning TV commercials. Now prod.-dir Browning Productions Pty Ltd.

**BUCHANAN, Oswald Alexander.** Agency director. Born Gippsland, Vic., 1927. Copy and sales ABC and 4BH; radio mngr Aust. Advtg Agency. Joined agency 1957. Now dir USP-Benson (Qld). Married (2 children), resident Everton Pk., Qld.

**BUNTAIN, Ken Alexander.** Radio station mngr. Born Innisfail. Anncr 4AY. Studio s'visor sales 4MK, 4GR. Sales mngr 4BU. AFRS Japan Korea, RAAF as AIM. Mngr 2WG. Married, 3 children, resident Wagga, NSW.

**BUMPSTEAD, R. Mac.** Trade magazine general sales manager. Born Vic., June 11, 1915. Previously media and contact exec. Geo. Patterson. Melb. Sydney rep. Perth West Australian and 6PM Perth. 20 years retailing, Sydney and Melb. Dir Way's Pitt St Instructor, wireless maint. mechs. RAAF. Prop., Animated Displays Pty Ltd. Rep. Macquarie B'casting Service Sydney. Retail sales exec. Mirror Newspapers. Sales mngr 2UW, Sydney. Merch. mngr Commonwealth B'casting Net. Now gen. sales mngr Greater Publications Pty Limited. Resident Dural, NSW.

**BUSHELLE, John Arthur.** Managing director, film production company, John Bushelle Productions Pty Ltd. Born Sydney 1916. BA, LLB. Served with Aust. Army, New Guinea, Bougainville, 1942-46. Prod.-actor Aust. radio; England (1949) prod. and acting in radio, films TV and stage including season at Stratford-on-Avon and several West End prod. Returned to Aust. 1955 as actor-prod.-dir., prod. and dir films for TV, theatre advertising, documentaries, etc. Married, 2 children. Resident Newport, Sydney.

**BUZACOTT, A. H.** Radio station manager. Born Stanthorpe, Qld. Tech. 4BK-AK 1935-6. Tech. and later tech. in charge 4GR, 1936-48. Mngr 4ZR 1948-9. Mngr 4GY 1951 to date. Married, 4 children. resident Gympie, Qld.

## C

## S.A.B.N. is South Australian Broadcasting Network

**CAHILL, John James.** NSW sales mngr Macquarie B'casting Service. Born Sydney, Sept. 19, 1928. 1947-55 anncr/salesman Metrop. Country Radio, 1955-64 acct exec., J. Walter Thompson Sydney, 1964-67 Sydney mngr GTV-9. Married, 2 children. Resident, Sydney.

**CAIL, Max Alfred.** Business publication general manager. General manager Greater Publications Pty Ltd. (B&T). Born NSW, Dec. 19, 1934. Previously prod. mngr The Gosford Times Pty Ltd; gen. mngr & dir AARDS Pty Ltd; publication mngr Thomson Publications (Aust.) Pty Ltd. Assoc. Fellow, Aust. Institute of Management; pres. Contact Club Ltd 1969, 1970. Married (one child), resident Lindfield, NSW.

**CAIRNS, Keith Stewart.** TV station exec. dir. Born Lismore, Vic., October 6, 1912. Melbourne Herald editorial staff; deputy chief of staff, 1945-

49; chief of staff, The Sun, 1949-53; transferred to Sun administration. Joined Herald-Sun TV 1955. Married (3 children), resident East Ivanhoe, Melbourne.

**CAITHNESS, Ian S.** Agency director & general manager, Hayes Advertising Agency P/L. Married, resident Mt Waverley, Vic.

**CALIGARI, Peter.** Radio station sales manager. Entered radio with 3CV, 1956. Transferred 3HA 1965 as sales mngr. Joined 3BA, 1966. Married, 2 sons, resident Ballarat, Vic.

**CAMPBELL, Allan James.** OBE, FISM, FRGS, FAIA. Agency chairman and managing director. Formerly publ. mngr Qld Country Press. Hon. chairman of Publ. and deputy chairman, Red Cross Society (Qld), exec. chairman Warana Spring Festival, Qld., hon. publicity officer, RQSPC. Served Army/Air Force 1939-45. Resident Ascot, Bris.

**CAMPBELL, Keith Meldrum.** Agency chairman. Chairman of K. M. Campbell Pty Ltd. Resident Melbourne, Vic.

**CAMPBELL, Kenneth Henry.** Agency chairman and managing director. Born Brisbane, Qld, Nov. 27, 1929. Chrmn, mng dir Australian Advertising Agency; 1965 4As Fed. exec. member and Qld State chrmn. Resident New Farm, Brisbane.

**CAMPBELL, Percy Patrick.** Production manager 2GB. Born Young, NSW. Joined 2GB on leaving school over 30 years ago and subseq. with Macquarie on network programs. Served with AIF (RAA). Married, resident Fairlight, Sydney.

**CAMPLIN, Ronald Barry.** Radio station managing director. Born Campsie, NSW. Dec. 18, 1942. Entered radio 2CH 1949; 2XL, 1951; 2MG, 1952; apptd to board, 1958. Married, 3 daughters, 1 son, resident Mudgee, NSW.

**CARLYON, Francis Norman.** TV station assistant general manager — programming. Born Melb. 4 years AIF 2/33 Bn., 7 Div. Hoyts Theatres 15 years Film mngr. GTV 5 years. GLV prog. mngr 1961-62, station mngr 1962-63. ATV-0 prog. mngr 2 years; gen. mngr TVQ 3 years. Now asst gen. mngr ATV-0. Married, 1 son, 1 daughter, resident Doncaster, Melbourne.

**CARR, Bernard Daniel.** Radio station program manager. Born Hobart, July 24, 1928. Joined 7HO at 14 yrs, variously children's session organiser, gen. announcing, apptd publ. offer at 16yrs. Organised 7HO children's activities since 1945. 7HO Xmas Appeal 1946-1967, 7HO Carols by Candlelight since 1953; apptd snr anncr 1948. chief copywr 1951-3. Program mngr since 1954. Drama producer, writer, actor stage, TV. Academy of Arts Assoc. degree. Single; resident New Town, Hobart.

**CARRODUS, Peter Rutherford.** Radio station manager. Born Melb. Nov. 10, 1929. Associated with broadcasting since 1948. Now manager 2CA Canberra. Married (three children), resident Forrester, Canberra.

**CARSON, Donald.** Agency director. Born Brisbane, Dec. 19, 1932. With Cossey-Waite Advtg 10yrs, most depts. 1959 appt. asst manager Haw-

kins Advtg, Brisbane. August, 1960, appt dir Berry Currie Hawkins (Qld). Now gen. mngr Hawkins, Lewis (Qld) Pty Ltd. AAI. Married (3 children), resident Tarragindi, Brisbane.

**CARTER, Donald Lloyd.** TV station manager. Born Sandringham, Vic., Oct. 17, 1927. 11 yrs Nat'l Cash Register Co., then to HSV 1956. Joined TVT May, 1960, as Victorian rep. Appointed TVT asst mngr. March, 1964. Now station mngr. Appeared nat'l TV Hit Parade 2½ yrs. Married, (2 daughters, 1 son), resident Taroona, Hobart.

**CARY, Edwin Garth.** Radio network sports editor. Born Sydney Feb. 28, 1928. Worked part-time in radio, in sport broadcasting, being associated with his father, Clif Cary since 1944. Has broadcast all types of sport events. Apptd Macquarie Network sports editor July, 1966. Married (2 children), resident Hurstville.

**CASEY, Ronald Patrick.** Manager. Born Ballarat, Vic. Dec. 28, 1928. Ed. Ararat High. Joined 3DB 1946. Appt. sports editor 1954. Joined HSV 1969. Married 1 child. Resident Brighton, Vic.

**CASSIDY, Eugene F.** Agency gen. mngr. Born Buffalo, NY, Jan. 3, 1936. Union College (BA) 1959; US Marine Corps. Sullivan Stauffer Colwell & Bayles, NY, Accent Exec. 1959-60; Colgate-Palmolive, NY, product mngr 1961-62; Foote Cone & Belding, NY, vice-pres. and acct super. 1963-70. FCB Melb. since March 1970. Married, 4 children. Resident Donvale, Victoria.

**CATON, Mervyn George.** Director and general manager, Pemberton O'Brien Pty Ltd. Born Bris. 1935. Joined O'Brien Advtg (Qld) Pty Ltd, 1952. Prod. mngr, 1957. Senior AE, 1961. Assoc. director 1965. Grad. Brisbane Industrial High 1951. Nat service 1954. LA1 1956. AAI (double honours) 1960. Played Queensland State age tennis titles, holds several Brisbane c'ships. Married (3 children), resident Keperra, Brisbane.

**CAVE, Athol Leonard John.** Film studios administration mngr. Born Tingha, NSW. With AWA 1938 radio electric works, 7 yrs receiver test rooms, sales dept 7 yrs. Appt comm. mngr 2CH 1955, then to 4TO 1957. Mngr 2GF 1959-64, mng dir Northern Rivers Television Ltd, NRN-11 1964-69. Now admin. mngr, Artransa Park Television Pty Ltd. Hold supervision, management and adv. management cert., School of Management Sydney. Lect. sales management and supervision at Sydney and Grafton Technical Colleges. Married (1 son).

**CHADWICK, Albert Edward.** CMG, MSM. Chairman, Gas and Fuel Corporation of Victoria. Born Nov. 15, 1897, Beechworth, Vic., engr Robert Bryce & Co., 1920-25, sales supt & lubricants manager Shell Co. of Aust. 1925-34, sales mngr Metrop. Gas Co. Melb. 1935. 1 sqdn AFC 1916-19. Dir recruiting RAAF 1940-45. Life memb. Air Force Assn. Fellow Inst. Sales & Business Mngmnt, Ex-Capt. & dir Riversdale Golf Club. Pres. Melb. Cricket Club. Married, resident Toorak, Vic.

**CHAMBERLAIN, Walter Robert.** Radio station chief engineer. Born May 31, 1915, Melbourne. Technician 3XY (1936-41); defence training, RAAF instructor, Royal Melb. Tech. College, 1941-44; technician International High Frequency station, Shepparton (1944-45); 1945 3XY technician, app. chief eng. 1956. AMIRE. Single, resident Croxton, Melbourne.

**CHAMPION de CRESPIGNEY, John Chauncy.** Agency associate director. Born Parkville, Vic., Aug. 25, 1908. Acct-exec., Goldberg Advtg, Melb. 1946-47; 1947-50 opened Melb. Office V. H. Freeth Pty Ltd. 1949; chief exec. Hayes Publicity 1950-57. Opened own agency 1957, until merger with Moffatt agency 1965. FAIA. Member Advtg Club, Vic., Naval & Military Club (Melb.), RSL, Toorak Vic. Major AIF. Middle East, Syria, Egypt, Pacific. POW Java and Burma-Siam Railway. ED. Amateur portrait painter. Married (3 children), resident Toorak, Vic.

**CHAPMAN, George Claude.** Radio station gen. mngr. Born Merredin, WA, Oct. 9, 1936. Announcer 6VA 1956-58, manager 6KG 1958-62, announcer/programme manager 6KY 1963-68, asst prog. mngr 2UE 1968-69, prog. mngr 4BC 1969-70. Joined HSV7 as prog. mngr 1970. Appointed network gen. mngr, Consolidated B'casting System (WA) Pty Ltd (6PM, AM, KG, GE) July 1970. Married, resident Nedlands.

**CHAPMAN, Maurice Dale.** Director, equipment co. Born Adelaide, September 7, 1910. Pre-World War II managed 5AD-PI-MU-SE. War service 1st Arm. Div., later DPR (\*42-45). Post-war managed 2CH. 1948 joined Magnecord (Chicago), later returned to form Magnecord Aust. Director Barnes Chapman Co. (media representation) and Magnecord (recording equip.). Author two novels, rec. two internat'l literary awards. Married (3 children), resident Neutral Bay, Sydney.

**CHARLTON, Douglas Haig.** Radio station manager. Born Mullumbimby, NSW, May 30, 1920. Manager-engineer 7DY, manager-director 7AD, chief engineer, New England Network. Apptd mngr 8DN, 1960. War service RAAF (f/lt pilot), RAF Bomber Command, RAAF Transport Command. AMIRE, AMIET. Married, resident Darwin.

**CHEONG, Keith Cottrell.** Agency managing director. Born Melb. June 7, 1935. 6 yrs Myer Melb., 2 yrs advtg mngr Myer Chadstone; 3 yrs acct-exec./copy chief Thompson Ansell Blundell; 2 yrs creative dir Handbury Advtg. Launched Cole & Cheong Creative Centre, Feb. 1966. Now man. dir Cole & Cheong Advertising Pty Ltd. Married, 3 children. Resident Park Orchards, Vic.

**CHIPPINDALL, William Giles.** Radio station representative. Director Hugh Anderson Pty Ltd, Broadcast Exchange of Aust. Pty Ltd, Melbourne.

**CHRISTENSEN, Keith R.** TV station general manager. Born Townsville, Qld, Oct. 16, 1925. AASA. Acct with Samuel Allen & Sons from 1951. 1/C accounting machine div. NCR (Nth Qld) 1961. Sales mngr-acct, TNQ 1962. Gen. mngr 1965. Married, 3 sons, resident Townsville, Qld.

**CLARK, Harry.** Radio station sales manager. Born Newcastle. 16 yrs advtg dept Newcastle Morning Herald. AIF World War II; joined 2KO sales staff 1956. Now 2KO advtg mngr. Married (two children), resident Merewether, NSW.

**CLARK, Stanley Robert Irving.** Mng director Macquarie B'casting Holdings Limited, Macquarie B'casting Service Pty Limited, B'casting Assoc. Pty Limited, Artransa Pty Limited, Stations 2GB, 2CA. Chairman, 3AW, 4BH. Planned Music Melbourne Pty Limited. Director, 2WL, 2LF, 5DN. Planned Music Sydney Pty Limited, Planned Music Adelaide

Pty Limited, M7 Records Pty Limited. Born Melb. 1911. Served AIF 1940-1945. Awarded MBE Military Division, 1944. Married, resident Rose Bay, Sydney.

**CLARKE, Peter Grainger.** Agency creative dir, copywriter N. V. Nixon and C. H. Lucas 1949-55, creative dir O'Brien's 1956-64, dir Mullins, Clarke & Ralph since 1965. Married (2 children), resident Albert Park, Vic.

**CLARKE, Reginald Roy.** Network sales administrator. Born Sydney, Dec., 1920. MAIA. Joined 2GB July, 1935. Served RAAF 1941-5. Resident Kingsford, NSW.

**CLAY, Douglas Mark.** Agency director. Born Sydney, Sept. 10, 1921. Hartford Advtg (1937-41), Gellately Gerrard (1946-51) acc. exec. Joined NAs (Sydney) Pty Ltd 1951 acc. exec., director 1953, man. director 1956, chairman 1970. Dir Murray Evans Advtg Pty Ltd after amalgamation. Lieut. RAA. Married, resident Roseville, Sydney.

**CLEGG, Harry Asquith.** Radio station manager. Born Lancashire UK 1918. Served RAF & RAAF. Joined AWA 13/3/61 sales exec, mngtr 4KZ 1970. Married, 1 daughter, 3 sons. Resident Innisfail.

**CLEMENGER, John Lloyd.** Agency joint mng. dir. Born Jan. 30, 1930, Melb. 21 years in advtg, John Clemenger P/L. Now joint mngtr dir. 2 yrs overseas study, USA & UK. Bach. Commerce, Melb. Uni., diploma, School of TV, New York. Married, resident Malvern, Melbourne.

**CLEMENGER, Peter Geoffrey.** Advertising agency joint managing director. Born Nov. 23, 1927, Melb. 27 yrs in advtg incl. 3 yrs Leyshon Publ. & 24 yrs John Clemenger P/L. Now joint mngtr dir John Clemenger Advtg. Organised international Exhib. of Advtg (Melb.), Feb., 1953. Dep. pres. 4As (sthn zone), 1964-65. Married, resident Malvern, Vic.

**CLYNE, Edgar Murray.** Radio network dir. Born Warracknabeal, Vic., Dec. 23, 1907. Chf engr 3UL 1937-41, mgr-chf engr 1941-48. App. mngtr 3SR 1948. ABS network gm 1966. Apptd dir, Aug., 1970. Diploma in elec. engineering, AMIREE. Past pres. Warragul and Shepparton Rotary Clubs. Member Melb. Rotary Club. Married, resident Murrumbena, Melb.

**COCK, Burgo F.** Radio network research officer. Born Oct. 24, 1923, Essex, Eng. Press media mngtr, Stuart Advtg (London); radio media mngtr, Goldberg Advtg, Sydney. Now research officer, MBS. 5½ yrs RNVR (lieut.). Married, resident Beverly Hills, NSW.

**COKER, John Percival.** Director policy and licensing division, Australian Broadcasting Control Board. Born Werribee, Vic., Oct. 13, 1925. Ed. Ballarat High School, Melbourne University. Taxation Dept 1941-58. ABCB since 1958. RAAF 1943-1946. BA, B.Com. Married (2 sons, 2 daughters), resident Beaumaris, Vic.

**COLE, Ian Robert.** Agency chairman and art director. Born Shepparton, Oct. 10, 1928. Comm. artist 21 yrs, layout artist S. H. Benson (UK) 4 yrs; Paton Advtg 1 yr; art dir Ansell & Assoc. until amalgam. of Thomson Ansell & Blundell, then

group art dir for 5 yrs. Art dir Hanbury Paton until formation of Cole & Cheong Creative Centre. Now chrmn & art dir Cole & Cheong Advertising Pty Ltd. Married, 2 children. Resident Hampton, Melb.

**COLES, Keith Raymond.** Media representative. Born Adel., June 24, 1914. Educated Uni. Adel., diplomas Law & Commerce. Articled law clerk 1933-37, then Advertiser Newspapers Ltd, 1937-45. Joined AMP Society 1945-52, Truth & Sportsman Ltd 1952-59. Now proprietor Keith Coles-Media. Served 2/9th Aust. Armoured Regt, 1941-43. Married (3 daughters), resident Westbourne Park, Adelaide.

**COLLETT, Arthur.** Agency managing director. Born West Perth, WA, Jan. 6, 1913. Educated Wesley College, Perth. With Canny Advtg Service Perth. Then partner S. Crownson-Cohen Advtg. Estab. Arthur Collett Advtg, 1946. Winner Mid-Century Advtg Exhibition, WA, 1950. 5 yrs RAAF service. Married, 2 children, resident Attadale, WA.

**COLLINGRIDGE, Dick.** Manager studio and electronic division, 16 Millimetre Aust. Born Sydney, Feb. 15, 1936. 5 yrs Associated Rediffusion, London, ABC Sydney. Cinesound Productions, affiliate IREE, associate ACS, ctee member TV Society and Sydney Film Festival. Resident Pymble, Sydney.

**COLLINGS, Dahl.** Film director and designer. Born Adel., SA. International experience, Lond., New York. Dir Collings Prods Pty Ltd, Sydney. Married, resident Kilcare Heights, Sydney.

**COLLINGS, Eric Richard.** Radio station manager. Born Rockhampton, Qld, May 17, 1923. Educ. Bris. Boys' Grammar School. 4BK-AK 1939, program mngtr. 4BK, 1946, later news-reader, continuity mngtr, advtg mngtr. Apptd mngtr 2VM 1957. Mngtr 3YB 1958, apptd mngtr 3SR 1966. Member Quarter Century Club. AIF 1942, trans. RAAF 1944, trained as navigator. Married, resident Shepparton, Vic.

**COLLINGS, Geoffrey.** Film producer, writer, director. Born Bris., Qld. 1946-50 Australian National Film Board. 1950-53 United Nations DPI New York. Film prod., London, New York, Australia, Japan, Korea, Philippines, Indonesia. Dir Collings Prods Pty Ltd, Sydney. Married, resident Kilcare Heights, Sydney.

**COLLINS, Ronald.** TV station promotions and publicity dir. Born Bristol, UK, Aug. 16, 1939. Prom. mngtr radio 5AD 1966-69. Prom. and pub. dir ADS7. Married. Resident Unley, SA.

**CONDON, Patrick Francis.** JP. Director of production. Born Sydney April 23, 1936. Radio 2GB, 2SM, 2UE. Joined TCN 1956, sound eng; floor manager 1957; dir 1958, prom. and pres. officer 1959. Special progms mngtr 1960. Apptd dir of prod. 1968. Married, 2 children, resident Beverly Hills, Sydney.

**CONNAGHAN, Terence Charles.** Agency proprietor. Born Sydney, June 4, 1937. Joined HR Nov., 1954. Then prod. asst. acct-exec., copywriter. Joined Le Grand Advtg, Brisbane, Aug., 1959. Returned HR-McCE April, 1961, as copywriter, later marketing planner. Apptd acctg gp exec. 1963; apptd asst media dir, Jan., 1965, media dir, Sept. 1966. Management super. Sept., 1969. Married (5 children), resident French's Forest, Sydney.

**COOKE, Roderick, Michael.** Radio program mng. Born Essex, England, July 31, 1941. Operated own Agency in NZ, also own prod. and record cos. Assoc. Member Advertising Institute of NZ. Prog. dir, Radio 1 Auckland. Joined ABC as prog. mgr, July 15, 1970. Married (1 child). Resident Bris.

**COOPER, Frank E. Hope.** Agency executive. Born March 4, 1911. Sporting reporter-motoring editor The Argus & A'asian Ltd; advtg mgr Roots Ltd; sm Filmads Pty Ltd, screen and TV film productions. War service Royal Aust. Eng. 1939-46. Sales exec. Macquarie B'casting Service. Now acctns administrator and media exec., John Thompson Advtg. Married (3 children), resident Melbourne.

**COPELAND, Arthur Edward.** Radio station assistant manager, chief announcer, news editor. Born Charleville, Qld, Sept. 26, 1938. Joined 4VL 1954 as schedule clerk, then copywriting and news ed.; studio mng. Now asst mng. Foundation member and publ. dir Apex Club, president Charleville Apex 1963-4. Holds private pilot's licence. Single; resident Charleville, Qld.

**CORBETT, Barbara Eleanor.** Advertising agency creative director. Creative director, Neville Corbett Advertising Pty Ltd. Married, resident Northbridge, Sydney.

**CORBETT, Neville Joseph.** Advertising agency managing director. Neville Corbett Advertising Pty Ltd. Married, resident Northbridge, Sydney.

**CORLEY, David.** Assistant general manager. Born Ballarat, 1933. Ed. Melbourne Grammar School. Joined Vic. Broadcasting Network, 1960. Apptd net. sales mng. 1964. Asst gen. mng. 1970, dir Dargaville Associates 1970. Married, one son; resident Toorak, Vic.

**CORNISH, Robert John.** Radio station asst mng. (admin.). Born Kew, Vic., Oct. 12, 1934. Ed. Trinity Grammar. Anncr-copywriter 3SR; 3UL 4 yrs. Joined 3UZ Aug., 1955. Board of management Advtg Club of Vic. and chairman of publ. committee, Green Room Club 1963-64. Married, 3 children, resident Box Hill, Vic.

**COURTENAY, Bryce.** Agency creative executive. Born Aug. 14, 1933, Johannesburg, Sth Africa. Freelance writer and TV playwright came to Aust. 1958 from London. Joined Hansen Rubensohn-McCann Erickson as copywriter, later HR-McCE creative group head. Appt creative dir 1964. Director of company, 1967. Now with JWT Appt director of company 1st January, 1970. Married, resident Vacluse, Sydney.

**COVER, Frederick John Raymond.** Theatrical agent. Born Kent, Eng., Aug., 1905. Arrived Aust. 1924. Three years on sheep properties; eight years with Union Trustees, Brisbane, six years with Brisbane Theatre and radio appearances ABC; five years technical and acting commercial films, Syd.; three years freelance and film work; theatrical agent since 1948. Served AIF 1941-45. Married, resident Lane Cove, Sydney.

**COWAN, Arthur Stephen.** TV station association general manager. 1931-42 Crown Law Dept (WA), including secretary to Minister for Justice and Royal Commission secretary; 1942-46 Navy service;

1946-48 UNRRA China with year as director Hong Kong division. 1948-49 Public Service inspector (WA); 1949-54 industrial advocate & asst secy WA Employers Fedn; 1954-60 exec. officer, AFCBS; gen. mng. FACTS from Oct. 1, 1960. ACIS, AASA, magisterial qualifications (WA). Married, 1 son, 1 daughter. Resident Pymble, Sydney.

**COWLING, Trevor William.** Radio station program manager. Born Adelaide, August 7, 1941. Joined Advertiser B'casting Net. 1957. Appt music dir 1965 and prog. mng. 1967. Single, resident Lockleys, Adelaide.

**COX, Ray Basil.** Agency director. Born Feb. 18, 1909, at Warracknabeal, Vic. Dir. Noel Paton Pty Ltd Melb., 1952-54. Dir. O'Brien Publ., Melb., 1954-58. Deputy mng. dir, O'Brien Publ. (Vic.), 1958. Now mng. dir John Higgins Publ. Chairman Reference Board, member ed. board and gen. council, Advtg Inst. of Aust., Trustee Advertising Club. Assoc. Market Research Society. Pres. Vic. div. AIA 1957-60. Chairman Vic. div. 4As, 1960-63. ALCM, LLCM, FAI, FISM, FIBA. Married. resident Chadstone, Melb.

**CRAIG, Donald.** Assistant general manager, broadcasting, AWA. Born Syd. Dec. 31, 1914. Joined AWA 1936 research lab. aviation div., London mng. 1953-59, asst to mng. dir 1959-65, mng. broadcasting div 1966. Married, 3 sons, 1 daughter, resident Strathfield, NSW.

**CRAIGEN, John Colin.** Executive radio producer. Born York, UK, July 6, 1917. Trained repy theatre, joined BBC 1936. War service RAF Europe, Middle East, Pacific, as specialist radar offer. Post-war returned to BBC as prodr Nth American Svce. Joined AWA 1948. Married, resident Neutral Bay, Sydney.

**CRANE, James L.** Agency director. Joined Hayes Advertising Agency Pty Ltd, 1965. Appt dir (acct service) Oct., 1967. Member C'wealth Advtg Council. Married, resident Strathmore, Victoria.

**CRAWFORD, Dorothy Muriel Turner.** Radio-TV program service director & executive producer. Anncr ABC 1939-43; talks presentation officer ABC 1943-44; partner Crawford Prod., 1945. Now dir & exec. prod. of radio-TV prgms Crawford Prod. P/L. Married, resident Canterbury, Vic.

**CRAWFORD, Hector William.** TV-radio program production company managing director. Born Aug. 14, 1913. Melb. founder & dir of Music for the People; conductor Aust. Symphony Orchestra; OBE, 1968. Now mng. dir, Crawford Prod. P/L. Married (1 son, 1 daughter), resident Canterbury, Vic.

**CRAWFORD, Ian.** TV production unit technical director. Born Melb., Vic. Prod. radio drama, 1954. Apptd dir, Crawford Productions, 1958. Now tech. dir and prods mng. Married (1 son, 2 daughters), resident Canterbury, Vic.

**CRAWFORD, Robert Curteis.** Radio station manager. Born Elsternwick, Vic., May 19, 1911. Educated at Melb. Grammar. ABC anncr 1936-40. AIF 1940-45. Dept. of Infmn SW Div. 1946-47. 3DB anncr 1947-48. Sales mng. Hector Crawford Productions, 1948-49, mng. 1950-53. Apptd 3DB studio mng. 1953 and mng. 1959. Married (3 sons), resident Hawthorn, Melb.

**CREASY, Max Bertram.** Agency managing director. Born Adelaide, SA, 1916. Eight years agency experience prior to commencing own business in 1953. Married, resident Beaumont, SA.

**CROSS, Christopher.** Director and general manager, Murray Evans Advertising. Born London, April 9, 1926. Albert Woodley Co., New York, 1946-48; Grant Advertising Inc., Chicago, 1948-64; vice-pres., gen. mgr., Post-Keyes-Gardner Inc., Chicago, 1964-68. Married, 3 daughters, resident Belrose, NSW.

**CROSS, Fredrick Thomas.** FACB exec. secretary. Born Melb., Vic. Dec. 9, 1926. Anncr/copywriter 3CS, 3BA, 3AK. Acctt exec. work in agency field then to media. Media manager George Patterson's Melb. Media dir Jones, Knowles Vinnicombe Shirley. 4 years training as B'cast engineer. Prod. exp. with magnetic tapes. Single. Resident McMahon's Point, NSW.

**CROZIER, Thomas Francis.** Radio station national sales manager. Born St Leonards, Nov. 27, 1925. 2GZ, 2KA as anncr 1942; 2KM 1942; 2LT 1943; 2LM 1945; 2UE 1949; 2LM 1951; 2WL 1955; 2UE from 1961. Married, 3 children, resident Caringbah, Sydney.

**CROXON, Harold Livingstone.** TV station production manager. Born Sydney, March 5, 1936. Educated Kings School, Parramatta, 1946-55. Entered TV ATN 7 1956-59 asst op. mngr. Thence BTQ 7 (Brisbane). Prod. and dir late show, National Top 40, Theatre Royal. Studied TV prod. in USA and Great Britain, 1969, on company scholarship. Married, 2 sons. Resident The Gap, Brisbane.

**CRUICKSHANK, Charles Robert.** Agency managing director. Born Albury, NSW, Aug. 28, 1928. Ad. mngr Moffat-Virtue Ltd, acctt exec. Annivitti Advertising Pty Ltd, John Clemenger (NSW) Pty Ltd, now man. dir. Fellow, Australian Institute of Advertising. Married, resident Mosman, Sydney.

**CRUTHERS, James Winter.** TV station managing director. Born Cottlesloe, WA, Dec. 20, 1924. Four years AIF and RAAF service. Editor-in-chief weekly publs, WA Newspapers Ltd, 1953. Appt gen. mngr, TVW Limited, 1959. Mng dir. 1966.

**CUDLIPP, Richard A.** Agency director. Director and general manager George Patterson Pty Ltd, Melbourne.

**CUDLIPP, William Owen.** Agency managing director. Born Sydney, Feb. 28, 1934. Managing director & chief exec. officer, USP-Benson, NSW. Married, resident Seaforth, NSW.

**CULLINAN, Christopher Albert.** Radio station chief engineer. Born Daylesford, Vic., May 27, 1906. Fellow IREE; 1937-38 engineering dept. 3DB-LK; 1938-55 chief engineer 7EX. Foundation member Launceston division IREE; three years chairman of this division. Now chief engineer 3CS. Married, 1 son, resident Colac, Vic.

**CUMBRAE-STEWART, Francis Ean.** Agency executive. Born March 16, 1925. 4 yrs N. V. Nixon

agency (Melb.); 8 yrs Chapman-Hendrie Advtg. 10 yrs Stewart Cowcher. Past vice-pres. Melb. Jnr Chamber of Commerce. Life member, Royal Vic. Institute for Blind. Fellow Advtg Institute of Aust. RAN 1942-46. Married, resident Brighton, Vic.

**CUMMING, John James.** Agency managing director. Born Melb., Vic., Nov. 14, 1921. Joined Grave-roy Advtg, 1945. Founded Nichols-Cumming Advtg 1947. Commissioned officer AIF 1940-46. Now mng dir Marketing Advertising Public Relations Pty Ltd (member companies—Aust. Marketing Develop. Pty Ltd, Nichols-Cumming Advtg Pty Ltd, Dir Brown Christensen and Associates Limited (NZ). Married, resident Hawthorn, Vic.

**CUNNINGHAM, Eric.** Radio station mngr. Born Bundaberg, Q., Nov. 2, 1924. Entered b'casting junior tech. 4BU 1940. War Service 4½ years AIF. Chief eng. 3HA 1962. Mngr 1970. Married 3 children. Resident Hamilton, Victoria.

**CUNNINGHAM, Robert Hugh.** Company managing director. Born Melb. June 25, 1909. Principal R. H. Cunningham Pty Ltd, importers and distributors of radio and TV electronic components. RAAF. Married, 2 children.

**CURRIE, John Charles.** Agency managing director. Born Jan. 26, 1931. Syd. With BCA since 1948. Exper. in London for one year. Mng dir Berry Currie Advertising (NSW) Pty Ltd. Married (three children), resident St Ives, Sydney.

**D**

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**S.A.B.N. Adelaide  
is 5KA**

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**DAGGETT, Donald Garside.** Born in England, 1921. Film studios manager 10 yrs, now principal, Donald Daggett Productions, film producers, motion picture engineer and importer film equipment. Married, resident Beecroft, Sydney.

**DARGAVILLE, Barry James.** Media Representation Co., managing director. Mng dir Dargaville Associates Pty Ltd. Born Lismore, Nov. 7, 1931. Journ. Melb. Age; national development mngr, Eric White Assoc.; foundation dir Aust. Hire Purchase conf.; foundation dir ARAB; PR consultant to Commonwealth Bank and leading cos. Now mng dir Dargaville Assoc. Pty Ltd. Married, 3 children, resident Lane Cove, Sydney.

**DAVEY, Graeme Herbert.** Television station chief engineer. Born Melb., Vic. Design engineer, Electronic Ind., 1953. Senior lecturer, Royal Melb. Inst. of Technology, 1955. Chief eng., TVW-7, 1958. Chief eng., CTC, 1960. Apptd chief eng. ATV-0, 1962. Fellowship graduate, Communications Engineering, RMIT. Assoc. member of Inst. of Radio Eng. of Aust. Member of Television Society of Aust. Married, resident North Balwyn, Melb.

**DAVIES, William Leslie Carrington.** TV station managing director. Ed. Pulteney Grammar School, Adel.; formerly gen. mngr 5KA B'casting Co. Ltd.

Now Group gen. mngr, radio & TV, News Ltd, Aust. managing dir NWS and chairman 2BH, chairman Festival Records, dir TV Wollongong Transmissions Ltd, mng dir 6KY-NA (Suntimes Broadcasters). Married (1 daughter), resident Netherby, Adelaide.

**DAVIS, Owen.** Agency associate director. Born Bris. 1944. Employed USP-Benson (Qld) 1959. Promoted art dir. 1965. Married. Resident Norman Park.

**DAWSON, Tony.** Radio station gen. sales mngr. Born Wellington, New Zealand, May 3, 1932. Commenced radio career in 1950, serving as anncr 3UL, 3YB and 7BU. Apptd chief anncr and later sales mngr 7LA. Apptd sales prom. mngr 4GG, 1968. Apptd mngr 5RM 1969. Apptd gen. sales mngr 5KA, AU, RM 1970. Married, 1 daughter, 2 sons. Resident Fullarton, SA.

**DAY, Frank Gordon.** Radio station accountant. Born Childers, Qld., Dec. 13, 1919. 34 yrs with Chandler Organisation. Apptd acct 4BH Nov., 1962. 6 yrs AIF England, M. East, New Guinea. Awarded Efficiency Medal. Member Aust. Society of Accts and PARB of Qld. Married, resident Bald Hills, Brisbane.

**DAY, Gary Spears.** Radio station chief executive. Born Melbourne, Feb. 20, 1935. Ed. Scotch College, Melb. Began career in wholesale & mnfg elec. & radio org. Joined 3AK Nov. 1962 as sales rep. Appointed Sydney rep. Jan. 1964, and 3AK chief executive, April 1965. Married, 2 children, resident Brighton, Vic.

**DEAR, A. J.** TV station chief engineer. Born Brucecock, WA, Feb. 22, 1938. 6 yrs signals and telecommunications dept WAGR, WA. Joined ABW2, 1961. BCV8, 1963. Apptd chief eng. BCV8. 1964. Married, resident Bendigo, Vic.

**DEAR, Terry.** Radio-TV compere. Born Melb., Vic., Oct. 4, 1913. Anncr 3KZ 1933-38; chief anncr, studio mngr 3AW 1938-41; prod. & asst gen. mngr 3AW, 1946-50; dir Aust. Amateur Hour from 1950 until conclusion 1958; National compere Concentration, Aust. New Faces, New Faces Auditions ch. 9 network; senior news reader 2GB. Royal Aust. Corps Signals, 2nd AIF. Resident Pymble, Sydney.

**DELANEY, Thomas Joseph.** Radio station sales manager. Born Scotland, 1924. Served RAAF 1942-46. Radio 2HR, 1947. 2HD, 1948. Married, 4 children; resident Birmingham Gardens, NSW.

**DE LA RUE, David Charles.** Radio station managing director. Born Seymour, Vic., Dec. 15, 1916. Managing director of 3NE since 1955. Married, 1 daughter, resident Wangaratta, Vic.

**DeLISLE, Roger Brock.** Radio station assistant manager. Born Malvern, Vic., May 15, 1940. Joined 3BO Bendigo as anncr, 1964. Apptd sales, 1967, sales mngr 1969, joined 5AU June, 1969, as Whyalla mngr. Married (2 sons), resident Whyalla, SA.

**DENNING, Gordon James.** Radio station assistant sales manager. Born Melb., 1918. Joined Melb.

Herald 1934 and transferred to 3DB 1946. AASA. War service RAAF, mentioned in despatches. Married, 3 children, resident Balwyn, Vic.

**DERWIN, Clement John.** Radio station general manager. Born Newcastle, NSW, Sept. 21, 1920. Joined 2KO, 1935, then appointed mngr, Jan. 1957. Appointed chief exec., NBN, Newcastle, Nov., 1960. Gen. mngr, now gen. mngr 2KO. Army service, 1940-45. Married, resident Bar Beach, Newcastle.

**DE VERE, William.** Agency director. Born Sydney, Oct. 31, 1925. Several yrs retail advtg with Farmer & Co. before joining Weston Advtg in 1946. Married, resident Lindfield, Sydney.

**DEWHURST, John.** Agency director. Pre-war engaged in public accountancy in UK and Aust. Post-war, marketing and advtg in Aust., Sth America, USA and UK. Joined Fortune (Aust.) Pty Ltd 1954, now dir. Served 2nd AIF, Middle East and Sth Pacific, 1939-1946. AASA, ACIS. Married, resident Thornleigh, Sydney.

**DIAMOND, William C.** Agency executive. Born June 10, 1920. 17 yrs in printing, appren. compositor Sydney printing house rising to dir spec. typography, layout, finished art. HR McCE as asst exec. 1952, then creative dir, then asst mngr. Now regional exec. McCE International and dir of acct services, Sep., 1969. Baritone singer with leading roles in over 30 operas. 2½ yrs AIF. Married, resident Kyle Bay, Sydney.

**DIMOND, Peter.** Agency TV controller. Born Sydney, NSW. Began film prod. career 1933. Dir, prod, cameraman, documentaries, feature films, newsreels, TV commercials. With Controlled Prods. C'wealth Film Unit, Supreme Films, TV manager, USP Benson (NSW) 1958-64. Dir. Shell TV commercial award winners 1959-1960, Aust. Film Festival. Also — New Guinea Patrol, winner Florence Film Festival Grand Prix Gold Medal. Now TV/radio controller, Pemberton O'Brien Advertising, Sydney. Resident Paddington, NSW.

**DIXON, Nevill Floyd.** Radio Network managing director. Born Heidelberg, Vic. Mng dir VBN and all subsidiary companies. Married, resident Toorak, Vic.

**DIXON, William Peter.** TV station local sales manager. Born Kent, UK, Dec. 12, 1932. Former theatre mngr Hoyts, and sales rep. 5AD. Appt sales mngr NWS, 1967. Married, 2 children, resident Salisbury, SA.

**DODD, William Henry.** Radio station publicity manager. Born Windsor, Vic., Sept. 21, 1928. Former theatre and publicity mngr Hoyts; then publicity mngr 3AW; advtg-mngr Wangaratta Chronicle, now 3UZ publicity mngr. Member Huntingdale Golf Club. Married, 4 children, resident McKinnon, Melbourne.

**DOHERTY, John Stanislaus.** Radio station general manager. Born Adel., Dec. 13, 1935. Ed. Rostrevor College, Adel. Formerly prod. mngr 5KA. Joined NWS 1959. Apptd asst mngr 1964. Apptd stn mngr 1969. Apptd gen. mngr 6KY, 1969. Married, 3 children. Resident Perth, WA.

**DONNELLY, Peter.** Agency governing director. Born Artarmon, NSW, June 10, 1929. Freelance art practice, 1951-54. Apptd art dir then snr acct-exec., J.T. Publ. P/L, 1954-58. Founded Graphic Advgt Pty Ltd, 1958, now governing dir. Educated Pope Pius X College, Sydney, St Joseph's, Bris. Holds Diploma of Comm. Illustration, Certificate of Applied Art, Assoc. of AIM. Fellow AIA. Married (4 children), resident Moggill, Brisbane.

**DONOVAN, John Miskel.** Vice-chairman B'casting Control Board. Born Hobart, Tas., Oct. 20, 1908. With PMG's Dept, 1924-49, then B'casting Control Board since 1949. Married (1 son, 2 daughters), resident Kew, Vic.

**DORNING, Charles.** TV station general administrator. Born Salisbury, Southern Rhodesia, July 22, 1915. Director of J. C. Williamson Theatres Ltd Melbourne 1965-69. Joined HSV March 17, 1969. Served with RN in Mediterranean, Atlantic and Northern Waters 1943-45. Married (4 sons), resident Beaumaris, Victoria.

**DORRIAN, Philip Alexander.** BA, Sydney. Controller, management services division, Australian Broadcasting Commission since Feb., 1966. Born March 31, 1911, Sydney. Commissioner O'seas Telecommunications Commission, 1959-66, chief finance officer C'wealth Treasury, Sydney, 1953-66; dir, Commonwealth Engineering Co. Ltd, NSW and Qld, 1953-57. Single, resident Harbord, NSW.

**DRAPER, Stanley H.** Television station production & film manager. Born Eng., April 22, 1929. Corporate member British Kinematograph Society. Member SMPTE. RAF photographic branch 1947-49; assoc. with film industry Eng., 1950-54. Formerly chief film editor UKAEA, Eng., 1954-59. Now prod. & film mngr TVT. Married (2 children), resident Berriedale, Hobart.

**DRIVER, Roy Alfred.** Film producer and company managing director. Born Vic. 1910. Joined Herschells Films 1925. Chief cameraman Aust. Sound Films, prod. of Herald newsreel. Returned Herschells as chief cameraman and prod. mngr. 4 yrs senior official war correspondent Dept of Information. Awarded Asiatic Pacific Star personally by Gen. McArthur. MBKS London. Foundation pres. Motion Picture Technicians of Vic.; past pres. Aust. Film Producers Assocn. Member Rotary Club, Melb., Green Room Club, CTA. Dir, New Guinea Estates, Great Ocean Road Trust, British Dominion Films Ltd, pres. Adult Deaf & Dumb Society. Married (1 son, 1 daughter), resident Camberwell, Melb.

**DUCKMANTON, Talbot Sydney.** General manager, Australian Broadcasting Commission since 1965. Born Oct. 26, 1921, S. Yarra, Vic. Tas. mngr ABC 1953-57; controller of admin. 1957-59; asst gen. mngr 1959-64; deputy gen. mngr 1964. Colombo Plan Adviser to Pakistan Govt on TV 1960; UNESCO Adviser to Israel Govt on TV 1961, and to Tanganyikan Govt on TV 1963. Past pres. Sydney Legacy. Vice-president of Asian Broadcasting Union; Member of Aust. Film Devel. Corp; Member of Council of Aust. Administ. Staff College. RAAF 1941-45. Married (1 son, 3 daughters), resident Cheltenham, NSW.

**DUFFIELD, James Henry.** Agency director. Born Wellington, NZ, 1934. Artist. Resident Kirribilli, NSW.

**DUNCAN, Keith.** Radio station manager. Born April 23, 1929. Joined AWA, 1948; apptd salesman 4CA, then transferred to 4TO as sm, 1960. Then to 3BO Bendigo as mngr 1961; and 4TO as mngr, 1964. Married (1 son).

**DUNSTAN, John Kevin.** Agency administration director. Born Heppburn Springs, Vic., Nov. 10, 1932. Advgt mngr Elliott Newspaper group 1950-55. Asst to advgt mngr and PR mngr Rootes (Aust.) Ltd 1955-59. Joined Nichols-Cumming Advgt 1958 as media exec., then apptd assoc. dir. Now admin. dir Hansen Rubensohn-McCann Erickson, Syd. Married, resident Clontarf, NSW.

**DUTCH, Maxwell Ernest.** Director, Maxwell E. Dutch Pty Ltd. Born Sydney, May 21, 1933. Married, 4 children, resident Newport, Sydney.

**DUVAL, John Claude.** Agency director. Born Dec. 10, 1912, Sydney. Assoc. Paton Advgt Service, Nat. Cash Register Co.; Unsted Jackson Haines P/L; Bebarfalds, S.romberg Carlson. Now director John C. Duval Advgt Pty Ltd. Married, resident Clontarf, Sydney.

**DYER, Robert N. (Bob).** Managing director Bob Dyer Productions and producer-star of own TV program. Born Nashville, Tennessee, USA. Vaudeville and radio, USA, from 1930; two world tours, variety, cabaret, radio & TV; UK 1938-39; freelance variety entertainer; Tivoli Circuit, Aust. 1940-45. Resident Aust. since 1940. Married, resident Beauty Point, NSW.

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**S.A.B.N.**

Northern Industrial is **5AU**

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**EADIE, Keith William.** Radio station announcer. Born Brisbane, Qld, May 29, 1920. Joined 4BH 1940; manager 4SB late 1941; joined 2GB 1944. Married, 2 sons, 1 daughter, resident Sydney.

**EBRALL, Herbert.** Radio station manager-chief engineer, director. Born Eastbourne, Eng., July 20, 1909. Arrived Aust. 1910. Educated PBS, Perth Tech. College; from 1930 engineer, later sales staff several Aust. comm. stations; tech-in-ch. 7QT, appt mngr 1948, then dir, 1960. MIRE (Aust.); three tech. papers published in Proc. IREE (Aust.). Admitted to IREE in 1936. Member Quarter Century Club. Married, 3 sons, resident Queenstown, Tas.

**EDMONDS, Eric.** Agency principal. Born Cobarr, NSW, Feb. 12, 1911. Ad-mngr Selfridges 1935; acct-exec. S. A. Maxwell & Staff, 1939; ad-mngr Gordon & Gotch, Bris., 1942; started own company, Edmonds Advertising, Brisbane, 1944. Formed proprietary company July, 1963. FAI (Aust.), B.Econ. Married, 3 children, resident Kenmore, Brisbane.

**EDWARDS, George.** TV station national sales mgr. Born Tweed Heads, 1929. Sales exec. nat. Cash Register Co., sales exec. MBS 1958. Appt sales prom. mgr EMI (Aust.), recording & film div. 1963. Apptd Sydney mgr ATV-0 1965. Apptd nat. sales mgr ADS7 June, 1969.

**EDWARDS, Maxwell James.** Radio station representative. Born Glen Innes, NSW, Nov. 16, 1916. Warehouse rep. and mgr 1934-50; 2UE sales exec. 1950-55. Media rep. and dir Barnes Chapman Co. 1955-61. Now representing 2XL. 5 yrs AIF. Married, one son, resident Mosman, NSW.

**ELLENBY, Robert William.** Radio network asst mgr. Born Adelaide, SA, June 18, 1924. Five yrs mech. draughtsman BHP, Wyhalla, SA; joined 5KA, 1945; then 5DN as anncr until 1950. Travelled Eng. & Europe working two yrs Aust. House on migration publicity. Appt chief anncr 3SR 1953. Salesman Argus network, 1954, now asst mgr Assoc. Broadcasting Services. FAIA (Dip.). Married, resident Mount Waverley, Melb.

**ELMER, Max.** TV company secretary. Born Deloraine, Tas., Nov. 27, 1921. Educated Launceston High. War service RAAF. Joined 3DB 1950. Apptd acct 1956. Apptd exec. officer Aug., 1963. Appt. secretary HSV-7 March, 1970. Married, 1 child. Resident North Balwyn, Vic.

**EMERTON, Charles Sydney.** Radio station operations manager. Born West Wyalong, NSW, April 1, 1915. Mgr 2LT Lithgow 1945-54; 2MO Gunnedah 1955-1957; New England Network supervisor 1957-60. Apptd operations mgr 2UE 1960. Married, 2 children. Resident Engadine, Sydney.

**EMERY, Ossie.** TV film producer. Born Syd., NSW, Oct. 10, 1928. Primary training elec. eng., freelance photographer 1952-56; exp. doc., still and kine photography; dir Fullarton Artists film div. 1956-62. Now dir Pilgrim Films, Permafilm Aust. Has specialised in doc. work for religious and missionary orgs., produced films in Africa, India, Pakistan, East Asia, NG, and Pacific Islands, as well as local prods. Dir Concept Films, makers of educ. films for schools & universities. Married, resident Pennant Hills, Sydney.

**ENEMARK, John Roger.** Agency principal. Born Sydney, NSW, 1917. Over 30 yrs agency exp. Principal, Roger Enemark Advtg, Sydney. AAIA. Married, resident Rose Bay, Sydney.

**EULING, Ronald.** TV station asst mgr. Born Sydney, Dec. 19, 1920. Entered radio 1943 as anncr, then 2HR Maitland. Joined 4BC 1945 2GZ 1951, 2RE 1953, 3NE 1954 as studio mgr and later asst mgr. GMV 1968 as news supervisor 1970 ops mgr and now asst mgr. Member Shepparton Lions Club. Married (4 daughters 1 son). Resident Shepparton, Vic.

**EVA, Oswald Noel.** TV station program supervisor. Born Pittsworth, Qld, Dec. 24, 1917. Southern Theatres (Melb.) 1942-52. RKO Films (Melb.) 1952-55. Sixteen Millimetre (Melb.) 1955-57, HSV 1958-61, GMV 1961. Prog. super. 1964. Married, 3 children, resident Shepparton, Vic.

**EVANS, Arthur Ellis.** Television station managing director. Born Leicester, Eng., Dec. 5, 1914. Part-time announcer ABC; joined 7EX as continuity writer; apptd mgr 1940; then director 1946. Three times Tas. State vice-pres. AFCBS; now mgr dir TNT. Past pres. Launceston & Tas. Jnr Chamber of Commerce; Past pres. Launceston Chamber of Commerce. Married, resident Launceston, Tas.

**EVANS, Eric Walter.** Radio station manager. Born Maffra, Vic., Nov. 29, 1909. Entered broadcasting 3HA 1938; chief engineer 3SH 1938, then two years acting mgr; chief engineer 3TR, mgr 1960. Married, 3 children, resident Sale, Vic.

**EVANS, Mervyn Thomas.** Radio station manager. Born Burnie, Tas. Educated Burnie High School. Launceston Business College. Began career Findlays, 1939; advtg-sales mgr 1946-54; sales & administration staff 7BU, 1954-55; mgr 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. FAI Councillor of Aust. Institute of Management; four years RAAF (F/lt-pilot). Married, resident Clifton Gardens, Sydney.

**EVANS, Rodney Harold.** Agency chairman. Born Leichhardt, NSW, June 30, 1919. Comm. Advtg 1933, O'Brien Publicity. Established Rodney H. Evans Advertising Pty Ltd, 1945 — this agency during 1969 became known as Grant Advertising Australia Pty Ltd. R. H. Evans remains as executive chairman. Lt RAN. Married.

**EVERSEN, William Dick.** Radio station managing director. Entered comm. radio May, 1936, as first employee station 4LG. Anncr then studio mgr 4GR. Established first provincial Qld advtg agency at Toowoomba, Qld (later acquired by Edmonds-Fagg Advtg). Appt 4VL mgr 1957, dir 1960, mgr dir 1962. Life member Charleville Show Society. Member local board QATB. Member Royal Flying Doctor Service Local Auxiliary. Holds Broadcast Operator's proficiency certificate. Married, resident Charleville, Qld.

**EWART, Donald Malcolm.** Film producer. Born East Melb. Sept. 13, 1935. Anncr 2QN 1958. 3TR 1959. Foundation staff member GLV 1961. Anncr-compere 1961-1962, continuity mgr 1963. Foundation staff member WBQ 1965, as prog. mgr-anncr until 1970. Now film prod. Department of Agriculture, Vic. Single, resident Elwood, Vic.

## F

### S.A.B.N.

Riverland Radio is **5RM**

**FAEN, Joseph.** Agency proprietor. Born Sydney, NSW, April 25, 1920. Advtg dept. Vesta Battery Co., 1936-39; process engraving dept., Truth &

Daily Mirror, 1939-40; ad-mngr Comm. Steels & Forge Co., 1943-46; snr director A. N. White Advtg, 1946-56. Sydney Technical College diplomas in marketing policies and techniques, industrial psychology, personnel & welfare. FAI (Aust.), AIM (Aust.). Married, resident Roseville, NSW.

**FAGG, William James.** Agency principal. Born Bris. 1926. Entered radio 1946 as anncr-copywriter, switching to the agency field in 1950. Manager Edmonds Advtg, Toowoomba, Edmonds Fagg Advtg from 1956. FAI (Aust.). Married, 2 children, resident Toowoomba.

**FARGUS, Brian Conway.** Agency advertising manager. Born Yorkshire, Eng., Mar. 25, 1915. Anncr IZB, Auckland, 1938-39; studio mngr, anncr/copywr, 1MB, 1945-46; anncr ABC, 1946-51; prog. dir Radio Trinidad, 1951-56; radio mngr Gordon & Gotch Advtg, Bris., 1957-58. Now advtg mngr. Served Middle East, 1939-45, with 2nd NZ div. sigs. 2 NZEF, WO 1 (RSM). Married, resident Bardon, Brisbane.

**FARROW, Donald Howard.** Account executive, HR-McCE Pty Ltd. Born Melbourne. Joined HR-McCE (Melb.) Sept., 1960. Then prod. asstnt, acct exec. Transferred to Sydney office, Feb. 1966, as media planner. Appt media group superv. Aug., 1967; acct exec. April, 1968. Married, resident Belrose, Sydney.

**FAUPELL, Charles Leslie.** TV consulting eng. 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 consulting eng. Electronic Industries Ltd. Melb. 32 Brit. patents on TV electronics. Brit. IRE, SMIRE (Aust.), SMIRE (USA), past pres. TV Soc. of Aust. Married, resident Seville, Vic.

**FAULKNER, Allan David.** Radio station general manager. Born Armidale, NSW, Feb. 2, 1910. 10 years chartered accountants office, 5 years mngr Score branch, 31 years in radio, 19 years at 2KO. Now gen. mngr and alternate dir 2UE. Member FACB Federal council, pres. 1965-66. Married, 3 sons, resident Killara, NSW.

**FEILDING, Kevin A.** Agency art director. Born Bris. 1946. Ed. State High School. 1965 Artist, Cassells Advertising Auckland. 1966 artist Herald Auckland. 1967 artist, Slater & Poulter, Bris. 1968 artist. Ad. Consultant Services, Bris. 1969 artist, Stuart & Cowcher, Melb. 1970 art dir T. Hilken Waite Pty Ltd.

**FERBER, Barry Leslie.** Radio station studio manager. Born Melb. Feb. 20, 1941. Ed. De La Salle College, Malvern. Anncr/copy, 3UL, 1959-62; dj 3DB, 1962-65; studio mngr, prod., morning anncr & prom., 7HT, 1965-67; now studio mngr 4GG. Resident Miami Keys, Gold Coast.

**FERGUSON, Brian Arthur.** TV station publ. and promotions mngr. Born September 1, 1931. Sydney.

Ed. Church of England Grammar School. Media acct-exec. Goldberg Advtg, 1949-52. O'seas, 1952-55. Taubmans Paints, 1955. Leonard Advertising, 1956-7. Hugh Berry Co., 1957-1960. Fortune Advtg, 1961-64. Joined ATV-0 Melbourne 1964. Married (2 children). Resident North Balwyn, Vic.

**FERGUSON, Noel.** Chief engineer of 3MA. Born Mildura. Joined 3MA as asst tech. in 1959-61, re-joined in 1965, while he gained his senior technician for Department of Navy qualification and his Broadcast Operator's Certificate of Proficiency. Now chief engr of 3MA. Married (2 daughters), resident Mildura.

**FERGUSON, Reginald John.** Radio station manager. Born Sydney, April 16, 1934. Joined 2DU 1952 as asst acct. Apptd acct/sporting editor 1954, company secretary 1956, and manager 1963. Educated Oakhill College, Sydney. Pres. Walter T. Grant senior citizens' centre, Dubbo, and dir, Lourdes Homes for the Aged, Dubbo. District governor Apex 1970-71. Married, 1 son, 1 daughter, resident Dubbo, NSW.

**FERRIS, John W.** Radio station accountant. Born Adelaide, Aug. 29, 1930. Commonwealth Banking Corporation (23 yrs). Appt acct 5KA 1969. Married (4 children). Resident Clapham, Adelaide.

**FIELD, Noel Grenville.** Agency general manager and director. Born Melb. Dec. 25, 1929. Formerly Goldberg Advtg. Warwick Advtg (Sydney) Pty Ltd. Noel Paton Pty Ltd. Director Foote Cone & Belding Pty Ltd. Now gen. mngr and dir, Nichols-Cumming Advertising Pty Ltd. Married. Resident Mitcham, Vic.

**FINCH, Jack Lachlan.** Radio network Melb. sales manager. Born Sydney, NSW, May 6, 1919. Joined AWA 1933; broadcasting acts sections, 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 44 years. President Time Club, 1961. Member FACB Quarter Century Club. Married, 1 son, 1 daughter, resident Blackburn, Melbourne.

**FINDLAY, Keith Algemon.** Radio network chairman of directors. Born Launceston, Tas., Nov. 18, 1917. Educated Scotch College, Launceston. With chartered acts, later mngr Findlays, Pty Ltd, Burnie, 7 years; manager Findlays, Launceston, 1945-54; chairman of directors, 7BU, 7AD, 7SD. Served with 16th Field Artillery. Vice-pres. Tas. Aero Club; pilot; member Rotary Club. Married, 3 children, resident Newstead, Launceston.

**FINLAYSON, John H.** Radio station manager. Born Melb., March 1929. Announcer 7BU, 7HT, 1952-3; sales mngr 2QN 1954-5; 2LF since 1956. Manager since 1963. Married, 2 sons; resident Young, NSW.

**FISHER, Eric William.** TV station general mngr. Born Perth Jan. 5, 1934. Anncr 6PR, 1959-60. Studio mngr 6KY 1961-65, sales exec. STW 1965-67, mngr 2WG 1967-68. Now Network gen. mngr, Consolidated B'casting System (WA) Pty Ltd (6PM, AM, KG, GE) 1968-1970.

**FISHER, James Hubert Thomas.** TV station director research and development. Born Adel., July 4, 1911. With PMG eng. branch 1930-54, Aust. B'casting Control Board, TV eng., 1954-55; now chief eng. HSV, since 1955. Master of Eng., Dip. Elec. Eng., Dip. Mech. Eng., AMIE (Aust.), MIRE (Aust.). Gen. pres. Professional Officers' Assoc., C'wlth Public Service 1949-53, pres., TV Society Aust. 1958-60. Married (1 daughter), resident Burwood, Melbourne.

**FITZGERALD, Michael.** Public relations company managing director. Journalist Aust., Britain, Europe (Age, Argus, Herald, London Daily Sketch); advtg & pub. dir ATV-0. Now mng dir Consolidated Public Relations Pty Ltd. Married, 4 children. Resident Croydon, Vic.

**FITZPATRICK, Stanislaus John.** TV station general manager. Born Sydney, Feb. 15, 1933. Acctnt Vanguard Insurance 1956-58. Media exec. Jackson Wain Pty Ltd 1958-60. Media planning officer, Lintas Pty Ltd, 1960-63. Apptd gen. mngrr DDO 1963. Married (6 children); resident Toowoomba, Qld.

**FLANNAGAN, John Dale Crawford.** Agency managing director. Born Melb., March 23, 1933. Joined Intam Ltd, London, 1955, after service with Fergus Canny, Public Relations Assoc. & Fortune. Apptd dir & gen. mngrr LPE (Central Africa, 1961; dir LPE International (Central Services) Ltd, 1964; mng dir LPE Singapore Ltd, 1965-67. Mng dir Rodgers Holland Everingham Pty Ltd 1968. Dir, Jackson Wain & Co. P/L. Member British Inst. of Management; Inst. of Practitioners in Advtg; Int. Advtg Assoc. Inst. of Dirrs. Married, 3 daughters. Resident East Roseville, Sydney.

**FOLEY, Anthony Francis.** Radio station sales manager. Born Feb. 12, 1936. Joined 6KY-NA Feb. 1962, as sales exec. Apptd sales mngrr Dec. 1964. Married (2 children), resident Woodlands, WA.

**FORD, Graham.** TV station production manager. Born December 9, 1935. Began commercial broadcasting with 2UE, then prod. dept with Macquarie. Studio operations ATN 5 yrs. o'seas—Assoc. Rediffusion and CTV TV Net., Canada. Now ATV-0 prod. mngrr. Married (1 child), resident Toorak, Vic.

**FORD, John Douglas.** Radio station special events editor. 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 mngrr Carden Advtg Melb. 1955-56; apptd chief anncr 3XY 1956; apptd news editor 3XY 1960. Joined 3UZ, special events editor 1962. 4 yrs RAAF. Ed. Geelong Grammar School. Resident Burwood, Melb.

**FOSTER, Desmond Lionel.** Federal director FACB. Born Wellington, NZ, Jan. 14, 1924. Pre-war cadet journalist; post-war journalist Daily Telegraph, Assoc. Newspapers; then sub-editor, chief sub-editor Sunday Sun; later prod. editor Woman; joined 2UE in charge of news, sport, spec. events, 1955; exec. officer 1957, asst mngrr 1958. Mngrr 2GB, 1961. 44 years AIF service. Member Federal council FACB, 1967-68 president. Apptd Fed dir 1969. Married, 2 sons, resident French's Forest, Sydney.

**FOWELL, Ronald Edward.** Radio station general manager. Born Launceston, Tas., March 25, 1937.

Joined 7LA 1955. Apptd chief announcer 1959, studio mngrr 1960, sales mngrr 1961. Asst to managing director Macquarie Broadcasting Holdings 1965. Apptd general manager 3AW, 1966. Resident Toorak, Melbourne.

**FOWLER, John Murray.** TV station general manager. Born April, 1928. Joined 5AD 1947, apptd asst advtg mngrr 1958, actg mngrr Sept. 1960; mngrr 5AD-PI-MU-SE Dec. 1960. Apptd gen. mngrr ADS7 Aug. 1966. Ed. St Peters College, Adel. Chrnm Carols by Candlelight Committee 1960-66. Member Crippled Children's Assn Council 1960-66. Chrnm board of management Somerton Crippled Children's Home 1965-66. Member management committee Ashford House School for Cerebral Palsied Children 1965-66. Married (3 children), resident St Peters, Adel.

**FOX, Albert Edward Reginald.** Chairman and man. dir Video-Tape Corporation Pty Ltd, Born Portsmouth, England, Sept. 28, 1910. PMG's Dept, wireless branch, 3LO-3AR Melb., 1929-31. AWA Marine Dept 1934-36. Mngrr 2GF, 1937; 3BO, 1939; 2CH, 1940; mngrr AWA broadcasting and recording depts, 1950; asst gen. mngrr AWA, 1956-63; gen. mngrr and dir, United Telecasters Sydney Ltd (Ch. TEN) 1963-1968. MIRE (Aust.), FAIM, War service RAN, awarded VRD. Pres. AFCBS, 1951-52. Clubs: Australian, Imperial Service, Killara Golf. Married (2 sons, 2 daughters), resident Wahroonga, Sydney.

**FRANCIS, Milton.** Victorian manager, Swan Television Limited. Joined company in 1965. Born May 17, 1932. Married, 4 children, resident Croydon, Vic.

**FRANK, John Thomas.** Motion picture/television producer-director. Managing dir Jetfilm Pty Ltd. ATN-7 Sept., 1956, as prog. dir. Directed variety, sport, service prog.; 1958 specialised in commel directing. Directed first Aust. variety spectacular 1959 (Easter Parade). Joined QTQ-9 to head prod. dept in 1959. L lectured on TV prod. at Uni. of New England (two years). Apptd Aust. mngrr for l'national Roller Games 1966, set up Jetfilm Pty Ltd in same year. Married, 1 child, resident Mosman, NSW.

**FRANK, Ronald John.** TV station representation company manager. Born Sydney, June 26, 1929. Began in radio with 2GB 1945. Joined Macquarie sales 1950. Sales exec. with Artransa 1958. Assistant sm, Nov., 1960, sales mngrr Feb., 1961. Now Sydney mngrr TV Associates Pty Ltd. Married, 3 daughters, resident Beacon Hill, NSW.

**FRANKLIN, Michael John.** Cinematographer/producer. Born London, 1930. Kinelab. 1949-50. Formed Cameo Film Productions Pty Ltd, 1963. Dir of Cinematography, Cameo Film Productions Pty Ltd. Married, 3 children, resident Belrose, NSW.

**FRANKLIN, Thelma.** Managing director Cameo Film Productions Pty Ltd. Born London. Formed Cameo 1963. Married, 3 children, resident Belrose, NSW.

**FRASER, Colin Lovat.** Agency TV and radio director. Born Auckland, NZ, Feb. 23, 1922. Ed. Caulfield Central School, Scotch College, Melb., St Peter's College, Adel. Reporter-special writer Sun-News Pictorial, Melb. Herald, 1939-53; deputy chief

of staff, Herald 1953-55; asst to gen. mngr Herald 1956. Studied TV prod. USA, Europe. Program manager, acting manager HSV 1956-60; managing director Victorian Country Telecasters P/L 1960-65; now TV and radio director Geo. Patterson P/L, Melb. AIF, RAAF war correspondent 1941-46. Married, 1 son, 2 daughters, resident Hawthorn, Melb.

**FRASER, William Keran.** Controller ABC news services. Born Townsville, Qld, June 11, 1912. Joined ABC Dec., 1946. News editor, Qld 1949-1956; asst editor-in-chief (TV), 1956-59. Dir TV news 1959-1968. Now controller news services. Married, 3 children, resident Greenwich, Sydney.

**FRAYNE, Michael Francis.** Manager, radio stations 6TZ-CI. Born Perth, WA, Oct. 10, 1930. Ed. Bunbury, South West Printing & Publishing Co. 1945. Appt advtg mngr 1955. Sydney office Hobart Mercury 1964. Sydney office The Canberra Times 1968. Appt. mngr 6TZ-CI Sept., 1970. Married (4 children), resident Bunbury, WA.

**FRECKER, Winston Norman.** Director & general manager Video-Tape Corporation Pty Ltd. Born Mosman Sydney, July 19, 1920. Bank officer 1939-47. TV student EMI Institutes, London, 1948. TV division Canadian B'casting Corp. Toronto Canada 1948-55. Joined ATN 1955. Granted TV Scholarship by USA Govr. 1955. Mngr of Prog. Devpt. Artransa Park. ABC-TV Producer (Sydney). Production mngr TEN. War service—AC 11 RAAF, Lieut AIF, Lieut USA Army trans. Corp. Resident Bilgola Beach, Sydney.

**FREE, Leslie Robert.** TV station chief engineer. Born Quambatook, Vic., Jan. 25, 1926. Was EMI design engineer, TV studio equipment in UK until 1955; apptd asst chief engineer and now chief engineer TCN. B.Sc., BE, MIEE, AMIE (A.). Married. resident Lindfield, NSW.

**FREEMAN, Kevin Thomas.** Radio station facilities officer. Born Lismore, NSW. Joined 2UE, 1932; prog. mngr 2UE 1936-1942; 2GB 1942 as prog. mngr. Now 2GB facilities officer. Married (1 son), resident Hurstville, Sydney.

**FREEMAN, William Tasman.** Television station manager. Born Launceston, Tas., Dec. 20, 1925. Joined 7EX 1939 as control op., transmitter eng. Apptd chief eng. 1954. Joined TNT9 Jan., 1961, now station mngr. Married (two children), resident Launceston, Tas.

**FRENCH, Gordon Lindsay.** Radio program mngr. Born Melb. July, 1942. Ed. Melb & Qld. Joined St. Martins Theatre 1958. Floor mngr ABC 1961. Set designer for Garnett H. Carroll (1964/5) ATVO (1955/6) prod. mngr SAS Adel. prog mngr 3AK Melb. Married, 2 children. Resident Albert Park.

**FRY, Robert Arthur.** TV station program manager. Born Sydney, Oct. 5, 1934. 2CH and 2UE 4 years. Overseas 1954-55. Prog. dept TCN 1956-62. Joined DDQ June 1962; now prog. mngr. Married, resident Toowoomba, Qld.

**FULLARTON, Raymond.** Advertising manager. Born Lane Cove, NSW, March 25, 1922. Post-war career, 1½ yrs asst advtg mngr California Productions; merchandising mngr Streets Ice Cream, one year; six years acctnt-exec. John Clemenger Advtg. Advertising mngr for Castrol Limited since 1959. Holds Leaving Cert. (Barker College), intermediate chartered accountancy. LAI degree. AIF service. Single, resident Longueville, Sydney.

**FULLER-QUINN, Leo Alfred.** Agency manager and creative director. Born Wellington, NZ, May 14, 1921. NZ Govt Film Studios; freelance artist 4 yrs; agency art dir 2 yrs; freelance consulting designer 3½ yrs. Dir & creative dir NAS (Sydney) Pty Ltd. Now Sydney mngr Monahan Dayman Adams. RAAF 5 yrs, radio tech. and entertainments. Married, resident Bondi, Sydney.

**FURLONG, John Michael.** Agency director. Born Sydney, NSW, Jan 15, 1924. 15 yrs advtg dept MGM; four years publicity mngr 2GB, 2 years publicity mngr and sales exec. Artransa. Dir NAS (Sydney) Pty Ltd. Now dir Murray Evans Advtg. Four years AIF. Married, resident Haberfield, Sydney.

**FURLONG, Ted.** Radio station managing director. Born Vic., 1914. 20 years Vic. radio, last 17 years with 3BA. Mngr 6VA since Jan., 1958. Married; resident Albany, WA.

**G**

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**GABRIEL, Garrick Anthony.** Agency principal, creative director. Born Sydney, Dec. 9, 1942. Started with W. B. Lawrence Advertising Service in creative dept. Joined Fergus Canny in 1963, as partner in Fergus Canny-Gabriel Pty Ltd. In 1968 became mng dir of the merged Canny Gabriel-Castle Jackson Advertising Pty Ltd (Sydney) and dir Castle Jackson Holdings (Melb.). Member of the Committee Aust. Assoc. of Advertising Agencies (4As) NSW dir. Married, resident Dover Heights, NSW.

**GALE, Jack.** Agency associate director. Associate dir and media dir George Patterson Pty Ltd, Melbourne.

**GALLOWAY, John Neil.** Agency director. 3 yrs Webb, Roberts, McClelland; 3½ yrs Traders Advtg; 3 yrs Master Ltd, Singapore; 6 yrs mngr Fortune, Sth Australia; 3½ yrs Hong Kong as dir Fortune (Far East) Ltd. Now dir Fortune (Aust.) Pty Ltd. Married, resident Roseville, NSW.

**GAMBLE, William Ray.** Television and radio station general manager. Born Parkes, NSW, Feb. 18, 1928. Technician with AWA, 1945, then with 2UW. Gen. mngr 2RG and MTN. Married, resident Griffith, NSW.

**GARDINER, Desmond Lewis.** TV station representative. Born Melb., Jan. 1, 1929. With George Patterson Pty Ltd, Best & Co. Pty Ltd, then Melb. rep. News Limited Adel., & Assoc. Newspapers, Syd. First Vic. salesman for HSV since 1956. Now Melb. sales mnggr TVQ. Married (3 sons), resident Beaumaris, Vic.

**GARDINER, Jack.** Film company director, manager, film director. Born Sydney, NSW, Feb. 8, 1921. Exp. photographer, film editor. Began Cine-sound 1938—6 yrs darkroom work, 4 yrs special effects, film editor; left 1948 to edit films Always Another Dawn & Into The Straight. Did special effects for Sons of Matthew; 2 yrs film editor for Kinelab, then sales mnggr; edited first all-Aust. color film Jeddah. Joined Kingcroft Prod. 1954. Formed Color Transcriptions Pty Ltd 1955, now man. dir. Resigned from Kingcroft June 30, 1969. Married (2 sons, 1 daughter), resident Sydney.

**GARDNER, Barry Ian.** Born Sydney Sept. 12, 1938. Member Inst. of Chartered Accountants. 1956-1967 employed chartered accountancy profession. Now business mnggr and secy for Screen Gems Pty Ltd in Aust, NZ & Far East. Married, 2 children. Resident Peakhurst, Sydney.

**GARROTT, Eric Lindsay.** Supervising director 7LA and 7QT. Born 1910. Director Macquarie B'casting Service. Member Institute of Chartered Accountants. 2nd AIF. Married, 4 sons. Resident Newstead, Launceston, Tas.

**GARRY, Terence Huband.** TV station sales manager. Born Sydney April 9, 1932. 2 yrs 4KQ; 3 yrs mnggr elec. retailer Bris.; 3 yrs sales rep. TVQ. Now sales mnggr TVQ. Married, 2 daughters, resident Kenmore, Brisbane.

**GEEVES, Phillip L.** Radio station program director. Born Sydney, NSW, April 26, 1917. Program director, 2CH. Served AIF in Middle East and South-West Pacific. Mentioned in despatches. Married, 2 children; resident Bexley, NSW.

**GIBBONS, Denis Alfred.** Radio station production manager. Born Adelaide, Feb. 12, 1932. Ed. Rostrevor College. Annr 3UL 1952, 3SR 1953, joined 3AW same year. Vice-pres. Folk Lore Council of Aust. Has recorded six albums of Australian folk music. South Aust. junior cycling champion. Married, 3 children, resident Doncaster, Vic.

**GIBBS, Philip Hedley.** TV station sporting editor. Born Beaconsfield, Tas., Jan. 7, 1929. Ed. Launceston Tech. School. Joined 7LA Launceston 1944, 3KZ Melb. 1949. Appt announ. sup. 1955. Joined ATV-0 1954. Married, 3 children, resident Clayton, Vic.

**GIBSON, Arthur Desmond.** Agency director. Born Melb., Vic., 1910. Pre-war Goldberg Advtg; dir N. V. Nixon & Co. Pty Ltd 1948-61. Dir Rickards Advtg. Now dir Compton Advertising. FIA 5½ yrs. AIF Mid East, New Guinea, Borneo. Commissioned 4 yrs. Resident Toorak, Victoria.

**GIBSON, Grace.** Radio-TV production company governing director. Born El Paso, Texas, USA. Former managing director Radio Transcription Co. of America; mnggr Artransa until 1941. Now govern-

ing director Grace Gibson Radio-TV Productions, Brit. Aust. Programs, Grace Gibson Distributors Pty Ltd. Married, resident Potts Point, Sydney.

**GIBSON, Keith.** Film laboratory managing director. Born Townsville, Qld, Oct. 1919. Pre-war Filmcraft. Formed KG Film Service 1952. Managing dir KG Film Service Pty Ltd, KG Service (Vic.) Pty Ltd, Gothic Productions Pty Ltd. Married (2 sons), resident Sydney.

**GIBSON, Ronald Chester.** Radio station studio manager. Born Tamworth, March 29, 1929. With 2MO and 2CK as eng./annr, 2HR annr, 2NX-NM as studio mnggr/eng., 1955-61. Now studio mnggr 2KO. Married (2 children), resident Dudley, Newcastle, NSW.

**GIBSON, William James.** Radio station manager. Born Newc. June 29, 1924. Secy/mnggr Wollongong Golf Club, 1955-61. Joined 2WL as co. secy 1961, apptd mnggr, April, 1965. Gained accountancy qualification through C'wealth Reconstruction Training Scheme. 4 yrs 2nd AIF. Married, 1 child. Resident Mount Pleasant, Wollongong.

**GILBERT, William Semple.** Agency executive chairman. Born Eastwood, NSW, Dec. 29, 1913. Educated North Sydney Boys' High School. Advtg mnggr James Hardie Trading Co., snr acct-exec. Gordon & Gotch Advtg. Secy ANC Advtg Board, Coudrey-Campbell-Ewald Pty Ltd, now chairman. 1968-69 1969-70 4As Fed pres. Fellow AIA. Chrmn Aust. Advtg Council since 1959. Married; resident Warrawee, Sydney.

**GLEESON, Edward Valentine.** Executive director Val Morgan & Co. (Aust.) Pty Ltd. Born Melb 1926. Dir assoc. cos. Assoc. dir 3KZ B'casting Co. Pty Ltd. War Service: Royal Austn Naval Reserve (Pacific area) 1943-46. Married (3 children), resident Malvern, Vic.

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

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

**GOODWIN, Darryl William George.** Studio manager of radio religious program prod. unit. Born July 27, 1939. Joined SDN 1957, chief record librarian 1963-65. Joined Christian Broadcasting Association 1966. Married, two children. Resident Five Dock, Sydney.

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

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

**GORDON, Ronald George.** Agency director. Born Adelaide, SA. Five yrs advtg dept Farmer's Sydney; three yrs Masters Ltd, Singapore; 3½ yrs A. Smyth & Sons, Sydney; now dir, Pemberton O'Brien Pty Ltd. Married, resident Cremorne Point, Sydney.

**GORMAN, Ita (Miss).** Agency director and account executive. Assoc. dept store advtg & agencies for 30 yrs. With Goldberg, Price-Berry & L. J. Mooney agencies, Myer Emporium. Now dir Mooney-Webb Advtg, Webb Publicity, Mooney-Webb TV & Radio Unit. FIA. Single, resident North Kew, Melbourne.

**GOLSTONE, James Price.** Agency director. Born Melbourne, Apr. 23, 1916. Dir USP-Benson (Vic.) Pty Ltd and assoc. cos. FIA. Married, resident Brighton, Vic.

**GRAHAM, Keith.** Radio station assistant manager. Born Narrabri, NSW, Oct. 19, 1931. Anncr 2MO, 1949, 2WG; apptd chief anncr 7HO, 1955, also i/c prod. Now asst mngr. Married (2 sons, 1 daughter), resident Howrah, Tas.

**GRAHAM, Simon John.** Agency director. Born Melbourne, Jan. 1, 1941. Educated at Melbourne Grammar. With Mooney-Webb Advtg Pty Ltd, advtg mngr of Spotless Ltd, dir of Trinity Advtg Pty Ltd, gen. mngr of Browne, Bruce & Grey Advtg Pty Ltd. Now mngr and dir of Peter Ryan Advertising Pty Ltd and dir of Peter Ryan Advertising (NZ) Ltd. Member of Daveys Bay Yacht Club, Metung Yacht Club, Old Melburnians Football Club, VFL Park, Toorak RSL, managing committee of Opportunity Youth Clubs and Life Member of Old Melburnians. Married, resident of Brighton, Victoria.

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

**GRAY, Leon.** Born Sydney Dec. 12, 1941. Macquarie B'casting Service 1959. Sydney rep. NBN Channel 3, 1964. Sydney rep. radio 2HD Newcastle 1967. Member Time Club, CMF IRNSWR (CDO). Single, resident Double Bay.

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

**GREEN, Jean Mary Beswick.** Agency director. Born Sydney, NSW, August 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 mngr. Director NAS (Sydney) Pty Ltd since 1940. Single, resident Potts Point, Sydney.

**GREENHALGH, Athol Kenneth.** Radio station chief engineer. Born Newcastle, Oct. 31, 1934. Holder Broadcast Operators Certificate. Joined 2KO 1961. Senior technician 2UE 1966. Apptd chief engr, January 1969. Married, 3 children, resident Narra-weena, Sydney.

**GRIFFITHS, Graham.** Agency director. Born Sydney, NSW, Feb. 27, 1939. Canterbury Boys High School. Joined Coudrey-Gotham Production Department. Now dir Coudrey-Campbell-Ewald Pty Ltd. Assoc. Advertising Institute. Married, resident Turramurra, Sydney.

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

**GRUNDY, Reg.** Production company principal and executive producer. Born Sydney, 1923. Described World Title boxing match Carruthers-Toweel, Sth Africa, 1952. Gen. sportscaster before forming Reg Grundy Enterprises. Resident Sydney.

**GUNSON, James Alexander.** Agency creative director. Born Melb. May 13, 1934. Visualizer at O'Brien Publicity, Nichols-Cumming, Noel Paton. Art dir at John Clemenger. Moved to Sydney as art dir Hawkins. Apptd creative dir, creative group head, Coudrey-Campbell-Ewald. Nat. creative dir Peter Ryan & Associates Pty Ltd. Married, resident Turramurra, Sydney.

**GUYOT, Ron.** N.S.W. manager for Swan Television Limited. Born Syd. Oct 13, 1921. Formerly with Macquarie Network. Now Syd. mngr Swan Television (STW). Married, one son, resident Willoughby.

**GYNGELL, Bruce.** Man. dir Channel 7 Network. Born Melb., Vic. July 8, 1929. Grad. Syd. Uni. Joined ABC 1950. Advtg dept Aust. Womens Weekly, AM, 1954, then advtg mngr Weekend. New York, 1955. Honolulu, 1956, returned Aus. 1956. Program dir, TCN and chief exec. TCN 1966-69. 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 Vaucule, Sydney.

## H

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**HAIGH, Ian Wilfred.** Radio station sales manager. Born Colac, Vic., May 8, 1938. Appt sales mngr 3CS, 1966. Married, 3 children. Resident Colac.

**HAIG-MUIR, Ronald Francis.** Radio station managing director. Born Perth, WA. Managing dir Haig-Muir Investments Pty Ltd, Haig-Muir Broadcasting Pty Ltd (2QN) Haig-Muir Pty Ltd, dir Riverina Broadcasters (Holdings) Pty Ltd (2WG). MAIA, BOCP; RAAF. Married, resident Kew, Victoria.

**HALL, David Maxwell Lindsay.** TV station general manager. Born Sydney, June 21, 1924. Joined MGM Publ. 1940. Asst publ. dir MGM, 1949. Sales mngr, asst mngr and mngr Artransa Park Television Pty Ltd, 1956-63. Joined Sth Aust. Telecasters Ltd, 1963. Apptd gen. mngr SAS Channel 10, on granting of licence Feb., 1964. RAAF pilot, F/Lt, SW Pacific. Married, 2 sons; resident Burnside, Adelaide.

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

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

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

**HANNAN, George Conrad.** Part-time member, Broadcasting Control Board. Born Wagga, NSW, Sept. 10, 1910. Ed. St Patrick's College, Goulburn; Newman College; Melb. Uni. Radar off. RAN 1942-46. Married, 2 sons, 2 daughters. Resident Glen Iris, Vic.

**HARDWICK, Richard.** TV station accountant. Born January 11, 1938. Formerly with H. J. Heinz Co. Pty Ltd. Married, one daughter.

**HARRIS, Bruce.** Agency creative director. Born Perth, WA, April 12, 1924. Jointed Lintas, Sydney, 1946, as copywriter, 1 yr Lintas, London, 1953. Acct-exec. Geo. Patterson, Sydney, 1955-58. Rejoined Lintas 1958 as copy director. Married, 3 children. Resident Woolwich, NSW.

**HARRIS, John Maxwell.** Manager CBN Sales, Melb. Born Pomona, Qld, August 16, 1932. ABC sales rep. Jan., 1963. Apptd asst sales mngr April, 1966. Sales mngr Oct. 1967. Married (2 children).

**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 apptd mngr 6GE 1955. Formerly Goldfields jun. champion swimmer and lifesaver. Foundation member Apex Club, Geraldton; pres. 1960-61. Married, resident Geraldton, WA.

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

**HARRIS Philip Ivan.** Media manager. Born Sydney July 9, 1932. Advertising depts Sun and Sydney Morning Herald papers. Dir and gen mngr Amalgamated Advertising. Apptd radio media mngr HR-McCE Dec., 1963. Media group supervisor, 1966. Media mngr 1969. Married, resident North Manly, NSW.

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

**HARRISON, Michael.** Network sales manager. Born Hobart, April 7, 1945. Ed. Hutchins School, Hobart. Joined Daily Telegraph 1960-63, R. W. Highfield 1963-64, Southdown Press 1965-67, STW9 1967-69. Apptd Network sales mngr Consolidated Broadcasting System (WA) Pty Ltd (6PM-AM-KG-GE), April 1969. Married. Resident Mt. Lawley.

**HARTE, Lewis Bernard.** General manager-director 2KA-2KM. Born Bundaberg, Qld, Sept. 10, 1918. Tech 4BH 1935-38, tech, anncr 4SB 1938-40, stn engr 1946-48; tech. 2UW, 1948-50, engr, mngr 2KM 1950-66. Appt gen. mngr-dir 2KA-KM Sept. 1966. 53 yrs RAAF aircrew and staff officer. MIRE, APRA. Quarter Century & Time Clubs. Married (3 children).

**HARVEY, Frederick Lockley.** Agency director. Born Bathurst, NSW, March 18, 1912. Pre-war exp. with Samson Clark Price Berry, Country Press, Goldbergs. Asst advtg mngr Atlantic Union Oil Co. (now Esso) 1934-46. Major AIF, rural pursuits Moss Vale dist. 1946-59. Then senior group dir HR-McCE. Joined NAS Sydney same capacity 1962. Married, resident Clareville Beach, Sydney.

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

**HARWOOD, Roy Wallace.** Radio station manager. Born Glenelg, SA, Jan. 26, 1928. Joined 3MA Apr., 1956; appt sales and studio manager, 1965. Apptd mintura mngr 1969. Married, 3 children, resident Mildura, Victoria.

**HAWKINS, Eric Rowland Geoffrey.** Agency director. Chairman Hawkins Lewis Pty Ltd, Hawkins Lewis (Qld) Pty Ltd, Hawkins Lewis (Vic) Pty Ltd. JP, FOA, FAIM, 2/110 AGT Co., 2nd AIF. Married, 4 sons, resident Beauty Point, Sydney.

**HAY, Leslie James.** Radio station sales manager. Born Melbourne, July 17, 1917. 20 yrs newspaper advertising Truth and Daily Mirror, 9 yrs 2UW sales. Apptd 2SM sm, Nov., 1960. Married, resident Lindfield, Sydney.

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

**HAYDON, Barry James.** Radio station sales manager. Born Sydney. Announcer 2MO, anncr 2AD, studio super. 2LF, sport editor 2WG. Now sales manager 2WG. Married, 2 children, resident Wagga, NSW.

**HAYES, Geoffrey.** Managing director Hayes Advtg Agency Pty Ltd. Married, resident Vermont, Vic.

**HAYNES, Ronald William.** TV program manager. Joined TCN 1956, asst mngr. Apptd prog. manager 1966. Married (2 children), resident Lane Cove, Sydney.

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

**HEAD, Howard John.** Radio station manager. Born March, 1935. Commenced 6KG, Kalgoorlie, WA, 1956, 2 yrs. 8DN, Darwin, 2½ yrs. 2AD, Armadale 1 yr. Appt mngr 2LM August, 1969. Married, resident Lismore.

**HEADING, Rex Gerald.** TV station program manager. Born Adel. SA, Aug. 17, 1929. 11 years with 5KA. Former freelance actor. Appeared as actor in GMH Hour, Harry Dearth's Playhouse & ABC drama shows. Now prog mngr, NWS. Resident Banksia Park, SA.

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

**HEATHWOOD, Peter Lewis.** Agency director-creative director. Born Murgon, Qld, May 24, 1936. Dir-creative dir, George Patterson Pty Ltd, Pritchard Wood-Quadrant. Now dir-creative dir, John Clemenger (NSW) Pty Ltd. Married, resident Hunters Hill, Sydney.

**HEMING, Richard.** Born Sydney, NSW Aug. 20, 1931. Colgate Palmolive radio unit 1947. 2UE panel and prod. operator 1948-53. 3DB 1953. 2LM anncr 1954-55, 3UZ dj 1955-59, 2NX prod. mngr 1959-62.

3UZ programs 1962-67. Astor records, Nat. prod. mngr 1967-68. Joined 3XY 1968 as prog. dir. Married, 3 children, resident Armadale, Vic.

**HENDERSON, Kenneth William.** Radio station program manager. Born Melb. Jan. 6, 1943. Ed. Geelong High School, joined McEwans, Melb. as salesman. Merchandising and Advertising 1961-65, anncr 3TR, 1965, 3XZ, 1965 and 7HT, 1966. Joined 4GG Sept., 1967. Apptd program mngr, August, 1970. Married, resident Surfers Paradise, Gold Coast.

**HENRY, Oscar Vivian.** Radio station sales manager. Born Warrnambool, Vic., Nov. 9, 1911. 28 yrs sales rep. 3YB. Married (1 son, 1 daughter), resident Warrnambool, Vic.

**HENSHAW, David Harvey.** Radio station manager. Born Sydney, 1937. Formerly 2MG, 4AY, mngr 2LF Cowra studio. Joined 7LA 1966. Now mngr. Married, 2 daughters, resident Trevallyn, Launceston.

**HEPWORTH, Reg. C.** Prod. company mngr. Manager Hepworth Productions. Resident Killara, NSW.

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

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

**HEYDON, Ian Mackenzie.** Agency director. Born Sydney, Oct. 18, 1924. Arthur Smyth & Sons Pty Ltd. 1947-69. Acct exec., exec. dir. Agency merged with NAS (Sydney) Pty Ltd 1969. 1971 agency merged with Murray Evans, Sydney. Apptd deputy mng dir. Now mng dir. RAAF. Married, resident Wahroonga, Sydney.

**HEYTMAN, John.** Agency director. Born Singapore April 6, 1936. Ed. North Syd. Boys Tech. High. Joined Coudrey-Goatham prod. dept. Now dir Coudrey-Campbell-Ewald. Assoc. Advtg Inst. Married, resident Wahroonga, Sydney.

**HIGHFIELD, Robert William.** Advertising representative. Born Sydney, NSW, Dec. 10, 1910. Gov. dir R. W. Highfield Pty Ltd; jnt mng dir Metrep Services Pty Ltd (TV reps). Sydney & Melb. Past pres. Sydney Time Club. 3½ yrs AIF, RAAF. Married (two sons); resident Balgowlah, Sydney.

**HILCKE, Jim F.** Asst to the general manager. Born Melbourne. Ed. Melbourne High School. Anncr 2 yrs 3SH, anncr, copywriter, prog. mngr 7 yrs 3BA. Joined 3KZ 1963 as anncr then studio mngr. Married, 1 daughter, 1 son. Resident Clayton, Vic.

**HILL, Leon Trevor.** TV station national sales manager. Born Adel. Ed. Adel. and Royal Melb. Inst. of Tech. (Bus Admin.), Appt Vic. sales mgr GTV September, 1967. Apptd nat. sales mgr, Aug. 1968. Married, 2 children, resident Nth Balwyn, Victoria.

**HILL, Mervyn James.** Creative promotions director. Born Warrnambool, Vic., May 10, 1923. Laboratory tech. 1937-42, AIF 1942-1946. 5DN 1946, apptd chief copywriter same year. Apptd creative prom. dir. 1959. Wrote record 1700 comedy routines. Broadcasts weekly ad-lib programs. Toured US studying radio and lecturing on Australiana, Sept.-Oct., 1964. Married, 2 sons. Resident Glenelg North, SA.

**HINLEY, David John.** Born NSW, 1943. Film editor Supreme Films 1967-69. Supervising film editor Cameo Film Productions Pty Ltd. Married, 1 child, resident Gordon, NSW.

**HIPWELL, Victor George.** Radio station sales manager. Born London. Joined 2DU, 1960. Asst sales mgr; appt sales mgr 1966; former radio elec. retail mgr. Ex-British Army sergeant. Secty Dubbo Chamber of Commerce. Married, 1 son, 1 daughter, resident Dubbo, NSW.

**HODGES, Neville.** Sales manager. Born Sydney, 1934. Accounts exec., Artransa. Sales mgr, Fontana 1968. Sales mgr, Cameo Film Productions Pty Ltd, Married, 2 children, resident Epping, NSW.

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

**HOLDEN, Graeme Scott.** Television station representative. Born June 20, 1939. Ed. Trinity Grammar School. Sydney. 5 yrs Artransa Park Television. Joined Television Associates Pty Ltd as sales exec. in 1962. Married, 1 child. Resident Sylvania, NSW.

**HOLMAN, Gordon Lindsay.** Radio station manager. AASA. Joined 3BA 1961, secy 1962, asst mgr 1968, mgr 1969. Married, 1 daughter, 1 son. Resident Ballarat, Vic.

**HOLMES, Ian George.** TV station program director. Born Wallumbilla, Qld. 4BK, 1949-55, 3DB, 2 yrs. Joined GTV 1956; CBC Canada, 2 years. Apptd prod. mgr GTV 1963, prog. dir 1965. Married, 2 children. Resident Camberwell, Vic.

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

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

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

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

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

**HOPWOOD, Brian Fielding.** TV station manager. Born Melb., Aug. 23, 1931. Purchasing, traffic, prod., sales rep., GTV, 1958-61; Indus. Public Relations, 1961-62; senr sales rep. HSV 1962-66; mgr BTW/GSW, 1966. Married, 2 children. Resident Bunbury, WA.

**HOUNSLOW, Keith Norman.** Producer-director. Born Perth, WA, Sept. 19, 1928. 5 yrs TV prod. JWT (Melb.), then 2 yrs TV mgr/producer Robt Hughes Advtg. 8 years Senior Film Productions Pty Ltd, Melbourne, currently with Browning Productions Pty Ltd.

**HOWARD, John Malcolm.** Radio station national sales manager. Born Auckland, NZ, Sept. 6, 1924. Ed. Auckland Grammar, NZ commercial broadcasting 1949. Prog. prod. and scriptwriting. Apptd senior prog. officer IZB Auckland. Member Auckland District Broadcasting Audition Committee. Mgr Auckland Radio Orchestra. Apptd 3DB Melb. April, 1960. Sales promotion mgr 1960, merchandising mgr 1965, sales mgr 1966, national sales mgr 1970. Married, 4 children, resident Nth Balwyn, Melb.

**HOWARD, Kenneth.** Radio-TV racing & sports commentator. Born Waverley, NSW, Dec. 2, 1913. 33 yrs b'casting and sporting exp.; 12 yrs TV experience. Compers own TV sporting shows; former Major Network race commentator. Now with 2GB, Macquarie. Married, resident Kensington, Sydney.

**HOWELL, John Vincent.** Radio station general manager. Born Orange, NSW, June 28, 1911. AWA Research Lab. 1935; sound engineer Philips Lamps 1937. Capt. Corps Signals AIF, 1940. H. C. Sleight (Tas.) 1948. Sales mngr 7HT 1958. Gen. mngr 1961. AMRIE, JP, chairman Royal Tasmanian Botanical Gardens Trust. Chrmn of committees Tasmania Week & Tourist Promotion Week. Married, 3 children, resident Bellerive, Hobart.

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

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

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

**HUNT, Victor Nelson.** Agency director. Formerly GG Manning Display Co., Matear Organisation, Tait Publ. Co. Comm. officer AIF. Now dir Aust. Marketing Development Pty Ltd and Commando Sales, member of Marketing Advertising Public Relations Pty Ltd. Married, resident Parkdale, Vic.

**HUNTER, Brian Kenneth.** TV station chief technical officer. Born Murray Bridge, SA, July 12, 1940. Foundation staff member NWS 1959-63. Senior cameraman studio 32 ABV Melbourne 1963-64, now chief of tech. staff WBQ Wide Bay. Married, 1 child, resident Maryborough, Qld.

**HUNTER, John.** Agency director. Trainee with Unilever then a/e with Grant in Bangkok, Peter Ryan Advtg in Sydney, Fortune in Hong Kong. Dir. Fortune (Far East) Ltd, then joined Coca-Cola Export Corp as advtg & sales prom. mngr in Japan. Now director and gen. mngr of Fortune (Aust.) Pty Ltd.

**HUNTLEY, Geoffrey Herbert.** Agency manager. Born England, Sept. 6, 1916. Won 3 yr scholarship Royal College of Art (London). Visualiser, Erwoods Ltd, S. T. Garland and Greenlys (London agencies). 5 yrs art dir Alan A. Martin (SA). Joint mng dir, Monahan Huntley & Co. since 1953. Lieut, Royal Artillery. Pilot & test pilot, RAF. Captain Twickenham A Rugby Club (England). Now mngr HR-McCE Adelaide. Married, resident Brighton, SA.

**HUNTLEY, Hamilton Reynolds.** Radio station manager. Born Sydney, NSW, July 25, 1912. Educated Sydney Grammar School & Sydney Tech. College. Former cadet engr, AWA radio electrical works, 1932-33; tech.-anncr-salesman 2AY, 3BO 1933-34; actng mngr 2GF 1935; asst mngr 4TO 1935-36,

engr-anncr, secy & dir Fiji Broadcasting Co., ZJV Suva, VDP-2 Suva, 1936-52; asst mngr 3BO 1952-54; mngr 1954; appt 2CH station mngr 1957. Member of Institution of Radio Engineers (Aust.). Married, 4 sons, resident Lindfield, Sydney.

**HURLEY, Arthur Kevin.** Manager, TV film studios. Born Qld. Jan 26, 1936. Apprentice C'wealth Film Labs 1951-57; joined ATN 1957. Gained exp. in all tech. and operational areas including establishment of Atlab. Apptd. mngr Atlab 1969. Now mngr Artransa Park Film Studios. Married, resident Killarney Heights, Sydney.

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

**HUTCHISON, Francis Ashton.** Agency proprietor Born London, Eng., July 27, 1899. 55 yrs exec. exp. in advtg; 13 yrs advtg mngr two major Brit. nat. advertisers; 4 yrs dep. asst dir of pub. Ministry of Supply, London; 7 yrs acct-exec. Alfred Bates & Sons, London. Founder Hutchison Advtg, Hobart, in 1952. Resident Hobart, Tas.

**HUTCHISON, Neil. MA(Oxon.).** Controller of programs Australian Broadcasting Commission. Seconded to Elizabethan Theatre Trust as exec. dir 1960; returned to ABC 1963. Married, resident Turrumurra, NSW.

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

**HYNES, Lincoln Carruthers. OBE.** Radio network general manager. Born Balmain, NSW, April 14, 1912. Former sports exec. MBS, 1946; sales mngr, 1949; gen. mngr 4BC, 1951; gen. mngr 4BC and Qld network (4GR-MB-RO), 1962; gen. mngr 2UW & Qld network, 1956; dir Fidelity Radio, 1956; alt. dir BTQ, 1959. Dir Darling Downs TV Ltd, member Federal Council FACB 1955-69; sen. vice-pres. 1957-58; pres. 1958-59. Represented NSW in Sheffield Shield Cricket, 1934-39. Past pres. & life member Contact Club. C'missioned officer RAAF, NG & Aust., 1942-46. Dir Royal North Shore Hospital 1960-68. Chrmn Royal North Shore Hospital, 1968. Married, 3 daughters; resident Killara, Sydney.

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**JACKSON, Norman Bambling.** Radio station manager. Born 1923. Joined 4MK as advtg exec. 1962;

appt mgr Sept. 1967. Exec. member Mackay branch AIM. Past pres. Mackay Rotary Club; member Toastmasters International; member ABC subscribers c'tee; Blue Nursing Service Council and other community service c'tees. RAAF, air crew 1941-45. Elec. retail exp. Married, 1 son, 3 daughters, resident Mackay, Qld.

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

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

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

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

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

**JENNINGS, Michael William.** Oil company publicity manager. Born Hobart, Tas., Nov. 30, 1927. Journ. Hobart, Melb. 1946-59. Consultant Creative PR Hobart, Melb. 1960-61; Eric White Assoc. Syd. 1962-68. Appt head office publ. mgr for Castrol Aust. Pty Ltd, April, 1968. Married, 4 children, resident Bayview, NSW.

**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 mgr. RAN 1941-46. President Time Club, Syd. Member FACB Quarter Century Club. Married, resident Hornsby, Sydney.

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

**JOHNSON, Robert Alexander.** TV station director of news. Born Warwick, Qld, June 2, 1932. Cadet

journalist Warwick Daily News 1950-54, journalist Brisbane Courier-Mail 1954-57, Sydney Morning Herald 1957-58, Melbourne Sun News-Pictorial 1958-60. London Daily Sketch 1961, Sydney Sun-Herald feature writer and chief of staff 1962-68. Apptd ATN dir of news 1968. Married, resident Killarney Heights, Sydney.

**JOHNSTON, Ian Gordon.** Advertising agency director. Born Syd., Nov. 25, 1930. Apptd sales exec. 2CH, 1953; sales exec. 2SM, 1958; acct-exec. Maurice Kay Advtg, 1960; sen. acct exec. Dean Forbes Advtg Service, 1961, dir 1964. Also dir Dean Forbes Advtg (Vic.), FAI (Aust.). Married, 1 daughter, 1 son, resident Balgowlah, NSW.

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

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

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

**JUDD, Noel.** Radio sales promotions executive. Born Melb., Vic., 1916. 38 yrs advtg, radio, stage, 1932 Paton Advertising, Melb. 1935 anncr copywriter 2GB, 2WL, 2CA, 7LA. During war Tas. AIF entertainment unit, forward areas. Post-war, copy mgr, prog. mgr 2GB, prod. Macquarie Broadcasting, TV host, ATN narrator, documentary films. Now sales promotions exec., prod. MBS, Member APRA, Aust. Photographic Society ES.FIAP. Married (3 children), resident Balgowlah.

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

**K**

**5AU**

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**KAIN, Malcolm Ronald.** Agency managing director. Born Sydney, NSW, Sept. 21, 1931. Acct/exec. Hugh Bery Advtg; production mgr Warwick-Paton Advtg; asst acct & production exec., acct/

exec., writer McClelland Advtg. Mng dir Steele, Kain, Kelly, Paton. Now mng dir Birrell Kain Advertising (NSW) Pty Ltd. Married, resident South Coogee, NSW.

**KARR, John Edgar.** Vice-president, International Sales, Pepper-Tanner Co., Memphis, Tennessee. Born Pittsburgh, PA, Nov. 21, 1919. Ed. Univ. of Pittsburgh, PA. Broadcast pioneer, member Adv. Federation of America, Kentucky. Colonel Lieut Commander USMS World War II. Former annrc, radio time salesman. TV newscaster, gen. mngr and owner of radio stations USA. Married, 1 daughter, resident Augusta, GA, USA.

**KELLY, Alan Richard.** Agency director and general manager. O'Brien Publicity (Syd.) 1946-50. Qld mngr 1953-55. Apptd dir 1956. Now exec. dir Victoria. FAI pres. AIA (Qld div), 1962-3, chrnm 4As (Qld) 1962-64, member 4As Fed. exec. 1962-4. Past member Rotary, RAN 1st Aust. Naval Beach Commando Unit (New Guinea, Moluccas, Borneo, China areas).

**KEMP, Sidney Joseph Albert.** Radio network chairman. 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. Apptd dir and gen. mngr, Assoc. B'casting Services, 1957. Apptd mng dir 1958 (now chrnm). Apptd mng dir Goulburn Murray TV Ltd (GMV) 1960. Now chrnm. Director BTW-6. Served RNVR 1917-19, wireless officer, Merc. Marine, 1920-26. Air Training Corp., Vic., p/o, 1942-44. Country vice-pres. AFCBS, 1943-44. Married, resident Caulfield, Melbourne.

**KENT, Richard Lawrence.** Manager, advertising RCA Ltd. Born July 26, 1942. Married, 1 daughter. Resident Model Farms, Sydney. Joined RCA late 1968, previously art dir Pfizer Pty Ltd.

**KERIN, Ronald James.** Agency director. Born Melbourne 1926. 3AW 1942-44. USP-Benson 1947-63, USP-Benson Qld 1964-66. Rejoined USP-Benson (Vic.) Pty Ltd 1966. Married, resident Melbourne, Vic.

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

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

**KIERNAN, Laurence James.** TV station managing director. Born Perth June 1, 1927. Married, 4 children, resident Floreat Park.

**KILGOUR, John Raymond.** Group advertising manager Nicholas Pty Ltd. Born Sydney, August 19, 1920. Commercial artist with Consolidated Advtg 1935-36, asst pub. mngr Western Suburbs Cinemas, ad mngr Hoyts City Theatres, Melb., and Western Suburbs Cinemas. A'asian ad mngr Castrol, ad mngr Vincent Chemical Co. from 1955. Now group ad. mngr Nicholas Pty Ltd. FAIA past pres. NSW

branch AIA and member Federal and education committees. Member, State exc. & Fed. exc. AANA. Sergeant 21st FOD 1939-43. Married, one son, one daughter, resident West Ryde, Sydney.

**KINANE, William Ower.** Radio station manager. Born Lilydale, Vic. Ed. Mentone Grammar School. Joined AWA accts dept in 1936. Secured First Class Commercial Operators Cert. of Proficiency and transferred to Marine Dept as radio officer, then to Broadcasting Dept at 2GF. War service, radio officer Merchant Navy. Then asst mngr 2CH. Now mngr 4WK Warwick. Member Legacy, Golf, and Turf Clubs. Married, one daughter, resident Massie, Qld.

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

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

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

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

**KINNEAR, Arthur Bryce.** Agency managing director. Born Adelaide April 11, 1929. Ed. St Peter's College, Adel., Muirden Business College, SA School of Arts. Editorial staff Adel. Advertiser 1946-49; edit. staff Melb. Herald 1949-54. US State Dept. Smith-Mundt fellowship in journalism 1954. George Patterson Advtg 1955-63. Now mng dir Martin Kinneare Clemenger Pty Ltd, Nth Adel. FAI (Aust.). Director John Clemenger Pty Ltd, Melbourne, member committee SA div. 4As. Married, 3 children, resident Beaumont, Adelaide.

**KINSEY, Donald William.** Radio station studio manager. Born Melb. May 2, 1931. Ed. Swinburne Tech. College; RMIT qualified mechanical eng. Mngr, industrial div. Flexible Drives Pty Ltd. Joined 3DB as annrc 1959. Now 3DB studio manager. Married, 2 sons, resident Lower Templestowe, Vic.

**KISCHKOWSKI, George.** Film production company managing dir. Born Poland March 16, 1927, 2 yrs Uni courses in Germany, Supervision certificate Melbourne, 3 yrs studio and office mngr Cambridge Film & TV Prod., 6 yrs Kodak (A'asia) Pty Ltd. Was gen. mngr Senior Film Prods Pty Ltd, Melbourne. Currently man. dir Browning Productions Pty Ltd.

**KLEIN, Francis Bruce.** Radio station assistant manager. Born Sydney, Aug. 15, 1926. Technician PMG, NSW, 1942, then snr tech. 1950. Apptd chief eng.

7HT 1953. Now asst mngr. Assoc. IREE 1958. Married (5 daughters), resident Rosetta, Hobart.

**KLEMKE, Leslie Frederick.** Agency chairman. Born Williamstown, Melb., Nov. 22, 1920. Radio and newspaper rep., 1939-40; cub journalist 1937-39; copy-wr Govt projects. Lecturer in advtg and copywriting. Now chrmn L. F. Klemke Advertising Pty Ltd. AIF 3½ yrs. Married (one daughter), resident Toorak, Melbourne.

**KNAPP, Robert.** Film director. Started with the Hungarian Army film unit making education documentary films. Went to Czechoslovakia to work with puppeteer Jiri Trnka, specialising in stop-motion and puppetry. Came to Aust. 1956. Prod. film series Wambidgee for ABC. Series won children's section of Aust. Film Institute's 1961 competition. Since 1962 has been working for Eric Porter Productions producing and directing TV commercials. In 1969 joined Amalgamated Pictures Australasia as prod.-dir. Married, resident Turramurra, Sydney.

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

**KNUDSEN, Lars.** Agency principal. Born Bowen, Qld., 1931. Visualizer & copywriter. Resident Cremorne, NSW.

**KOFFEL, David.** Film and TV production company governing director. Born London, 1914. Journalist, scenario wriier, advtg exec., film prod. Founder and gov. dir David Koffel (Enterprises) Pty Ltd, Featured Theatre Ads, Theatre Screen Contractors (Aust.), Filmmakers Pty Ltd. David Koffel (International) Pty Ltd. Also operating Filmads Pty Ltd and the Reilly Advertising Co. Pty Ltd (Victoria), Assoc. Aust. Cinematographers' Society. Resident Longueville, NSW.

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**5RM** *The only commercial  
Riverland Radio.*

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

**LAKE, Peter Alan.** Film director and managing director, Peter Lake Productions Pty Ltd. Born Northbridge, NSW, Jan. 28, 1930. Designer and illustrator until 1955, then entered film ind. with Rank Screen Services London as storyboard artist, then film dir until 1959. Married, 1 daughter, 2 sons, resident Annandale, Sydney.

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

**LANDELL-JONES, Charles Kenneth.** Agency managing director. Ed. Cranbrook, Sydney; pre-war jnr exec. Atlantic Union Oil, post-war founded Fortune Advtg 1946. Served 2nd AIF. Resident Vaucluse, Sydney.

**LANE, Dennis Eric.** Motion picture-TV producer director. Managing dir Lane Tele-Film Productions. Born Ilford, Essex, UK. Formerly with RKO Radio-Pictures, BBC and ABC in UK. Arrived Aust. 1955. Joined ABC TV as continuity-writer, 1959 exec. editor Mount Isa Mines PR journal Mimag. 1961-63, film dir and scriptwriter on educational projects for Qld. Govt. Film Centre. 1963-66 TV prod. dir CTA of Q'land. 1966, news/current affairs editor, CBN, CWN, 2GZ. 1967 joined TEN news div. until 1969 when formed own prod. co. at St. Leonards, NSW. Married, resident Lane Cove, NSW.

**LANE, Richard Hamilton.** Radio, TV and film writer. Born Sydney, NSW, Jan. 18, 1918. Began radio writing 1937, with MBS 1942-51, freelance since. Wrote first comm. TV serial, Autumn Affair, for ATN 1958. Recent writing credits: TV series and feature film screenplay, You Can't See 'Round Corners; co-writer TV serial Motel. Australian Writers' Guild 3 yrs, between 1964 and 1968. Married, resident Kirribilli, NSW.

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

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

**LARKIN, Joseph Stanley.** Radio station director. 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, 1946-1968. Pres. FACB 1953-54 and 1966-67, member Federal council, 1953-64. Visited Ceylon, India, Pakistan, SE Asia for MBS in 1950. Advised Ceylonese Govt on setting up radio SEAC. Married, resident Somerton Park, Adelaide.

**LARKINS, Eric.** Production exec. Browning Productions Pty Ltd. Born Melb., Vic., 1934. Prog. dir GTV 1959-64; TV studios UK & Europe, 1965; TV prog. dir Rhodesia Television-Salisbury, Rhodesia, 1966-67. 1968-69 prod. mngr Senior Film Productions Pty Ltd. Married, resident Black Rock, Melb.

**LEACH, Raymond Leslie.** TV production company animation film producer and managing director.

Born Sydney, 1936. With Eric Porter Studios, Greenhagh-Leach Productions and Rowl Greenhagh Productions. Now mng dir Graphik Animation Pty Ltd. Married.

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

**LEAKE, John Gaskell.** Director, Motion Picture Associates Pty Ltd. Born Sydney, NSW, June 24, 1929. Cinematographer, Movietone, 1944; then with C'wealth Film Unit & Supreme Sound Studios. Ind. prod. & cinematographer, 1960; formed Motion Picture Assoc., 1968. Married, 4 children. Resident Northbridge, Sydney.

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

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

**LEE, Jack.** Production company chairman and managing director. Born Stroud, Glos., Eng. Learned film-making with Crown Film Unit in London as dir, writer, prod. dir and writer of documentaries. Formed Augustafilms London and Trojan Films Sydney. With Crown Film Unit throughout war filming with Royal Navy, Army and RAF in Iceland, Atlantic, West Africa, North Africa and Invasion of France. Directed Close Quarters, Children on Trial, The Woman in the Hall, Once a Jolly Swagman, The Wooden Horse, South of Algiers, Turn the Key Softly, A Town Like Alice, Robbery Under Arms, Captain's Table, and Circle of Deception. Resident Woollahra, Sydney.

**LEONARD, Francis Patrick.** FAIA. Agency director. Born Longueville, Syd. Six years with N. S. H. Catts & Co. & Catts-Patterson Co. Ltd; founded F. P. Leonard Advtg Pty Ltd, 1926. Diploma Economics & Commerce, Syd. Uni. 1½ yrs Heavy Atry Brig., AIF. Married, resident Balgowlah, Sydney.

**LESLIE, Ian Craig.** TV station program manager. Born Bandung, Indonesia, July 6, 1942. Joined DDQ June 18, 1962, news dept. Apptd news supervisor 1966. Asst prog. mngn Jan., 1970. Prog. mngnr July, 1970. Married, one child, resident Toowoomba, Qld.

**LESTER, Rodney Arthur.** TV station sales manager. Born Sydney, May 26, 1937. Previously asst to asst mngnr 2GB; admin. officer Monitor; market

research, publicity and sales prom. MBS; radio prog. sales, Artransa, Telefilm Sales, Artransa Park TV; sales prom. officer, Television Associates Pty Ltd. Now sm WIN. Studied to A. Mus. A standard Conservatorium of Music, Sydney. Married, resident Manly, NSW.

**LEWIS, Gordon Charles.** Radio Network general mngnr and dir. Born Melb., Vic. Goldberg Advtg, Melb., 1936; chief anncr-copywr 3UL, 1938-39; night anncr, program dept 3SR, 1939; chief anncr-studio mngnr-salesman 7HO, 1939-41; studio mngnr 3TR, 1941; mngnr 3SH 1946; part-time anncr 4BH & freelance ABC, Bris., 1944; mngnr 3TR 1952-60. Gen. mngnr GLV10, 1960-63. Dir. Aust. TV Facilities Pty Ltd, 1961-63. Gen. mngnr 6PR-TZ-CI 1963. FACB Fed. Council 1966-67 & 1969-70. WA State chrmn, 1968/69/70. Dir 6PR-TZ-CI 1969. Five yrs AIF, World War II. Fellow Royal C'wealth Society. Married, 3 sons, 1 daughter, resident Peppermint Grove, WA.

**LEWIS, Lionel Herbert.** Radio station personality. Born Fremantle, WA, Jan. 11, 1913. Anncr-copywriter 6WB Sept., 1936, 6IX 1936-51, 6KY-NA (b'fast anncr & sports) 1951-70. Now with 6PM-AM. Married, resident South Como, WA.

**LILBURN, Herbert Stephen.** Company director and TV consultant. Born Geelong, Vic., April 26, 1934. WBQ chief eng. 1964-65. FNQ tech. cons. 1966, station mngnr, gen. mngnr 1966-67, MVQ Cons. 1968; Man. dir Group Television Service Pty Ltd, Mid-western Television Pty Ltd, dir Mount Isa Television Pty Ltd. Territory Television Pty Ltd. Married, 1 son, 2 daughters, resident Croydon, Vic.

**LIMB, Bobby.** Comedian-band leader-TV compere. Born Adelaide, SA, Nov. 10, 1926. Radio, stage, TV, cabaret exp. Appeared London BBC, TV, stage, cabaret, London Palladium, Albert Hall. Longest appearance, Club Pigalle, Piccadilly, London. Own national TV show last 11 years. Married, resident Turramurra, Sydney.

**LINDSAY, Colin Strathearn.** Station manager FNQ Cairns. Served RAN. Agency experience with Fortune as NZ manager, then Melb. mngnr. Director Fortune, based Sydney before joining FNQ. Married, resident Cairns, North Queensland.

**LINKSON, Cyril Paul.** Radio station executive producer. Born Booleroo Centre, SA, Aug. 19, 1932. Ed. Sacred Heart College. Worked as clerk, Savings Bank of SA 1951-54. Spent 3 yrs in England and Europe freelancing in films and TV. Joined SDN as presentation officer in 1959. Anncr 1960. Monitor reporter 1961-63. Breakfast anncr 1963-65. Talks prog. 1965-69. Asst prog. dir 1966. Prod. of talks 1969 Exec. prod. 1970. Member Board of Management of the Arts Theatre in Adel. Single, resident Somerton Park, Adelaide, SA.

**LLEWELYN, Norman Wilson.** Radio station gen. manager. Born Bris., Qld, May 2, 1930. 23 yrs with 4BH. Studied radio-TV prod. BBC staff training centre, 1954, comm. TV London, radio-TV Canada, USA. 4BH mngnr 1962-67, apptd 4IP gen. mngnr 1967, 4BK-AK gen. mngnr 1969. Married, 3 children. Resident Stafford Heights, Brisbane.

**LLOYD, Edward Lyle.** Managing director TV and film equipment company. Born Ballarat, Vic. Ed. Ballarat and Melb., post graduate courses London. 2 yrs RAAF, 6 yrs 3DB-HSV engineering, 3 yrs EMI TV equip. design Labs, London, 6 yrs EMI departmental mngnr Sydney, 6 yrs RCA sales mngnr. Now mngnr dir Magna-Techonics (Aust.) Pty Ltd. Married, resident Castlecrag, Sydney.

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

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

**LOCKLEY, William Arthur.** Advertising agency managing director. Born Oct. 2, 1919, Sydney. Post-war with Hansen Rubensohn until 1952; senior acct-exec., Fortune; rejoined H&R, assoc. dir & mngr 1954. Harvard Business School AMP, 1962. Dir and gen. mngr Hansen Rubensohn-McCann Erickson Advtg. Now man. dir Insight Advtg. Married; resident Epping, Sydney.

**LOGIE, Robert Graeme.** FACB public relations officer. Born Melb., Vic., July 16, 1936. Claude Mooney Advtg Pty Ltd, 1953; anncr-copywriter, 7EX, 1955; copy & PR mngr, 2UE, 1967; FACB, 1968. Married, 2 sons. Resident St Ives, NSW.

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

**LOVEJOY, George B.** Radio station manager. Born Bundaberg, Qld, Dec., 1923. Anncr, copywriter, 4BU 1946-48; in charge advtg 4BU 1948-49; joined 4BH in charge continuity and sports commentator, 1949, appointed asst sales mngr 1953; sales mngr 1958; mngr 1968. Married, resident Holland Park West Brisbane.

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

**LOWNEY, Calvin John.** Radio station manager. Born Bris., Qld, Jan. 15, 1930. Ed. Church of England Grammar School, Bris. Anncr, 2AD, 1955; acting mngr, 4LG, 1957; chief anncr, 4GR, 1959; studio mngr then asst mngr 2QN, 1962-66; mngr 4LG, 1967. Married, 3 sons, 1 daughter. Resident Longreach, Qld.

**LUSK, Graham Edward.** TV station secretary and accountant. Born Bris., Dec. 9, 1932. ACIS, AASA, AAUQ. 5 yrs OTQ. Now secy & acctn TVQ. Resident Red Hill, Brisbane.

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

**LYON, Hubert E. Alexander.** Television representation manager. Born Melb., Dec. 18, 1921. 4 years Melb. Age. 3 years Bayne Mackay Advtg. 12 years dir Lyon Holl Pty Ltd. Now television mngr Dargaville Associates Pty Ltd. 5 yrs RAAF aircrew, 3 yrs UK, ME, SEAC, PP Air Force Assoc. (Vic.), AISM, MAIA. Founder and pres. TV Club of Vic. Married, 1 son, 1 daughter, resident Hampton, Melbourne.

## M

### What's what in South Australia

# 5KA-5AU-5RM

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

**MacGILLIVRAY, Graham Charles.** Videorecording and TV monitoring service proprietor. Born Sydney Nov. 5, 1938. Commenced 2GB-Macquarie 1953, 4 years radio newsreel reporter, producer "Monitor" and Macquarie Newsreel, mngr 2GB mobile studio, anncr/newsreader. Other positions: Anncr 2WL, 2NM, 2KY, 2CH. News ed. 2KM. Former exec. Council of Management, Actors' Equity Co-ordinated presentation of 1968 Sydney Children's Film Festival as organiser to Australian National TV Council. Now partner of CCTV agency and TV monitoring service. Married, 2 daughters, 1 son, resident Harbord, NSW.

**MACKAY, Ian Keith.** CMG Broadcasts supervisor. Dept of Information, Papua-New Guinea, since 1968. Born Oct. 19, 1909. Anncr 1935-36, sports anncr 1937, stn mngr 1938-43, senior exec. Commercial Network 1943-50. Asst mng station 2GB, 1950-51; prod. mngr Macquarie Network, 1951-61; Dir-gen. Nigerian Broadcasting Corp., 1961-64. Advisor on mass media to Minister and NBC Board of Governors, 1964-65. Awarded CMG 1963; member Royal Society of Literature, also Society of Authors. Publications: B'casting in NZ (1953), B'casting in Australia (1957), B'casting in Nigeria (1964). Presenting Papua-New Guinea (1967). Articles on social and historical aspects of b'casting and articles on b'casting in developing countries in numerous journals; also papers for UN agencies. Married, 1 daughter, resident Konedobu, Papua-New Guinea.

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

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

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

**MADGWICK, Sir Robert Bowden.** OBE, M.Eng. (Syd.), D. Phil. (Oxon.), Hon. D. Litt. (Syd., Newc. and New Engl.), Hon. LL.D. (Qld), chairman, Australian Broadcasting Commission since July, 1967. Vice-chancellor Uni. of New England, NSW, 1954-66. Son of late R. C. Madgwick, Nth Sydney; born May 10, 1905, Nth Sydney; ed. Nth Sydney Boys High, Uni. Syd. and Balliol Coll., Oxford; Rockefeller Research Fellow 1933-35, Harbison-Higinbotham Scholar Univ. Melb. 1936; snr lectr economic history 1936-41, secy extension bd of Uni. of Syd. 1937; dir Aust. Army ed. service 1941-46, Lt-col 1941, col 1944. R. of O. 1946; retired list 1961; Warden New England Uni. Coll. 1947-54; Publications, Immigration Into Eastern Australia 1788-1851, Outline of Australian Economics (with E. R. Walker). Resident Sydney, NSW.

**MADISON, Graeme Michael.** Agency director and joint general manager. Formerly anncr 3BA, 3UZ. Chief anncr 3GL, 3AK. Studio mngnr 7AD. Asst mngnr and assoc. dir Hayes Advertising. Now with C. H. Lucas Advertising Melbourne. Married, 2 children, resident Beaumaris, Vic.

**MAGNO, William M.** Agency director and general manager, J. Walter Thompson, Melb. Office. Born Sydney Oct. 4, 1934. Joined JWT 1952. Had extensive exp. in media research, media, research and account management. Handled Kelvinator Aust. Limited, worked in sales promotion department in 1962. Became gen. mngnr, Melb. office, 1966. Co. dir 1967. B. Comm. (Uni. of NSW) Fellow of the Institute of Advertising. Fed. member of 4A's 1970. Married, resident South Yarra, Victoria.

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

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

**MALCOLM, Jean Loretto.** Sales co-ordinator 3UZ since 1950, formerly Truth & Sportsman Limited on advertising sales and service. Resident Windsor, Vic.

**MALIN, Robert Barry.** Agency radio/TV producer. Born Sheffield, Yorkshire, Aug. 10, 1920. FAI (Aust.), MPRIA. 1935 London Daily Mirror, 1939 RAF UK, France, Africa, Burma, Australia. 1948 Clem Taylor Advtg; dir 1965 SA Government Tourist Bureau, publicity; 1967 SA Premier's Dept. 1970 Hansen Rubensohn-McCann Erickson Adelaide. Lecturer 14 yrs SA Institute of Technology Marketing Course (radio, TV, campaign planning). Eighteen yrs State Council PR Institute, PR Committees, Legacy, Red Cross, SA Crippled Children's Association. Married, 2 children, resident North Brighton, SA.

**MALONE, Ambrose Francis.** Radio station sales manager. Born Bris., Qld, Nov., 1936. Eight yrs in newspapers in Aust., New Zealand and South Africa. Three yrs with 4BC as sales exec. Joined 4BK as sales mngnr Oct., 1969. Married, resident Ashgrove, Brisbane.

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

**MANN, Eugene C. (Gene).** Radio network sales director. Born Perth, Oct. 9, 1921. FISM. Formerly New Guinea resident, with Dept. Civil Aviation; joined 3AW as sales rep. 1955, transferred to MBS 1958; apptd MBS Vic. sm, Feb. 1961. Network sm (Sydney), 1963. Former pres. and hon. secy Melb. Time Club, 1959-63. Married (2 children), resident NSW.

**MARSDEN, Ian Bruce.** Agency commercial manager. Born Syd. Nov. 14, 1935. Lintas media co-ord. 1966-70. Now commercial mngnr company secy. Married, 2 children, resident East Roseville, Sydney.

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

**MARSH, R. B., MLC.** Radio station managing director (2KY); secy Labor Council of NSW; dir Air-sales Broadcasting Company, 2HD; dir TCN; exec. member Aust. Council of Trade Unions rep. NSW. Member, National Labor Advisory Council; member Indust. Labor Advisory Council of NSW; continuity of Aust. Labor Party since 1933; member NSW branch Aust. Labor Exec. 1952-62.

**MARSHALL, Ronald Allan.** TV film buyer and distributor. Born Sydney, Oct. 11, 1924, educated Hurlstone Agricultural High; with Universal Pics. 1939-42, AMF and AIF 1942-46. Joined Columbia Pictures 1948 as advtg sales mngnr, then transferred Vic. 1951 as country rep. Returned Sydney 1957 as asst to NSW mngnr, then joined Screen Gems as asst to man. dir 1959-61. Now gen. mngnr Australian Television Facilities. Dir Parramatta Dist Hospital. JP. Married (4 children), resident Carlingford, NSW.

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

**MARTIN, Alwyn R.** TV station chief engineer. Born Syd. June 27, 1930. AWA broadcast tech. 1947, ATN 1956, TCN 1958, EMI 1962, TCN 1964, GMV 1969 as chief engineer. Married, 2 sons.

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

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

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

**McCOMAS, Geoffrey Charles.** Radio station sales manager. Born Melbourne 1923. Ed. Northcote High, Melb. Uni. Anncr 3BA (1945-47), 3DB (1947-59); apptd studio mngr 1959, sales promotion mngr 1963. Vic sales manager 1970. Married, 2 sons, resident Camberwell, Melbourne.

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

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

**McDONALD, Desmond John.** Radio station sales manager. Born Sept. 13, 1933, Maitland. 13 yrs anncr, copywriter, sales rep. NSW provincial and metropolitan stations. 4 yrs Melbourne as sales mngr Inters'ate Radio Representation Firm. Joined 3AK sales 1967. 1968 traffic mngr. 1969 Syd. mngr 3AK. Married, 4 daughters, resident Austinmer.

**McDonald, Donald.** Member Broadcasting Control Board. Born Creswick, Vic., June 23, 1908. PMG's Dept 1924-50; rep. Aust. ITU conferences, 1947; joined Australian Broadcasting Control Board 1950, dir tech. services division 1952-1965. Board member from 1965. B.Sc. Melb. Uni. Radar development during war. Married, resident Elwood, Vic.

**McDONALD, Donald J.** Film production company general manager. Born Melb. Ed. Melb. High, Melb.

& London Univs. In indust. prod. management, Aust. & o'seas. Joined Film House 1968. Married, resident Albert Park, Vic.

**McFARLING, Ian Arthur.** TV station news director. Born Adel. Ed. St. Peter's Coll. Journalist Adel. News 1949-53. Adel. Advt. 1953-56, Syd. rep., 1954-56, Melb. Herald. New York rep. 1957-60, sen rep. & feature writer. Joined ATV-O 1964. Married, 3 children, resident East Malvern, Vic.

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

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

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

**McKAY, James William.** TV station general manager. Born Goulburn, NSW, March 25, 1916. 25 yrs with 2UW, 5 yrs program dept, 4 yrs anncr and assoc. sporting dept, 2 yrs mngr Fidelity Radio Pty Ltd, 3 yrs service mngr, 6 yrs sales mngr 2UW. Now gen. mngr QTQ. 5½ yrs RAAF aircrew, served 4 yrs RAAF sqdns 612 and 58. Awarded DFC 1943. Married, 2 children, resident Indooroopilly, Bris.

**McKEAN, Doug.** Company director. Born Orange, NSW, May 6, 1933. 2 yrs tech. officer EC NSW. Now mng dir Permafilm Australia Pty Ltd. Married, resident Castle Hill, Sydney.

**McLEAN, John A.** Radio station sales manager. Born April, 1941. Advertising, newspaper media NZ 1958-63, advertising sales rep. Daily Telegraph, Syd. 1963-65, mngr Herald & Weekly Times Publs. Sydney 1965-67, sales exec. Parker Associated Representations Pty Ltd 1967-70, Sydney mngr Radio & Advertising Representations Pty Ltd 1970. Apptd sales mngr 4BH 1970. Married, 1 child, resident Brisbane.

**McKENZIE, John William.** Television station manager. Born Port Kembla NSW, Aug. 19, 1942. Traffic mngr WIN Wollongong. Joined NRN in October 1964 as office mngr/acct, apptd mngr May 1, 1969. Married, 3 sons, resident Coff's Harbour.

**McLACHLAN, John Alexander.** TV station asst program manager. Born Melb. Ed. Melb. High School, Royal Melb. Inst. of Tech. (AASA). Apptd GTV asst acct 1958; acct 1960; film mngr 1961; Vic. sales mngr Aug., 1968. Resident Prahran, Vic.

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

**McLEAN, Rex Burgess.** Radio station technician-in-charge. Born Devonport, Tas., July 6, 1921. 25 yrs 7LA, now tech. i/c. Holds B'cast operator's cert. of prof., AMIRE, member WIA. Holds Amateur Call VK7RB. Tech. consultant to 7QT since 1960. Married, resident Prospect, Launceston, Tas.

**McLENNAN, Alva K.** Radio station chief engineer. Started 7DY. Senior tech. 3UL, 1939; chief eng. 1948. Admitted to Quarter Century Club, 1965.

**McMAHON, John Kennedy.** Radio station program director. Born Hamilton, Vic. Entered radio as actor-singer; since worked on all Melb. stations. Former breakfast anncr, now program dir. 3UZ. VRC, VATC. Married, 3 children, resident Toorak, Melb.

**McMANUS, Francis Alexandria.** TV station general manager. Born Neutral Bay, NSW. With AWA's, Ashfield; War Service 1940-45; then salesman 2AY, 3BO, 1946-48, mngr 3BO, 1948-54. Sales mngr AWA country stations thence mngr 3BO. Now gen. mngr Bendigo & Central Vic. Telecasters. Member IREE Aust., Associate Fellow AIM, Member Bendigo Bowling, Jockey, Sandhurst and Rotary Clubs. Married, resident Bendigo, Victoria.

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

**McNAMARA, Joseph Arthur.** Secretary Broadcasting Control Board. Born Bendigo, Vic., July 19, 1921. With PMG's Dept 1935-49 then B'casting Control Board since 1949. BA, B.Com. Melb. University. Married, 2 sons, 3 daughters, resident Kew, Victoria.

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

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

**McTIERNAN, P. J. Gregory.** TV station business manager. Born Nowra, NSW, Feb. 28, 1928. Apptd

acct TCN, 1957, now bus. mngr. Member Inst. of Chartered Accts, Aust. Married, resident Chats-  
 wood, NSW.

**MENDELAWITZ, Michael.** TV station commercial manager. Born Perth Dec. 8, 1933. Previously em-  
 ployed by mining companies. Married, 2 children, resident Mt. Yokine.

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

**MERCER, Robert John.** Advertising agency di-  
 rector. Born Perth, WA, Nov. 20, 1919. Mngr 6KY-NA from 1954. Gen. mngr & dir of company, 1958. Gen. mngr Swan Television, Perth. Fighter pilot, RAAF, 1940-45. Married, 1 son, 2 daughters; resident Floreat Park, Perth.

**MERCHANT, Dennis Lionel.** Agency director. Young & Rubicam. Born Sydney, Feb. 15, 1942. Jackson Wain, 1960; HR-McCE, 1968-69. Currently Young & Rubicam. Married, resident Norman-  
 hurst, Sydney.

**MESSENGER, Ian Ronald.** Radio station manager. Born April 27, 1940. Accountant, Colonial Sugar Refinery, Adel., prior to 1966. Joined 5AD as acct-  
 exc. 1967 transferred to Advertiser Newspapers Ltd as mrkt research mngr. In 1970 apptd mngr, Advertiser Broadcasting Net. and group research mngr, Advertiser Newspapers Ltd. Married, resident Toorak Gardens, Adelaide.

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

**MIDDLETON, Kenneth Noel.** Controller of techni-  
 cal services, ABC. B.Sc(Lond), MIEE, A-Inst. P. Engr. STC, London 1936-42. Communications engr, British Home Office, 1942-48. Snr & supervising engr DCA, 1948-55; supervising engr TV, ABC, 1955-60; dir TV ops 1960-68. Married, 1 daughter, 2 sons. Resident Killara, Sydney.

**MILLAR, Ian.** Agency managing director. BA Syd. Uni. Journalist Sydney Morning Herald, Sydney Sun, Daily Telegraph, Reuters London. Joined HR-McCE as copywriter, later acct exec., acct group head and asst to gen. mngr, 1961 mngr Melbourne office. 1962 appt dir, 1965 gen. mngr Sydney office, 1967 man. dir for Australia. Served 2nd AIF, RAAF 1942-46.

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

**MILLER, Thomas August.** TV manager. Born Melb. Aug. 14, 1921. With 3XY 1935-56 as anncr. GTV

1956 news reader and prod. IMT. Talent promotion of Aust., mgr 1961-70. 1970 mgr TCN. Served with AIF World War II 4½ yrs Darwin, Morotai, Lt. Married, 3 sons, 1 daughter, resident Greenwich, Sydney.

**MILLER, William John.** Audio-visual producer-director. Member Directors Guild of America. Now with George Patterson Pty Ltd (Melb.).

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

**MOFFATT, Thomas.** Agency prin. Born Herts, Eng., May, 1919. Myer Advtg 1934; jnr copywriter Richardson Advtg 1935-37; jnr acct-exec. W. John Hayson Advtg 1937-39; acct-exec. George Patt. 1939-40; O'Brien Publ. 1941; captain AASC 1941-45; advtg mgr Kelly & Lewis Ltd 1946-48; acct-exec. Goldberg Advtg 1949; dir and acct-exec. Rickards Advtg 1949-57; estab. own agency Moffatt Advtg Pty Ltd 1957, now principal. FAI Landscape painter. Married, 4 children, resident Nth Caulfield, Victoria.

**MOLLER, Gregory Morton.** Secretary/financial controller, Brisbane TV Limited. Born Bris., July 26, 1932. Ed. Bris. State High. AASA. Secty/asst to mng dir. Qld Titanium Mines Pty Ltd. Secty Titanium Alloy Mfg Co. Pty Ltd. Acct Aust. Estates Co Ltd. Married, two children, resident Tarragindi, Brisbane.

**MONTGOMERY, James Reginald.** Radio station sales manager. Born Newcastle 1939. Formerly Land Newspapers, Mudgee Guardian and sales manager 2MG. Joined 7LA 1969. Now sales mgr. Single, resident Launceston.

**MOORE, George.** Agency director. Born UK, May 20, 1916. Artist, Whitcombe & Toombs, NZ; art dir Coulls Sommerville Wilke, NZ; dir, Haythorne Thwaite, NZ; Coudrey-Gotham, Syd., now dir Coudrey-Campbell-Ewald Pty Ltd. RNZAF. Married, resident Collaroy, Sydney.

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

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

**MOORE, William Stewart Melville.** Radio station technician-in-charge. Born Bowral, NSW, Mar. 28, 1915. Joined AWA 1936 at 3BO, trans. 4CA 1939.

With 6TZ 1941, 2AY 2GN 1942-43. Reapptd 3BO 1943, now tech. i/c. Assoc. Mem. IREE. Member Quarter Century Club. Married, resident Bendigo, Victoria.

**MOREHOUSE, Lionel Lindsay.** Radio station chief engineer. Born Vic., 1930. Eng. 3XY, asst mgr 7AD, studio mgr W&G records 4KZ, Foundation conductor Far North Sinfonietta. Now chief eng. 3YB. Married, resident Warnambool.

**MORGAN, Arthur Byers.** Radio station assistant manager. Born Hobart, Dec. 10, 1913. Apptd acct 7HT 1942. Served with AIF 1939-42. Now asst mgr 7HT. Married (4 sons), resident Dynnyrne, Hobart.

**MORGAN, Valentine Charles.** Managing director of Val Morgan & Co (Aust.) Pty Ltd, Whitford's Theatre Ads Pty Ltd, and associated companies. Born Melb., Vic., 1926. Also dir 3KZ Advertising Service Pty Ltd, 3KZ Broadcasting Co. Pty Ltd. B. Com. Melb. Uni., RANR 1945-46. Married, 2 daughters, 1 son, resident Toorak, Melbourne.

**MORGAN, William Valentine.** AASA director, chairman Val Morgan & Co. (Aust.) Pty Ltd. Dir 3KZ Broadcasting Co. and assoc. cos. Born Melb., Vic. Married, resident Caulfield North, Melbourne.

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

**MOSES, Sir Charles Joseph Alfred.** Secretary-General, Asian Broadcasting Union. Born Lancashire, Eng., Jan. 21, 1900. Educ. Oswestry Grammar School, RMC, Sandhurst. Fruitgrower, Bendigo, 1923-24; salesman-sales mgr motor business, Melb., 1924-30; anncr ABC 1930-32, NSW sporting editor, talks editor 1933-34, Federal talks controller 1934-35, general manager 1935-1965. Apptd secy-gen. Asian B'casting Union, Jan. 1965. Apptd member of Council of International Broadcasting Institute, May, 1968. AIF 1940-43, CBE 1954. Knighted 1961. Married, 1 son, 1 daughter, resident Darling Point, Sydney.

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

**MUHLING, Clifford Hermann.** Radio station chief engineer. Born Claremont, WA, July 14, 1919. Annrc-copywriter 6PM-AM, 1938-40; jnr observer, Carnegie Inst. Washington, Watheroo Observatory, 1940-41; tech. 6ML 1941-42, 6IX 1943, asst chief engineer 6IX 1949-1964. Chief eng. from July, 1964. Assoc. member IREE Aust. Lt. AIF 1944-46. Married, 2 sons, resident Nedlands, WA.

**MUIR, Ian.** Market research company director. Born Tumut, NSW. Ed. SCEGS. Advtg research with John Fairfax Ltd & Aust. Consol. Press Ltd; gen. research with Philips Elec. Two years in UK. Joined McNair Survey 1965. B.Ec. Univ. of Syd.; Fellow of Royal Ec. Soc.; Fed. chrmn, Market Research Soc. of Aust. 1968-70. Married, resident Killarney Heights, Sydney.

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

**MULCAHY, Kenneth Lachlan.** Radio station sales manager. Born Lismore, NSW, December 8, 1942. 8 yrs radio; breakfast 2AD, anncr/sales 2LM, 4 yrs sales 4IP, apptd sales mngr 1967. Married, 1 child, resident Brisbane.

**MURPHY, Mervyn Ross.** Proprietor TV production unit. Prop. Supreme Films since 1935. Resident Paddington, Sydney.

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

**MURPHY, Michael Jack.** TV station production mngr. Born Brisbane, May 17, 1940. 6 yrs BTQ prod. dept. Now prod. mngr TVQ. Married, resident Toowong, Brisbane.

## N

### 5KA-5AU-5RM

is spelt **S.A.B.N.**

**NASH, Brian Noel.** TV station company secretary, AASA, ACIS. Born Newcastle, Oct. 17, 1936. Management trainee McLeod, Kelso & Lee, motor distributor 1954-59, co. secty Delore Motors 1959-69. Branch councillor Aust. Society of Accountants. Joined NBN, Oct., 1969. Married, 1 son, resident Merewether, Newcastle.

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

**NEAL, Bruce Harley.** Media representative. Born Melb., Apr. 23, 1925. Joined AWA 1941, consumer-

prod. sales; paymaster Vic.; 3BO; Melb. rep. AWA radio network since 1954. Hon. secy-treas. Melb. Time Club 1959-60, pres. 1967. RAAF aircrew, Pacific theatre 1943-46. Married, 3 children, resident Mt Waverley, Melbourne.

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

**NEWELL, Raymond Charles.** TV production manager. Born Melb., Aug., 1929. Accountant RKO Radio Pics, 1948-53. Studied TV prod. and dir. American Telecasting Corp., Hollywood, 1953-54. TV dir Al Preiss and Assocs., Hollywood 1954-56. TV dir Lintas GES. Hamburg, Germany 1957-70. TV prod.-dir Televisuals Ltd, London 1957-58. Qualified acct (AIAC-Great Britain). Joined TCN as prod.-dir 1958. Apptd prod. mngr March, 1970. Married, 2 sons, resident Bayview, NSW.

**NEWMAN, A. B. (Brian).** TV station manager. Born Syd. May 17, 1919. RAAF 1942-45, anncr 2GZ 1945-46, anncr 2UE 1946-49, anncr-salesman 2HD 1949-59, anncr-salesman 2KO 1959-61. Joined NBN Jan., 1962. Now station mngr.

**NICHOLS, Paul N.** Account director. Born Brisbane 1950. Ed. Camp Hill High School, checking supervisor T. Hilken Waite Pty Ltd 1967. Media mngr T. Hilken Waite Pty Ltd 1968. Office mngr T. Hilken Waite Pty Ltd 1969. Account director T. Hilken Waite 1970.

**NICHOLSON, Donald Hilton.** Radio station service manager. Born Syd. Advtg mngr, freelance jourm., radio playwright, 1935-39. Advtg and circulation mngr Smith's Wkly 1946-47. Est. own bus. 1947, advtg and graphic arts. Gen mngr DDO 1961-63, joined 4BH 1964, now service mngr. Served 5 yrs AIF, Middle East, Islands. Married (1 son). Resident West Chermerside, Qld.

**NIEMANN, Harold James.** Radio station manager. Born Broken Hill, Dec. 25, 1940. Joined 2BH as anncr 1964, prog. dir 1966. Asst mngr 1967, appt mngr 1968. Married (2 children), resident Broken Hill, NSW.

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

**NILSEN, Oliver John.** Electronics organisation executive chairman. Born Fitzroy, Vic., Aug. 17, 1884. Chairman Oliver J. Nilsen (Aust.) Ltd, and subsidiaries all States, including Nilsen's Broadcasting Service P/L (3UZ). First commercial broadcasting licence Vic. Founder Neon Electric Signs Ltd. Foundation dir of GTV9. Melb. Rotary since 1932. Melb. city councillor 1934-64. Lord Mayor 1951-52. Commissioner Melb. and Metro. Board of

Works 1939-1964. AFCBS Award 1944. CBE 1956. Clubs: West Brighton, Danish, RACV, VRC, VATC, MVRC, MCC, RACA. Widower, resident Elsternwick, Melbourne.

**NILSEN, Oliver Victor Alexander.** Managing director Oliver J. Nilsen (Aust.) Ltd and all allied companies. Chrm Neon Electric Signs Ltd, Etholly Investments Pty Ltd. Born Melb., May 24, 1909. Ed. Scotch College, Ormond Hall Melb. Uni. Council Lord Mayor's Fund, Council Chamber of Manufacturers, Cmtee Salvation Army Red Shield Appeal, Cmtee Yooralla Crippled Children's Appeal 1969, Council Scotch College. Clubs: Melbourne Rotary, Athenaeum, Flinders Golf Club. Married, 3 children, resident Kew, Vic.

**NORRIS, Murray Alison.** TV station BTQ7 general manager. Born Sydney Jan. 13, 1915. Agency exp. commercial radio, then sales rep. Melb. Argus Management Vic. country radio stations; sales exec. GTV. Sales mnggr, asst gen. mnggr BTQ. Served 6½ yrs RAAF incl. 4½ yrs o'seas. Married, 3 children, resident Albion Heights, Brisbane.

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

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

**O'GORMAN, Kevin Bride.** Radio station sales promotion manager. Born Melb., Vic., Nov. 12, 1923. Entered radio as ventriloquist, then breakfast, day and evening anncr, 3KZ. Program supervisor, now sales prom. mnggr 3KZ. Married, resident Clayton, Melbourne.

**OHLSSON, Terence Edward.** Film director. Born Syd. Ed. North Sydney High and Sydney Uni. with Macquarie Network radio, Artransa, HR-McCE, Ajax. 8 yrs film prod. in UK, documentary and commercial. Ex dir of Rayant TV London. Now group mng dir, New Kingcroft Studios.

**O'REILLY, Dennis Hudson.** Radio network development manager. Born Bega, NSW, Oct. 20, 1920. Holds higher Elect. trades cert. Sydney Tech. College. Served apprenticeship AWA from 1937. Transmitter testroom then service dept and public address sales. Asst mnggr 4CA. Mnggr 2GN. Now AWA network development manager. Past pres. Rotary Club. Married, 2 sons, 1 daughter, resident Epping, NSW.

**O'SHEA, Stephen Thomas.** Radio station manager. Born Feb. 7, 1929, 3 mths engr 3UL, 3 mths engr 3HA, 2½ yrs engr-anncr-news editor 2WG, 18 mths sales mnggr 3NE, 4 yrs sales mnggr 2GF, 8 yrs mnggr 2NM, now mnggr 2VM. Broadcast operator's cert. Married (3 children), resident Moree, NSW.

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

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## S.A.B.N. Adelaide is 5KA

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## S.A.B.N. is South Australian Broadcasting Network

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**O'CALLAGHAN, Jim.** Sales manager Brisbane TV Limited. Ed. Downlands College. Asst mnggr Metro-Goldwyn-Mayer (Qld) Pty Ltd; mnggr CBN Sales Pty Ltd (Qld). Overseas RAAF Service. Married, 2 children, resident Bardon, Brisbane.

**O'DONOHUE, Kevin Brian Patrick.** Radio station manager. Born Sydney, NSW, Oct. 1, 1934. Anncr-newsreader 2AD; 4 yrs feature anncr 2DU; publ. mnggr 2BS-DU; joined 2SM 1957 as publ. mnggr; apptd exec. officer 1958; station mnggr 1962. LAI (Aust.). Member Tattersall's Club. 1968-69 pres. Time Club, 1966-67 NSW FACB chrmn. Married, resident Mosman, Sydney.

**O'DONOHUE, Thomas John.** Television station chief engineer, Eng. Civil Aviation dept, 1954-56. Joined GTV 1956, asst chief eng. 1958, chief eng. 1965. Dir of Engineering 1969. AMIREE, FRMIT (communications eng.). Married (4 children), resident North Balwyn, Victoria.

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

**PALMER, Arthur Rex.** Radio station manager. Born Adel. Dec. 23, 1930. Ed. Queens College. Presentation duties 5DN, 1947-49. 5KA 1949-50. Anncr 2BH, 1952-53. Sales mnggr 1953-60. Joined sales staff 5DN 1960. Apptd sales mnggr April, 1964. Mnggr 1968. Pres. Broken Hill Apex 1955, 1960. Pres. Prospect Apex 1961. Married, 3 children. Resident St Georges, SA.

**PALMER, Geoffrey Allen.** Radio station advertising manager. Born St. Kilda, Vic., June 22, 1912. Educated Wesley College, Melb., 1918-29. Journalist Richmond Guardian. Joined 3DB, 1931. Advtg mnggr since 1946. Member Soc. Aust. Authors. RAN. Married, 1 son, 1 daughter, resident Eaglemont, Vic.

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

**PARKER, Kenneth John.** Radio station manager. Born Burnley, Vic., June 7, 1917. Seven yrs technician 3MA; 1944 joined 3CV, now mngr. Holds b'cast stations ops, amateur radio ops, certs. Life gov. Maryborough, Daylesford, Maldon, Dunolly Hosps. Creswick. Married, 3 sons, 1 daughter. resident Carisbrook, Vic.

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

**PARKINSON, John A.** Advertising director. Sterling Pharmaceuticals Pty Ltd. Born Atherton, Nth Qld, Oct. 26, 1915. 3½ yrs advtg dept of Phillips Lamps A'asia Ltd; 36 yrs Sterling Pharmaceutical as asst advtg mngr 1936-45, marketing mngr 1945-50, advtg mngr 1950-57, apptd advtg dir 1957. Fellow Advertising Institute of Aust.; 5½ yrs 2nd AIF (Lieut Feb. '42-Nov. 45). Married, resident Warrawee, Sydney.

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

**PATON, Gregory Moir.** Agency director. Born Sydney, NSW, Dec. 28, 1937. Snr acct service experience with Jackson Wain, J. Walter Thompson, McCann-Erickson (NSW). Now Client Service dir, USP-Benson (Vic) Pty Ltd. Single, resident Toorak, Vic.

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

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

**PEARCE, Jack Kingston (John).** Radio commentator. Born Sydney, Jan. 3, 1925. Anncr 2KM, 2CA, 2QN, 3SH, 7HO, 2GB. Chief anncr-studio mngr 7HO, 1951. Prod. Hobart Carols by Candlelight. Exec. prod. 2GB Monitor 1956-58 and 1964-65. Exec. prod. speech programs 2GB, 1965. Open Line show 2GB 1968. Pilot RAAF. Married, 3 sons, resident Artarmon, NSW.

**PEARL, Leslie H. Jnr.** TV station general manager. Born Baltimore, Maryland, USA, Sept. 15, 1909. Attended Princeton Univ., 1933. Salesman WFBR, Baltimore, 1931; vice-pres. & gen. mngr WBAL & WBAL-TV, Baltimore, 1950; gen. mngr KFRE-TV, Fresno, Calif., 1960; vice-pres. Calif. Broadcasters Assoc., pres. Maryland Dist. of Columbia Broadcasters Assoc. Now gen. mngr, TEN. Married, 3 sons. Resident Pymble, Sydney.

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

**PELLITT, Neville Albert.** Radio station manager. Born Parramatta, NSW, June 15, 1927. Beam wireless and AWA, 1942-44, 2MO Gunnedah 1944-45, 2TM 1945, 2LT 1946, 4BU 1947-50, 2GZ 1950-55, 3SR chief anncr 1955, 3SR studio mngr 1960. GMV sales rep. 1964, GMV sales mngr 1966, mngr 3UL 1970. Married, 2 children, resident Warragul, Vic.

**PENNELL, Robert Clive.** TV station program manager. Born Sydney. 4 yrs AIF. Professional photog. with newspapers and freelance. 3½ yrs film mngr TVW, 3 yrs prog. mngr CTC. Now program mngr TVQ. Visited England 1964 as guest of British Government to study TV. Married, 1 son, 1 daughter, resident Kenmore, Bris.

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

**PHILLIPS, John Oswald.** Managing director, United Cinema Pty Ltd. Born Melb, Dec. 14, 1931. Commenced TV career in 1956 with HSV7, awarded TV s'ship by Herald and Weekly Times in 1959. Joined TNQ7 in 1962 as prod. mngr, 1965 facilities supervisor at TEN TV, resigned to commence own business in 1967. Represents 31 French film producers from a co-op. company called Office Central Cinema Television, Paris; represents Columbia University Press Film Unit, Australia and New Zealand, Journal, Films, Chicago. Aust. dist. of Cremer lighting equipment of Paris. Married, 3 children, resident Pymble West, Sydney, NSW.

**PHILLIPS, Rodney John.** Agency partner, acct. exec. Vickers & Benson Ltd, Canada (2 years), now partner Sellers/Phillips/Scott, Sydney. Fellow of AIM. Resident Beauty Point, Sydney.

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

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

**PORTER, Eric Ernest.** TV production unit principal. Prod. animated films, documentary cartoons,

feature films, advtg films. TV material. Now principal Eric Porter Prod. Married, resident Castlecove, Sydney.

**POTTS, John Leonard.** Radio station general sales manager. Born June 1, 1943. Ed. Wesley College, Perth. Joined 6KY-NA initially 1966. 12 months with RAR Melbourne. Appointed gen. sales mngr June, 1970. Married, 2 children. Resident Westfield Park, WA.

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

**PRESTON, Leslie John.** Agency director. Born Mornington, Vic., May 26, 1927. Dir and secy USP-Benson (Vic.) Pty Ltd. Married, resident Pearce-dale, Vic.

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

**PURVIS, Peter.** Film producer, formerly press photog. Melb. Sun; dir of photography Cinesound & Film House; film dir Artransa and Senior Films. Now dir Peter Purvis and Associates.

## Q

## S.A.B.N.

Northern Industrial is **5AU**

**QUICK, Edwin John.** Chief executive director World Agencies Pty Ltd. Born Melb. Ed. Scots College, Sydney. Advtg & sales mngr Clinton Williams 1938-49; gen. mngr & dir Goldberg Advtg 1949-60; chrmn NSW Executive AANA; chrmn Chatswood & District Community Hospital. AIF Artillery. Married, 2 daughters, resident Pymble, NSW.

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

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

## R

## S.A.B.N.

Riverland Radio is **5RM**

**RADFORD, Bryce Alexander.** TV station mngr. Born Kew, Vic., Aug. 7, 1937. Educated Pultney Grammar School. Joined 5KA 1954, anncr 5AU 1958-59, ABC TV 1960, Teleander Productions, London 1961, BBC London 1961-62, BBC Glasgow 1962. Radio-TV mngr Eric Ring, Jackson Wain 1963-65, GLV 1965-68, apptd mngr GTS4, 1968. Married, 2 sons, resident Port Pirie, SA.

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

**RADLEY, Claude Henry.** TV station general sales manager. Born Hamilton, Jan. 15, 1922. Sales mngr Tom Piper Ltd, 11 yrs; gen. mngr (mktg) T. B. Guest & Co., 6 yrs; Aust. mktg mngr Hoadley's Choc. Ltd, 4 yrs. Now gen. sales mngr ATV-0. Married, resident Burwood, Melb.

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

**RALPH, Francis Arthur.** Agency media director. Media mngr C. H. Lucas 1954-55, O'Brien Publicity 1956-64. Director MCR since 1965. Married. Resident Croydon, Vic.

**RAMSDEN, Michael.** TV station news director. Born Auckland, NZ. With Daily Telegraph, reported from Washington, New York, 1951-52, was corres. in Korea, 1955 to TV. Trained Columbia Uni., NBC Network (USA) and in England. Now news dir TCN. Prod. 1st TV prog. in Australia. Married, resident Darling Point, Sydney.

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

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

**REARK, A. James.** Research organisation director. Born Melb., Oct., 1940. BA (Harvard), B.Ec (Monash). Exec. dir Aust. Sales Research Bureau Pty Ltd. Married, resident Beaumaris, Vic.

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

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

**RENTON, Ian William.** Radio station manager. Born Gladstone, July 28, 1936. 8 yrs commercial radio announcing and sales. Married, 2 children, resident North Rockhampton, Qld.

**RHEUBEN, Ernest Joseph.** Chief executive. Born Bris., Oct. 30, 1901. 38 yrs in b'casting; 36 yrs as mngr 4RO. At present dir Rockhampton Television Limited; also dir Chandlers Aust. Limited, Bris. Local dir Yorkshire Insurance Co. Married, resident North Rockhampton, Qld.

**RICHARDSON, Clifford Eric.** Agency chairman and chief executive. Born Melb., May 2, 1923. Man. dir USP-Benson Australia Pty Ltd. Married, resident North Balwyn, Vic.

**RICHARDSON, Peter Malcolm.** TV station Sydney manager. Born London, Jan. 6, 1929. Ed. Eng. Network service mngr Macq. Melb. office 1952-54; sales rep., then sales mngr, Larry Cleland Pubs, 1954-57; Sydney. rep. GTV, 1957-64; sales mngr TEN, 1964-68; now Syd. mngr GTV. Married, 3 children. Resident Turramurra, NSW.

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

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

**RINGWOOD, John Albury.** Radio station manager. AISM. Born Junee, NSW, Aug. 22, 1941. Anncr 2MG 1962, 2LF 1964, 2UW 1966, asst mngr at 3BA 1967, sales mngr 4GR 1968, mngr 2LT 1969. Married, resident Lithgow, NSW.

**ROANTREE, Clive.** Agency executive director. Born Broken Hill, NSW, Jan. 14, 1921. FIA (Aust.). Pre-war advertising dept departmental store. 1941-46 RAAF. Pilot, F/lt DFC. 1946-49 in UK advertising. Joined Clem Taylor O'Brien Pty Ltd 1952.

Co-ordinator and lecturer, advertising course, SA Institute of Technology. HQ Commission for publicity, SA branch, Boy Scouts' Association. Married, 2 sons, resident Westbourne Park, Adelaide.

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

**ROBERTSON, Albert Nathan.** Radio station PR manager, women's announcer. Born Melb. April 18, 1929. Tech. 3KZ (1946), anncr 4BK (1951), anncr-sales 2MW (1952). Joined CBC 1953, 4BC (1953-56), 2UW (1956-58), 4BC 1958. Resident Aspley, Brisbane.

**ROBERTSON, George Wilfred.** Radio station manager. Born Motherwell, Scotland, March, 1912, educated Toowoomba; 4GR, 1935, 4ZR 1937, 1945 Radio Maccassar, 4MB 1946. 4½ yrs war service; now manager 4MB. Married, resident Maryborough, Qld.

**ROBERTSON, Henry Clifford Boyd.** Agency director. Born Warburton, Vic., July 5, 1917. Dir USP-Benson (Vic.) Pty Ltd. Married, resident Melbourne.

**ROBINSON, John.** Agency creative director. Born Nth West Eng., 1929. Senior designer, Brit. Celanese, London 1952-59. Art dir. Carlton Group, London 1959-63. Joined USP-Benson (Qld) 1963. Married, 4 children, resident Chapel Hill.

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

**RODGER, Peter Michael.** Agency managing director. Born Tientsin, China. Ed. China, US, Canada, West Indies. Sales/adv'tg mngr Sterling Drug, Malaya, 1958-62; dir in charge S. H. Benson (Malaya) 1962, transferred to USP-Benson (Qld) 1968. Married, 3 children. Resident Kenmore, Qld.

**RODGERS, Donald Kilgour.** News editor, 2UW. Born May 20, 1906, Newcastle. Journalist with Newcastle and Syd. newspapers before going to Canberra, 1932. After five years in Parliamentary Press Gallery, joined the then Leader of the Opposition, Mr. John Curtin, as Press Secretary.

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

**ROGERSON, Bruce.** Radio station Sydney sales manager. Born Sydney, Jan. 29, 1931. Joined 2NZ as anncr 1949. sm John Craig Radio Productions 1951. Sales exec. 2BS 1952, 2KO 1953, joined 2UE 1957, 2 yrs Sound Ideas. Now 2UE Sydney sales mngr.

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

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

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

**ROWAN, David Philip.** Network promotion manager. Born Oct. 22, 1935; joined 2QN 1960 as Echuca studio mngr; apptd sm 1961. Joined VBN Feb., 1963, as sales exec.; apptd acting sm Feb., 1964. Apptd net. prom. mngr Oct. 1964. Seconded Dargaville Associates Pty Ltd 1969. Married, resident Sydney, NSW.

**ROWSON, Ronald.** Manager TV film studios. Born UK Jan 27, 1920. Foreign mngr Paramount Pic., 1949-55; prog. controller ABC TV, UK; dir Alpha TV Studios; alt. dir Independent TV News, UK, 1955-61; dir Vance Connel Prod., 1961-63; assoc. Circlerama, UK, 1963-65; Vic. mngr Artransa 1965-68. Married, resident Doncaster, Vic.

**ROY, John.** Agency joint managing director. Born Perth WA. June 11, 1917. Ed. Newington College. Unsted Jackson Haines Advertising, Hansen Rubensohn (AGE) mngr. Fortune (Aust.) Pty Ltd, dir and gen. mngr Herco Pty Ltd. Dir Coudrey-Gotham Associates Pty Ltd, and Coudrey-Campbell-Ewald Pty Ltd. Now joint mng dir. Dep. chrnm 4As NSW division. Fellow Advertising Institute. Married. Resident Denistone, NSW.

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

**RUTHERFORD, Garvin William.** Radio station promotions and publicity manager. Born Londonderry, Northern Ireland, June 2, 1939. 1 yr BBC London, 14 yrs Australian commercial radio 2PK, 2DU, 2NX, 2HD. Joined 2SM 1960 as anncr. Apptd news dir 1965. Prom. and publicity mngr 1969. Married, resident, Narraweena, Sydney.

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

**RYAN, Maxwell John.** TV station general manager. Born Melb., Nov. 8, 1921. Ed. Melb. High. Assoc. Aust. Soc. of Acctnts; snr assoc. Chart. Inst. of Secretaries; assoc. Royal Aeronautical Soc.; assoc. member Radio & Elec. Eng. Formerly gen. mngr NIC Instrument Co., now ATV RAAF, 1941-45. Married, 2 children. Resident South Ashburton, Vic.

**RYAN, Peter Pearson.** Agency managing director. Born Brisbane, Qld., Feb. 1, 1933. With G. J. Coles (merch.), Anthony Horderns & Sons (advtg), W. B.

Lawrence Advtg, Chessell & McCredie, Jackson Wain, J. Clifford McKay Advtg. Now mng dir Peter Ryan & Associates Pty Ltd, Sydney, Melbourne and Auckland, NZ. Member Sydney Club, RAC & Tattersalls. Married (3 children), resident Killarney Heights, Sydney.

## S

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# 5KA-5AU-5RM

**SAMBLEBE, Ian Douglas.** Sales manager 3SR. Born July 6, 1942. Anncr 1963 3UZ, 1964 2NX, 1964-66 2AY. Joined 3SR 1967 anncr then sales rep. 1970 sales mngr. Single, resident Shepparton, Vic.

**SAMUELS, Lewis.** Agency chairman. Born Sydney, NSW, Dec. 31, 1911. Media mngr George Patterson Advtg, 13 yrs; 9 yrs media mngr, asst mng dir Goldbergs, Melb.; 20 yrs mngr dir Rickards Advtg, FIA (Aust.). Now chrnm Compton Advertising. 4½ yrs RAAF, NG, Morotai, Borneo. Married, 3 children, resident East Malvern, Melb.

**SANDOW, D. P.** FAI Agency manager. Apptd manager Jan., 1960, Rickards Advertising, Adelaide. Merged Compton Advertising Aust. Pty Ltd in May, 1969.

**SANGSTON, Raymond Edward.** Radio station program manager. Born Melb. 1944. Formerly 3MA. Joined 7LA 1968. Now prog. mngr. Single, resident Trevallyn, Launceston.

**SAULWICK, Irving David.** Research organisation managing director. Born Melb., April 25, 1930. Mng dir Aust. Sales Research Bureau Pty Ltd, dir P-E Consulting Group (Aust.) Pty Ltd, Independent Computing Services Pty Ltd. Former Fed. Chrnm Market Research Society of Aust. B. Comm. Hons. (Melb.). Married, 5 children, resident Beaumaris, Vic.

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

**SAWYER, Norman.** Television station chief engineer. Born Aug. 17, 1932. Diploma, radio eng., Uni. of NSW, 1956 ASTC, MIREE C'tee member IREE Adel. branch, chrnm SA div. 1964-66, Hon. Sec. 1968-70. Cadet eng. 2UE 1945-56. Ops eng. ATN 2 yrs. Eng.-in-charge Jacoby Mitchell & Co., Sydney, 1958. Joined ADS 1959. Apptd. asst eng. 1959. Apptd chief eng. ADS, 1961. Married, 4 children, resident Myrtle Bank, SA.

**SCETRINE, Bert.** Radio station manager and chief engineer. Born Zeehan (Tas.). Ed. Burnie High School; Marconi School, Sydney; i/c test room, Zenith Radio, Sydney (1935), 2CA announcer-engineer (1937); 1937-54, engineer, later senior tech.

3BA. Apptd mngr 7SD May, 1954. Married (3 children), resident Scottsdale, Tas.

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

**SCHEPISI, Frederic A.** Film production company managing director. Born Melb. Ed. Assumption College. Began film career Carden Advtg TV dept. Then Vic. mngr Cinesound. Established Film House, 1965. Married, resident Hawthorn, Vic.

**SCHMID, Graham Thomas.** Radio station general manager. Born Townsville Oct. 6, 1928. Mechanical eng. until 1952, entered radio in tech. field, then sales, announcing, etc. Mngr 4AY 1958, gen. mngr since 1963. Mng dir 4KZ Innisfail-Tully. Married, 2 daughters, 1 son, resident North Ward, Townsville.

**SCHMIDT, Anthony Vincent.** Radio station sales manager. Born Maryborough May 31, 1932. Entered radio 4MB 1956 as b'fast DJ. Joined 2MW 1960 as evening annrc. 1961 apptd Gold Coast studio mngr 2MW. Aug. 1967 joined 4GG as sales exec. Apptd sales mngr 1969. Married, 1 daughter, resident Southport, Gold Coast.

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

**SCOTT, Geoffrey Allan.** Agency Victorian manager. Born Yea, Vic. Ed. Trinity Grammar, Kew. 7 yrs Bank of A'sia; 6 yrs 2nd AIF; 6 yrs real estate agent and freelance writer; 7 yrs copywriter and radio mngr, John Clemenger Advertising. Now Victorian mngr Sellers, Phillips, Scott. Married, resident Frankston, Victoria.

**SCOTT, Robert Barrington.** Film producer. Mng dir R. Barrington Scott Pty Ltd and Southern Films. Born Melb. Ed. Wesley College, Melb. Uni. Arts and Law; journalist Daily Mirror; then with J. Walter Thompson, Melb., Syd., New York, Montreal offices. Began Southern Films 1948; asst Trade Commissioner New York 1951-54; graduate New York Institute of Photography. Documentary film The Broken Hill won Blue Ribbon 1966, American Film Festival; Diploma of Special Merit 1966 Antwerp Festival; Silver Award 1966 Aust. Film Institute Awards. Between 1965-70 winner of 22 film awards in eight countries. Married, resident Toorak, Melbourne.

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

**SCOWN, Albert.** Radio station manager. Born Melbourne, Sept. 24, 1921. Annrc 3MA, 1946-48. Joined AWA Nov., 1948, at 3BO as salesman/annrc. Transferred Melb. office Dec., 1951, as Network rep. Returned 3BO, 1953, apptd asst mngr Sept., 1962. Apptd mngr July, 1964. Ex-AIF. Married (2 children).

**SELLS, Ian S.** Radio station promotions manager. Born Adel., April 18, 1930. Annrc 3HA, 4KQ, news-reader, copywriter, sales rep., sales prom. 5KA. Married (2 children). Resident Tea Tree Gully, Adelaide.

**SEMLLER, Dr Clement William.** Deputy general manager, ABC. Born Eastern Well, SA, Dec 23, 1914. Ed. supervisor ABC Adel. 1942-46, asst dir of Variety 1947-48, asst controller of progs 1948-60, asst gen. mngr (progs) 1960-64. D.Litt (New Eng.), MA (English language and literature), Adel., member Commonwealth Immigration Publ. Council, Canberra Theatre Trust. General Council Britannica Australia Awards. Author, For the Uncanny Man (1963), Barcroft Boake Poet of the Stockwhip (1965), A. B. 'Banjo' Paterson (1965), Kenneth Slessor (1966), The Banjo of the Bush (1966). Great Australians—A. B. Paterson (1967), editor Tales of the Riverina (1966), Literary Australia (1966), Coast to Coast 1965-66, The World of Banjo Paterson (1967), Twentieth Century Australian Literary Criticism (1967). Married (1 son, 1 daughter), resident Longueville, Sydney.

**SERVICE, Maurice Stewart.** Radio station news editor. Born Caulfield, Vic., May 23, 1931. Ed. at Melb. Boys' High School, joined 3DB advtg dept in 1953, then to 3NE, 3TR, 3XY and 3KZ. Radio-TV prod. at Rickards Advertising in 1963, then asst mngr 3TR, member AJA. Now news editor 4GG. Married, two children, resident Gold Coast, Qld.

**SHANAHAN, Robert Gerald.** Agency deputy managing director. Born Melb., May 18, 1929. Eight yrs Geo. Patterson, 4 yrs media manager Richardson Cox, 3 yrs media mngr-scty Ralph Blunden until amalgamation Thomson, Ansell, Blunden then acct super. Following merger with Grey Advtg apptd dir Grey Advtg (Vic.) Pty Ltd. Now deputy mng dir Cole & Cheong Advtg Pty Ltd. Married, 2 children, resident Beaumaris, Melbourne.

**SHAW, Corbett Henry.** Radio and TV news wire editor. Formerly state political correspondent, asst/chief of reporting staff and sub-editor of The Sydney Morning Herald; Aust. corresp. Time News Magazine. Life International. 3AW news editor 1959-65; editor, Macquarie News wire since 1965.

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

**SHEPPARD, John T.** Program manager. Born Parramatta, NSW. Radio experience 2BE, 2MG, 2GZ

(5 yrs. including 2 yrs prog. supervisor). TV: CBN 1962-64, joined NRN 1964 as news ed. Apptd prog. mgr April 1968. Married, 3 children, resident Coffs Harbour.

**SIEVERS, Kenneth Roy.** Media & market research company managing director. Born Pahiatua, NZ, Sept. 23, 1925. Acctnt (NZ) asst secy National Cash Register Co. later accountng machine div. sales. Now mng dir Anderson Analysis Pty Ltd. Dir Mecar Pty Ltd. Fellow Aust. Institute of Management. Associate. Institute of Sales Management. Married, resident Balmoral Beach, Sydney.

**SIMPSON, Antony Bertram.** TV station association exec. asst. Born Scone, NSW, April 28, 1932. Ed. Canberra Grammar School. 1949 Lintas, 1951 Beacon Research Co., 1956 statistician Truth & Sportsman Ltd, 1960 panel manager Product Investigation Pty Ltd (Geo. Pat.), 1964 FACTS. Resident Gordon, NSW.

**SIMPSON, Clyde Ian.** Radio station sales manager. Born Melb., Nov. 2, 1932. Former secy Cine Service Pty Ltd (1957-60). Now sales mgr 3XY. Married, 2 children, resident Nth Ringwood.

**SIMPSON, James Quinton.** FAI (Aust.) Agency director. Born Sydney, NSW, July 15, 1928. Media dept, Lintas, 1947; media mgr L. V. Barlett, 1949; O'Brien Pub., 1950; advtg sales rep. Truth & Sportsman, 1951-52; media manager J. Clemenger Pty Ltd, 1952-56; media dir E. C. Slatter & Partners Pty Ltd, 1957. Married, resident Killarney Heights, Sydney.

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

**SIMPSON, Keith.** Born 1932. Radio announcer 2BE Bega 1952-57, 2CH Sydney 1957-59. TV stn rep. QTQ Brisbane 1959-64 and ATV-O Melb. 1964-70.

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

**SLEEP, Mervyn Leonard.** Radio station chief engineer. Born Rushworth, Vic., April 17, 1912. Joined 3DB 1936. Apptd asst chief eng. 1945. Chief eng. 1969. MIREE. Married, 3 daughters. Resident Strathmore, Melb.

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

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

**SMITH, Keith.** Radio station chief engineer. Born Beauford, Vic., April 29, 1936. Ed. Ballarat Tech. College. Control op. 3BA, 1950; senior tech. 3UL, 1956; sales rep. 3UL, 1965; chief eng. 3SR, 1968. Married, 1 daughter, resident Shepparton, Vic.

**SMITH, Larry.** Manager, representation service. Born Bacchus Marsh, Vic. Ed. Christian Brothers Coll., St Kilda. Sales exec. MBS (Melb.), 1957; sales mgr 3AK, 1960; VBN, 1965; appt. Melb. sales mgr, 1967; station mgr 3HA; manager Dargaville & Assoc., Adelaide. Married, 2 sons.

**SMITH, Lyndon Betteridge.** Radio station traffic manager. Born Adelaide, SA, March 29, 1914. Theatrical prod. & advtg; cinema management & advtg. Radio writing. Now traffic manager 5KA, AIA, RAAF. Married, 3 children. Resident Wattle Park, SA.

**SMITH, Neil Andrew, AASA, ACIS, RCA, JP.** Chairman, Gas & Fuel Corp. of Vic. 1970. Gen. mgr since 1968. Exec. dir Ansett Transport Ind. Vic. 1959-68. Snr exec. 1951-59. Dir Uni. Telecasters Qld. 1965-68. Born Melb., July 3, 1920. Ed. Melb. High School. Married, 2 sons, 1 daughter, resident Burwood, Vic.

**SMITH, Robert Thomas.** Agency principal. Born July 14, 1922. Principal, Comm. & Industrial Advtg Pty Ltd, Brisbane. FAI (Aust.), RSA London. 6 yrs RAAF, Europe. Married, 2 daughters, resident Fig Tree Pocket, Brisbane.

**SNASHALL, Norbert Myles.** Agency media director. Born Sydney Feb. 7, 1928. BA (Sydney Uni.). Joined Lintas 1961. Now media dir. Married, 4 children. Resident Pymble, Sydney.

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

**SPENCER, Harvey Tressider.** Film company director. Born Syd. April 4, 1930; ed. Syd. High School. Entered film ind. in London, 1952; TV and film writer-dir in Syd. since 1958; formed Motion Picture Assocs, 1968. Married, 3 children. Resident Clontarf, Sydney.

**SPICER, Frank William.** Radio station chairman, managing director. Born Parkes, NSW. Chairman & managing dir 2PK. MLC, NSW, since 1925. Councillor of the Far West Children's Health Scheme. Married, resident Parkes, NSW.

**SPICER, Norman Thomas West.** Radio station manager. Born Parkes, NSW, May 30, 1925. Seven

ys Rural Bank, NSW. Mngr 2PK, since 1948. WO, RAAF aircrew. Married, resident Parkes, NSW.

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

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

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

**STAPP, John Langston.** Television station general manager. Born Manly, NSW, 1930. Two yrs HR-McCE., 2 yrs NWS-9. Joined BTV Sept., 1961, as prod. mngr, promoted asst mngr 1964. Apptd gen. mngr March, 1970. Married, 2 children, resident Ballarat, Vic.

**STEELE, Richard.** Agency governing director. Born London, Eng., Feb. 3, 1911. With T. B. Browne Ltd, London; copywriter, Catts Patterson, Syd.; prod. mngr Patons, Melb.; copywriter, George Patterson, Melb.; joined Noble Bartlett Advtg, Brisbane, 1938. Became partner 1947. Opened Sydney branch 1954. Bought out Sydney business 1958, establishing Steele Kelly & Company (now Steele Kain Kelly Paton Advtg). FAI. Capt. 7th, 9th div. AIF, Middle East. NG, Borneo, Celebes. Married, 3 children, resident Seaforth, Sydney.

**STEELE, Robert.** Born Fremantle, WA, May 29, 1903. Managing director and producer of film production co. since 1930; has made numerous travel-promotion films of Tahiti and Pacific. Operates from Tahiti to Hong Kong. Now proprietor of Steele-Telefilm. Single; resident Auckland, NZ.

**STEHRENBARGER, Peter Walter.** Chief accountant. Born Zurich, Switzerland, Aug. 22, 1938. Joined TCN 1968 as accountant. Apptd chief acct 1970. Married, 2 children, resident Manly Vale, Sydney.

**STEPHENSON, William Humphrey.** Radio station general manager. Born Sydney, NSW, April 24, 1909. Nine yrs office mngr. 2UE, four yrs sales exec. Now general mngr 2SM. 1967-68 snr vice-pres. FACB. Married, resident Balgowlah, Sydney.

**STEVENS, Keith Courtney.** Sales executive, Macquarie B'casting Service. Born Syd., NSW, Feb. 23, 1917. Accts dept, 2GB, 1933, transcription dept, 1940, sales rep., 1946; sales manager 3AW 1949; Vic. mngr MBS 1952. Asstd formation Sellers, Lane, Stevens Pty Ltd, 1953 joined EMI Aust., Jan. 1958,

as mngr, radio program and commel recdg dept. Rejoined MBS July, 1960. Five yrs 2/12 Fld Coy, RAE, 8th div. AIF, 3½ yrs Jap. POW. Resident Cremorne, Sydney.

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

**STEVENSON, Murray H.** TV station manager engineering services. Born Sydney, NSW, April 17, 1905. Chief engineer 2UE, 1931, apptd bd dirs, 1947. Chief engineer, ATN Channel 7 1955. FIRE; snr member IREE; member Soc. Motion Picture & TV Engineers. Married, resident Turramurra, Sydney.

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

**STILL, Frederick William.** Advertising agency joint managing director. Born Sydney Oct. 16, 1916. Joined Weston Advtg 1934, served all depts. Served 18 months 1st AA regiment, 5 yrs RANR. Married, resident Balgowlah, Sydney.

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

**STORY, Oliver James.** Radio station general manager. Born Eng., June, 1909. Freelance radio player, 1933; joined 2WG, 1934; estab. 2BS, 1936; studio mngr 4MB, 1939. Apptd mngr Airsales B'casting Co., 1944, opened 2HD, 1945. Gen. mngr 2HD, AIF gunner, Heavy Arty. RAAF. AC2 aircrew training. Married, resident Hereford stud property, "Harford Stud", Bolwarra, NSW.

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

**STRONACH, Kenneth.** Company secretary. Joined STW March, 1965, several months before station opening. Born Nov. 24, 1928, in Albany, WA. Resident Mt. Pleasant, Perth.

**STUART, Maxwell Charles.** TV station business manager and secretary. Born Melb. Joined GTV 1961. Apptd chief acct 1964. Co secy 1965. Joined ATV 1969. Married, 3 children. Resident Dandenong, Vic.

**STURMAN, John Lindsay.** APRA general manager. Born Sydney, June 14, 1926. BA Sydney University. Executive EMI (Aust.) 1948-1965. Apptd gen. mngr APRA July, 1965. Married, 4 children, resident Beecroft, NSW.

**STURZAKER, John Hector.** General sales manager HSV. Born Syd., Feb. 8, 1933. Regular army officer, clerk, truck driver, field rep., advtg mngr, mngmt cons, dir. ARAB before joining HSV May, 1970. FAIA, AFAIM, AISM, JP. Married, 3 sons. Resident Glen Waverley, Vic.

**STYLES, J.** Gen. sales mngr NWS, Adelaide. Exp. incl. television and radio prod. in agency and client positions. Married (2 children), resident Glenalta, SA.

**SUTHERLAND, Donald.** Agency managing director. Born Cheshire, England, Oct. 6, 1927. Joined Lintas London 1950. Head of media buying 1963. Man. dir Lintas Overseas Ltd, London, 1965. Man. dir Lintas Sydney, 1969. Married, 2 children. Resident Wahroonga, Sydney.

**SUTTON, Leslie James.** Radio network general manager. Born Melb., Dec. 1, 1924. AWA advtg & Sales prom. Advtg mngr and later NSW mngr N. V. Appleton Pty Ltd, gen. sales mngr Aust. Record Co. Ltd. Now general mngr Advertiser Network (5AD-PI-MU-SE) and marketing mngr Advertiser Newspapers Ltd. Married, resident coromandel Valley, SA.

**SWANBOROUGH, Denis.** Radio station sales manager. Born Childers, Qld, April 22, 1927. 2 yrs 4MB; 8 yrs 4GY; 3 yrs WBQ; sales mngr 2MW, 1968. Married, 4 children. Resident Murwillumbah, NSW.

**SWEENEY, James Andrew.** Born Sept. 29, 1939, Bundaberg, Qld. 4BH 5 yrs, 4BK 4 yrs prog. mngr-sporting editor, BTQ news reader-sporting commentator. Married, 4 sons. Resident, Mareeba.

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

**SWINSON, David Anthony.** Radio station manager. Born Melb., Vic, July 4, 1941. Gen. radio work 3XY, 3NE and 3TR. Studio super. 3YB 1962-65. 3UZ 1965. Anncr. 2UE 1965-66. Radio promotions mngr. 3CV 1966-68. Apptd studio mngr 3SH, 1968, then mngr in 1970. Single. Resident, Swan Hill, Vic.

**SYME, David Farnell.** Radio network chairman. Born Melb., Vic. Pastoralist. Chairman, Victorian Broadcasting Network Ltd. Married, resident Pakenham, Vic.

**SYMONS, Ian Ross.** Agency media manager. Media mngr Aldwych Advertising 1957-68. Sales exec. Ray Brown Pty Ltd 1968. Now media mngr Mullins, Clarke & Ralph Pty Ltd, Melb. Married, resident Frankston, Vic.

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**TANNEN, Peter Sherman.** National creative director, Foote Cone & Belding. Born Brooklyn NY, March 1, 1938. Copy s'visor with Doyle Dane Bernbach NY since 1965. Previously Marschalk Coy NY. Grad. Fairleigh Dickinson University. Other study at Syracuse Uni. and Carnegie Inst. of Technology. Married, 2 sons. Resident Vaucluse, NSW.

**TANNETT, Brendan M.** Agency media exec. Born Bris. 1950, Ed. Iona College Lindum, Bris., Central Technical College. Copywriter Jones Knowles Vinnicombe Shirley Pty Ltd, Bris. 1970. Media asst T. Hilken Waite Pty Ltd.

**TAYLOR, Andrew McPherson.** Proprietor of Robin Hill Recordings. Born Pymble, NSW, 26 Aug., 1942. Married, resident Greenwich, NSW.

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

**TAYLOR, Don.** Radio program director. Born Shepparton, Vic. 7 yrs with VBN as feature anncr, then chief anncr 3SH; chief anncr 3GL, 1956; news & gen. anncr 3AW, 1960, talks 1964, exec. dir speech progs, 1966. Single, resident East Malvern, Vic.

**TAYLOR, Henry Arthur.** Radio network chief engineer. Born Caterham, Eng., March 23, 1907. Early licensed amateur op. telegraphy and telephony. Mngr 6KG, 1941. Chief engineer Whitfords B'casting 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 b'cast transmitters. Trade cert. competency, WA, 1927; AMIRE, 1935; radio op. air survey. Married, resident Nedlands, Perth.

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

**TAYLOR, John M.** Radio station studio mngr. Born Bris., Dec., 1930. 4BH jnr. tech. 1946-47, Western Electric Co. trainee sound eng. 1947/51, family business 1951/53, 4GR tech. 1953, 4SB anncr, copywriter 1953/54, 4VL anncr-librarian, studio mngr, sales mngr, acting mngr 1954/59, 4BH tech-anncr, anncr, news editor. Apptd studio mngr 1970. Married, resident Eagle Junction, Bris., Qld.

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

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

**TAYLOR, Maxwell Frank.** Studio manager 3UL. Born Melb. 1931. Ed. Mont Albert Central and Camberwell High Schools. Annrc 7AD 1954-55, 3UL 1955-62, 7HO 1962-63, chief annrc 3UL 1962-65, studio mgr 3UL 1965. Married, 1 child. Resident Warragul, Vic.

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

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

**THOMAS, Edward Franklin.** Group sales director Amalgamated Television Services Pty Ltd. Born Wagga Wagga, April 14, 1928. 2WG 1943-1962 progressively as engr, programmer, annrc, copy mgr, news ed., service mgr and sin mgr 1958 to 1962. Prepared coy's TV application for RVN Channel 2. Joined ATN Aug., 1962. Resident Sydney.

**THOMAS, Frank.** Radio retail sales manager. Born 1929. Annrc, 7LA, 1955; sales prom. officer, 3AW, 1961; sales secy, 1962. Joined E. L. Jeffery as sales consultant—net. radio. Rejoined 3AW, 1967. Secy Melb. Time Club; mgr 3AW Radio College; assoc. of Instit. of Sales & Marketing Exccs. Married, 2 children. Resident Canterbury, Vic.

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

**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. mgr Cinesound, 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.

**THOMPSON, John P. FAIA.** Agency principal.

Born May 3, 1920. Commcl artist. War service, Royal Aust. Artillery, 1940-1946. Adv. mgr K. O. Geiger & Mascot Shoes; A/E Bayne Mackay Advtg; mgr Jennings-Lee Advtg; dir John Higgins Advtg; now mng dir John Thompson Advertising Pty Ltd. Married, 2 children. Resident Melbourne.

**THOMPSON, Paul Charles.** Radio station program director. Born Bris., April 5, 1943. Ed. Church of England Grammar School, Bris., Qld. Govt Auditor 1961-64. Annrc 4VL 1965, 2MW 1966, 4IP 1967, 4GG from Feb. 1968. apptd prog. mgr Nov. 1968/69/70. Joined 5KA as prog. dir July, 1970. Married, 1 daughter. Resident Rose Park, SA.

**THOMSON, Neville Lloyd.** Born Newcastle, Aug. 10, 1926. Licentiate, Inst. of Advtg, 2 yrs RAAF 1944-46. US Dept State TV grant 1960. Formerly sales and prod. mgr Screen Gems (Aust.), prog-mgr, ADS, Adelaide, TV & radio film book critic, publ. mgr 3AW, publ. mgr sales exec. 3DB, Melbourne publ. mgr Columbia Pictures Pty Ltd. Now mgr. dir Screen Gems (Aust.) and Far Eastern sales super. for Screen Gems Int., married, 3 children. Resident Beecroft, Sydney.

**TINDALE, Allan Frank.** Agency dir gen. mgr. Born Sydney, NSW, Jan. 2, 1938. Acct exec. Arthur Smyth & Sons, Coudrey-Campbell-Ewald, acct dir, John Clemenger (NSW) Pty Ltd, now dir gen. mgr. Married, resident Mosman, Sydney.

**TINGLE, John.** Current affairs director. Born Edgecliff, NSW, November 2, 1931. ABC News 18 years, including 2 years Sup Newsreels 4 years Supervisor TV News, subsequently Chief of Staff, Public Affairs Dir. Radio 2UE 1969-1970. Joined 2UW 1970. Aust. Administrative Staff College Course 1C 10 1967, Lecturer in Communication Aust. Institute of Management. Co-host "Wanted", Nat. 9 Network.

**TOMLINSON, Roger.** Radio and newspaper gen. mgr. Born Narrabri, NSW, Apr 17, 1915. North Western Courier, Narrabri 1930; mng editor Richmond River Express Casino 1952-1962; business mgr Northern Star Ltd, Lismore 1962-1970; gen. mgr Northern Star Ltd and Richmond River B'casters (2LM) apptd 1970. AIF 1940-1946. Married, 3 children. Resident Lismore, NSW.

**TOWNLEY, Thomas Leslie.** Media director. Born Lismore, NSW, April 12, 1937. Dir USP-Benson NSW. Married, resident Cremorne, NSW.

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

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

**TRETHEWEY, Clifford Henry.** Manager Tasmanian Broadcasting Network. Born Burnie, Tas. Educated Burnie High School. With 7BU, 1936, designed,

constructed, studio and transmitting equip. Asst mngnr, chief engineer, 7BU 1952-1967. 3½ yrs pilot, RAAF, Darwin, NG. O/c Burnie Flight. ATC. Awarded MBE, 1967. Married, 2 sons, 2 daughters, resident Burnie, Tasmania.

**TUOHEY, William Patrick.** Radio network co-ordinator. Born Cootamundra, NSW, Aug. 15, 1925. Annrcr/salesman 2LT 2 years, annrcr/copy chief 2TM 2 years. Joined 2BS 1961 as sales mngnr. Became station mngnr 1962-69. Joined 6PM, 6AM, 6KG, 6GE 1969. Married, 4 children, resident Mt. Yokine, WA.

**TURNER, Geoffrey Colin.** Agency dir and gen. mngnr. Born Melb. Began commercial career with 3XY 1945, joined 3UZ 1950 (personal asst to gen. mngnr), joined T. Hilken Waite, Bris. 1955 (radio mngnr), with O'Brien Publ. Co., Bris. 1957 as radio mngnr then a/e then TV/radio dir. Apptd asst mngnr 1960, mngnr 1963, dir 1964, dir O'Brien Advertising Cos 1969/70. Apptd gen. mngnr and dir Pemberton O'Brien Pty Ltd (Melb.) 1970. Past Qld chrnm 4As (2 yrs), dep. Federal pres (northern) 1 yr. Fellow Adv. Institute Aust. Former pres. Moreton & Metropolitan Lion's Clubs (Bris.), won world award Lions public relations 1966. Married, 2 children, resident Melbourne.

**TURNER, Rev. Vernon Kenneth.** Radio-TV religious program production unit managing director. Born Oct 2, 1917. Minister Presbyterian Church of Aust. 30 yrs exper. religious b'casting. 1953 founded Christian B'casting Assoc., mng dir; 1956 founded Christian TV Assoc. (hon secy). Married, 5 children, resident Five Dock, Sydney.

**TWOMEY, Peter Lewis.** Television station general manager. Born Christchurch, NZ, Dec. 4, 1927. NZ broadcasting 1945-50, DS1R ionospheric research 1951. UK TV 1953-55, HSV 1956-1961. Chief eng. GMV 1961-65. Asst mngnr 1962, mngnr 1965. Now gen. mngnr. Married (2 daughters, 1 son), resident Shepparton, Vic.

sodes of Skippy TV Series. Joined Amalgamated Pictures Australasia as exec. dir.

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

**VEIVERS, Thomas Robert.** Radio station sales manager. Born Beenleigh, Qld, April 6, 1937. 4BC sales rep. since April, 1961. Apptd asst sales mngnr Oct., 1967. Rep. Qld and Aust. at cricket 1958-67. Toured Eng., India and Pakistan 1964; Sth Africa 1966-67. Married, 3 children, resident Oxley, Brisbane.

**VIOLET, V. C. P.** Advertising agency assistant manager. 20 years Sydney agencies, Gellatley Gerard, Cruickshank-Maxwell, Steele Kain Kelly Paton. Joined Hayes, Syd., 1968. Now asst mngnr. Married, resident French's Forest.

**VIRGONA, Vincent.** Radio station chief engineer. Born Fitzroy, Vic., Oct. 2, 1911. 43 yrs with 3UZ. Married, resident Eltham, Melbourne.

**VOWLES, Frank Richard.** Radio station promotions mngnr. Born Syd., March 6, 1945. Ed. SPC Strathfield. Prod.-annrcr 2TM, 1964-65, annrcr 2CA, 1965-67, operations mngnr 2LF, 1967-68. Promotions dept 2CA, 1968-69, now prom mngnr 4GG. Resident Florida Gardens, Gold Coast.

**W**

**V**

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**5AU** *Two branches give bigger coverage.*

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**5KA** *Constant music means constant listeners.*

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**WADE, Graham Randell.** TV production unit art director. Born Junee, NSW. Storyboard design, display and film planner. Dir Pilgrim Productions Ltd. Married, resident Normanhurst, NSW.

**VARNEL, Max.** Film and TV producer/dir/writer. Entered British film industry in 1946 as asst dir on Red Shoes, Great Expectations, Oliver Twist, Golden Salamander, etc. Joined editing dept and worked on Hobson's Choice, Bird in a Cage, etc. Joined camera dept, worked on Passionate Friends, Morning Departure, etc. Joined Warwick Films/Columbia as 2nd unit dir on Red Beret, Black Knight, Prize of Gold, Hell Below Zero, High Flight. Directed: Cockleshell Heroes, How to Murder a Rich Uncle. Prod. Safari, Odongo. Freelance dir on Taste of Honey, Part Time Wife, Interpol, Silent Enemy. Directed over 600 TV films and 40 features. Joined BBC-TV to direct Z Cars, Dr Findlay's Casebook, Kipling, Sherlock Holmes, Trouble Shooters, Vendetta. Came to Australia to direct the first 39 epi-

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

**WAITE, Thomas Hilken.** Chairman and managing director T. Hilken Waite Pty Ltd. Managing director, Thomas Waite (Holdings) Pty Ltd, and Thomas Waite Pty Ltd. Born England. Snr rep. Bris. Truth, 1932-38; advtg mngnr 1938-41 and 1946-50, snr partner and mngnr of Cossey Waite Advtg 1951-61. Dip-

loma ICS Advtg Course, ISM, FIA. Lt RANVR, British and US fleets 1941-46, holds Philippines' Liberation Medal, Councillor French Chamber of Commerce. Married, resident Hamilton, Brisbane.

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

**WALKER, John Bernard.** Radio station manager. Born UK, Oct. 1922. Served Royal Marines & Royal Marine Commandos European Theatre 1941-46. Arrived Aust. 1948. Copywriter-anncr 3SH, 1948-51; chief anncr 3SR, 1951; sales mngr, 1952; mngr 3YB, 1966. Married, 1 daughter, 1 son. Resident Warrnambool.

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

**WALKER, Rhett Hamilton.** Radio station prog. dir. Born Auckland, NZ Dec. 21, 1941. US citizen. Before joining 3AK in July, 1970 was 18 mths with 3DB. Worked 8 years as air personality and prog. dir in major US markets, including Seattle, San Francisco and Los Angeles. Most recently assoc. with Ted Randal Enterprises of Hollywood, Calif., as an ind. prog. consultant. Holds music degrees from Sorbonne Uni, Paris. Single. Resident East Melbourne

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

**WALMSLEY, Derek.** Radio station chief eng. Born Shrewsbury, Eng., June 14, 1936. RAF radio 1954-57. BBC tech. 1957-62. Tech. in charge ECN 1965-69. Joined 2KO, 1969. Married (2 children). Resident Charlestown, Newcastle, NSW.

**WALSH, Raymond D.** General mngr RCA technical products division since 1959. Born May 14, 1931. Married, 2 children. Resident Lindfield, Syd.

**WALLACE, Thomas Bevan.** Agency executive chairman. Born Sydney, April 1, 1915. AIF Middle East, RAAF Italy. 1948 Lintas NZ mngr; 1952 attended Admin. staff college, Henley, UK; 1955 acct dir. Lintas, now exec. chrmn. Married, 4 children. Resident Mosman, Sydney.

**WALPOLE, James Brian.** Agency director. Smith & Julius Pty Ltd; 7 yrs comm. art; appt art dir

1952, mng dir 1967. Appt dir Marketing and Advertising Pty Ltd, Aug. 3, 1966. Married, resident Cremorne, Sydney.

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

**WARNE, Thomas William.** TV station program manager. Born Melb., Dec. 5, 1937. News dept ABC, 1953; annrcr 3NE, 1954; 3CV, 1957; TVT, 1961; prog. mngr NRN, 1964; STW, 1968. Married, 3 children. Resident Scarborough, WA.

**WARNER, Stafford.** TV station representative. Born Syd., Aug. 9, 1923. Joined 2UW as sales rep. 1939-50 (except war years), then 2CH sales rep. 1953, 2SM sales rep. to 1957. Joined ATN 1957, transferred QTQ as Syd. sales mngr, 1960. Served 5 yrs AIF. Dip. sales, psychology & merch., MBC. Married (1 son, 1 daughter), resident Longueville, Sydney.

**WATERS, Clive Sylvester.** Radio station news editor. Born Richmond, Vic., Oct. 1, 1913. Mngr comm. printing org., chief annrcr, 3XY. Now news editor 3UZ. AFCBS Dir. Ops, Olympic Games, Melb. 1956. Rome 1960. AIF. OC radio station 9AB, Lac. Married, 4 sons, resident Mentone, Melb.

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

**WATT, Douglas Wyndham.** managing director Tele-Programs Pty Limited. Born Sydney, April 4, 1909. Formed own program distribution and representation company 1963. Previously man. dir Snider & Dean group of companies and secy and subsequently prod. mngr of the Macquarie Radio Network. Fellow Australian Society of Accountants, and of Aust. Inst. of Management. Married, three children. Resident Northbridge, Sydney.

**WEBB, A. W. (Bill).** Gen mngr. TV representation company. Born Kempsey, NSW, Dec. 1, 1932. 15 yrs Willmotts, Fortune, W. B. Lawrence; 3 yrs TCN, mngr FNQ, mngr Metrep Services Pty Ltd, Sydney. Married, 1 daughter.

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

**WETZEL, Hans Edmund Richard.** Managing director H. W. Productions Pty Ltd. Born Mannheim, June 23, 1913. Research chief G. B. Kalee, England 1942-46; tech. dir GBI 1946-48; Ealing Studios, Pagewood, 1948-52; tech. dir Pagewood, 1952-57. Dir Visatone Television. Married, proprietor Movie Museum, Buderim, Qld. Resident Buderim, Qld.

**WHITE, Aubrey Raymond.** Radio Network sales manager. Born Perth, WA, Nov. 15, 1916. Formerly salesman 1949-63 with 6IX. War service, RAN 1942-46, Pacific area. Married, 2 children; resident Kensington, Perth.

**WHYKES, Ernest John Wasley.** Radio station managing dir. Born Ballarat, Vic. Secretary 3BA 1930, mngr 1955, gen. mngr & assoc. dir 1965, dir 1966, man. dir 1969. Country v-p FACB, 1964-65. Married (3 sons, 1 daughter), resident Ballarat, Vic.

**WIELAND, Maxwell H.** Radio station chief engineer. Born Dubbo, Jan. 16, 1927; educated Dubbo High. Chief engineer 2DU, 1945. Interests, photography, fishing, golf. Single, resident Dubbo.

**WILD, Geoffrey Charles.** Advertising agency director. Born Manly, NSW. RAN, 1954-55, Exec. John Clenger, Syd.-Melb., 1957-64. Acctn mngr O'Brien Adv. (Melb.) 1964-65; assoc. dir 1966; dir 1968. FAI, AIBA, Sec. 4As (Vic.) 1967, deputy chrman, 1968. Fed. councillor AIA 1967-68; member Kiwanis Club, Melb. Married, 2 daughters. Resident Melb.

**WILLARD, Glendon Murray.** Agency media manager, USP-Benson (Vic.) Pty Ltd. Born Sydney, Dec. 10, 1940. Married, resident Elwood, Vic.

**WILLIAMS, Owen John.** Radio sales manager. Born April 26, 1935. Joined 2UW (sales exec.) 1965. Apptd sales mngr 1967. Previously with IBM, 1970 secty Time Club. Married, 1 son, 2 daughters, resident Wairoonga.

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

**WILTSHIRE, John Bowen.** Radio station mngr. Born Melb. Ed. Caulfield Grammar. 3HA announcing then 3UZ news, 2WG anncr, studio mngr sales mngr Apptd mngr 2QN, 1970. Married, 2 sons, resident Deniliquin, NSW.

**WOLNIZER, Charles Edward.** Film production company executive. Producer, director, production manager, features, documentaries, commercials. Born Newchuang, Manchuria, May 3, 1923. Prod. films in US, UK and Far East. Member Soc. of Motion Picture & TV, Eng. corporate member British Kinematograph Sound and Television Society. Now mng dir Amalgamated Pictures A'sia Pty Ltd.

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

**WOODHOUSE, Ian Christopher.** Radio station asst sales manager. Born Hertford, Eng., May 28, 1945. Ed. All Saints College, Bathurst, NSW ABC TV planning 1964, anncr/copywriter, 2GN, 1965-66, anncr 2MG 1966-68, anncr-salesman 2LF, 1968-69. Apptd mngr Cowra studios Feb., 1969. Joined 4GG as sales exec., Sept., 1969. Apptd asst sales mngr July, 1970. Resident, Broadbeach, Gold Coast.

**WOODLAND, Cecil Alfred.** Radio station mngr. Born Toowoomba, Qld, June 12, 1933. 5 yrs Noble-

Bartlett Advt, Bris.; 2 yrs anncr/copy 4VL; 9 yrs 3CS, as anncr-copywriter, subsequently sales mngr, studio mngr and asst mngr. Apptd 2MW sm, 1964; mngr, 1968; mngr 5RM 1970. Married, 3 children. Resident Berri SA.

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

**WOODWARD, John M.** Radio-TV production company manager. Born Sydney. Recording, AWA, 9 yrs; 6 yrs studio engineer, snr control op., ARC. Mngr, chief engineer, Brit. Aust. Programs Pty Ltd, since 1951. Manager Grace Gibson Radio-TV Productions 1963. MIREE (Aust.). Radio office Merch. Navy, 1941-43. Married (2 children); resident Blakehurst, Sydney.

**WOODYATT, Brian Prust.** Victorian sales manager, Macquarie Broadcasting Service. Born Bristol, England, Aug. 8, 1927. Formerly senior acctnt exec. Assoc. Television, Eng. Joined Macquarie Sydney, Feb., 1965, as a sales exec. Apptd Vic. sales mngr May, 1966. Married (2 children), resident Brighton, Victoria.

**WOOLF, Harry.** Agency managing director. Born Perth, WA, May 14, 1917. Joined Goldberg Advtg, rose copy dept to acctnt-exec.; appt. to board, 1947; chief exec. until 1951. Appt. dir, Goldberg Advtg, 1951. Estab. Frank Goldberg Advtg, Melb. 1957. Now mng dir Masius, Wynne Williams (NSW) Pty Ltd. Married, 2 sons, 2 daughters, resident Bellevue Hill, NSW.

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

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## 5RM *The only commercial Riverland Radio.*

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

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

# **Legislation, regulations and standards**

- *Main provisions, Broadcasting and Television Act 1942-1969 — Pages 452-455*
- *Broadcasting Control Board's TV program and advertising time standards — Pages 456-465*
- *Broadcasting Control Board's broadcasting program and advertising time standards — Pages 466-474*
- *FACB Standards of Broadcasting Practice, including advertising and wordage — Pages 475-480*
- *The Australian Code of Advertising Standards — Page 481*
- *Notes on medical advertising — Pages 482-484*
- *Voluntary medical advertising code — Page 485*
- *TAB TV advertising regulations — Pages 486-490*
- *FACTS cigarette advertising standards — Pages 490-491*
- *Media Council rules of accreditation — Pages 492-500*
- *Television Advertising Board's rules of accreditation — Pages 501-504*

## **BROADCASTING AND TELEVISION ACT, 1942-1969**

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

It is printed with permission of the Commonwealth Attorney-General's Department.

### **AUSTRALIAN BROADCASTING CONTROL BOARD**

#### **CONSTITUTION (SECTIONS 7 AND 8)**

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

#### **FUNCTIONS (SECTION 16)**

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

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

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

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

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

#### **POWERS (SECTION 16)**

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

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

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

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

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

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

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

#### **INQUIRIES BY BOARD (SECTIONS 18-25)**

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

#### **STATION LICENCES (SECTIONS 80-89)**

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

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

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

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

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

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

#### **LIMITATION ON RADIO STATION OWNERSHIP OR CONTROL OF COMMERCIAL BROADCASTING STATIONS (SECTION 90)**

Section 90C provides that a person shall not have a "prescribed interest" in more than:

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

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

Interests held prior to September 24, 1968, are not invalidated.

The meaning of "prescribed interest" is defined in Section 90, whilst "control" is defined in Section 90, 90D and 90E. Section 90F restricts directorships.

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

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

Section 92 provides that a person shall not have a "prescribed interest" in:

- (i) each of three or more licences;
- (ii) each of two or more licences for stations in a Territory; or
- (iii) each of two or more licences for stations in a State and within a radius of thirty miles of the General Post Office in the capital city of the State.

Interests held prior to December 17, 1964, are not invalidated.

The meaning of "prescribed interest" is defined in Section 91, whilst "control" is defined in Section 91, 92A and 92B. Section 92C restricts directorships.

A television station licence is subject to a condition that not less than 80pc of the shares in the licensee company must be held by Australian residents and not more than 15pc of the shares may be held by a non-resident.

#### **TECHNICAL CONDITIONS (SECTIONS 93-98)**

The technical equipment of a broadcasting or television station must comply with standards laid down by the Board, and the Board has power to fix the location, power, frequency and hours of operation of all stations.

#### **PROGRAMS (SECTIONS 99-105)**

The Board has power to fix standards for programs and advertising, to censor matter which it has reason to believe is of an objectionable nature and to determine the periods during which religious broadcasts shall be made.

A licensee must publish particulars of his advertising charges and must not, without reasonable cause, discriminate against any person applying for the use of his advertising service.

Advertisements relating to medicines must be approved by the Director-General of Health before they can be broadcast.

News obtained from newspapers must not be broadcast or televised except in accordance with the terms of an agreement between the licensee and the newspaper, news agency, newspaper association or news service.

The Minister may require a licensee to broadcast or televise without charge items of national interest but such items are limited to a period of 30 minutes in any period of 24 consecutive hours.

A licensee is required to make program details available on equal terms to the publishers (including the ABC) of any newspaper, magazine or journal published in Australia.

**TELEVISION TRANSLATOR AND REPEATER STATIONS (DIVISIONS 5A AND 5B, SECTIONS 105B.-105L):**

This Division provides for the grant of licences for television translator and repeater stations by the Minister, on the recommendation of the Board. A translator station is a relatively low powered device which relies for its operation on the reception of signals from a highpowered parent station or another translator station and re-transmits these signals on a different frequency channel. A repeater station is a station of low operating power designed to transmit only programmes recorded on magnetic tape.

The grant of a licence is not subject to a public inquiry by the Board, nor do the provisions of Division 3 of Part IV of the Act relating to the ownership and control of commercial television stations apply to translator or repeater licences. A licence is granted initially for a period not exceeding 5 years and is thereafter renewable annually. A licence may not be transferred without the approval of the Minister.

**ENCOURAGEMENT OF AUSTRALIAN TALENT (SECTION 114)**

The services of Australians are to be used as much as possible in the production and presentation of radio and television programs.

Not less than 5pc of the time occupied in the broadcasting of music by broadcasting stations is to be devoted to the works of Australian composers.

**TELEVISION OF SPORT AND ENTERTAINMENT (SECTION 115)**

Television stations are not permitted to televise sporting events or other entertainment held in a place to which a charge is made for admission, from outside that place.

**POLITICAL OR CONTROVERSIAL MATTER (SECTION 116)**

Neither broadcasting nor television stations are permitted to broadcast or televise a dramatisation of any political matter which is current or was current during the last five preceding years.

If during an election period, election matter is broadcast or televised all political parties represented in Parliament at its last sitting must be given reasonable opportunities of expressing their views.

No election matter can be broadcast between midnight on the Wednesday preceding the poll and the close of the poll except by stations which are exempted by the Board as being not ordinarily received in the area where the election is being held.

**NAMES OF SPEAKERS TO BE GIVEN (SECTION 117)**

Where an address or statement relating to a political subject or current affairs is broadcast or televised the name of the speaker and the name of the author must be announced.

Section 117A. Where matter relating to a political subject or current affairs is broadcast or televised, the licensee shall retain a record of the matter broadcast or televised for a period of six weeks or in certain cases for such longer periods as is indicated in the Act.

**OBJECTIONABLE ITEMS (SECTION 118)**

No matter shall be broadcast or televised which is blasphemous, indecent or obscene.

**PUBLICATION OF BROADCAST MATTER (SECTION 120)**

The text of an item broadcast or televised is not to be published without the consent of the owner or licensee of the station and the approval of the Board.

**BROADCASTING PROGRAMS OF OTHER STATIONS PROHIBITED (SECTION 121)**

A broadcasting station may not broadcast another station's program without the consent of the owner or licensee of that station, and in the case of a re-broadcast, without the permission of the Board.

**MEDICAL TALKS (SECTION 122)**

A talk on a medical subject must not be broadcast or televised without the approval of the Director-General of Health.

**CODES FORBIDDEN (SECTION 123)**

The text of any matter broadcast or televised shall not, without the permission of the Board or an authorized officer, be in code.

**DEFAMATORY BROADCASTS (SECTION 124)**

For the purposes of the law of defamation, the transmission of words or other matter by a broadcasting station or a television station (including a television translator station or a television repeater station) shall be deemed to be publication in permanent form.

**INTERFERENCE WITH A STATION (SECTION 124A)**

Interference with a station, its operation or its technical equipment is prohibited.

**RADIO-TV RECEIVER LICENCES (SECTIONS 125-128)**

The annual fee for a broadcast listeners' licence is \$6.50 if the listener is within a radius of 250 miles of a broadcasting station specified by the Board, and \$3.30 otherwise.

The annual fee for a television viewer's licence is \$14.

The annual fee for a combined receiving licence is \$20.

Certain classes of pensioners pay reduced fees and combined licences are granted free of charge to blind persons and schools.

**CONDITIONS GOVERNING COMMUNITY TELEVISION (SECTION 130A)**

Contains the conditions under which the Postmaster-General may authorise community television aerial systems.

**CONTROL IN EMERGENCY (SECTION 131)**

The Governor-General may, whenever, in his opinion, any emergency has arisen, which renders it desirable in the public interest so to do, authorise the Minister to exercise, during the emergency, complete control over the matter to be broadcast from broadcasting stations or televised from television stations.

**REGULATIONS (SECTION 134)**

The Governor-General is empowered to make regulations, for the purposes of the Broadcasting and Television Act, concerning agreements or arrangements for the provision of programs for both broadcasting and television stations and the prevention of interference to the transmission or reception of programs of such stations.

The regulations may empower the Minister, upon the recommendation of the Board, to direct a person (including the licensee of a commercial television station) to grant rights to the use of television programs to the licensee of a commercial television station in accordance with the direction and on terms specified in the direction.

The regulations empowering the giving of such a direction shall give every person affected by such a direction the right to have the direction reviewed by the Commonwealth Industrial Court and shall empower the Court, upon such a review, to quash or vary the direction.

# TELEVISION PROGRAM STANDARDS

Determined by the Australian Broadcasting Control Board, first issued July 1956, revised March 3, 1970.

## INTRODUCTION

1. Section 16 of the Broadcasting and Television Act 1942-1969 provides that the functions of the Board are inter alia:

to ensure that adequate and comprehensive programmes are provided by commercial . . . television stations to serve the best interests of the general public.

The Act further provides, in sub-sections (1) and (2) of section 99, that:

- (1) A licensee shall provide programmes and shall supervise the . . . televising of programmes from his station in such manner as to ensure, as far as practicable, that the programmes are in accordance with standards determined by the Board.
- (2) If the programmes . . . televised from a commercial television station are not, in whole or in part, in accordance with the standards determined by the Board, the licensee shall, if so directed by the Board, vary the programmes so that they shall conform with those standards.

This document has been prepared after consultation with the Federation of Australian Commercial Television Stations and other interested bodies. Its purpose is to provide a general statement of programme standards to be observed by licensees of commercial television stations. In its preparation notice has been taken of relevant statements of standards or "codes" published in Australia and other countries. The Board has also discussed the Standards in draft form with the Australian Broadcasting Commission, which has advised that, in accordance with its usual practice with regard to the Board's Standards, it accepts them as setting out the minimum standards which will be followed in the presentation of television programmes by the A.B.C.

2. Television exerts a very powerful influence on the community, adults and children alike. As a medium for entertainment, information

and education it reaches a great number of persons of all ages, educational backgrounds, and religious faiths, in the privacy of their homes. Responsibility for what is viewed in the home must to some extent lie with the viewer, but it is reasonable for him to expect that all programmes will be acceptable in terms of social standards current in the Australian community and that, consistent with the principle stated in the Act, they should be in the best interests of the general public. It is the responsibility of the licensee of each commercial television station to satisfy himself as to the suitability of all programme matter to be televised from his station whether it is originated in the studios of his station or produced by some organisation which is not under his direct control.

3. Much of what follows is necessarily negative in nature and represents the overriding obligation of licensees to avoid televising programme material which can give offence to sections of the public or can be harmful to the young people who make up a large part of the audience at certain times of day. Negative regulations may eliminate abuses; only the goodwill and prudent judgment of those who actually operate the stations and plan the programmes can ensure that television will be used constructively for the well-being of the community. These Standards should be regarded not merely as a formal set of rules to be complied with to the letter; they must also be applied in the spirit of these paragraphs.

4. It is not intended that the General Programme Standards which follow should prevent the televising in good faith, at appropriate times, and in appropriate circumstances, of

- (a) artistic or literary works of merit, or
- (b) the serious presentation of moral or social issues.

Such programmes are, indeed, to be encouraged, but due warning of their nature should be given, where necessary, both in advance publicity and at the commencement of the programme.

## PART ONE.— PROGRAM STANDARDS AND PROCEDURES

### GENERAL PROGRAMME STANDARDS

5. Fundamentally these Standards require the observance in programmes of good taste and common sense. In general this calls for respect for the law and for the rights and sensitivities of the public, and regard for the special needs of children.

6. The basic requirements which must always be observed in the presentation of television programmes are that:

- (a) No programme may contain any matter which is—
  - (i) contrary to law;
  - (ii) blasphemous, indecent or obscene;
  - (iii) likely to encourage crime;
  - (iv) likely to be injurious to community well-being or morality; or
  - (v) otherwise undesirable in the public interest.
- (b) Programmes which contain matter that is not generally suitable for viewing by children must not be televised at times when large numbers of children are likely to have access to television receivers (see paragraphs 11 to 16).

7. In explanation of the provisions of paragraph 6(a), the following are examples of programme matter which should be regarded as unacceptable:

- (a) the condoning of crime;
  - (b) techniques of crime, demonstrated in such a way as to invite imitation;
  - (c) the discrediting of the law or the process of law-enforcement;
  - (d) speech or action likely to incite any person to violence or anti-social behaviour;
  - (e) violence or brutality displayed in detail, or presented for its own sake;
  - (f) the deliberate use of horror for its own sake;
  - (g) crude vulgarity or suggestiveness;
  - (h) attacks on any established religious faith or belief;
  - (i) the simulation of news or events in such a way as to mislead or alarm viewers.
8. The following aspects of programme content and production require particular care on the part of licensees:
- (a) Decency and decorum in production must be ensured, and the presentation of all performers must be within the bounds of propriety. In this context close attention must be given to clothing, movements of performers, lighting, the selection of camera-angles, and the use of close-up camera shots.
  - (b) The use of objectionable words and phrases, or words which have acquired undesirable or offensive implications, should be avoided.

- (c) References to sex relations should be treated with discretion. References to illicit sex relations should be avoided where possible, and should on no account be presented as commendable.
- (d) Detailed instruction for young people about sex matters is not appropriate for television. Programmes designed by responsible authorities for use in schools, or for other formal educational purposes, may be approved by the Board for transmission.
- (e) Respect for the state of marriage and the importance of the home and family should be maintained. Divorce should not be treated casually nor appear as a convenient solution for marital problems.
- (f) Portrayal of addiction to drugs or alcohol should be limited to the needs of story and characterisation, and should not be presented as desirable.
- (g) The televising of matter which unduly emphasises gambling is undesirable.
- (h) The encouragement of superstitious or pseudo-scientific beliefs associated, for example, with foretelling the future, is undesirable.
- (i) References to mental or physical afflictions should be treated with caution.
- (j) Behaviour such as cruelty, greed, and unfair exploitation of others should not be presented in a favourable light.
- (k) The inclusion of religious rites in other than religious programmes shall be conditional on the accurate presentation of the rites, and on the treatment of religious dignitaries and officers in an appropriate manner.

9. The correct use of English is important. If special characterisation is necessary the appropriate idiom and colloquialism may be employed, but slang, wrong pronunciation and bad grammar should be avoided in routine announcements and advertisements.

10. A licensee shall not allow his station to be used for the process known as "subliminal perception" or for any other technique which attempts to convey information, of any sort whatsoever, to the viewer by transmitting messages below or near the threshold of normal awareness.

### FAMILY AND CHILDREN'S PROGRAMMES

11. At certain times of day, and during week-ends and other periods when children are not required to attend school, the television audience is likely to contain large numbers of children. Although programmes to be televised at these times need not be directed exclusively to children they must not contain any matter likely to be unsuitable for viewing by them. A child's development and training are closely supervised both by his parents and by the educational authorities, so that he is brought into contact progressively with different aspects of life and gradually acquires a sound standard of values and self-discipline, and an appreciation of adult responsibilities. This training should enable him, by the time he reaches maturity, to fit into the complex adult society with a minimum of difficulty. Good parents will not expose a child to facets of life for which he is not equipped; similarly the television broadcaster must not knowingly allow children to be exposed to programmes which are not suitable for them. Television exerts very great influence on children, and it is desirable that this influence should be beneficial to them. For these reasons the licensee has a special obligation to ensure that programmes directed to children and programmes which children may reasonably be expected to see, should be designed or selected in accordance with the principles stated above, and with the requirements set out in the paragraphs which follow.

12. Between the hours of 6.00am and 8.30am and between 4.00pm and 7.30pm on weekdays,

and between 6.00am and 7.30pm on Saturday and Sunday, parents should be able to feel secure in allowing children to watch television without supervision. Consequently at these times the only programmes which may be televised are in one or other of the following classes:

- (a) **Family programmes**, which are suitable for viewing by persons of all ages, though not necessarily designed for children.
- (b) **Children's programmes**, which are specially designed for children in various age groups.

The provisions of this paragraph do not prevent the presentation of news and sporting fixtures during these periods; but for such programmes care must be exercised in the selection of all sound and visual items televised, in accordance with the requirements of paragraph 27(d) of these Standards.

13. **Family Programmes**—These must be selected and presented in such a way that they are appropriate for viewing by family groups of all ages. To ensure that this objective is achieved the foregoing General Programme Standards must be scrupulously observed, and in addition the following special provisions must be complied with:

- (a) The selection of subject matter and treatment of themes should be sordid and fresh in outlook. The more sordid aspects of life must not be emphasised.
- (b) The following in particular should be avoided—
  - (i) torture or suggestion of torture;
  - (ii) horror or undue suspense;
  - (iii) the use of the supernatural or superstition so as to arouse anxiety or fear;
  - (iv) any matter likely to lead to hysteria, nightmares or other undesirable emotional disturbances in children;
  - (v) excessive violence.
- (c) Morbid sound effects intended to anticipate or simulate death or injury should not be used.
- (d) Particular attention should be paid to the treatment of child or animal characters, as a child's imagination can be readily overstimulated by suggestions of ill-treatment of such characters.
- (e) Particular attention should be paid to the use of correct speech and pronunciation; slang and incorrect English should be avoided, except when necessary for characterisation.

14. **Children's Programmes**—These should be supervised by persons qualified for this work. Programmes televised specifically for children must comply not only with the General Programme Standards and the standards for Family Programmes, but also with the following special standards:

- (a) All scripts must be carefully written, having in mind the needs of the particular age groups for which the programmes are intended.
- (b) All stories must reflect respect for law and order, responsible adult authority, good morals and clean living. Themes should stress fair play and honourable behaviour. Cowardice, malice, deceit, selfishness and disrespect for law must be avoided in the delineation of any character presented as a hero. Characterisation which degrades womanhood is to be avoided, particularly in relation to the depiction of a mother.
- (c) In programmes in which children appear as artists, care should be taken to avoid encouraging precocity in such children, who may be tempted to "show-off".
- (d) Contests and offers which encourage children to enter strange places and to converse with strangers for any purpose present a definite element of danger to children and must be avoided.

15. It is recommended that there should be regular sessions for children, designed—

- (a) to impart a broader knowledge of Australian history and potentialities, and of current affairs;

- (b) to foster an appreciation of such cultural pursuits as music, painting, ballet, theatre and literature;
- (c) to encourage interest and active participation in simple scientific investigations such as botanical, geological and other pursuits;
- (d) to cater for children's propensities for sport, and hobbies such as handicrafts and the care of animals; and
- (e) 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.

16. Programmes Unsuitable for Adolescents— Certain types of programmes 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 programmes are broadly those which deal with certain types of social and domestic problems, some aspects of crime, or other themes which are suitable only for persons of more mature judgement, and may be televised between 8.30pm and 5.00am the following day, and between 12.00 noon and 3.00pm on weekdays which are schooldays, but at no other times.

**IMPORTED FILMS USED IN TELEVISION**

17. It is the responsibility of the Commonwealth Film Censorship Board to examine all films imported into Australia. Under an arrangement between the Chief Film Censor and the Australian Broadcasting Control Board each imported film is classified for use in television in accordance with the relevant provisions of these Standards. The classifications used are as follows:

- Classification: Unrestricted for Television.  
Symbol: G.  
Interpretation: May be televised at any time.
- Classification: Not Recommended for Children.  
Symbol: A.  
Interpretation: Must not be televised between 6.00am and 8.30am or between 4.00pm and 7.30pm on weekdays or between 6.00am and 7.30pm on Saturday and Sunday.
- Classification: Suitable Only for Adults.  
Symbol: AO.  
Interpretation: Must not be televised between 5.00am and 12.00 noon or between 3.00pm and 8.30pm on weekdays; or between 5.00 am and 8.30pm on Saturday and Sunday.
- Classification: Not Suitable for Television.  
Interpretation: Must not be televised at any time.

18. Licensees must ensure that imported films are televised only at times appropriate to their classification and that no such film is televised unless it has been classified for use on television. The classification system is intended as a guide to viewers, and particularly to parents who may use it in selecting films for their children to see. No classification system can itself provide absolute protection for every class of viewer, nor can the classification of a film by the Chief Censor remove from a licensee the overriding obligation to ensure that at times when the audience may contain large numbers of children (including days on which children are not required to attend school) the programmes televised will not be unsuitable for viewing by them.

**TELEVISION OF CLASSIFICATION SYMBOLS**

19. In order that viewers may obtain maximum benefit from the system of classifying films, licensees should ensure that the televising

of each film classified 'A' or 'AO' is immediately preceded by the televising of the symbol appropriate to its classification. The visual presentation of these symbols may be made in whatever manner a licensee may prefer. When films classified 'AO' are being televised the symbol should be televised several times during the programme, if necessary by superimposition on the programme. This requirement may be waived in the case of films of special artistic merit which are presented without interruption. In addition, licensees should ensure that the classification of each such film is included in the programme schedules published by the station, and in all televised promotional announcements for the film.

**TELEVISION OF FILM TRAILERS AND EXTRACTS FROM FILMS**

20. Trailers and other extracts from imported films, which are to be used either to advertise the film concerned or as part of a programme which includes criticism or discussion of the film, must not be televised at times which are inappropriate to the classification of the film itself. Cinema films may be advertised and television programmes may be promoted by means of oral or visual announcements using slides or graphics if the words and pictures are appropriate, in terms of the Standards, to the time of day at which they are used. All film advertisements and programme promotion shall include the Chief Film Censor's classification as required by paragraph 19.

**RELIGIOUS MATTER**

21. Section 103 of the Broadcasting and Television Act 1942-1969 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. The following principles should be applied in the allocation of time for the televising of religious matter (other than sponsored religious matter):
  - (a) Time should be allocated for the televising of matter of a religious nature to the extent of at least one per cent of the normal weekly hours of service, with a minimum of 30 minutes each week, to be scheduled either as a complete unit occupying the whole time allocated; or as a series of programmes on one or more days of the week;
  - (b) Station time as allocated shall be provided, free of charge, to the Church or religious body concerned, but reasonable charges may be made to cover costs other than those of a programme presented in, and using the normal facilities of, a studio under the control of the licensee;
  - (c) Time should be allocated among the various Churches and denominations as far as practicable in proportion to the number of adherents to each denomination in the area served by the station as shown in the latest Census; such arrangements should be made by mutual agreement between the licensees and representatives of the Churches and denominations and should have regard to the suitability for televising of the services or other religious matter proposed to be televised;
  - (d) Religious programmes should be prepared and presented only by responsible persons or bodies, and should not contain statements ridiculing any form of religious belief.
- 22. After consideration of recommendations by its Advisory Committee on Religious Programmes the Board requires that some but

not necessarily all of the following types of programme shall be televised by each station during the time provided free of charge:

- (a) Talks and discussions with either direct or indirect religious intention.
- (b) Feature material, documentaries, or dramatised matter bearing directly or indirectly on religious principles.
- (c) Divine Worship, preferably in a form adapted for television; if pre-recorded it should, on the day of transmission, be consistent with the church calendar.
- (d) Matter relating to religious or moral principles in the form either of musical programmes or of short announcements. Such items will be acceptable for televising in free station time only if they are additional to one or more of the other types of programme named in this paragraph.
- (e) Other matter which may be approved by the Board.

### POLITICAL MATTER

23. Sections 116 and 117 of the Broadcasting and Television Act 1942-1969 provide as follows: 116.—(1.) Subject only to this section, the Commission may determine to what extent and in what manner political matter or controversial matter will be broadcast or televised by the Commission.

(2.) The Commission or 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 to be held at the time of its last meeting before the election period.

(4.) Subject to the next succeeding sub-section, the Commission or 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.

(4A.) Where, in respect of—

(a) an election of a member of the House of Representatives that is not a general election; or

(b) an election of a member or members of a House of the Parliament of a State,

the Board is of the opinion that programmes . . . televised from a particular television station are not ordinarily received in the part of the Commonwealth to which the election relates, the Board may, by notice in writing served on or sent by post to the Commission or the licensee of the station, as the case requires, exempt the Commission or the licensee, as the case requires, from compliance with the last preceding sub-section in respect of the . . . televising from that station of election matter relating to that election.

(5.) Nothing in this section requires a licensee to . . . televise any matter free of charge.

(6.) In this section—

'election' means an election of a member or members of either House of the Parliament of the Commonwealth or of a State;

'election matter' means matter of any of the following kinds, namely:

- (a) matter commenting on, or soliciting votes for, a candidate at an election;
- (b) matter commenting on, or advocating support of, a political party to which a candidate at an election belongs;
- (c) matter commenting on, stating or indicating any of the issues being submitted to the electors at an election or any part of the policy of a candidate at an election or of the political party to which such a candidate belongs; and

(d) matter referring to meetings held or to be held in connection with an election; 'election period' means the period commencing on the day of the issue of the writ or writs for an election and ending at midnight on the Wednesday next preceding the day of the poll.

117.—(1.) The Commission or the licensee concerned, as the case may be, 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 Commission or the licensee, as the case may be, 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.

24. After consultation with the Attorney-General's Department the Board has prepared the following explanation of the expression 'dramatisation of political matter' for the guidance of licensees of both broadcasting and television stations:

The expression 'Dramatisation of political matter' includes any method of presentation or production of broadcast or television material dealing with a subject of a political nature which involves or includes—

- (a) a representation by means of characters (whether named or not, and whether presented visually, by still or animated cartoon or picture or otherwise, or aurally, or visually and aurally) of a past or imaginary event, speech or conversation, whether the characters portrayed are real or imaginary people;
- (b) any statement, address or dialogue containing simulated voices.

The expression does not, however, include any visual or aural presentation of dialogue or discussion between actual persons not purporting to represent other persons, or the use of quotations or of factual pictures.

The Board, in providing this explanation, does not purport to give an authoritative ruling on the interpretation of the Act; such a ruling could only be given by a Court in the light of the actual facts of a particular presentation.

### AUSTRALIAN CONTENT OF TELEVISION PROGRAMME

25. Section 114 of the Broadcasting and Television Act 1942-1969 provides that:

(1.) The Commission and licensees shall, as far as possible, use the services of Australians in the production and presentation of . . . television programmes.

(2.) . . .

(3.) In this section, 'Australian' means a person who was born or is ordinarily resident in Australia.

The licensee of each commercial television station shall comply with requirements specified by the Board from time to time concerning the proportion of programme time to be occupied by programmes of Australian origin, and the nature of such programmes. The Board may vary the requirements if circumstances arise which would prevent a station's adequate compliance with them under reasonable conditions.

## MATTERS OF A MEDICAL NATURE

26. Section 122 of the Broadcasting and Television Act 1942-1969 provides that a person shall not telecast a talk on a medical subject unless the text of the matter has been approved by the Director-General of Health, or by a medical officer 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 authorised delegates. The Director-General of Health has issued notes for the guidance of persons concerned with the preparation of such matter for television purposes (see Appedix A.).

## NEWS PROGRAMMES

27. Stations should observe the following principles in the presentation of programmes of news:

- (a) News should be presented accurately and impartially.
- (b) Commentary and analysis should be clearly distinguished from news.
- (c) Good taste should guide the selection and presentation of news and news illustrations. Morbid, sensational or alarming details not essential to factual reporting, especially in connection with stories of crime or sex, should not be used. News should be televised in such a manner as to avoid creating public panic or distress to viewers. The provisions of this sub-paragraph apply particularly to news flashes.
- (d) Special care must be exercised in the selection of all sound and visual items in news programmes televised at times when the audience is likely to contain large numbers of children (see paragraph 12).
- (e) Actual or recorded descriptions of events, or interviews, require particular care to avoid sensationalism or other undesirable forms of presentation. Fairness should be ensured in the pictorial representation of news.
- (f) The presentation of news by means of telephone conversations or telephone interviews is acceptable only if made in compliance with paragraph 34 of these Standards.
- (g) No advertising matter should be represented as news. Advertisements may be televised during natural breaks between recognised sections of a news programme, but no advertisement in the form of a "news story" should be transmitted.
- (h) If weather information is televised it should be accurate and up-to-date. Announcements of weather forecasts and reports of weather conditions should include identification of the source of the information, the time at which the information was issued, and where relevant the specific areas and periods of time to which the information applies.

## SPORTING EVENTS

28. Section 115 of the Broadcasting and Television Act 1942-1969 provides that:

The Commission or the holder of a licence for a commercial television station shall not televise, either directly or by means of any recording, film or other material or device or otherwise, the whole or a part of a sporting event or other entertainment held in Australia, after the commencement of this section, in a place to which a charge is made for admission, if the images of the sporting event or other entertainment originate from the use of equipment outside that place.

The following rules should also be observed in relation to the televising of sporting events:

- (a) All State and local laws concerning descriptions of, or the publication of information relating to, sporting events should be observed.
- (b) Information concerning betting or betting odds, including totalisator dividends, in respect of a race meeting of any type should not be televised at any time prior to the conclusion of the last event on the programme of that meeting, unless the televising of such information at an earlier time is expressly permitted by the law of the State in which the television station is situated, and then only the type of betting information specified by the State law may be televised.
- (c) The televising of programmes containing discussion of the prospects in sporting events, or summaries of their results, is permissible; but no advertisement soliciting business concerning forecasts of the results of sporting events shall be televised.

## FOREIGN LANGUAGES

29. The use of foreign languages in programmes should be kept to a minimum, and should be avoided in the presentation of advertisements except as permitted under paragraph 30. If a language other than English is used in a programme the matter conveyed in a foreign language should be preceded or followed by an adequate translation into English, except in the following instances:

- (a) programmes designed for use in schools, or for other educational purposes;
- (b) brief incidental dialogue in dramatized or similar programmes where the development of the programme requires the use of a language other than English;
- (c) programmes of a national nature which are televised on special occasions; and
- (d) periods of local emergency during which it may be beneficial to convey warnings or instructions on safety measures in one or more foreign languages as well as in English.

These rules do not apply to the performance of musical items or to the televising of religious services.

30. Occasional use may be made of words or phrases in a foreign language during an advertisement, provided that the words in a foreign language are incidental to the main purpose of the advertisement and that the sense of the words in a foreign language is made clearly understandable to the English-speaking audience by means of an adequate, though not necessarily literal, translation. The foreign words so used in advertisements should not occupy more than 10 per cent of the total duration of the advertisement.

## CONTESTS

31. All programmes should be designed to attract viewers on their merits. Any programme planned to draw viewers solely in the hope of individual gain or reward is undesirable. If a contest is included in a programme or an advertisement it must comply in all respects with the requirements of the laws applying in the State in which the television station is situated.

32. All rules and conditions of contests, including commencing and closing dates, should be clearly and fully stated at the beginning of the contest, and thereafter adequately summarised on the occasion of each announcement of the contest. The names of winners should be released as soon as possible after the close of the contest. Where a contest is included in a programme 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 programme to send in an entry to the contest before that date. In the case of a continuing contest which closes immediately on receipt of a correct answer, the licensee must ensure the immediate notification of the fact to avoid useless expenditure of time and money by viewers in the submission of entries which no longer have any chance of winning.

33. All spoken or visual references to contest, or prizes or gifts offered in connection with contests, which are in the form of advertisements either for the sponsor of the programme containing the contest or for other persons or organisations, should be regarded as part of, and included in, the total time allowed for advertising as set out in Part 2 of these Standards.

### CASUAL INTERVIEWS AND TELEPHONE CONVERSATIONS

34. Persons who are interviewed or engaged in conversation with the object of simultaneously or subsequently televising their views should be informed of the purpose of the interview or conversation. It is especially important that this should be done if a cordless microphone, miniature recording device or other technical equipment which is not readily discernible is to be used. The privacy of telephone conversations is protected by the Telephone Regulations made under the Post and Telegraph Act 1901—1966, but programmes consisting of both sides of such conversations, whether on wire or radio circuits or both, may be included in a television programme provided that the requirements of the Australian Post Office are met (see Appendix B), that the prior approval of the Board is obtained for each such programme, and that the following conditions are observed:

- (a) Each programme should be under the control of a person who is competent, either by himself or with the support of one or more experts in the studio, to deal with the subjects discussed, and who is capable of interpreting the requirements of the Board's Standards in respect of such subjects.
- (b) Each programme item should be subjected to checking and selection before being transmitted either by means of—

- (i) the complete recording and consideration of each telephone conversation before it is televised; or
- (ii) a system of interception and selection of incoming telephone calls intended for transmission, incorporating a tape delay before reproduction sufficient to allow the comper to excise undesirable matter or to terminate the conversation, if necessary.

- (c) Each telephone speaker who contributes to a programme of this type should be informed that his remarks may be made public through television, and his consent to this should be obtained before the remarks are transmitted.
- (d) Any telephoned item which is not clearly intelligible or which is affected by noisy line conditions should not be transmitted by television.
- (e) Each programme of this type must comply in all respects with the requirements of the Television Programme Standards.
- (f) The equipment used in respect of the sound component of such programmes must comply with the Standards for the Technical Equipment and Operation of Medium Frequency Broadcasting Stations.

### PROGRAMMES FOR TRANSMISSION ON SUNDAY MORNING

(Under Revision)

35. On Sunday morning, between 6.00 a.m. and 12.00 noon, no programme shall be televised without the prior approval of the Board.

In general, approval will not be given for the televising of programmes other than—

- (a) religious matter,
- (b) instructional education,
- (c) charitable appeals,
- (d) other matter of a similar nature to the foregoing,
- (e) news, excluding news commentaries and the replay of any sporting event, and
- (f) other matter as may be determined by the Board from time to time.

Except as otherwise approved by the Board all programmes televised during these hours should be Australian in origin.

## PART TWO.— ADVERTISING STANDARDS

### GENERAL ADVERTISING STANDARDS

36. Section 100 of the Broadcasting and Television Act 1942-1969 provides, inter alia, that:

(1) Subject to this Act, a licensee may . . . televise advertisements.

(2) A licensee intending to . . . televise advertisements shall publish particulars of his advertising charges.

(3) A licensee shall not, without reasonable cause, discriminate against any person applying for the use of his advertising service.

(4) A licensee shall comply with such standards as the Board determines in relation to the . . . televising of advertisements.

(5) A licensee shall not . . . televise advertisements on a Sunday except in such manner and in accordance with such conditions as the Board determines.

As was pointed out in paragraph 2 of these Programme Standards, television will reach a great variety of persons in the privacy of their homes. It is therefore important that, in addition to being honest and truthful, all televised advertisements should comply with the standards set out in preceding paragraphs, and should be generally acceptable for viewing in the home. Methods suitable for other media may be inappropriate for television, consequently it is necessary to examine all adver-

tising 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 television programme.

37. For the purpose of these Standards, the term 'advertisement' includes all advertising matter relating to goods or services whether by means of the visual or sound components of television, or both, and whether in the form of direct or superimposed announcements, slogans, descriptions or otherwise, and music, as well as any identifiable reference in the course of a programme to any goods or services, whether of the advertiser or not. The term 'advertisement' does not include the brief announcement of a sponsor's name and business (billboard) at the beginning and end of a programme which is scheduled for a duration of not less than 15 minutes, except under the conditions stated in paragraph 50 (a) (iv); announcements which constitute a public or charitable service; or, except under the conditions stated in paragraph 49, announcements which refer to forthcoming television programmes (programme or station promotion) provided that they do not contain direct advertising matter.

38. It is the responsibility of each licensee to ensure that the following requirements are observed:

- ll advertising matter must comply with the laws of the Commonwealth and the States relating thereto.
- (b) Advertisements shall not be televised except in the periods immediately preceding or following a programme, or in natural breaks during a programme, unless otherwise approved by the Board.
- (c) Advertisements must be clearly superimposed as such and separate from the presentation of programme matter, except as provided in sub-paragraph (d).
- (d) Advertisements may be visually superimposed only during live programmes in which there are no natural breaks, or during other programmes which would be adversely affected by interruption for the separate presentation of advertisements.
- (e) All advertisements must identify the advertiser or his goods or services either by name or by other clearly recognisable reference to the advertiser or his goods or services. This does not prevent the use of teaser advertisements in the early stages of a campaign in which the identity of the advertiser or product is later disclosed.
- (f) The content, presentation and placement of all advertisements must comply with the General Programme Standards set out in Part One of these Television Programme Standards. Special care and judgment should be exercised in respect of advertisements to be televised during times when the audience may be expected to include large numbers of children or adolescents, and all advertisements televised during such periods must conform to the principles stated in paragraphs 11, 12, 13, 14, 16 and 40. They must especially avoid taking advantage of the natural credulity and sense of loyalty of children, or arousing false hopes in their minds.
- (g) Advertisements should be presented with courtesy and good taste. Disturbing or annoying material such as blatant sound effects, persistent repetition, and words and phrases implying urgency or emergency should be avoided.
- (h) Backgrounds, scenery or set properties which show an advertiser's name or product, or the name of his product, or his trademark or slogan, must not be televised continuously. 'On camera' shots of this nature should be brief, not too frequent, and should be incidental to the programme in which they occur. They should never dominate the picture.
- (i) Advertisements should contain no claims intended to disparage competing advertisers or their products or services, or other industries, professions or institutions.
- (j) Except where special permission has been granted, no advertising matter should be associated with any actuality programme in which the principal interest centres around a public appearance of any member of the Royal Family.
- (k) No advertisement shall be televised during any part of a programme which is devoted to the televising of Divine Worship. Special care is required in the selection of advertisements to be televised in proximity to any religious programme. Advertisements may be televised during religious programmes other than Divine Worship if, after consultation with the religious organization responsible for the programme agreement is reached that the association of advertisements with the programme would not be inappropriate. The selection and placement of advertisements in such programmes also requires special care.
- (l) Advertisements containing political matter must comply with the provisions of sections 116 and 117 of the Broadcasting and Television Act 1942-1969 (see paragraph 23).
- (m) Advertisements televised on Sunday, Christmas Day and Good Friday must comply with the foregoing standards and are also subject to special conditions set out in paragraphs 41, 50 and 51 of these Standards.
39. All televised advertisements must be produced in Australia. Such advertisements may include a proportion not exceeding 20 per cent of the duration of the advertisement:
- of pictorial matter (excluding animation) photographed outside Australia only if it portrays persons, places or events which cannot be photographed in Australia; and
  - of sound recorded outside Australia only if it consists of the voices of personalities or the sounds associated with places or events which cannot be recorded or otherwise created in Australia;
- provided that limitation to this proportion shall not apply to pictures or sounds which have been obtained by Australians who journeyed to the places concerned for the purpose of photographing or recording that matter, or to the use of recorded background music which is not directly associated with the sales message of the advertisement.

### ACCEPTABILITY OF ADVERTISING MATTER

40. In the application of section 100 of the Act (see paragraph 36) licensees should observe the following standards for the acceptability of advertising matter and the sponsoring of programmes:

- 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 matter, or the compliance of the advertisement with the spirit and purpose of all legal requirements that apply to the advertiser.
- A licensee may refuse to televise advertising matter, or the advertisements for products and services, which he has good reason to believe would be objectionable to a substantial and responsible section of the community.
- Advertisements for alcoholic liquor should be directed only to the adult audience; young people, whether children or adolescents, must not be allowed to participate in the presentation of these advertisements. No advertisement for alcoholic liquor should be televised in proximity to programmes for children or at times when the audience may be expected to include large numbers of young people. In particular such advertisements should not be televised between 6.00am and 8.30am, or between 4.00pm and 7.30pm, Monday to Saturday inclusive, nor at any time on Sunday, Christmas Day or Good Friday. The foregoing provisions do not prevent the sponsorship of sporting events televised live on Saturday. The provisions of this sub-paragraph do not apply to sponsorship identification in the form of billboards or other forms of institutional identification which do not include a sales message for alcoholic liquor.
- Because some products (especially those of a personal nature) are considered unsuitable as topics for conversation in the family circle, licensees should exercise discretion in accepting advertisements for them; if such advertisements are accepted, great care should be taken in selecting times appropriate for their transmission. Products of a particularly intimate nature which are not freely mentioned or discussed in mixed company should not be advertised through television. Illustrated advertisements for brassieres, girdles, briefs or similar items of underwear making use of live models should not be televised between 6.00am

## ADVERTISING TIME STANDARDS

## General

43. The amount of time occupied by the televising of advertisements, as defined in paragraph 37 of these Standards, shall be as specified in subsequent paragraphs.

44. The calculation of the amount of time occupied by advertisements shall be based on periods of 60 minutes commencing at the clock hour or at the half hour having regard to the scheduled commencing time of a programme.

45. In programmes containing information which purports to have general application but which in practice refers only to the goods or services of the advertiser whose name is associated with that part of the programme, the time occupied by the televising of such information shall be regarded as time occupied by advertisements.

## Advertising on Weekdays

46. The following time standards apply to the televising of advertisements by a commercial television station on any day except Sunday, Christmas Day and Good Friday. During each period of 60 minutes, as described in paragraph 44, the amount of time occupied by advertisements shall not exceed—

- (a) Between 7.00pm and 10.00pm a maximum of 11 minutes; but advertisements aggregating not more than 12 minutes may be televised during one period if, during the period immediately preceding or following, the time occupied by advertisements is reduced so that the aggregate for two such periods between 7.00pm and 10.00pm is limited to 22 minutes, and the aggregate between 7.00pm and 10.00pm is limited to 33 minutes.
- (b) At all times other than between 7.00pm and 10.00pm, a maximum of 13 minutes.

47. Not more than four advertisements shall be televised consecutively in any natural break during a programme. A greater number of advertisements may be televised consecutively immediately preceding or following a programme and its billboards provided that the total time occupied by advertisements during and between programmes does not exceed the amounts specified in paragraph 46.

48. The transmission of feature films shall not be interrupted for the televising of advertisements at a rate exceeding one advertising break for each 15 minutes or part thereof in the total duration of the film. During each interruption to such programmes, not more than four announcements of any kind whatsoever shall be televised consecutively, and each such announcement shall be counted as advertising matter for the purpose of calculating the amount of time so occupied.

49. Except between 7.00pm and 10.00pm, programmes may take the form of shopping guides, market information, or other material which provides a special service to viewers in which advertisements provide an informative and integral part. For such programmes the time standards specified in paragraph 46 do not apply, but:

- (a) the time occupied by any such programme shall not exceed 30 minutes;
- (b) the time occupied by an advertisement for any one article or service shall not exceed two minutes;
- (c) an interval of at least one hour shall separate each such programme; and
- (d) not more than three hours shall be occupied by such programmes in any period of seven days.

A programme consisting of classified advertisements and containing several advertisements in each classification may be regarded as a shopping guide. The televising of a group of separate and unrelated advertisements does not constitute a shopping guide.

## Advertising on Sunday

50. The following time standards apply to the televising of advertisements by a commercial television station on Sunday:

- (a) Between 6.00am and 12.00 noon, during programmes which have been approved

and 8.30am or between 4.00pm and 7.30 pm on weekdays or at any time before 7.30 pm on Saturday, Sunday, or weekdays which are not schooldays.

- (e) Advertisements relating to betting or gambling are subject to the provisions of the laws of the State to which the advertisements are to be televised. Such advertisements should not be televised in proximity to programmes for children, or at times when the audience may be expected to include a large proportion of young people. In particular such advertisements should not be televised between 6.00am and 8.30am or between 4.00pm and 7.30pm, Monday to Saturday inclusive, nor at any time on Sunday, Christmas Day or Good Friday; and when televised at other times should be presented with restraint. Advertisements soliciting business concerning forecasts of results of sporting events should not be televised at any time.
- (f) Direct or indirect advertisements relating to lotteries, or any information concerning them, may be televised only if it is permissible to publish such an advertisement under the law.
- (g) Advertisements for fortune-telling or similar pseudo-scientific or superstitious practices should not be televised.
- (h) The advertising of firearms and associated equipment should be treated with discretion.
- (i) Advertising by institutions or enterprises which, in offering courses of instruction, make exaggerated claims for the opportunities awaiting those who enrol for their courses, should not be televised.
- (j) Advertisements concerning money lending 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 respects with the law.

## SPECIAL PROVISIONS RELATING TO ADVERTISING ON SUNDAY, CHRISTMAS DAY AND GOOD FRIDAY

41. The following special provisions shall apply to advertisements televised on Sunday, Christmas Day and Good Friday:

- (a) Advertisements which may be appropriate for televising on weekdays are not necessarily suitable for Sunday, Christmas Day and Good Friday. Care should be taken to ensure that all advertisements televised on these days, particularly those relating to medical and toilet preparations, are presented with good taste and discretion. Repetition and sensational presentation should be avoided, especially in statements relating to price.
- (b) No advertisements relating to alcoholic liquor, betting or gambling shall be televised (see paragraph 40 (c)).
- (c) A programme in the form of a shopping guide shall not be televised on Christmas Day or Good Friday, nor at certain times on Sunday (see paragraph 50).

## ADVERTISING OF MEDICINES

42. Section 100 of the Broadcasting Television Act 1942-1969 provides, inter alia, that a licensee shall not televise an advertisement relating to a medicine unless the text of the proposed advertisement has been approved by the Director-General of Health or by a medical officer 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 authorised delegates. The Director-General of Health has issued notes on the advertising of medicines. These are set out in Appendix A for the guidance of licensees and advertisers.

by the Board under the provisions of paragraph 35 of these Standards—

- (i) advertisements shall not occupy more than six minutes in each period of 60 minutes, as described in paragraph 44;
  - (ii) not more than four groups of advertisements shall be televised in any such period of 60 minutes;
  - (iii) not more than three advertisements shall be televised in any such group; and
  - (iv) billboards, if used, will be counted as advertising matter.
- (b) Before 6.00am and after 12.00 noon—
- (i) advertisements shall not occupy more than nine minutes in each period of 60 minutes, as described in paragraph 44;
  - (ii) not more than four advertisements shall be televised consecutively in any natural break during a programme, but a greater number of advertisements may be televised consecutively preceding or following a programme and its billboards provided that the total time occupied by advertisements during and be-

tween programmes does not exceed the amount stated in the preceding sub-paragraph; and

- (iii) the provisions of paragraph 48 shall apply.
- (c) One programme in the form of a shopping guide may be televised on Sunday, between 12.00 noon and 6.00pm, provided that—
  - (i) the time occupied by such a programme shall not exceed 30 minutes; and
  - (ii) the duration of such a programme televised on Sunday shall be taken into account in calculating the total time so occupied during any period of seven days as required by sub-paragraph 49 (d).

**Advertising on Christmas Day and Good Friday**

51. On Christmas Day and Good Friday advertisements shall not be televised before 6.00 pm. Thereafter the advertising time standards for Sunday will apply. All advertisements televised on either day must comply with paragraph 41 of these Standards.

**PART THREE.— MISCELLANEOUS**

**PERSONAL MESSAGES**

52. Section 112 of the Broadcasting and Television Act 1942-1969 provides that:

The Commission or a licensee shall not, except in so far as it or he is permitted by or under this Act so to do, transmit or receive for transmission any message the transmission of which would, without the authority of, or licence granted by, the Minister administering the Post and Telegraph Act 1901-1934, or the Wireless Telegraphy Act 1905-1936, contravene the provisions of either of those Acts.

The Board, in consultation with the Postmaster-General's Department and with the approval of the Minister, has determined that certain types of messages may, under certain conditions, be transmitted by commercial television stations without contravention of the relevant statutes. These exceptions are as follows:

- (a) Urgent messages may be transmitted to persons whose present whereabouts are unknown, or who are temporarily isolated owing to breakdown or absence of normal communication channels, if such messages are verified and approved by a senior officer of the Police Force or his deputy.
- (b) In extreme emergency, and in the absence of any suitable or approved authorising officer, a station manager may assume responsibility for accepting and transmitting messages of an urgent and essential nature which he considers to be in the public interest. A record of such messages should be retained by the station for at least six months after the date of transmission.
- (c) Birthday and cheerio calls may be transmitted only during periods scheduled 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 preceding sub-paragraphs.

53. Programmes which are based on the exchange of letters, answers to correspondents, or telephone conversations do not necessarily conflict with the condition of paragraph 52, but the matters transmitted in such programmes should be of general interest and not limited in their application to any one person.

**HOURS OF SERVICES**

54. Paragraph (c) of sub-section (3) of section 16 of the Broadcasting and Television Act 1942-1969 provides that the Board shall have power to determine the hours during which programmes may be televised. The following procedure should be observed by licensees in connection with the variation of hours of service:

- (a) Variations in respect of periods in excess of seven consecutive days—
  - (i) Application to vary hours of service must be made in writing to the Secretary, at the Board's Head Office, at least seven days in advance of the date on which the proposed variation would be put into effect. A copy of each application should be sent to the appropriate State Office of the Board.
  - (ii) Each application should include information about the nature of the programmes affected by the variation, with particular reference to the Australian content of the station's programmes.
  - (iii) Variations proposed in an application to the Board must not be published or put into effect before the approval of the Board has been received by the applicant.
- (b) Variations in respect of periods not exceeding seven consecutive days—Applications for temporary variations should be made to the appropriate State Office of the Board. Such applications should take into account, as far as possible, the rules set out in sub-paragraphs (a) (i) and (ii) above.
- (c) Minor variations and other exceptions to the rules—Prior application in respect of variations in hours of service is not required for—
  - (i) minor variations in the time at which transmission ends for the day, if such variations are to accommodate unforeseen and unavoidable changes in the duration of individual programmes; and
  - (ii) programmes which by their nature must be arranged at short notice, and transmissions in times of local or national emergency. Details of such transmissions must be supplied to the appropriate State office of the Board after the event, if earlier advice is impracticable.

## STATION IDENTIFICATION

55. Each commercial television station should be identified periodically by means of visual or spoken announcement of the call sign and channel number. Visual identification may be superimposed on other programme matter. Stations operating on relay from a parent station should be similarly identified by the parent station. As far as practicable identification should be made at least once an hour.

## TIME ANNOUNCEMENTS

56. Care should be taken to ensure that announcements of the time, made either visually or in sound, are accurate. If, at the time of transmission, a programme is recorded for subsequent repetition, care should be taken to minimise the effect of any recorded visual or spoken references to the time, which would be inaccurate during the retransmission.

## AUSTRALIAN PROGRAM CONTENT REQUIREMENTS

Section 114(1.) of the Broadcasting and Television Act 1942-1969 requires licensees of commercial television stations to use, as far as possible, the services of Australians in the production and presentation of programs. Since 1960, metropolitan stations have been expected to give effect to this section of the Act by televising Australian programs for a specified proportion of their transmission time. This proportion was originally 40pc; it was increased to 45pc in 1964 and to 50pc in 1965. As part of the overall proportion, licensees have been required to televise between 7.30pm and 9.30 pm an aggregate of not less than two hours each week of programs which are distinctively Australian. This requirement commenced in 1964.

The Australian Broadcasting Control Board requirements for the Australian content of television programs with effect from 3rd July, 1967, and amended to July, 1969, with further provisions to take effect from September, 1971, are as follows:-

1. The programs of each commercial television station shall, for not less than 50pc of total transmission time, consist of programs which are credited as being Australian in origin.

2. Calculation of the percentage of programs credited as being of Australian origin will be based on the following special conditions:

(i) Indigenous drama productions, that is plays written in Australia or by Australians as defined in section 114(3.) of the Broadcasting and Television Act 1942-1969, and performed by Australians, will receive credit for twice their actual duration;

(ii) other Australian drama productions will receive credit for one and one-half times their actual duration;

(iii) programs for children which are designed and produced in Australia in accordance with the provisions of paragraph 15 of the Television Program Standards will receive credit for twice their actual duration;

3. Programs of Australian origin shall be televised between the hours of 7pm and 9.30 pm for not less than 18 hours in each 28-day statistical period subject to the following special requirements.

(a) An aggregate of not less than two hours shall consist of Australian productions in the form of drama, and

(b) an aggregate of not less than two hours of Australian programs shall be televised each week between the hours of 7pm and 9pm. Any Australian program scheduled to commence not later than 9pm will receive credit for its full duration.

NOTE: The period has been extended to the four hours between 6pm and 10pm and from September, 1971, 45pc of program material in this period must be Australian. This will increase to 50pc from July, 1972.

The present requirement of two hours of Australian produced drama per 28 days has been increased to six hours, all to be first release material.

4. For the purpose of these requirements the Board will have regard to such station records as are agreed upon, and will base its calculations on periods of twenty-eight days commencing each year on the first Monday after June 30.

In order that the figures shall not be distorted by the suspension of program production which occurs during the holiday season, the Board, in assessing each station's annual performance, will use figures based on forty-eight weeks.

5. These requirements and conditions shall apply to all metropolitan commercial television stations which are in operation at the date of this advice. These requirements and conditions shall also apply to all country commercial television stations which have completed three years of regular program transmission at the date of this advice, and to each other country commercial television station as from the date on which it completes three years of regular program transmission.

6. The Board may vary any of the requirements set out in paragraphs 1, 3 and 5 if circumstances arise which would prevent a station's adequate compliance with them under reasonable conditions.

7. Subject to paragraph 5, licensees of commercial television stations will be expected to implement the requirements of paragraphs 1 and 3 without delay, and to comply fully with them as from the 28-day statistical period commencing on July 3, 1967, and the new requirements from Sept., 1971. Until full compliance with the revised requirements is achieved each licensee must provide the amount of Australian programs specified in the requirements which have been in force since January, 1965.

## ELIGIBILITY OF PROGRAMS FOR CREDIT LOADINGS

Credit loadings are applicable to certain types of Australian programs as follows:

(i) Indigenous drama productions, that is plays written in Australia or by Australians as defined in section 114(3) of the Broadcasting and Television Act 1942-1969, and performed by Australians, will receive credit for twice their actual duration;

(ii) other Australian drama productions will receive credit for one and a half times their actual duration.

(iii) programs for children which are designed and produced in Australia in accordance with paragraph 15 of the Television Program Standards will receive credit for twice their actual duration.

From September, 1971, no other credit loadings will be allowed.

This means the existing credit for programs of British Commonwealth origin will cease, and that all repetitions of Australian drama will be credited only with their actual duration without loadings.

It will also be noticed that drama has been defined so as to exclude those programs which only incidentally make use of actors.

The statistical year, for the purposes of calculating the Australian content of programs, begins on the first Monday in April each year.

The new requirements will take effect from the beginning of period seven in 1971-72; and the 50pc requirement for programs televised between 6pm and 10pm will take effect from the beginning of period four in 1972-73.

# BROADCASTING PROGRAM STANDARDS

Drawn up by the Broadcasting Control Board and in force as from October 6, 1958

## PART 1.—PROGRAM STANDARDS AND PROCEDURES

**SECTION 16** of the Broadcasting and Television Act 1942-1969 provides that the functions of the Board are inter alia:

to ensure that adequate and comprehensive programs are provided by commercial broadcasting stations . . . to serve the best interests of the general public.

The Act further provides, in sub-sections (1) and (2) of section 99, that:

(1) A licensee shall provide programs and shall supervise the broadcasting . . . of programs from his station in such manner as to ensure, as far as practicable, that the programs are in accordance with standards determined by the Board.

(2) If the programs broadcast from a commercial broadcasting station . . . are not, in whole or in part, in accordance with the standards determined by the Board, the licensee shall, if so directed by the Board, vary the programs so that they shall conform with those standards.

This document has therefore been prepared, after consultation with the Federal Council of the Federation of Australian Commercial Broadcasters and other interested bodies, for the purpose of setting out in a convenient form a statement of general program standards to be observed by licensees of commercial broadcasting stations. In its preparation the Board has been greatly assisted by statements of standards or 'Codes' prepared in Australia and other countries.

2. Broadcasting is an accepted part of the life of the Australian community reaching as it does a great number of persons with widely varying interests and opinions in the privacy of their homes. Its capacity to provide entertainment is no less than its power to exert a strong influence on the lives of individuals, particularly the young and impressionable. Broadcasting services are available to practically every person in Australia and, while the selection of programs rests with the listener it is reasonable to expect that all programs broadcast will be of an acceptable standard and that consistent with the principle stated in the Act, they should be in the best interests of the Australian community. It is the responsibility of the licensee of each commercial broadcasting station to satisfy himself as to the suitability of all program matter to be broadcast from his station whether it is originated in the studios of that station or produced by some organisation which is not under his direct control.

3. Much of what follows is necessarily of a negative nature and represents the overriding obligation of licensees to avoid those errors of taste which can give offence to sections of the public or can be harmful to the young people who make up a large part of the audience. The development of program material and the search for new program forms will always make great demands on the ingenuity and initiative of licensees, but it is important that the principles and requirements of these Standards should be fully complied with in order to ensure a satisfactory degree of quality and acceptability in Australian broadcast programs. Care should always be taken to avoid the presentation of matter which, by accepted social standards is unsuitable for this medium of mass communication.

4. It should be understood that these Standards are not intended to prevent the broadcasting in good faith, at appropriate times, and in appropriate circumstances, of:

(a) genuine works of artistic or literary merit; or

(b) the serious presentation of moral and social issues.

Such programs are, indeed, to be encouraged, provided that due warning of the nature of the program is given, where necessary, both in advance publicity and at its commencement.

5. These Standards should not be regarded merely as a formal set of rules to be complied with to the letter; they must also be regarded as a practical guide to licensees to be applied in the spirit which the preceding paragraphs have endeavoured to indicate.

## GENERAL PROGRAM STANDARDS

6. Fundamentally these Standards require the observance in programs of:

(a) ordinary good taste and common sense;

(b) respect for the individual opinions of the public;

(c) proper regard for the special needs of children; and

(d) respect for the law and social institutions.

7. In the presentation of programs, certain basic requirements must always be observed. These are:

(a) No program may contain any matter which is—

(i) blasphemous, indecent, obscene, vulgar, suggestive or of doubtful propriety;

(ii) likely to encourage crime or public disorder;

(iii) likely to be injurious to community well-being or morality;

(iv) contrary to law;

(v) of the nature of sex instruction;

(vi) undesirable in the public interest because it includes matter of the same general nature as that referred to in sub-paragraphs (i) to (v).

(b) Programs which contain matter that is not generally suitable for children must not be broadcast at times when large numbers of children are likely to have access to receivers (see paragraphs 10 to 15).

(c) If programs are broadcast which deal with sex matters they must be presented in good taste, with common sense, at appropriate times, and in accordance with the provisions stated in paragraph 4 of these Standards.

8. In the application of the provisions of the preceding paragraphs certain aspects of programs require particular care:

(a) No program should contain matter which, if imitated, could be harmful to the well-being of individuals or of the community; this includes such sequences as those which—

(i) explain any techniques of crime in such a way as to invite imitation;

(ii) describe in detail any form of violence or brutality;

(iii) are likely to incite any person to violence or anti-social behaviour;

(iv) deride or otherwise discredit the law and its enforcement, or significant social institutions.

(b) Dramatic productions should not simulate the presentation of news or events in such a way as to mislead or alarm listeners.

(c) While the serious presentation of religious issues is to be encouraged, attacks on any established religious faiths or beliefs should not be permitted.

(d) The inclusion of religious rites in other than religious programs shall be conditional on

the accurate presentation of the rites, and on the treatment of religious dignitaries and officers in an appropriate manner.

(e) Respect should be maintained for the sanctity of marriage and the importance of the home. Divorce should not be treated casually nor as a convenient solution of marital problems.

(f) Reference to the use of intoxicating liquor, drunkenness and addiction to drugs or narcotics should be limited to the needs of the story and characterisation, and should not be presented as desirable.

(g) Reference to mental or physical afflictions should be treated with caution, to avoid offence to sufferers of similar ailments.

(h) While certain forms of gambling may form an accepted part of the social structure, it is undesirable to broadcast dialogue, narrative or descriptive matter which unduly emphasises betting or might tend directly to promote interest in gambling.

(i) The presentation of superstitious or pseudo-scientific beliefs associated with the foretelling of the future is not desirable, except as required for the development of a story, when it must be treated with discretion.

(j) References to sex relations should be treated with discretion; reference to illicit sex relations should be avoided where possible, and should on no account be presented as commendable.

(k) The presentation of cruelty, greed, selfishness, unfair exploitation of others and similar unworthy motivations should not be made in a favourable light.

(l) The condoning of crime and the treatment of the commission of crime in a frivolous, cynical or callous manner should not be permitted.

(m) The deliberate use of horror for its own sake, and sound effects likely to cause unnecessary alarm, should not be permitted.

9. The correct use of English in all programs is important, and the use of slang, wrong pronunciation and bad grammar in routine announcements, advertisements and entertainment programs should be avoided. When special characterisation is necessary the appropriate idiom and colloquialism may be employed sparingly, but intentional errors of grammar or syntax should be so treated that their nature is clearly indicated by the context. Care should be taken to avoid the use of objectionable words, or words which though originally acceptable have acquired undesirable or offensive implications.

## FAMILY AND CHILDREN'S PROGRAMS

10. At times of day when the audience is likely to contain large numbers of children and young people, programs should be wholly suitable for children though not necessarily directed exclusively to them. The child's education and training receive very close supervision, both by his parents and by the State, so that by the time he reaches maturity he may be able to fit into the complex adult world with a minimum of difficulty. To achieve this goal, the child must gradually acquire a sound standard of values, self discipline and an appreciation of adult responsibilities. In the course of his development he is brought into gradual contact with different aspects of life, so that the training he has received will enable him to cope with the various experiences he will encounter. Just as a good parent would not expose his child to an aspect of life for which the child is not equipped, so the broadcaster should design his programs having in mind the likely composition of the audience at these times of day. Broadcasting can be a considerable force for stimulating the interest and imagination. It is therefore important that, in respect of both programs directed to them and programs which they may reasonably be expected to hear, children should gain impressions of a type which would be beneficial to their balanced development.

11. Special provisions have therefore been made in these Standards in respect of programs to be broadcast during periods when large numbers of children and young persons are likely to be listening. Such programs must be of one or other of the following classes and must comply in all respects with the relevant standards applicable to these classes:

(a) Family Programs, which are suitable for persons of all ages, and which will not produce any undesirable effects in children;

(b) Children's programs, which are specially designed for children in various age groups.

The provisions of this paragraph do not prevent the presentation of normal sporting fixtures or news bulletins during the periods to which they apply.

12. Family Programs—These must be selected and presented with great care so that parents may feel secure in allowing children to hear these programs without supervision, and that family groups of all ages may listen with complete confidence. To ensure that this objective is achieved, it is necessary for the foregoing General Program Standards to be scrupulously observed, and in addition for the following special provisions to be complied with:

(a) The selection of subject matter and treatment of themes should be wholesome and fresh in outlook. On no account should the more sordid aspects of life be presented in such a way that they appear to play a greater part in life than they actually do.

(b) The following in particular should be avoided—

(i) torture or suggestion of torture;

(ii) horror or undue suspense;

(iii) the use of the supernatural or superstition so as to arouse anxiety or fear;

(iv) other matter likely to lead to undesirable emotional disturbances in children.

(c) Dramatic action should not be over-accentuated, particularly by suggestions of excessive violence. Morbid sound effects intended to anticipate or simulate death or injury should not be used.

(d) Particular attention should be paid to the treatment of child or animal characters, as children's imaginations can be readily over-stimulated by suggestions of ill-treatment of such characters.

(e) Children readily imitate speech and pronunciations heard in broadcast programs. They should be encouraged in the art of correct speech and pronunciation, and slang and incorrect English should be avoided, except when necessary for characterisation, when a minimum amount of appropriate vernacular may be employed.

13. Children's Programs—Programs specially directed to children must comply not only with the General Program Standards and the standards for Family Programs, but also with the following special standards:

(a) All scripts must be carefully written, having in mind the needs of the particular age groups for which the programs are intended; adventure stories in serial form should be so concluded that no episode ends with an incident which would give rise to undesirable emotional disturbance.

(b) All stories must reflect respect for law and order, adult authority, good morals and clean living. The theme must stress the importance of mutual respect of one man for another, and should emphasise the desirability of fair play and honorable behaviour. Cowardice, malice, deceit, selfishness and disrespect for law must be avoided in the delineation of any character presented in the light of a hero.

(c) In programs in which children appear as artists, particular attention should be directed to avoiding the possibility of encouraging precocity in such children, who may be tempted to 'show off'.

(d) Contests and offers which encourage children to enter strange places and to converse with strangers for any purpose present a definite element of danger to children and should be avoided.

14. It is recommended that there be regular programs for children designed:

(a) to impart a broader knowledge of the history and potentialities of our country, and of current affairs;

(b) to encourage the habit of reading, and illustrate the pleasure and profit which can be obtained from it;

(c) to encourage active participation in sport, and an interest in hobbies; and

(d) by the use of the great examples from the Bible, and from history, biography and literature, to impart a real appreciation of the spiritual values and of the qualities of courage, honor and integrity which are essential to the full development of the individual and of national greatness.

It is further recommended that music included in children's programs should be such as to encourage in children an appreciation of quality in its composition and performance.

15. **Programs Unsuitable for Adolescents**—Certain types of programs, either because of their themes or the method of treatment of the themes, may tend to produce in older children and adolescents a false or distorted view of life. These programs are broadly those which deal with certain types of social and domestic problems, some aspects of crime, or other themes which are suitable only for persons of more mature judgment. Special care should be exercised in selecting the times for broadcasting programs of this type.

### RELIGIOUS MATTER

16. Section 103 of the Broadcasting and Television Act 1942-1969 provides that:

A licensee shall broadcast . . . from his station Divine Worship or other matter of a religious nature during such periods as the Board determines and, if the Board so directs, shall do so without charge.

The following principles should be applied in the allocating of time for the broadcasting of religious matter (other than sponsored religious matter):

(a) Time should be allocated for the broadcasting of matter of a religious nature to the extent of at least one hour per week, to be scheduled either as a complete unit occupying the whole time allocated, or as a series of programs on one or more days of the week.

(b) Station time as allocated shall be provided, free of charge, to the Church or religious body concerned, but reasonable charges may be made to cover costs other than those of a program presented in, and using the normal facilities of, a studio under the control of the licensee.

(c) Time should be allocated among the various Churches and denominations as far as practicable in proportion to the number of adherents to each denomination in the area served by the station as shown in the latest Census; such arrangements should be made by mutual agreement between the licensees and representatives of the Churches and denominations and should have regard to the suitability for broadcasting of the religious matter proposed to be broadcast.

(d) Religious matter broadcast in free station time should be given preference over sponsored religious programs in the selection of suitable times for broadcasting.

Religious programs, including sponsored religious programs, should be presented only by responsible persons or bodies, and should not contain statements ridiculing any form of religious belief. Special provisions relating to the association of advertising with religious programs are set out in paragraphs 33(m) and 33(n) of these Standards.

17. The following requirements apply to religious programs broadcast in accordance with the provisions of the preceding paragraph:

(a) Some (but not necessarily all) of the following types of program shall be broadcast by each station—

(i) Divine Worship, preferably in a form designed specially for broadcasting,

with a duration of from 30 to 45 minutes; this should be transmitted on Sunday, and if pre-recorded it should, on the day of the broadcast, be consistent with the Church calendar;

(ii) a weekday devotional service of up to 15 minutes duration, broadcast on several days each week at a fixed time;

(iii) a talk or discussion on such subjects as the teaching, work and affairs of the Church; the subject matter should be authoritatively based and should be appropriate to the time of day and likely audience for these programs;

(iv) scatter announcements, consisting of short religious items, from 10 seconds upwards, to be broadcast at any time of day. Such items will be acceptable for broadcasting in free station time only if they are prepared and produced by persons who are competent in the field of religion, if they are morally or theologically based, and if they are no more than supplementary to other recommended types of religious program broadcast by the station.

(b) In areas where more than one commercial broadcasting station is operating, licensees should attempt to reach agreement among themselves and with the various Churches and denominations or their authorised agents as to the types of religious program to be broadcast by each station in free station time, so that all forms of program mentioned in sub-paragraph (a) will be available to listeners in such areas. The broadcasting of Divine Worship should be undertaken periodically by at least one commercial broadcasting station in each such area.

(c) In areas served by a single commercial broadcasting station the licensee should confer with the Churches and denominations or their authorized agents and endeavour to reach mutually satisfactory agreement as to the effective use of free station time, and should have regard to the types of religious program which can be adequately presented within the capacity of the station and of the Church concerned.

(d) Arrangements for the broadcasting of religious matter which have been made by mutual agreement between a licensee and representatives of Churches and denominations or their agents must not be varied by the licensee without prior consultation with the appropriate Church authority.

### POLITICAL MATTER

18. Sections 116 and 117 of the Broadcasting and Television Act 1942-1969 provide, in relation to commercial broadcasting stations, as follows:

116—(2) . . . a licensee shall not broadcast . . . a dramatization of any political matter which is then current or was current at any time during the last five preceding years.

(3) If, during an election period, a licensee broadcasts . . . election matter, he shall afford reasonable opportunities for the broadcasting . . . of election matter to all political parties contesting the election, being parties which were represented in either House of the Parliament for which the election is to be held at the time of its last meeting before the election period.

(4) . . . a licensee shall not, at any time between the end of an election period and the close of the poll on the day on which the election is held, broadcast . . . election matter.

(4A) Where, in respect of (a) an election of a member of the House of Representatives that is not a general election; or (b) an election of a member or members of a House of the Parliament of a State, the Board is of the opinion that programs broadcast from a particular broadcasting station . . . are not ordinarily received in the part of the Commonwealth to which the election relates, the Board may . . . exempt . . . the licensee . . . from compliance

with the last preceding sub-section in respect of the broadcasting . . . from that station of election matter relating to that election".

(5) Nothing in this section requires a licensee to broadcast . . . any matter free of charge.

(6) In this section—

'election' means an election of a member or members of either House of the Parliament of the Commonwealth or of a State;

'election matter' means matter of any of the following kinds, namely:—

(a) matter commenting on, or soliciting votes for, a candidate at an election;

(b) matter commenting on, or advocating support of, a political party to which a candidate at an election belongs;

(c) matter commenting on, stating or indicating any of the issues being submitted to the electors at an election or any part of the policy of a candidate at an election or of the political party to which such a candidate belongs; and

(d) matter referring to meetings held or to be held in connection with an election;

'election period' means the period commencing on the day of the issue of the writ or writs for an election and ending at midnight on the Wednesday next preceding the day of the poll.

117—(1) . . . the licensee concerned . . . shall cause to be announced the true name of every speaker who, either in person or by means of a sound recording device, delivers an address or makes a statement relating to a political subject or current affairs for broadcasting . . .

(2) If the speaker is not the author of the address or statement, the name of the author shall be included in the announcement.

(3) If the address is delivered or the statement is made on behalf of a political party, the name of the party shall be included in the announcement.

(4) The announcement shall be made after the address or statement if it contains one hundred words or less or before and after the address or statement if it contains more than one hundred words.

(5) . . . the licensee . . . shall keep a record of the name, address and occupation of the author of each such address or statement and shall furnish to the Board any particulars of the record which the Board by notice in writing requires.

19. After consultation with the Attorney-General's Department, the Board has prepared the following explanation of the expression 'dramatisation of political matter' for the guidance of licensees of both broadcasting and television stations:

The expression 'Dramatisation of political matter' includes any method of presentation or production of broadcast or television material dealing with a subject of a political nature which involves or includes—

(a) a representation by means of characters (whether named or not, and whether presented visually, by still or animated cartoon or picture or otherwise, or aurally, or visually and aurally) of a past or imaginary event, speech or conversation, whether the characters portrayed are real or imaginary people;

(b) any statement, address or dialogue containing simulated voices.

The expression does not, however, include any visual or aural presentation of dialogue or discussion between actual persons not purporting to represent other persons, or the use of quotations or of factual pictures.

The Board, in providing this explanation, does not purport to give an authoritative ruling on the interpretation of the Act; such a ruling could only be given by a Court in the light of the actual facts of a particular presentation.

**ENCOURAGEMENT OF AUSTRALIAN ARTISTS**

20. Section 114 of the Broadcasting and Television Act 1942-1969 provides that:

(1) . . . licensees shall, as far as possible,

use the services of Australians in the production and presentation of broadcasting . . . programs.

(2) . . . not less than five per centum of the time occupied by the programs of a commercial broadcasting station in the broadcasting of music shall be devoted to the broadcasting of works of composers who are Australians.

(3) In this section, 'Australian' means a person who was born or is ordinarily resident in Australia.

The provision of sub-section (1) may be met either by the broadcasting of live programs or by the broadcasting of transcribed programs in which those taking part are Australians. Each station should, to the best of its ability, also use the services of Australians who may be competent to contribute to its program.

The provision of sub-section (2) may be met by the broadcasting of either live or recorded performances of music composed by Australians. It is not necessary for the performers also to be Australians. For the purpose of calculating the five per centum of time specified in the Act the following should not be taken into account as the broadcasting of music:

(a) music used as a regular theme;

(b) music used for bridging purposes in dramatised and similar presentations;

(c) music used in the form of a 'singing commercial' or similar musical advertisement.

**MATTERS OF MEDICAL NATURE**

21. Section 122 of the Broadcasting and Television Act 1942-1969 provides that a licensee shall not broadcast a talk on a medical subject unless the text of the matter has been approved in writing by the Director-General of Health, or by a medical officer in a State to whom the Director-General has delegated this power, or, on appeal to the Postmaster-General as provided in the Act, by the Postmaster-General.

The Director-General of Health has issued notes for the guidance of persons concerned with the preparation of such matter for broadcasting purposes. See also paragraph 52—'Advertising of Medicines'.

**NEWS PROGRAMS**

22. Stations should observe the following principles in the presentation of programs of news:

(a) News should be presented accurately and impartially.

(b) Commentary and analysis should be clearly distinguished from news.

(c) Good taste should guide the selection and presentation of news. Morbid, sensational or alarming details not essential to factual reporting, especially in connection with stories of crime or sex, should be avoided. News should be broadcast in such a manner as to avoid panic, unnecessary alarm, or distress to individuals. The provisions of this sub-paragraph apply particularly to news-flashes.

(d) News or newsreel type programs which include actual or recorded descriptions of events, or interviews, require particular care in preparation and presentation to avoid such undesirable forms of presentation as unnecessary sensationalism.

(e) No advertising matter should be offered as news, or included in the contents of a news broadcast. This does not prevent the broadcasting of short advertisements during natural breaks between recognized sections of a news program; but no advertisement in the form of a 'story', or which could be mistaken by listeners for a news item, should be broadcast.

**SPORTING EVENTS**

23. The following rules should be observed in relation to the broadcasting of sporting events:

(a) All State or local laws concerning descriptions of, or the publication of information relating to, sporting events should be observed.

(b) Information concerning betting or betting odds, including totalisator dividends, in respect of any race meeting (including a trotting meet-

ing) should not be broadcast at any time prior to the conclusion of the last event on the program of that meeting, unless the broadcasting of such information at an earlier time is expressly permitted by the law of the State in which the broadcasting station is situated, and then only the type of betting information specified by the State Law may be broadcast.

(c) Advertisements soliciting business concerning forecasts of results of sporting events should not be broadcast. This rule does not prevent the broadcasting of programs containing forecasts and summaries of sporting events.

### **FOREIGN LANGUAGES**

24. Foreign languages may be used in programs subject to the following conditions:

(a) Not more than 2½ per centum of the station's weekly hours of transmission, as determined by the Board, shall be occupied by programs in which foreign languages are used, provided that the Board may increase this proportion in respect of a station, being one of several stations serving the same area, which in the Board's view would serve a useful purpose by employing foreign languages in a greater proportion of programs.

(b) In such programs the words spoken in a foreign language, including the words in an advertisement, shall be immediately preceded or followed by an adequate translation into English, and the time occupied by such translation shall not be less than 25 per centum of the total time occupied by the words spoken in a foreign language.

(c) Advertisements in a foreign language may be broadcast only during a program which itself is presented in a foreign language; each such advertisement shall contain not more than 100 words, including the matter spoken in a foreign language and the translation into English.

(d) Each station which broadcasts programs or advertisements in a foreign language shall obtain in advance, and retain for three months after the date of broadcasting, a script of all spoken matter, containing the words in the foreign language and in the English translation, together with a declaration by a responsible person that the English words are an adequate translation of the foreign words.

(e) In addition to the foregoing conditions, all programs and advertisements in a foreign language shall comply in all respects with the provisions of these Standards except that a program which takes the form of a shopping guide, as described in paragraph 49, shall not be broadcast in a foreign language.

The application of these conditions is not intended to prevent the use of words and phrases in a foreign language as part of an advertisement, provided that the words in the foreign language are incidental to the main purpose of the advertisement and that the sense of the words in the foreign language is made clearly understandable to the English-speaking audience by means of an adequate, though not necessarily literal, translation. The proportion of foreign words in such advertisements should not exceed 10 per centum of the total duration of the advertisement. The use of such advertisements is not restricted to programs which are conducted in a foreign language.

25. Paragraph 24 does not apply to the performance of musical items, the broadcasting of religious services, or to the following:

(a) programs designed for use in schools, or for other educational purposes;

(b) brief incidental dialogue in dramatised or similar programs where the development of the program requires the use of a language other than English;

(c) programs of a national nature which are broadcast on special occasions;

(d) periods of local emergency during which it may be beneficial to convey warnings or instructions on safety measures in one or more foreign languages as well as in English.

### **CONTESTS**

26. All programs should be designed to attract audiences on their merits. Any program

planned to draw audience solely in the hope of individual gain or reward is undesirable.

27. Any contest included in a program or in an advertisement must comply in all respects with the requirements of the laws applying in the State in which the broadcasting station is situated.

28. All rules and conditions of contests, including commencing and closing dates, should be clearly and fully announced at the beginning of the contest, and thereafter adequately summarised on the occasion of each announcement. The names of winners should be released as soon as possible after the close of the contest. Where a contest is included in a program which is recorded in advance of the date of transmission, the closing date for the contest must be fixed so as to provide reasonable opportunity for any person hearing the program to send in an entry to the contest before that date. In the case of a continuing contest which closes immediately on receipt of a correct answer, the licensee must ensure the immediate notification of the fact to avoid useless expenditure of time and money by listeners in the submission of entries which no longer have any chance of winning.

29. All references to contests, or prizes or gifts offered in connection with contests, which constitute substantial advertisements either for the sponsor of the program containing the contest or for other persons or organizations, should be regarded as part of, and included in, the total time allowed for advertising as set out in Part 2 of these Standards.

### **CASUAL INTERVIEWS AND TELEPHONE CONVERSATIONS**

30. Persons who are interviewed or engaged in conversation with the object of simultaneously or subsequently broadcasting their views should be informed of the purpose of the interview or conversation. It is especially important that this should be done if a cordless microphone, miniature recording device or other technical equipment which is not readily discernible is to be used. The privacy of telephone conversations is protected by the Telephone Regulations made under the Post and Telegraph Act 1901-1970, but such conversations, whether on wire or radio circuits or both may be included in a broadcast program provided that the requirements of the Australian Post Office are met and the following conditions are observed:

(a) Each program should be under the control of a compere who is competent, either by himself or with the support of experts in the studio, to deal with the subjects discussed, and who is capable of interpreting the requirements of the Board's Standards in respect of such subjects.

(b) Each program item should be subjected to checking and selection before being broadcast, either by means of—

(i) the complete recording and consideration of each telephone conversation before it is broadcast; or

(ii) a system of interception and selection of incoming telephone calls intended for broadcasting, incorporating a tape delay before reproduction sufficient to allow the compere to excise undesirable matter or to terminate the conversation, if necessary.

(c) Each telephone speaker who contributes to an open line program should be made aware that his remarks may be broadcast, and should be required to give his consent.

(d) Any telephoned item which is not clearly intelligible or which is affected by noisy line conditions should not be broadcast.

Programs of this type must, like all other programs, comply in all respects with the requirements of the Broadcasting Program Standards, and the equipment used must comply with the Standards for the Technical Equipment and Operation of Medium Frequency Broadcasting Stations.

## PART 2.—ADVERTISING STANDARDS

### GENERAL ADVERTISING STANDARDS

31. Section 100 of the Broadcasting and Television Act 1942-1969 provides that:

(1) Subject to this Act, a licensee may broadcast . . . advertisements.

(2) A licensee intending to broadcast . . . advertisements shall publish particulars of his advertising charges.

(3) A licensee shall not, without reasonable cause, discriminate against any person applying for the use of his advertising service.

(4) A licensee shall comply with such standards as the Board determines in relation to the broadcasting . . . of advertisements.

(5) A licensee shall not broadcast . . . advertisements on a Sunday except in such manner and in accordance with such conditions as the Board determines.

As was pointed out in paragraph 2 of these Program Standards, broadcast programs will reach persons with widely varying interests and opinions in the privacy of their homes. It is therefore most important that, in addition to being honest and strictly truthful, all advertising matter which is broadcast should comply with the standards set out in preceding paragraphs and be generally acceptable for reception in the home. Methods suitable for other media may be unsatisfactory for broadcasting, and particular attention is invited to the necessity for examining all advertising techniques to ensure that the spirit and purpose of these Standards are fulfilled. The attainment of quality in presentation applies no less to advertising than to all other parts of the program.

32. It is the responsibility of licensees to ensure that the following standards are observed in the preparation and broadcasting of all advertising matter:

(a) The content, presentation and placement of all advertising matter must comply with the Program Standards. Great care should be exercised in respect of advertisements to be broadcast during times when large numbers of children or adolescents may be likely to be listening. All advertisements broadcast during such periods must conform to the principles stated in paragraphs 10, 11, 12, 13 and 15, and must especially avoid taking advantages of the natural credulity and sense of loyalty of children, or arousing false hopes in their minds.

(b) Advertising matter should be presented with courtesy and good taste. Disturbing or annoying material such as blatant sound effects, persistent repetition, and words and phrases implying urgency should be avoided. Every effort should be made to keep the advertisement in harmony with the content and general tone of the program in which it occurs.

(c) Advertising matter should contain no claims intended to disparage competitors, competing products, or other industries, professions or institutions.

(d) Advertisements on Sunday, Christmas Day and Good Friday must comply with the foregoing standards and are also subject to special provisions set out in paragraphs 34 to 38 of these Standards.

(e) Advertisements containing political matter are subject to the provisions of sections 116 and 117 of the Broadcasting and Television Act 1942-1969 (see paragraphs 18 and 19).

(f) The voices of real persons must not be simulated unless permission has been obtained from the person whose voice it is proposed to simulate.

(g) Advertising matter must be clearly distinguishable from program matter.

### ACCEPTABILITY OF ADVERTISING MATTER

33. In the application of section 100 of the Broadcasting and Television Act 1942-1969 licensees should observe the following standards for the acceptability of advertising matter and the sponsoring of programs:

(a) All advertising matter must comply with the laws of the Commonwealth and the States relating thereto.

(b) A licensee should refuse the facilities of his station where he has good reason to doubt the integrity of the advertiser, the truth of the advertising representations, or the compliance of the advertiser with the spirit and purpose of all legal requirements that apply to the advertiser.

(c) A licensee may refuse to permit the broadcasting of advertising matter, or the advertising of products and services, which he has good reason to believe would be objectionable to a substantial and responsible section of the community.

(d) The advertising of alcoholic liquor calls for particular care. It should be directed only to the adult audience, and no children or adolescents should be allowed to participate in the presentation of these advertisements. Liquor should not be advertised in proximity to children's sessions, or at other times when the audience may be expected to include a large proportion of children and young people. Such advertisements should not be broadcast on Sunday, Christmas Day or Good Friday. Licensees should ensure that all liquor advertising, and especially that associated with sporting events (when large numbers of adolescents may be listening), is presented in good taste and with restraint.

(e) Because some products (especially those of a personal nature) are considered unsuitable as topics for conversation in the family circle, licensees should exercise discretion in accepting advertisements for them; if such advertisements are accepted great care should be taken in selecting times appropriate for their transmission. Products of a particularly intimate nature which are not freely mentioned or discussed in the home should not be advertised.

(f) Advertisements relating to betting or gambling are subject to the provisions of the laws of the State in which the advertisement is to be broadcast. Such advertisements should not be broadcast in proximity to children's sessions, at times when the audience may be expected to include a large proportion of children and young people, or at any time on Sunday, Christmas Day or Good Friday; and should be presented in good taste and with restraint. Advertisements soliciting business concerning forecasts of results of sporting events should not be broadcast.

(g) Advertisements for fortune-telling or similar superstitious or pseudo-scientific practices should not be accepted.

(h) The advertising of firearms and associated equipment should be treated with discretion.

(i) Advertising by institutions or enterprises which, in offering courses of instruction, make exaggerated claims for the opportunities awaiting those who enrol for their courses, should be avoided.

(j) Advertisements concerning moneylending 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 of the State concerned.

(k) Direct or indirect advertisements relating to lotteries, or any information concerning them, may be broadcast only if it is permissible to publish such an advertisement under the law of the State in which the station broadcasting the advertisement is situated.

(l) No advertising matter should be associated with any actuality program in which the principal interest centres around a public appearance of any member of the Royal Family.

(m) No advertisement shall be broadcast during any part of a program which is devoted to the broadcasting of Divine Worship. Special care is required in the selection of advertisements to be broadcast in proximity to any religious program. Advertisements may be broadcast during religious programs other than Divine Worship if, after consultation with the religious organisation responsible

for the program, agreement is reached that the association of advertisements with the program would not be inappropriate. The selection and placement of advertisements in such programs also requires special care.

### SPECIAL PROVISIONS RELATING TO ADVERTISING ON SUNDAY, CHRISTMAS DAY AND GOOD FRIDAY

34. The following special provisions shall apply to advertisements broadcast on Sunday, Christmas Day and Good Friday.

35. Advertisements which may be appropriate for broadcasting on weekdays are not necessarily suitable for Sunday, Christmas Day and Good Friday. Special care should be taken to ensure that all advertisements, particularly those relating to medical and toilet preparations, are presented with good taste and discretion. Repetition and sensational presentation should be avoided.

36. The price of any article or service shall not be mentioned more than once in each advertisement relating to that article or service.

37. No advertisements relating to alcoholic liquor, betting or gambling shall be broadcast.

38. A program in the form of a shopping guide shall not be broadcast on Christmas Day or Good Friday or at certain times on Sunday (see paragraph 49 (d)).

### ADVERTISING TIME STANDARDS

39. General Provisions—For the purpose of calculating the amount of time occupied by advertising matter this expression includes:—

(a) all words relating to goods and services, whether in the form of a direct advertisement, a slogan, a description or any other identifiable reference in the course of the program to any goods or services included in the program whether of the advertiser or not; and

(b) all music and sound effects associated with such advertisements.

In programs containing information which purports to have general application but which in practice refers only to the goods or services of the advertiser whose name is associated with that part of the program, the time occupied by the broadcasting of such information shall be regarded as time occupied by advertising matter.

40. Spot advertisements may be included in any program period set aside for the purpose of broadcasting such advertisements, but should be distributed at reasonable intervals throughout the program, having regard to the entertainment or service to be provided during the period.

41. Programs shall be so arranged that no more than four advertisements occur consecutively.

42. Subject to the preceding paragraph, spot advertisements may be broadcast in groups, if each advertisement complies with these standards, and if no group exceeds 1½ minutes in duration. Each group of advertisements shall be separated from adjacent groups by a substantial item of service or entertainment. In this context an announcement of time, or station identification, or both together, will not be regarded as a substantial item.

43. Advertising on Weekdays—In addition to the foregoing general provisions the following standards shall apply to the broadcasting of advertisements on any day except Sunday, Christmas Day and Good Friday.

44. In programs which are sponsored by one or more advertisers, not more than 20 per centum of the program period shall be occupied by advertising matter.

45. Except as expressly provided in paragraph 49, in any program period during which

spot advertisements are broadcast, not more than 30 per centum of the program period shall be occupied by advertising matter; and not more than 18 minutes shall be so occupied in any period of 60 minutes.

46. Advertising on Sunday, Christmas Day and Good Friday—In addition to the provisions of paragraphs 39 to 42 the following standards shall apply to the broadcasting of advertisements on Sunday and, if advertisements are broadcast on Christmas Day and Good Friday, on these days also.

47. In respect of the whole of Christmas Day and Good Friday and the period between 6.00 am and 12.00 noon on Sunday.

(a) In programs which are sponsored by one or more advertisers, not more than 10 per centum of the program period shall be occupied by advertising matter, and the number of advertisements shall not exceed two in any period of 15 minutes.

(b) In any program period during which spot advertisements are broadcast, not more than 10 per centum of the program period shall be occupied by advertising matter, not more than six minutes shall be so occupied in any period of 60 minutes, and the number of groups of advertisements shall not exceed two in any period of 15 minutes.

48. Except as expressly provided in paragraph 49, in any period before 6.00 am and between 12.00 noon and 12.00 midnight on Sunday, the advertising time standards stated in paragraphs 44 and 45 apply.

### SHOPPING GUIDES

49. A program which takes the form of a shopping guide, market information or similar matter, and so provides a special service to listeners in which advertisements constitute an integral and informative part of the program, may be broadcast. Paragraphs 41, 42, 44, 45 and 48 of the advertising time standards do not apply to such programs provided they comply with the following conditions:

(a) The time occupied by a single advertising announcement shall not exceed one minute.

(b) Not more than nine hours in any period of seven days shall be occupied by such programs.

(c) Such programs shall not be broadcast in a foreign language.

(d) Such programs shall not be broadcast on a Sunday except in the period between 12.00 noon and 6.00 pm, when the following special conditions shall apply:

(i) not more than one such program shall be broadcast in the period; and

(ii) the time occupied by such a program shall not exceed 15 minutes.

50. A program in the form of a shopping guide shall not be broadcast on Christmas Day or Good Friday.

51. The broadcasting of a group of separate advertisements does not constitute a shopping guide.

### ADVERTISING OF MEDICINES

52. Section 100 of the Broadcasting and Television Act 1942-1969 provides inter alia that a licensee shall not broadcast an advertisement relating to a medicine unless the text of the proposed advertisement has been approved by the Director-General of Health or by a medical officer of a State to whom the Director-General has delegated this power. Any person may appeal to the Postmaster-General from any decision of the Director-General of Health or of his duly authorized delegates. The Director-General of Health has issued notes on this subject for the guidance of licensees and advertisers.

## PART 3.—MISCELLANEOUS

### TIME SIGNALS AND TIME ANNOUNCEMENTS

53. Periodical announcements of the correct local time should be made. The following rules should be observed:

(a) The correct time should be announced not less frequently than once in each 30 minute period, but a program exceeding 30 minutes in duration may be completed without such interruption.

(b) The correct time should be announced at the opening and closing of each transmission, and preceding each regular service program such as a news broadcast. Observatory time signals and public clock chimes may be broadcast at the discretion of a station, provided that such time signals should not be broadcast except on the hour, Eastern Australian Standard Time or Western Australian Time. Stations situated in territory in which Central Standard Time is observed should broadcast observatory time signals only at the equivalent of the hour, EAST, namely 30 minutes past the hour, CST.

(c) Frequent announcements of the time should be made during early morning sessions.

(d) No station should broadcast any signals which might be mistaken for standard time signals of the type originated by observatories throughout the Commonwealth.

(e) If, at the time of broadcasting, a program is recorded for subsequent repetition, care should be taken to avoid recording time signals or announcements which would be inaccurate during the rebroadcasts.

### STATION IDENTIFICATION

54. All broadcasting stations should identify themselves periodically and the following practice, which will meet the requirements of aviation and other authorities, should be observed:

(a) The call-sign and location of each broadcasting station, as named in the licence, should be announced not less than once in each 30 minutes (on the hour and half-hour where possible) provided that a program unit exceeding 30 minutes in duration may be completed without such interruption.

(b) At the conclusion of a relayed program in which another station's call-sign has been announced, each station participating in the relay should identify itself by the announcement of its own call-sign and location.

### PERSONAL MESSAGES

55. Messages intended primarily for individual listeners should not normally be included in broadcast programs (see section 112 of the Broadcasting and Television Act 1942-1969). It is, however, permissible to transmit certain messages under certain conditions, without contravention of the relevant statutes. The Board, in conjunction with the Postmaster-General's Department, has determined those conditions to be as follows:

(a) Urgent messages to persons whose present whereabouts are unknown, or who are temporarily isolated owing to breakdown of normal communication channels, may be transmitted, if such messages are verified and approved by a senior officer of the Police Force, or his deputy.

(b) In extreme emergency, and in the absence of any suitable or approved authorizing officer, a station manager may assume responsibility for accepting and transmitting messages of an urgent and essential nature which

he considers to be in the public interest. A record of such messages should be retained by the station for at least six months after the date of transmission.

(c) Birthday and cheerio calls may be transmitted only during periods selected by the station for the purpose.

No person, whether employed by a broadcasting station or not, should transmit any message containing information of a personal nature relating either to himself or to an individual listener, except within the provisions of paragraphs (a), (b) and (c) above.

56. Programs which are based on the exchange of letters, or include answers to correspondents, do not necessarily conflict with the conditions stated above, but such letters or answers as are transmitted should be of general interest, and not limited in their application to any one listener.

### HOURS OF SERVICE

57. Paragraph (c) of sub-section (3) of section 16 of the Broadcasting and Television Act 1942-1969 provides that the Board shall have power to determine the hours during which programs may be broadcast. The following procedure should be observed by licensees in connection with the variation of hours of service:

(a) In the case of a proposal to vary the hours of service permanently, an application for permission to do so should be addressed to the Secretary of the Board at the Board's Head Office. A copy of each application should be sent to the Board's representative in the capital city of the State in which the station is located. The application should be submitted well in advance of the proposed commencing date and should contain a complete schedule of existing and proposed hours of service together with an outline of the type of program matter to be broadcast initially during the altered hours of service; it should also specify the date on which the station desires to commence the new schedule.

(b) In the case of a proposal to vary the hours of service temporarily, where the need for such a variation is known well in advance of the date concerned, application should be made to the Board's representative in the capital city of the State in which the station is located. The application should include details of the proposed altered hours of operation and the date or dates affected, as well as the reason for the proposed variation.

(c) In the event of a local or district emergency, when it becomes desirable for special matter to be broadcast at short notice, notification of proposed temporary alterations of hours of service should be given to the Board's representative in advance, or if this is not possible, such notification should be given with the minimum of delay after the event. In all cases of such emergency variations, the Board's representative should be subsequently informed of the actual hours of service observed during the period of emergency.

58. Paragraph (c) of sub-section (1) of section 16 of the Broadcasting and Television Act 1942-1969 requires the Board to ensure that adequate and comprehensive programs are provided by commercial broadcasting stations to serve the best interests of the general public. The Board accepts the schedule of programs which is in operation at the time of a formal visit to a station for program inspection as the standard pattern of broadcasting by that station. Notification of minor variations in programming is unnecessary, but each station should supply written advice of any major alteration in program policy or planning to the Secretary of the Board at the Board's Head Office. A copy should be sent to the Board's representative in the capital city of the State in which the station is located.

## RECORDING OF TELEPHONE CONVERSATIONS

### Requirements of the Australian Post Office

**T**ELEPHONE conversations which form part of a broadcast program may be recorded subject to the strict observance of the following requirements of the Australian Post Office:

1. The basis of relaxation of the former prohibition on the recording of a telephone conversation is that both parties must know that it is being recorded. The recording of telephone conversations by means of recording equipment not connected to the telephone service via a Recorder-Connector Type 1, which will provide a suitable warning signal to both parties, will continue to be illegal.

2. The general conditions that will apply in respect of the recording of telephone conversations are:

(a) The Post Office will supply, install and maintain a Recorder-Connector Type 1 on Post Office telephone services, for the prescribed charges, to permit connection of approved devices to record telephone conversations. The Recorder-Connector will inject a warning tone of 200 milli-second bursts of 1400 cycles per second at 15 second intervals to line during recording and will prevent recording if not energised.

(b) The subscriber concerned shall be responsible for the supply, installation and maintenance of the recording device, its connecting lead and plug and the power supply which shall comply in all respects with APO Specification No. 1052. The equipment must be available at the time of installation of the Recorder-Connector Type 1.

(c) The subscriber shall defray the cost of any expenses incurred by the Post Office in repairing or replacing Post Office plant damaged by the recording equipment.

(d) The subscriber shall indemnify the Post Office and its officers from all actions, costs, proceedings, claims and demands whatsoever arising from any damage, loss or injury attributable to recording equipment.

(e) The Post Office reserves the right to vary the conditions under which approval to record telephone conversations is given should changed circumstances warrant such action.

(f) Applications for provision of Recorder-Connectors shall be lodged with the Director, Posts and Telegraphs, in the State concerned.

3. Where a Recorder-Connector is used to record conversations for use in broadcast programs, the Post Office will impose the following additional conditions:

(i) If a tape delay feature is required to excise undesirable matter before reproduction, this is to be arranged by the station concerned.

(ii) If additional filtering is required to erase the warning tone completely from the recorded conversation before reproduction, the station concerned is to arrange this. If the filter is located between the Recorder-Connector and the recording equipment, it must present the same input conditions as the recording equipment.

(iii) Where it is desired to use the studio equipment instead of a standard telephone on conversations being recorded, the station concerned is to submit full details, including a complete circuit, of the method proposed for associating the studio equipment with the telephone line, to the Director-General, Posts and Telegraphs, Melbourne, for approval. The relevant technical conditions described in APO Specification 1050 and associated Specifications must be complied with in this regard.

4. Copies of APO Specifications may be obtained from the First Assistant Director-General (Telecommunications), Postmaster General's Department, Melbourne.

# FEDERATION OF AUSTRALIAN COMMERCIAL BROADCASTERS — STANDARDS OF BROADCASTING PRACTICE

Following are revised Standards of Broadcasting Practice, drawn up by the Federation, approved by the 1958 FACB convention at Mildura, amended in 1959, 1960 and 1962, revised in October, 1965, and amended in 1968.

Standards are listed under the 17 general headings set out below.

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## 1. DEFINITIONS

The following definitions are provided of terms used in these standards:—

**Federation:** Means the Federation of Australian Commercial Broadcasters.

**Agency:** Is an advertising agency to whom (I) Federal accreditation is granted by the Australian Media Accreditation Authority of which the Federation of Australian Commercial Broadcasters is a member or (II) State Accreditation is granted by the Federation of Australian Commercial Broadcasters.

**Advertiser:** Means an individual or company which advertises goods or services.

**Station:** Means any Australian commercial broadcasting station.

**Control Board:** Means the Australian Broadcasting Control Board under the Broadcasting Act, 1942-69, and where appropriate includes any officer authorised by the Board under the Act.

**Advertising matter:** Is defined by the Australian Broadcasting Control Board as including all words relating to goods and services, whether in the form of a direct announcement, a slogan, a description, or any other identifiable reference in the course of the program to any goods or services included in the program whether of the advertiser or not; and all music and sound effects associated with such advertisements.

### 1(a) ACCREDITATION OF ADVERTISING AGENCIES

- (a) Federal accreditation of advertising agencies with commercial broadcasting stations may be granted by the Australian Media Accreditation Authority, 100 Bathurst Street, Sydney, of which the Federation of Australian Commercial Broadcasters is a member.
- (b) State accreditation — limited to dealings with stations located within the particular State for which the agency is accredited — may be granted by the Federal Council of the Federation of Australian Commercial Broadcasters under its rules for State Accreditation of Advertising Agencies.

### 1(b) PAYMENT OF COMMISSION TO ACCREDITED ADVERTISING AGENCIES

Subject to the observance in all respects by Federally accredited advertising agencies of the rules of the Australian Media Accreditation Authority and by State accredited agencies of the Accreditation rules of the Federation of Australian Commercial Broadcasters, the rates of commission to be paid by commercial broadcasting stations to agencies shall be —

- (a) 12½pc of the amount of station time involved if the agency negotiates and issues the order, prepares the copy and settles the account.
- (b) 12½pc of the value of the features, excluding landlines, prize money or other out-of-pocket expenses, purchased from a station on behalf of a client.

**2. GENERAL PRINCIPLES REGARDING ACCEPTABILITY OF BROADCAST MATERIAL**

Commercial broadcasting stations are bound not to accept any script, continuity or program matter for broadcasting, recorded or otherwise, which introduces or incorporates—

- (a) Matter which is contrary to the Broadcasting Program Standards determined by the Australian Broadcasting Control Board in pursuance of the Broadcasting and Television Act of 1942-1969.
- (b) Any statement that comments upon, ridicules or incorporates the name of a member of any Royal family or any Australian or overseas personality in a derogatory manner, or in relation to advertising, other than advertising placed on behalf of a publisher of a periodical concerning any article published or to be published in such periodical.
- (c) Matter of such nature as would destroy or tend to destroy public confidence or create any feeling of insecurity in the community.
- (d) Medical advertisements or talks on medical subjects which have not been approved by the Director-General of Health pursuant to Sections 100 and 122 of the Broadcasting and Television Act.

**3. STATUTORY APPROVAL RESPONSIBILITY OF ADVERTISER**

**(a) Medical advertising**

When approval is required of an advertisement relating to any medicine or of a talk on a medical subject as required under the Broadcasting & Television Act, or of any advertisement or talk under any legislation or authority, the obtaining of such approval shall be the responsibility of the advertiser or the advertising agency.

**(b) Financial advertisements**

No advertisement whether live copy or recorded will be accepted for broadcast unless it complies with Section 40 of the various Companies Acts.

- (i) Where live copy is supplied, each station is to be furnished, before broadcast, with a certificate signed by at least two directors of the corporation concerned, stating that the proposed advertisement is an advertisement that will not be deemed to be a prospectus by virtue of sub-section (1) of Section 40 of the Companies Act.
- (ii) Where the advertisement is recorded by any method the script of the advertisement in duplicate, together with a certificate as set out in sub-paragraph (i) above must be supplied to the Federation office. Such certificate must include a complete list of the call-signs of the stations over which the advertisement will be broadcast. Approval by the Federation of such recording for broadcast will

be limited strictly to the stations listed in the certificate. An additional certificate will be required for any stations added subsequently to the original list.

- (iii) **Form of Certificate** required under Section 40 of the Companies Act:

TO.....  
 (Name of radio station)

WE:  
 being..... (Name)  
 of..... (Address)

and..... (Name)  
 of..... (Address)

**DO HEREBY CERTIFY:**

- (a) That each one of us is a Director of.....  
 ..... (Name of company)  
 and
- (b) That the advertisement proposed to be placed by the Company on the radio station named above (a copy of the script of which advertisement is hereunto annexed, identified by the key number.....) is an advertisement that will not be deemed to be a Prospectus by virtue of Section 40 sub-section (1) of the Companies Act 1961.

Dated this.....day of.....19....

SIGNED by the said.....  
 and in the presence of.....

**4. ADVERTISING MATERIAL UNSUITABLE FOR BROADCASTING**

In addition to complying with the conditions set out in Clause 3 above, advertising copy must not incorporate—

- (a) Disturbing or annoying material such as blatant sound effects, persistent repetition, and words and phrases implying emergency. Stations must not be requested to "fade cut" any undesirable sound effects in recordings owing to the margin for error. Undesirable sound effects present in recordings must be eliminated beforehand by practical methods by the advertiser or advertising agency to obviate any possibility of broadcasting.
- (b) "Dramatised testimonials". For example, it should not be inferred that the testimonial being read is being broadcast by the person who wrote it, and in order that this should be made clear in copy it will be necessary to indicate that the testimonial is a written one from the person concerned, and it shall be broadcast in the normal voice of the announcer.
- (c) The simulated voice of a real person unless bona fide evidence is available that such a person has given permission for the simulation of his or her voice and it is clearly understood that stations broadcasting such simulated voice are indemnified by the advertiser or advertising agency against any possible legal action.

(d) Testimonials which do not reflect the genuine experience or opinion of a competent witness.

Testimonials shall be produced where required to the Executive Secretary of the Federation for verification. Anonymous advertising testimonials shall not be permitted.

Any advertisement incorporating a testimonial shall contain the name and address of the author of the testimonial.

#### 4A. COMPOSITE ADVERTISING

(i) Any commercial containing advertising for two or more advertisers shall be charged to the booking agency or advertiser at the appropriate rate for each advertiser for the length of the commercial when the total commercial length is divided by the number of advertisers involved. Each segment, if not a standard category, will be charged at the next highest time category.

(ii) (a) Any commercial containing separated advertising for two products of the same advertiser shall be charged at the appropriate rate with a loading of 15pc.

(b) Any commercial containing advertising for two or more products of the same advertiser in which the advertising message is not separated shall be charged as a single commercial at the appropriate rate.

(c) Any commercial containing separated advertising for more than two products of the same advertiser is not acceptable.

(iii) The above provisions do not apply to a recognised retail advertiser in the normal promotion of his business as a retailer.

#### 5. ADVERTISING OF CONTROVERSIAL MATTER

Announcements of a controversial nature shall be clearly identified as an advertisement. Its source and authorisation shall be indicated. In the case of announcements or talks of more than one minute duration, the speaker's name must be included before or after the announcement of the talks.

#### 6. SUPPLY OF SCRIPTS, DISCS, ETC., TO BROADCASTING STATIONS

(a) All scripts, continuities, advertising copy, recorded commercials, talks and addresses, entertainment discs etc., intended for broadcasting, must be supplied to commercial stations in accordance with the following schedule —

(i) By noon on the day prior to the time of broadcast if such broadcast is to take place on any day from Tuesday to Saturday, both inclusive.

(ii) By twelve (12) noon on the previous Friday in respect of broadcasts intended during the following Sunday or Monday.

(b) A clearance from the Federation which will be accepted by commercial stations in any State may be obtained for commercials on disc, tape and cartridge tape which are recorded in accordance with the Technical Standards set out in subsequent clauses herein.

Advertisers and agencies are warned that problems can arise in the use of tape and cartridge tape for recorded commercials. Therefore advertisers and agencies are urged to check with all stations to ensure that these types of recordings are suitable to their method of operation before either tape or cartridge tape is used for recording.

#### 7. PROCEDURE IN RESPECT OF RECORDED COMMERCIALS

(a) Prior to recording on disc or tape, two copies of the script shall be submitted to the office of the Federation. The script shall indicate the name of the advertiser and advertising agency, the name of the product advertised, sound effects to be used, the category of the announcement and the track or key number of each announcement. If the script is in order, one copy, duly stamped, will be returned and the other retained in the Federation office. The approval stamp will show a reference number, under which all details of the recording are filed at the Federation office. This number must be quoted in all subsequent dealings with the particular recording.

(b) A copy of the finished recording shall be submitted to the Federation office for approval, with the total number of copies it is intended to have approved. The label of the recording must show clearly the product name and the track numbers. Such track numbers must be clearly linked to the correct product if more than one product is included in the recording.

(c) All recorded commercials containing music should, when submitted for Federation approval:

(i) Bear a mechanical copyright stamp or facsimile of a stamp on the label. Full details of Title, Composer and Publisher are to accompany recording when submitted for approval, or

(ii) if the music is an original composition owned by a non-member of the Copyright Owners Reproduction Society be accompanied by a written notification to that effect from the agency advising the name of the copyright owner and the fact that approval for recording had been granted, or

(iii) if the number is non-copyright by being in the public domain, to be accompanied by a letter from the agency to that effect and naming the number.

(d) Unless written instructions to the contrary are issued by the agency or advertiser, stations will be at liberty to destroy commercial discs, or erase and return tape recording at the end of a period of 6 months from the last day of broadcast.

(e) Recordings which contravene the provisions of the Control Board's Standards or the provisions contained herein shall neither be approved by the Federation nor accepted by stations and the responsibility for the production cost of unacceptable recordings shall rest solely with the advertiser or advertising agency.

(f) Recordings of commercials will not be approved which contain tracks some of which are for radio use and others for some other purpose or use on another medium.

#### 8. TECHNICAL STANDARDS FOR DISC RECORDING OF COMMERCIALS

Recorded commercial announcements shall be recorded on 45 rpm discs 7 inches in diameter and shall conform to the following technical standards —

(a) the number of tracks on any side must not exceed:

4 ACB Broadcasting Standards

- 5 x 15 secs. or less
- 5 x 20 secs. or less
- 5 x 25 secs. or less
- 4 x 30 secs. or less
- 3 x 45 secs. or less
- 3 x 60 secs. or less

- (b) the space between tracks must be not less than 1/16 inch.
- (c) Each track must include two grooves before commencement of modulation and one groove at the conclusion of modulation, plus a locked concentric groove.
- (d) The minimum groove width shall be not less than .0025 inch.
- (e) The outermost groove diameter shall be not more than 6 1/16 inch and the innermost modulated groove diameter shall be not less than 4 1/16 inch.
- (f) The label diameter shall be 3 1/8 inch.
- (g) The recording of each track shall be recorded monophonically and shall comply with the technical standards required by the Australian Broadcasting Control Board in respect to noise level and frequency response, distortion, wow and flutter.

9. TECHNICAL STANDARDS FOR TAPE RECORDING OF COMMERCIALS

(Other than Cartridge Tape Recordings)

Because of the difficulty of incorporating commercials recorded on conventional tape into the presentation of station programs, suppliers of commercial material must ensure that it is the policy of stations concerned to accept this form of recording.

Commercial announcements recorded on magnetic recording tape (other than cartridge tape recordings) shall be submitted to the Federation for approval under the provisions of Clause 57 and shall conform to the following technical standards:

- (a) The tape recording shall be confined to a full track recorded on professional quality tape having cross sectional dimensions of 1.5 mils and 0.246 ± 0.002 inch and at a nominal lineal velocity of 15 or 7.5 inches per second. The full track magnetic tape recording is defined as one having a magnetic track width of 0.0238 inch, plus 0.010 inch or minus 0.004 inch, equidispaced with respect to the physical centre-line of the tape.
- (b) The tape spool size shall be not less than 5 inches diameter.
- (c) The tape recording shall comply with the technical standards required by the Australian Broadcasting Control Board in respect to noise level and frequency response, distortion, wow and flutter.
- (d) The tape recording shall be recorded on equipment aligned by means of a standard azimuth tape.
- (e) The tape recording shall contain spoken identification announcements as follows:
  - (i) An initial identification containing details of the name of the advertiser, the category of the announcements and the number of commercial announcements contained on the spool, the name of the product or products, followed immediately by a secondary

identification indicating the code letters and/or numbers by which the commercial announcement may be identified.

- (ii) Where more than one commercial announcement is contained on the one tape spool, each announcement shall be separately identified by its code letters and/or numbers immediately preceding the announcement.
- (f) On each tape spool:
  - (i) Standard leader, on magnetic tape leader must be 75 ins. in length (10 seconds duration) before the first modulation if recorded at 7 1/2 ips or double the length if recorded at 15 ips.
  - (ii) The space between each identification and each commercial announcement shall be 37 1/16 ins in length (5 seconds duration) if recorded at 7 1/2 ips or 75 ins. in length (5 seconds duration) if recorded at 15 ips. Following the final commercial announcement a run-off of not less than 150 ins, in length (20 seconds duration) shall be provided if recorded at 7 1/2 ips, or 300 ins. in length if recorded at 15 ips.
- (g) No tape spool shall be loaded in such a manner that the magnetic tape or leader tape appears closer than 2/10ths of 1 inch to the outermost edge of the tape spool.
- (h) A label in the following form shall be attached to the box containing the tape recording and the identification number shown in the top left-hand corner of the form shall also be placed on the tape spool.

Tape No.....Owner.....

Client:.....

Product:.....

Track Nos.....

Date Recorded.....at (Recording House).....

Agency:.....

10. TECHNICAL STANDARDS FOR TAPE RECORDING OF COMMERCIALS ON CARTRIDGE TAPE RECORDING AND REPRODUCING EQUIPMENT

Suppliers of commercial material must ensure that it is the policy of stations concerned to accept this form of recording.

A cartridge is defined as a plastic enclosure containing an endless loop of lubricated magnetic tape, wound on a rotatable hub in such a fashion as to allow continuous tape motion. Commercial announcements recorded on a cartridge shall be submitted to the Federation for approval under the provisions of Clause 7 and shall conform to the following technical standards.

- (a) The tape recording shall be recorded at a speed of 7 1/2 ips.
- (b) All cartridge recording and play-back machines shall meet the technical standards required by the Australian Broadcasting Control Board, and shall be monophonic.
- (c) Mechanical specifications for head and track configuration shall comply with the

**NAB. Magnetic Tape Cartridge System Recording and Reproducing Standards (October, 1964)** (see Chart B) with respect to:

- (i) It shall be standard that the system shall be a two track system consisting of one program track and one cue track.
- (ii) It shall be standard that the upper track recorded by head B shall be the program channel, the lower track recorded by head B shall be the cue channel, the upper section of head A shall be the program reproducing channel, the lower section of head A shall be the cue reproducing channel.
- (iii) It shall be standard that the standard tape track dimensions shall conform to Chart A attached to these Standards.
- (d) the cartridge size shall be similar to **Fidelpac Series 300** as manufactured by **Conley Electronics Corporation**.
- (e) Only one commercial announcement shall be recorded on any one cartridge, unless it is proposed to schedule a number of commercials on a strictly rotational basis. In this case, the commercials shall be recorded in the order of scheduled rotation.
- (f) Cartridges shall contain a minimum of 25 feet (40 seconds duration) and a maximum of 319 feet (8½ minutes duration) of magnetic tape.
- (g) A cartridge shall contain a continuous loop of commercial announcements with a minimum space of 15inches (2 seconds duration) and a maximum space of 37½ inches (5 seconds duration) between consecutive announcements. A single commercial or group of commercial announcements for rotational scheduling may be repeated any number of times on the cartridge to fulfil these conditions.
- (h) No identification or other modulation except the commercial announcements and cue pulses shall be recorded.
- (i) Because of the difficulty of identification, scripts of all recorded announcements shall be provided to each station concerned.
- (j) A label in the following form shall be attached to the face of each cartridge:

Client:.....  
 Product:.....  
 Track Nos.....  
 Date Recorded.....at (Recording House).....  
 Agency.....

The label of a cartridge shall not exceed 3in. x 3in.

**11. TECHNICAL STANDARDS FOR TAPE RECORDING OF ENTERTAINMENT PROGRAMS AND FEATURES**

Any tape recordings of program material supplied to a broadcasting station must conform to the following standards:

- (a) The tape recording must meet in every respect the provisions stated in clauses 9 (a) and 9 (b).
- (b) The tape recording shall comply with the technical standards prescribed by the Aus-

tralian Broadcasting Control Board in respect to noise level and frequency response distortion, wow and flutter.

- (c) The tape recording shall be recorded on equipment aligned by means of a standard azimuth tape.
- (d) The tape recording shall contain a spoken identification containing details of the program title and any other relevant information and must agree with the information shown on the label referred to in sub-clause (h) below.
- (e) On each tape spool:
  - (i) Standard leader, or magnetic tape leader must be of 10 seconds duration before the first modulation.
  - (ii) The space between the identification and the program shall be of 5 seconds duration.
  - (iii) Following the final modulation, a run-off of not less than 20 seconds duration shall be provided.
- (f) No tape spool shall be loaded in such a manner that the magnetic tape or leader tape appears closer than 2/10ths of an inch to the outermost edge of the tape spool.
- (g) Entertainment and feature programs recorded on cartridge tape recording and reproducing equipment will not be accepted.

**12. COMMERCIAL ANNOUNCEMENTS INCORPORATED IN ENTERTAINMENT PROGRAMS AND FEATURES RECORDED ON DISC OR TAPE**

When an entertainment program or feature is recorded on tape, the provisions contained in Clause 7 shall also apply to commercial announcements incorporated in that program or feature. However, in this case where large numbers of recorded entertainment programs are involved, this ruling will be met if the advertiser or advertising agency prior to recording submits to the Federation two copies of the text of commercials including sound effects that will be incorporated in such recordings.

If the text of such commercials is approved by the Federation one copy will be returned duly stamped to that effect, together with the required number of stamps for the discs or tapes involved, which the advertiser or advertising agency must ensure are properly fixed to each recording before dispatch subject to the condition that an undertaking is given that the recorded commercial will be identical with the approved text.

These special provisions, however, may be amended at any time should it be deemed necessary.

**13. ACCURATE INDICATION OF PLAYING TIME OF TRANSCRIBED PROGRAMS**

In the case of transcribed programs an accurate indication of the playing time of the program shall be included on the label, and where the program contains commercials the exact timing of the advertising matter shall also be included.

**14. MEDICAL ADVERTISEMENTS AND TALKS FOR LIVE PRESENTATION**

Where it is desired to issue stations copy for presentation of medical advertisements or talks, the original script stamped by the

Director-General of Health should be submitted to the Federation office, together with the required number of station copies.

After verifying that the copy has been approved by the Director-General, the Federation office will stamp each station copy to serve as an indication to stations that the necessary legal requirements have been observed.

- (a) A label in the following form shall be attached to the box containing the tape recording and the identification number shown in the top left-hand corner of the form shall also be placed on the tape spool.

Tape No. .... Owner .....

Speed .....

Prog. Ep. No. Playing Commence Ends Advtg Time Time

Remarks

**15. DURATION AND WORDAGE OF COMMERCIALS**

The following table sets out the maximum permissible wordage and/or duration of each category of advertising announcement:

(a) **Spot Announcements**

Max Duration for Recorded Commercials	Max Number of Words for Live Copy
10 secs	25
15 secs	35
20 secs	50
25 secs	60
30 secs	75
45 secs	110
60 secs	150

(b) **Sponsored Sessions**

Sunday 6.00am/noon Good Friday Christmas Day	10pc of Programme Period
All other times	20pc of Programme Period

(c) **Counting of Words:**

- (i) A telephone number counts as one word, e.g. 29 3121 } both equal one word.  
Epping 789 }
- (ii) Place names count as one word, e.g. Double Bay } all equal one word.  
South Australia }  
New South Wales }
- (iii) Figures when relating to addresses or quantities count as one word, e.g. 11 George Street—equals three words.  
150 yards—equals two words.
- (iv) Prices count as two words, e.g. 5c. } both equal two words.  
\$2.50 }

- (d) **Excess Wordage**—Any excess of the prescribed limits of wordage or time will be charged for at the next highest rate.

- (e) **Live Tags**—Any recorded announcement that requires the addition of live copy spoken by station personnel will be charged in accordance with the above, unless the wordage in the recorded announcement is reduced to permit of the addition of the spoken tag line, without exceeding the total wordage and/or time ordered, i.e., a 20 second announcement requiring the addition of a tag line of 5 words must be limited to 16 seconds in the recorded portion of the announcement nor must the complete advertising exceed 20 seconds.

**16. PRESENTATION OF ADVERTISING COPY**

Advertising copy submitted to stations should show the following information at the top of each page:

Client: Key:  
Product: Category:  
Station: Actual Count:

Each page should contain one announcement only.

**17. STANDARD SCHEDULE FORM**

A Schedule Form similar to the example below is recommended for instructing stations of broadcasts required.

The form is made out in triplicate, the original and duplicate being sent to the station and the triplicate retained by the agency.

The original serves as the Instruction Order to the Station.

The duplicate is completed by the station and returned to the agency, thus serving as a Broadcast Advisory Report.

**RECOMMENDED SCHEDULE FORM**  
(Three copies)

**ADAM SMITH ADVERTISING AGENCY**  
PTY, LTD.  
George St., Sydney

STATION.....PLEASE BROADCAST

on behalf of Client.....

in respect of Product.....

Day & Date	Length	Track Script or Sessions & Time Desired	Time Broadcast	Episode No.

**Material**  
This is our Charging Voucher. Station please certify and return.  
Authorised by: .....

I hereby certify that each of the above was broadcast on the date and time stated

For and on behalf of  
**ADAM SMITH**  
**ADVERTISING AGENCY**  
**PTY, LTD.** Date.....

## THE AUSTRALIAN CODE OF ADVERTISING STANDARDS

Subscribed to by: Advertising Institute of Australia, Australian Association of Advertising Agencies, Australian Association of National Advertisers, Australian Council of Retailers, Federation of Australian Commercial Broadcasters, Outdoor Advertising Association of Australia.

### DEFINITION

The word 'advertisement' shall be construed throughout this code in its broadest sense to embrace any form of advertising.

### RECOMMENDATIONS

#### (1) PRESENTATION

- (a) Advertisements shall always be truthful about what is offered and shall not be liable to misinterpretation by implication or because of omissions.
- (b) No advertisement shall contain statements or visual presentations offensive to accepted standards of public decency and good taste.
- (c) Advertisements must comply with State and Commonwealth laws of government.

#### (2) DESCRIPTIONS AND CLAIMS

No advertisement shall contain any descriptions, claims or illustrations which directly or by implication mislead about the product or service advertised, or about its suitability for the purpose recommended.

#### (3) TESTIMONIALS

Testimonies used in advertisements shall be the testimony of competent, impartial persons containing no mis-statement of facts or misleading implications and should reflect the current opinion of the authors. An advertiser shall not use fictitious testimonials, or testimonials originally given for products other than that currently offered by the advertiser, this will include testimonials making statements or claims which the advertiser knows to be incorrect. Advertisers must be able to produce original evidence in support of any testimonial claim.

#### (4) GUARANTEES

The word 'guarantee' is to be used according to its legal meaning. Wherever used, the terms of the guarantee are to be clearly stated — or information given as to where the full terms can be obtained.

#### (5) SPECIAL CLAIMS

An advertisement shall not contain any reference calculated to lead the public to assume that the product advertised has some special ingredient unless the qualities and properties of this ingredient can be scientifically established. The use of hyperbole or frank exaggeration primarily intended to amuse or direct attention is permissible.

#### (6) SCIENTIFIC TERMS

All quotations from laboratory data statistics and containing scientific terms shall be taken from competent sources. Excerpts of data which distort or fail to disclose the true test results shall not be used in support of claims. Pseudo-scientific terms shall not be used in advertisements to make claims appear to have a scientific basis they do not possess.

#### (7) PRICE CLAIMS

Advertisements shall not contain exaggerated, fictitious price comparisons, non-existent discounts or savings, nor employ list prices known to be false or not current. All prices quoted shall be accurate and incapable of misleading by distortion or undue emphasis.

#### (8) FREE GIFTS

Except in States where the law prohibits use of the word 'free' in advertising, goods or services offered without cost or obligation to the recipient may be unqualifiedly described as 'FREE'. The term 'FREE' can also be used conditionally where the offer requires the re-

ipient to purchase some other item — provided all terms and conditions are accurately and conspicuously disclosed in immediate conjunction with the use of the term 'FREE' and further provided that the article or service required to be purchased is not increased in price or decreased in quality or quantity. However, if the so-called free item is not an accessory, extra or duplicate but an essential component part of an article normally sold as a complete unit, then the item shall not be described as free in the advertisement.

#### (9) IMITATION

Devices or methods of advertising likely to create confusion in the minds of people as between products or services shall not be used. This relates to imitation of a competitor as to trade marks, packaging design, labelling of products, copy, layout, illustrations or advertising slogans.

#### (10) DISPARAGEMENT

Advertisements shall not contain disparaging references to products and services of other advertisers. However, substantiated competitive claims inviting comparison with a group of products or with other products in the same field shall not necessarily be regarded as disparaging.

#### (11) MEDICINES AND TREATMENTS

All advertisements for medicines and treatments must conform to Commonwealth and State laws governing sales and advertising of drugs and patent medicines, and shall be subject to the rules of the 'Voluntary Proprietary Medicine Advertising Code'.

#### (12) MAIL ORDER ADVERTISING

Advertisers shall be prepared to meet any reasonable demand created by their advertising and shall readily refund in full money to buyers who can show reasonable cause for dissatisfaction with their purchase or delay in delivery. The name of the advertiser shall be prominently displayed in the advertisement, and samples of goods advertised shall be available at the advertiser's place of business for public inspection during normal business hours.

#### (13) SWITCH SELLING

##### (BAIT ADVERTISING)

Advertisers shall ensure that merchandise of the quality or specification advertised is available prior to the advertising of such merchandise and that an adequate quantity or number of such goods shall be available to meet reasonable public demand having regard to the nature of the merchandise.

#### (14) ADVERTISEMENTS TO CHILDREN

Advertisements directed to the primary attention of children shall contain nothing, in illustration or otherwise, which might result in harm, physically, mentally or morally, or which exploits their natural credulity.

#### (15) SUPERSTITITION AND FEAR

Advertisements shall not be framed in a manner as to exploit the superstitious or unduly play on fear to induce people to purchase goods or services.

#### (16) INSTRUCTIONAL COURSES

Advertising offering courses of instruction in trades or subjects leading up to professional or technical examinations shall not imply the promise of employment, or exaggerate the opportunities of employment or remuneration alleged to be open to those taking such courses; neither shall it offer unrecognised 'degrees' or qualifications.

## MEDICAL ADVERTISING

# NOTES ON THE BROADCASTING AND TELEVISION OF MATTERS OF A MEDICAL NATURE

Issued by the Director-General of Health under the Provisions of the Broadcasting and Television Act 1942-1969, for the information of advertising agencies and others who prepare medical advertisements or talks on medical subjects for broadcasting or television.

### INTRODUCTION

1. The control of advertising matter and talks on medical subjects is provided for in the following sections of the Broadcasting and Television Act 1942-1969:—

Section 100.—(1) Subject to this Act, a licensee may broadcast or televise advertisements.

(6) A licensee shall not broadcast or televise an advertisement relating to a medicine unless the text of the proposed advertisement has been approved by the Director-General of Health, or, on appeal to the Minister under this section, by the Minister.

(7) The Director-General of Health may delegate to a medical officer of a State his power under this section to approve the text of an advertisement.

(8) Any such delegation is revocable in writing at will and does not prevent the exercise of a power by the Director-General of Health.

(9) A person may appeal to the Minister from any decision of the Director-General of Health or of a delegate of the Director-General of Health under this section.

Section 122.—(1) Except as prescribed, a person shall not broadcast or televise a talk on a medical subject unless the text thereof has been approved by the Director-General of Health, or, on appeal to the Minister under this section, by the Minister.

(4) Any person may appeal to the Minister from any refusal of the Director-General of Health or a delegate of the Director-General of Health to approve the text of a talk on a medical subject.

2. It should be noted that the Act does not indicate any basis 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.

3. Experience has shown that considerable difficulties will be avoided by the publication of notes which will help in the preparation of advertisements and talks on medical subjects. These notes are offered for the guidance of those interested and do not limit the absolute discretion vested by the Act in the Director-General.

4. It is also to be noted that the approval of the Director-General of Health does not remove the requirement that the Broadcasting and Television Program Standards laid down by the Australian Broadcasting Control Board must be observed.

### DEFINITIONS

5. Approval is required for advertisements for medicines. A medicine is considered to be

any substance or mixture of substance to be administered or applied internally or externally for human therapeutic use, where therapeutic use means use in or in connection with:

(a) the preventing, diagnosing, curing or alleviating of a disease, ailment, defect or injury;

(b) the influencing, inhibiting, or modifying of a physiological process; or

(c) the testing of the susceptibility of persons to a disease or ailment.

For example, approval is required of advertisements for:

Mixtures, powders, tablets, lozenges or any product to be taken by mouth for therapeutic use.

Drops or paints such as eye, ear or nose drops, throat paint, etc.

Ointments, cream, pastes or powders for therapeutic use externally.

Liniments or any products to be rubbed on.

Injections.

Tooth paste or any type of dentifrice claiming cure of decay or mouth conditions.

Hair restorers.

Antiseptic or disinfecting tablets, lotions, gargles or dressings—as applied to the human patient.

Slimming or weight-reducing measures.

Foods which claim to assist "regularity" or other health problems.

6. Approval is also required for a talk or other program on a medical subject. A medical subject is considered to be one about, or in connection with, therapeutic use as defined above.

### (A) TRUTH GENERALLY

7. No matter shall be included which in any way departs from truth as to the composition, character, or action of a product or method of treatment or its suitability for the purposes for which it is recommended. No untruthful implications should be imported into any advertising matter.

8. 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.

9. No testimonial given by a foreign doctor should be in any way used so as to imply that the doctor is a British doctor.

10. 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.

11. In the case of any testimonial, the person using it may be called upon to furnish the original.

12. 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.

13. Where any reference to a published statement is used the person using it may be called upon to furnish the original reference.

14. 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.

15. Any implication that a product or method of treatment is used or recommended generally by doctors, dentists or hospitals will not be allowed.

16. 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.

17. Claims for therapeutic use made in scripts for broadcasting or televising should be supported, when required, by evidence acceptable to the Commonwealth Department of Health.

### (B) DECENCY AND ETHICS

18. No spoken or pictorial representation may be used which dramatizes distress or morbid situations involving ailments or sickness or which conveys the suggestion that harmful consequences may result from the medicine not being used. No spoken or pictorial representation of vivisection will be allowed.

19. No advertisement should contain any matter which would lead persons to believe from the symptoms described that they are suffering from any serious ailment.

20. No description of any proprietary medicine should be used which describes graphically or repellently any bodily functions or matters which are generally not considered acceptable topics of conversation in mixed social groups.

21. 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.

22. No advertisement should contain any intimation that—

(a) The person advertising is prepared to diagnose by correspondence diseased conditions or any particular diseased conditions in a human being;

(b) The person advertising is prepared to receive from any person a statement of his or any other person's ill health with a view to advising as to, or providing for, the treatment of such ill health by correspondence.

23. 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.

24. 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.

25. An advertisement should not contain any guarantee of "money back".

26. No advertisement should contain any matter which could be regarded as claiming that any course of treatment or proprietary medicine is efficacious for the prevention or cure of a serious disease which properly should be under the care of a registered medical practitioner, and in particular, no person should advertise or offer for sale to the public any course of treatment or proprietary medicine which is directly or by implication held out as being effective:

(a) For the treatment of: amenorrhoea, anaemia, any structural or organic ailment of the auditory system, arthritis, barber's rash, blindness, cancer, cardiovascular disease (including high or low blood pressure), consumption and allied conditions, convulsions of any origin, croup, diabetes, diseases of the kidneys, diseases of the central nervous system, enlarged glands, epilepsy, erysipelas, gallstones, glandular ailments of any kind, goitre, haemorrhoids, hernia or rupture, hormonal diseases, lupus, menopausal conditions, menstrual irregularities, mental disorders, peptic ulcer, phlebitis, psoriasis, purpura, pyorrhoea, scabies, thrombosis, tuberculosis, ulcers in the mouth, varicose ulcers, venereal disease, whooping cough.

(b) For developing the bust or raising the height.

(c) For removing sexual weakness or impotence or increasing virility or reproductive power.

(d) For procuring miscarriages or abortion.

(e) For the treatment of conditions or habits associated with sexual excess or indulgence or of any ailment associated with those habits.

27. 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.

28. Reference to alcohol as a medicine will not be permitted either by direct advertisement or by implication.

29. 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.

30. Advertising material should contain no claims intended to disparage competitors, competing products or other industries, professions or institutions.

31. Actual methods of treatment shall not be depicted as part of an advertisement relating to any course of treatment or proprietary medicine.

32. The appearance of a patient receiving treatment, or under the influence of a drug or hypnotism, will not be approved for advertising purposes.

33. The appearance of a patient implying or testifying to the cure of any condition will not be approved.

### (C) TRUTH IN RELATION TO MEDICAL ADVERTISING

34. 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.

35. Advertisements should not contain—  
 (a) General statements not properly qualified;  
 (b) Statements directly stating or implying that "all" of a certain group of diseases will be cured by the preparation;  
 (c) Statements directly stating or implying that "all" diseases are due to a particular cause.

36. The words 'excellent', 'exclusive', 'best', 'most successful', 'safest', 'quickest', or statements containing any use of superlative adjectives involving comparison with other remedies, or departures from strict truth, will not be permitted. Use of the word 'the' to infer that that product is unique is not acceptable.

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'.

37. 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.

38. 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".

39. Certain words such as "vitality", which are capable of an interpretation possibly not intended by the advertiser, should not be used.

40. There shall be no implication that the announcer is a doctor or dentist nor shall the background or set imply in any way that the announcement is being made from the professional rooms of a doctor or dentist or from a hospital.

## ADMINISTRATIVE ARRANGEMENTS FOR GUIDANCE OF ADVERTISERS AND BROADCASTERS

### GENERAL

41. Approval will be valid for a definite period only; the period will be indicated in the approval.

42. Scripts and sketches must be submitted in duplicate so that an approved copy may be returned while the original is held by the Director-General; extra copies should not be sent.

43. Space should be left at the bottom of each page in order that any written approval or stamp by the Director-General may be inserted without covering the actual matter reproduced.

44. To allow time for processing and return of an approved copy, material should reach the Director-General at least fourteen days in advance of the date on which the approved copy will be required.

### ADDITIONAL FOR TELEVISION MATERIAL

45. All material proposed for television is required to be submitted in a form that allows the relationship of the visual and sound contents one to the other to be clearly understood.

46. A large proportion of television material will be in 'stills' or films.

47. For 'stills' approval may be sought when the preliminary sketches have been drawn or when the slides or art work are complete.

48. For films being manufactured in Australia, in view of the preparation necessary and the cost involved, it is suggested that consultations might be held with 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:

- (a) When the screen play, shooting script or story board has been finalised.
- (b) When the film has been completed but before the sound track has been added.

49. 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 medical subjects, whether for advertising or other purposes, will not remove the requirement to obtain approval of the Director-General of Health in the terms of his authority under the Act.

# VOLUNTARY GUIDE FOR MANUFACTURERS AND ADVERTISERS

## RULES RELATING TO THE ADVERTISING OF PROPRIETARY MEDICINES

Agreed to by the Federal Government health authorities, advertisers, agencies and media and issued in November, 1961.

**PREFACE:** Advertising is an important commercial procedure in marketing products and no group of commodities receives more attention in this respect than proprietary medicines.

In the public interest and in the interest of reputable advertisers of these commodities a code of rules is necessary as a guide in the preparation of advertisements.

Labelling and packaging must comply with State requirements and, before a commercial script is submitted to the censor, care should be taken to ensure that State legislation controlling advertising is not contravened.

While the advertising and displaying of goods in an attractive manner is essential to the vendor in this competitive world, it is also helpful to the consumer if fairly and honestly done. On the other hand, it may be abused in such a way as to deceive the consumer through the employment of unfair and dishonest practices. Such objectionable methods are a disadvantage to ethical competitors and detrimental to trade as a whole.

**PRINCIPLES:** The following principles should be observed:—

- (1) Tell the truth about what is offered in such a manner that its significance will be understood by the trusting as well as the analytical consumer.
- (2) Be sure that the normal use of merchandise or services offered will not be hazardous to public health or life.

**SCOPE:** This Code applies to proprietary medicines for which a therapeutic use is claimed.

Therapeutic use means use for the purposes of:—

- (1) Preventing, diagnosing, curing or alleviating a condition, ailment, defect or injury.
- (2) Influencing, inhibiting or modifying a physiological process.

**PROHIBITED:** No advertisement may contain any reference to the following:—

Anaemia (all forms), Arthritis (all forms), Barber's Rash, Cancer, Cardiovascular disease, including low or high blood pressure, diseases of the central nervous system, consumption, croup, development of the bust, enlarged glands, epilepsy, erysipelas.

Also gallstones, glandular ailments of any kind, goitre, hormones, impotence or virility, diseases of the kidneys, lupus, menopausal conditions, menstrual irregularities (claims for relief of pain are permissible), phlebitis, psoriasis, purpura, pyorrhoea, raising the height, ringworm, scabies, sexual weakness, thrombosis, tuberculosis, ulcers in the mouth, varicose ulcers, venereal disease, whooping cough,

and any others which may be determined by the agreement of all parties.

**ACCEPTED WITH LIMITATION:** Only claims to relieve the sufferer, or to alleviate the condition, are permissible in the following:—

Asthma attacks, baldness, bladder conditions (advertising prohibited in certain States), bronchitis, catarrh, colds and coughs, deafness,

duodenal ulcer, eczema, fungus infections, except ringworm, gastric ulcer.

Also haemorrhoids, headaches, indigestion, impetigo, influenza, overweight, rheumatism, rupture, sinus infection, varicose veins, vitamin deficiency,

and any others which may be determined by the agreement of all parties.

**ADVERTISED LITERATURE:** When advertising from any source offers in its copy a booklet — paid or unpaid — the advertiser must submit such booklet or book to the censor together with his proposed advertisement. If the booklet does not conform with these censorship regulations, the advertising copy will not be accepted.

It should not be assumed that new copy prepared is in conformity with rulings on previous copy. It is necessary to submit ALL new copy.

Reference to a published statement will be disallowed if the passage has been removed from its context leading to distortion of the original sense.

**UNACCEPTABLE WORDS:** Words such as piles, constipation, flushing the kidneys, scabs, excreta, etc., are not acceptable in headings or display lines.

Offensive words are not permitted in any advertising copy.

**ILLUSTRATION:** Illustrations or diagrams of the human body shall not include the area between the shoulders and the knees, except when approval is specifically obtained. An illustration will be barred if it depicts excessive pain or suffering, or is for any other reason unsuitable for publication.

**OVERSTATEMENTS:** False and misleading statements are specifically prohibited. Statements such as the following are generally regarded as false and misleading:

"Vanishes like magic", "disappears overnight", "never fails", "infallible", "the ideal remedy", etc.

The use of superlatives will not be approved, nor should disparaging references to other preparations be made, overtly or by inference.

**SCIENTIFIC CLAIMS:** Where a scientific claim, such as "Laboratory tested", "Science has proved", etc., is made, concerning which the Censor has any doubt, he should consult an appropriate scientific authority.

**DIAGNOSIS OR TREATMENT BY CORRESPONDENCE:** No advertisement should contain any intimation that the person advertising is prepared to diagnose or treat by correspondence, diseases, conditions or symptoms of ill-health in a human being.

**MONEY BACK GUARANTEE:** Money back guarantees are prohibited.

**ADDITIONAL ITEMS,** not involving the use of proprietary medicines:—

No advertisement may contain any reference to therapy by hypnosis or to restoration of more effective eyesight by eye exercises.

**AMENDMENT TO RULES:** This code is to be revised every five years or as required, by the agreement of all parties.

This is a voluntary code and has no legislative implications.

# TELEVISION ADVERTISING BOARD ADVERTISING REGULATIONS (REVISED 1968)

## 1. BACK TO BACK COMMERCIALS

### (a) DEFINITION

Commercials of the same advertiser scheduled immediately adjacent to one another are defined as "back to back". Each separate commercial is to advertise one product only unless it has been approved as an "Integrated Commercial", in accordance with Advertising Regulation 4. Each commercial used in the "Back to Back" segment is to be of a length that conforms to a commercial length listed for sale on the published rate card of the station on which the commercial is placed, with the two combined totalling one minute and not a lesser time.

### (b) SPONSORED SESSIONS

In sponsored sessions an advertiser is permitted, if so desired, to run two separate commercials back to back, in each commercial minute break to which he is entitled, but not more than this number is allowed during such break. Where a commercial break exceeds 1 minute and more than 2 separate commercials back to back are required, prior permission of the station has to be obtained, but the combined total of all commercials in each station break shall not exceed one per half minute of such break, to a maximum of 4 consecutive commercials as prescribed by the Australian Broadcasting Control Board.

### (c) PARTICIPATION PROGRAMS AND STATION BREAKS

In participation programs and station breaks prior permission must be obtained from the station concerned by the advertiser to permit the scheduling, back to back, of two separate commercials totalling one minute.

If such prior permission is obtained, each of these commercials will be charged as a completely separate unit, unless accepted as a "back to back" announcement by a station which has published a "back to back" announcement rate.

## 2. BILLBOARDS: (Sponsored Sessions)

The Television Program Standards prescribed by the Australian Broadcasting Control Board allow the brief announcements or visual presentation of a sponsor's name and business at the beginning or end of a program which is not considered as advertising content.

TAB Rules governing the use of such billboards are:—

### OPENERS

(a) To be of 10seconds duration.

(b) The opening billboard can take the form of a slide or film, and in addition to the sponsor's name may mention and illustrate not more than three of his products.

(c) The name of the product to be mentioned without qualification or the use of adjectives.

(d) Products mentioned to relate to those nominated for product protection, unless otherwise approved beforehand by the station concerned.

(e) In the case of shared sponsorships, the major sponsor will be entitled to the opening billboard.

### CLOSERS

(a) To be of 10seconds duration, visual and with voice over.

(b) To be presented as a billboard slide, at least one-third of the area of which will be devoted to the title of the program. The balance may contain the sponsor's name and mention of three of his products without qualifying words or use of adjectives.

(c) The billboard to immediately follow the end title of the program.

(d) In the case of shared sponsorships, the minor sponsor will be entitled to the closing billboard and to take credit for the program being brought to viewers on the following week.

(Note: Any agency desiring to submit a sound on film closing billboard in lieu of a slide with voice over may do so provided the above conditions are complied with including that the billboard does not exceed 10seconds duration, one-third of which is devoted to the program title.)

### INDUSTRY APPROVAL

All stations reserve the right to reject opening or closing billboards which do not comply with these Rules and suggest that scripts and storyboards be submitted beforehand to FACTS

## 3. CHILDREN AND CONTRIBUTIONS TO SAFETY

Any situations in which children are to be seen in television advertisements should be carefully considered from the point of view of safety.

In particular:

(i) Children should not appear to be unattended in street scenes unless they are obviously old enough to be responsible for their own safety; should not be shown playing in the road, unless it is clearly shown to be a play-street or other safe area; should not be shown stepping carelessly off the pavement or crossing the road without due care; in busy street scenes should be seen to use the zebra crossings in crossing the road; and should otherwise be seen in general, as pedestrians or cyclists, to behave in accordance with the Highway Code.

(ii) Children should not be seen leaning dangerously out of windows or over bridges, or climbing dangerous cliffs.

(iii) Small children should not be shown climbing up to high shelves or reaching up to take things from a table above their heads.

(iv) Medicines, disinfectants, antiseptics and caustic substances must not be shown within reach of children without close parental supervision, nor should children be shown using these products in any way.

(v) Children must not be shown using matches or any gas, paraffin, petrol, mechanical or mains-powered appliance which could lead to their suffering burns, electrical shock or other injury.

(vi) Children must not be shown driving or riding in agricultural machines (including tractor-drawn carts or implements.)

(vii) An open fire in a domestic scene in an advertisement must always have a fireguard clearly visible if a child is included in the scene.

**4. INTEGRATED COMMERCIALS**

**(A) Definition**

An integrated commercial is one incorporating—

- (i) Two or more varieties of the one product classification of an advertiser (e.g. two or more different types of biscuit advertised under the same brand name, two or more different brands of motor vehicles manufactured by the same advertiser) or
- (ii) Two or more products or services of the advertiser (e.g. refrigerators, television sets, washing machines manufactured by the advertiser under a common brand or corporate name) or
- (iii) Two or more products or services of different advertisers (e.g. an oil company advertisement featuring an airline user; a soap advertisement featuring a car as a competition prize). (Note: This type of commercial was previously referred to in the TAB Regulations as a Composite Commercial), or
- (iv) Two or more products advertised by a retail establishment (e.g. groceries, shirts, mercery, and furniture).

**(B) Acceptance as a Single Announcement**

For a commercial to be considered an integrated commercial and be charged for as a single announcement, it must—

- (i) Be of a length that conforms to a commercial length listed for sale on the published rate card of the station on which the commercial is to be placed, and
- (ii) Be so constructed that it cannot be divided into two or more separate announcements, and
- (iii) The products or services are so treated in audio and video throughout the commercial so as to appear to the viewer as a single announcement. (Note: A simple audio or video linking bridge (such as a cartoon character) between two otherwise separate commercials, would not constitute an integrated commercial, because of non-compliance with this sub-paragraph (iii) and preceding sub-paragraph (ii), and
- (iv) Be confirmed as an integrated commercial by the Television Advertising Board in accordance with the procedure prescribed hereunder, provided that no such confirmation is required for integrated commercial advertising placed by a retail establishment under paragraph (A)(iv) of this Regulation 4.

**(C) Industry Approval**

For this industry confirmation to be granted,

an integrated commercial must conform to the foregoing requirements. Application for a proposed commercial to be treated as an "integrated commercial" and charged for as a single announcement should be addressed to the Television Advertising Board, Suite 404, Caltex House, 167 Kent Street, Sydney, 2000, accompanied by copy of the storyboard and two copies of the script. Interim approval to proceed with production of the commercial may then be granted by the Television Advertising Board. Final approval of the commercial being considered an integrated commercial is contingent on the filmed commercial being submitted to the Television Advertising Board and accepted by it.

(Where a videotaped commercial has been prepared in accordance with the interim approval, it will be sufficient to advise the Television Advertising Board the name of the station holding the videotape in lieu of its physical submission.)

**(D) Commercial Featuring two or more Advertisers**

In all cases where a commercial in a sponsored session or participation program or station break contains a reference to any product or service other than that of the advertiser on whose behalf the commercial is placed (paragraph (A) (iii) of this Regulation 4), the acceptance of the commercial as an integrated one is subject to compliance with the provisions of paragraphs (B) and (C) of this Regulation 4, with additional requirements concerning such acceptance and the basis of charging as set out hereunder.

(1) Casual Rates shall apply to such commercial unless—

- (a) A declaration made by the advertiser on whose behalf the commercial is placed has been lodged beforehand together with two copies of the script and storyboard with the Television Advertising Board, Suite 404, Caltex House, 167 Kent Street, Sydney, for determination of a basis of charging, and showing:—
- (b) that no part of the cost of the commercial is directly or indirectly contributed to by any person, partnership or company other than the advertiser, or alternatively
- (c) the basis of any direct or indirect contribution to the cost of the commercial made by any person, partnership or company other than the advertiser.

(2) The Television Advertising Board shall have full and free right at any time and from time to time, to decide the basis for charging under the provisions of this regulation but without affecting the generality of the foregoing (and the right of any individual member station to refrain from accepting the commercial for any reason including competitive or adjacency problems), shall base the charges on the following:—

- (a) If the copy is acceptable to the Television Advertising Board and the declaration shows that no part of the cost of the commercial is directly or indirectly contributed by any person or persons other than the advertiser — at the rate of the advertiser authorising the telecast;
- (b) If the declaration shows that two or more advertisers are sharing the cost of the commercial directly or indirectly, a 12½ per cent loading will be charged to the advertiser or agency authorising the telecast. In integrated commercials of this nature used in sponsored programs, the loading will be applied to the actual cost of the integrated commercial or commercials within that program.
- (c) In the case of stations employing the monetary discount system the total loading is not taken into account in assessing

gross expenditure but is subject to normal rebate and surcharge conditions.

**5. FILM CREDITS:**

Stations will not accept film commercials containing symbols or credits of any film production company.

**6. FILM TRAILERS**

Film trailers placed as advertisements for cinema companies advertising forthcoming cinema attractions must be endorsed with the approval of the Commonwealth Film Censor before being placed with stations for telecast.

**7. FINANCIAL ADVERTISING:  
(APPLICABLE TO STATES IN WHICH  
THE NEW COMPANIES ACT 1961  
APPLIES)**

- (a) All financial advertisements within the meaning of Section 40 of the Companies Act 1961 offering or calling attention to any offer or intended offer of shares in or debentures of a corporation or proposed corporation to the public for subscription or purchase shall be accompanied by a certificate signed by two directors of the corporation on whose behalf the advertisement is to be inserted, certifying that the properties will not be deemed to be a prospectus.
  - (b) The certificate is to be attached to one copy of the script by gumming to the first page thereof. As this script copy is for record purposes it will be additional to the number of copies normally required.
  - (c) The certificate shall be in the following form:  
To (name of television station)  
We being ..... (name) ..... of .....  
(address)  
Do hereby certify  
(a) that each one of us is a director  
of ..... (name of company)  
and  
(b) that the advertisement proposed to be placed by the company on the television station named above (a copy of the script of which advertisement is hereunto annexed by the Key Number ..... is an advertisement that will not be deemed to be a prospectus by virtue of Section 40 Subsection (1) of the Companies Act 1961).
- Dated this.....day of.....197 .  
Signed by the said .....  
and.....  
In the presence of .....

- (d) Supplies of certificates are available from any member station or from FACTS.

**8. IMPORTED FILM COMMERCIALS:**

By direction of the Postmaster-General, no imported television advertisement may be transmitted by any television station. The Australian Broadcasting Control Board has ruled in this respect that:—

- (1) An imported advertisement is one which has been produced in any country other than Australia. No part of the pictorial matter or sound of such advertisement may be televised by Australian commercial television stations.

- (2) An advertisement which is produced in Australia may include:—

- (a) A proportion of pictorial matter (excluding animation) obtained outside Australia only if it portrays persons, places, or events which cannot be photographed in Australia; and
- (b) A proportion of sound recorded outside Australia only if it consists of the voices of personalities, or the sounds associated with places or events which cannot be recorded or otherwise created in Australia; provided that in each case not more than 20pc of the stated duration of the advertisement is occupied by the matter obtained outside Australia, and that the production of the advertisement in the form in which it is televised has been undertaken in Australia.

- (3) The Board's rules are not intended to prevent the use in advertisements of films of overseas scenes produced by and obtained from Australian film producers.

**9. MASTER ORDERS:**

Application for the issuing of a Commissioned Master Order shall be made to the Australian Media Accreditation Authority, Cur Bathurst & Pitt Streets, Sydney, 2000.

**10. MEDICAL ADVERTISING:**

Section 100 of the Broadcasting and Television Act prescribes that a licensee shall not broadcast an advertisement relating to a medicine unless the text of the proposed advertisement has been approved by the Director General of Health.

Notes for those who prepare medical advertisements have been prepared by the Director General of Health and are incorporated in the Book of Television Program Standards issued by the Australian Broadcasting Control Board.

It is essential for the acceptance of any medical commercial for television that the television station be provided with a statement indicating that the approval of the Director General of Health has been obtained and the date of approval. It will be sufficient if this information is endorsed on the accompanying script.

**11. NOMINATION OF PRODUCTS:  
(Sponsored Sessions)**

See Protection Against Adjacent Competitive Advertising.

**12. PERSONAL PRODUCT ADVERTISING:**

- (a) The Program Standards issued by the Australian Broadcasting Control Board prescribe that great discretion and care should be applied in the acceptance and presentation of personal products, some of which may be considered unsuitable for inclusion in programs which may be viewed in the family circle.
- (b) The Standards make special reference to advertising on Sundays when advertisements relating to medicines and medical or toilet preparations should be kept strictly within the bounds of good taste, and demonstrations of goods and services relating to personal hygiene, under-clothing and the like should be avoided.

The Control Board has queried film commercials for brassieres basing objections not only on "the occasional stark realism of the video content but also on the uninhibited nature of the audio content". Stations believe that advertising of this nature complained of by the Board would not be objected to if it was only scheduled in adult program periods.

(c) Stations collectively do not lightly take action to modify commercials after they have been prepared, because of the additional expense involved on the agency and advertiser. It is suggested therefore that scripts and storyboards of any intended advertising for a personal product as defined hereunder, be cleared with FACTS before proceeding to finality. This suggestion is made in order to provide a safeguard to an agency in the avoidance of expense in the future.

(d) The TAB has adopted certain of the comments prepared by the National Association of Broadcasters in the USA described as "common sense guideposts" to the making of personal product commercials. The relevant sections adopted are:

### LAXATIVES

**Avoid:** Techniques which over-dramatise the discomfort of one requiring a laxative; which emphasise the speed or efficiency of the laxative; which duplicate the mechanics of elimination by charts or props.

**Seek:** Techniques which demonstrate the pleasant after effects of the product, and dramatic settings connected with places other than the family bathroom.

### DEODORANTS

**Avoid:** Graphic words like "sweat" and "odor"; camera shots which show the armpit or the actual application of the deodorant; those which demonstrate the deleterious effects of perspiration on clothing settings connected with unpleasant odors.

**Seek:** Clinical words like "perspiration"; visual devices like the "silhouette" technique which lends an impersonal air; techniques which imply cleanliness and good grooming after use of the product.

### DEPILATORIES

(including body lotions, women's razors, electric shavers).

**Avoid:** Wording or camera shots which depict axillary or body hair as "unsightly or bristly"; camera emphasis on the armpit area; scenes which show the actual process of hair removal from legs or face; settings or costuming over-emphasising sexual attraction.

**Seek:** Situations, settings and descriptions which dwell on high fashion or good grooming; which are associated with the purchase or after effects of the product.

### TOILET TISSUE

This category seems the most "sensitive" of the six product categories in the study. With rare exception most television advertising for toilet tissue was found to be in excellent taste undoubtedly because of the need of special

decorum and delicacy in treating the product.

**Avoid:** More blunt terms for the product such as "toilet paper".

Direct descriptions and demonstrations of its softness, strength or tearing qualities; settings associated with its actual use.

**Seek:** Techniques which have a fantasy or fictional air; settings associated with the purchase or storage of the product; devices which describe or compare the tissue indirectly.

### CORN AND CALLOUS REMEDIES

(Including athlete's foot preparations and foot powders).

**Avoid:** Words like "itching" and "burning"; visual dramatisations of foot discomfort; presentations of product in use.

**Seek:** Means of demonstration by comparison and techniques which show the product as an adjunct to good grooming or well-being.

### 13. PLACEMENT OF COMMERCIALS:

Commercial announcements telecast in the specified session for the sponsor will be placed within the opening and closing announcements of the program, and the station is the sole arbiter of the placing of commercial announcements.

### 14. POLITICAL ANNOUNCEMENTS:

Section 117 of the Broadcasting and Television Act prescribes that the television licensee shall cause to be announced the true name of every speaker who delivers an address or statement relating to a political subject or current affairs.

If the speaker is not the author of the address or statement, the name of the author shall be included in the announcement.

If the address is delivered or the statement is made on behalf of a political party, the name of the party shall be included in the announcement.

The announcement shall be made after the address or statement if it contains 100 words or less, or before and after the address or statement if it contains more than 100 words.

The Television Advertising Board has prescribed as an advertising Regulation that the time taken by any such statutory announcement is to be counted as part of any booked announcement or statement and that the total time taken is liable to be paid for by the placing person or agency.

### 15. PROTECTION AGAINST ADJACENT COMPETITIVE ADVERTISING: (Sponsored Sessions)

(a) Approximately 15 minutes' protection against competitive advertising will extend only to any product advertised within a sponsored program which has been included in the list of products nominated in writing to the station concerned and accepted by the station, viz.:-

(i) Three products for a sponsorship or share amounting to a quarter hour or 20 minutes.

(ii) five products for a half-hour;

(iii) eight products for an hour.

(b) An advertiser will not be precluded from advertising products in the sponsored session other than those nominated, provided the permission of the station is first obtained. This would be granted provided competitive products had not been nominated either side preventing application of the approximate 15 minutes' separation. "Approximate" is mentioned because the positioning of commercials is subject to the breaks in the imported films for this purpose.)

(c) An advertiser who wishes to change the designation of protected products will be required to give three weeks' written notice to the station, and this change is subject to acceptance by the station.

(d) The opening and closing billboards may mention up to three of the products nominated by the sponsor for the program covered by the billboard.

(e) The approximate 15 minutes protection is not guaranteed to apply for or against advertising in adjacent periods occupied by daytime strip programs (where there is no regular sponsorship on a continuing daily basis); retail sponsored programs (because of the varying items advertised from program to program); programs of indeterminate length and to non regularly recurring sports, specials, special events and newtype programs.

A non regularly recurring program is that which is not scheduled on a weekly or bi weekly basis.

**16. TAG ANNOUNCEMENTS**

(a) A tag forms part of a commercial (hereafter called the "host commercial") which it immediately follows by way of addition incorporating no extension of the product, premium offer, or service claim, but information relating to it (e.g. identification of retail outlet, change of price or price information, sale of tickets or bookings, premium offer).

(b) A commercial may be so constructed as to incorporate the product or service claims and the tag with a total length that conforms to a commercial length listed for sale on the published rate card of the station on which the commercial is to be

placed, or alternatively the tag may be by way of separate addition immediately following the "host commercial" and be counted as the one commercial, with the rate comprising the combined rate of the "host commercial" and the tag.

(c) Where the tag is by way of separate addition, immediately following the "host commercial", approval for its scheduling must be obtained beforehand from the station on which the commercial is placed, and the length of the tag must comply with the requirement of such station, but in any event not exceed 10 seconds.

(d) **Statutory tags:** Where any legislation prescribes for words to be incorporated in any announcement, the total time involved by the announcement and any such statutory 'tag' is to be counted and charged for (See 14 — Political Announcements.)

**17. THERAPEUTIC CLAIMS IN ADVERTISING RELATIVE TO ANIMAL AND VEGETABLE FATS:**

As advised by circular dated 4th August, 1964, scripts, storyboard or film of any proposed advertising in which a therapeutic benefit is claimed for animal and vegetable fats (eg: vegetable oils, margarine, dairy products) should be forwarded to this office for clearance before being scheduled on any television station.

Nothing in this regulation is intended to alter the statutory requirements for advertisements relating to medicine to be approved beforehand by the Director-General of Health, and if any of the substances referred to constitutes a medicine, such approval is necessary, and no clearance is required by FACTS.

(In such instances, it is essential for the acceptance of any medical commercial for television, that the television station be provided with a statement indicating that the approval of the Director-General of Health has been obtained and the date of approval. It will be sufficient if this information is endorsed on the accompanying script.)

Where however the advertisement relates to animal and vegetable fats used as foodstuffs, and a therapeutic benefit (or such words used as poly-saturated, cholesterol, heart disease, artery disease, or claiming medical backing) is claimed, clearance beforehand through this office is required.

**FACTS CIGARETTE ADVERTISING STANDARDS**

**APPENDIX I**

Notes prepared by the Federation of Australian Commercial Television Stations for the guidance of cigarette manufacturers and distributors and advertising agencies in the preparation of advertisements for cigarettes scheduled for advertising on television after 1st January, 1966.

**INTRODUCTION**

These notes have been formulated by the Federation of Australian Commercial Television Stations as the standards required to be met for all television advertising for cigarettes scheduled for telecast after 1st January, 1966.

The television industry is aware of the conflicting scientific opinions concerning the effects of cigarette smoking but does not consider itself qualified to accept any particular opinion as conclusive at this stage and is mind-

ful of the fact that smoking is not unlawful in Australia and that tobacco growing is in fact subsidised and cigarettes are revenue producing.

The television industry has been informed of the considerable research being carried out in Australia and overseas which should ultimately lead to clarification as to whether or not smoking is a genuine public health issue. In the meantime these notes have been evolved by the television industry as representing a moderate and sensible course to be followed in advertising for cigarettes with the intention of avoiding direct appeals to the young.

1. Cigarette advertising must not be aimed at any non-smoker but must be intended to effect a change of brand among smokers.
2. Principal characters shown smoking cigarettes in any advertisement should not be under 25 years of age.
3. No cigarette advertising may be placed on television in children's programs or immediately before or after such programs.
4. No family scenes of father and/or mother smoking cigarettes in front of children may be shown.
5. No advertising for cigarettes may appear containing testimonials from persons who have special appeal to young people.
5. No advertising may claim special health properties for or reduction of any ingredient from smoke of any cigarette unless backed by scientific authority.
7. Cigarette advertising may use attractive, healthy looking models, or illustrations or drawings of persons who appear to be attractive and healthy, provided that there is no suggestion that their attractive appearance or good health is due to cigarette smoking.
8. Advertisements shall not show well-known past or present athletes or sportsmen smoking cigarettes, nor anyone who has just participated in physical activity requiring stamina or athletic conditioning beyond that of normal recreation.
9. Cigarette advertising must not show or imply habitual or excessive smoking.

## MEDIA COUNCIL OF AUSTRALIA

### The Australian Media Accreditation Authority Rules Governing Advertising including Rules of Accreditation of Advertising Agencies

#### DEFINITIONS

1. In these Rules:—

MCA means Media Council of Australia.

'Accredited Agent' means an advertising agent which has been granted and which holds current accreditation pursuant to these rules.

'MCA Secretary' means the secretary for the time being of MCA and includes any acting secretary of MCA and any other person from time to time carrying out the duties or occupying the position of secretary of MCA.

'Accreditation authority' means the Australian Media Accreditation Authority appointed by MCA.

'Secretary of the accreditation authority' means the secretary for the time being of the accreditation authority and includes any acting secretary of the accreditation authority and any other person from time to time carrying out the duties or occupying the position of secretary of the accreditation authority.

'MCA member' means a constituent organisation or other person firm or corporation which is from time to time a member of MCA.

'Member publisher' means a newspaper or other publication which is a member of the Australian Newspapers Council or the Australian Accreditations Bureau or the Australian Provincial Daily Press Ltd or the Australian Provincial Press Association and which has been certified and continues to be certified by MCA as a newspaper or publication to which these rules shall apply and which newspaper or publication has agreed to be and continues to be bound by the provisions of these rules.

'Member television station' means a commercial television station licensed under the provisions of the Commonwealth Broadcasting and Television Act and which is a member of the Federation of Australian Commercial Television Stations and which has been certified and continues to be certified by MCA as a television station to which these rules shall apply and which television station has agreed to be and continues to be bound by the provisions of these rules.

'Member broadcasting station' means a commercial broadcasting station licensed under the provisions of the Commonwealth Broadcasting and Television Act and which is a member of the Federation of Australian Commercial Broadcasters and which has been certified and continues to be certified by MCA as a broadcasting station to which these rules shall apply and which broadcasting station has agreed to be and continues to be bound by the provisions of these rules.

'Media proprietor' means a member publisher, a member television station and a member broadcasting station and includes any other person, firm or corporation engaged in the dissemination of media which is from time to time a member of an MCA member and which person firm or corporation has been and continues to be certified by MCA as a distributor of media to which these rules shall apply and that person firm or corporation has agreed to be and continues to be bound by the provisions of these rules.

'Related company' or 'company related to' means a company which would by virtue of sub-section (5) of section 6 of the New South Wales Companies Act 1961 be deemed to be

related to a company which is an accredited agent if both the related company and the accredited agent were companies incorporated in the State of New South Wales.

'Rules' means these rules as the same are from time to time in force and include all alterations to these rules made in accordance with the power of amendment hereinafter contained.

Words importing persons shall include companies and corporations and vice versa and words importing the masculine gender only shall include the feminine gender and words importing the singular number only shall include the plural number and vice versa.

#### APPLICATION OF RULES

2. These rules shall apply to and shall be binding upon all media proprietors for the time being and shall also apply to and shall be binding upon all accredited agents who have applied for and received and from time to time hold current accreditation in accordance with the provisions hereinafter contained.

#### AMENDMENT

3. These rules may be altered at any time and from time to time by resolution of MCA. A certificate signed by the secretary of MCA shall be conclusive evidence of the rules for the time being in force.

#### INTERPRETATION

4. Save as otherwise provided in these rules, the accreditation authority shall be the sole arbiter as to any problem or question arising as to the interpretation of these rules or as to any situation alleged not to be covered by these rules and the decision of the accreditation authority shall be final and conclusive.

#### ACCREDITED ADVERTISING AGENT

5. (a) Except as otherwise provided by this rule the accreditation of an advertising agent under these rules shall be on a Federal basis and shall be accepted and recognised by all media proprietors.

(b) Nothing contained in these rules shall negate the right of an MCA member to grant accreditation to an agent on a basis limited both to the medium represented by that MCA member and to a particular State or Territory. Any such limited accreditation shall be in accordance with the rules in that behalf prescribed by the MCA member concerned and such limited accreditation shall be binding on and recognised only by the member proprietors of the medium concerned. An MCA member granting accreditation on such limited basis shall be responsible for supplying full details of such accreditation to the accreditation authority for record purposes but the accreditation authority shall have no obligation either direct or indirect with regard to the granting of such limited accreditation and the sole responsibility in connection with the granting of such limited accreditation shall remain with the MCA member granting the same.

**APPLICATIONS FOR ACCREDITATION AND RENEWAL OF ACCREDITATION**

6. (a) All applications for accreditation or renewal of accreditation shall be made to the secretary of the accreditation authority in the form and containing such particulars as shall from time to time be required by the accreditation authority and such applications shall contain an agreement from the applicant that the applicant will during the currency of his accreditation be bound by the provisions of these rules as the same are from time to time in force and such other rules and regulations of the accreditation authority as shall from time to time be in force during the currency of that accreditation.

(b) All applications for accreditation or renewal of accreditation shall be accompanied by such fee as may from time to time be prescribed by the accreditation authority. In the case of an agent resident overseas and not having a place of business within Australia, the accreditation authority shall be entitled to prescribe a fee for accreditation or renewal of accreditation of a lesser amount than the fee payable by other agents.

(c) **Individuals and partnerships** — Applications for accreditation and for renewal of accreditation shall be made in writing and signed by an applicant who carries on business as an advertising agent either in his own name or under a firm or business name. If two or more applicants carry on business as an advertising agent in partnership either under their own names or under a firm or business name, such application must be signed by all of the partners individually.

(d) **Companies** — An application for the accreditation of a company and for renewal of accreditation of a company shall be executed under the seal of the applicant company, and shall, except to the extent as may be otherwise approved in writing from time to time by the accreditation authority, state—

- (i) the authorised and paid up capital of the company, and
- (ii) the names, addresses and occupations of the directors or any proposed directors of the company, and
- (iii) the names of the registered holders of the issued shares in the company and, if any registered holder is not identical with the beneficial owner of any shares, then the name of each person who has a beneficial interest whether directly or indirectly in any share of the company, and
- (iv) if any other company is the registered holder or beneficial owner of any of the issued shares of the applicant company, the name of that other company, its place of incorporation and the names of the registered holders and beneficial owners of all the issued shares of that other company and any other company which has any direct or indirect interest in that other company, and
- (v) the names of such of the directors and shareholders as shall be fully or partly engaged in the conduct of the advertising agency business to be conducted by the applicant company.

(e) Applications for accreditation and for renewal thereof shall also contain the following particulars supported by evidence to the satisfaction of the accreditation authority:—

- (i) In the case of an individual, whether or not a member of a partnership — that the applicant has the ability, experience and financial standing necessary to carry out the obligations accepted by and imposed upon an accredited agent under these rules.
- (ii) In the case of a company — that the directors thereof have the ability and experience and that the company has the financial standing necessary to carry out the obligations accepted by and imposed upon an accredited agent under these rules.
- (iii) That the applicant maintains an office properly staffed and equipped to a stand-

ard required by the accreditation authority.

- (iv) That the applicant services and places a volume of advertising with one or more media proprietors to an extent satisfactory to the accreditation authority.

**GRANT OF ACCREDITATION**

7. (a) Applications for accreditation and renewal of accreditation shall be granted within the sole discretion of the accreditation authority and may be so granted upon such terms and conditions as the accreditation authority shall from time to time determine. Neither the accreditation authority or MCA shall be required or compelled to give any reason for a refusal to grant accreditation or renewal of accreditation.

(b) The accreditation authority may require any applicant for accreditation or for renewal of accreditation or any accredited agent to provide as a condition precedent to the granting, renewal or continuance of accreditation such guarantee or guarantees as the accreditation authority shall in its absolute discretion require, guaranteeing or securing the due performance and observance by the applicant or accredited agent of these rules including, in particular, guarantees from applicants, accredited agents and directors of applicants or accredited agents for the payment of advertising accounts.

**PERIOD OF ACCREDITATION**

8. (a) A grant of accreditation shall be for a maximum period of twelve months and shall commence from the date of accreditation or renewal thereof until the next succeeding first day of January (unless previously cancelled or suspended in accordance with the provisions herein contained).

(b) All applications for renewal of accreditation shall be lodged with the secretary of the accreditation authority not later than the thirty-first day of October of each year or such other date as the accreditation authority may from time to time permit or allow.

**CERTIFICATE OF ACCREDITATION**

9. (a) A certificate of accreditation shall be issued by the accreditation authority to any agent accredited under these rules but such certificate shall at all times remain the property of the accreditation authority.

(b) Accreditation of an agent shall be deemed to have commenced upon the date recorded as the date of commencement of such accreditation as shown in the Certificate of Accreditation issued by the accreditation authority.

(c) A statement signed by the secretary of the accreditation authority as to whether or not an agent is an accredited agent pursuant to these rules shall be conclusive evidence as to whether or not such agent is accredited on the date mentioned in such statement.

**BRANCH OFFICE RECOGNITION**

10. Any branch office of an advertising agent may, provided that it is not a separately constituted firm or company, apply in writing to the accreditation authority to obtain the benefits of its head office accreditation. Such applications shall, if so required by the accreditation authority, be supported by evidence satisfactory to the accreditation authority that the volume of business transacted by such branch office is, in the opinion of the accreditation authority, sufficient to warrant the benefits of head office accreditation being conferred upon such branch office. When a branch office has obtained the benefits of its head office accreditation, applications for renewal and continuance of these benefits shall be made by the head office with each annual application for renewal of its own accreditation.

**NOT ELIGIBLE FOR ACCREDITATION**

11. Accreditation or renewal of accreditation shall not be granted to an applicant —

- (a) In the case of an individual or partnership —
  - (i) If the applicant or any member or employee of his firm is also an employee, agent or representative of any advertising principal or any corporation which is a company related to an advertising principal, or
  - (ii) If the applicant or the firm of which he is a member is directly or indirectly dependent upon the advertising or publicity activities of any particular company, association, firm or individual, or
  - (iii) If the applicant or the firm of which he is a member holds or has directly or indirectly any financial or other interest whatsoever in any media proprietor or in any newspaper, radio station, television station or other business engaged directly or indirectly in the dissemination of media, or
  - (iv) If any advertising principal or any company related to an advertising principal has any direct or indirect financial interest in the business conducted by the applicant or the firm of which he is a member, or
  - (v) If the applicant or the firm of which he is a member holds or has directly or indirectly any financial or other interest whatsoever in any newsagency or sub-newsagency or other business engaged directly or indirectly in the sale of newspapers, magazines, books or journals, or
  - (vi) If the applicant or any member, employee, agent or representative of his firm is a director, associate director or alternate director of any company which is an advertising principal or a company related to an advertising principal, or
  - (vii) If the applicant is not fully engaged or is not to be fully engaged in the conduct of the advertising agency business during ordinary working hours, or
  - (viii) If the accreditation authority in its absolute discretion refuses to grant or renew accreditation.
- (b) In the case of a company —
  - (i) If any director, shareholder, employee, agent or representative of the applicant company or of any company related to the applicant company is an advertising principal or is a director, associate director, alternate director, employee, agent or representative of an advertising principal or of any company related to an advertising principal or holds any similar position under or by any name or description therein.
  - (ii) If the applicant company or any company related thereto is wholly or substantially dependent upon the advertising and publicity activities of any particular company, association, firm or individual, or
  - (iii) If any director, shareholder, employee, agent or representative of the applicant company or any company related thereto holds directly or indirectly any financial or other interest in any media proprietor, or in any newspaper, radio or television business or other business engaged directly or indirectly in the dissemination of media, or
  - (iv) If any advertising principal or company related to an advertising principal has any beneficial interest whatsoever either directly or indirectly in the applicant company or any company related thereto, or
  - (v) If any director, shareholder, employee, agent or representative of the applicant company or any company related thereto holds or has directly or indirectly any financial or other interest whatsoever in any newsagency or sub-newsagency or other business engaged directly or indirectly

in the sale of newspapers, magazines, books or journals, or

- (vi) If the directors of the company are not fully engaged or do not become fully engaged in the conduct of the advertising agency business conducted or to be conducted by the applicant company, but this provision shall not apply where a director is the wife or child of another director, or
- (vii) If shareholders of the company (other than corporations) holding in the aggregate more than 25% of either the issued share capital or the voting rights are not fully engaged or do not become fully engaged, in the conduct of the advertising agency business conducted, or to be conducted, by the applicant company or by a company related thereto and being an accredited agent, but this provision shall not apply where the shareholder is the wife or child of another shareholder. Provided that for the purposes of accreditation or renewal of accreditation a company shall only be entitled to have shareholders who are not fully engaged in the conduct of the agency business conducted, or proposed to be conducted, by the company, if the particular shareholders concerned and the number of shares held or proposed to be held by them respectively have been approved in writing by the accreditation authority and provided further that notwithstanding any such shareholding the several restrictions contained in sub-paragraph (i) to (vi) of this sub-clause (b) shall continue to apply and in particular such of those restrictions as relate to shareholdings in a company shall continue to apply in respect of shareholders who are not fully engaged in the agency business conducted or to be conducted by the company.
- (viii) If in the case of an accredited agent, 25% of the issued shares or voting rights thereof are owned by another company, the several conditions and restrictions contained in sub-paragraph (vii) of this sub-clause are not performed or observed in relation to the shareholders and shareholdings of such other company or its holding company (if any) in the same manner and to the same extent as if such other company or its holding company (if any) were an accredited agent hereunder, but, the provisions of this sub-paragraph shall not apply where the whole of the issued shares in such other company or its holding company (if any) are held only by the wife or child of a shareholder in the accredited agent.
- (ix) If the accreditation authority in its absolute discretion refuses to grant or renew accreditation.

Provided that the accreditation authority may either generally or in the case of any particular application waive or modify all or any of the provisions of sub-clauses (a) and (b) of this clause on such terms and conditions as the accreditation authority shall think fit. Provided further that sub-clauses (b) (iii) and (iv) shall not apply to an advertising agent whose business of an advertising agent has been carried on for a period of not less than ten consecutive years prior to 1st January, 1948, and the constitution and operation of which as established and carried on at 1st January, 1948, has not and is not hereafter substantially altered.

12. An accredited agent shall forthwith give notice to the accreditation authority if at any time he or the firm of which he is a member or, being a company, acquires or holds any shares or any interest financial or otherwise whatsoever either directly or indirectly in any business, firm, company or other body which has any financial or other interest either direct or indirect in or controls directly or indirectly any newspaper, radio station, television station or other medium of publicity.

**CHANGES IN PROPRIETARY OR EXECUTIVE CONTROL OR IN SHAREHOLDINGS**

13. (a) In the case of an accredited individual or firm —

- (i) any advertising agent who proposes to cease carrying on business as an advertising agent or who proposes to retire from a firm or partnership which is accredited must give written notice of such proposed cessation or retirement to the secretary of the accreditation authority not less than 21 days prior to the date of cessation or retirement unless the accreditation authority shall agree to reduce such period of notice.
- (ii) Notice of the proposed formation of a partnership or firm of advertising agents or of the proposed admission of any person to an existing partnership or firm must be given in writing to the secretary of the accreditation authority not later than 21 days before such proposed formation or admission unless the accreditation authority shall agree to reduce such period of notice.
- (iii) Conversion of an accredited agency consisting of an individual or individuals to company status must receive the prior approval of the accreditation authority and at least 21 days' notice of such proposed conversion shall be given to the secretary of the accreditation authority unless the accreditation authority shall agree to reduce such period of notice.

(b) In the case of a company which is an accredited agent —

- (i) Not less than 21 days notice of intention to make any of the undermentioned changes in relation to the company shall be given to the secretary of the accreditation authority unless the accreditation authority shall agree to reduce such period of notice and without the prior consent in writing of the accreditation authority the company shall not make or permit to be made any of the following changes or any other changes in its capitalisation, proprietary or executive control or in the holding of its shares or otherwise howsoever:—

- (a) any change in the constitution, memorandum or Articles of Association of the company.
- (b) any change by way of reconstruction or amalgamation with any other company
- (c) any change of ownership of its shares
- (d) any allotment or issue of any new shares
- (e) any change in the capital invested in or the amount of money lent to the company otherwise than by way of bank overdraft
- (f) any change in the amount of money lent by the company
- (g) any change in the directors of the company
- (h) any other changes in the capital, constitution, membership or control of the company.

(ii) The company shall give immediate notice in writing to the secretary of the accreditation authority of—

- (a) the creation, existence or acquisition of any related company by the accredited company and the provisions of sub-paragraphs (a) to (h) of sub-clause (b) of this rule shall apply to any such related company.
- (b) any change either direct or indirect in the beneficial ownership of any share or shares in the company or in any related company upon such change becoming known to the directors of the company.
- (c) if any case, where a related company of an accredited agent is a company whose shares are listed for quotation on a Stock Exchange, the ac-

creditation authority may on application by the accredited agent waive or modify such of the provisions of sub-clause (b) of this clause in their application to such related company on such terms and conditions as the accreditation authority shall think fit.

(c) An accredited agent shall give immediately notice to the secretary of the accreditation authority of—

- (i) any inability on the part of the accredited agent to pay his or its debts or any default which has or is likely to occur in the payment of his or its debts.
- (ii) any proposed arrangement or compromise to be made in relation to all or any of his or its creditors whether made under the provisions of the Commonwealth Bankruptcy Act or otherwise.
- (iii) in the case of a company, the proposal or passing of any resolution to wind up the company or the making of any order to wind up the company or the issue of any petition to wind up the company or the appointment of any liquidator, official manager, receiver or receiver and manager.

(d) An accredited agent shall supply in writing within seven days after being requested by the accreditation authority so to do all such further information facts data particulars and material as may be required by the accreditation authority in relation to the provisions of this rule and if so required by the accreditation authority, the same shall be verified by statutory declaration or affidavit.

(e) In the event of an accredited agent (whether an individual firm or company) proposing to retire from business as an advertising agent or to cease the conduct of such business at least twenty-one days notice of such proposed retirement or cessation shall be given to the secretary of the accreditation authority and notwithstanding such retirement or cessation the accredited agent shall remain responsible for all obligations under contracts and orders with media proprietors which are current at the time of such retirement or cessation.

**CANCELLATION OR SUSPENSION OF ACCREDITATION**

14. (a) The accreditation of any accredited agent may be cancelled or suspended at any time —

- (i) in the event of any mis-statement or non-disclosure by the agent to the accreditation authority, or
- (ii) in the event of the agent being unable to pay his or its debts as they become due, or
- (iii) in the event of any agent not paying an account of any media proprietor upon the due date for payment thereof, or
- (iv) in the event of any breach, non-performance or non-observance of these rules by the agent, or any other regulations made by the accreditation authority, or
- (v) if the accreditation authority shall in its absolute discretion so determine.

(b) Upon a resolution for cancellation or suspension of accreditation being passed by the accreditation authority the accreditation shall forthwith be determined or suspended for the period mentioned in the resolution and the agent shall be so informed in writing and shall be obliged to return to the secretary of the accreditation authority the certificate of accreditation held by the agent.

(c) The cancellation or suspension or other termination of accreditation shall not affect or prejudice the responsibility of the agent for all obligations to media proprietors which are current at the time of such cancellation suspension or termination.

(d) An agent whose accreditation has been cancelled or suspended by the accreditation authority may lodge an appeal with the MCA. Not less than 21 days notice shall be given calling the meeting of members at which such

an appeal shall be considered by the MCA and such notice shall specify the nature and the grounds of the appeal. MCA may confirm or vary the decision of the accreditation authority or may determine to set aside any such cancellation or suspension but before reaching any such decision MCA shall allow the agent whose accreditation has been cancelled or suspended to make such representations either orally or in writing as MCA shall think fit.

### **NON-ENCUMBRANCE OF ASSETS**

15. No accredited agent shall, without the prior consent in writing of the accreditation authority, mortgage, charge, pledge, give a lien over, factor or otherwise encumber or assign any of his or its assets except by way of security in favour of his or its bankers for the purpose of securing overdraft accommodation in connection with the normal operation of his or its business as an advertising agent.

### **EMPLOYMENT — DEFAULTING ADVERTISING AGENTS**

16. No accredited agent shall without the prior consent in writing of the accreditation authority employ any person who —

(a) having at any time been an accredited agent shall have made default in payment of his debts or shall have made an arrangement or compromise with or assigned his estate for the benefit of his creditors or shall have become bankrupt or insolvent; or

(b) having at any time been a director or shareholder of a company being an accredited agent which shall have been unable to pay or made default in payment of its debts or shall have made any arrangement or compromise with or assigned its assets for the benefit of its creditors or shall have been placed under a receiver or a receiver and manager or official manager or compulsorily wound up.

### **AUDIT BUREAU OF CIRCULATIONS**

17. It shall be an obligation of each accredited agent during the period of his or its accreditation to be a member of the Australian Audit Bureau of Circulations. In the case of accredited agents resident overseas and not having a place of business within Australia this obligation may be met by a subscription at the current rate prescribed for the abridged service of the Audit Bureau of Circulations. In the event of any survey bureau similar to the Audit Bureau of Circulations being established at any time by either or both of the Federation of Australian Commercial Television Stations or the Federation of Australian Commercial Broadcasters, the accreditation authority may determine that it shall also be an obligation of each accredited agent to be a member of such other survey bureau, during the currency of his or its accreditation in the same manner as is hereinbefore required in relation to membership of the Audit Bureau of Circulations but the fee payable for membership of any such other survey bureau shall not exceed the fee payable from time to time for membership of the Australian Audit Bureau of Circulations.

### **RIGHTS OF INQUIRY**

18. Nothing in these rules shall prejudice the right of any media proprietor to have direct access to any advertising principal or prospective advertising principal on all matters relating to advertising or other dissemination of media.

### **BOOKS OF ACCOUNT**

19. Every accredited agent shall —

(a) keep all usual and proper books of account and punctually post up the same so as

to be a complete record of all his or its transactions and affairs and of all moneys paid and received in the course of his or its business.

(b) keep such books of account at his or its business premises as advised to the accreditation authority and shall allow the accreditation authority and its auditors and any employees or agents of the accreditation authority authorised in writing to examine and report on the said books and to inspect all advertising orders and other documents of the accredited agent.

(c) Such books of account shall be audited by a registered company auditor who shall append an audit report to a balance sheet and profit and loss account prepared in respect of each financial year or in respect of such other period as may be required by the accreditation authority and such audited balance sheet and profit and loss account shall also bear a report by the directors or proprietors of the agent (as the case may be) in the form required by section 162 of the Companies Act or Ordinance of the State or Territory of incorporation of the accredited agent or the State or Territory where the head office of the agent is situated or as near thereto as is appropriate.

(d) furnish all such information as the accreditation authority or the said auditors servants or agents may require for the purpose of verifying such books or otherwise.

(e) shall pay a fee of not less than \$20.00 and not more than \$50.00 when required by the accreditation authority (or such other fees as may from time to time be fixed by the accreditation authority) as the fees of or as a contribution towards the fees incurred by the accreditation authority in relation to each inspection of and examination and report on the books of account of the accredited agent when such inspection, examination and report is at any time deemed necessary by the accreditation authority.

### **TRANSFER OF ACCOUNTS**

20. In the case of the transfer of an advertising account from one agent to another during the currency of an advertising order, both advertising agents shall immediately inform in writing the media proprietor concerned and the secretary of the accreditation authority of the transfer and the fulfilment of all obligations of the order shall rest with the agency to whom the order has been transferred but the agent which placed the order shall remain liable for all payments due up to the time of transfer of the account unless the agent taking over the account shall signify in writing to the media proprietor that he or it accepts responsibility for the original order, and in such event he or it will be responsible for any adjustment of the charges necessary at the end of the period of the original order.

### **LIABILITY**

21. Each accredited agent shall accept responsibility for the payment of his or its clients' accounts in respect of all orders received from or through the accredited agent. Signature to an advertising order shall be by the accredited agent and signature "for and on behalf of" his client will not be accepted.

### **COMMISSION PAYABLE**

22 (a) Only accredited agents shall be eligible to receive commission.

(b) Commission shall be payable only to the accredited agent preparing and lodging copy and then only upon payment for the space (in the case of payment to a member publisher) or upon payment for the time or programs (in the case of payment required to be made to a member television station or member broadcasting station).

**RATE OF COMMISSION**

23. No accredited agent shall accept from any media proprietor any higher rate of commission than as shall from time to time be prescribed or approved by the MCA member of which the media proprietor effecting payment of such commission is a member.

24. Commission shall not be payable by any media proprietor in respect of:—

(a) Advertising which has not been accepted or published, broadcast or telecast (as the case may be) for any reason whatsoever by the media proprietor with whom the advertising is placed or sought to be placed.

(b) Advertising placed by an agent who is in breach of these rules or any regulations of the accreditation authority or any rules or regulations of or prescribed and approved by the MCA member of which the media proprietor with whom such advertising is placed is a member and published, broadcast or telecast (as the case may be) after such breach.

(c) Advertising placed by an accredited agent whose accreditation has been cancelled prior to the publication, broadcast or telecast (as the case may be) of the advertising in respect of which commission would otherwise be payable.

(d) Advertising in respect of which an accredited agent gives credits or promises to an advertiser any benefit in the nature of a rebate of commission.

(e) Advertising in respect of which an accredited agent commits a breach of Rule 26 hereof.

(f) Advertising in respect of which a resolution is passed by the accreditation authority that or to the effect that no commission shall be payable.

25. In addition to the provisions of these rules, an accredited agent shall, in respect of each advertisement placed by that agent, comply with and observe all rules and regulations of or prescribed or approved by an MCA member relating to rates of commission, payment of commission, commissionable and non-commissionable advertising, exemptions from payment of commission or relating to any other matters affecting the allowance or limitation of commission and which rules and regulations are applicable to the medium in respect of which the advertisement is placed.

**REBATE OF COMMISSION**

26. (a) The full commission allowed by a media proprietor shall be retained by the accredited agent and, subject to the provisions of this rule, shall not be shared with or rebated to any advertising principal or any other person, firm or company either directly or indirectly. This provision shall not prohibit an accredited agent sharing any part of the commission with another accredited agent or from paying to any bona fide canvasser or representative employed by the agent to secure advertising accounts a share of the commission payable by the media proprietor.

(b) An accredited agent shall be deemed to be in breach of this rule if he or it supplies free or partly free any material or if he or it defrays in whole or in part the salary of any employee of an advertising principal or makes any allowance or does anything which, in effect is, in the opinion of the accreditation authority, equivalent to rebating any part of the commission.

**PAYMENT OF ACCOUNTS**

27. (a) An accredited agent will be liable for payment of all advertising placed by him or it, and such payment will be due from him or it

for all advertising published, broadcast or telecast (as the case may be) in any month not later than the thirtieth day of the month following that in which such advertising is published. If payment is not made on or before the fifteenth day of the second month following that in which the advertising was published, broadcast or telecast (as the case may be) no commission shall be allowed by the media proprietor to the accredited agent. The media proprietor shall immediately advise the secretary of the accreditation authority through the secretary of the relevant MCA member of the late payment. The secretary of the accreditation authority will then inform the accredited agent of the disallowance. If such commission has already been deducted by the accredited agent, the media proprietor shall debit the accredited agent for such unpaid commission in the following month's statement. For the purpose of ascertaining the date upon which payment is due by an accredited agent the following shall apply:—

(i) If the fifteenth day of the second month following the month in which the advertising was published, broadcast or telecast (as the case may be), is a non-trading day, payment made on the next trading day thereafter will be deemed to conform to the terms of payment.

(ii) Non-trading days are: Saturday, Sunday, public holidays as prescribed by the appropriate Wages Tribunal in each State or Territory and specially gazetted Public Holidays.

(iii) The place of payment shall be any recognised office of the media proprietor where payment can be accepted.

(b) Once an accredited agent has been informed by the secretary of the accreditation authority of the disallowance of any commission any appeal against or any correspondence about the disallowance, shall be directed to the secretary of the accreditation authority by the accredited agent and no negotiations or correspondence shall be entered into about the disallowance between the accredited agent and the media proprietor concerned and no payment or allowance of the commission so disallowed or any part thereof will be made by the media proprietor direct to the accredited agent.

No appeal against the disallowance of any commission on the grounds of delays in delivery of post will be entertained unless the appeal is supported by a statutory declaration proving the date and time of posting of any remittance accompanied by a certified or registered mail receipt disclosing the date and time of posting of the envelope containing the remittance.

(c) Except where the policy of a member publisher provides otherwise, or where a special arrangement is made, an accredited agent placing non-commissionable advertising with a member publisher shall be responsible for the payment of the account in respect thereof not later than the thirtieth day of the month following that in which the non-commissionable advertising is published.

**OVERSEAS AGENTS**

28. An accredited agent resident overseas and not having a place of business within Australia shall be liable for payment of all advertising placed by him or it and such payment shall be due not later than sixty days after the close of the month in which the advertising is published, broadcast or telecast (as the case may be) but save for the time for payment permitted by this Rule, all the provisions of Rule 27 relating to the payment of accounts and the allowance of commission in respect thereof shall extend and apply to overseas agents.

**EXTENSION**

29. In the event of an accredited agent being granted an extension of time for payment of any account by a media proprietor, the secretary of the accreditation authority shall be immediately advised by the media proprietor concerned and the advertising principal shall be informed by the secretary of the accreditation authority and no commission shall be payable to the accredited agent.

**FREE PUBLICITY**

30. No accredited agent shall submit to any media proprietor any promotional material for free publication save as may be specifically permitted by the rules or regulations of or prescribed or approved by the MCA member of which the media proprietor to whom any such material is submitted is a member.

**NOTICES**

31. Any notice under these rules sent by post shall be deemed to have been served and received on the day following that on which the envelope or wrapper containing the same is posted and in proving such service it shall be sufficient to prove that the envelope or wrapper containing the notice was properly addressed and put into a post office or receptacle provided for the posting of letters. A certificate in writing signed by the secretary of the accreditation authority that the envelope or wrapper containing the notice was so addressed and posted shall be conclusive evidence thereof.

**MASTER SPACE ORDERS — GENERAL**

32. (a) The acceptance by a media proprietor of a master order shall entitle the advertising principals of the products named or companies listed in that order to the reduced rate of advertising applicable at the appropriate master order rate as if the whole of the advertising carried out under the master order was the order of one advertising principal.

(b) Advertising under separate and uncompleted orders prior to the issue of a master order cannot be cancelled without surcharge adjustment.

**MASTER SPACE ORDERS —  
COMMISSIONABLE**

33. (a) Application for the issue of a commissionable master order shall be made to the accreditation authority.

(b) For the purpose of these rules a commissionable master order shall be deemed to be in respect of which—

- (i) the advertising principal is the registered proprietor of two or more brands being advertised, or
- (ii) the advertising principal, whilst not the registered proprietor of the product or brand being advertised, supplies satisfactory evidence that the product or brand being advertised has a common ownership, or

(iii) the advertising principal certifies in writing that he holds directly or indirectly shares to which are attached more than one-half of the voting power in the company owning the product or brand concerned or holds directly or indirectly a controlling interest in firms owning the product or brand concerned, or

(iv) the advertising principal is the registered proprietor of Australian rights to the product or brand to be advertised and is able to furnish satisfactory evidence that he had defrayed entirely the cost of the advertising and that all the component parts of the product which are the subject of the brand are wholly manufactured and assembled within the Commonwealth of Australia by the advertising principal, or

(v) the advertising is ordered or placed by or through the Commonwealth Advertising Division of the Department of the Treasury for and on behalf of such Commonwealth Government Departments, bodies, authorities, commissions, bureaux and organizations the advertising for which has been accepted and approved as at the 30th day of April, 1968, by the accreditation authority as being eligible for inclusion in a commissionable master order, but no advertising additional to that accepted and approved by the accreditation authority as aforesaid shall be eligible for inclusion in a master space order unless and until the additional advertising is accepted and approved by the accreditation authority as being so eligible by notice in writing given to the Commonwealth Advertising Division. Advertising accepted and approved by the accreditation authority as being eligible for inclusion in a master space order may at any time be declared by the accreditation authority to be no longer so eligible but no advertising shall be so declared by the accreditation authority to be no longer eligible until the expiration of not less than three months notice to the Commonwealth Advertising Division and is so required by the Commonwealth Advertising Division the accreditation authority shall, during the currency of any such three months of this period, consult with the Commonwealth Advertising Division with regard to the question of any advertising declared by the accreditation authority as being no longer eligible as aforesaid, and

(vi) the accredited agent giving the commissionable master order discloses the principal for whom the advertising is being carried out and the names of the other advertising agents carrying out such advertising at the same time specifying the product or brand for which each advertising agent is carrying out the advertising, and

(vii) the media proprietor accepting the order for advertising accepts the same as a commissionable master order.

(c) A commissionable master order may be operated on by more than one accredited agent subject to compliance with the provisions of sub-paragraph (iv) of sub-clause (b) of this rule.

(d)(i) The accredited agent signing the commissionable master order shall be responsible to the media proprietor who accepts the commissionable master order only for the advertisement in respect of the product or brand for which he or it is shown on the commissionable master order as the advertising agent.

(ii) Each other accredited agent named in a commissionable master order shall be responsible to the media proprietor for all advertising in respect of the product or brand for which he is shown on the

order as the advertising agent although he has not signed the commissionable master order and for that purpose such accredited agent shall be deemed to have appointed the accredited agent signing the commissionable master order as his agent before so doing.

- (iii) The accredited agent signing the commissionable master order shall be responsible to the media proprietor for all rate adjustments payable under the whole or any part of the commissionable master order under the advertising contract with the media proprietor.
- (iv) Subject to the last preceding subparagraph, it shall not be a term or condition of the commissionable master order that the accredited agent signing the same shall be liable for the payment of any advertising in respect of which any other accredited agent under the commissionable master order shall hereunder be primarily responsible.

**MASTER SPACE ORDERS  
NON-COMMISSIONABLE—NEWSPAPERS  
ONLY**

34. (a) Applications for the issue of a non-commissionable master order shall be made to the accreditation authority.

A non-commissionable master order shall be one in respect of which the advertising principal holds directly or indirectly shares to which are attached more than one-half the voting power in the company or owns directly or indirectly a controlling interest in the firms which are listed in the application and whose advertising is non-commissionable.

**SAMPLE CERTIFICATES REQUIRED WITH APPLICATIONS FOR  
MASTER SPACE ORDERS**

**Commissionable**

It should be understood that commission is only paid on master space orders when it is established that the branded goods or branded services to be advertised are commonly owned. Ownership can be outright or can be limited to Australia.

**Examples of required certificates follow:**

(a) This is to certify that this company

owns wholly and controls  
or  
holds directly or indirectly shares to which are attached more than half the voting power in or owns directly or indirectly a controlling interest in  
and further that such company (or companies) own(s) and control(s) the following brands being products of this company (or companies):

It is requested therefore that the whole of the advertising for these brands be placed under one master space order (commissionable)

known as.....issued on

**ADVERTISING STANDARDS**

35. All advertising submitted to a media proprietor shall conform to the standards of the media proprietor concerned and in addition—

- (a) shall be clean, honest and truthful advertising, and
- (b) shall not be liable to misinterpretation either directly or by implication or by omission, and
- (c) shall not contain statements or visual presentations offensive to public decency and good taste, and
- (d) shall comply with all Commonwealth and State and Territory laws, ordinances, rules and regulations.

36. In addition to the provisions of these rules, all advertising submitted to a media proprietor shall comply with all rules and regulations of or prescribed or approved by an MCA member relating to advertising standards or ethics and which rules and regulations are applicable to the medium in which the particular advertising is placed.

37. Without prejudice to the provisions of the preceding rule, all advertising submitted for broadcast shall conform strictly to the standards of broadcasting practice issued by the Federation of Australian Commercial Broadcasters and to the standards laid down from time to time by the Australian Broadcasting Control Board and the individual station's advertising conditions.

38. Without prejudice to the provisions of rule 36, all advertising submitted for telecast shall conform strictly to advertising regulations issued by the Federation of Australian Commercial Television Stations or its Television Advertising Board, to the television program standards determined by the Australian Broadcasting Control Board and the conditions of member television stations on which advertising is placed.

behalf of this company by.....

(Signature of director, secretary or public officer)

(b) This is to certify that this company

is the registered proprietor of Australian rights

to the following brands..... controls the manufacture of such brands which take place within the Commonwealth of Australia and defrays entirely the cost of advertising such brands. It is requested therefore that the whole of the advertising for these brands be placed under one master space order (com-

missionable) known as.....

issued on behalf of this company by.....

(Name of agency)

(Signature of director, secretary or public officer)

**Non-commissionable**

Where one company wholly owns or has a controlling interest in other companies the advertising of these subsidiary companies can be included in a master space order, but such master space order is non-commissionable because the ownership of the brands and branded services which are advertised cannot be established as common.

(a) This is to certify that this company



# TELEVISION ADVERTISING BOARD

## Rules for State Accreditation of Advertising Service Agencies.

### DEFINITIONS

1. For the purpose of these Rules:—
  - (a) "Accredited agent" means an advertising agent which has been granted current State accreditation by the Television Advertising Board pursuant to these Rules.
  - (b) "General manager" means the general manager of the Federation of Australian Commercial Television Stations and its Television Advertising Board division.
  - (c) "Rules" means these Rules of Accreditation of advertising agents.
  - (d) "Station" means a commercial television station which is a member of the Federation of Australian Commercial Television Stations.
  - (e) "Television Advertising Board" means the Television Advertising Board division of the Federation of Australian Commercial Television Stations.

### RULES

2. These Rules may be altered at any time and from time to time by resolution of the Television Advertising Board, and a statement signed by the general manager shall be prima facie evidence of the rules for the time being in force.

### APPLICATION FOR ACCREDITATION

3. An advertising agent whether it be an individual, partnership, or company seeking accreditation pursuant to these Rules shall make written application in the form or forms prescribed by the Television Advertising Board, and shall contain an undertaking of agreement to abide and be bound by the rules issued from time to time by the Television Advertising Board.
4. Application shall be supported by evidence to the satisfaction of the Television Advertising Board:—
  - (a) In the case of an individual or partnership that the applicant has the ability, experience and financial standing necessary to carry out the obligations accepted by and imposed upon accredited agents under these Rules.

- (b) In the case of a company that the directors of the company have the ability and experience and that the company has the financial standing necessary to carry out the obligations accepted by and imposed upon accredited agents under these Rules.
- (c) That the applicant maintains a properly equipped office to the standard required by the Television Advertising Board.
- (d) That the applicant services and places a volume of advertising satisfactory to the Television Advertising Board.

### GRANT OF ACCREDITATION

5. (a) For the purposes of these Rules full powers to grant, refuse and cancel accreditation is vested in the Television Advertising Board which is not required and compelled to assign or give any reason for its refusal or cancellation.
- (b) A Certificate of Accreditation shall be issued by the general manager to the agency accredited under these Rules, but such certificate will at all times remain the property of the Federation of Australian Commercial Television Stations and is to be returned on demand by the general manager.
- (c) A statement signed by the general manager as to whether or not an advertising agent is an accredited agent pursuant to these Rules shall be conclusive evidence as to whether or not such agent is accredited or not on the date mentioned.

### PERIOD OF ACCREDITATION

6. (a) The grant of accreditation shall be for the period determined by the Television Advertising Board subject to no accreditation exceeding twelve months from the first day of January in each year.
- (b) All accreditations in force on the 31st December of each year shall terminate on that date. Application for renewal of accreditation may be made by any agent in the manner provided for application for accreditation under those Rules.

## CHANGES IN PROPRIETARY OR EXECUTIVE CONTROL OR IN SHAREHOLDING

7. (a) (i) An accredited agent who ceases to carry on business as an advertising agent or who retires from a firm or partnership consisting of accredited agents, must give notice to the Television Advertising Board within seven days after the cessation of his business or of his retirement.
- (ii) Within seven days after the admission of any additional member to partnership in a firm or partnership of accredited advertising agents or of the conversion of any existing partnership consisting of accredited agents notice of any such admission or conversion to a company must be given in writing to the Television Advertising Board;
- (iii) In the case of any company granted and holding accreditation under these rules notice must be given by the company to the Television Advertising Board within seven days of—
- (i) Any change made in the constitution, memorandum or articles of association of the accredited company;
  - (ii) Any reconstruction of the accredited company or amalgamation of the accredited company with any other company;
  - (iii) Any transfer of any share or shares in the company registered by the directors of the accredited company;
  - (iv) Any change in the beneficial ownership of any share or shares in the company known to the directors of the accredited company;
  - (v) Any allotment or issue of any new shares in the accredited company;
  - (vi) Any change made in the personnel of the directors of the accredited company;
  - (vii) Any substantial alteration made in the capital invested in or lent to the accredited company;

(viii) Any other change or changes made in the constitution membership or control of the accredited company.

- (b) An accredited agent shall forthwith give to the Television Advertising Board in writing all relative information, facts, data, particulars and material as the Television Advertising Board may at any time or from time to time require in respect of any changes in the constitution of a partnership or firm of which the agent is a member; of the formation of any incorporated company to carry on business of an advertising agent and of which the agent has become a member; of any changes in the constitution or memorandum or articles of association or of the reconstruction or amalgamation or of the transfer, change in beneficial ownership or allotment or issue of any shares in or of any changes in the directorate of capital invested or lent to or changes in the constitution membership or control of any accredited company. If so requested by the Television Advertising Board such information, facts, data, particulars and material must be verified by statutory declaration or affidavit.
- (c) Unless the Television Advertising Board approves the continuance of accreditation, it shall forthwith lapse but the agency will be held responsible for all obligations under current contracts with stations.

## CANCELLATION OF ACCREDITATION

8. (a) Accreditation may be cancelled at any time by the Television Advertising Board:—
- (i) in the event of any misstatement or nondisclosure to the Television Advertising Board,
  - (ii) in the event of the accredited agent being unable to pay its debts as they become due,
  - (iii) in the event of the accredited agent not paying its account to any station within its due date or
  - (iv) for any breach, non-performance or non-observance of these Rules for the time being in force, or
  - (v) if the Television Advertising Board in its absolute discretion shall so determine.

- (b) Accreditation may be cancelled by resolution of the Television Advertising Board. Before passing any such resolution the Television Advertising Board may call upon the accredited agent whose accreditation it is proposed to cancel, to make such application, either orally or in writing, as it may require, but the Television Advertising Board shall not be bound to do so.
  - (c) Immediately a resolution of cancellation of accreditation is passed by the Television Advertising Board, the accreditation shall forthwith be determined and the advertising agent shall be so informed in writing of such termination and is required to return to the general manager the Certificate of Accreditation.
- 11. No commission shall be payable on the cost of PMG microwave or coaxial relays; prize money; sporting rights or other out of pocket expenses.
  - 12. No accredited agent shall accept from any member station any higher commission than the ten per cent prescribed by Rule 10.
  - 13. Except where stipulated by stations, all commissionable advertising received through an advertising agent will be charged to the advertising agent, and the account will be due and payable within 30 days of the date of the invoice. In cases where advertising agents' accounts are not paid within 45 days from the end of the month in which the account is incurred, such non-payment shall be reported to the Television Advertising Board by the member station concerned and no commission shall be paid on such accounts.
  - 14. In the event of any agency being granted an extension of time for payment of an account, the advertiser shall be informed by the Television Advertising Board. If an extension is granted commission shall not be paid.

**COMMISSION**

- 9. Only accredited agents shall be eligible to receive commission from a station, and commission shall be payable only to the agent preparing and lodging copy, and then only as time and/or programs are paid for in accordance with Rule 13.
- 10. Ten per cent (10pc) commission is payable on all advertising handled and placed by accredited agents with the exception of:—
  - (a) Advertising which has not been accepted and/or telecast for any reason whatsoever by the station with whom the advertising is placed or sought to be placed.
  - (b) Advertising placed by agents which are in breach of the rules of the Television Advertising Board and telecast after such breach.
  - (c) Advertising placed by an accredited agent whose accreditation has been cancelled prior to the telecast of the advertising in respect of which commission would otherwise be payable.
  - (d) Advertising in respect of which an accredited agent gives, credits or promises to an advertiser any benefit in the nature of rebate or commission.
  - (e) Advertising in respect of which an accredited agent commits a breach of Rule 15.
  - (f) Advertising in respect of which a resolution is passed by the Television Advertising Board that or to the effect that no commission shall be payable.
  - (g) Advertising not paid in accordance with the provisions of Rule 13.

**REBATING OF COMMISSION**

- 15. (a) The full commission allowed by the station shall be retained by the accredited agents, and subject to the provisions contained in this clause, shall not be shared with or rebated to, any other person, firm or company, directly or indirectly. This provision shall not be held to prohibit an accredited agent sharing any part of the commission with any accredited agent or from paying to any bona fide canvasser or representative employed by the agent to secure advertising accounts, a share of the commission payable by the station.
- (b) Agencies break this rule if they supply free or partly free any material or if they defray in whole or in part the salary of any employee or an advertiser, or make any allowance or do anything which in effect is equivalent to rebating any part of the commission.

**TRANSFER OF ACCOUNTS**

- 16. In the case of the transfer of an advertising account from one agency to another during the currency of any order, both agencies shall inform the

station or stations in writing of the transfer, and the fulfilment of all obligations of the order shall rest with the agency to whom the contract has been transferred.

### **LIABILITY**

17. The advertising agent shall accept full responsibility for the payment of his client's accounts in respect of all orders received from or through the agent on which commission is payable.

Signature to the order shall be by the accredited agent; signature "for and on behalf of" his client will not be accepted.

In the case of a transfer of an advertising account from one accredited agent to another accredited agent, both agents shall inform the station or stations in writing of the transfer.

The current advertising order may be cancelled by the agent relinquishing the account in which case debits or credits due at the time of cancellation will be passed to him; or the agent taking over the account may signify in writing that he accepts responsibility for the original order in which case he will be responsible for any adjustment of charges that may be made at the end of the period.

### **RIGHT OF INVESTIGATION**

18. Every accredited agent shall keep the usual books of account and punctually post up the same so as to be a complete record of all his transactions and affairs, and of all monies paid and received in the course of his business, and shall keep the set of books on the premises and permit at all times the Television Advertising Board, its auditors, servants or agents authorised thereto in writing, to examine and report on the said books and to inspect all contracts and other documents of the accredited agent, and the accredited agent shall at all times furnish all such information as the Television Advertising Board or the said auditors, servants or agents may require for the purpose of verifying same or otherwise.

### **RIGHTS OF ACCESS**

19. Nothing in these rules shall impair the right of the station to direct access to any advertiser on all matters relating to advertising.

### **ADVERTISING STANDARDS**

20. The Agency shall conform strictly to the Broadcasting Control Board Standards on Television Broadcasting Practice, the Television Advertising Board's Advertising Regulations as issued from time to time, and the individual station's conditions respecting:
- (a) Program Standards
  - (b) Policy
  - (c) Receipt of advertising matter
  - (d) Commercial time limitations
- and shall ensure that all advertising submitted is clean, honest and truthful advertising.

### **NOTICES**

21. (a) Notifications to the Television Advertising Board pursuant to these Rules are required to be made to:
- The General Manager,  
Television Advertising Board,  
Suite 404, Caltex House,  
167 Kent Street,  
Sydney.
- (b) Any notice sent by post by the Television Advertising Board shall be deemed to have been served on the day following that on which the envelope or wrapper containing the same is posted, and in proving such service, it shall be sufficient to prove that the envelope or wrapper containing the notice was properly addressed and put into a post office or receptacle provided for the posting of letters.
- A certificate in writing signed by the general manager that the envelope or wrapper containing the notice was so addressed and posted shall be conclusive evidence thereof.

### **ACCREDITING BODY**

22. (a) Accreditation by the Television Advertising Board will be accepted by member stations of the Federation of Australian Commercial Television Stations.
- (b) Any additions or alterations in such membership will be advised from time to time to accredited agents but as at October 31, 1968, membership consisted of 45 commercial stations.

# **New Zealand Section**

- *New Zealand Broadcasting Corporation (pages 506-507)*
- *Advertising agencies (pages 508-513)*
- *Public relations consultants (page 513)*
- *Leading advertisers (pages 514-522)*
- *Television production companies (page 523)*

# NEW ZEALAND BROADCASTING CORPORATION

**BROADCASTING** began in New Zealand with the endeavours of numerous small radio stations which provided some form of service and entertainment to their local communities.

The first of these stations to be licensed was IYA Auckland (1923).

Systematised broadcasting was not initiated until 1925 when the Government granted the Radio Broadcasting Company of New Zealand a five-year licence to establish and operate a national, non-advertising broadcasting service.

When the licence expired on December 31, 1931, control of broadcasting services passed to the New Zealand Broadcasting Board, a statutory public body.

The Broadcasting Act, 1936, abolished the Board and placed broadcasting control in the hands of a government department — the National Broadcasting Service.

The following year, a Broadcasting Amendment Act created the National Commercial Broadcasting Service, and until 1943 the two organisations existed side by side.

A Statutes Amendment Act in 1943 abolished the commercial service as a separate entity and made it part of the National Broadcasting Service.

In 1946, the name was changed to the New Zealand Broadcasting Service, and in 1961 the Broadcasting Corporation Act repealed all previous legislation and established the Broadcasting Corporation, a statutory public body which came into existence on April 1, 1962.

In 1968, the present New Zealand Broadcasting Authority was established to control all radio and television broadcasting, with the exception of any short-wave station within the meaning of the 1961 Broadcasting Corporation Act.

It acts as an advisory body to the Minister on matters relating to broadcasting.

The Private Broadcasting Stations (ownership) Regulations came into force in 1969, to govern the issue of warrants by the Broadcasting Authority to private owners to conduct medium-frequency broadcasting stations. The regulations stipulate that no person may have a "prescribed interest" in more than one warrant for a medium frequency station.

## RADIO STATIONS

In the following list of medium-wave broadcasting stations of the NZBC, those marked \* are advertising stations.

**Head Office:** NZBC, Bowen State Building, Bowen Street, Wellington NZ., PO Box 98, Phone 48-200.

**Whangarei:** IZN\*, PO Box 845 (970 kcs, 2kw); IYX Whangarei (830kcs, 2kw), PO Box 845; repeater transmitters, IZK\* Kaitia (1440kcs, 2kw); IZE\* Kaikohe (1220kcs, 2kw).

**Auckland:** IYA, PO Box 2209 (760kcs, 20kw); IYC, PO Box 2209 (880kcs, 10kw); IZB\*, PO Box 2209 (1070kcs, 10kw); IZM\*, PO Box 2209 (1250kcs, 2kw).

**Tauranga:** IZD\*, PO Box 205 (1000kcs, 10kw).

**Hamilton:** IZH\*, PO Box 489 (1310kcs, 2kw); IYW, PO Box 489 (1140kcs, 2kw).

**Tokoroa:** IZO\*, PO Box 272 (1420kcs, 2kw).

**Rotorua:** IYZ, PO Box 498 (860kcs, 10kw); IZC\*, PO Box 498 (1350kcs, 2kw).

**Taupo:** IZA\*, PO Box 247 (1500kcs, 2kw); repeater transmitter, IZT\* Turangi (1390kcs, 0.1kw).

**Taumarunui:** IZU\*, PO Box 340 (1520kcs, 1kw).

**Gisborne:** 2ZG\*, PO Box 365 (1060kcs, 2kw); 2YW, PO Box 365 (1180kcs, 2kw).

**New Plymouth:** 2ZP\*, PO Box 141 (1370kcs, 2kw); repeater transmitter, 2ZH\*, Hawera (1560kcs, 1kw), PO Box 341.

**Napier:** 2YZ, PO Box 161 (630kcs, 20kw); 2ZC\*, PO Box 161 (1280kcs, 2kw).

**Wanganui:** 2ZW\*, PO Box 409 (1200kcs, 2kw).

**Palmerston North:** 2ZA\*, PO Box 617 (940kcs, 2kw).

**Masterton:** 2ZD\*, PO Box 220 (840kcs, 2kw).

**Wellington:** 2YA, PO Box 2396 (570kcs, 100kw); 2YC, PO Box 2396 (660kcs, 60kw); 2YB, PO Box 2396 (800kcs, 20kw); 2ZB\*, PO Box 2396 (980kcs, 20kw); 2ZM\*, PO Box 2396 (1130kcs, 2kw).

**Blenheim:** 2ZE\*, PO Box 225 (1540kcs 1kw).

**Nelson:** 2ZN\*, PO Box 113 (1340kcs, 2kw).

**Greymouth:** 3ZA, PO Box 378 (920kcs, 10kw); 3YW, PO Box 378 (1460kcs, 2kw); 3ZA\*, PO Box 378 (750kcs, 2kw).

**Christchurch:** 3YA, PO Box 1484 (690kcs, 20kw); 3YC, PO Box 1484 (960kcs, 10kw); 3ZB\*, PO Box 1484 (1100kcs, 10kw); 3ZM\*, PO Box 1484 (1400kcs, 2kw).

**Timaru:** 3ZC\*, PO Box 275 (1160kcs, 2kw).

**Dunedin:** 4YA, PO Box 888 (780kcs, 20kw); repeater station 4YX, Alexandra (640kcs, 2kw); 4YC, PO Box 888 (900kcs, 10kw); 4ZB\*, PO Box 888 (1040kcs, 10kw).

**Invercargill:** 4YZ, PO Box 802 (720kcs, 20kw); 4ZA\*, PO Box 802 (802 kcs, 10kw).

**Private Commercial Stations:** Auckland: Radio Hauraki (NZ) Limited, Caltex House, Fanshawe St. Auckland. P.O. Box 1480. Phone 361-775. Cables Haurad.

Radio 1 Limited. P.O. Box 8504, Symonds St. Auckland 3. (1590 kc).

## SHORT WAVE SERVICE

Radio New Zealand, PO Box 2396, Wellington (7.5kw), operating simultaneously on two frequencies which are varied as required for best results.

## NZBC TELEVISION STATIONS

**AKTV-2, Auckland—Opened June 1, 1960.**

**Transmitter:** Waitakere Ranges. **Studios:** Shortland Street. **Operating Hours:** Mon-Thurs., 2pm-11pm; Fri. & Sat., 2pm-midnight; Sun., 2pm-11pm. **Technical facilities:** Ch. 2 (54-61mcs, vision 55.25, sound 60-75), 100kw ERP visual, 20kw ERP sound. PO Box 2209, Auckland.

**WNTV-1, Wellington: Opened: July 1, 1961. Transmitter:** Mount Kaukau. **Studios:** Waring Taylor St. **Operating hours:** Mon-Thurs., 2pm-11pm; Fri. & Sat., 2pm-midnight; Sun., 2pm-11pm. **Technical facilities:** Ch. 1 (44-51mcs, vision 45-25, sound 50-75), 100kw ERP visual, 20kw ERP sound. PO Box 6, Wellington.

**CHTV-3 Christchurch: Opened: June 1, 1961. Transmitter:** Sugar Loaf Peak. **Studios:** Gloucester-st. **Operating Hours:** Mon-Thurs., 2pm-11pm; Fri. & Sat., 2pm-midnight; Sun., 2pm-11pm. **Technical facilities:** Ch. 3 (61-68 mcs, vision 62.25, sound 67-75), 100kw ERP visual, 20kw ERP sound. PO Box 1484, Christchurch.

**DNTV-2, Dunedin: Opened: July 31, 1962. Transmitter:** Mount Cargill. **Studios:** Dowling St. **Operating hours:** Mon-Thurs., 2pm-11pm; Fri. & Sat., 2pm-midnight; Sun., 2pm-11pm. **Technical facilities:** Ch. 2 (54-61mcs, vision 55.25, sound 60-75) 50kw ERP visual, 20kw ERP sound. PO Box 888, Dunedin.

## NZBC TV RELAY STATIONS

**Ch. 3 Hikurangi Peak, Northland, 61-68 mcs, 1kw, relays AKTV-2's programs.**

**Ch. 5 Horokaka Peak, Northland, 181-188 mcs, 1kw, relays AKTV-2's programs.**

**Ch. 7 Mt Parahaki, Whangarei, 195-202 mcs, .05kw, relays AKTV-2's programs.**

**Ch. 1 Mt Te Aroha, Waikato, 44-51mcs, 100kw ERP, relays AKTV-2's programs,**

**Ch. 6 Mt Erin, Hawkes Bay, 188-195mcs, 5kw, relays WNTV-1's programs.**

**Ch. 6 Mt Egmont, Taranaki, 188-195mcs, 2kw, relays WNTV-1's programs.**

**Ch. 2. Wharite Peak, South Ruahines, 54-61mcs, 100kw ERP, relays WNTV-1's programs.**

**Ch. 7 Masterton, 195-202mcs, 0.1kw, relays WNTV-1's programs.**

**Ch. 4 Mt Studholme, South Canterbury, 174-181mcs, 2kw, relays CHTV-3's programs.**

**Ch. 5 Kuriwao, South Otago, 181-188mcs, 0.2kw, relays DNTV-2's programs.**

**Ch. 1 Mt Hedgehope, Southland, 44-51mcs, 50kw, relays DNTV-2's programs.**

**Ch. 6 Maungataniwha Peak, Northland, 188-195mcs, 2kw, relays AKTV-2's programs.**

**Ch. 9 Dawsons Falls, Taranaki, 209-216mcs, 0.2kw, relays WNTV-1's programs.**

**Ch. 5 Opuake, Taranaki, 181-188mcs, 0.2kw, relays WNTV-1's programs.**

**Ch. 4 Poutoko, Taranaki, 174-181mcs, 20 watts, relays WNTV-1's programs.**

**Ch. 7 Pukeiti, Taranaki, 195-202mcs, 0.2kw, relays WNTV-1's programs.**

**Ch. 1 Whakapunake, East Coast, 44-51mcs, 10kw, relays WNTV-1's programs.**

**Ch. 4 Tutara, East Coast, 174-181mcs, .1kw, relays WNTV-1's programs.**

**Ch. 5 Titirangi, East Coast, 181-188mcs, .1kw, relays WNTV-1's programs.**

## EXECUTIVES

**Executives:** NZBC Chairman: Major-General W. S. McKinnon, CB, CBE.

**Director general:** L. R. Skeets.

**Executive directors:** K. Hay, K. Marshall, M. Rickard.

**National sales manager:** R. Shaw.

**Northern regional director:** John Proudfoot

**Southern regional director:** Jim Norman.

# ADVERTISING AGENCIES

**ABBREVIATIONS:** NPANZ — Newspaper Proprietors' Association of New Zealand.

**NZBC** — New Zealand Broadcasting Corporation (radio and television).

**NOTE:** All agencies listed are members of the Association of New Zealand Advertising Agencies.

**ABEL ADVERTISING LIMITED**, 102 Albert-st. Auckland, C1. PO Box 1401. Phone 379-856.

**Directors:** R. W. Abel, L. I. Abel.

**O'seas repr.:** Worldwide offices.

**Accreditations:** NPANZ, NZBC.

**Main clients:** Coats Patons (NZ) Ltd, Fram (NZ) Ltd, Harriet Hubbard Ayer Cosmetics, Leisure Arts (NZ) Ltd, Dylon Dyes, Oraltone-Trim Tabs & Petagree.

**ADVERTISING ASSOCIATES (NZ) LIMITED**, 10 Newton Road, Auckland 1, New Zealand. PO Box 2350. Cables Kenmid Auckland. Phone 767-127, 767-363, 767-390, 767-371.

**Directors:** J. A. Walton (mng), M. M. Meredith (gen. mngr), R. Wilson, T. J. Walton.

**R. K. BARRON ADVERTISING LIMITED**, CTA Bldg, 107-109 Customhouse Quay, Wellington, C1. PO Box 2055. Phone 71-969.

**Directors:** R. Kenneth Barron (mngr), L. E. Barron.

**Executives:** R. Kenneth Barron, Laura E. Barron (secy & acct).

**Repr.:** Cassrels Advertising Ltd, Auckland; L. B. Rennie and Partners, Sydney; Willsmore & Tibbenham Ltd, Norwich, England.  
**Accreditations:** NZNPA, NZBC.

**BOOKMAN-COMPTON GOLDBERG ADVERTISING LIMITED**, 43 Lower Taranaki St. PO Box 6308, Wellington, C3. Phone 552-159. Telegrams & cables Goldberg, Wellington.

**Directors:** Bernard Bookman, Neville J. Compton, G. M. Compton, James Pye-Smith.  
**Associate companies:** Goldberg Advertising Limited. Trends and Surveys Ltd, Auckland.

**Clients:** Allied Freightways Ltd, W. M. Bamford Ltd, Nelson Crisp Ltd, Dawn Atkinson Hair Stylists Ltd, Dishmaster Appliances Ltd, E. J. Hyams & Sons Ltd, L. J. W. Hall, Dominion Rental Cars, Hurricane Wire Products, Interlock Industries Ltd, A. Levy Ltd, F. Levenbach Catering Ltd, Marlborough Lucerne Meal, Meat & Wool Ltd, K. Mikimoto Ltd, Joseph Nathan & Co. Ltd,

Neptune Engineering, Newson & Co. Ltd, NZ Data Control Bureau Ltd, Pfizer Laboratories Ltd, Pharmacological Industries, Protectus Equipment Ltd, Ralta Ltd, Shirtmaster, Spincraft Ltd, H. F. Stevens (Wgtn) Ltd, Triefus (NZ) Ltd, Henry H. York & Co. Ltd, Young Bros Builders Ltd.

**BROWN, CHRISTENSEN & ASSOCIATES LTD**, 51 Randolph St, Newton, Auckland, 1. Telegraphic/Cables Brownsen. Phone 74-379.

**Directors:** D. C. Brown, P. R. Christensen, R. Tremewan.

**Executives:** R. Tremewan (gen mngr), B. W. Owen (prod. mngr), Mona E. Drinkwater (acct), K. L. Eagle (media mngr).

**Representatives:** O'seas, Nichols-Cumming Advertising Pty Ltd, Sydney and Melbourne; McManus, John & Adams Inc., USA.

**Accreditations:** NZBC, NPANZ.

**Clients:** Amalgamated Brick & Pipe (bricks, pipes, Stahlton flooring, ceracrete brick panels), Australian Tourist Commission (ATC/Air New Zealand, ATC/Quantas, ATC/BOAC, ATC/P&O, ATC/NAC), Brown & Dureau Ltd (Westclox), Consolidated Brick & Pipe Investment Ltd, Crown Lynn Potteries (furnace and refractories division, electrical porcelain division), Evans Concrete (iron clad roofing), Fisher & Paykel Ltd (Kelvinator refrigerators and deep freezers, Goblin waste disposers, Murphy radio and television, Hoover shampoo polishers, Hoover scrubber polishers, Hoover constellation, Hoover irons, Hoovermatic), Garnite Plastic Sales Ltd (Contour pipe, Garnite building, agricultural and horticultural film, Lustrelite building panels, Ceclon tape, Garnite S'lon), Griffiths Holdings (financial), Henderson & Macfarlane (travel agents), Johnston Industries (folding doors), Kamo Green Refractories, C. G. Macindoe Pty Ltd (wine & spirit merchants), NZ China Clays, NZ Perlite, Samuel Parker Ltd (builders and plumbers hardware, aluminium boats), H. E. Shacklock Ltd (electric ranges, electric heaters, dish washers), Tonka Manufacturing Co. (toys), Veterinary Ethicals (veterinary drugs), Morton Williams (Jaegar-le Coultre watches, Atmos clocks).

**CARLTON CARRUTHERS du CHATEAU LTD**, 111 Molesworth St, Wellington, N1. Phone 70-729. Telegrams Carltonad. PO Box 669.

**Directors:** L. L. du Chateau (chrmn), D. F. Donovan, R. C. George, R. P. Harrison, R. W. Mollat, R. E. Nicholls.

**Chairman of directors:** L. L. du Chateau.

**Managing director:** R. G. George.

**Secretary:** J. E. Walker, ACA, ABIA.

**Branches:** Auckland: D. F. Bush (mngtr), Box 3346, 195 Parnell Rd (33-299); Christchurch: D. V. McNicol (mngtr), Box 13-139 Armagh, Mercantile Gazette Bldg, Madras St (30-352).

**Accreditations:** NZPNA, NZBC.

**Clients:** Ashley Wallpapers Ltd, Anthony Fraser Textiles Ltd, Armstrong & Springhall Ltd, Austral Standard Cables Ltd, Henry Berry Ltd, Battery Makers of NZ Ltd, Berlei (NZ) Ltd, Cadbury Fry Hudson Ltd, Cerebos Foods Ltd, Dri-Copy (NZ) Ltd, Dept of Health, EMI World Record Club, Giant Paints Ltd, R. Hannah & Co. Ltd, Hume Industries (NZ) Ltd, India Tyre Distributors Ltd, Lane Walker Rudkin Ltd, MacEwans Machinery Ltd, D. & J. McCallum Ltd, Mastercut Meat Promotions Ltd, Motor Holdings Ltd, Marlborough Fibreglass Ltd, New Zealand Post Office, New Zealand Wool Board, NIMU Insurance Co., S. W. Peterson & Co. Ltd, Ponsford, Newman & Benson (1948) Ltd, Olin (NZ) Ltd, Prestige NZ Ltd, Prudential Assurance Co. Ltd, Rochdale Cider Co. Ltd, Salmon & Spraggon Ltd, Sanitarium Health Food Co., Tasman Vaccine Laboratory Ltd, Time-Life International (NZ) Ltd.

**CASSRELS ADVERTISING LTD**, 151 Greys Ave, Auckland. PO Box 2941. Phone 74-249. Telegrams Casad Auckland.

**Directors:** G. A. Cassrels (mng dir), R. A. Boyd, J. D. Henderson, F. C. Mills.

**General manager:** I. J. MacRae.

**Executives:** J. E. Lambert, R. R. Smith.

**Repr.:** In Wellington, Sydney, New York, San Francisco, London, Paris, Brussels.

**Accreditations:** NPANZ, NZBC.

**CATTS-PATTERSON COMPANY (NZ) LIMITED**, Normandie Bldg, 116 Cuba St, Wellington. PO Box 6084, Te Aro. Phone 553-826. Telegrams Catpatson, Wellington. Auckland office: Guthrie Bowron Bldg, Albert St. PO Box 2120. Phone 34-979. Christchurch office: 82a Cashel St. PO Box 1559. Phone 60-537.

**Directors:** George S. Richards, Arthur S. King, Arthur Cheesman.

**Executives:** Peter J. Frude, Reg Cole, David Lee, Kevin Woodill, Garry Chapman, Philip Mark, Barry Hornblow, Trevor Dustan.

**O'seas repr.:** Charles Barker & Sons Ltd, 20 Cannon St, London, EC4; worldwide associate houses.

**Accreditations:** NPANZ, NZBC (radio-TV).

**Clients:** Automotive Products Co. (NZ) Ltd, Charles Tanqueray & Co. Ltd, CML Assurance, Dalgety-Loan Ltd, R. B. Davies (NZ) Ltd, The NZ Motor Corp. Ltd (Morris cars & trucks, Wolseley & MG cars, Leyland tractors), Dominion Motors Tractor and Industrial Equipment Ltd, Fler Broadhead Limited, Guardian Trust & Executors Co. Ltd, D. Henry & Co. Ltd, J. C. Hutton (NZ) Ltd, John Lysaght New Zealand Ltd, Mid-dows Bros & Taylor Ltd (Revlon Cosmetics), Mutual Rental Cars Ltd, National Bank, Northern Steamship Co. Ltd, C. B. Norwood Ltd (Massey Ferguson), NZ Army, NZ Building Society, NZ Government Tourist Bureau, NZ Jewellers' Association, NZ Police, E. W. Pidgeon & Co. Ltd, Ramset Fasteners Ltd, Siddons Industries (NZ) Ltd, Stero Safety Co. (NZ) Ltd, Taubmans Products Ltd, Wormald Bros (NZ) Ltd, Insurance Council of New Zealand.

**CLAUDE & ASSOCIATES LTD**, 269 Cashel St, Box 2552, Christchurch (6-2139), 359 Parnell Rd, Box 70, Auckland (75-846). Cables Candad.

**Director:** V. R. Claude.

**Executives:** V. R. Claude (gov. dir), D. F. Clark (mngtr Christchurch), K. A. Morley (mngtr Auckland).

**Company's operations:** Advertising, marketing, merchandising, public relations.

**DIXON ADVERTISING LTD**, 21 Emily Place, Auckland. Phone 364-746.

**Director:** J. W. Dixon.

**Manager:** A. W. Crombie.

**Company's operations:** Creation of television commercials.

**DOBBS-WIGGINS McCANN-ERICKSON LTD**, UDC Building, 104 The Terrace, Wellington. Phone 4-8651. Telegrams Dobbsad. Also Levens Bldg., St Pauls St. Auckland (2-4457), and 271 Madras St, Christchurch (6-2980).

**Directors:** F. G. F. Dobbs, D. E. Wiggins, E. T. Hogg.

**Executives:** B. D. Armstrong (Auckland), P. Ninnes (Christchurch), L. J. Underwood, K. J. Ferguson (Wellington).

**Accreditations:** NPANZ, NZBC.

**DORMER-BECK LIMITED**, 54 Ponsonby Rd, Auckland. PO Box 801. Phone 76-2099. Telegrams Dorbeck, Auckland.

**Directors:** L. M. Beck, A. G. Robson (chrmn & mng dir), S. J. Duff, R. C. Dornier, R. Trenchard Smith, B. Ginders, W. F. Shortt.

**Executives:** A. G. Robson (chrmn & mng dir), B. Ginders, W. F. Shortt (secy), G. B. Collier, S. H. Gardiner, D. J. Watkins, S. M. Boyle (Wellington mngtr).

**Repr.:** Dornier-Beck Limited, Wellington & Dunedin. O'seas: J. Walter Thompson International Ltd.

**Accreditations:** NPANZ, NZBC.

**EDRIDGE ADVERTISING, KEITH ED-  
RIDGE LTD**, Arcadia Building, Barton St,  
Auckland.

**GOLDBERG ADVERTISING LIMITED**,  
RSA Bldg, 35 High St. PO Box 1759, Auck-  
land, 1. Phone 33-199. Telegrams & cables  
Goldberg, Auckland. Office at Wellington.

**Directors:** Bernard Bookman (mng dir),  
Lewis N. Ross (finance dir), H. J. W. Pyc-  
Smith (also gm).

**Associate directors:** B. Blake (creative), D.  
R. R. Herridge (radio-TV), N. M. Nash  
(acct mgr), G. L. Morris (mngmt).

**Executives:** R. H. Lewis, B. V. Morris, P.  
J. Sanders, A. A. M. Ducat (acct mgrs),  
M. A. Peach, B. S. Dalton, N. E. Tolley  
(acct execs), P. T. Sproule (mech. prod.  
mgr), Rita Bookman (secy), Bernice J.  
O'Hara (acct), Judy Wynne (media mgr).

**Associate companies:** Bookman-Compton  
Goldberg Advertising Limited, Wellington,  
Trends and Surveys Ltd, Auckland.

**O'seas repr.:** Associate houses throughout  
the world. Sole NZ member of Affiliated  
Advertising Agencies International network  
with members in USA, Australia, Belgium,  
Canada, Columbia, UK, France, Germany,  
Hawaii, Italy, Lebanon, Mexico, South  
Africa, Spain & Switzerland.

**Accreditations:** NPANZ, NZBC, FICB.

**Memberships:** NZABC, Auck. Chamber of  
Comm., Mkt Research Soc., 4As, NZ.

**Clients:** Abels Limited, Air New Zealand  
(Pacific Islands), Aluminium Company of NZ  
Limited, Auckland Woolbrokers' Association,  
Australian Cotton Textile Industries Limited,  
Henry Berry Ltd (L. T. Hayman Div.), Bay  
of Plenty Motors Limited, Black & Decker  
(NZ) Limited, R. L. Bowden Limited,  
Betty Crocker Limited, Chemists' Radio Ad-  
vertising Committee, Collins Bros & Com-  
pany Limited, Continental Cigar Company  
Limited, Foodstuffs (Auckland) Limited,  
Foodstuffs (NZ) Ltd, Home Products (NZ)  
Ltd, Hutchinson Publicity, Irish Linen  
Guild, Kent Copiers Pty Ltd, Kirloskar Elec-  
tric Company Ltd, Lamson Engineering  
Company (NZ) Limited, Lamson Paragon  
(NZ) Limited, McMullen Holdings Ltd, F. R.  
Markham Limited, Melody School of Music  
Pty Ltd, Marshall Cavendish Ltd, Name-  
plates & Signs (NZ) Ltd, Neill, Cropper &  
Company Ltd, The Nestle Company (NZ)  
Ltd, New World Supermarkets, The New  
Zealand International Trade Fair Commit-  
tee, Orotan Pty Ltd, Park Avenue Motels  
Limited, Potter Industries Ltd, Public Trust  
Office, Repco Engineering (NZ) Limited,  
Revertex Industries (NZ) Ltd, Seagar Evans  
& Co. (NZ) Ltd, Shulton Laboratories (NZ)  
Ltd, W. A. Thompson & Company Ltd, W.  
F. Tucker & Company Ltd, Trustee & Execu-  
tors Co. Ltd, Wilson Meats Ltd, Jan Wood  
Limited, H. R. Wootten & Company Ltd,

John Wyeth & Brother (NZ) Ltd.

**GRAY/SCOTT/INCH & ASSOCIATES  
LTD**, Cnr Airdale & St Paul Streets, Auck-  
land. Phone 30-983 (2 lines).

**Directors:** M. L. B. Inch (mng dir), C. H.  
Scott, D. W. Lever, R. A. Mason.

**Executives:** M. L. B. Inch (snr acct-exec.),  
R. A. Mason (gen. mgr), D. W. Lever, C. H.  
Scott (art dirs).

**Accreditations:** NPANZ, NZBC.

Sole New Zealand agents, Advertising Mar-  
keting International Network, associated  
agencies in 70 international centres.

**CHARLES HAINES LIMITED**, Head  
office, Dominion Bldg, Wellington, PO Box  
1490. Phone 70-079. Telegrams Haines Ad-  
vertising.

**Directors:** A. O. Aitken (chrmn), R. A.  
Dalton (mng dir Auckland), N. R. Knight  
(mng dir Wellington), T. H. M. McCormick,  
J. M. Gimson.

**Branches:** MLC Bldg, Queen-st, Auckland,  
PO Box 3898 (phone 78-249); Manchester  
Unity Bldg, Worcester St, Christchurch, PO  
Box 65 (phone 65-334); B.N.S.W. Bldg, Rang-  
itikei St, Palmerston North, PO Box 659  
(phone 87-287); T. & G. Bldg, Princes St,  
Dunedin, PO Box 12 (phone 77-648). Tele-  
grams Haines Advertising (all NZ branches).

Also United Dominions House, 142 Phillip  
St, Sydney, NSW, 2000. PO Box 5012, Sydney,  
2001. Phone 221-2580.

**Accreditations:** NZNPA, NZBC (radio,  
TV).

**HAMILTON-DARBY ADVERTISING  
LIMITED**, 131A Armagh St, Christchurch.  
PO Box 2290.

**HILL-SKINNER ADVERTISING LTD**,  
154-156 Hereford St, Christchurch (PO Box  
819). Phone 65-459. Telegrams Hillskinner &  
Nasagency.

**Director:** J. H. Skinner, MBE, FAIANZ.

**Executives:** R. M. Conly MAIANZ (art  
dir), Mrs D. M. Patten (secy-acct), J. C.  
Brasell, AAIANZ (asst mgr).

**Repr.:** NAS Auckland and Wellington.  
**O'seas repr.:** Murray Evans Advertising, NAS  
Melbourne, Brisbane, Perth, Adelaide, Lon-  
don, New York.

**Accreditations:** NZNPA, NZBC, NZABC,  
AAB, ABC.

**ILOTT, J. LIMITED**, Cnr Jervois Quay  
& Harris Street, Wellington. PO Box 1491.  
Phone 70-539. Telegrams Ilottads, Welling-  
ton.

**Directors:** Sir John Ilott (chmn), H. I.  
Austad, MBE (mng dir), J. V. Ilott, H. G.  
Markham, G. R. Allen, P. A. Smith.

**Executives:** P. F. Berg (secy), B. Petrie  
(media mgr), S. Tinkler (creative dir), B.  
Russ (TV exec.), I. McMinn (radio exec.), N.  
Money (studio mgr).

**Associated Research Company:** Market  
Research NZ Limited, H. G. Markham (mgr).

Branches: Commercial Union Bldgs, Chancery St, Auckland. PO Box 991 (phone 33-549). P. A. Smith (mng dir); Union House, Cashel St, Christchurch, PO Box 362 (phone 60-385). R. S. Scott (mngtr); H. B. Bldg, Princes St, Dunedin, PO Box 188 (phone 78-641). S. A. Crombie (mngtr).

Accreditations: NPANZ, NZBC.

**INGLIS WRIGHT, J., LTD**, IBM Centre, The Terrace, Wellington, PO Box 1462. Phone 71-039. Telegrams Writeads, Wellington.

**Directors:** L. M. Enting (mng dir), B. J. Stewart (Auckland), T. W. Sexton (Auckland), G. T. Wiggs, W. B. Griffiths, Robert Foulkes, J. Belich (Wellington), H. W. Thoms (Dunedin), R. Donn (secy), A. C. McCarthy (acct).

**Associate directors:** A. J. O'Dea, H. M. Cox, T. E. Christie (Wellington), R. P. Boon (Christchurch).

**Executive directors:** B. R. Couldrey, K. R. Holmes (Auckland), A. L. G. Dunford (Wellington), K. C. Shacklock (Christchurch), A. L. Winchester (Dunedin).

**Research subsidiary:** NZ Data Ltd, I. M. Brown (gen. mngtr), K. Fink-Jensen (Auckland).

**Public relations subsidiary:** JIW Public Relations Ltd, P. S. Holcroft (senior prod.).

**Repr.:** J. Inglis Wright Ltd, PO Box 2188, Auckland (34-299); PO Box 305, Christchurch (30-906); PO Box 90, Dunedin (76-026).

O'seas: Worldwide associates.

Accreditations: NPANZ, NZBC.

**JACKA BROWN ADVERTISING LIMITED**, 51 Randolph St, Newton, Auckland. PO Box 3503.

**JACKSON-WAIN (NZ) LTD**, Reid House 150 Hobson St, Auckland. PO Box 2609.

**KENYON BRAND & RIGGS LIMITED**, KBR Hse, 159-161 Vivian-st, Wellington. Phone 50-069. Telegrams Kenads, Wellington.

**Directors:** G. Brand (mng dir), Miss M. E. Shrimpton, V. F. Meachen, G. J. Martin, P. G. Leitch.

**Executives:** G. Brand (mng dir), Miss M. E. Shrimpton (secy), V. F. Meachen (prod. dir), G. J. Martin (art dir), P. G. Leitch (contact dir).

I/state & O'seas Repr.: Member NAS A/asia.

Accreditations: NPANZ, NZBC.

**KERRIDGE ADVERTISING LIMITED**, 127 Albert Street, Auckland.

**KIRK ADVERTISING LTD**, 129 Hobson Street, Auckland. PO Box 5556.

**LINTAS PROPRIETARY LIMITED**, 108/110 The Terrace, Wellington, PO Box 10041. Phone 50-879. Telegrams Lintas, Wellington.

**Director (Australia):** T. B. Wallace (exec. chrmn).

**Executives (New Zealand):** W. D. Bryan (dir & gen. mngtr), I. S. Colthart (crt mngtr), A. E. Merritt & J. O. Rimmer (acct mngtrs), B. T. Morgan (acct).

Accreditations: NPA, NZBC.

Incorporated in NSW.

**MAC HARMAN ASSOCIATES LIMITED**, 442A Queen St, Auckland. PO Box 2486.

**MACKAY, KING ADVERTISING LTD**, PO Box 6311, Wellington. Phone 50-179. Telegrams Mackinad, Wellington. Also PO Box 8818, Auckland. Phone 37-4587. Telegrams Mackinad Auckland. Manager E. H. Dawe.

**Directors:** L. King, A. C. W. Mantell-Harding, A. S. Macleod, J. E. Blennerhasset, M. J. Burdan, J. R. Davis.

Accreditations: NPANZ, NZBC.

**McNIGHT, OLIVER & BRYCE ADVERTISING LTD**, Evening Post Chambers, Willis Street, Wellington. Also PO Box 639, Hastings.

**NEWSON, LODGE & ASSOCIATES LIMITED**, 280 Parnell Rd, Auckland, I. PO Box 590. Phone 33-109. Telegrams Newsad, Auckland.

**Directors:** W. F. Newson, R. G. Lodge, A. C. Warden, R. V. Carley.

O'seas repr.: Lonsdale Crowther London & International, Griswald-Eshleman, USA.

Accreditations: NPANZ, NZBC.

**JACK PENNY ADVERTISING LTD**, PO Box 1713, Christchurch, New Zealand. Phone 67-356 (2 lines). Telegrams & cables Penads.

**Directors:** Jack Penny, M. Penny, J. B. Penny.

**Executives:** Jack Penny (gov. dir), Mrs D. Cooper, John Wright (branch mngtr).

**Branch:** Hazeldine Studios Bldg, Don St, Invercargill, PO Box 320 (phone 86-122). Telegrams Penads.

O'seas repr.: Sydney, Insight Pty Ltd.

Accreditations: NZNPA, NZBC, 4As NZ.

**Clients:** Alliance Freezing Co. Ltd, Bechtel Pacific Corp. Ltd, Bradford Dyeworks Ltd, Christchurch City Council, Elbar Industries Ltd, Fiordland Tourist Co. Ltd, General Medical Supplies, Integrity Feeds Ltd, Invercargill Licensing Trust, Linwood Bakery Ltd, Manapouri & Doubtful Sound Tourist Co., Ross Bullock & Co. Ltd, Southland Savings Bank, Timaru City Council, W. J. Wesley & Sons Ltd, Jack Wilson Sales Ltd (Moly slip), Salisbury Laboratories Iowa, Gol-

crum Hayward Ltd, Laurie Frank Ltd, Runde Stainless Co. Ltd, NZ Construction Co. Ltd, Acceptone Laboratories Ltd, Armstrong & Farr Ltd, The Co-operative Dairy of Otago Ltd, Jones & Hoskyns Ltd, Warren J. Matthews Ltd, Millar Lange Ltd, Southland Jewellers Assn, C. P. Campbell Ltd, Commissionaire Doors NZ Ltd, Goodwill Trading Co. Ltd, H & H Motors Ltd, Laird Consultants Ltd, Bernard Lee, Manda Ice Cream Ltd, Midland Junction Abattoire Board, Norrie Services Ltd, Shep Products Ltd, Plastic Coatings Ltd, Rushston Engineering Ltd, Southland Electrical Contractors Assn, Waitaki Farmers' Freezing Co. Ltd, Canterbury Bye Products Co. Ltd, Nightingale Products Ltd.

**RIDER BROWN ADVERTISING LTD**, 65 Upper Queen Street, Auckland. GPO Box 1063.

**ROUGHTON ADVERTISING LIMITED**, 6 High St, Auckland. PO Box 2560, Auckland. Phone 375-182.  
 Managing director: B. W. Roughton.  
 Accreditation: NPA, NZBC.

**PETER RYAN ADVERTISING (NZ) LTD**, 11 Commerce Street, Auckland.

**JAMES SANDERS ADVERTISING LIMITED**, 139 Albert St, Auckland. Phone 33-342. Telegrams Sanderad.  
 Directors: Mrs J. H. Vouillaire, A. G. Malcolm.  
 Branches: Associate NAS members Wellington and Christchurch.

O'seas Repr.: Murray Evans (Sydney), NAS (Melbourne), NAS (Adelaide), NAS (Brisbane), NAS (Perth). Also NAS London and New York.

**SERVICE ADVERTISING LIMITED** (formerly Denis Hurlley Advertising Limited), 111 The Terrace, Wellington. PO Box 2626. Phone 57-753. Telegrams Servad.  
 Directors: G. T. Wiggs, W. B. Griffiths, L. M. Enting, B. L. Enting.  
 Accreditations: NPANZ, NZBC.

**SHIRWIN INTERNATIONAL ADVERTISING LTD**, 72 Riccarton Road, Christchurch 4. PO Box 8116. Phone 47-009. Cables Shirwinad.  
 Directors: J. Urlwin (gov. dir), T. Downey, R. S. Abbott, T. J. Urlwin.  
 Advertising, marketing counsel, public relations.  
 Australian representation: Murray & Ogle Pty Ltd, Sydney; Stewart/Cowcher Advertising Pty Ltd, Melbourne.

**SPANJER MURDOCH ADVERTISING LTD**, Dilworth Bldg, Cnr Queen & Customs

Sts, Auckland 1. PO Box 1473. Phone 364-610. Telegrams Spanads.  
 Directors: J. H. Murdoch (chrnm), J. A. Wright (mng).  
 Executives: B. M. Brown (acct mngr), B. W. Bickerton (mng, Christchurch branch), M. Palubinskas.  
 O'seas repr.: Coudrey-Campbell-Ewald Pty Ltd, Sydney; Dudley Turner & Vincent (Overseas) Ltd, London.

**STUART WEARN ADVERTISING LTD**, 914 Colombo St, Christchurch. Phone 60-293. Cables Wearnad, Christchurch.  
 Directors: J. S. Wearn (mng dir), T. G. Leighs, K. W. Cameron, R. H. B. Scott.  
 Auckland Branch: Colebrook Bldg, 93-95 Anzac Ave, Auckland (364-213). Wellington Branch: Evening Post Chambers, Willis St, Wellington (71-862).  
 O'seas repr.: Sydney, London, New York.  
 Accreditations: NPANZ, NZBC, ABC (Australia).

**THIRD & PARTNERS LTD**, 231 Khyber Pass Road, Auckland. PO Box 3424.

**THOMPSON, WALTER J., ADVERTISING LIMITED**, Armishaws Bldg, 102 Albert St, Auckland. PO Box 333. Phone 33-479 (3 lines).  
 Directors: Walter J. Thompson (chrnm), Graham J. Thompson (mng dir).  
 Executives: Dennis J. Thompson (production mngr), R. R. Ferri (acct exec.), B. Stevens (art dir), A. Curzon (media mngr).  
 Accreditations: NPANZ, NZBC, ABC.  
 Clients: Fashion houses, hotels, aviation, shipping, liquor industry, building and hardware, footwear, outboard motors, paint industry, cosmetics, internal heating, building materials industry, packaging industry; approximately 60 accounts and product divisions.

**WHT ADVERTISING AND MARKETING LIMITED** (formerly Wardlaw Advertising Agency Ltd), Caltex House, Fanshawe St, Auckland. PO Box 723. Phone 34-577. Cables & telegrams Adeptads.  
 Directors: S. L. Moses (chrnm), Robert J. Wardlaw (mng dir), Reginald W. Wardlaw (gen. mngr), P. J. Clegg, B. A. Christmas.  
 Clients: Alcan New Zealand Limited, H. J. Asmuss & Co. Limited, Amalgamated Brick & Pipe Co. Ltd, Auckland Gas Company (chemical division), Auckland Hospital Board, Auckland Master Builders' Association, Barker Aluminium Co. Ltd, Bell Bryant Ltd, Berlei (NZ) Ltd, Boyce Industries Ltd, Building Display & Development Centre, C.R.O. Sales (NZ) Ltd, E. A. Coxon Ltd, Western Samoa, N. R. Cunningham Ltd (EMI Group), Citrus Products Ltd, Crystal Hot Springs Motel Ltd, E. S. Coultts Ltd, Dominion Radio & Electrical Corp., Electropar Ltd, Edmiston Ward Ltd, Economy Meats Ltd, Elwoods Ltd,

Farm Holidays Ltd, R. & W. Hellaby Ltd, Hopwood Adhesives Ltd, Holeproof (NZ) Ltd, Hunter Douglas Ltd, W. Graham Hitchens Ltd, Intellectually Handicapped Children's Society Inc., Italian Trade Commission, Joseph Lucas (NZ) Ltd, Metters (NZ) Ltd, Muir & Neill Pty Ltd, Neil Housing Ltd, New York State Department of Commerce, NZ Co-operative Dairy Co. Ltd, NZ Association of Greeting Card Manufacturers, Prime Meats Ltd, Paterson Candy International, Potter Brown Ltd, Queen Street Businessmen's Association, S & S Agencies Ltd, Scripto Pens (NZ) Ltd, Silver Check Ltd, E. W. Sinton Ltd, Slimform Girdle Co. Ltd, Sterling Pharmaceuticals (NZ) Ltd, N. W. Stevens Ltd, Sydney Duty Free Shops, Technical Books Ltd, The Leprosy Mission NZ, Victor Enterprises Ltd, NZ Venetian Blind Manufacturers' Federation, Frank M. Winstone Ltd, J. Wiseman Ltd, J. Yock & Co. Ltd, W. Z. Rodwell Ltd.

**A. N. WHITE LTD**, Cnr Fanshawe & Hobson Sts, Auckland. PO Box 860.

**WOOD & MITCHELL ADVERTISING LTD**, 204 Upper Willis St, Wellington. Phone 559-618. Telegrams Mitchwood, all branches.

**Directors:** Felix Wood (mng dir), P. R. Wood, H. D. Clements, M. R. Cochrane, K. Parry, J. D. Kelly, D. K. Murray.

**Assoc. director:** W. D. Blackburn.

**Executives:** P. R. Wood (dir Auckland branch), H. D. Clements (dir Wellington branch), I. McDougall (mngr Palmerston North branch), D. Lucas (mngr Christchurch branch).

**Branches:** Heather St, Parnell, Auckland; Marley House, Broadway, Palmerston North; 196 Gloucester St, Christchurch.

**O'seas Repr.:** Sole NZ member, International Markets Advertising. Representatives in 45 countries. Partner: International Markets Advtg Agency (Inc.), New York, USA. Branch offices: America, Australia, Denmark, France, Germany, Holland, Japan, Peru, UK, Sweden, SA.

**Member:** Am-Cham (NZ), Audit Bureau of Circulations, The Market Research So-

ciety of NZ, International Markets Advertising.

**Accreditations:** NPANZ, NZBC.

**WOODWARD ADVERTISING LTD**, 111 The Terrace, Wellington. Phone 59-059. Telegrams Woodadvert, Wellington.

**Director:** Warwick Woodward (mng dir).

**P'state repr.:** Auckland. O'seas: Sydney, Melbourne, London, New York.

**Accreditations:** NPANZ, NZBC.

**Clients:** Australian Guarantee Corporation (NZ) Ltd, Coopers Seeds Ltd, Goodwin-Healing Ltd, J. Russell Hancock Ltd, Dept of Justice, Government Printing Office, National Mountain Safety Council, Phonographic Performances (NZ) Ltd, Romanos Motels, Metters (NZ) Ltd, NZ Dairy Board, Schick razor blades, Ciba Co. Pty Ltd, Inland Revenue Dept, Ministry of Works, NZ Road Carriers Assoc.

## PUBLIC RELATIONS

**CREATIVE PUBLIC RELATIONS LTD**, 41 Gillies-ave, Auckland, NZ.

**Managing Director:** W. Haythorn-Thwaite.

**JIW PUBLIC RELATIONS LTD**, 6th floor, IBM Centre, The Terrace, Wellington, PO Box 1462. Wellington. Phone: 71-039. Telegrams and cables Writeads.

**Directors:** G. T. Wiggs, L. M. Enting (Wellington), B. Stewart (Auckland).

**Principal executives:** P. S. Holcroft (senior PRO).

**Company's operations:** Complete public relations service. Clients on behalf of J. Inglis Wright Ltd, and independent clients.

**Agency:** J. Inglis Wright Ltd.

**Repr.:** J. Inglis Wright Ltd, PO Box 2188, Auckland (334-299); PO Box 305, Christchurch (30-906); PO Box 90, Dunedin (76-026).

**Overseas:** Worldwide associates.

**Accreditations:** NPANZ, NZBC.

## LEADING ADVERTISERS

**ABELS LIMITED**, Carlton Gore Road, Newmarket, Auckland, SE1.

**AIR NEW ZEALAND LIMITED**, 101 Customs Street East, Auckland 1.

**ANZ BANK LIMITED**, 196 Featherston Street, Wellington.

**AMP SOCIETY**, 86-90 Customhouse Quay, Wellington.

**ASSOCIATED PULP & PAPER MILLS LTD**, c/- Robert Bryce & Company Limited, 19 Tory Street, Wellington.

**ATLANTIC UNION OIL COMPANY (NZ) LIMITED**, PO Box 2592, Wellington. Phone 43-500. Cables Atlantic.

Executives: R. F. Blackmore (NZ sales mngr), C. J. Butler (advtg mngr).

Products: Petrols, oils and lubricants.

Agency: Kenyon Brand Riggs Ltd, Wellington.

Repr.: Throughout NZ.

**BALM PAINTS (NZ) LTD**, ICI Hse, Molesworth-st, Wellington. GPO Box 3646. Phone 70-609. Telegraph — Pigments, Wellington.

Executives: J. M. Robertson (gen mngr), R. K. Lambert (secy), H. G. Guthrie (mktg services mngr), E. C. Robinson (comm. mngr), R. H. O'Leary (supply mngr), D. B. Adams (tech. mngr), E. A. Cross (advtg officer).

Products: Paint, lacquer and varnish — Duco, Dulux, Dulon.

Agency: J. Ilott Ltd.

**BANK OF NEW SOUTH WALES**, PO Box 691, Wellington. Phone 71-859. Telegrams Bankwales.

Executives: N. J. R. Meldrum (chief mngr), D. G. Wheeler (deputy chief mngr), R. C. Bell (asst chief mngr), J. W. Hilyard (asst chief mngr).

O'seas repr.: Australia, New Guinea, Fiji, Norfolk Island, Nauru, London, New York, Tokyo, Gilbert & Ellice Islands.

**BEECHAM (NEW ZEALAND) LIMITED**, 950 Great South Road, Penrose, Auckland SE6, Phone 593-154. Cables Beecham.

Executive: M. J. Rowe (NZ mngr).

Company's operations: Manufacturing chemists. Macleans Toothpaste, Brylcreem, Silvikrin, Eno Fruit Salt, Dinnefords Magnesia, Ribena, Cool Charm Deodorant.

Agency: J. Inglis Wright.

Sales agent: Butland Industries.

**BERLEI (NZ) LTD**, PO Box 1134, Auckland. Phone 32-299. Cables & telegrams Berlei.

Directors: Robert King (chrnm), John L. Gentles, Percy Harrison, L. N. Ross, C. I. Stichbury.

Executives: Colin I. Stichbury (gen mngr), William M. Outtrim (prod. mngr), J. W. Shears (sales mngr), M. S. Simpson (secy), Peter G. Morris (merchandise mngr), Dawn Forbes (prom. & advtg mngr).

Products: Berlei, Hollywood Vassarrette, Warner's, Maidenform, Poirette of New York, Gothic, Camp Foundation Garments.

Agencies: Carlton-Carruthers Du Chateau Ltd; J. Ilott Ltd.

Repr.: Berlei sales representatives throughout New Zealand.

**BIRO BIC & GOLLIN (NZ) LIMITED**, PO Box 8616, Auckland. Phone 605-972. Telegrams & Cables: Birobic.

Directors: E. R. Wilmoth, K. H. Macdonald, S. B. Hale (mng dir).

Executives: S. B. Hale (gen mngr), D. W. Crowe (asst gen. mngr).

Products: Biro & Bic pens.

Agency: A. N. White Ltd.

**BOWATER PAPER COMPANY (NZ) LIMITED**, MLC Bldg, Queen Street, Auckland.

**BP (NEW ZEALAND) LIMITED**, 20 Customhouse Quay, Wellington 1. PO Box 892. Phone 59-899. Telegrams Beepee.

Directors: J. M. C. Fletcher (chrnm), J. C. Fair (mng dir), J. N. Laurenson, L. C. Nisbet, P. T. Norman, H. J. Russell.

Executives: C. F. Omerod (asst gen. mngr), F. R. Shelton (secy), R. B. Egan (sales mngr), A. G. Hunter (operations mngr), J. R. Simons (finance mngr), R. A. Mears (chief acct).

Company's Operations: Suppliers of petroleum products for all forms of industry and all automotive uses. BP Super petrol BP Super Viscostatic motor oil.

Agencies: J. Inglis Wright Ltd.

**BRITISH OVERSEAS AIRWAYS CORPORATION**, 96-98 Anzac Avenue, Auckland.

**BRISTOL-MYERS CO. PTY LIMITED**, PO Box 9175, Newmarket, Auckland, SE1. Phone 33-972. Telegrams Mytoldo.

Executive: R. L. E. Barry (NZ mngr).

Company's operations: Manufacturers and

marketers of toiletries, hair care products, pharmaceuticals and nutritional products.

Agencies: Charles Haines Advertising, Dobbs Wiggins McCann Erickson.

**D. H. BROWN & SON LTD**, head office Christchurch. Phone 62-141. Cables & telegrams Peerless.

Executives: J. K. Ireland (mng dir), K. Falloon (secy).

Christchurch branch: Moorehouse Avenue. Phone 62-149. Cables & telegrams Peerless. C. E. Rollinson (mngtr).

Taranaki branch, Private Bag, Inglewood. Phone 881 Taranaki. Cables & telegrams Peerless. W. K. Sagers (branch mngtr).

Products: Flour millers, marketers of grocery products, specialty flours, stock feed & dehydrated lucerne.

Agency: Claude & Associates.

**CADBURY FRY HUDSON LIMITED**, Castle St, Dunedin. PO Box 890. Phone 79-320. Telegrams Cocoa.

Directors: E. E. Barringer (chrnm), R. R. Hudson, D. J. Graham.

Executives: N. C. Bain (secy), I. Szigetvary (sales mngtr), G. K. Holmes (advertising mngtr), J. C. Hinkley (display mngtr), D. R. Brickell (factory mngtr), G. Mason (chief eng.), G. W. Dance (personnel officer), C. R. Ogg (buying officer).

Company's operations: Manufacturers of chocolates, cocoa, confectionery, biscuits, food drinks and allied products.

Agency: Carlton-Carruthers du Chateau Ltd.

**CALTEX OIL (NZ) LIMITED**, IBM Centre, Wellington. PO Box 2297. Phone 46-020. Telegrams Caltex.

Managing director: J. L. Sullivan.

Executives: N. L. Purdie (asst gen. mngtr), E. D. Tegg (finance & accis mngtr), D. Bryce (secy), H. F. Skinner (ops mngtr), I. D. England (sales mngtr), P. J. Travers (tech. mngtr), O. L. Gwilliam (advtg & sales prom. mngtr), G. E. Carr (reseller sales mngtr).

Company's operations: Manufacture of Caltex Quality petroleum products; petrol, motor oils, lighting power kerosene, diesel fuel, diesel lubricants, fuel oil, greases, petrolatum, mineral turpentine & dry cleaners, paint thinners, medical & technical oils, bitumen and full range of other petroleum products.

Agency: Dormer Beck Ltd.

Branches: Auckland, Wellington, Christchurch, Dunedin, main provincial centres.

O'seas Repr.: Caltex.

**CASTROL LIMITED**, Cnr Dixon & Herbert Streets, Wellington.

**CLARKE, H. W. (NZ) LIMITED**, 42-46 Cable St, Wellington. Phone 59-578 (5 lines). Telegrams Galtouch. PO Box 1693.

Directors: G. A. Parsons (chrnm), W. B. Clarke, K. W. Stephen, D. H. Scott.

Executives: K. W. Stephen (gen. mngtr), M. Johnson (secy), M. Allardyce (acctnt).

Company's operations: Importers, manufacturers, wholesale distributors.

Advertising agencies: Dobbs-Wiggins McCann-Erickson Ltd, J. Inglis Wright Ltd.

Branches: Auckland, Hastings, Nelson, Christchurch, Oamaru, Dunedin, Invercargill.

O'seas Repr.: Great Britain, Germany, Denmark, Japan, Australia, USA, Canada.

**THE COCA-COLA EXPORT CORPORATION (INC. IN USA LIABILITY LIMITED)**, PO Box 23-259, Auckland, New Zealand. Phone POP. 48179. Telegrams Coca-Cola Auckland.

Executives: P. B. Young (NZ dist mngtr), K. C. Martin (ops mngtr), R. C. Blake (advtg & sales prom. mngtr), G. T. Harvey (NZ acctnt), E. S. Morch (NZ dist chem.).

Products: Manufactures and distributes concentrates for soft drink beverages; marketing of products of The Coca-Cola Company.

Agency: Dobbs-Wiggins-McCann Erickson Ltd, Auckland.

O'seas repr.: The Coca-Cola Export Corp., 515 Madison Ave, New York, NY, 10022 USA; and The Coca-Cola Export Corp., 111 Chandos St, Crows Nest, NSW, 2065.

**COLGATE-PALMOLIVE LIMITED**, Petone, NZ. PO Box 38077. Telegrams Palmolive, Petone.

Executives: P. E. Bowen (mng dir), T. Solomon (secy), E. J. Tate (marketing mngtr), T. A. Pearson (plant mngtr).

Products: Toilet soap, toothpaste, toiletries and household cleansers.

Agency: J. Ilott, Wellington.

Branches: Branch warehouses in Auckland, Christchurch.

**COLLINS BROS. & CO. LTD**, Lake Road, Takapuna, Auckland.

**CONTINENTAL CIGAR CO. LTD, THE**, 6 Heather St, Parnell, Auckland.

**CORBAN & SONS LTD, A. A.**, 51-57 Hobson Street, Auckland.

**DICKINSON & CO. (NEW ZEALAND) LIMITED, JOHN**, Croxley House, 135-143 Taranaki Street, Wellington.

**DOMINION BREWERIES LIMITED**, Waitemata House, Wyndham & Albert Sts, Auckland.

**T. J. EDMONDS LIMITED** (Edmonds White Wings Ltd, Edmonds Food Services (NZ) Ltd, Edmonds Game Consolidated Limited, Edmonds Nabob Ltd, Pakenham Products Ltd, G. E. Winson Ltd), PO Box 472, Christchurch. Phone 65-789. Telegrams Suretorise. Telex Promote 4393.

**Directors:** C. W. Evans (chrnm), D. L. Cropp, K. W. Edmonds, G. Gibson, A. R. Guthrey, J. L. Pearson, H. W. Revell.

**Executives:** H. W. Revell (gen. mngr), B. S. Smith (secy), D. Gillian (marketing mngr), G. C. Cox (factory mngr), J. A. Surrey (sales mngr NI), G. Wyeth (sales mngr SI).

**Company's operations:** Food manufacturers, game packers, cordial manufacturers.

**Agency:** J. Ilott Limited.

**Branches:** Frost Road, Auckland, Agionby St, Lower Hutt.

**ARTHUR ELLIS & CO. LTD**, Private Bag, Dunedin. Phone 60-490. Telegrams Flokapok.

**Directors:** C. M. Ellis (chrnm), M. R. Ellis, J. L. Ellis, G. N. Ellis, O. M. Ellis, A. R. Craigie.

**Executives:** M. R. Ellis (gen. mngr), J. L. Ellis (sales mngr), G. N. Ellis (prod. mngr), O. M. Ellis (tech. mngr), A. R. Craigie (secy).

**Products:** Bedding, quilts, sleeping bags bonded waddings, air filters, needled products.

**Agency:** Ilotts Advertising Ltd, Dunedin.

**Branches:** Offices at Christchurch, Auckland, Wellington, Invercargill, Palmerston North.

**O'seas repr.:** Hamilton Somerset, London.

**EUROPA OIL (NZ) LTD**, Challenge Hsc, 105-109 The Terrace, Wellington.

**FELTEX NEW ZEALAND LIMITED**, 85 Customhouse Quay, Wellington. Phone 48-980. Cables and telegrams Feltex.

**Directors:** I. D. Reid, H. W. Whyte, H. G. Callan, W. H. Chapman, H. W. Rowden, A. L. McLean.

**Executive:** G. E. Pearce (mng dir).

**Products:** Riccarton, Paul Baron, Tattersfield carpets; Nafco floor tiles; Knight footwear; Lyn webbing, cordage; Feltex wool tops; Feltex Yarns, Don furniture; Tattersfield bedding; Flexafoam.

**Agencies:** Lintas International Advertising; Jacka Brown Advertising Limited; J. Inglis Wright; Dormer Beck Ltd, Service Advertising Ltd.

**FLETCHER HOLDINGS LIMITED**, Penrose, Auckland. Phone 599-979. Telegrams Flebros Auckland.

**Directors:** Sir James Fletcher (founder pres.), L. J. Stevens (chrnm), J. C. Fletcher (mng dir), K. O. Brown, J. S. Fletcher, B. N. Kelman, R. G. Stark.

**Secretary:** H. F. Molony.

**Company's operations:** Holding company for the Fletcher organisation engaged in construction, timber milling, merchandising of builders' supplies and steel, manufacturing and land development.

**Agencies:** J. Inglis Wright Ltd, Walter J. Thompson Ltd, Spanjer Murdock & Co. Ltd, Jackson Wain (NZ) Ltd.

**FLETCHER, HUMPHREYS & CO. LTD**, 904-908 Colombo-st, Christchurch 1. PO Box 946. Phone 60085 (5 lines). Cables Chancery Christchurch.

**Directors:** L. D. Cotterill (chrnm), R. G. F. Kingscote (mng dir), A. M. Duffield, B. H. Ballin, N. W. Millner, W. G. Quirk.

**Executives:** R. G. F. Kingscote (mng dir), A. M. Duffield (mngr), I. G. M. Smith (secy/accnt).

**Products:** Wine and spirit merchants, general merchants and importers.

**Brands:** Haig, Grouse Whisky, Bacardi rum, Remy Martin Cognac, Bardinet Brandy, French, German, Continental, South African and Australian wines.

**Agencies:** N. Hill-Skinner Advertising Agency Ltd, Dobbs-Wiggins McCann-Erickson.

**FORD MOTOR COMPANY OF NEW ZEALAND LIMITED**, Seaview Road, Lower Hutt.

**FORMICA (NZ) LIMITED**, Humua Road, Papakura.

**GEC (NEW ZEALAND) LTD**, Ghuznee St, Wellington. Telegrams Britgen, Gecwell.

**Branches:** Auckland, Hamilton, Rotorua, Gisborne, Palmerston North, Napier, Lower Hutt, Christchurch, Dunedin, Invercargill.

**Company's Operations:** Electrical manufacturers, distributors, wholesalers, etc.

**Agency:** Kenyon Brand & Riggs Ltd.

**I/STATE Repr.:** National Advertising Services (Auckland and Christchurch).

**O'seas Repr.:** National Advertising Services (Sydney, Melbourne, Adelaide, Brisbane and Perth).

**GENERAL FOODS CORPORATION (NZ) LIMITED**, 113 Carbine Rd, Mt Wellington, Auckland.

**GENERAL MOTORS NEW ZEALAND LIMITED**, Alexander Road, Trentham.

**GILLETTE (NEW ZEALAND) LIMITED**, Aglionby St, Lower Hutt. Phone 66-122. PO Box 30369 Lower Hutt.

**Director:** R. F. Farmer.

**Executives:** R. Farmer (mng dir), C. Maud (secy), A. J. Williams (sales mngr), D. N. G. Innes (brand mngr).

**Products:** Gillette razors and razor blades, Technatic razors & cartridges, shaving cream, surgical blades and handles, Toni home perms and spin curlers, Prom home perms,

Adorn hair spray, Dippity-do setting gel, Tame creme rinse.

Agency: J. Hott Ltd.

**GLAXO GROUP (NEW ZEALAND)**, Glaxo Laboratories (NZ) Ltd, Allen, Hanbury & Evans (NZ) Ltd, BDH New Zealand Ltd, McFarlan Smith (NZ) Ltd, PO Box 624, Palmerston North. Phone 83-129. Telegrams Vitamins. Telex PN3295.

**Directors:** T. M. Pacey (chrmn), H. W. Palmer, W. J. Hurran, R. Stagg, R. J. Kinniburgh, D. J. Jull, G. H. L. Davies, K. D. Huse.

**Executives:** R. Stagg (mng dir.), K. D. Huse (deputy mng dir.), A. R. Hewett (secy), R. J. Kinniburgh (mrktng dir.), D. J. Jull (tech. dir.), P. P. O'Brien (prod. mngtr), K. Reynolds (factory mngtr, pharmaceuticals), R. B. French (factory mngtr, biologicals), A. D. Mackie (factory mngtr, dried milk), E. Jessop (chief chemist), L. T. Maden (purchasing officer), R. N. Morgan (sales mngtr), J. A. Copping (advtg & PR mngtr), B. H. Ogier (sales service mngtr).

**Company's operations:** Manufacturer and suppliers of foods, pharmaceutical and veterinary products, laboratory chemicals and surgical instruments.

**Agencies:** J. Hott Ltd, J. Inglis Wright Ltd.

**O'seas repr.:** Glaxo Group Limited, London, Glaxo-Allenburys (Aust.) Melbourne, Morris Hedstrom Ltd, Suva.

**W. GREGG & CO. LTD**, 51 Forth Street, Dunedin, New Zealand, PO Box 956. Phone 79-191. Telegrams Redgee.

**Advertising manager:** C. F. Hebenstreit.

**Branches:** Auckland, Wellington, Christchurch.

**Operations:** Manufacturers of Gregg's Instant Coffee, instant pudding, fruit drinks, jelly crystals, seameal custard, salad dressing, food colours, spices, herbs and essences.

**Subsidiary companies:** Island Foods Ltd, Rarotonga, Cook Islands (manufacturers of Raro brand fruit products), Central Otago Fruit Co., Roxburgh, Otago (manufacturers of Roxdale brand products).

**GRIFFIN & SONS LIMITED**, Waimui Rd, Lower Hutt.

**HANNAH & CO. LTD**, R. Leeds Street, Wellington.

**HANSELLS (NZ) LIMITED**, Opaki Road, Masterton.

**JAMES HARDIE & COY PTY LTD**, O'Rourke Rd, Penrose, Auckland 6, Phone 599-919. Telegrams Fibrolite.

**Products:** Asbestos cement building materials and pipes.

**Agency:** Spanjer Murdoch Ltd, Auckland.

**J. F. HARGRAVE LIMITED**, 92-94 Jervois Quay, Wellington. Phone 42-460. Telegrams Harco. Telex NZ3378.

**Directors:** J. F. Hargrave (chrmn), R. L. Hutton (mng dir), W. B. Brown, A. L. Hargrave, R. F. Hargrave, V. J. Harris.

**Executives:** V. J. Harris (secy), O. C. Joyce (indent dept mngtr), E. H. Pratt (chief purchasing officer), J. P. Snadden (advtg & sales prom. mngtr).

**Company's operations:** Engineers and machinery importers.

**Agency:** Wood & Mitchell Advertising Ltd. **O'seas repr.:** London buying house, Arthur F. Parris Ltd.

Also at Auckland, Christchurch, Dunedin, Invercargill.

Members of the Hargrave Group.

**HARVEY INDUSTRIES LIMITED, ALEX**, Great South Road, Penrose, Auckland.

**HENRY, D., & CO., LIMITED**, 12-14 Nelson St, Auckland. PO Box 1412. Phone 360-135. Cables and telegrams Glandless. Branches at Takapuna, Whangarei, Rotorua, Wellington. Factory at 447-449 Rosebank Rd, Avondale, Auckland, PO Box 19-113. Subsidiary company, Plumbingware (Hutt Valley) Ltd. Branches at Lower Hutt and Upper Hutt. Jensen & Harwood Ltd, Wellington and Rotarua.

**Directors:** R. H. Smythe (chrmn), D. O. Walker, T. G. Mason, W. J. Sandman, Mrs E. F. McCulloch.

**Executives:** A. V. McClelland (mngtr), J. Merkens (secy), G. M. Rocard (sales mngtr), P. S. Best (factory mngtr).

**Operations:** Plumbers merchants and manufacturers of plumbing materials, sheet-metal workers, brass founders and finishers, coppersmiths and electroplaters, brand name Starkie. Manufacturers of refuse disposal units.

**Agency:** Catts Patterson Co. of NZ Ltd. **Repr.:** McGibbon Dunne & Company, PO Box 2353, Christchurch; H. Chisholm Ltd, Box 686 PO, Dunedin.

**HOME PRODUCTS (NZ) LIMITED**, 911 Dominion Rd, Mt Roskill, Auckland, S4. Phone 699-089. Telegrams Faxin.

**Directors:** J. E. Roberts (chrmn), E. Wilkinson, L. M. Browning.

**Executives:** J. E. Roberts (gen. mngtr), L. M. Browning (secy), J. G. Sinclair (plant mngtr).

**Company's Operations:** Kitchen cleaners and chemical preparations.

**Agencies:** Goldberg Advertising (Auckland), Dormer-Beck Advertising.

**HUDNUT, RICHARD, LIMITED**, 21 Federal St, Auckland, I. PO Box 430. Phone 34-551. Cables Quickpill, Auckland.

**Directors:** Robert H. O'Rourke, Laurence H. Southwick.

**Executives:** R. H. Gill (sales mngtr), B. G. Barrack (plant mngtr), D. R. Hood (secy & office mngtr).

**Products:** Cosmetics, toiletries, hair preparations. Brands, Three Flowers, Gemey, Richard Hudnut, Poly, Style & Quick home permanents.

**Agency:** Jackson Wain.

**O'seas Repr.:** Head office, Warner-Lambert Pharmaceutical Co. Ltd, 201 Tabor-rd, Morris Plains, New Jersey, USA.

**HUTCHESON, WILSON & CO. LTD,** cnr Cuba St & Jervois Quay, Wellington. Phone 70-234. Telegrams Hutchwilco. Telex NZ3378.

**Directors:** J. F. Hargrave (chrnm), R. L. Hutton (mng dir), W. B. Brown, A. L. Hargrave, R. F. Hargrave, V. J. Harries.

**Executives:** V. J. Harris (secy), O. C. Joyce (indent dept mgr), E. H. Pratt (chief purchasing officer), J. P. Snadden advtg & sales prom. mnggr).

**Company's operations:** Importers, manufacturers, wholesalers. Designers and makers of Hutchwilco Lifejackets, all types of goods in industrial fabric or canvas.

**Agency:** Wood & Mitchell Advertising Ltd.

**O'seas repr.:** London buying house, Arthur F. Parris Ltd. Also at Auckland.

Members of the Hargrave Group.

**IBM WORLD TRADE CORPORATION,** UDC House, The Terrace, Wellington.

**INDUSTRIAL CHEMICALS (NZ) LTD,** PO Box 14-147, Panmure, Auckland. Telegrams & cables Caska. Phone 577-029.

**Directors:** Arthur G. Brown (chrnm), A. Lewis, W. A. Mason, Frank K. Brown, H. S. Ayling.

**Executives:** F. K. Brown (mng dir), C. M. O'Loughlin (secy), A. J. Triggs (mktg mnggr).

**Operations:** Repr. Chesebrough 'Ponds', USA; manufacturers and distributors of Vaseline, Pond's, Cutex and Odo-Ro-No products, also general cosmetics. Cascade cleaners, floor polishes, disinfectants and adhesives, Desford brand adhesives, Epoxy bonding resins, Jenolite metal treatment compounds, surgical dressings, and Sherpa ferrules.

**Agencies:** Dormer Beck Advertising, J. Illot Ltd.

**INTERNATIONAL COMPUTERS (NEW ZEALAND) LIMITED,** Securities Hse, The Terrace, Wellington. PO Box 394. Phone 51-249. Telegrams: Computer. Telex Computer 3654.

**Directors:** W. D. Barclay (chrnm), C. B. Oldham, G. A. Redhouse, W. H. Nankervis, OBE, G. D. C. Hicks, J. T. Andrews, CBE, T. W. Perry, CMG, V. Hindmarsh, T. W. Hartrick.

**Executives:** T. W. Hartrick (gen. mnggr), V. Hindmarsh (commercial mnggr), G. A. Hiam (sales mnggr), D. B. Hughes (NZ customer eng. services mnggr), B. Burney (NZ computing services mnggr).

**Products:** ICL computers, punched card equipment and computing services bureaux.

**Agency:** McKay King Advertising Ltd.

**Sales offices:** Auckland, Wellington, Christchurch, Dunedin.

**INTERNATIONAL PAINTS OF NEW ZEALAND LTD,** Weka Street, Miramar, Wellington.

**IVON WATKINS-DOW LIMITED,** Box 144, New Plymouth. Phone 88-049. Cables Fruitful. Telex 3215.

**Directors:** W. G. Watts (chrnm), D. A. Watkins, G. L. Ewart, D. N. R. Webb, C. D. Goodchild, R. W. Lundeen, R. E. Peterson, Macauley Whiting, J. O. J. Shellenberger, A. L. Johnson.

**Executives:** D. A. Watkins (mng dir), D. G. Brash (secy), B. D. Gundesen (works mnggr), G. W. Mason (research & development mnggr), P. S. Ferens (bio-prod. mnggr), I. D. Beatson (ind. chemicals mnggr), I. G. Turner (chem. engineering development mnggr), J. T. Gribben (export & application services mnggr).

**Operations:** Agricultural and industrial chemicals and application equipment.

**Agency:** Dobbs, Wiggins-McCann Erickson.

**JOHNSON & JOHNSON (NZ) LTD,** 710 Great South Road, Penrose, Auckland.

**KODAK NEW ZEALAND LIMITED,** 18 Victoria-st, Wellington. Phone 70-939. Telegrams Kodak Wellington.

**Directors:** G. J. Stansfield, R. F. Riggs, G. T. Reynolds.

**Executives:** G. J. Stansfield (mng dir), R. F. Riggs (gen. mnggr marketing), G. T. Reynolds (secy).

**Products:** Suppliers of amateur, professional and medical photographic goods and services.

**Agency:** Charles Haines Limited, Wellington.

**Branches:** Auckland, Wellington, Christchurch.

**O'seas repr.:** Agents throughout the world.

**LEVERS NEW ZEALAND LIMITED,** Jackson-st, Petone, NZ. Postal address: Private Bag, Petone. Phone 65-199. Telegrams Lever Petone.

**Directors:** C. R. Borland (chrnm), A. B. Marshall (tech. dir), P. Marsland (mktg dir), M. J. Foster (commercial dir).

**Products:** Sunlight, Rinso, Persil, Lux Liquid, Lux Flakes, Bio-Luvil, Handy Andy, Dual, Drive, Softly, Harmony hair colorants, Dial, Vim, Lux Toilet, Knights Castile, Lifebuoy, Reward, Solvol, Dawn, Pepsodent, Signal, Gibbs, Sunsilk, Clinic, Sunsilk hair-spray, Cold Water Surf, Sunlight Liquid, Reward Deodorants.

**LICHFIELD (NEW ZEALAND) LTD**, 179 Tuam-st, Christchurch. Phone 69-479. Cables & telegram\* Lichfield.

**Directors:** R. H. Aston, J. G. Aston, L. H. Govan.

**Sales manager:** A. A. Whittaker.

**Products:** Lichfield shirts and setterjamas, Lady Lichfield blouses and Arnold Palmer knitshirts.

**Agency:** Shirwin International Advertising Ltd, Christchurch.

**O'seas repr.:** H. Butt & Son, London; A. L. Shelton, Inc., Hong Kong.

**MASPORT (NZ) LTD**, Mt Wellington Highway, Panmure, Auckland.

**McKENZIES (NZ) LTD**, 222 Willis Street, Wellington.

**MINNESOTA MINING AND MANUFACTURING (AUSTRALIA) PTY LTD**, Archers Road, Takapuna, Auckland. Phone 449-129.

**Executives:** F. Leary (mgr), L. A. Gregg (sales & marketing mgr, graphic group), M. P. Boland (sales & marketing mgr, tape & medical prods group), D. T. Heron (sales & marketing mgr, business prods group).

**Operations:** Manufacturers and distributors of abrasives, floor maintenance products, adhesives, coatings & sealers, tape products, magnetic sound recording tapes, electrical videotapes, reflective & marking films, graphic arts products, microfilm products, overhead projectors, medical & dental products, photo-copying machines & supplies, art products, copying and systems products, chemicals, ribbons, microfilm reader-printers and overhead projectors.

**Agency:** Newson Lodge & Associates Ltd.

**MOBIL OIL NEW ZEALAND LIMITED**, Aurora House, The Terrace, Wellington. Phone 47-030. PO Box 2497. Telegrams Mobiloil.

**Directors:** J. B. Leslie (mng dir), N. L. Uniacke, O. R. Gruber, K. H. Day, T. W. Shirley.

**Executives:** V. M. Dick (NZ sales mgr), J. W. Loader (advertising and sales promotion mgr).

**Company's operations:** Marketing quality petroleum products.

**Advertising agency:** Charles Haines Limited, Wellington.

**MOTOR SPECIALTIES LTD**, 80-90 Anzac Ave, Auckland. PO Box 3201. Phone 362-010. Cables Motospecs.

**Directors:** J. F. Johnston (chrnm), T. A. Gibbs, H. W. Vercoe, W. D. Barclay, Dr D. Tomlinson, H. Paykel, F. J. MacD. Dowd, W. J. F. Johnston.

**Executives:** J. F. Johnston (mng dir), T. A. Gibbs (gen. mgr), F. J. Dowd (asst gen. mgr), W. C. G. Landman (secy), D. B. Johnston (group acct).

**Products:** Automotive parts and accessories, tools and equipment, industrial and heavy transport equipment.

**Agency:** J. Hott Ltd, Auckland.

**Branches:** 34 Motor Specialties Ltd, branches throughout New Zealand. Subsidiary companies: India Tyre Distributors Pty, Highway Industries (1964) Ltd, Paykel Bros Ltd, Watson, Steel & Cahley Ltd, Engine Rebores Ltd, Associated Companies: Wix Corp. (NZ) Ltd, Repco Glacier Bearings (NZ) Ltd.

**NATIONAL COUNCIL, THE**, Dominion Life Building, Willis Street, Wellington.

**NATIONAL MUTUAL CASUALTY INSURANCES LTD**, National Mutual Centre, 153-161 Featherston St, Wellington. PO Box 1692. Phone 71-668. Cables Enemelay.

**Executives:** S. R. Ellis (NZ branch mgr), P. R. Shipman (secy, NZ branch).

**Service:** Personal accident and sickness insurances.

**NATIONAL MUTUAL FIRE INSURANCE COMPANY LIMITED**, National Mutual Centre, 153-161 Featherston-st, Wellington. PO Box 1692. Phone 71-668. Cables Enemelay.

**Executive:** C. B. Hoadley, FAIL, FIINZ (NZ branch mgr).

**Service:** Fire, accident and general insurance.

**NATIONAL MUTUAL LIFE ASSOCIATION OF AUSTRALASIA LIMITED, THE**, National Mutual Centre, 153-161 Featherston-st, Wellington. PO Box 1692. Phone 71-668. Cables Enemelay.

**Local directors:** G. D. Stewart (chrnm), W. Guy Smith, J. G. Souness, G. A. Parsons.

**Executives:** S. R. Ellis (mgr for New Zealand), G. A. Hoffmeister (asst mgr for NZ), D. S. Wilson (prod. mgr for NZ).

**Services:** All forms of life assurance (not industrial), superannuation plans, group

assurance, mortgage repayment assurance and income assurance.

Agency: J. Ilott Ltd.

Branches: Branches throughout Australia and New Zealand.

O'Seas Repr: Head office: 447 Collins-st, Melbourne, Aust., Great Britain, Northern Ireland, Eire, South Africa, Ceylon.

**NESTLE COMPANY (NEW ZEALAND, LIMITED, THE,** Parnell Rd, Parnell, Auckland, 2. PO Box 1784, Auckland. Phone 30-509. Telegrams Nestfood Auckland.

Executive: G. W. Fuller (gen. mgr).

Products: Highlander sweetened condensed milk, Ideal Milk, Nestle's Reduced Cream, Coffee and Milk, Milo, Nescafe, Maggi soups, Maggi sauces, Maggi stocks, Maggi Rich Gravy Mix, Nestle's chocolates.

Agency: Goldberg Advertising (Auckland) Limited.

Branches: Auckland, Wellington, Christchurch, Dunedin.

**NEW ZEALAND BREWERIES LIMITED,** 51-53 Pipitca Street, Wellington.

**NEW ZEALAND CO-OP. RENNET CO. LTD, THE,** Bridge Street, Eltham.

(NZ) **EGG MARKETING AUTHORITY,** NZ Express Coy Bldg, 56 Victoria Street, Wellington.

**NZ FOREST PRODUCTS LTD,** O'Rorke Road, Penrose, Auckland.

**NEW ZEALAND NATIONAL AIRWAYS CORPORATION,** PO Box 96, Wellington. l. Phone 43-440. Telegrams Headnac.

Directors: A. F. Gilkison (chrnm), E. T. Beaven (dep. chrnm), G. N. Roberts, W. S. Armitage, J. N. Laurenson.

Executives: D. A. Patterson, MBE, ARAeS (chief-exec. & gen. mgr), L. L. Ford, ARANZ, ACIS (dep. gen. mgr), G. K. Grocott (asst gen. mgr).

Operation: Domestic airline.

Agency: J. Ilott Limited.

O'seas repr.: M. H. C. Lees (sales mgr, North America), NZ National Airways, Suite 1213, 510 West 6th Street, Los Angeles, California 90014, USA; A. B. Shand, sales mgr, NZ National Airways, PO Box 4663, Sydney, Australia.

**NEW ZEALAND WOOL BOARD,** Wool House, Featherston Street, Wellington.

**NICHOLAS PRODUCTS LIMITED,** 956 Great South Rd, Penrose, Auckland, NZ. Est. 1919. PO Box 12-061, Penrose. Cables Aspro. Phone 597-179 (5 lines).

Directors: R. T. Garlick (chrnm), W. P. Palmer (mng dir), C. E. Kerville, R. J. Owers (secy).

Accountant: R. J. Owers. Auditors: Wilkinson Christmas Steen and Company.

Products: Pharmaceuticals, toiletries, aerosols, household products and veterinary chemicals.

Principal agencies: J. G. Mouson & Co., Germany, Toiletries.

Agency: J. Ilott Ltd.

**PARA RUBBER COMPANY LIMITED,** Cashel and Manchester Streets, Christchurch.

**PHILIPS ELECTRICAL INDUSTRIES OF NEW ZEALAND LIMITED,** GPO Box 2097, Wellington. Phone 59-859. Telegrams Argenta.

Directors: G. P. Proctor (chrnm), D. Hudig (mng dir), A. M. Borren (tech. dir), W. G. Smith, B. D. Garden.

Associate directors: M. Allardice, M. Harding, J. Snoek.

Executives: M. H. Harding (gen. marketing mgr), J. P. Snoek (group finance & admin.), R. P. C. Robinson (group acct, secy).

Products: Radio, television, Philipsave, domestic appliances, sound, X-ray and electronic equipment, light fittings, batteries.

Branches: Auckland and Christchurch.

Agency: J. Inglis Wright Ltd.

**PLASTIC PRODUCTS LTD,** Great South Road, Te Rapa, Hamilton.

**PLESSEY (NZ) LIMITED,** Rata St, Henderson, Auckland 8. Phone 64-189. PO Box 21142, Henderson.

Directors: C. J. Lovegrove, J. J. Eades (UK), A. G. Wilson, G. F. Perry, E. H. Halstead, F. L. Parkin, E. D. Wilkinson.

Executives: S. J. Macdonald (gen. mgr), L. G. Annan (co. secy), J. E. Trass (mng, acct operations), D. A. Charlesworth (co. engineer), S. J. Smit (manufacturing mgr), L. Sumner (mktg mgr), K. G. McMahon (chief buyer), A. H. G. Dunkley (personnel mgr).

Company's operations: Electronics, communications, industrial control and light current equipment engineers.

Agency: Charles Haines Advertising Agency.

Branches: Auckland, Hamilton, Wellington, Christchurch, Dunedin.

**QUIK STIK INTERNATIONAL LTD,** Mahunga Drive, Mangere Bridge, Oehunga.

**RANK XEROX (NZ) LIMITED,** 246 Queen Street, Auckland 1.

**RECKITT & COLMAN (NEW ZEALAND) LTD,** 550 Rosebank Road, 7, Avondale, Auckland.

**REIDRUBBER LTD,** Private Bag, Auckland. Phone 599-949. Telegrams and cables Reidrubber.

Directors: F. W. L. Milne (chrmn), D. Laugesen, W. H. K. Mollard, J. P. Hooper, Sir Bernard Ashwin.

Executives: W. H. K. Mollard (secty), W. W. Wallace (marketing mngr).

Products: Motor tyres and tubes, general rubber products, plastic foam.

Agency: Dormer-Beck Limited, Auckland.

O'seas repr.: B. F. Goodrich Company, Akron, Ohio, USA; Avon Rubber Company, London, England.

**RESERVE BANK OF NEW ZEALAND,** Featherston Street, Wellington.

**ROTHMANS (NEW ZEALAND) LIMITED,** Dilworth Building, Cnr Queen and Customs Streets, Auckland.

**HELENA RUBINSTEIN PTY LTD,** 48 Princes Street, Oehunga, Auckland 6.

**SALMOND & SPRAGGON LIMITED,** Hope Gibbons Bldg, Taranaki-st, Wellington, E3. Phone 57-920. Telegrams Spragsam.

Directors: I. R. Salmond (chrmn), G. W. Salmond (dep. chrmn), J. R. Maxted, J. I.

Cooke, P. F. Simm, J. B. Steel, H. H. Morrison.

Executives: J. I. Cooke (secy), P. F. Simm (gen. mngr), N. C. Ogilvie (marketing mngr), H. H. Morrison (development dir).

Products: Max Factor cosmetics, Ovaltine, Vick cold and cough preparations, Alberto-Culver, Schick razor blades.

Agencies: J. Ilott Ltd; Mackay King Advertising Limited; Wood & Mitchell Advertising Ltd.

**SARGOOD, SON & EWEN LIMITED,** Durham Lane, Auckland.

**SCHWEPES (NZ) LIMITED,** The Oasis, Mt Wellington, Auckland.

**SHARLAND AND CO. LIMITED,** Cnr Hutt Road & Westminster Street, Wellington 4.

**SHELL OIL NEW ZEALAND LIMITED,** Shell House, The Terrace, Wellington.

**JAMES SMITH LIMITED,** Private Bag, Wellington. Phone 59-925. Telegrams Jasmithco.

Directors: D. A. Smith (mng dir), B. K. Smith, A. M. Fergus, R. A. Smith, H. W. Smith, Sir Clifford Plimmer, KBE, R. W. Baird.

Executives: A. M. Fergus (secy), B. J. Krause (merchandise mngr).

Company's operations: Department stores in Wellington, Porirua and Johnsonville.

O'seas buying offices: Great Britain, France, Japan, America, Hong Kong.

**STERLING PHARMACEUTICALS (NZ) LIMITED,** 2 Sterling Ave, Manurewa. PO Box 248, Manurewa. Phone POP 83-123. Telegrams Sterlab.

Directors: N. F. Leggatt, J. A. Oswin, K. D. Given, C. F. McDonald.

Executives: J. A. Oswin (gen. mngr), K. D. Given (tech dir), C. F. McDonald (finance dir), D. R. Sutton (plant mngr), P. S. Sinfield (purchasing officer), E. P. Rudge (advtg mngr), R. V. Thomas (sales mngr), T. R. Miller (prod. development mngr).

Company's Operations: Manufacturing chemist. Winthrop Ethicals, Nyal & Glenbrook Medicines.

**522 Advertisers (New Zealand)**

**Agency:** WHT Advertising & Marketing Ltd.

**O'seas Repr.:** Parent company New York and international subsidiaries.

**STEVENS LIMITED, FRANK,** 53 Fort Street, Auckland.

**TASMAN PULP AND PAPER COMPANY LIMITED,** Kawerau, Bay of Plenty.

**TASMAN VACCINE LABORATORY LIMITED,** Whakatiki Street, Upper Hutt.

**TODD MOTORS LTD,** 110-116 Courtenay Place, Wellington.

**TOURIST HOTEL CORPORATION OF NEW ZEALAND,** PO Box 2840, Wellington. Telegrams Welcome. Telex NZ3488.

**Directors:** D. S. Cox (chrnm), H. Coxhead L. J. Fisher, J. E. Hartstonge, S. L. Moses, R. S. Odell.

**Executives:** Eric C. Colbeck (gen. mngr), L. S. Dennis (dep. gen. mngr), J. E. Hopkirk (controller), G. A. Malcolm (secy), Eric Honey (marketing mngr).

**Company's Operations:** Administration of 13 resort hotels and related sightseeing services.

**Agency:** Charles Haines Advertising.

**O'seas Repr.:** Howlett Keeling & Associates, Sydney.

**UEB TEXTILES LIMITED,** Eden Crescent, Auckland 1.

**ULTIMATE-EKCO (NZ) CO. LTD,** NIMU Buildings, Chancery St, Auckland. PO Box

3497. Phone 30-899. Telegrams and cables Broadcast. (Member of the Pye group of Companies.)

**Directors:** G. A. Wooller, M. J. Hunt, G. C. Phillips.

**Products:** Television, radio & household electrical appliances — Ultimate.

**Agency:** Charles Haines Advertising Ltd, Auckland.

**WELLINGTON GAS COMPANY LIMITED,** 64 Courtenay Place, Wellington. Phone 557-779. Telegrams Wellgas.

**Directors:** C. H. Benney (chrnm), A. T. Young, A. F. Downer, I. D. Reid, A. L. McLean.

**Executives:** M. Kennedy (gen. mngr & secy), C. H. Edwards (chief eng.), R. M. Beasley (acctnt), C. F. Mawhinney (sales supervisor).

**Company's operations:** Coal gas by-products, gas manufacture and supply, gas appliance sales and installation.

**O'seas repr.:** William Coward & Co. Ltd, St. James Square, London.

**WILLS, W. D. & H. O. (NEW ZEALAND) LTD,** 926 Great South Road, Auckland.

**WOOLWORTHS (NZ) LTD,** 57 Dixon Street, Wellington.

**WRIGLEY COMPANY (NZ) LIMITED, THE,** PO Box 14140, Auckland. Phone 599-063. Cables and telegrams Spearmint.

**Executive:** C. D. Irwin (mng dir.).

**Agency:** Dormer-Beck Ltd.

## TELEVISION PRODUCTION COMPANIES

**ADVERTISING PHOTOGRAPHY LTD,**  
Caltex Hse, Fanshawe-st, Auckland, Cl., PO  
Box 723, Auckland. Phone 34-574.

**Directors:** Robert J. Wardlaw, Reginald  
W. Wardlaw, H. M. Ferguson.

**Executive:** H. M. Ferguson (mngtr).

**Service:** Television, commercial and docu-  
mentary film making. Complete services from  
origination to finished release prints, in-  
cluding optical and magnetic sound. Color  
and black and white photography. Mural  
photo-printing.

**PEACH WEMYSS LTD,** 31-33 Nugent St,  
PO Box 8784, Symonds St, Auckland. Phone  
362-220; Vogue Buildings, Wellington. Phone  
893-141.

**Directors:** N. K. Peach, S. J. Wemyss, A.  
H. Churton.

**Executives:** N. K. Peach, S. J. Wemyss.  
**Producers of TV and documentary films.**

**REYNOLDS TELEVISION LIMITED,**  
230 Ponsonby Rd, Auckland 1. Phone  
762-077. Telegrams & cables Telefilm, Auck-  
land.

**Directors:** A. H. Reynolds (mng dir), D.

B. Whyte (secy).

**Equipment and facilities:** Complete light-  
ing and sound, 35mm Arriflex, standard and  
zoom lenses, 16mm Auricon, Bolex, Kodak  
Arriflex 3L cameras. Company specialises in  
documentaries and film for industry, TV  
commercials and TV program series. 16mm  
black and white reversal processing, 16mm  
Ektachrome ME-4 & ECO-3 processing. Black  
and white color duplicating.

**Associate companies:** Photo Mechanics  
Ltd—photographic repair technicians, servic-  
ing agents and equipment manufacturers;  
Reynolds Photographic Ltd—photographic  
film and equipment retail sales.

**STEELETELEFILM LTD,** 213 Great  
South Rd, Green Lane, Auckland, New Zea-  
land. Phone 542-870, 542-740. PO Box 17018,  
Green Lane, Auckland, NZ.

**Executives:** Robert Steele (principal), Sig-  
mund Spath (tech. dir), J. D. C. Millar  
(studio mngtr).

**Produces all types of TV and cinema com-  
mercials, documentaries and films.**

**Member NZ Film Producers' Federation.**

**HEAD  
hunters**

**JOB  
hunters**

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Space booking in the "Appointments" page can be made in

**SYDNEY:** B&T Advertising, Marketing & Media Weekly,  
Box 2608, G.P.O. Sydney, 2001.  
Phone: 61-8143. Telex: 22493.

**MELBOURNE:** Ray Brown Pty Ltd, Private Bag 295, Post  
Office, North Melbourne, 3051.  
Phone: 329-8522. Telex: 31717.

**PERTH:** John Hunn Associated Representations, G.P.O.  
Box 1220, Perth, 6000.

# **Radio-TV organisations in neighbouring Asian-Pacific markets**

## **Radio and television services — Japan**

RADIO broadcasting in Japan began in 1925 and until the end of World War II, was monopolised by the Japan Broadcasting Corporation, a Government-controlled organisation.

But a public desire for a more liberal and informal form of broadcasting brought about the enactment of three Government laws, the Radio Law, Broadcast Law, and Radio Regulatory Commission Establishment Law which were passed on June 1, 1950.

With the legal basis laid for the liberation of broadcasting from Government monopoly, more than 70 applications for broadcasting licences were submitted.

Sixteen of these radio applicants were granted provisional licences in April, 1951. Commercial television started in 1953.

Confronted with numerous problems arising from the commencement of the new stations, the 16 companies formed an organisation called the National Association of Commercial Broadcasters, or NAB.

At September, 1969, Japan had 46 commercial radio companies which operate 153 stations throughout the country. All are NAB members, two radio and TV companies in Okinawa associate members.

There were 31,860,000 registered radio sets in Japan at the end of 1968, and 21,504,895 television receivers, of which 2,247,967 are color receivers, plus an uncalculated number of each unregistered.

Japan Broadcasting Corporation, a government body, began telecasts in 1963. A few months later a private commercial company, Nippon Television Network Corporation, went on the air.

Since then the number of television companies has risen to 63, operating 768 stations, of which 349 stations are operated by 17 UHF companies, throughout Japan.

## COLOR TELECASTING

Color telecasts were started by the Nippon Television Network and the Radio Tokyo

Company early in 1959. Both stations used the American NTSC color TV system.

The number of television receivers has almost doubled every year since 1954.

Latest figures show literature and entertainment comprised the biggest proportion of television program content with 51.0pc, cultural and educational features were next with 34.8pc, and other figures including news (10.4pc), sport (1.5pc), advertisements (1.1pc).

Administration of all commercial broadcasting in Japan is controlled by the board of directors of the NAB.

The board has 20 members who are all presidents or directors of commercial broadcasting companies. President of the board is Junzo Imamichi, executive director Saburo Sakai, and secretary-general Kazuo Sugiyama. Head office, Bungei Shunju Bldg, 3, Kioi-cho, Chiyoda-ku, Tokyo.

## PRINCIPAL AGENCY

**DENTSU ADVERTISING LTD**, 11, 1-chome Tsukiji, Chuo-ku, Tokyo. Phone 03 (543) 8111. Cables Dentsu Tokyo. Telex Dentsu Tok 252-2287.

**Regional offices:** Dentsu Advertising Ltd, 19, 2-chome Nakanoshima, Kita-ku, Osaka. Phone 06 (203) 1201. Cables Dentsu Osaka. Telex Dentsu Osa 522-2421; Dentsu Advertising Ltd, 14-7, 3-chome Sakae, Nakaku, Nagoya. Phone 052(251)8111. Cables Dentsu Nagoya.

**Australian representative office:** c/o Robert A. Robinson, 6th floor, 350 La Trobe St, Melb., Vic., 3000. Phone 30-2957. Cables/telegrams Dentsuad Melbourne. Mailing address Box 412C, GPO, Melb., 3001.

## ADVERTISING EXPENDITURE IN JAPAN

	Ad. Volume yen	Percentages to National Income
1965 .....	344,000 million	1.13
1966 .....	383,100 million	1.09
1967 .....	459,400 million	1.11

## ADVERTISING EXPENDITURES IN JAPANESE MEDIA IN 1965, 1966, 1967

	1965	1966 (million yen)	1967
Newspaper .....	123,000	133,700	161,000
Magazine .....	92,000	21,000	25,500
Radio .....	16,100	16,900	19,500
Television .....	111,000	124,700	150,900
Others .....	53,900	60,200	102,400
	(inc. direct mail, outdoor and export)		
Export ad. ....	8,900	9,700	
Total .....	344,000	383,100	459,000

Australian dollar = 402 yen

# **Radio and television services — Singapore**

**B**RROADCASTING began in Singapore before World War II, with the BMBC and later the MBC paving the way for the Pan-Malayan Department of Broadcasting which was born in September, 1945, immediately after liberation from the Japanese.

Early in 1946, the civil Government took over from the British military administration and inaugurated a medium and short wave service for the whole peninsula known as Radio Malaya.

Until the end of 1958 Singapore was the headquarters of the Pan-Malayan Department of Broadcasting, otherwise known as Radio Malaya.

However, when the Federation of Malaya achieved independence it decided to set up its own radio organisation.

The Singapore Government then took control of the ex-Radio Malaya station in the Republic and on January 4, 1959, the first broadcast from Radio Singapore went on air.

Its identity was again changed after the formation of Malaysia. From September, 1963, to 1965, it was the Singapore station of Radio Malaysia.

However, although its overall policy was determined by the Central Government in Kuala Lumpur, for the day-to-day administration and programming the Singapore Station remained as the Broadcasting Department of the Ministry of Culture, Singapore and reverted to the Republic following Singapore's separation from Malaysia on August 9, 1965.

Radio Singapore broadcasts four different language services and a separate FM stereophonic service. Frequencies, wave-lengths and the time of broadcasts of these services are shown below:

**Malay service:** (0500-2400 hrs) Shortwave: 7250kHz, 41m, 6155kHz, 49m; Mediumwave: 990kHz, 303m; 790kHz, 380m (1900-2030 hrs only); FM: 92.4mHz in VHF Band 11.

**Chinese service:** (0500-2400 hrs) Shortwave: 6000kHz, 49m; 9635kHz, 31m; Mediumwave: 680kHz, 441m; 790kHz, 380m (2030-2215 hrs only); FM: 95.8mHz in VHF Band 11. (2100-2400 hrs) Shortwave: 7170kHz, 41m; Mediumwave: 1370kHz, 219m; FM: 96.8mHz in VHF Band 11.

**Indian service:** (0500-2100 hrs) Shortwave: 7170kHz, 41m; Mediumwave: 1370kHz, 219m; 790kHz, 380m (1800-1900 hrs only); FM: 96.8mHz in VHF Band 11.

**English service:** (0600-2400 hrs) Shortwave: 5052kHz, 59m; 11940kHz, 25m; Mediumwave: 630kHz, 476m; 790kHz, 308m (2215-2400 hrs only); FM: 92.4mHz in VHF Band 11, (0900-

1800 hrs and 2300-2400 hrs); FM Stereo, Chinese and English (0600-0900 hrs and 1800-2300 hrs) 92.4mHz in VHF Band 11.

Radio Singapore provides a daily domestic broadcasting service to a regular audience of nearly two million people. In addition, its shortwave transmitters carry the domestic service programme to many more millions outside the Republic. Among the shortwave transmitters are three high-powered transmitters.

Although there are four separate language channels, there is an overall cultural direction common to all transmissions.

Since February, 1963, the Broadcasting Department has also been responsible for the Republic's television service. TV programs are now broadcast over two channels. Channel 5 and Channel 8 transmit programs respectively for 8 hours and 5½ hours daily, extending to 14 and 7½ hours during weekends and public holidays.

The programs are allotted as follows:—

English language .....	35pc
Chinese language .....	35pc
Malay language .....	20pc
Tamil language .....	10pc

Nearly 40pc of the total television output is locally originated.

The news division broadcasts 46 radio bulletins daily in the four official languages and six Chinese dialects and six TV newscasts, one in each official language. The Chinese and English TV news bulletins are followed by newsreels four nights a week and the Malay and Tamil bulletins two nights a week. Television Singapore also telecasts news-in-brief of three to five minutes duration in English over Channel 5 in the evenings.

Both radio and television programs cover a wide range of aspects of community service and entertainment and carry commercial advertising.

The Singapore Educational Television Service, introduced on January 30, 1967, is a branch of the Ministry of Education. Programs are planned, produced and recorded on videotape at the Teachers' Training College and radiated on TV Singapore's Channel 8 between 7.50am and 5.30pm, Monday to Friday, and between 8.10am and 11.15am Saturdays.

The standards of transmission of its television service is the CCIR 625 line 50 c/s system. Each television transmitter has an ERP of 80kw.

Postal address of the Broadcasting Department is PO Box 3002, Singapore. Telephone: 50401. Telegrams and cables: Broadcast, Singapore.

# Radio Malaysia

**B**ROADCASTING was introduced to Malaya on a limited scale in the 1930s by a group of enthusiastic amateurs, and although broadcasting facilities were set up during the war, it wasn't until 1946 that the permanent service Radio Malaya came into being.

At this time the service came under a Pan-Malayan department administered from Singapore. The staff was small and equipment, most of it ex-service surplus, limited.

Outbreak of militant communist terrorism in 1948 made it necessary to expand Radio Malaya, and expansion and improvement were continued in subsequent years.

When Malaya achieved Merdeka (independence) in August, 1957, and became a sovereign independent Federation of Malaya, the Pan-Malayan radio service was an anachronism. On January 1, 1959, the new Radio Malaya was inaugurated in Kuala Lumpur, designed specifically to serve the needs of the Federation.

With the formation of Malaysia in September 16, 1963, the call sign Radio Malaya was changed to Radio Malaysia.

The domestic service of Radio Malaysia broadcasts for 419 hrs, 20mins a week in four languages — Malay (national language), English, Indian (Tamil) and Chinese (Mandarin, Amoy, Hakka and Cantonese).

Radio Malaysia's overseas service — Suara Malaysia (Voice of Malaysia) was introduced in February 15, 1963, and broadcasts a total of 85½ hours a week in Indonesian, English and Mandarin.

Programs in the domestic service comprise entertainment (67.9pc), information (11pc), news (10pc), education (7pc), others (3pc), and are carried simultaneously on three networks, over nine stations employing 15 shortwave and 21 mediumwave transmitters up to 100 kilowatt strength linked by VHF and microwave systems.

A commercial service, integrated with the national service was introduced in January, 1962, and offers pan-Malayan coverage to advertisers in the four languages.

Overall revenue is derived from the commercial service and receiver licence fees.

In October 1969, the departments of Radio Malaysia and Television Malaysia were integrated. Senior officials of the Department of Broadcasting are:— Dol Ramli (dir-general), Ow Kheng Law (deputy

dir-general), Kirpal Singh (dir of engineering), Murtadza Za'ba (dir of programmes), Hashim Hassan (dir of news), Hugh Boudewyn (commercial mngr).

**Malay Service:** Shortwave: 9710kcs 31m, 9515kcs 31.5m, 5965kcs 49m, 4790kcs 62.6m; mediumwave: 590kcs 508m, 660kcs 455m, 700kcs 429m, 765kcs 392m, 810kcs 370m, 570kcs 526m, 1005kcs 299m, 550kcs 546m.

**Hours:** Daily, 22.00-16.30. News, 23.00, 24.00 01.00, 03.30, 06.00, 09.30, 10.45, 12.30, 14.30 16.00 **School broadcast:** Mon. 01.30-03.00, 06.30-08.00. Tues., Wed., Thurs., 01.30-02.30, 06.30-07.30.

**English Service:** Shortwave. 4985kcs 60.19m, 7295kcs 41.12m. 9660kcs 31.06m; Mediumwave. 740kcs 405m, 840kcs 357m, 860kcs 349m, 885kcs 339m, 940kcs 319m, 960kcs 312m, 1140kcs 263m, 1160kcs 259m. **Hours:** Daily 22.30-01.30, 05.30-06.30, 09.30-16.30; Sat. 22.30-01.30, 05.30-16.30, Sun. 22.30-16.30; **News:** 23.30, 00.30, 06.00, 09.30, 11.00, 14.00, 16.00. **School Broadcast:** Mon.-Wed. 01.30-03.00, 06.30-07.30, 08.30-09.00; Thurs. 01.30-02.00, 08.30-09.00.

**Chinese Service:** Shortwave: 6025kcs 49.78m, 7110kcs 42.19m Medium wave: 720kcs 417m, 1220kcs 246m, 1260kcs 238m, 1280kcs 234m, **Hours:** Daily 22.55-01.30, 04.30-05.45, 08.30-10.30, 12.00-16.30. Sat. & Sun. 22.55-6.30. **News:** 23.00, 23.30, 24.00, 00.30, 04.35, 05.20, 05.35, 09.30, 12.30, 13.30, 13.40, 14.30, 15.20, 16.00. **School Broadcast:** Mon. to Wed. 01.30-02.30, 07.30-08.30.

**Indian Service:** Shortwave: 4845kcs 61.98m, mediumwave: 720kcs 417m, 1220kcs 246m, 1260kcs 238m, 1280kcs 234m **Hours:** Daily 22.00-22.55, 05.45-07.30, 10.30-12.00 Sat. & Sun. 22.00-15.30 **News:** 22.45, 24.00, 06.00, 09.30, 11.30, 14.00, 15.15 **School Broadcast:** Mon., Wed. & Thurs. 03.00-04.00, 07.30-08.30.

**Overseas Service of Radio Malaysia operates on Shortwave** 6100kcs 49.18m, 6175kcs 48.57m, 7220kcs 41.56m, 11900kcs 25.22m, 15280kcs 19.68m **Hours:** Indonesian 23.15-01.00, 09.00-11.00, 13.00-17.00 **News:** 23.30 00.30, 09.02, 10.45, 13.30, 15.45, English: 06.25-08.55 **News:** 06.30, 08.30, Mandarin: 11.05-12.55 **News:** 11.30, 12.30.

Head office address of Radio Malaysia is: Department of Broadcasting Federal House, P.O. Box 1074, Kuala Lumpur. Cables: Broadcasts, Kuala Lumpur.

# **Fiji Broadcasting Commission**

**T**HE Fiji Broadcasting Commission followed AWA (A/asia) which introduced broadcasting to the Colony in 1935, operating on a 400 watt transmitter.

Development has resulted from the establishment by Government, in 1953, of an independent statutory body, which was the first of its kind in British Colonial Territories.

The original chairman was R. L. Munro, a Suva solicitor; the first manager being K. G. Collins.

Europeans, part Europeans, Fijians, Indians, Rotumans and Chinese form the present staff of over 100.

The original Broadcasting House was built at a cost of £70,000; but two major additions have brought the total to £115,126.

The 105-acre transmitting site at Naulu, eight miles from Suva, comprises a substantial transmitter block and residential accommodation.

In addition, a remotely-operated receiving site at Nabua (four miles from the city) was established in 1964 to provide 17 pre-selected channels through which news broadcasts are received:

FBC stations operating are:

Medium Wave: Suva 5kw, 560kcs, English: 3kw, 710kcs, Vernacular Lautoka: 2kw, 1320kcs, English: 2½kw 890kcs, Vernacular. Sigatoka: 5kw, 930kcs, English/Vernacular.

Labassa: 5kw, 840kcs, English/Vernacular. Rakiraki: 2½kw, 1470kcs, English/Vernacular. The FBC also transmits on 2, 10kw short wave, English and Vernacular in the 49 metre band.

The 49 and 90 metre frequencies are alternated for optimum coverage throughout the day.

Broadcasts (commercial and non-commercial) are made in English, Fijian and in Hindustani.

News is an important function of the Commission: BBC, NZBC, and ABC bulletins being broadcast daily.

These are eagerly awaited by the peoples of Fiji's islands; as broadcasting, for many of the population, is their only medium of mass communication.

Local news in all languages is sponsored.

### ADMINISTRATION

Present Commissioners are:

Chairman, W. G. J. Cruickshank, OBE (deputy chrmn), J. G. Rodger CBE, MA (Cantab), Dip. Ed. (Lond.) Deo Dutt Sharma; Dr A. Ali Asgar, OD BSc (NSW); A. E. Muir, MBE: R. I. Kapadia LL.B: Adi Saiki Kikau (Mrs), Mrs Margaret Bamford; J. D. Gibson BA (NZ).

Executive staff: G. Matheson Cullen (mngnr), Gordon H. King (deputy mngnr), P. B. Sloan (prog. organiser), P. L. Littin (engineer), Hugh Leonard (chief anncr), Mrs I. Williams (acctnt), Uraia Koroi (Fiji section leader), B. Mishra (Indian section leader). Advertising manager: S. Yee Joy.

The Fiji Broadcasting Commission studios are located at 69 Gladstone Road, Suva, PO Box 334. Cables: Broadcom, Suva.

Principal objects of Radio Fiji are to educate, enlighten and entertain.

Commercial activities — spots, documentaries, outside broadcasts, women's sessions, feature stories and musical programs — are sponsored, to attract a considerable annual advertising revenue.

### ADVERTISING AGENCIES — SUVA, FIJI

BURE ADVERTISING LTD, PO Box 1008, Suva, Fiji. Phone 25-498.

Directors: D. Crowe, T. Copley, D. H. Croome.

Executives: D. H. Croome (mngnr), C. A. L. C. Bird (acctnt exec.), R. Bach (copywriter).

NEWSON ADVERTISING & MARKETING LIMITED, PO Box 1138, Suva. Phone 22 898. Cables Newsad.

Directors: B. D. G. Lawlor, R. G. Lodge, V. A. Avery.

Executives: A. V. Barker (gen. mngnr), G. A. Strong (asst mngnr), J. D. Taylor (secy). Accreditations: AMAA, NZNPA.

Overseas repr.: Amin Australia, New Zealand, US/UK/Europe.

## RADIO FIJI



A commercial network of  
**12 TRANSMISSIONS**

Serving a population of over  
500,000. Broadcasting in English,  
Fijian and Hindustani



## RADIO FIJI

Is your soundest advertising medium  
for the Islands of Fiji

For Rate Card and Advice

ADDRESS:

The Manager,  
Fiji Broadcasting Commission,  
P.O. Box 334,  
SUVA . . . FIJI

CABLES: "BROADCOM" Suva.

# **Radio and television services—Hong Kong**

**T**HERE are two radio broadcasting organisations in Hong Kong, the principal radio service being provided by Radio Hong Kong, the other by Hong Kong Commercial Broadcasting Co.

The wireless TV service is beamed by HK-TVB—Television Broadcasts Limited.

A rediffusion wired service is operated by Rediffusion (HK) Ltd.

All services cover an estimated population of 4,039,700 and operate bi-lingual services in English and Chinese.

## **RADIO HONG KONG**

Head office is Broadcasting House, PO Box K-200, Hong Kong, Cables Broadcast, Hong Kong.

Principal executives are:

Director of broadcasting: D. E. Brooks.

Deputy director of broadcasting: I. D. Kingsley.

Secretary: Pritam Singh.

Controller of English programs: T. A. Birch.

Controller of Chinese programs: N. Y. Chow.

Television controller: J. B. Hawthorne.

Chief engineer: R. A. Winyard.

English service: 545kHz, 550.5m, 20kw.

Chinese service: 640kHz, 468.7m, 20kw.

FM: 91mHz, 94mHz, 50kw.

Home service, English: 23.00-16.00. N: 00.00, 05.15, 15.00 (BBC newsreel), 12.00.

Wrp.: 23.58, 10.58, 13.13, 14.58. Chinese: 23.00-16.00. N: 00.00, 05.30, 10.00, 12.00, 12.30.

Wrp.: 23.58, 05.28, 11.58, 15.30. Rel. Far Eastern St. from London.

Languages used: Cantonese, Kuoyu.

## **HONG KONG COMMERCIAL BROADCASTING CO.**

Head office, D'aguilar Place, D'aguilar St, Hong Kong. Cables, Radioads.

Managing director: G. Ho.

Head of English programs: Nick Demuth.

Head of Chinese programs: T. P. Kwong.

English service operates on 10kw, 1050kHz., 286m.

Chinese service operates on 10kw, 850kHz, 353m (1st; 10kw, 610kHz, 492m (2nd).

# Radio Ceylon

ON January 5, 1967, the Ceylon Broadcasting Corporation (Radio Ceylon) was constituted by Act of Parliament and superseded the former Department of Broadcasting.

Five members form the Board of the Corporation. The chairman of the board also functions as the director-general.

Seven heads of divisions work to the Director-General at the level of director.

These divisions are administration, finance, technical service, and national service, the commercial service, the news and publication and the secretariat.

Radio Ceylon is charged with the responsibility of carrying on a public service of broadcasting as a means of information, education and entertainment. The main emphasis in broadcasting today is development and programs aimed at national development and reconstruction have been given the highest priority.

The Board of the Corporation is: Susil Moonesinghe (chrmn). Ven. Nattandiya Pannakara Thero, Dr K. L. V. Alagiyanne, Dharmasiri Jayakody, H. M. P. Mohideen, Dayananda Wimalasooriya (secy).

Executives: Susil Moonesinghe (dir gen), D. Buell (dir tech services), D. T. L. Guruge (dir nat. service), Livy R. Wijemanne (dir, comm. services), K. P. Weerasekera (dir admin), O. V. Goonetilleke (dir finance), E. S. T. Fernando (dir news), Stewart Wavell (dir training), E. K. Perera (addl. dir training), K. S. Nadarajah (addl. dir nat. service).

## NATIONAL SERVICE

The National Service, as its name implies, is a nation building service and is intended to use the medium of broadcasting to enhance and activate development at all levels and in every field of activity.

The director, National Service, is the head of the service and working to him are the heads of the Sinhala, Tamil, English and school services as well as the external service.

Each of these units works, more or less as a self-contained unit, using separate transmitters and wave-lengths.

The National Service broadcasts programs for home listeners for over 200 hours a week in three languages: Sinhalese: 92 hrs., Tamil 63½ hrs., and English 45 hrs.

Programs for schools are also broadcast during school sessions for one hour in the mornings and repeated each evening for listening at home.

An external service which is on the air for 1½ hours a day is beamed to South East Asia on 17830kcs per sec. (16.83m). This is intended to help listeners in this area to get to know the Sinhalese culture, heritage, religion and music.

Reception reports received so far have indicated that these programs are daily becoming popular among the listeners in Japan,

Burma, Indonesia, Pakistan, several States in India, England, Switzerland, Germany, Sweden, Denmark, Finland and many other countries in central Europe and the middle East.

The Sandhaya Sevaya which broadcasts programs between 19.00 and 23.00 (C.S.T.) daily serves as a dual service in Sinhalese to a majority of the listeners in this country who had no choice but to listen to the single service provided by the National Sinhalese service.

Planning of programs in order to cater to the whole audience of listeners becomes daily an important feature with the increase in the output of the department.

Great efforts are taken by all concerned in these lines and to bring very friendly relationships between the listeners and the Department.

The Sinhalese service is the most popular and has by far the largest number of listeners.

It surpasses the total number of listeners to the Tamil and English services.

Radio Ceylon is the main source of entertainment of the Sinhalese listeners and as there is no other broadcasting station in the world broadcasting in Sinhalese, except the special services of the BBC, a great responsibility is cast on the Sinhalese service.

Unlike in English and Tamil services, the program staff has to depend almost entirely on the programs produced by the station.

There are no Sinhalese broadcasts or transcriptions from other broadcasting organizations, except the popular BBC weekly program 'Sandesaya' which is relayed on the Sinhalese service and occasional exchange of programs broadcast from other stations on days of special national significance.

The Sinhalese listener looks to Radio Ceylon as a major source of intellectual and cultural interests.

## COMMERCIAL SERVICE

The Commercial Service or commercial broadcasting was started on an experimental basis in September 1950. Soon it proved to be a successful revenue earner for the Government.

Surveys conducted by various organisations have established that it has by far a greater number of listeners than any commercial broadcasting station in south East Asia.

This service broadcasts for home listeners in all three languages for over 161 hours a week; Sinhalese 61 hrs., Tamil 26 hrs., and English 74 hrs.

In addition to home broadcasts the commercial service broadcasts to overseas listeners mainly in the Asia region in English, Hindi and Tamil for nearly 115 hours a week.

Reception reports received have indicated that the English broadcasts are well received by listeners even in Central Europe, Nor-

way, Denmark, Finland, Sweden, Germany, Switzerland, Great Britain, South Africa, USA, Australia and New Zealand.

A. English programs are broadcast daily from 01.30 to 03.30 (Sun. to 04.30), GMT on 15205kcs (19m.b.) and 9667kcs (31m.b.) and from 12.30 to 16.45 GMT on 9667kcs (31m.b.).

Announcement: This is Radio Ceylon. The Commercial Service of the Ceylon Broadcasting Corporation.

B. Hindi and Tamil programs are broadcast daily from 01.30 to 04.30 (Sun. to 07.30), GMT on 7190kcs (41m.b.) and 11800kcs (25m.b.) and from 11.00 to 17.30 (Sat.-Sun. from 10.30), GMT on 6075kcs (49m.b.), and 11800kcs (25 m.b.).

Announcement: "Yeh Ce.B.C. ka vyapaar vibhag hai."

**Radio licences and Publications:** The issue of radio licences is under the authority of the Postmaster-General.

The annual licence fee is Rs. 15/= and the licences are issued by the principal Post Offices of the areas in which the radio sets are installed. Under this scheme a family can install more than one radio set but exclusively for their purpose without an additional fee.

Portions of the premises which are sublet are however, not covered by such licences.

Similarly a wireless apparatus installed by a resident guest, lodger or boarder in either a private or a common room requires a separate licence. Rediffusion has also been fairly successful in many parts and the licence fee is Rs. 1.25 per month. Portable and car radio sets are each licensed irrespective of the household licence at Rs.15/= per year.

By the middle of 1967, the total number of radio and rediffusion sets-in-force was over 500,000. The population on this date was 11 million.

Broadcasting is becoming so popular that over 20pc of the entire population can listen to Radio Ceylon.

The increase in sets was perhaps largely due to the setting up of the experimental relay station at Senkadagala and the general improvement effected in the broadcasting service.

Radio Times, a fortnightly publication contains details of the program output of both services. The price of each copy in Ceylon is 50 cents or Rs. 14/- per year and is available at all leading bookstalls.

**Listener research:** Through the listener research organisation, Radio Ceylon keeps itself informed of the listening habits, and the listener preferences of its audience.

The broadcasting station endeavours to know a great deal about its listeners for the

efficient planning of its programs. For instance, the station must know when its listeners are at leisure, when at work, what sort of things they look upon broadcasting to provide, what they choose to listen to, and their opinion of the programs they select.

It is the function of listener research to collect this information, sift it, interpret it, and pass these findings to the program planners.

The listener research section adopts several methods for this purpose. It has regular listening panels which provide answers to questionnaires sent by the listener research office.

Appreciation indices of programs and estimates of the size and composition of audience at prescribed hours are of considerable value to program organisers and are made available to them by listener research. Commercial advertisers are particularly interested in such data.

**The engineering division:** The engineering division of Radio Ceylon serves both the national and commercial services.

Programs are originated from a single studio centre at Torrington Square and fed by land lines and VHF links to medium and short wave transmitting stations in Welikada, Diyagama and Ekala.

Primary coverage on the medium wave is confined to a region within a radius of 25 miles from the city.

A relay station has been functioning in the hill-capital Senkadagala from about 1960. Future plans in engineering are to install high powered medium wave transmitters and several more relay stations with studio facilities to cover the entire island.

**Foreign relations:** Radio Ceylon maintains very cordial relationships with many sister organisations in the world. Ceylon is an Associate member of the European Broadcasting Union. The station also participates in the Commonwealth Broadcasting Conference, Asian Broadcasters' Conference and many technical conferences.

On days of national significance for other countries Radio Ceylon broadcasts special feature programs of the countries concerned.

A wealth of program material is made available at Radio Ceylon by foreign broadcasting organisations and local diplomatic representatives of foreign and Commonwealth countries.

Ceylon has entered into cultural exchange agreements with many countries and does its best to supply them in return a variety of indigenous programs.

## Late Listings

### RADIO STATIONS (NSW) (pages 73-83)

#### GOSFORD COMMERCIAL RADIO STATION.

**Licensee:** Central Coast Broadcasting Pty Ltd. Registered office, 194 Mann St, Gosford, NSW.

**Directors:** J. A. Corner (chairman), T. C. Hayson, L. C. McCarthy, A. Mollett, R. C. Potts, R. G. Taylor, P. D. Tonkin. **Secretary:** A. J. Goff.

Licence was granted late December 1970, and the company expects to be operational by about September, 1971.

### AUDIENCE & MARKET RESEARCH ORGANISATIONS (pages 263-267)

**PACE-QED RESEARCH PTY. LTD.**, 236 Riley St, Surry Hills, NSW, 2010 (211-2400).

**Executives:** Freida Price (mg dir), Eva Cox (research dir), Lyn Gain (gen. mgr/ dir).

**Services:** Interviewing, group discussions, analysis, desk research, statistical designs.

### PRODUCTION & FILM UNITS (Radio, pages 139-143; Television pages 199-212)

**MULTI MEDIA COMMUNICATIONS SERVICE**, 90 Beresford Rd, Strathfield, 2140; Box 158, P.O., Strathfield, 2135. Phone 76-5236.

**Director:** Max Taylor.

**Services:** Narrator for documentary films, interviewer, radio-TV announcer, script-writer, broadcaster, author and journalist.

## Notes

## Notes

## Notes

**IF YOUR  
LIFE  
IS LOADED  
WITH  
DEADLINES . . .**

**YOUR  
OFFICE  
SHOULD BE  
LOADED  
WITH THESE**



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For advice on any mailing matter and a copy of interstate mail posting and delivery schedules contact the Customer Advisory Service in all State capitals and Canberra.

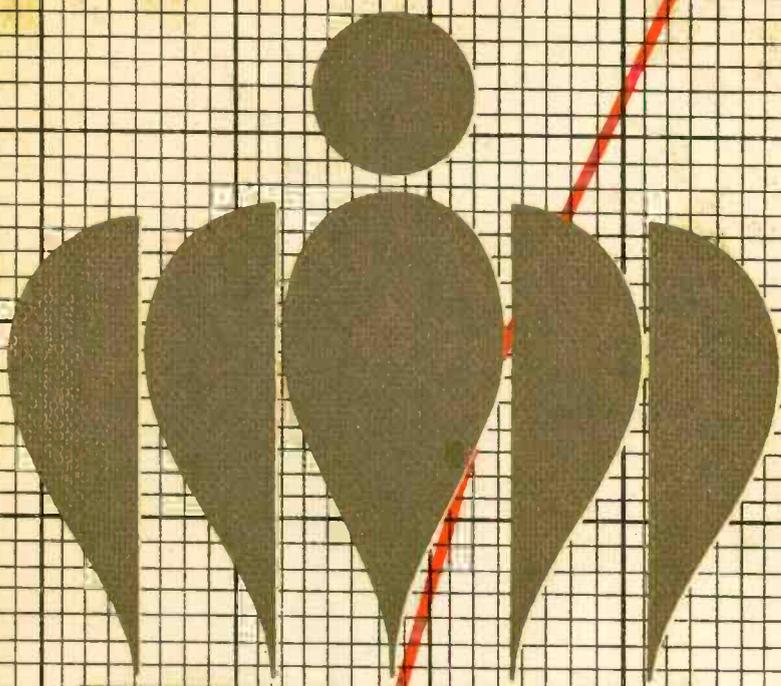
**AUSTRALIAN POST OFFICE**

# TWO-YEAR CALENDAR

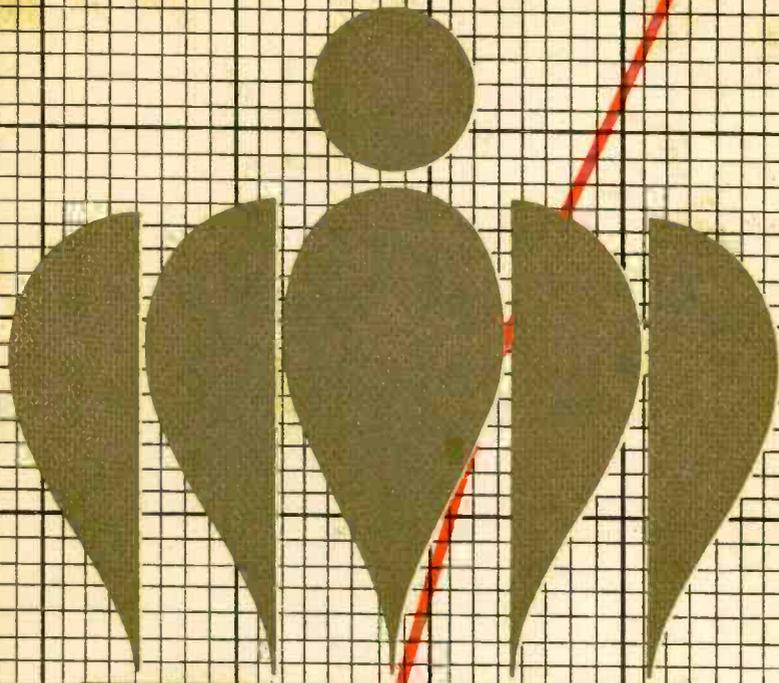
## 1971

## 1972

	S	M	T	W	T	F	S		S	M	T	W	T	F	S															
<b>JAN</b>	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
<b>FEB</b>	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31					
<b>MAR</b>	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31					
<b>APR</b>	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31		
<b>MAY</b>	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
<b>JUNE</b>	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31				
<b>JULY</b>	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31		
<b>AUG</b>	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31						
<b>SEPT</b>	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31			
<b>OCT</b>	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
<b>NOV</b>	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31					
<b>DEC</b>	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31			
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**BUZ**



**3UZ**

# TWO-YEAR CALENDAR

## 1971

## 1972

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