



1970

BROADCASTING & TELEVISION YEAR BOOK

384 50994

1970

Thirteenth
Edition

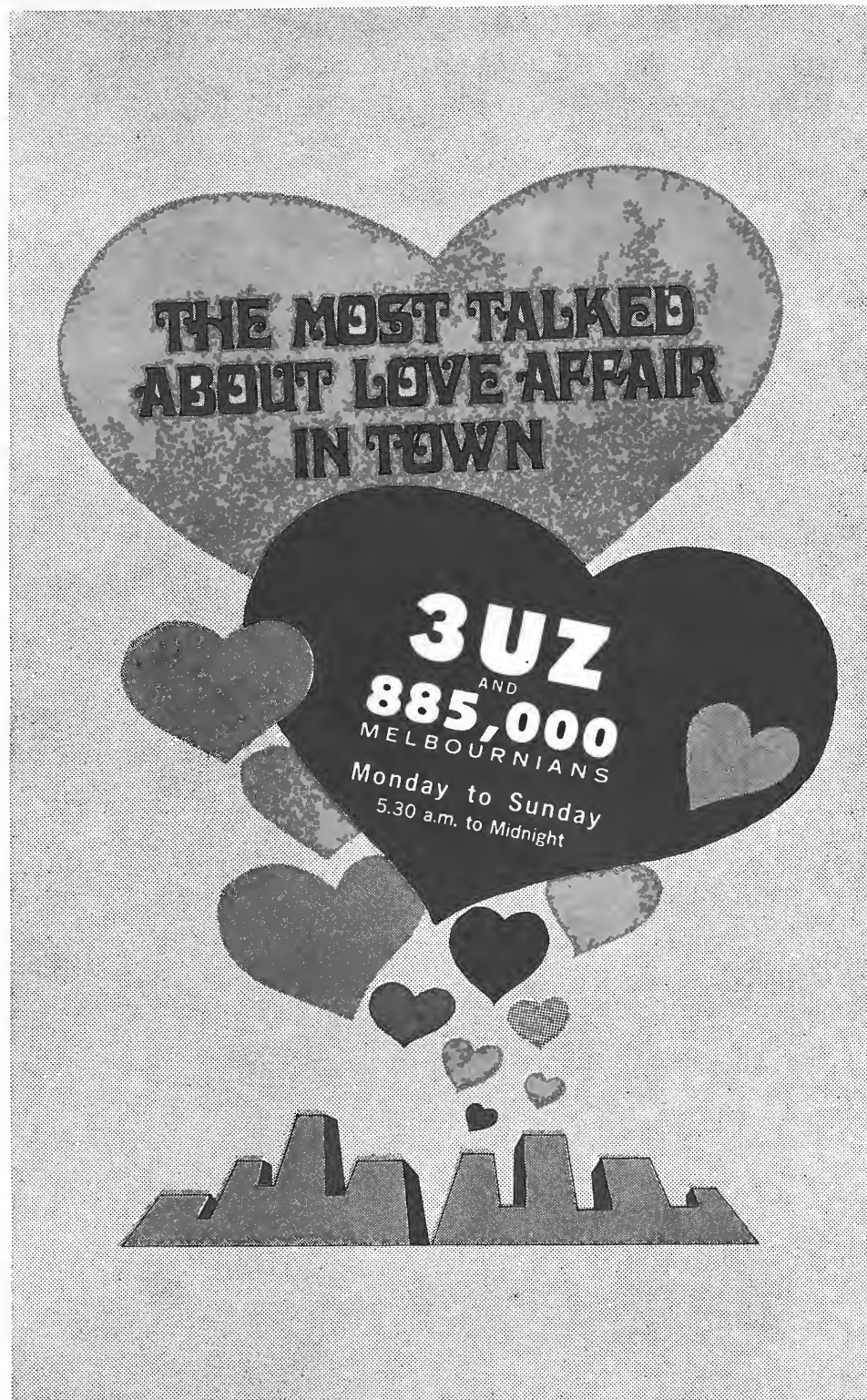
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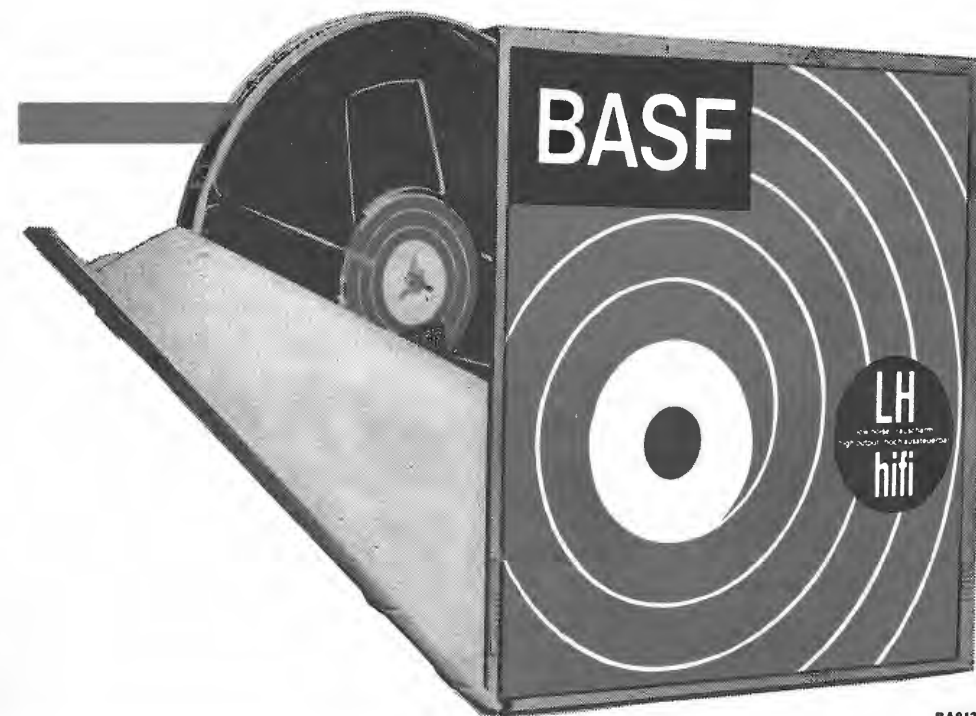
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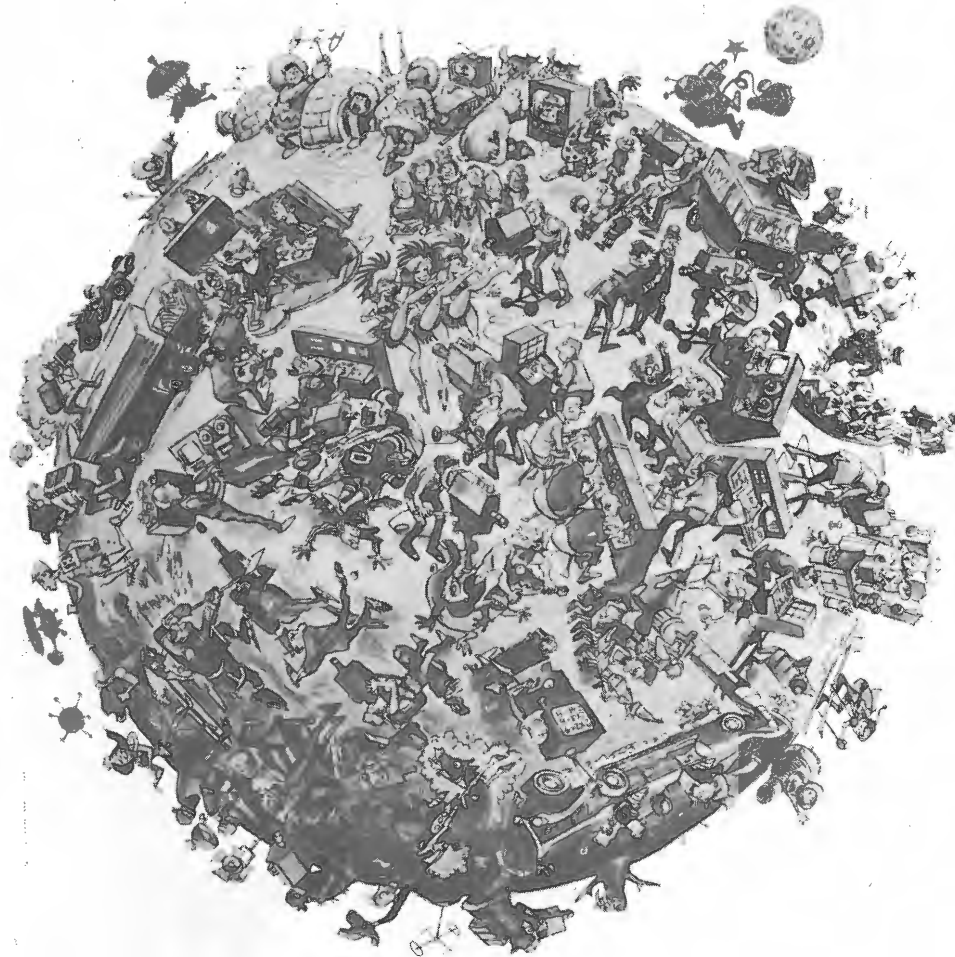
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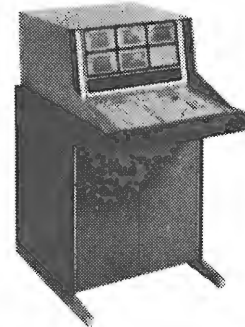
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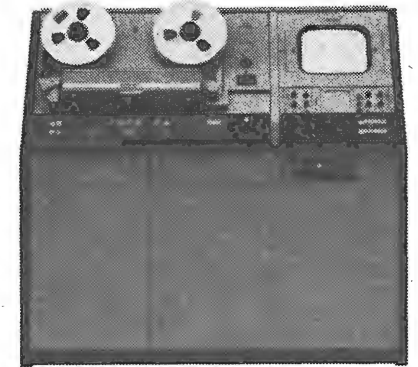


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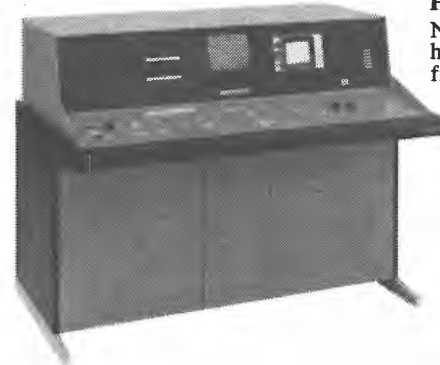


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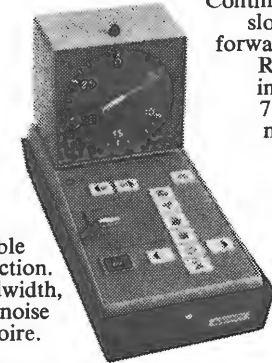
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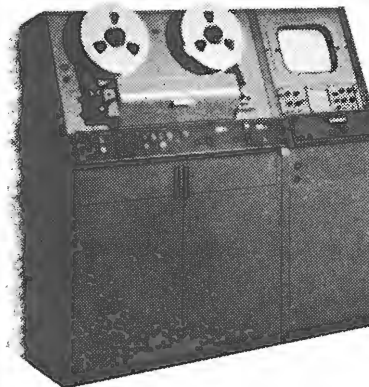
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THE Broadcasting and Television Year Book is produced by the company and personnel responsible for the appearance of B&T Weekly, now in its 20th year and which has become an institution in the spheres it serves Australian broadcasting, advertising, television, production and their associated services and among the country's leading advertisers and businessmen. This Year Book, containing a mass of information, all of which has been gathered, compiled and checked as carefully as humanly possible, condenses into handbook form all the most-needed information concerning the spectacularly-developing commercial and national air media and the industries serving them.

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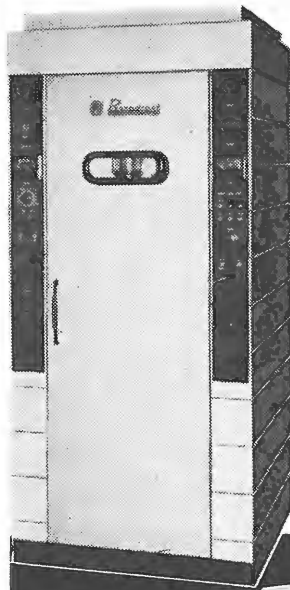
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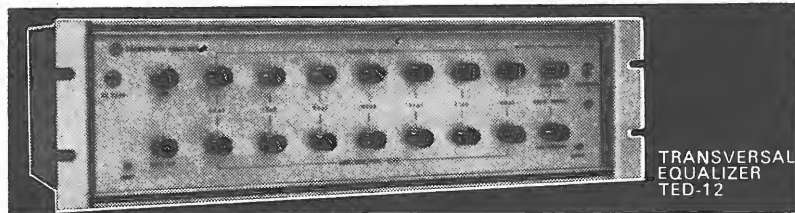
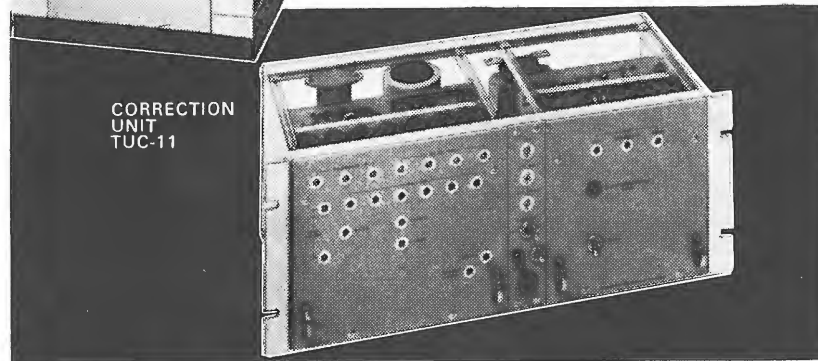
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I would like to thank Broadcasting and Television for once again affording me the opportunity to supply a foreword to this year's edition of the Year Book.

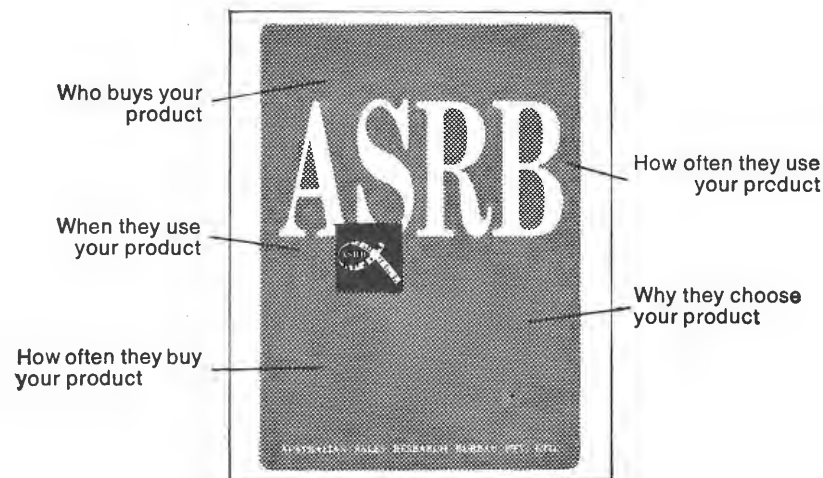
I studied the previous issue with great interest and was impressed by the comprehensive information it contained on broadcasting and television services in this country.

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.

Alan S. Hulme
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Postmaster-General

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BROADCASTING and TELEVISION YEAR BOOK, 1970

TABLE OF CONTENTS

| | PAGES |
|------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|
| State maps — radio and TV station locations | 29-41 |
| Foreword by the Postmaster-General | 7 |
| Index | Entries 11-26 Advertisers 27-28 |
| RADIO | |
| Industry facts including licence figures | 50-55 |
| Australian Broadcasting Control Board | 65 |
| Stations | 67-122 |
| Networks | 123-126 |
| Production units and transcription distributors | 137-141 |
| Services to stations | 147-155 |
| Station representatives | 127-132 |
| Government legislation and Broadcasting Control Board standards (also for TV), FACB and FACTS rules and program standards | 443-496 |
| TELEVISION | |
| Film distributors | 194-197 |
| Industry facts | 57-62 |
| Stations | 157-193 |
| Production and film units | 199-223 |
| Services to stations and producers (including equipment suppliers) Station representatives | 225-254 127-132 |
| RADIO-TV | |
| Australian Broadcasting Commission | 133-136 |
| Record companies | 142-144 |
| Radio-TV organisations in neighbouring Asian-Pacific markets | 497-525 |
| Radio-TV organisations — New Zealand (special NZ section) | 497-512 |
| Research organisations | 259-264 |
| World radio-TV licences | 63-64 |
| ADVERTISING AND ADVERTISERS | |
| Market statistics | 43-49 |
| Accredited agencies | 273-330 |
| Accredited agencies — New Zealand (special NZ section) | 500-504 |
| National and large-scale advertisers | 331-388 |
| Large-scale advertisers — New Zealand (special NZ section) | 505-511 |
| Market research organisations | 259-262 |
| Advertising and technical training courses | 393-394 |
| PR AND PUBLICITY | |
| PR consultants | 256-258 |
| GENERAL | |
| Associations and clubs | 389-391 |
| Who's Who | 395-442 |
| Listener-viewer publications | 265-266 |
| Miscellaneous services | 267-272 |
| Late listings | 531 |



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Alphabetical index

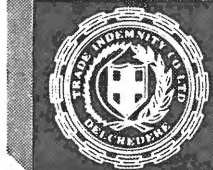
- *Entries (pages 13-26)*
- *Advertisers (pages 27-28)*

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| | |
|----------------------------------------------------------------------------------------|---------------|
| Abel Advertising Limited, NZ | 500 |
| Abel Barton Advertising Pty Ltd | 274 |
| Academy Film Productions | 214 |
| Academy Screen Services | 201 |
| ACS (Australian Cinematographers' Society) | 389 |
| Active Advertising Pty Ltd | 300 |
| Actors & Announcers Equity of Australia | 389 |
| Adam & Associates Pty Ltd | 272 |
| Adcraft Service Pty Ltd | 326 |
| Addis (Australia) Pty Limited | 332 |
| Admatch | 272 |
| Admen Advertising Pty Ltd | 321 |
| Advent Radio-TV Productions | 138, 201 |
| Advertiser Network | 125 |
| Advertiser (newspaper) | 266 |
| Advertisers (National and Retail) | 331, 388 |
| Advertisers (New Zealand) | 505-511 |
| Advertising Agencies: | |
| New South Wales | 273-298 |
| Victoria | 300-316 |
| Queensland | 316-321 |
| South Australia | 321-326 |
| Western Australia | 326-329 |
| Tasmania | 329-330 |
| New Zealand | 500-504 |
| Overseas Agencies Accredited | 330 |
| Advertising Associates Pty Ltd | 300 |
| Advertising & Attitude Assessments Pty Ltd | 260 |
| Advertising Club of Vic. | 392 |
| Advertising, Code of Standards | 443 |
| Advertising Consultant Services | 316 |
| Advertising Expenditure 1968 | 44 |
| Advertising Facts (inc. Market Statistics) | 43-49 |
| Advertising Institute of Australia | 389, 393 |
| Advertising Photography Ltd (NZ) | 512 |
| Advertising & Technical Training Courses | 393-394 |
| AEI Appliances Pty Ltd | 332 |
| Age, The (newspaper) | 265 |
| Ageold Public Relations Pty Ltd | 256 |
| Air India | 332 |
| Air New Zealand | 332 |
| Air-TV Australia | 393 |
| Ajax Films Pty Ltd | 201 |
| Alan Dean Enterprises Pty Ltd | 271 |
| Albert, J. & Son Pty Ltd | 145 |
| Alberto-Culver Company | 332 |
| Alcoa of Australia Pty Ltd | 332 |
| Aldwych Advertising (NSW) Pty Ltd | 274 |
| Aldwych Advertising Pty Ltd | 300 |
| Aldwych Advertising (SA) Pty Ltd | 321 |
| Alexander-Burn Pty Ltd | 257 |
| Alexandra Advertising Pty Ltd | 300 |
| Alitalia | 332 |
| Allan, Robert, Advertising Pty Ltd | 316 |
| Allen & Urquhart Pty Ltd | 148 |
| Amalgamated Pictures A'sia Pty Ltd | 201 |
| Amalgamated Public Relations Pty Ltd | 256 |
| Amalgamated Wireless (A'sia) Limited 125, 128, 129, 131, 138, 142, 148, 227, 332 | |
| Amar Advertising Pty Ltd | 274 |
| American Broadcasting Co. Films of Australia Pty Ltd | 132, 194 |
| Amoco | 333 |
| Ampex Australia Pty Ltd | 246 |
| Ampol Petroleum Limited | 333 |
| Anderson Analysis Pty, The | 260 |
| Anderson, Hugh (media representative) | 129 |
| Anderson Seeds Ltd | 333 |
| Anderson White Advertising | 300 |
| Angliss, W. & Co. Pty Ltd | 333 |
| Animads Pty Ltd | 201 |
| Ansell Rubber Co. Pty Ltd, The | 333 |
| Ansett-Airlines of Australia | 333 |
| Ansett Transport Industries Limited | 334 |
| Antenna Engineering Australia Pty Ltd 148, 152, 253 | |
| Anzarut, E. Charles (Aust.) Pty Ltd | 300 |
| API—Air Programs International 138, 194, 201 | |
| Argonaut Productions Pty Ltd | 257 |
| Armstrong, Bill, Pty Ltd | 138, 214, 271 |
| Arnott, Motteram, Menz Pty Limited | 334 |
| Arnott's Biscuits Pty Ltd | 334 |
| Arnoul Advertising Pty Ltd | 322 |
| Arrow Shirts Pty Ltd | 334 |
| Artransa Park Film Studios | 201, 214 |
| Artransa Pty Ltd | 138 |
| Ashby Research Service | 260 |
| Asian Broadcasting Union | 389 |
| Associated Battery Makers of Australia Pty Ltd | 334 |
| Associated Broadcasting Services Ltd 125, 128, 129 | |
| Associated Film Printers | 239 |
| Associated Public Relations Pty Ltd | 258 |
| Associated Pulp & Paper Mills Limited | 334 |
| Associated World Public Relations Pty Ltd 257 | |

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| | |
|--------------------------------------------------------------------------------|----------|
| Association of Australian Record Manufacturers | 389 |
| Associations and Clubs, Industry | 389-392 |
| Astor Electronics Pty Ltd | 143 |
| Atlab Film Laboratory Service | 239 |
| Atlantic Union Oil Company (NZ) Limited | 505 |
| Atlas Plastics Pty Ltd | 334 |
| Attila Studio | 269 |
| ATV (Distributors) Pty Ltd | 194 |
| Audience and Market Research Monitoring Organisations | 259-264 |
| Audience Studies Inc. | 260 |
| Audio Engineers Pty Ltd | 148 |
| Audio Video Industries | 148 |
| Auriema (Australasia) Pty Ltd | 148 |
| Austral Pacific Productions Pty Ltd | 203 |
| Austral Standard Cables Pty Ltd | 253 |
| Austral Swiss Textiles Pty Ltd | 335 |
| Australasian Performing Right Association Limited | 389 |
| Australasian Radio & Television Productions Pty Ltd | 138 |
| Australia & New Zealand Bank Limited | 335 |
| Australian Abrasives Pty Ltd | 335 |
| Australian Advertising Agency Pty Ltd | 316 |
| Australian Associated Press Pty Ltd (overseas radio-TV rep. in Australia) | 132, 271 |
| Australian Association of Advertising Agencies | 390 |
| Australian Association of National Advertisers | 390 |
| Australian Bankers' Association | 335 |
| Australian Broadcasting Commission (incl. administration, radio & TV stations) | 133, 136 |
| Australian Broadcasting Control Board, The | 65 |
| Australian Broadcasting Control Board (program standards, TV and radio) | 448-461 |
| Australian Cinematographers Society | 389 |
| Australian Consolidated Industries Limited | 335 |
| Australian Consolidated Press | 335 |
| Australian Cotton Textiles Industries Ltd | 335 |
| Australian Dairy Produce Board | 336 |
| Australian Dried Fruits Association, The | 336 |
| Australian Fertilisers Ltd | 336 |
| Australian Fixed Trusts Ltd | 336 |
| Australian Gas Light Company, The | 336 |
| Australian Glass Manufacturers Company | 336 |
| Australian Instructional Films Pty Ltd | 203 |
| Australian Motion Picture Studios' Association | 390 |
| Australian Motor Industries Ltd | 336 |
| Australian National Industries Ltd | 336 |
| Australian National Line | 336 |
| Australian Programme Services | 254 |
| Australian Radio Advertising Bureau | 390 |
| Australian Record Company Ltd | 142 |
| Australian Reel Co. Pty Ltd | 227 |
| Australian Sales Research Bureau (Vic.) Pty Ltd | 260 |
| Australian Siskraft Pty Ltd | 336 |
| Australian Television Facilities Pty Ltd | 194 |
| Australian Wool Board | 337 |
| Australian Writers' Guild, The | 390 |
| Autocue (Aust.) Teleprompter Pty Ltd | 246 |
| Automatic Demonstration Pty Ltd | 227 |
| Automatic Film Laboratories Pty Ltd | 239 |
| Automatic Fire Services Pty Ltd | 337 |
| Avis Rent-A-Car System Pty Ltd | 337 |

B

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| | |
|------------------------------------------------|----------|
| Background Music Suppliers | 145 |
| Baglin Douglass Pty Ltd | 203, 269 |
| Baker, Ron, Advertising Pty Ltd | 274 |
| Ball, B. J. Ltd | 337 |
| BALM Paints Ltd | 337 |
| BALM Paints (NZ) Ltd | 505 |
| Bank of New South Wales | 337 |
| Bank of New South Wales, NZ | 505 |
| Banks Advertising Pty Ltd | 329 |
| Barker, Leonard S. & Associates | 257 |
| Barossa Co-operative Winery Ltd | 337 |
| Barrington Scott, R. Pty Ltd | 214 |
| Barron, R. K. Advertising Limited, NZ | 500 |
| Barton, R. H. Photographic Lighting Products | 250 |
| Bata Shoe Co. of Australia Pty Ltd | 338 |
| Battye, Noel Pty Ltd | 272 |
| Baume, Chapman & Baume Pty Ltd | 274 |
| Bayards Pty Limited | 338 |
| Bayne Mackay Advertising Pty Ltd | 301 |
| BEA Recording Studios | 138, 214 |
| Bean-Birrell Advertising Pty Ltd | 326 |
| Becker, R. A. & Company | 194 |
| Beckers Pty Ltd | 338 |
| Beecham (Australia) Pty Ltd | 338 |
| Beecham (Australia) Pty Ltd, NZ | 505 |
| Bennett, Walter F. & Co. | 330 |
| Bent, Norman Advertising | 275 |
| Berger, Lewis & Sons (Aust.) Pty Ltd | 338 |
| Berinson, Jim & Associates Pty Ltd | 138, 214 |
| Berlei Limited | 338 |
| Berlei (NZ) Ltd | 505 |
| Berry Currie Advertising (NSW) Pty Ltd | 275 |
| Berry Currie Advertising (SA) Pty Ltd | 322 |
| Berry Currie Advertising (Vic.) Pty Ltd | 301 |
| Berwen Paine Advertising Pty Ltd | 322 |
| Besley & Pike Pty Ltd | 338 |
| Best & Co. Pty Ltd | 301 |
| Best & Swift Pty Ltd | 275 |
| Beutron Plastics Australia Limited | 339 |
| Bierre, Eric W. | 269 |
| Big Sister Foods Ltd | 339 |
| Bilcock & Copping Film Productions Pty Ltd | 214 |
| Birns & Sawyer (Aust.) Pty Ltd | 227, 242 |
| | 246, 250 |
| Biro Bic & Gollin (NZ) Limited | 505 |
| Biro Bic & Gollin Pty Ltd | 339 |
| Birrell Kain Advertising (SA) Pty Ltd | 322 |
| Birrell Kain Advertising (Vic.) Pty Ltd | 301 |
| Bishop, John S. & Associates | 268 |
| Black & Decker (A'sia) Pty Ltd | 339 |
| Blanket, Leonard | 256 |
| Blanks, Chas. E. Pty Ltd | 203 |
| Blundell, Spence & Co. (Aust.) Pty Ltd | 339 |
| Bolam, Guy (American sales & servicing agency) | 330 |
| Bond Storage | 254 |
| Bond's Industries Limited | 339 |
| Bonded Services International Pty Ltd | 254 |
| Bonnington & Co. Pty Ltd | 339 |

| | |
|--------------------------------------------------------------------------|----------|
| Bookman-Compton-Goldberg Advertising Ltd | 500 |
| Boosey & Hawkes (Aust.) Pty Ltd | 142, 145 |
| Boots Pure Drug Co. (Australia) Pty Ltd | 340 |
| Bourne/Progress Division | 340 |
| Bowater-Scott Australia Ltd | 340 |
| Bowly Penglis & Associates Pty Ltd | 131 |
| Boxall, Clayton & Associates Pty Ltd | 275 |
| BP Australia Ltd | 340 |
| BP (New Zealand) Limited | 505 |
| Bradford Pty Ltd | 269 |
| Bradmill Industries Limited | 340 |
| Bramac Plastalon Limited | 340 |
| Brisbane City Council | 340 |
| Brisbane Gas Co. Ltd | 340 |
| Brisbane TV Ltd (Melbourne office) | 129 |
| Bristol-Myers Co. Pty Ltd | 340 |
| Bristol-Myers Co. Pty Limited, NZ | 505 |
| British Australian Programs Pty Ltd (see Grace Gibson Recording Company) | 139 |
| British Broadcasting Corporation | 132, 194 |
| British General Electric Co. Pty Ltd (see GEC (Aust.) Pty Ltd) | 352 |
| British Leyland Motor Corporation of Australia Limited | 341 |
| British Medicinals Pty Ltd | 341 |
| British Overseas Airways Corporation | 341 |
| British Paints (Aust.) Pty Ltd | 341 |
| Broadcasting Exchange of Australia Pty Ltd | 138, 214 |
| Broadcasting Control Board | 65 |
| Broadcasting Program Standards | 456-464 |
| Broadcasting & Television Act, 1942-1962 | 444-447 |
| Broken Hill Proprietary Company Limited, The | 341 |
| Brown & Dureau Ltd | 341 |
| Brown, D. H. & Son Ltd, NZ | 505 |
| Brown, Ray (media representative) | 128, 129 |
| Brownbult Limited | 341, 342 |
| Browning Productions | 215 |
| Bryden-Brown & Associates | 276 |
| Buckingham Limited | 342 |
| Budget Film Productions Pty Ltd | 215 |
| Bunning Bros Pty Ltd | 342 |
| Burger, Ernest J. Assoc. Pty Ltd | 256 |
| Burrows, Glen R., Advertising | 276 |
| Bushelle, John Productions Pty Ltd | 203 |
| Bushell's Pty Limited | 342 |
| Buyer's Opinion Service Pty Ltd | 261 |
| Byrne Advertising Service | 322 |

C

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| | |
|------------------------------------------------------------|-----|
| Cadbury Fry Hudson Limited, NZ | 505 |
| Cadbury-Fry-Pascall Australia Ltd | 342 |
| Calder Mackay Company Limited, NZ | 506 |
| Caltex Oil (Australia) Pty Limited | 342 |
| Caltex Oil (NZ) Limited | 506 |
| Cambridge Film & TV Productions (see Cine Service Pty Ltd) | 215 |
| Cambridge Studios Pty Ltd | 269 |
| Cameo Film Productions | 203 |
| Cameracraft Film Productions Pty Ltd | 223 |
| Camp Advertising Inc. Pty Ltd | 276 |

| | |
|--------------------------------------------------|---------------|
| Campbell Advertising Pty Ltd | 317 |
| Campbell Brothers Limited | 342 |
| Campbell, K. M. Pty Ltd | 301 |
| Campbells Soups (Aust.) Pty Ltd | 342 |
| Canberra Television Services Pty Ltd | 343 |
| Cannon Electric (Aust.) Pty Ltd | 152 |
| Cann's Wedding Wonderland (costumes) | 268 |
| Canny Gabriel-Castle Jackson Advertising Pty Ltd | 278 |
| Garden Advertising Pty Ltd | 302 |
| Cardin Film Service | 203, 268 |
| Career Productions Pty Ltd | 204 |
| Carlton Carruthers du Chateau Ltd | 500 |
| Carlton & United Breweries Ltd | 343 |
| Carnation Co. Pty Ltd | 343 |
| Carpet Manufacturers Ltd | 343 |
| Carr Fastener Pty Ltd | 343 |
| Carter R. G. Advertising Service Pty Ltd | 302 |
| Casben Productions Limited | 343 |
| Cassrels Advertising Ltd, NZ | 500 |
| Castalloy Pty Limited | 343 |
| Casting Agencies | 255 |
| Castle Jackson Advertising Pty Ltd | 302 |
| Castrol Australia Pty Limited | 344 |
| Catts-Patterson Company (NZ) Limited, NZ | 500 |
| CBS Enterprises Pty Ltd | 132, 194 |
| Central Casting Office Pty Ltd | 255 |
| Central Queensland Broadcasting Network | 125 |
| Century Storage Battery Co. Ltd | 344 |
| Cerebos (Aust.) Limited | 344 |
| Ceylon Radio | 524-525 |
| Chapman Hendrie Advertising | 302 |
| Chapman, Maurice & Company Pty Ltd | 148, 246 |
| Chappell & Co. Ltd | 145 |
| Charter Associates (NSW) Pty Ltd | 256 |
| Charter Associates Pty Ltd | 257, 258 |
| Chesebrough-Pond's International Ltd | 344 |
| Christian Broadcasting Association Ltd | 138 |
| Christian Television Assoc. of Queensland | 223 |
| Christopher Productions Pty Ltd | 139, 204, 271 |
| Chrysler Australia Limited | 344 |
| Church of England Television Society | 204 |
| Cinematic Services | 204 |
| Cineoptics Australia Pty Ltd | 227, 242 |
| Cinesound Production Pty Ltd | 204 |
| Cine Service Pty Ltd | 215, 239 |
| Cinetel Film Production Services | 204 |
| Cinzano, F. & Cia (Aust.) Pty Limited | 344 |
| Clarke's, Bruce, Jingle Workshop Pty Ltd | 139, 215, 271 |
| Clarke, H. W. (NZ) Limited | 506 |
| Clarks Torflex Shoes Pty Limited | 344 |
| Clemenger, John (NSW) Pty Ltd | 278 |
| Clemenger, John Pty Ltd | 302 |
| Clencie, Kenn Advertising Associates | 278, 303, 322 |
| Clifford Love & Co. Ltd | 345 |
| Coats Patons (Australia) Limited | 345 |
| Coca-Cola Export Corporation, The | 345 |
| Coca-Cola Export Corporation, The NZ | 506 |
| Cole & Cheong Advertising Pty Ltd | 303 |
| Coles, C. J. & Coy Limited | 345 |
| Coles, Keith (media representative) | 131 |
| Colgate-Palmolive Limited (NZ) | 506 |
| Colgate-Palmolive Pty Limited | 345 |
| Collett, Arthur & Associates | 326 |
| Collings Productions Pty Ltd | 204 |
| Collins Radio Company (A'sia) Pty Ltd | 152 |

| | |
|----------------------------------------------------|---------------|
| Colorfilm Pty Ltd | 239 |
| Colortran Industries Australia | 250 |
| Comalco Industries Pty Ltd | 345 |
| Commercial & Industrial Advertising Pty Ltd | 317 |
| Commercial & Television Advertising Studios (CATA) | 204 |
| Commercial Television Programs | 205 |
| Commercial TV Monitors Pty Ltd | 263 |
| Commonwealth Advertising Division | 345 |
| Commonwealth Banking Corporation | 346 |
| Commonwealth Broadcasting Network | 125 |
| Communications & Marketing Pty Ltd | 256 |
| Compton Advertising Aust. Pty Ltd | 279, 303, 323 |
| Condor Lamps Australasia Pty Ltd | 346 |
| Connell, Norman H., Associates Pty Ltd | 304 |
| Consolidated Appliances Pty Ltd | 346 |
| Consolidated Broadcasting System (WA) Pty Ltd | 126 |
| Consolidated Electronics Pty Ltd | 152 |
| Consolidated Film Producers Pty Ltd | 216 |
| Consolidated Public Relations | 256, 257 |
| Contact Club Ltd | 392 |
| Convention Arrangements | 268 |
| Coote, J. O. (media representative) | 128 |
| Copley News Service (A'sia) | 268 |
| Corbett, Neville, Advertising Pty Ltd | 279 |
| Cordon Bleu Agency | 148, 268 |
| Cordon Bleu Promotions & Productions Pty Ltd | 268 |
| Costume Hire | 268 |
| Cosway Public Relations Pty Ltd | 258 |
| Coty Pty Limited | 346 |
| Coudrey-Campbell-Ewald Pty Ltd | 279 |
| Council for Advertising Research in Australia | 390 |
| Country Press Co-operative Company Ltd | 304 |
| Country Press Ltd | 280 |
| Country Radio & Television Pty Ltd | 128 |
| Courage Breweries Limited | 346 |
| Courier-Mail, The (newspaper) | 266 |
| Coward of Canberra | 269 |
| CQBN—Central Queensland Broadcasting Network | 131 |
| Crawford Productions Pty Ltd | 216 |
| Crawford, W. S. Ltd | 330 |
| Creamota Ltd | 346 |
| Creasy Advertising Service Pty Ltd | 322 |
| Creative Brokers Pty Ltd | 268 |
| Creative Public Relations Ltd (NZ) | 504 |
| Crestknit Industries Ltd | 346 |
| Croft Rex, Advertising | 304 |
| Cryer, W. J. & Co. Ltd | 346 |
| Cummins, Pam Advertising | 280 |
| Cunningham, R. H. Pty Ltd | 148, 152, 246 |
| Curtis & Mason Advertising Pty Ltd | 304 |
| Curzon, The House of | 346 |
| Cussons Australia Pty Ltd | 346 |
| Cyclone KM Products Pty Ltd | 346 |

D

Drama's back in
radio on ...

3KZ

| | |
|--------------------------|-----|
| Daily Mirror (newspaper) | 265 |
|--------------------------|-----|

| | |
|-------------------------------------------|---------------|
| Daily News (newspaper) | 266 |
| Daily Telegraph (newspaper) | 265 |
| Daggett, Donald Productions | 148, 227, 246 |
| Dargaville Associates Pty Ltd | 128, 256 |
| David Galt Industries | 347 |
| Davies Coop & Co. Ltd | 347 |
| Davis, Fred E., Pty Ltd | 280 |
| Davis Gelatine Consolidated Ltd | 347 |
| De Wolfe Music | 145 |
| Dean, Alan Enterprises Pty Ltd | 139 |
| Dean Forbes Advertising Service Pty Ltd | 280 |
| Dean Forbes Advertising (Vic.) Pty Ltd | 304 |
| Deane Olga | 272 |
| Devines Studio Productions | 269 |
| Dick, Keith & Merle, Photographers | 269 |
| Dimond, Peter Films | 205 |
| Dingwall, Canning, Niere, Robbins Pty Ltd | 304 |
| Dobbs Wiggins McCann Erickson Limited NZ | 501 |
| Dormer-Beck Advertising Ltd | 501 |
| Douglas-Merrell Pty Ltd | 305 |
| Dow Chemical (Australia) Pty Limited | 347 |
| Dreamspun Textiles Pty Ltd | 347 |
| Driver, Roy A. & Associates | 217, 227, 240 |
| Drug Houses of Australia Ltd | 347 |
| Dunlop Australia Ltd | 347 |
| Dunn, Peter & Company | 261 |
| Dupain, Max & Associates Pty Ltd | 228 |
| Dutch, Maxwell E., Pty Ltd | 194 |
| Duthie National Advertising Pty Ltd | 317 |
| Duval, John C., Advertising | 280 |

E

Endless promotional
potential at ... **3KZ**

| | |
|-------------------------------------------|-----------------------------------|
| Easdown's Photographic Studios | 269 |
| Easton, A., & Son Pty Ltd | 228 |
| Eaton, Max, Advertising | 326 |
| Edgell, Gordon, Pty Ltd | 348 |
| Edinburgh Laboratories (Aust.) Pty Ltd | 348 |
| Edmonds Advertising Pty Ltd | 318 |
| Edmonds-Fagg Advertising | 318 |
| Edmonds, T. J., Limited, NZ | 506 |
| Edwards Advertising Associates | 305 |
| Edwards, Max (radio representative) | 128 |
| Egg Marketing Board | 348 |
| Electric Power Transmission Pty Ltd | 253, 254 |
| Electricity Trust of South Aust. The | 348 |
| Electrolux Pty Ltd | 348 |
| Electronic Industries Ltd | 348 |
| Ellis, Arthur & Co. Ltd, NZ | 506 |
| Email Limited | 348 |
| EMI (Australia) Limited | 139, 143, 148, 228, 244, 246, 349 |
| Enemark Roger, Advertising Agency Pty Ltd | 281 |
| English, Scottish and Australia Bank Ltd | 349 |
| Essex Music of Australia Pty Ltd | 145 |
| Esso Standard Oil (Aust.) Ltd | 349 |
| ETA Foods Pty Limited | 350 |
| Evans, Murray, Advertising | 281 |
| Evans, Rodney H., Advertising Pty Ltd | 305 |
| Exotic TV Film Distributors Pty Ltd | 194 |

F

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and sell them on ... **3KZ**

| | |
|-----------------------------------------------------------------|---------------|
| FACB Standards of Broadcasting Practice | 465-471 |
| FACTS Cigarette Advertising Standards | 483 |
| Faen, J., Advertising | 282 |
| Falk, Fred A. (Sales) Pty Ltd | 150 |
| Faulding, F. H. & Co. Ltd | 350 |
| Featured Theatre Ads | 205, 217, 223 |
| Federated Pharmaceutical Service Guild of Aust. (NSW) Branch | 350 |
| Federation of Australian Commercial Broadcasters | 390 |
| Federation of Australian Commercial Television Stations | 391 |
| F&T Industries (Australia) Ltd | 350 |
| F&T New Zealand Limited | 507 |
| Ferris Bros Pty Ltd | 350 |
| Festival Records Pty Ltd | 143 |
| Fibremakers Ltd | 351 |
| Fidelity Radio Pty Ltd | 139 |
| Fiji Broadcasting Commission | 520 |
| Film Academy Limited, The | 205 |
| Filmads Pty Ltd | 218 |
| Filmcentre (Aust.) (see Ajax Films Pty Ltd) | 201 |
| Filmcraft Pty Ltd | 240 |
| Fimlabs (Aust.) Pty Ltd (see Ajax Films Pty Ltd) | 240 |
| Film Gate Pty Ltd, The | 217 |
| Film House Pty Ltd, The | 218 |
| Film Treatment | 223 |
| Film Processing Laboratories | 239-242 |
| Films Advisory Bureau (see Thompson, Geoffrey, Film Production) | 222 |
| Finney & Martin | 327 |
| Firestone Australia Pty Limited | 351 |
| Fisons Australia Pty Ltd | 351 |
| Fletcher Holdings Limited, NZ | 507 |
| Fletcher Humphries & Co. Ltd, NZ | 507 |
| Fogg, Ellis D. | 252 |
| Fontana Films Pty Ltd | 205 |
| Footo, Cone & Belding Pty Ltd | 282, 305 |
| Footo, Cone & Belding (SA) Pty Ltd | 323 |
| Ford Motor Co. of Aust. Ltd | 351 |
| Ford Sherington Limited | 351 |
| Forsyth, Bruce R. (HSV) | 128 |
| Fortune (Aust.) Pty Ltd | 282, 305, 323 |
| Fortune Film & TV Productions Pty Ltd | 205, 218 |
| Foto Features (Australia) | 256 |
| Fowler, D. J. (Aust.) Ltd. | 352 |
| Foy & Gibson Ltd | 352 |
| Fraser-Castle Productions | 205 |
| Freeden Strachan Public Relations Pty Ltd | 256 |
| Freeth, V. H. Pty Ltd | 284 |
| Fremantle International (Aust.) Pty Ltd | 195 |
| Front Projection Company Pty Ltd | 228, 268 |
| F.R.S. Spring Company | 352 |

G

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| | |
|-------------------------------------------------------|--------------------|
| Gadsby Advertising Pty Ltd | 284 |
| Galaxy Foto Studio | 269 |
| Gallup Poll (see Roy Morgan Research Centre) | 261 |
| Galmor Advertising Pty Ltd | 284 |
| Galmor-Goulding Advertising Pty Ltd | 284 |
| Galmor O'Keefe Advertising Pty Ltd | 306 |
| Galmor Yardley Advertising Pty Ltd | 318 |
| Gamlin & Lee Partnership Pty Ltd, The | 306 |
| Gardner, Howard (media representative) | 129 |
| Garney Green Clemenger Pty Ltd | 318 |
| Gas & Fuel Corp. of Victoria | 352 |
| Gaytone Productions Pty Ltd | 206, 223 |
| G.E.C. (Aust.) Pty Limited | 352 |
| G.E.C.-A.E.I. (Engineering) Pty Limited | 352 |
| G.E.C. (New Zealand) Limited | 507 |
| General Advertising Co. of Australia Pty Ltd | 306 |
| General Casting Agency | 255 |
| General Motors-Holden's Ltd | 352 |
| George Patterson-Noble Bartlett Pty Ltd | 320 |
| Gibson, Bob, Productions Pty Ltd | 271 |
| Gill, John, Advertising Pty Ltd | 327 |
| Grace Gibson Radio Productions Pty Ltd | 139 |
| Grace Gibson Recording Company | 139 |
| Gilder, McGregor & Associates (media representatives) | 129, 131 |
| Gilder, McGregor & Associates (International) Pty Ltd | 132 |
| Gillette (Aust.) Pty Ltd | 352 |
| Gillette (New Zealand) Limited | 507 |
| Girgarre Cheese Co. Pty Ltd | 353 |
| Glaxo Laboratories (New Zealand) Limited | 507 |
| Glaxo-Allenburys (Aust.) Pty Ltd | 353 |
| Glazebrooks Paints & Chemicals Ltd | 353 |
| Gleeson, Jack (media representative) | 128 |
| Glo-Weave Pty Ltd | 353 |
| Godfrey Phillips International Pty Ltd | 353 |
| Goldberg Advertising Limited, NZ | 501 |
| Goldberg International Pty Ltd | 353 |
| Golden Circle Cannery, The | 353 |
| Goldring Engineering (A'sia) Pty Ltd | 150, 228 |
| Goodyear Tyre & Rubber Co. (Australia) Ltd, The | 353 |
| Gordon & Gotch (A'sia) Ltd | 284, 306, 318, 327 |
| Gosewinckel, Max & Associates Pty Limited | 306 |
| Gothic Film Productions Pty Ltd | 206, 240 |
| Gow, R. M. & Company Pty Ltd | 354 |
| Goya/Decore Division | 354 |
| Graphic International Pty Ltd | 255 |
| Gramp, G. & Sons Ltd | 354 |
| Granger Associates | 150 |
| Grant Advertising Australia Pty Ltd | 284, 319 |
| Graphic Advertising Pty Ltd | 319 |
| Graphic Photography | 269 |
| Graphik Animation Pty Ltd | 206 |
| Gray, Leon (media rep.) | 128 |
| Gray, Simon Pty Ltd | 150, 155, 248 |
| Gray/Scott/Inch & Associates Ltd, NZ | 502 |

| | |
|-------------------------------------------------------------------|---------------|
| Green, H. B. & Co. Pty Ltd | 269 |
| Green Leaves Studio | 269 |
| Gregg's Ltd, NZ | 507 |
| Grey Advertising Pty Ltd | 285, 306 |
| Grimsdale & Associates Pty Ltd (see Telemark Productions Pty Ltd) | 212 |
| Grosby Footwear Pty Ltd | 354 |
| Group Representations | 128, 130 |
| Grover-Frost Associates | 128 |
| Grundy, Reg, Enterprises | 206, 218, 223 |
| Gunz, R. (Photographic) Pty Ltd | 242, 244 |
| Guyot, Ron (TV representative) | 128 |

H

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3KZ

| | |
|----------------------------------------------------------|---------------|
| Haco Distributing Agencies Pty Ltd | 354 |
| Hagemeyer (Australasia) | 354 |
| Hagley, George, Pty Ltd | 354 |
| Haines, Charles, Limited, NZ | 502 |
| Hall, Richard & Associates | 268 |
| Halse, Peter (media representative) | 128 |
| Ham, Jennifer & Associates | 257 |
| Hamilton's Ewell Vineyards Pty Ltd | 354 |
| Handbury Advertising Pty Ltd | 307 |
| Hanimex Pty Ltd | 230, 355 |
| Hannan Photographics Pty Ltd | 270 |
| Hansen Rubensohn-McCann Erickson Pty Ltd | 285, 307, 323 |
| Hardboards Australia Limited | 355 |
| Hardie, James & Coy Pty Limited | 507 |
| Hardie, James Trading Co. Pty Ltd | 355 |
| Hardy, Thomas & Sons Pty Ltd | 355 |
| Hargrave, J. F. Limited, NZ | 508 |
| Harry Hastwell | 131 |
| Havre, John (media representative) | 130 |
| Hawker, John & Associates (music consultant) | 271 |
| Hawkes, George & Associates | 256 |
| Hawkins Lewis Pty Ltd | 286, 307, 319 |
| Hayes Advertising Agency Pty Ltd | 139, 286, 307 |
| Hayes, K. Pty Ltd | 230 |
| Haysom, W. John, Pty Ltd | 307 |
| Hayward Film Productions (NZ) | 512 |
| Healing Appliances | 355 |
| Hearder, John Pty Ltd | 270 |
| Hecla Electrics Pty Ltd | 355 |
| Heintz, Alfred, Public Relations Services | 257 |
| Heinz, H. J., Co. Australia Ltd | 355 |
| Helena Rubinstein Pty Ltd | 355 |
| Hemery, Robert & Associates Pty Limited | 258 |
| Hendersons Federal Spring Work Pty Ltd | 356 |
| Henry D. & Co. Limited, NZ | 508 |
| Hepworth Advertising Agency | 286 |
| Hepworth Productions | 140 |
| Herald, The (The Herald and Weekly Times Limited, Melb.) | 265 |
| Herofon Engineering | 248 |
| Hertz of Australia Ltd | 356 |
| Hestia Company Ltd, The | 356 |
| Hewison, David, Photography Pty Ltd | 270 |
| Higgins, John, Advertising Associates | 308 |
| High Fidelity Products | 150 |
| Highfield, R. W. Pty Ltd (media representative) | 128 |

| | |
|---------------------------------------|---------------|
| Hill, Dennis Productions | 206 |
| Hill, Ian & Associates | 268 |
| Hillier, Bob, Photography | 270 |
| Hill & Knowlton Pty Ltd | 256 |
| Hill, Robin Recordings | 248 |
| Hill-Skinner Advertising Ltd | 502 |
| Hills Industries Limited | 356 |
| Hilton Textiles Limited | 356 |
| Hoadleys Chocolates Ltd | 356 |
| Holbrooks Division (Reckitt & Colman) | 356 |
| Holdenson & Nielson Marketing Pty Ltd | 356 |
| Holeproof Industries Limited | 356 |
| Holmes, Howard (media representative) | 128 |
| Holt, E. G. & Associates Pty Ltd | 286, 308 |
| Home Products (NZ) Limited | 508 |
| Hong Kong Radio | 522 |
| Hooker Corp. Ltd | 357 |
| Hoover (Aust.) Pty Ltd | 357 |
| Hope, Charles & Co. | 357 |
| Hoskyns, Shan & Associates Ltd | 258 |
| Houghton & Byrne Pty Ltd | 357 |
| Hudnut, Richard Limited, NZ | 508 |
| Hudnut, Richard Pty Ltd | 357 |
| Hunter Douglas Limited | 357 |
| Hunter Products Pty Ltd | 357 |
| Hurley, Denis Advertising | 502 |
| Hutcheson, Wilson & Co. Ltd | 508 |
| Hutchison Advertising | 329 |
| HW Productions | 206, 230, 248 |
| Hynes, B. (media representative) | 130 |

I

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3KZ

| | |
|-----------------------------------------------------------------|----------|
| Ilford (Australia) Pty Ltd | 245, 358 |
| Ilott, J. Limited, NZ | 502 |
| Image Australia Pty Ltd | 256, 257 |
| Image Australia (Queensland) | 258 |
| Image Australia (South Australia) | 258 |
| Image Australia (Western Australia) | 258 |
| Imperial Chemical Industries of Australia & New Zealand Limited | 358 |
| Industrial Chemicals (NZ) Ltd | 508 |
| Industry Associations and Clubs | 389-392 |
| Inglis (Pty) Ltd | 358 |
| Inglis Wright, J., Ltd, NZ | 502 |
| Innox Pty Ltd | 358 |
| Insight Pty Ltd | 286 |
| Institution of Radio and Electronics Engineers (Aust.), The | 391 |
| International Computers (New Zealand) Limited | 508 |
| International Correspondence Schools (A'sia) Pty Ltd | 358, 393 |
| International Dynamics (Agencies) Pty Ltd | 230 |
| International Film Service | 195, 206 |
| International Harvester Company of Australia Pty Ltd | 358 |
| International Home Products (Aust.) Pty Ltd | 358 |
| International Television Film Distributing Co. Inc. | 195 |
| Interstate Radio Sales | 128 |
| Inview Pty Ltd | 261 |
| Isaacson, Gunnar, Productions | 206 |
| Ivon Watkins-Dow Limited, NZ | 509 |

J

Join the trendsetters at ...

3KZ

| | |
|------------------------------------------|---------------|
| Jackson, Wain & Company Pty Limited | 287 |
| Jackson, Wain & Hunt Pty Ltd | 327 |
| Jackson, Wain (Qld) Pty Ltd | 319 |
| Jackson, Wain (Tasmania) Pty Limited | 330 |
| Jackson, Wain (Vic.) Pty Ltd | 308 |
| James Stedman Henderson's Sweets Ltd | 358 |
| James, Ted, Theatrical Agency | 255 |
| Jamieson House Pty Ltd | 287 |
| Jantzen (Australia) Limited | 358 |
| Japanese Radio-TV Services | 514 |
| Jasol Chemical Products Pty Ltd | 359 |
| Jeffrey, E. L. (media representative) | 130 |
| Jennings, A. V. Industries (Aust.) Ltd | 359 |
| Jennings-Lee Advertising Pty Ltd | 308 |
| Jenyns Patent Corset Pty Ltd, The | 359 |
| JetFilm Productions | 206 |
| Jingles | 271-272 |
| JIW Public Relations Ltd | 504 |
| Johns & Waygood Ltd | 155, 253, 254 |
| Johnson & Johnson Pty Ltd | 359 |
| Johnson, S. C. & Son Pty Limited | 359 |
| Jones Knowles Vinnicombe Shirley Pty Ltd | 319 |
| Joyce Donovan Radio Productions | 140 |
| Joyce, Vic | 270 |

K

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| | |
|------------------------------------------|--------------------|
| Kangaroo Point Technical College | 394 |
| Kay Corporation Limited | 359 |
| Kayser Proprietary Limited | 360 |
| Keen Allan Pty Ltd | 206 |
| Keen, L. & D. Pty Limited | 223, 270 |
| Keep, Glenn A., Photography | 270 |
| Kellogg (Aust.) Pty Limited | 360 |
| Kelvinator Australia Limited | 360 |
| Kennedy, Eric (PR consultant) | 256 |
| Kenyon Brand & Riggs Limited | 502 |
| Kestrel Film Productions | 208 |
| K.G. Film Service Pty Ltd | 240 |
| K.G. Film Service (Victoria) Pty Ltd | 240 |
| Killeen-James Advertising Pty Ltd | 288 |
| Killrust Pty Ltd | 360 |
| Kimberley Clark of Aust. Pty Ltd | 360 |
| Kinelab Pty Ltd | 240 |
| Kinetone Productions Pty Ltd | 223 |
| Kingcroft Productions Pty Ltd | 208 |
| King Gee Clothing Co. Pty Ltd | 360 |
| King, Harold Advertising Service Pty Ltd | 323 |
| Kinnear, Rod, Productions Pty Ltd | 220 |
| Kiwi Polish Company Pty Ltd, The | 360 |
| Klarion Enterprises Pty Ltd | 140 |
| Klemke, L. F., Advertising Pty Ltd | 308 |
| Kodak (Australasia) Pty Ltd | 230, 245, 252, 360 |
| Kodak New Zealand Limited | 509 |
| Koffel, David, Film & TV Productions | 140, 208, 218, 223 |

| | |
|----------------------------------|-----|
| Kolotex Hosiery Pty Ltd | 360 |
| Koratron Co. Inc. | 360 |
| Kraft Foods Limited | 361 |
| Kriesler Australasia Pty Limited | 361 |

L

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3KZ

| | |
|---------------------------------------------------------------------|----------|
| L.&H. Camera Instrument Service Pty Ltd | 244, 252 |
| Lane, Ian R. E. | 195 |
| Large Screen Projection | 268 |
| Latham, T. J. (radio representative) | 131 |
| Laurie Sommers and Warden Advertising | 308 |
| Lawrence, W. B. and Partners Pty Ltd | 288 |
| Leahy, L. W. (media representative) | 128 |
| Leeds Music Pty Limited | 145 |
| Legislation, Regulations and Program Standards—Radio and Television | 443-475 |
| Le Grand Advertising Pty Ltd | 320 |
| Leighton, Ray & Associates Pty Ltd | 270 |
| Lend Lease Development Pty Ltd | 361 |
| Leonard, F. P., Advertising Pty Ltd | 288 |
| Lever & Kitchen Pty Limited | 361 |
| Levers New Zealand Limited | 509 |
| Levy, John R. Associates Pty Ltd | 323 |
| Lichfield (New Zealand) Limited | 509 |
| Lifesavers (Australasia) Limited | 361 |
| Lily Cups Overseas Limited | 361 |
| Lincoln International (Aust.) Pty Ltd | 361 |
| Lindemans (Holdings) Limited | 362 |
| Linney & Ashburn Photography Pty Ltd | 270 |
| Linguaphone Institute Pty Ltd | 362 |
| Lintas Proprietary Limited, NZ | 502 |
| Lintas Pty Ltd | 288 |
| Lipton (Overseas) Limited | 362 |
| Listener-In TV, The | 265 |
| Listener-Viewer Publications | 265-266 |
| Livingston, David (TV representative) | 128 |
| Lloyd, Ken (media representative) | 128 |
| Lloyd Triestino SpA | 362 |
| LNC Industries Ltd | 362 |
| Login Corporation Pty Ltd | 362 |
| Lonsdale-Hands (Australia) Pty Ltd | 309 |
| Lord, F., Manufacturing Pty Ltd | 242 |
| Loreck-Strong Publicity Pty Ltd | 327 |
| Love, J. R. & Co. Pty Ltd | 362 |
| Lucas, C. H. Advertising | 309 |
| Ludbrook, A. J. | 258 |

M

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| | |
|---------------------------------------------------|-------------------------|
| MAC—Merchandising Advertising Consultants Pty Ltd | 288, 309 |
| Mackay, King Advertising Ltd, NZ | 503 |
| Maclaren Laboratories Pty Ltd | 363 |
| Macquarie Broadcasting Service | 125, 128, 130, 131, 140 |
| Macquarie News Wire | 269 |

| | |
|----------------------------------------------------------|--------------------|
| MacRobertson (Aust.) Ltd | 363 |
| MacRobertson-Miller Airline Services | 363 |
| MacTavish, Ian (media representative) | 131 |
| Madison-Milwyn Pty Ltd | 289 |
| Magnecord International Pty Ltd | 150, 246 |
| Maier Advertising (NSW) Pty Ltd | 289 |
| Major Broadcasting Network | 125 |
| Malaysian Radio & TV Services | 518 |
| Malcolm, George, Productions Pty Ltd | 208 |
| Malleys Limited | 363 |
| M&A Marketing & Advertising Pty Ltd | 309 |
| Manning Studios | 270 |
| Mann, Pierre & Associates (Public Relations Consultant) | 257 |
| Maps (radio and TV station locations) | 29-41 |
| Marigny (A'sia) Pty Ltd | 363 |
| Market and Consumer Research Pty Ltd | 261 |
| Market Research Organisations | 259-263 |
| Marketing Advertising Public Relations Pty Ltd | 257 |
| Marketing and Advertising Pty Ltd | 289 |
| Markwell Bros Pty Ltd | 363 |
| Marlow, Julius, Holdings Ltd | 363 |
| Marplan Pty Limited | 261 |
| Marrickville Holdings Ltd | 363 |
| Marrickville Margarine Pty Ltd | 363 |
| Marshall Battery Mfg Co. Pty Ltd | 364 |
| Martin, Kinnear, Clemenger Pty Ltd | 324 |
| Masius, Wynne-Williams (NSW) Pty Ltd | 289 |
| Masius, Wynne Williams (Vic.) Pty Ltd | 309 |
| Maspro Industries Pty Ltd | 230 |
| Mastercraft Chocolate Co. Pty Ltd | 364 |
| Mauri Brothers & Thomson Ltd | 364 |
| Mayfair Hams and Bacon Co. | 364 |
| Maynard Advertising Pty Ltd | 290 |
| MCA (Aust.) Pty Ltd | 195 |
| McCarthy-MacVeigh Advertising Pty Ltd | 290 |
| McCulloch of Aust. Pty Ltd | 364 |
| McDonald, Des (media rep.) | 128 |
| McDowells Ltd | 364 |
| McGowen, E. E. (media representative) | 128 |
| McLaughlin, Gordon, Pty Ltd | 131 |
| McNair Surveys Pty Ltd | 261 |
| McQuillan Ern (still photographer) | 270 |
| McWilliams Wines Pty Ltd | 364 |
| MECAR Pty Ltd | 261 |
| Mectronics Industries Pty Ltd | 230 |
| Media Council of Australia | 391 |
| Medical Advertising Standards (radio and TV) | 454, 473-476 |
| Medical Benefits Fund of Australia Ltd | 364 |
| Mello-Lite Pty Ltd | 364 |
| Menley & James Laboratories | 364 |
| Mercantile Exchange Advertising Agency, The | 310 |
| Merchandising Advertising Consultants (MAC Advertising) | 288 |
| Mercury, The (newspaper) | 266 |
| Merck Sharp & Dohme (Australia) Pty Ltd | 365 |
| Metrep Services Pty Ltd (Sydney, Melbourne and Adelaide) | 128, 130, 131 |
| Mettlers Ltd | 253 |
| MFI Surveys Pty Ltd | 261 |
| Microphon Recording Service | 261 |
| Mid-State Network | 126 |
| Miles Laboratories Aust. Pty Ltd | 365 |
| Minnesota Mining and Manufacturing (Aust.) Pty Ltd | 150, 232, 245, 365 |
| Minnesota Mining & Manufacturing | |

| | |
|----------------------------------------------------------------------|----------|
| (NZ) Pty Ltd | 509 |
| Mirror (newspaper) | 265 |
| Miscellaneous Services to Radio and TV | 267-272 |
| Mobil Oil Australia Ltd | 365 |
| Mobil Oil New Zealand Limited | 509 |
| Moffatt Advertising Pty Ltd | 310 |
| Mole-Richardson (Australia) Pty Ltd | 252 |
| Monahan Dayman Adams Pty Ltd | 310 |
| Monahan Neate & Associates Pty Ltd | 324 |
| Monitoring Services, Radio & TV | 263-264 |
| Monsanto Aust. Limited | 366 |
| Mood Music Suppliers | 145 |
| Mooney, Claude, Advertising Pty Ltd | 310 |
| Mooney, Claude, Marsh Pty Ltd | 290 |
| Mooney-Webb Pty Ltd | 310 |
| Mooney-Webb TV & Radio Unit Pty Ltd | 140, 218 |
| Morgan (Roy) Research Centre, The | 261 |
| Morgan, Val & Sons Pty Ltd | 218 |
| Morrison, Peter, Public Relations Pty Ltd | 256 |
| Motion Picture Associates Pty Ltd | 208 |
| Motivational Surveys (Australia) | 262 |
| Motor Specialties Ltd, NZ | 509 |
| Moulton, Alexander, Advertising | 310 |
| Moynham, Wayne (media rep.) | 128 |
| MP Advertising Pty Ltd | 320 |
| Muir & Neil Pty Ltd | 366 |
| Mullins, Clarke & Ralph Pty Ltd | 290, 310 |
| Murphy, K. (TV representative) | 131 |
| Murray & Ogle Pty Ltd | 290 |
| Music (supplier of background theme and mood music for radio and TV) | 145 |
| Music Producers' Assoc. of NSW | 391 |
| Myer Melbourne Limited | 366 |

N

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| | |
|------------------------------------------------------------------|---------------|
| Nabisco Pty Limited | 366 |
| Nairn, Michael & Co. (Aust.) Pty Ltd | 366 |
| Namco Industries (SA) | 366 |
| NAS Macnamara (Adelaide) Pty Ltd | 324 |
| NAS (Melbourne) Pty Ltd | 311 |
| NAS (Perth) Pty Ltd | 327 |
| NAS (Sydney) Pty Ltd | 290 |
| NATEC Sound Studios Pty Ltd | 140 |
| Nathan & Wyeth Pty Ltd | 366 |
| National Advertisers | 331-388 |
| National Bank of Australasia Ltd, The | 366 |
| National Chemical Products Pty Ltd | 367 |
| National Mutual Casualty Insurances Ltd | 509 |
| National Mutual Life Association of Australasia Limited, The, NZ | 510 |
| National Mutual Fire Insurance Company Limited | 510 |
| National Theatre Supply Co. of A'sia Pty Ltd | 232, 248, 252 |
| Nava Pty Ltd | 208, 219, 232 |
| NBC International (Aust.) Pty Ltd | 132, 196 |
| NBN | 129 |
| Neave & Campbell Pty Ltd | 262 |
| Negative Cutting | 268 |
| Neish, Tutt, Grunwald Pty Ltd | 311 |
| Nelson, Lance | 270 |

| | |
|---------------------------------------------------|----------|
| Neptune Oil Co. Pty Ltd | 367 |
| Nestle Co. (Aust.) Ltd, The | 367 |
| Nestle Company (New Zealand) Limited, The | 510 |
| Neta Industries Pty Ltd | 367 |
| Network Telefilm Services Pty Ltd | 208 |
| New England Network | 126 |
| New South Wales Department of Technical Education | 393 |
| New System Processing | 144 |
| New Zealand Advertisers | 505-511 |
| New Zealand Advertising Agencies | 500-504 |
| New Zealand Broadcasting Corporation | 498-499 |
| New Zealand Government Tourist Bureau | 367 |
| New Zealand National Airways Corporation | 510 |
| New Zealand Public Relations Consultants | 504 |
| New Zealand Section | 497-512 |
| New Zealand Television Production Companies | 512 |
| Newsday | 265 |
| News, The (newspaper) | 266 |
| Newson Lodge & Associates Limited | 503 |
| Nicholas Products Limited (NZ) | 510 |
| Nicholas Proprietary Limited | 367 |
| Nichols-Cumming Advertising (NSW) Pty Ltd | 291 |
| Nichols-Cumming Advertising Pty Ltd | 311 |
| Nicholson's Broadcasting Services Pty Ltd | 126 |
| Nielsen, A. C. Pty Ltd | 262 |
| Nile Industries Pty Ltd | 367 |
| NLT Artists Pty Ltd | 255 |
| NLT Productions Pty Ltd | 210 |
| Nock & Kirby Limited | 367 |
| North Sydney Technical College | 394 |
| Norton Australia Pty Ltd | 367 |
| Norwood, H. W. Advertising | 328 |
| NSW Milk Board | 368 |
| NWS (Melb. & Adelaide offices) | 130, 131 |
| Nylex Corporation Ltd | 368 |

P

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| | |
|--------------------------------------------------------|---------------|
| Pabco Products Pty Ltd | 368 |
| Pacific Documentary Films | 219 |
| Pacific Film Productions | 219 |
| Pacific Telecasters (Aust.) Pty Ltd | 196 |
| Paddle Bros Pty Ltd | 368 |
| Paine, Berwen, Advertising Pty Ltd | 322, 324 |
| Paling, W. H. Pty Limited | 145 |
| Palmer & Strauss Advertising | 312 |
| Pan American World Airways | 368 |
| Paramount Studios Pty Ltd | 270 |
| Paramount Television/Desilu | 196 |
| Pardey Studios | 270 |
| Parker Associated Representations Pty Ltd | 129 |
| Parkes Advertising Pty Ltd | 328 |
| Parsons General Foods | 368 |
| Passiona Bottling Co (Perth) Ltd | 368 |
| Paterson & Partners | 292 |
| Paterson, Reid & Bruce Limited | 368 |
| Patience & Nicholson Ltd | 369 |
| Paton-Hughes Pty Ltd | 312 |
| Paton, Noel Pty Ltd | 312 |
| Patterson, George, Noble Bartlett Pty Ltd | 320 |
| Patterson, George Pty Ltd | 292, 313, 324 |
| Pauls Ice Cream & Milk Ltd | 369 |
| Peach Wemyss Ltd (NZ) | 512 |
| Peck, Harry & Co. (Aust.) Pty Ltd | 369 |
| Peek Frean (Aust.) Pty Ltd | 369 |
| Peerless Emulsion Products Pty Ltd | 369 |
| Pelaco Ltd | 370 |
| Penfolds Wines Pty Ltd | 370 |
| Pengilly Advertising Service Pty Ltd | 313 |
| Penny, Jack Advertising Ltd, NZ | 503 |
| Pepper-Tanner Co. Inc. | 141, 210 |
| Pepsi-Cola Company of Australia Pty Ltd | 370 |
| Perier Film Productions Pty Ltd | 210 |
| Permafilm Australia Pty Ltd | 223, 240, 268 |
| Peters-Arctic Delicacy Co. Ltd | 370 |
| Peters Ice Cream Pty Ltd | 370 |
| Petersville Milk Products Pty Ltd | 370 |
| Pharmaceutical Research Service (Aust.) Pty Ltd | 262 |
| Philip Morris Ltd | 370 |
| Philips Electrical of New Zealand Limited | 510 |
| Philips Electrical Pty Ltd | 150, 232, 370 |
| Philips Telecommunication Company of Australia Limited | 150 |
| Phillips Long Assoc. | 268 |
| Phoenix Biscuit Co. Pty Ltd | 371 |
| Phonogram Recording Pty Limited | 143 |
| Phonographic Performance Co. of Aust. Limited | 391 |
| Photimport Pty Ltd | 371 |
| Photographers (commercial and still) | 269-271 |
| Photographic Library of Australia, The | 272 |
| Pick-Me-Up Food Products Pty Ltd | 371 |
| Pics Motion Picture Supplies | 232, 244, 252 |
| Pilgrim Productions Ltd | 141, 210 |
| Pioneer Chemicals Pty Ltd | 371 |
| Pitt & Associates Advertising Pty Ltd | 293, 313 |

Out-and-about
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| | |
|----------------------------------------------|---------------|
| Pizzey Ltd | 371 |
| Planned Music Sydney Pty Ltd | 145 |
| Plastalon (Sales) Pty Ltd | 371 |
| Plater, Ronald & Co. Pty Limited | 256 |
| Playtex (Pty) Ltd | 371 |
| Plessey Electronics Pty Limited | 150, 155, 248 |
| Plessey (NZ) Ltd | 510 |
| Plough (Australia) Pty Ltd | 371 |
| Polaroid Australia Pty Ltd | 372 |
| Polkinghorne, Stevens Ltd | 270 |
| Pope & Kiernan & Black Pty Ltd | 293 |
| Population figures (State breakdown) | 29-41 |
| Porta-Gas Pty Ltd | 372 |
| Porter, Eric, Productions Pty Ltd | 210 |
| Potter & Moore (Aust.) Pty Ltd | 372 |
| Power Coaching College Pty Ltd | 372 |
| Precision Engineering Co. Pty Ltd | 234 |
| Premier Blinds Pty Ltd | 372 |
| Press Photographics, Newcastle | 270 |
| Prestige Limited | 372 |
| Pritchard Wood-Quadrant Pty Ltd | 293, 313 |
| Product Surveys Pty Ltd | 262 |
| Projection large screen | 268 |
| Prospect County Council, The | 372 |
| Protector Safety Products Pty Ltd | 372 |
| Provincial Traders Pty Ltd | 373 |
| Prudential Assurance Company Limited, The | 373 |
| Publications (listener-viewer) | 265-266 |
| Public Relations Consultants | 256-258 |
| Public Relations Consultants, NZ | 504 |
| Pugsley, Lyle Advertising | 313 |
| Purex Australia Pty Ltd | 373 |
| Pye Industries Ltd | 150, 373 |
| Pyramid Public Relations Consultants | 257 |
| Pyrox Limited | 155, 234, 248 |

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| | |
|-----------------------------------------------|----------|
| Qantas Airways Limited | 373 |
| Queensland Government Tourist Bureau | 373 |
| Queensland Provincial Television Services | 131 |
| Queensland TV (Sydney & Melbourne offices) | 129, 130 |

R

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| | |
|-----------------------------------------------|---------------|
| Radio Advertising Representatives Pty Ltd | 129, 130, 131 |
| Radio Ceylon | 523 |
| Radio Corporation Pty Ltd | 155 |
| Radio Creations (Aust.) | 141 |
| Radio Facts: Advertising expenditure, 1968 | 44 |
| Breakdown of station ownership | 52 |
| Breakdown of stations by States, cities | |

| | |
|------------------------------------------------------|---------------------------------|
| and country | 52 |
| Composition of radio programs 1968- 1969) | 55 |
| Growth of radio audiences | 53 |
| Hours of operation (average) commercial radio | 54 |
| Industry revenue, expenditure, profits | 52 |
| Licence returns (radio only, radio-TV combined) | 54 |
| Radio representatives | 127-132 |
| Receiver production | 53 |
| Standards of Broadcasting Practice (FACB) | 465-471 |
| Radio Hong Kong | 522 |
| Radio Kempsey Limited | 129 |
| Radio Malaysia | 518 |
| Radio station location maps: New South Wales, ACT | 31 |
| Victoria | 33 |
| Queensland | 35 |
| South Australia, Northern Territory | 37 |
| Western Australia | 39 |
| Tasmania | 41 |
| Radio Monitoring Service | 264 |
| Radio miscellaneous services | 267-272 |
| Radio networks | 123-126 |
| Radio production units | 137-141 |
| Radio Singapore | 516 |
| Radio stations: Sydney | 67-70 |
| New South Wales Country | 73-83 |
| Melbourne | 85-88 |
| Victoria Country | 89-94 |
| Brisbane | 95-97 |
| Queensland Country | 99-105 |
| South Australia, Northern Territory | 107-109 |
| Western Australia | 111-116 |
| Tasmania | 117-120 |
| Radio-TV station representatives | 127-132 |
| Radio-TV jingles specialists | 271 |
| Radio-TV market research organisations | 259-263 |
| Radio-TV organisations in Asian Pacific markets | 513-525 |
| Ranger Recordings | 141, 150 |
| Rank Taylor Hobson | 234, 244 |
| Rank Xerox (Aust.) Pty Ltd | 373 |
| Ranleigh Ware Pty Limited | 374 |
| Raoul Merton Pty Ltd | 374 |
| RCA of Australia Pty Ltd | 143, 150, 234, 248, 252, 254 |
| Receiver Licence Figures (radio) | |
| Reckitt & Colman Pty Limited | 374 |
| Record Companies and Labels | 142-144 |
| Record Production Figures | 142 |
| Reeman Neil (media representatives) | 130 |
| Reference Books | 272 |
| Reid New Zealand Rubber Mills Ltd | 510 |
| Reilly Advertising Co. Pty Ltd | 220 |
| Remington Electric Shaver Division | 375 |
| Rennie, L. B. & Partners Pty Ltd | 293 |
| Renshaw & Holderness | 270 |
| Repco Limited | 375 |
| Representatives (radio-TV stations) | 127-132 |
| Representation Services Australia Pty Ltd | 130 |
| Revlon (Aust.) Pty Limited | 375 |
| Reynolds Television Limited (NZ) | 512 |
| Rheem Australia Pty Limited | 375 |

| | |
|--------------------------------------------|----------|
| Ricegrowers' Co-operative Mills Ltd | 375 |
| Richards, Bill, Advertising Pty Ltd | 313 |
| Richards, Laurie (photographer) | 270 |
| Richardson-Beseler Advertising Pty Ltd | 313 |
| Richardson, John, Film Production Services | 220 |
| Richardson Merrell Pty Ltd | 375 |
| Richardson, Peter | 129 |
| Rigby Davis Advertising | 328 |
| Riley-Williams Pty Ltd | 376 |
| Ring, Eric, Jackson Wain Pty Limited | 325 |
| Ringham & Partners | 294 |
| Riverina Advertising Consultants | 294 |
| Robert Timms Pty Ltd | 376 |
| Robinson Jones Pty Ltd | 223 |
| Robur Tea Co. Ltd | 376 |
| Rocke Tompsitt & Co. Limited | 376 |
| Rodgers Holland Everingham Pty Ltd | 294 |
| Ronson Pty Limited | 376 |
| Rosebery, Arthur L., Advertising Pty Ltd | 294 |
| Rosella Foods Pty Limited | 376 |
| Ross Advertising Service | 294 |
| Rothmans of Pall Mall (Australia) Limited | 376 |
| Round Table Marketing Seminars | 394 |
| Rowntree & Co. (Aust.) Pty Ltd | 377 |
| Royal Commission on Television (resume) | 58 |
| Rural Bank of NSW | 377 |
| Ryan, Peter, & Associates Pty Ltd | 294, 314 |
| Rydge-Anderson Advertising | 294 |

S

Sound Survey — the
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| | |
|-----------------------------------------|----------|
| SA Brush Co. Ltd | 377 |
| SA Country Newspapers Ltd | 325 |
| Salmond & Spraggon (Australia) Pty Ltd | 377 |
| Salmond & Spraggon Ltd NZ | 511 |
| Samuel Taylor Pty Ltd | 377 |
| Sanders, James, Advertising Limited, NZ | 503 |
| Sanders, Owen H, Photographic Studios | 271 |
| Sanitarium Health Food Company | 377 |
| Scala Record Import Co. Pty Ltd | 143 |
| Scheffer J. Productions | 220 |
| Schweppes (Australia) Ltd | 378 |
| Scope Public Relations Pty Ltd | 257 |
| Scott Bonnar Sales Pty Ltd | 378 |
| Scott & Bowne (Australasia) Limited | 378 |
| Scott, D. N. (media representative) | 129 |
| Scott, W. D. & Co. Pty Ltd | 262 |
| Scotts Detergents (A'sia) Pty Ltd | 378 |
| Screen Gems | 196 |
| Sebel Limited | 378 |
| Sellers/Phillips/Scott | 295, 314 |
| Senior Film Productions Pty Ltd | 220 |
| Seppelt, B. & Sons Pty Ltd | 378 |
| Service Advertising Limited | 503 |
| Services to Radio Stations | 147-155 |
| Services to TV Stations | 225-254 |
| Sharp, James, Advertising Service | 314 |
| Shell Company of Australia Limited, The | 379 |
| Shortridge Advertising Pty Ltd | 295 |
| Showcast Pty Ltd | 255 |

| | |
|----------------------------------------------------------------------------------|---------------------------------|
| Shulton (Australia) Pty Ltd | 379 |
| Simmons Bedding Co. Pty Ltd | 379 |
| Simpson, Keith (media rep.) | 129 |
| Simpson Pope Limited | 379 |
| Simpsons Manufacturing Pty Ltd | 379 |
| Singapore Radio and TV | 516 |
| Singer Australia Ltd | 379 |
| Singleton Palmer Strauss & McAllan | 295, 314 |
| Sixteen Millimetre Australia Pty Ltd | 196, 235, 244, 250, 252, 379 |
| Skilfast Pty Ltd | 151 |
| Slatter E. C. & Partners Pty Ltd | 295 |
| Slazengers (Aust.) Pty Ltd | 380 |
| Sleigh, H. C. Ltd | 380 |
| Small, H. & Co. Pty Ltd | 380 |
| Smith, Frank, Productions | 222 |
| Smith, Ian H. & Partners | 328 |
| Smith, James, Limited, NZ | 511 |
| Smith, Kline & French Laboratories (Australia) Ltd | 380 |
| Smith & Nephew (Aust.) Pty Ltd | 380 |
| Smith, Norman Advertising Service Pty Ltd | 314 |
| Smith's Potato Crisps (Australia) Pty Ltd | 380 |
| Smith, S. & Son Pty Ltd | 380 |
| Solachrome Color Productions Pty Ltd | 210 |
| Solomons, W. C. R. & Sons | 271 |
| Sound Service Co. Pty Ltd | 242 |
| South Australian Institute of Technology | 394 |
| Southdown Press Pty Ltd | 265, 381 |
| Southern Cross Films Pty Ltd | 210 |
| Southern Documentary Productions Pty Ltd | 210 |
| Southern Talent NLT Pty Ltd | 255 |
| Sparks, Leonard & Associates (media representatives) | 130 |
| Spicers Paper Industries Ltd | 381 |
| Staff Consultants | 272 |
| Stafford-Miller Limited | 381 |
| Standard Telephones and Cables Pty Ltd | 151, 235, 250, 254, 381 |
| Standards, Radio and Television | 448-464 |
| Stannard-Patten-Samuels Advertising Agents Pty Ltd | 295 |
| State Electricity Commission of Victoria | 381 |
| State Savings Bank of Victoria | 382 |
| Statistics: Advertising Expenditure | 44-45 |
| Age distribution and population showing age group breakdown | 45 |
| Market Facts | 29-41 |
| New South Wales | 30 |
| Australian Capital Territory | 30 |
| Victoria | 32 |
| Queensland | 34 |
| South Australia | 36 |
| Northern Territory | 36 |
| Western Australia | 38 |
| Tasmania | 40 |
| Ownership of Selected Durables | 47 |
| Population of States, cities and country areas: Australia (national total) | 29 |
| New South Wales | 30 |
| Australian Capital Territory | 30 |
| Victoria | 32 |
| Queensland | 34 |
| South Australia | 36 |
| Northern Territory | 36 |
| Western Australia | 38 |
| Tasmania | 40 |

| | |
|----------------------------------------------------------------------|--------------------|
| Record Production | 142 |
| Retail Sales by States | 48 |
| Television receiver production | 60 |
| Trends in Consumer Spending | 46 |
| Value of retail sales by States | 48 |
| Where the personal and family budget goes | 47 |
| World radio-TV receiver figures | 63-64 |
| Steele, J., Ltd, NZ | 511 |
| Steele Kain Kelly Birrell Advertising Pty Ltd | 295 |
| Steelefilm Ltd (NZ) | 512 |
| Sterling Pharmaceuticals Pty Ltd | 382 |
| Sterling Pharmaceuticals (New Zealand) Limited | 511 |
| Stevens, Harvey, Associates Pty Ltd | 257 |
| Stevenson, H. A. Pty Ltd | 258 |
| Stewart-Cowcher Advertising Pty Ltd | 314 |
| Stone, Martin J. & Associates Pty Ltd | 262 |
| Strand Electric (Aust.) Pty Ltd | 252 |
| Streets Ice Cream Pty Ltd | 382 |
| St Regis-ICI Pty Ltd | 374 |
| Stuart-Lucy Surveys | 262 |
| Stuart-Wearn Advertising Ltd, NZ | 503 |
| Studio 20 Productions | 141, 143, 151, 250 |
| Studio Ben Eriksson | 271 |
| Studio Commercial | 271 |
| Sturrock, J. M. Pty Ltd (media representative) | 129, 130, 131 |
| STW (Sydney, Melbourne offices) | 129, 130 |
| Successful Advertising Company | 314 |
| Sun Electric Co. Pty Ltd | 382 |
| Sun (newspaper) | 265 |
| Sun News-Pictorial (newspaper) | 266 |
| Sunbeam Corp. Limited | 382 |
| Sunday Mail, The (newspaper) | 266 |
| Sunoroid Pty Limited | 382 |
| Supreme Films Pty Ltd | 210, 242 |
| Survey and research organisations, radio-TV | 259-263 |
| Survey, Research Centre, The, Pty Ltd | 262 |
| Swan Television (Sydney office) | 129 |
| Sweet Peach Productions Pty Ltd | 212, 272 |
| Swift & Bleakley Pty Ltd | 235, 244, 250, 253 |
| Sydney Morning Herald, The (newspaper) | 265 |
| Sydney Technical College (see NSW Dept of Technical Education) | 393 |
| Syncrofilm Services | 242 |

T

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| | |
|--------------------------------------------|---------|
| TAB Rules for accreditation | 493-496 |
| TAB TV advertising regulations | 477-483 |
| Talent Casting Agencies | 255 |
| Tanner, Keith, Advertising | 315 |
| Tara Market Research | 262 |
| Tarax Drinks Holdings Ltd | 382 |
| Tart, Bruce Research Service Pty Ltd | 262 |
| Tasmanian Broadcasting Network | 126 |
| Tasmanian Government Tourist Bureau | 382 |
| Taubmans Industries Limited | 382 |
| Taylor, Clem, O'Brien Pty Ltd | 325 |
| Tea Bureau, The | 383 |
| Technical training courses | 393-394 |
| Telecast Agency | 255 |
| Telecommunications (radio-telephone-TV | |

| | |
|------------------------------------------------------------------|----------|
| facilities) | 122 |
| Telegraph Newspaper Co. Pty Ltd | 266 |
| Telemark Productions Pty Ltd | 212 |
| Teleprograms Pty Ltd | 196 |
| Television Advertising Board | 477-496 |
| Television Advertising Representatives Pty Ltd | 130 |
| Television Associates Pty Ltd | 129, 130 |
| Television Broadcasters Ltd (Melbourne office) | 130 |
| Television Cigarette Advertising Code | 483 |
| Television Club of Victoria | 392 |
| Television and Electronic Services Association of Victoria | 391 |
| Television and Electronic Technicians Institute of Aust. | 391 |
| Television Engineering Pty Ltd | 238, 253 |
| Television Equipment service and repairs | 225-254 |
| Television Facts: | |
| Advertising expenditure 1968 | 44 |
| Breakdown of viewing trends | 59 |
| Frequency assignment plan | 58 |
| Growth of the audience | 60 |
| Program Imports Policy | 58 |
| Receiver licence figures | 60 |
| Receiver production figures | 60 |
| Regulations governing imported TV commercials and programs | 58 |
| Revenue statistics | 58 |
| Royal Commission on Television (resume) | 58 |
| Station representatives | 127-132 |
| Television Film Distributors | 194-197 |
| Television Film Facilities | 212 |
| Television monitoring services | 263 |
| Television production and film units | 199-223 |
| Television production and film units, NZ | 512 |
| Television program standards | 448-455 |
| Television representatives | 127-132 |
| Television Services: | |
| Advertising Specialist | 268 |
| Artists Management | 268 |
| Bond Storage | 254 |
| Cameras, photographic & studio equipment | 227-238 |
| Consulting Engineers—Radio-TV | 268 |
| Convention Arrangements | 268 |
| Costumes | 268 |
| Film Distributors | 194-197 |
| Film Processing Laboratories | 239-242 |
| Film Stock | 244-245 |
| Film Treatment | 223, 268 |
| Jingle Specialists | 271-272 |
| Large Screen Projection | 268 |
| Lenses optical needs | 242-244 |
| Miscellaneous | 267-272 |
| Negative Cutting | 268 |
| News Agency | 271 |
| News Service | 268, 269 |
| Production services | 272 |
| Photographers | 269-271 |
| Recording equipment | 246-250 |
| Reference Books | 272 |
| Sales Promotion | 272 |
| Scripting equipment | 246 |
| Staff Consultants | 272 |
| Stock Photographs | 272 |
| Steel Towers | 253 |
| Studio lighting and lighting control | |

| | |
|---------------------------------------------------------|---------|
| equipment | 250-253 |
| Transmission lines and equipment | 253-254 |
| Videotape | 254 |
| Television Society of Australia | 392 |
| Television Society of Australia (NSW div.) | 392 |
| Television station location maps: | |
| New South Wales | 31 |
| Australian Capital Territory | 31 |
| Victoria | 33 |
| Queensland | 35 |
| South Australia | 37 |
| Northern Territory | 37 |
| Western Australia | 39 |
| Tasmania | 41 |
| Television Stations | |
| New South Wales: | |
| ATN (Amalgamated TV Services Pty Ltd) | 159-160 |
| BKN (Broken Hill Television Ltd) | 161 |
| CBN (Country Television Services Ltd) | 161 |
| CTC (Canberra Television Limited) | 161 |
| CWN (Country Television Services Ltd) | 162 |
| ECN (East Coast Television Ltd) | 162 |
| MTN (Murrumbidgee Television Ltd) | 162 |
| NBN (Newcastle Broadcasting and Television Corp.) | 162 |
| NEN (Television New England Ltd) | 164 |
| NRN (Northern Rivers Television Ltd) | 164 |
| RTN (Richmond-Tweed TV Limited) | 165 |
| RVN (Riverina Television Limited) | 165 |
| TCN (Television Corp. Limited) | 160 |
| TEN (United Telecasters Sydney Limited) | 160 |
| WIN (Television Wollongong Transmissions Ltd) | 165 |
| Victoria: | |
| AMV (Albury-Upper Murray TV Ltd) | 171 |
| ATV (Austarama Television Pty Ltd) | 168 |
| BCV (Bendigo & Central Telecasters Ltd) | 172 |
| BTV (Ballarat & Western Victoria Television Ltd) | 172 |
| GLV (Eastern Victoria Television Ltd) | 172 |
| GMV (Goulburn-Murray Television Ltd.) | 173 |
| GTV (General Television Corp. Pty Ltd) | 168 |
| HSV (Herald-Sun TV Pty Ltd) | 170 |
| STV (Sunraysia Television Pty Ltd) | 173 |
| Queensland: | |
| BTQ (Brisbane Television Limited) | 176 |
| DDQ (Darling Downs TV Limited) | 178 |
| FNQ (Far Northern Television Pty Ltd) | 178 |
| MVQ (Mackay Television Development Pty Ltd) | 179 |
| QTQ (Queensland Television Corp.) | 176 |
| RTQ (Rockhampton Television Ltd) | 179 |
| SDQ (Darling Downs TV Limited) | 179 |
| TNQ (Telecasters North Queensland Ltd) | 179 |
| TVQ (Universal Telecasters Q'ld Ltd) | 178 |
| WBQ (Wide Bay-Burnett Television Ltd) | 180 |
| South Australia: | |
| ADS (Television Broadcasters Ltd) | 184 |
| GTS (Spencer Gulf Telecasters Ltd) | 185 |
| NWS (South Television Corp. Ltd) | 184 |
| SAS (South Australian Telecasters Ltd) | 185 |
| SES (South East Telecasters Ltd) | 186 |
| Western Australia: | |
| BTW (South Western Telecasters Pty | |

| | |
|--------------------------------------------------------------------------|---------------|
| Ltd) | 188 |
| GSW (South Western Telecasters Limited) | 188 |
| STW (Swan Telecasters Limited) | 188 |
| TVW (TVW Limited) | 188 |
| Tasmania: | |
| TNT (Northern Television Ltd) | 193 |
| TVT (Tasmanian Television Ltd) | 192 |
| Television Time Sales (see Livingston, David) | 129 |
| Temora Photographic Centre | 271 |
| Tempo Photography | 222, 271 |
| TEN (Melbourne office) | 130 |
| Test-Mobile Marketing Services | 262 |
| The 729 Club Ltd | 392 |
| Theme Music Suppliers | 145 |
| Thomas, C. J. & Son Pty Ltd | 383 |
| Thompson, Geoffrey, Flim Productions | 222 |
| Thompson, J. Walter Australia Pty Ltd | 295, 315, 325 |
| Thompson, John, Advertising Pty Ltd | 315 |
| Thomson Porritt Partner Advertising Pty Ltd | 296 |
| Thompson, Walter J., Advertising Limited (NZ) | 503 |
| Thorn Electrical Industries (Aust.) Pty Ltd | 383 |
| Thorn Lighting Industries Pty Ltd | 253 |
| Time Club (Brisbane) | 392 |
| Time Club, The (Victoria) | 392 |
| Time Club, The (Sydney) | 392 |
| Tip Top Bakeries Holdings Pty Ltd | 383 |
| T.O. Broadcasts | 141 |
| Tolley, A. E. & F. Pty Ltd | 383 |
| Tom Piper Ltd | 383 |
| Tongala Milk Products Pty Ltd | 383 |
| Toplan Sales Promotion | 272 |
| Tourist Hotel Corporation of New Zealand | 511 |
| Trans-Australia Airlines (Australian National Airlines Commission) | 383 |
| Trans-Australia Television Pty Ltd | 196 |
| Transcontinental Broadcasting Corporation Ltd | 129 |
| Trenoweth & Freeman | 271 |
| Trinity Advertising Pty Ltd | 315 |
| Trojan Film Productions Pty Ltd | 212 |
| Trowell, John, Advertising | 328 |
| Tucker & Co. Pty Ltd | 384 |
| Turnbull, Clive & Associates | 257 |
| Turner Manufacturing Co. Pty Ltd | 384 |
| TV Monitors | 263 |
| TV Monitors (Australia) Pty Ltd | 263, 272 |
| TV Production and Film Units | 201-223 |
| TV-Radio Guide | 266 |
| TV Times | 265 |
| TVW (Melbourne office) | 130 |
| TVW (Sydney office) | 129 |
| TV Week | 266 |
| Twentieth Century-Fox Television | 196 |

U

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| | |
|------------------------------------|-----|
| Ultimate Ekco (NZ) Ltd | 511 |
| Union Carbide Aust. Ltd | 384 |
| United Artists A'sia Pty Ltd | 197 |

| | |
|--------------------------------------|---------------|
| United Cinema Pty Limited | 197, 212, 238 |
| United Packages Limited | 384 |
| United Press International | 132 |
| United Radio Distributors Pty Ltd | 151 |
| Universal Flexible Trusts Ltd | 384 |
| U.P.I.T.N. Corporation (Aust. repr.) | 132 |
| USP-Benson (NSW) Pty Ltd | 296 |
| USP-Benson Pty Ltd | 315 |
| USP-Benson (Qld) Pty Ltd | 321 |
| USP-Benson (SA) Pty Ltd | 325 |
| 3UZ Recording Department | 141 |

V

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| | |
|---------------------------------------------------|----------|
| Vaude-Video Theatrical & Modelling Agency | 255 |
| Varian Pty Ltd | 151, 254 |
| Vaughan, Mal, Studios | 271 |
| VBN (radio-TV representation) | 130 |
| Velco Sound Systems Pty Ltd | 155 |
| Venetian Blind Manufacturers' Federation of Aust. | 384 |
| Vickers, Ronald & Associates | 263 |
| Vick Products Company | 385 |
| Victa Sales Pty Ltd | 385 |
| Victorian Broadcasting Network Limited | 126, 130 |
| Victorian Film Laboratories Pty Ltd | 242 |
| Video-Tape | 254 |
| Video-Tape Corporation Pty Ltd | 212, 254 |
| Viewer-Listener Publications | 265-266 |
| Vincent Chemical Company Pty Limited | 385 |
| Voice of America (Aust. rep.) | 132 |
| Volkswagen (A'sia) Ltd | 385 |
| Vulcan Australia Limited | 385 |

W

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| | |
|--------------------------------------|----------|
| WA Advertising Services | 329 |
| WA Broadcasters Pty Ltd | 126 |
| Waite, T. Hilken Pty Ltd | 321 |
| Walch, Max | 264 |
| Walker Advertising Pty Ltd | 325 |
| Walker, Herbert & Associates Pty Ltd | 315 |
| Walpamur Paints Pty Ltd | 385 |
| Wander, A. (Aust.) Pty Limited | 385 |
| Warner-Lambert Pty Ltd | 385 |
| Warnock Sandford Advertising | 329 |
| Warwick Advertising Pty Ltd | 296 |
| Warwick Paton Pty Ltd | 316 |
| Waterworth, E. N. | 244 |
| Watson Victor Ltd | 238, 386 |
| Welch, Roger Pty Ltd | 296 |
| Wellington Gas Company Limited, NZ | 511 |
| Wells-National Pty Ltd | 386 |

| | |
|------------------------------------------------|----------|
| West Advertising Keith | 296 |
| West Advertising Pty Ltd | 316 |
| West Australian, The (newspaper) | 266 |
| Westgate, Keith, Co. Pty Ltd | 297 |
| Weston Advertising Pty Limited | 297 |
| Wettex Australia Pty Limited | 386 |
| W&G Record Processing Co. Pty Ltd | 144 |
| White, Eric, Associates (Holdings) Pty Ltd | 258 |
| White, Eric, Associates Pty Ltd | 257 |
| White, Eric Associates (SA) Pty Ltd | 258 |
| White, Eric, Associates (WA) Pty Ltd | 258 |
| White, Eric, Associates (Tas.) Pty Ltd | 258 |
| White Wings Limited | 386 |
| Whitfords Theatre Ads | 212 |
| Who's Who in Advertising, Radio and Television | 395-442 |
| WHT Advertising and Marketing Limited | 503 |
| Wilkinson Advertising Pty Ltd | 316 |
| Wilkinson Sword Pty Ltd | 386 |
| Willard King Organisation Pty Ltd | 212, 222 |
| Williams, A. J. Advertising Service Pty Ltd | 329 |
| Williams, Bede & Associates | 131 |
| Williamson, J. C. Theatres Ltd | 268 |
| Willmott Advertising Pty Ltd | 297 |
| Wills, W. D. & H. O. (Australia) Ltd | 386 |
| Wilson, McCarthy & Co Pty Limited | 257 |
| WIN (Sydney sales office) | 129 |
| Wishart Mayes Pty Ltd | 298 |
| Wood, Eric & Son Agencies | 258 |
| Wood, Eric & Son (media representatives) | 131 |
| Wood & Mitchell Advertising, NZ | 504 |
| Wood, Ross, Productions Pty Ltd | 212 |
| Woods, Robert, Advertising | 329 |
| Woodward Advertising Ltd (NZ) | 504 |
| Woolworths Ltd | 386 |
| Workshop Films | 212 |
| World Agencies Pty Ltd | 387 |
| World Radio-TV receiver figures | 63-64 |
| Wormald Brothers Industries Limited | 387 |
| Worth Distributors Pty Ltd | 387 |
| Wray, C. (media representative) | 130 |
| Wrigley Company Pty Limited | 387 |
| Wrigley Company (NZ) Limited | 511 |
| Wynn, S. & Co. Pty Ltd | 387 |

Y

Your promotional
needs get priority
at...

3KZ

| | |
|------------------------------|-----|
| Yakka Pty Limited | 387 |
| Yates, Arthur, & Co. Pty Ltd | 387 |
| Young & Rubicam Pty Ltd | 298 |

Z

"Xenial" means
"hospitable."
You're welcome to
call...

3KZ

| | |
|-----------------------------------|--------------------|
| Zanthus Films | 222 |
| Zeiss, Carl Pty Ltd | 238, 244, 253, 388 |
| Zevenboom, John & Co. Pty Limited | 388 |

Alphabetical Index of ADVERTISERS

A

| | |
|---------------------------------------------------|-------|
| Admatch | 277 |
| Air-TV | 393 |
| Amar Advertising Pty Ltd | 276 |
| Ajax Films Pty Ltd | 202 |
| Amalgamated Pictures Australasia Pty Ltd | 198 |
| Amalgamated Wireless (Australasia) Ltd | 6, 10 |
| Ampex Aust. Pty Ltd | 2, 3 |
| Artransa Park Film Studios | 200 |
| Associated Broadcasting Services Ltd | 396 |
| Associated Film Printers Pty Ltd | 238 |
| Australasian Performing Right Association Limited | 60 |
| Australian Broadcasting Commission | 135 |
| Australian Post Office | 532 |
| Australian Radio Advertising Bureau | 51 |
| Australian Reel Co. Pty Ltd | 249 |
| Australian Sales Research Bureau Pty Ltd | 8 |
| Australian Television Quarterly | 181 |
| Automatic Demonstration Pty Ltd | 241 |

B

| | |
|-----------------------------------------------|-------------------------|
| B&T | 106, 151, 174, 190, 196 |
| Barrington Scott, R., Pty Ltd | 222 |
| Barton, R. H., Photographic Lighting Products | 250 |
| Battye, Noel, Pty Limited | 273, 331, 395 |
| Birns & Sawyer (Aust.) Pty Ltd | 232 |
| Blanks, Chas. E., Pty Ltd | 201 |
| Brown, Ray, Pty Limited | 13, 69, 397 |
| Budget Films & Associates | 214 |
| Bushelle, John, Productions Pty Ltd | 157, 203, 291, 330 |

C

| | |
|------------------------------------------|-----|
| Cambridge Film & TV Productions Pty Ltd | 217 |
| Central Queensland Broadcasting Network | 98 |
| Chapman, Maurice, & Co. Pty Ltd | 1 |
| Cinema Beaulieu (Australia) | 234 |
| Cinesound Productions Pty Limited | 204 |
| Cinetel Film Production Services | 205 |
| Circulations Audit Board | 110 |
| Consolidated Electronics (Sales) Pty Ltd | 153 |
| Consolidated Film Producers Pty Ltd | 218 |
| Copley News Service (Australasia) | 269 |
| Cunningham, R. H., Pty Ltd | 245 |

D

| | |
|------------------------------|-----|
| Daggett, Donald, Productions | 228 |
|------------------------------|-----|

E

| | |
|-------------------------------------|-----|
| Easton, A., & Son | 238 |
| Exotic TV Film Distributors Pty Ltd | 194 |

F

| | |
|---------------------------------------------------------|-----|
| Federation of Australian Commercial Television Stations | 56 |
| Fiji Broadcasting Commission | 520 |
| Film Gate, Pty Ltd, The | 216 |
| Fogg, Ellis D., Theatricals | 206 |
| Fremantle International (Aust.) Pty Ltd | 195 |

G

| | |
|---------------------------------------|--------------------|
| Gilder, McGregor & Associates Pty Ltd | 127 |
| Gray, Simon, Pty Ltd | 146, 152, 243, 247 |
| Group Productions | 42 |
| Group Representations | 274 |
| Group Television Services Pty Ltd | 167 |
| Gunz, R., (Photographic) Pty Ltd | 244 |

H

| | |
|----------------------------------|-----|
| Harris, F. A., Engraving Pty Ltd | 285 |
| Horton, J. Sydney, Pty Ltd | 278 |

J

| | |
|----------------------|-----|
| Jingle Workshop, The | 215 |
|----------------------|-----|

K

| | |
|-----------------------------|----------|
| Kinelab Pty Limited | 239 |
| Kodak (Australasia) Pty Ltd | 236, 237 |

L

| | |
|--------|----|
| Legacy | 76 |
|--------|----|

M

| | |
|--------------------------------------------|------------------------------------|
| McNair Surveys Pty Ltd | 30, 32, 34, 36, 38, 40 |
| Macquarie Broadcasting Service | 70, 83, 88, 94, 105, 109, 116, 122 |
| Major Broadcasting Network, The | 124 |
| Mecar Pty Ltd | 260 |
| Minnesota Mining & Mfg (Australia) Pty Ltd | 224 |
| Mole-Richardson (Australia) Pty Ltd | 219, 251 |

N

| | |
|--------------------------------------|----------|
| Natec Sound Studios | 140 |
| N.A.V.A. Pty Ltd | 199, 227 |
| N.B.C. International (Aust.) Pty Ltd | 195 |
| N.Z.B.C. | 283 |

O

| | |
|----------------------------------|-----|
| Optronics Pty Ltd | 230 |
| Owen Bros Animated Films Pty Ltd | 219 |

P

| | |
|--------------------------------------|---------------|
| Permafilm Australia Pty Ltd | 241 |
| Pics Motion Picture Supplies Pty Ltd | 235 |
| Plessey Electronics Pty Limited | 154 |
| Porter, Eric, Productions | 208, 212, 279 |
| Pyrox Limited | 225, 229 |

R

| | |
|-----------------|--------------------------------------------------------------------------------------------------------------------------------------------|
| Radio Stations: | |
| 2CA | 75 |
| 2DU | 74 |
| 2GB | 299 |
| 2HD | 77 |
| 2KO | 72 |
| 2KY | 71 |
| 2PK | 80 |
| 2RG | 81 |
| 2SM | 4 |
| 2UE | 66 |
| 2UW | 68 |
| 2WL | 82 |
| 3AK | 87 |
| 3AW | 86 |
| 3DB | 333, 335, 337, 339, 341, 343, 345, 347, 349, 351, 353, 355, 357, 359, 361, 363, 365, 367, 369, 371, 373, 375, 377, 379, 381, 383, 385, 387 |
| 3KZ | 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26 |
| 3UZ | Inside front cover — Outside back cover |

| | |
|------------------------|----------------------------------------------------------------------------------------------------|
| 3XY | 84 |
| 4IP | 97 |
| 4KQ | 96 |
| 4MK | 103 |
| 4VL | 104 |
| 6IX | 112 |
| 6KY-NA | 115 |
| 6PR | 113 |
| 6TZ-CI | 114 |
| 6VA | 116 |
| 7HO-LA | 118 |
| 7HT | 119 |
| Ranger Recordings | 141, 280 |
| RCA Limited, Australia | 397, 398, 403, 407, 409, 410, 413, 415, 419, 421, 422, 424, 428, 429, 430, 431, 434, 437, 439, 442 |
| Robin Hill Recordings | 207 |

S

| | |
|------------------------------------------|----------|
| Senior Film Productions Pty Ltd | 221 |
| Service Stereos Pty Co. | 287 |
| Smith, Frank, Productions Pty Ltd | 220 |
| Southern Documentary Productions Pty Ltd | 210 |
| Standard Telephones & Cables Pty Limited | 149, 231 |
| Streatfeild Press Pty Ltd | 281 |
| Supreme Films Pty Ltd | 209 |
| Swift & Bleakley Pty Limited | 226 |
| Syncrofilm Services | 289 |

T

| | |
|-------------------------------------|--------------|
| Tasmanian Broadcasting Network | 121 |
| Television Stations: | |
| ATN-7 | 158 |
| NBN-3 | 163 |
| TCN-9 | 156 |
| ATV-0 | 169 |
| BCV-8 | 171 |
| BTV-6 | 11, 159, 275 |
| GTV-9 | 166 |
| HSV-7 | 170 |
| TVQ-0 | 177 |
| ADS-7 | 184 |
| NWS-9 | 182 |
| SAS-10 | 185 |
| SES-8 | 186 |
| TVT-6 | 192 |
| Television Film Facilities | 211 |
| Trade Indemnity Company Limited | 12 |
| TV Monitors (Australia) Pty Limited | 263 |

V

| | |
|-------------------------------------|-----|
| Varian Pty Ltd | 233 |
| Victorian Broadcasting Network, The | 91 |
| Victorian Film Laboratories Pty Ltd | 240 |

Z

| | |
|----------------------|-----|
| Zeiss, Carl, Pty Ltd | 230 |
|----------------------|-----|

RADIO AND TV STATION LOCATION MAPS AND ESSENTIAL MARKET FACTS

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 67-124, television stations, pages 157-193.

Estimated total population for all Australian States and Northern Territory to June 30, 1968: 12,030,820.

(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 completed, year ended June, 1969 | \$721,504,000 |
| Number of new houses completed, year ended June, 1969 | 28,794 |
| Number of new flats completed, year ended June, 1969 | 16,362 |
| Registration of new motor cars, year ended June, 1969 | 115,147 |
| Registration of new motor vehicles, year ended June, 1969 | 163,050 |
| Total value of retail sales, year ended June, 1969 | \$mill. 2,979 |
| Total production of all meat, year ended June, 1969 | 484,191 tons |
| Occupied private dwellings, year ended June, 1966 | 1,297,469 |
| Savings Bank deposits, year ended June, 1969 | \$mill. 2,282.4 |
| Number of factories, year ended June, 1968 | 24,884 |
| Value of factory production, year ended June, 1968 | \$mill. 3,131.0 |
| Value of factory output, year ended June, 1968 | \$mill. 7,096.5 |
| Wage and salary earners in civilian employment, year ended March, 1969 | 1,547,500 |
| Gross value of agricultural production, year ended June, 1968 | \$328,564,000 |
| Gross value of pastoral production, year ended June, 1968 | \$431,411,000 |

POPULATION — NSW, ACT

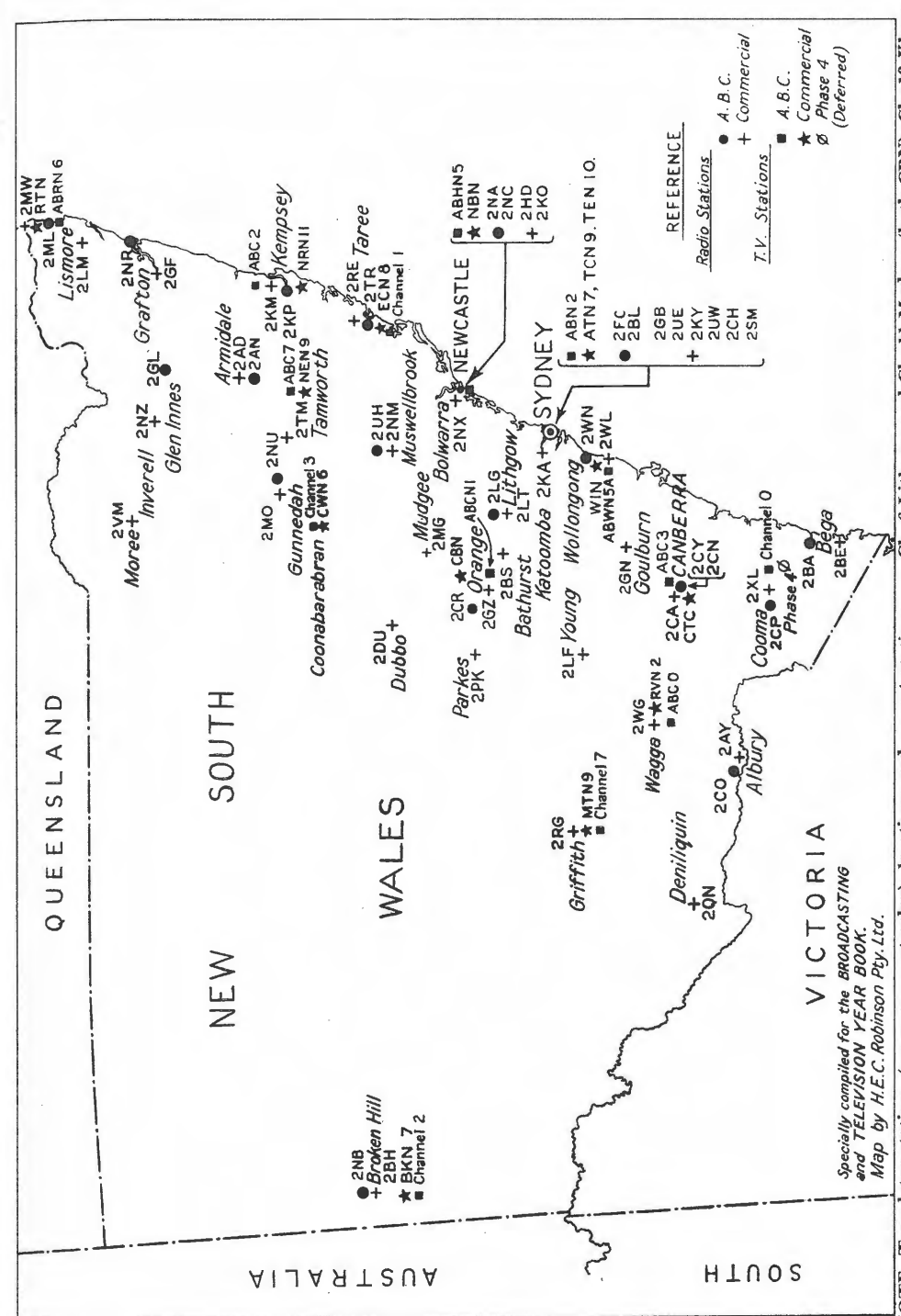
| | |
|-------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Est. population at June, 1968 (revised): | gong Greater 155,160, Penrith 51,000, Cessnock Greater 34,500, Broken Hill 30,320, Blue Mountains 16,820, Maitland 29,350, Campbelltown 28,850, Albury 26,210, Wagga Wagga 27,180, Goulburn 21,090, Tamworth 22,480, Orange 21,970, Lismore 20,040, Shellharbour 26,600, Bathurst 17,330, Grafton 16,150, Dubbo 15,970, Lithgow 20,040, Windsor 14,200, Armidale 15,890, Taree 10,910. |
| NSW 4,382,400 — (2,199,630 males, 2,182,770 females). | |
| ACT 112,779 (58,307 males, 54,472 females). | |
| Sydney statistical division 2,646,800; Canberra statistical division 106,995. | |
| Newcastle statistical district 338,920, Wollon- | |

AUSTRALIAN CAPITAL TERRITORY MARKET STATISTICS

| | |
|------------------------------------------------------------------------|--------------|
| Value of total new buildings completed, year ended June, 1969 | \$71,348,000 |
| Number of new houses completed, year ended June, 1969 | 2,515 |
| Number of new flats completed, year ended June, 1969 | 74 |
| Registration of new motor cars, year ended June, 1969 | 4,376 |
| Registration of new motor vehicles, year ended June, 1969 | 5,980 |
| Total value of retail sales, year ended June, 1969 | — |
| Total production of all meat, year ended June, 1969 | — |
| Occupied private dwellings, year ended June, 1966 | 25,157 |
| Savings Bank deposits, year ended June, 1969 | \$mill. 49.1 |
| Number of factories, year ended June, 1968 | 241 |
| Value of factory production, year ended June, 1968 | \$mill. 19.3 |
| Value of factory output, year ended June, 1968 | \$mill. 36.2 |
| Wage and salary earners in civilian employment, year ended March, 1969 | 48,800 |
| Gross value of agricultural production, year ended June, 1968 | \$2,761,000 |
| Gross value of pastoral production, year ended June, 1968 | \$1,750,000 |

**In 1970 . . . McNAIR will survey
80,000 people in N.S.W.**

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



VICTORIAN MARKET STATISTICS

| | |
|------------------------------------------------------------------------|-----------------|
| Value of total new buildings completed, year ended June, 1969 | \$578,126,000 |
| Number of new houses completed, year ended June, 1969 | 22,731 |
| Number of new flats completed, year ended June, 1969 | 13,775 |
| Registration of new motor cars, year ended June, 1969 | 84,374 |
| Registration of new motor vehicles, year ended June, 1969 | 117,365 |
| Total value of retail sales, year ended June, 1969 | \$mill. 2,283.3 |
| Total production of all meat, year ended June, 1969 | 490,963 tons |
| Occupied private dwellings, year ended June, 1966 | 956,301 |
| Savings Bank deposits, year ended June, 1969 | \$mill. 2,244.3 |
| Number of factories, year ended June, 1968 | 18,030 |
| Value of factory production, year ended June, 1968 | \$mill. 2,394.8 |
| Value of factory output, year ended June, 1968 | \$mill 5,351.3 |
| Wage and salary earners in civilian employment, year ended March, 1969 | 1,179,400 |
| Gross value of agricultural production, year ended June, 1968 | \$221,960,000 |
| Gross value of pastoral production, year ended June, 1968 | \$355,318,000 |

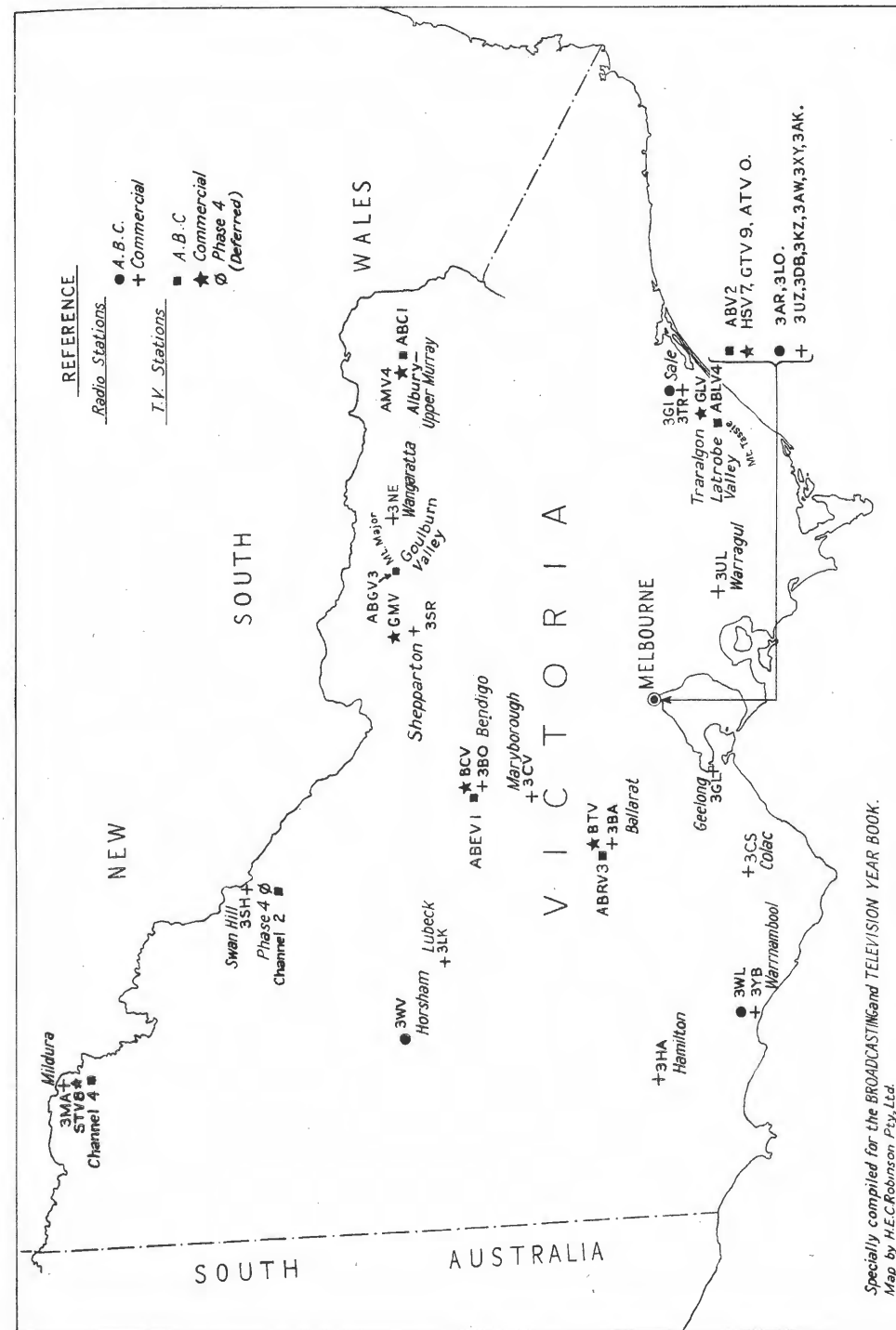
POPULATION

Est. population at June, 1968 (revised):
 Victoria 3,324,177—(1,667,581 males, 1,656,596 females).
 Melbourne city statistical division, 2,319,700.
 Geelong & urban area 115,500, Ballarat urban

area 54,580, Bendigo urban area 31,350, Yal-lourn works 4,240, Moe 16,690, (Moe-Yallourn urban area 17,497), Morwell 21,260, Traral-gon urban area 15,700, Warrnambool 7,540, (urban area 17,980), Wangaratta 17,520, Shep-parton urban area 24,560, Mildura 29,450.

In 1970 . . . McNAIR will survey
65,000 people in VICTORIA

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

NOTE: Translator stations, on permanent relay, locations and parent stations are: Ch. 9 Warrnambool-Pt Fairy (BTV), Ch. 11 Swan Hill (BCV). For additional ABC TV stations and translators see ABC section, pages 133-136.

QUEENSLAND MARKET STATISTICS

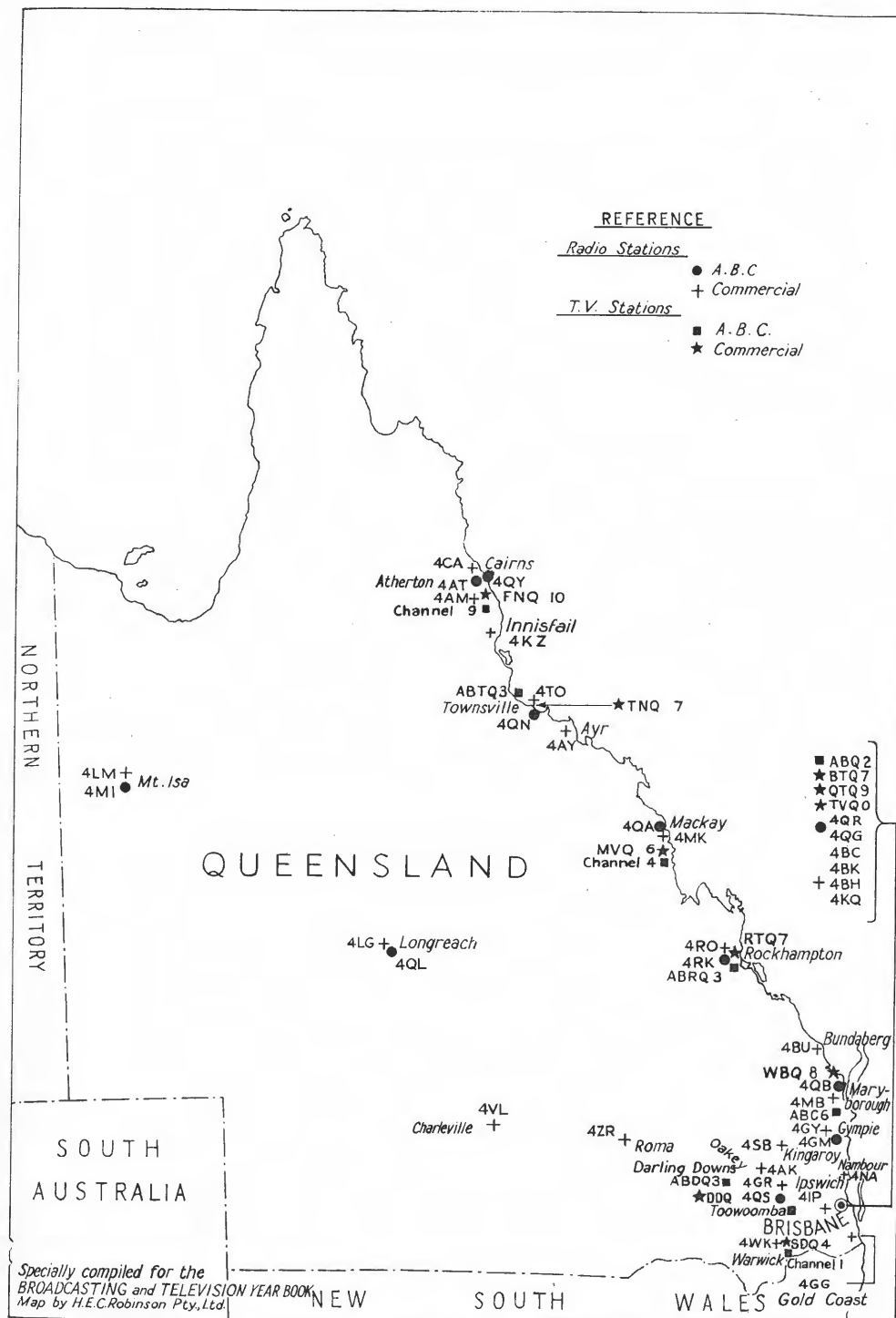
| | |
|------------------------------------------------------------------------|-----------------|
| Value of total new buildings completed, year ended June, 1969 | \$271,264,000 |
| Number of new houses completed, year ended June, 1969 | 14,268 |
| Number of new flats completed, year ended June, 1969 | 2,863 |
| Registration of new motor cars, year ended June, 1969 | 37,982 |
| Registration of new motor vehicles, year ended June, 1969 | 61,128 |
| Total value of retail sales, year ended June, 1969 | \$mill. 1,048.1 |
| Total production of all meat, year ended June, 1969 | 430,552 tons |
| Occupied private dwellings, year ended June, 1966 | 507,934 |
| Savings Bank deposits, year ended June, 1968 | \$mill. 819.0 |
| Number of factories, year ended June, 1968 | 6,154 |
| Value of factory production, year ended June, 1968 | \$mill. 657.9 |
| Value of factory output, year ended June, 1968 | \$mill. 1,782.3 |
| Wage and salary earners in civilian employment, year ended March, 1969 | 507,500 |
| Gross value of agricultural production, year ended June, 1968 | \$308,922,000 |
| Gross value of pastoral production, year ended June, 1968 | \$273,438,000 |

POPULATION

Est. population at June, 1968 (revised):
 Queensland 1,732,280—(878,189 males, 854,091 females).
 Estimated population as at June, 1967:
 Brisbane city statistical division 795,400.

Estimated population as at June, 1966:
 Townsville 58,760, Toowoomba 55,774, Ipswich 54,534, Rockhampton 46,052, Gold Coast 49,338, Cairns 26,555, Bundaberg 25,404, Maryborough 19,647, Mackay 18,637, Mt Isa 17,234, Gympie 11,277.

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 25,000 people in QUEENSLAND**
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NOTE: Translator: Ch. 5 Cardstone Village 12m from Townsville (relaying TNQ programs).
 For additional ABC radio and Phase 4 TV stations see ABC section, pages 133-136.

SOUTH AUSTRALIAN MARKET STATISTICS

| | |
|------------------------------------------------------------------------|-----------------|
| Value of total new buildings completed, year ended June, 1969 | \$156,712,000 |
| Number of new houses completed, year ended June, 1969 | 6,954 |
| Number of new flats completed, year ended June, 1969 | 1,741 |
| Registration of new motor cars, year ended June, 1969 | 29,424 |
| Registration of new motor vehicles, year ended June, 1969 | 40,339 |
| Total value of retail sales, year ended June, 1969 | \$mill. 699.1 |
| Total production of all meat, year ended June, 1969 | 108,711 tons |
| Occupied private dwellings, year ended June, 1966 | 338,550 |
| Savings Bank deposits, year ended June, 1969 | \$mill 691.8 |
| Number of factories, year ended June, 1968 | 6,255 |
| Value of factory production, year ended June, 1968 | \$mill. 631.9 |
| Value of factory output, year ended June, 1968 | \$mill. 1,476.1 |
| Wage and salary earners in civilian employment, year ended March, 1969 | 375,900 |
| Gross value of agricultural production, year ended June, 1968 | \$127,288,000 |
| Gross value of pastoral production, year ended June, 1968 | \$129,504,000 |

POPULATION — SA, NT

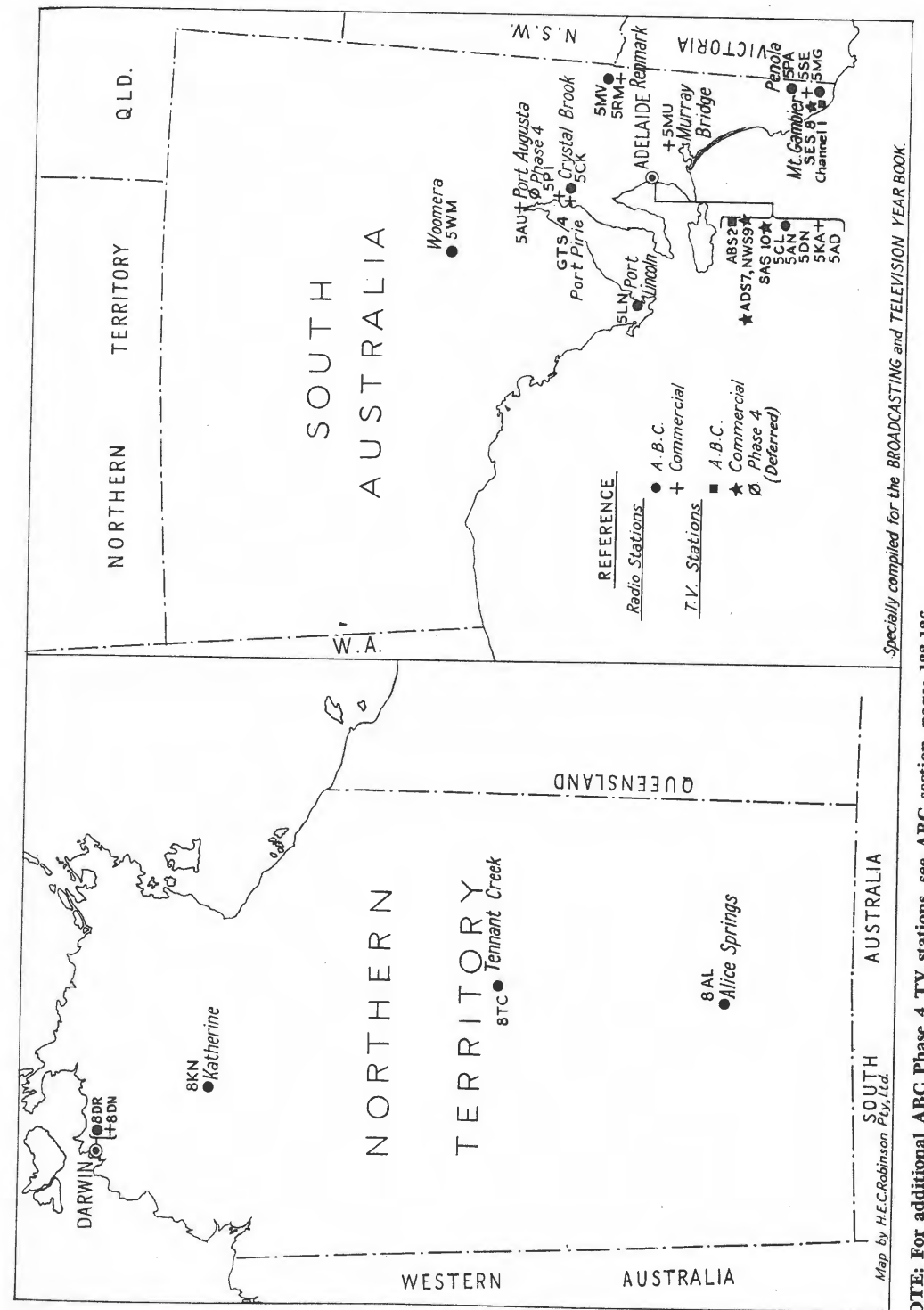
| | |
|-------------------------------------------------------------|------------------------------------------------|
| Est. population as at June, 1968 (revised): | Adelaide statistical division, 784,100. |
| South Australia 1,125,212—(565,696 males, 559,516 females). | Estimated population as at June, 1966: |
| Northern Territory 62,524—(34,108 males, 28,416 females). | Elizabeth City 32,948, Mt Gambier 17,146, |
| Estimated population as at June, 1967: | Port Pirie 13,947, (urban area 15,549), Why- |
| | alla 22,126, Port Augusta 10,128, Port Lincoln |
| | 8,867, Salisbury 35,739, Darwin 20,261. |

NORTHERN TERRITORY MARKET STATISTICS

| | |
|------------------------------------------------------------------------|--------------|
| Value of total new buildings completed, year ended June, 1969 | \$25,926,000 |
| Number of new houses completed, year ended June, 1969 | 740 |
| Number of new flats completed, year ended June, 1969 | 469 |
| Registration of new motor cars, year ended June, 1969 | 1,207 |
| Registration of new motor vehicles, year ended June, 1969 | 2,966 |
| Total value of retail sales, year ended June, 1969 | — |
| Total production of all meat, year ended June, 1969 | — |
| Occupied private dwellings, year ended June, 1966 | 9,709 |
| Savings Bank deposits, year ended June, 1969 | \$mill. 17.4 |
| Number of factories, year ended June, 1968 | 188 |
| Value of factory production, year ended June, 1968 | \$mill. 9.7 |
| Value of factory output, year ended June, 1968 | \$mill. 18.8 |
| Wage and salary earners in civilian employment, year ended March, 1969 | 22,400 |
| Gross value of agricultural production, year ended June, 1968 | \$653,000 |
| Gross value of pastoral production, year ended June, 1968 | \$14,235,000 |

**In 1970 . . . McNAIR will survey
20,000 people in SOUTH AUSTRALIA**

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Specially compiled for the BROADCASTING and TELEVISION YEAR BOOK.

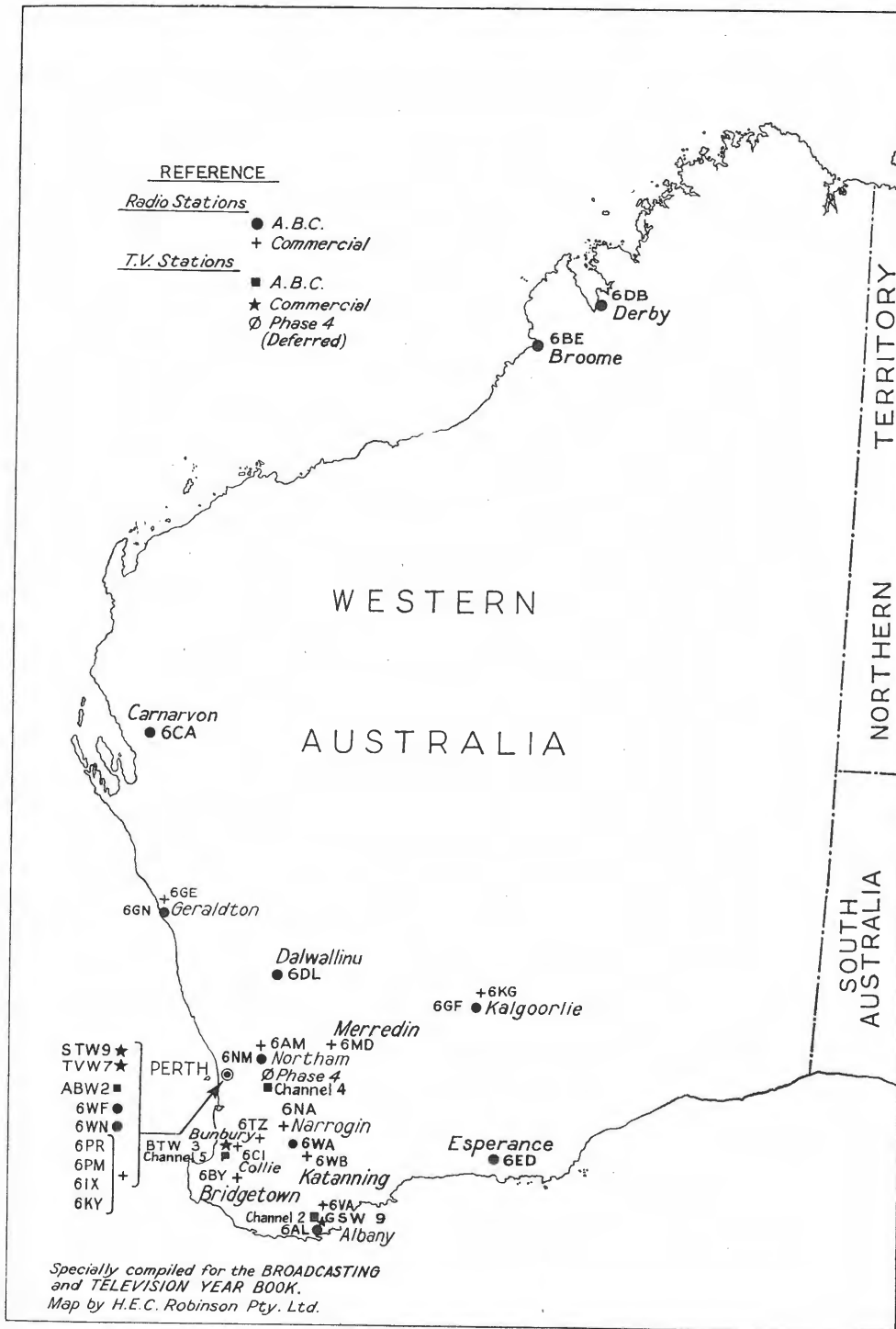
NOTE: For additional ABC Phase 4 TV stations, see ABC section, pages 133-136.

WESTERN AUSTRALIAN MARKET STATISTICS

| | |
|------------------------------------------------------------------------|---------------|
| Value of total new buildings completed, year ended June, 1969 | \$254,833,000 |
| Number of new houses completed, year ended June, 1969 | 12,840 |
| Number of new flats completed, year ended June, 1969 | 3,491 |
| Registration of new motor cars, year ended June, 1969 | 27,626 |
| Registration of new motor vehicles, year ended June, 1969 | 45,154 |
| Total value of retail sales, year ended June, 1969 | \$mill. 647.4 |
| Total production of all meat, year ended June, 1969 | 149,751 tons |
| Occupied private dwellings, year ended June, 1966 | 253,543 |
| Savings Bank deposits, year ended June, 1969 | \$mill. 413.0 |
| Number of factories, year ended June, 1968 | 5,404 |
| Value of factory production, year ended June, 1968 | \$mill. 388.3 |
| Value of factory output, year ended June, 1968 | \$mill. 887.4 |
| Wage and salary earners in civilian employment, year ended March, 1969 | 298,200 |
| Gross value of agricultural production, year ended June, 1968 | \$234,484,000 |
| Gross value of pastoral production, year ended June, 1968 | \$158,754,000 |

POPULATION

Est. population as at June, 1968 (revised):
 Western Australia 909,414—(463,306 males, 446,108 females).
 Estimated population as at June, 1967:
 Perth city statistical division 579,500.
 Estimated population as at June, 1966:
 Kalgoorlie urban area 19,892, Bunbury 15,453, Geraldton 12,118, Albany 11,417, Collie 8,530, Northam 7,392.



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

NOTE: No commercial TV licence has been granted for the Central Agricultural (Northam-York) area.

In 1970 . . . McNAIR will survey 10,000 people in WEST AUSTRALIA

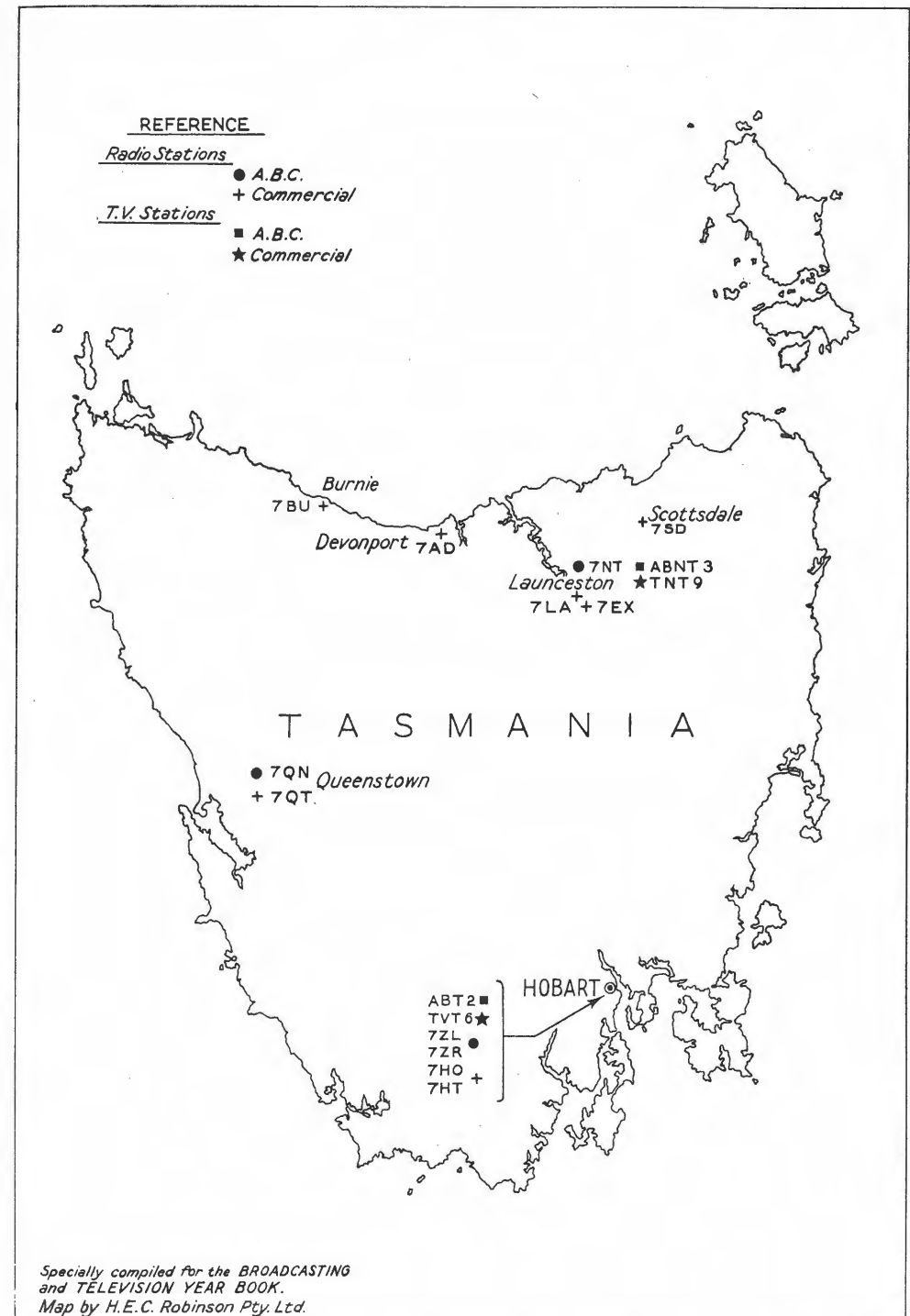
For YOUR research, contact McNair Surveys, 929-6122 Sydney

TASMANIAN MARKET STATISTICS

| | |
|------------------------------------------------------------------------|---------------|
| Value of total new buildings completed, year ended June, 1969 | \$56,948,000 |
| Number of new houses completed, year ended June, 1969 | 2,704 |
| Number of new flats completed, year ended June, 1969 | 366 |
| Registration of new motor cars, year ended June, 1969 | 9,915 |
| Registration of new motor vehicles, year ended June, 1969 | 13,719 |
| Total value of retail sales, year ended June, 1969 | \$mill. 238.3 |
| Total production of all meat, year ended June, 1969 | 57,986 tons |
| Occupied private dwellings, year ended June, 1966 | 112,234 |
| Savings Bank deposits, year ended June, 1969 | \$mill. 190.0 |
| Number of factories, year ended June, 1968 | 1,797 |
| Value of factory production, year ended June, 1968 | \$mill. 198.0 |
| Value of factory output, year ended June, 1968 | \$mill. 445.1 |
| Wage and salary earners in civilian employment, year ended March, 1969 | 122,300 |
| Gross value of agricultural production, year ended June, 1968 | \$47,309,000 |
| Gross value of pastoral production, year ended June, 1968 | \$30,821,000 |

POPULATION

| | | |
|----------------------------------------------------|--------------------------|--------------------|
| Est. population as at June, 1969 (revised): | Launceston 62,390, Urban | Burnie-Somerset |
| Tasmania 388,460—(195,840 males, 192,620 females). | 19,550, Urban Devonport | 18,660, Urban |
| Hobart City statistical division 147,830, Urban | Ulverstone 11,020, Urban | New Norfolk 6,350. |



**In 1970 . . . McNAIR will survey
OVER 210,000 people in AUSTRALIA and N.Z.**
For YOUR research, contact McNair Surveys, 929-6122 Sydney

NOTE: Following are commercial TV stations showing their translator stations and channel numbers. TVT: West Coast of Tas. — Ch. 8 Queenstown-Zeehan (relaying to Ch. 10 Rosebery-Renison Bell), East Coast of Tas. — Ch. 8 Swansea-Bicheno, and Ch. 8 Tarooma, Ch. 8 Maydena. TNT: Ch. 11 South Launceston, Ch. 1 Gowrie Park, Ch. 6 Smithton-Stanley (North West Coast), Ch. 11 St Mary's-Fingal Valley (North East Coast). For ABC translator station locations, see ABC section, pages 133-136.

gp

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gamba studios

motion picture production radio & television jingles
offset printing commercial photography

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"STATION VERY HAPPY WITH PACKAGE.
RHETT WALKER, PROGRAMME MANAGER, 3DB."

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VIEWING TRENDS, 1969

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

| | Sydney | Melbourne | Adelaide | Brisbane | Perth |
|------------------|-------------|-------------|-------------|-------------|-------------|
| Average Day | (November) | (November) | (November) | (November) | (August) |
| Monday to Sunday | 4hrs 47mins | 4hrs 13mins | 4hrs 6mins. | 4hrs 35mins | 4hrs 38mins |

Average week-day peak time audience (households)

| | Sydney | Melbourne | Adelaide | Brisbane | Perth |
|---------------------|------------|------------|------------|------------|----------|
| Average Week-day | (November) | (November) | (November) | (November) | (August) |
| Peak-time TV house- | | | | | |
| holds tuned | 519,000 | 445,000 | 147,000 | 159,000 | 126,000 |
| | 76pc | 76pc | 73pc | 79pc | 82pc |

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

| | Sydney | Melbourne | Adelaide | Brisbane | Perth |
|-------------------|------------|------------|------------|------------|----------|
| | (November) | (November) | (November) | (November) | (August) |
| Children 0-9 | 185,000 | 87,000 | 26,000 | 32,000 | 28,000 |
| Teenagers 10-17 | 202,000 | 159,000 | 42,000 | 59,000 | 45,000 |
| Men 18-24 | 62,000 | 47,000 | 16,000 | 21,000 | 10,000 |
| Men 25-39 | 108,000 | 104,000 | 29,000 | 30,000 | 27,000 |
| Men 40-54 | 111,000 | 105,000 | 31,000 | 39,000 | 26,000 |
| Men 55 and Over | 133,000 | 120,000 | 38,000 | 43,000 | 34,000 |
| Women 18-24 | 78,000 | 53,000 | 21,000 | 23,000 | 14,000 |
| Women 25-39 | 109,000 | 108,000 | 34,000 | 38,000 | 33,000 |
| Women 40-54 | 130,000 | 124,000 | 38,000 | 48,000 | 31,000 |
| Women 55 and Over | 187,000 | 157,000 | 56,000 | 59,000 | 45,000 |
| Total Persons | 1,305,000 | 1,064,000 | 331,000 | 392,000 | 292,000 |

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.

APRA

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AGENTS ALL AUSTRALIAN STATES,
NEW ZEALAND AND FIJI

GROWTH OF THE AUDIENCE TV RECEIVER LICENCES

TELEVISION ONLY

| | | |
|-----------|-------|---------|
| 1969: | | |
| January | | 420,523 |
| February | | 414,163 |
| March | | 418,907 |
| April | | 444,925 |
| May | | 436,910 |
| June | | 459,774 |
| July | | 445,580 |
| August | | 454,071 |
| September | | 461,160 |
| October | | 470,374 |

State-by-State breakdown for October, 1969; figures for TV only and combined TV-radio licenses:

| | TV only | Combined TV-radio |
|------|---------|-------------------|
| NSW | 180,157 | 825,935 |
| Vic. | 102,421 | 660,706 |
| Qld | 79,225 | 294,637 |
| SA | 57,518 | 226,961 |
| WA | 37,870 | 152,270 |
| Tas. | 13,183 | 67,412 |

TV RECEIVER PRODUCTION

| Period | 19in. and under | Over 19in. and up to 23in. | Over 23in. |
|---------|-----------------|----------------------------|------------|
| 1966-67 | 35,372 | 203,141 | |
| 1967-68 | 43,469 | 190,972 | |
| 1968-69 | 64,783 | 105,061 | 94,199 |

| | | | |
|--------|-------|--------|--------|
| 1968: | | | |
| July | 5,285 | 10,183 | 10,674 |
| August | 5,117 | 10,737 | 8,927 |
| Sept. | 5,693 | 8,517 | 10,604 |
| Oct. | 7,634 | 8,926 | 8,970 |
| Nov. | 8,371 | 7,589 | 7,427 |
| Dec. | 4,962 | 5,727 | 4,678 |

| | | | |
|--------|-------|--------|--------|
| 1969: | | | |
| Jan. | 2,869 | 4,951 | 2,914 |
| Feb. | 4,929 | 8,119 | 5,824 |
| March | 4,281 | 9,794 | 6,574 |
| April | 4,888 | 7,816 | 7,264 |
| May | 5,989 | 11,301 | 10,681 |
| June | 4,765 | 11,401 | 9,662 |
| July | 6,067 | 12,563 | 10,057 |
| August | 7,368 | 11,406 | 8,391 |

| | | | |
|----------------|--------|--------|--------|
| 2 months ended | | | |
| August, 1969 | 13,435 | 23,969 | 18,448 |
| 2 months ended | | | |
| August, 1968 | 10,402 | 20,920 | 19,601 |

PROGRAMMING TRENDS 1966-1967-1968-1969

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 1966-67, 1967-68, 1968-69.

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

| Program type | Capital City Stations | | | Country Stations | | |
|-----------------------------------|-----------------------|------------|------------|------------------|------------|------------|
| | 1966-67 pc | 1967-68 pc | 1968-69 pc | 1966-67 pc | 1967-68 pc | 1968-69 pc |
| Drama | 50.5 | 51.3 | 52.3 | 55.4 | 55.3 | 55.2 |
| Light entertainment | 23.9 | 22.0 | 22.1 | 19.6 | 21.2 | 22.2 |
| Sport | 5.8 | 6.2 | 5.9 | 3.6 | 4.1 | 4.6 |
| News | 3.6 | 4.3 | 6.5 | 6.7 | 6.7 | 8.3 |
| Family | 5.2 | 6.3 | 4.6 | 5.7 | 5.0 | 4.1 |
| Information | 1.3 | 1.5 | 1.9 | 1.9 | 1.9 | 2.6 |
| Current affairs | 3.2 | 3.9 | 2.5 | 3.3 | 4.1 | 2.8 |
| The Arts | 0.2 | 0.4 | 0.1 | 0.1 | 0.5 | 0.1 |
| Education | 2.5 | 4.1 | 4.1 | 0.7 | 1.2 | 1.2 |
| Other material (between programs) | 3.8 | (na.) | | 3.0 | (na.) | (na.) |

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

| Program type | Capital city stations | | Country stations | |
|---------------------|-----------------------|---------|------------------|---------|
| | 1968-69 | 1968-69 | 1968-69 | 1968-69 |
| Drama | | 72.5pc | | 75.6pc |
| Light Entertainment | | 23.6pc | | 18.8pc |
| Sport | | 0.8pc | | 1.1pc |
| News | | 1.4pc | | 1.9pc |
| Family | | 0.5pc | | 0.5pc |
| Information | | 0.8pc | | 1.6pc |
| Current Affairs | | 0.3pc | | 0.5pc |
| The Arts | | 0.1pc | | — |
| Education | | — | | — |

TELEVISION OF PROGRAMS OF AUSTRALIAN ORIGIN (Drama concessions, peak channel 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 channels, and use of drama.

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

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

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

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

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

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 — 1969

| | COMMERCIAL STATIONS | |
|--------------------------------|---------------------|-------------|
| | Metropolitan | Country |
| Drama— | | |
| Serious | — | — |
| Adventure | 1.1 | 3.6 |
| Crime and suspense | 1.3 | 3.0 |
| Domestic and comedy | 1.0 | 3.3 |
| Western | 0.2 | 0.1 |
| Miscellaneous | 5.8 | 4.5 |
| Total | 9.2 | 14.5 |
| Light entertainment— | | |
| Cartoons | 0.2 | 0.1 |
| Light music | 7.2 | 9.7 |
| Personality Programs | 19.0 | 16.8 |
| Talent programs | 2.7 | 4.5 |
| Variety | 5.7 | 5.2 |
| Total | 34.8 | 36.2 |
| Sport | 13.4 | 10.2 |
| News | 15.2 | 21.3 |
| Children— | | |
| Kindergarten | 8.8 | 3.2 |
| Other | 4.4 | 3.8 |
| Total | 12.2 | 7.0 |
| Family Activities | 5.8 | 4.3 |
| Information | 2.1 | 2.1 |
| Current Affairs | 2.5 | 2.1 |
| Political matter | 0.4 | 0.6 |
| Religious matter | 2.3 | 2.3 |
| The Arts | 0.4 | 0.4 |
| Education | | |
| Formal | — | — |
| Other | 1.2 | 0.4 |

WORLD RADIO-TV RECEIVER FIGURES

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

| Country and Population | Radio Receivers | TV Receivers | Country and Population | Radio Receivers | TV Receivers |
|--------------------------------|-----------------|--------------|-----------------------------------|-----------------|--------------|
| Afars and Issas (125,000) | 7,000 | 1,100 | Fiji* (500,000) | 45,000 | — |
| Afghanistan (15,910,000) | — | — | Finland (4,706,130) | 1,729,926 | 957,723 |
| Albania (2,000,000) | 76,000 | — | France (50,665,000) | 6,600,000 | 9,795,918 |
| Algeria (13,000,000) | 160,000 | 2,100 | Gabon (475,000) | 50,000 | 600 |
| Andorra* (17,216) | 700,000 | 100,000 | Gambia (343,000) | 34,000 | — |
| Angola* | 4,000 | — | Germany (Fed. Rep.)* (60,643,900) | 19,219,619 | 15,542,780 |
| Argentina* (23,032,000) | — | — | Germany (Dem. Rep.) (17,082,000) | 5,780,000 | 4,200,000 |
| Ascension Island (1,672) | 6,000,000 | 3,000,000 | Ghana (8,500,000) | 700,000 | 12,000 |
| Australia* (12,000,000) | 200 | — | Gibraltar* (25,100) | 3,601 | 6,400 |
| Austria (7,328,000) | 2,625,900 | 2,461,963 | Gilbert and Ellice Isl. (55,184) | 2,500 | 6,400 |
| Azores* (352,000) | 2,100,000 | 1,125,500 | Great Britain* (55,100,000) | 18,101,164 | 15,629,506 |
| Bahamas* (150,000) | 46,000 | — | Greece (8,625,000) | 1,450,000 | 220,000 |
| Bahrain (195,000) | 75,000 | — | Greenland (40,500) | 7,000 | — |
| Barbados* (251,000) | 55,000 | — | Guadeloupe (335,000) | 18,500 | 5,387 |
| Botswana (620,000) | 57,000 | 15,000 | Guam* (120,000) | 85,000 | 40,000 |
| Belgium (9,850,000) | 6,033 | — | Guatemala* (4,800,000) | 216,000 | 71,500 |
| Bermuda* (52,000) | 3,219,203 | 1,920,846 | Guiana (700,000) | 140,000 | — |
| Bolivia* (4,140,000) | 15,000 | 17,000 | Guiana, French (44,000) | 2,706 | 1,287 |
| Brazil* (85,660,000) | 400,000 | — | Guiana, Rep. (3,704,000) | 90,000 | — |
| Brunei (129,000) | 5,575,000 | 6,000,000 | Guiana, Portuguese (551,000) | 3,600 | — |
| Bulgaria (8,401,000) | 12,500 | — | Guinea, Equatorial (270,000) | 70,000 | — |
| Burma (26,390,000) | 2,274,256 | 621,256 | Haiti (4,581,000) | 81,000 | 10,500 |
| Burundi (3,472,000) | 298,500 | — | Hawaii (840,000) | 1,500,000 | 175,000 |
| Cambodia (6,430,000) | 60,000 | — | Holland (12,800,000) | 4,035,599 | 2,868,917 |
| Cameroon (5,472,000) | 100,000 | 25,000 | Honduras, Br. (116,455) | 43,027 | — |
| Canada* (21,000,000) | 210,000 | — | Honduras Rep.* (2,445,000) | 145,000 | 21,500 |
| Canary Islands* (1,250,000) | 14,740,000 | 9,000,000 | Hong Kong* (3,800,000) | 716,000 | 130,000 |
| Cape Verde Islands* (245,000) | 150,000 | 2,500 | Hungary (10,275,000) | 2,503,000 | 1,500,000 |
| C. African Rep. (2,088,000) | 4,400 | — | Iceland (201,975) | 62,000 | 33,000 |
| Ceylon* (11,743,000) | 45,000 | — | India (520,000,000) | 9,282,349 | 8,717 |
| Chad (4,000,000) | 435,000 | — | Indonesia (111,000,000) | 2,500,000 | 71,500 |
| Chile* (9,250,000) | 55,000 | — | Iran* (26,290,000) | 1,711,500 | 155,000 |
| Colombia* (19,310,000) | 1,375,000 | 200,000 | Iraq (8,444,000) | 185,000 | 176,000 |
| Comoro Islands (245,000) | 2,214,000 | 622,000 | Ireland (2,900,000) | 699,000 | 395,000 |
| Congo (Brazzaville) (900,000) | 8,000 | — | Israel (2,812,500) | 655,000 | 50,000 |
| Congo (Dem. Rep.) (16,355,000) | 62,000 | 1,500 | Italy (53,950,000) | 12,416,061 | 8,930,770 |
| Cook Islands (20,600) | 60,000 | 7,000 | Ivory Coast (4,010,000) | 70,000 | 10,000 |
| Costa Rica* (1,595,000) | 2,000 | — | Jamaica* (1,894,000) | 450,000 | 52,661 |
| Cuba (8,035,000) | 106,000 | 100,000 | Japan* (101,200,000) | 23,000,000 | 21,500,000 |
| Cyprus* (625,000) | 1,326,000 | 250,000 | Jordan (2,150,000) | 150,000 | 19,000 |
| Czechoslovakia (14,418,175) | 150,000 | 38,000 | Kenya (9,950,000) | 500,000 | 16,000 |
| Dahomey (2,505,000) | 3,946,106 | 2,865,000 | Korea (Rep.)* (29,790,000) | 1,452,000 | 102,000 |
| Denmark (4,850,000) | 52,000 | — | Korea (P.D.) (13,000,000) | — | — |
| Dominican Rep.* (3,890,000) | 1,452,948 | 1,228,000 | Kuwait (468,500) | 101,500 | 80,000 |
| Ecuador* (5,510,000) | 160,000 | 100,000 | Laos (2,780,000) | 45,000 | — |
| El Salvador* (3,155,000) | 210,000 | 70,000 | Lebanon (2,681,221) | 590,000 | 250,000 |
| Ethiopia (23,500,000) | 400,000 | 75,000 | Leeward Islands* (175,000) | 5,500 | 5,600 |
| Faroe Islands (38,200) | 155,000 | 8,000 | Lesotho (890,000) | 3,000 | — |
| | 10,000 | — | Liberia* (1,111,500) | 152,000 | 6,000 |
| | | | Libya (1,738,000) | 77,000 | — |

WORLD RADIO-TV RECEIVER FIGURES (cont.)

| Country and Population | Radio Receivers | TV Receivers | Country and Population | Radio Receivers | TV Receivers |
|--------------------------------|-----------------|--------------|------------------------------------|-----------------|--------------|
| Luxembourg (339,000) | 143,628 | 56,920 | Saudi Arabia (8,025,000) | 78,000 | 60,000 |
| Macau* (290,000) | 8,000 | — | Senegal (3,671,000) | 266,500 | 1,000 |
| Madeira (303,000) | 36,500 | — | Seychelles (47,800) | 10,500 | — |
| Malagasy Rep. (6,500,000) | 425,000 | — | Sierra Leone (2,440,000) | 35,000 | 3,050 |
| Malawi (4,130,000) | 105,000 | — | Singapore (2,000,000) | 190,657 | 116,456 |
| Malaysia (10,071,000) | 427,500 | 123,000 | Solomon Islands (148,000) | 6,380 | — |
| Mali (4,750,000) | 60,000 | — | Somalia (2,660,000) | 45,000 | — |
| Malta* (322,500) | 67,000 | 50,000 | South Africa* (18,741,000) | 1,500,000 | — |
| Maldive Islands (104,000) | 1,500 | — | Southern Yemen* (1,500,000) | 1,212,425 | 20,000 |
| Martinique (350,000) | 29,000 | 6,466 | Spain* (32,250,000) | 5,000,000 | 3,350,000 |
| Mauritania (1,500,000) | 50,000 | — | St. Helena (4,710) | 575 | — |
| Mauritius* (777,000) | 77,309 | 14,829 | St Pierre et Miquelon (5,500) | 1,600 | 1,100 |
| Mexico (P.R.)* (45,675,000) | 4,830,000 | 2,205,000 | Sudan (14,355,000) | 20,000 | 35,000 |
| Monaco* (22,700) | 6,600 | 15,050 | Surinam* (351,000) | 90,000 | 25,000 |
| Mongolia (P.R.) (1,105,000) | 90,923 | — | Swaziland (392,000) | 12,000 | — |
| Morocco (14,500,000) | 884,481 | 130,391 | Sweden (7,967,911) | 2,805,106 | 2,393,917 |
| Mozambique* (6,965,000) | 85,000 | — | Switzerland (6,115,000) | 1,775,146 | 1,090,620 |
| Nepal (10,500,000) | 50,000 | — | Syria (5,762,000) | 280,000 | 75,000 |
| Neth. Antilles* (215,000) | 112,000 | 30,000 | Tahiti (85,000) | 41,000 | 5,500 |
| New Caledonia (94,000) | 17,000 | 6,000 | Taiwan* (13,516,000) | 1,427,623 | 300,000 |
| New Hebrides (80,328) | 10,000 | — | Tanzania (12,250,000) | 135,000 | — |
| New Zealand (2,776,265) | 659,249 | 610,059 | Thailand* (33,693,000) | 2,767,000 | 221,000 |
| Nicaragua* (1,784,000) | 107,000 | 45,000 | Timor (540,000) | 2,500 | — |
| Niger (3,547,000) | 80,000 | — | Trinidad and Tobago (1,022,400) | 235,000 | 42,000 |
| Nigeria* (61,450,000) | 1,265,000 | 55,000 | Togo (1,791,300) | 40,000 | — |
| Niue Island (5,302) | 600 | — | Tonga (77,650) | 6,250 | — |
| Norfolk Island (1,500) | 500 | — | Trust Territory (Pacific) (93,000) | 6,000 | 1,400 |
| Norway (3,850,000) | 1,157,807 | 733,346 | Tunisia (4,693,000) | 386,000 | 38,000 |
| Pakistan (110,000,000) | 1,203,452 | 50,000 | Turk and Caicos Island (6,770) | 1,200 | — |
| Panama* (1,352,000) | 226,000 | 108,000 | Turkey (34,375,000) | 2,938,225 | 35,000 |
| Papua & New Guinea (2,185,000) | 65,000 | — | Uganda* (7,936,000) | 250,000 | 10,000 |
| Paraguay (2,164,500) | 165,000 | 17,000 | U.A.R. Egypt (31,250,000) | 4,275,000 | 550,000 |
| P.R. of China (780,000,000) | — | — | United States (202,500,000) | 275,000,000 | 81,000,000 |
| Peru* (12,385,000) | 1,815,000 | 390,000 | Upper Volta (5,055,000) | 80,700 | 5,000 |
| Philippines* (34,656,000) | 1,230,000 | 350,000 | Uruguay* (2,855,000) | 1,080,000 | 220,000 |
| Poland (32,483,400) | 5,648,287 | 3,389,542 | USSR (238,000,000) | 88,000,000 | 20,000,000 |
| Portugal* (9,496,800) | 1,398,407 | 329,259 | Vatican State (1,000) | — | — |
| Puerto Rico* (2,700,000) | 1,600,000 | 405,000 | Venezuela* (9,600,000) | 1,685,000 | 700,000 |
| Reunion (420,000) | 70,000 | 15,851 | Vietnam (Rep.) (16,973,000) | 405,000 | — |
| Rhodesia (4,580,000) | 135,000 | 48,000 | Vietnam (Dem. Rep.) (20,100,000) | 500,000 | — |
| Rumania (19,540,000) | 2,910,000 | 590,000 | Virgin Islands* (Am) (60,000) | 32,000 | 15,500 |
| Rwanda (3,306,000) | 25,000 | — | Virgin Islands (Br.)* (6,500) | 5,000 | — |
| Ryukyu Islands* (952,000) | 250,000 | 169,000 | Winward Islands* (372,000) | — | 60,000 |
| Sabah (Malaysia) (575,000) | 48,203 | — | Yugoslavia (20,225,000) | 3,232,394 | 1,447,845 |
| Samoa* (American) (27,500) | 1,000 | 2,000 | Zambia (3,949,000) | 55,000 | 20,000 |
| Samoa (Western)* (143,000) | 22,000 | — | | | |
| Sao Tome (65,000) | 6,000 | — | | | |
| Sarawak (Malaysia) (903,000) | 65,000 | — | | | |

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 1942-1968 are:

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

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

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

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

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

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

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

Act empowers the Board to hold public

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

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

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

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

Part time: Dr W. C. Radford, MBE, MA, M. Ed., Ph.D., re-appointed for three years from November 6, 1967, G. C. Hannan, appointed for three years from September 7, 1968.

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: 97 King William St (51-1076).

Perth: 254 Adelaide Terrace (23-4609).

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

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 Melbourne: Hugh Anderson, 130 Exhibition Street—Telephones 63 3674-5-6
 Brisbane: Bowly Penglis and Associates, 160 Edward Street—Telephone 2 6660
 Adelaide: Keith Coles, 95 Currie Street—Telephone 51 4926-7

102901

Radio stations

● NSW (Sydney)

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music
personalities
news
current affairs

NEW2UW

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:** Mon.-Sat. 5.30am-12 mid; Sun. 8am-11pm.

Chairman: Sir Lionel Hooke.

Executives: H. R. Huntley (mngtr), P. See (sales mngtr), W. Lowder (engr mngtr), P. L. Geeves (program dir).

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 (chrmn),

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

Executives: S. R. I. Clark (man. dir), R. J. Milne (chief eng.), K. Taylor (station mngtr).

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

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

Opened: Oct. 31, 1925.

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

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

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

Network affiliation: Associated with 2HD.

Rates resume (base rate): 5.30am-6pm, 10 secs \$4, 25 secs \$10, 30secs \$11, 60secs \$15, 15mins \$33, 30 mins \$55, 45mins \$82, 60 mins \$108; 6pm-11.30pm, 10secs \$3, 25secs \$8, 30secs \$9, 60secs \$13, 15mins \$33, 30mins \$55, 45mins \$82, 60mins \$108.

2SM

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

Opened: Dec. 24, 1931.

Representing
Radio and
Television

**RAY BROWN
Pty. Limited**

Media representation
100 Drummond St., Carlton, Victoria
P.O. Box 211 Carlton South, 3053
Telephone 34 1103-4
Telegrams 'Schedule' Melbourne
Telex 31717

136 Clarence Street, Sydney, NSW
Telephone 294180
Telegrams 'Schedule' Sydney

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

Directors: Rev. R. B. Coughlan (chrnm), H. Morrissey, Most Rev. T. Muldoon, Rev. M. R. Prendergast, W. M. Nolan, MBE, MA (Cam.), W. Camphin, W. J. Trotter, F.C.A.

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: Radio Advertising Representatives, Stanhill, 34 Queen's Rd, Melbourne, 3000 (26-3641).

Rates resume (base rate): Mon.-Fri. (5am-1pm, 4pm-7pm) up to 30secs \$13, 45-60secs \$26, 25mins \$75; (1pm-4pm, 7pm-10pm) 30secs \$8, 45-60secs \$16, 25mins \$40; Sat.-Sun. (5am-4pm) 30secs \$13, 45-60secs \$26, 25mins \$75; (4pm-10pm) 30secs \$8, 45-60secs \$16, 25mins \$40. Specified times, plus 20pc; times after 10pm and Football on application.

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. to J. Lamb).

Executives: A. D. Faulkner (gen. mngr), B. D. McClenaghan (station mngr), K. N. Greenhalgh (chief engineer), T. F. Crozier (sales mngr—national) B. E. Rogerson (sales mngr—Sydney).

Network Affiliation: Major. **Interstate**

Representation: Hugh Anderson, 130 Exhibition St, Melbourne (63-3674); K. Coles, 95 Currie St, Adelaide (51-4926); Bede Williams 160 Edward St, Brisbane (2-6660).

Rates resume (base rate): 25secs \$32 (b'fast), \$22 (morn.), \$18 (afternoon), \$22 (early evening), \$10 (evening); 25mins, music shows \$100 (morn.), \$75 (aft., early even.), \$45 (8pm-10pm), \$35 (10pm-mid.).

2UW

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

Opened: Feb. 13, 1925.

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

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

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

Network Affiliation: Commonwealth Broadcasting Net. **Interstate Representation:** Gilder, McGregor & Associates, Suite 8, 501 St Kilda-rd, Melbourne. Telegrams, Gildrep, Melbourne (26-6671); J. O. Callaghan CBN sales, 30-38 Wharf St, Brisbane (31-1311); 5KAAdelaide (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 133-136.

Macquarie

No.1 network in Australia.

Macquarie - top dog in NSW with 97% population.



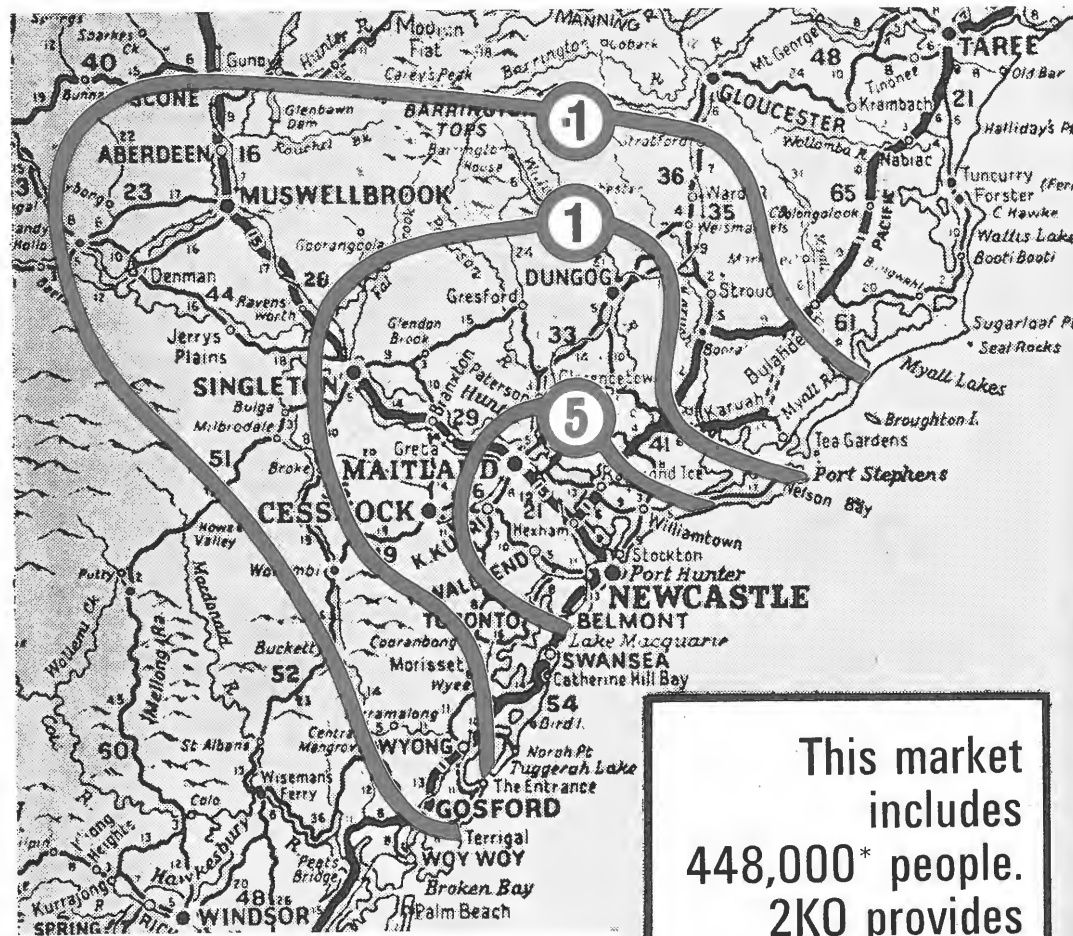
Sydney and 2KY

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

2KY

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

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



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

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

2KO

NEWCASTLE

Sydney:— Radio 2KO Newcastle Pty. Ltd., 237 Miller Street, North Sydney
(92 7980)

Melbourne:— Hugh Anderson. 63 3674. **Adelaide:**— Keith Coles. 51 4926.
Brisbane:— Bowly, Penglis & Assocs. 2 6660.

*Authority—Hunter Valley Research Foundation

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

Radio stations

● NSW (Country)

2AD Armidale

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

Opened: Feb. 5, 1936.

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

Directors: R. L. Blake, Mrs L. D. Higginbotham, J. R. Richardson, W. R. Forsyth, O. Bennett, W. A. Baxter.

Executive: R. V. Brislan (mngtr).

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

Rates resume (base rate): 25secs, \$2.60; 45secs, \$3.60; 15mins, \$9; 30mins, \$15.30.

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,

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."



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. 5.30 am-11.30pm; Sat. 5.30am-12mid.; Sun. 7am-11pm; Women's Session 9am-12.30pm. Chairman: Sir Lionel Hooke.

Executives: E. J. Pattison (mngtr), G. Bunton (sales mngtr), 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 (mngtr, sales mngtr, chief engineer).

Network Affiliation: Macquarie Co-op. Interstate 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-9am, 6pm close: 10secs \$1.30, 30secs \$1.80, 60secs \$2.45. 9am-6pm: 10secs \$1.30secs \$1.50, 60secs \$1.75. All times: 15mins \$7, 30mins \$12, 60mins \$18

2BH Broken Hill

Licensee: 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 (mngtr), G. J. McGreehan (chief eng.), C. Burgess (prog. super.).

Interstate repr.: Macquarie Broadcasting Service Pty Ltd (all States).

Rates resume (base rate): 25secs \$3, 45secs \$4.20, 15mins \$16, 30mins \$24 (6am-9am, Mon.-Fri.: 6am-7pm Sat.-Sun.); 25secs \$2.60, 45secs \$3.60, 15mins \$12, 30mins \$20, (9am-7pm Mon. Fri., 7pm-11pm Sat.-Sun.); 25secs \$1.50, 45secs \$2.10, 15mins \$8, 30mins \$12 (7pm-11pm, Mon.-Fri.).

2BS Bathurst

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

Opened: Jan. 1, 1937.

Transmitter Site: Eglinton. Power: 2kw. Frequency: 1500kcs (200 metres). District Covered: Industrial, pastoral, rural. Operating hours: Mon.-Sat. 5am-midnight; Sun. 6am 11pm.

Executives: R. C. Packer, MLC (chrnm), W. P. Tuohey (mngtr), J. H. Robinson, R. S. Lambert (prog. mngtr).

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 4-1234. 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 (mngtr).

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

Rates resume (base rate): Bfast, 25secs \$7, 60secs \$14, 15mins \$30, 30mins \$60; Day, 25secs \$5.50, 60secs \$9, 15mins \$26, 30mins \$52; Even., 25secs \$2.50, 60secs \$4.50, 15mins \$5, 30mins \$10.

2DU Dubbo

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

Opened: July 3, 1936.

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

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

**SEQUEL TO ODE TO
FACTS AND FIGURES**

*You no doubt read in sixty-nine,
Our ode to facts and figures.
We put it to you on the line,
So you'd not regard us
"riggers".*

*That while the figures were
correct,
At the time the Ode was
penned,
The City's growth would much
affect
The figures we could send.*

*The same thing must be said
this year,
And so we iterate
The populations shown we fear
Are slightly out of date.*

*They do however indicate
(refer to last year's Ode)
Our towns are in a healthy
state,
And young folk make abode.*

*So reach this thriving populace
Through Macquarie's 2CA,
We'd like to place an emphasis
On your products if we may.*

POPULATIONS:

| | |
|------------|---------|
| Canberra | 121,000 |
| Queanbeyan | 14,000 |
| Yass | 4,200 |

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

Approx. 10,200

TOTAL 149,400



REMEMBER
LEGACY

— all the
year round

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

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

Rates resume (base rate): Open-9am, 25secs \$4.50, 30secs \$5.20, 45secs \$6.20, 60secs \$7.20; News: 15secs \$4.50, 25secs \$6.70, 30secs \$7.80; 9am-7pm, 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, 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.

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 (mngnr).

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 (mngnr), J. C. Logan (sales mngnr), C. Spain (chief eng.).

Interstate, O'seas 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 5474, PO Box 465, Orange, 2800. Sydney office, 187-191 Macquarie St (221-1022). Telegrams, Twogz Sydney. Associated with 2NZ.

Opened: Oct. 31, 1935.

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

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

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

Interstate Representation: Interstate Radio Sales, 76 Clarence St, Sydney 2000 (29-7241). Hugh Anderson, 130 Exhibition St, Melbourne (63-3671); Keith Coles, 95 Currie St, Adelaide (51-4926); Bede Williams & Assoc. Brisbane (2-6660).

2HD Newcastle

Licensee: Airsales Broadcasting Co. Pty Ltd, Maitland Rd, Sandgate, 2304. Phone 68-3611-2-3. Telegrams, 2HD Newcastle. Sydney office, Leon Gray, 265 Castlereagh St (26-3837).

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. mngnr), T. Story (prog. mngnr), P. O'Sullivan (tech.-in-charge), T. J. Delaney (sales mngnr), P. Bradley (studio mngnr).

Repr.: Leon Gray, 265 Castlereagh St, Sydney, 2000 (26-3837); Gilder McGregor Assoc., 501 St Kilda Rd, Melbourne (26-6671); 4KQ, GPO Box 398F, Brisbane (31-2621); 5KA Adelaide.

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

2KA Katoomba

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

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. mngnr), J. Conry (station mngnr).

Network affiliation: Macquarie Co-op.

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

Rates resume (base rate): 25secs \$3.20 (open-2pm Mon.-Fri., open-7pm Sat.-Sun.), \$2.10 (2pm-7pm Mon.-Fri.), \$1.05 (7pm-close).

2HD offers . . .

*Youth
Vigor*

*Sales Promotion
Results*

RADIO NEWCASTLE 2HD

2KM Kempsey

Licensee: Radio Kempsey Ltd, 77 King St, Sydney, 2000. Phone 29-4091. Kempsey office and 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 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-operating.

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

Rates resume (base rate): 25secs \$3.20 (open-2pm Mon.-Fri., open-7pm Sat.-Sun.), \$2.10 (2pm-7pm Mon.-Fri.), \$1.05 (7pm-close).

2KO Newcastle

Licensee: Radio 2KO 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), K. N. Greenhalgh (chief engineer), P. Barton (prog. mngr), H. H. Clark (sales mngr), R. Gibson (studio mngr).

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

Rates resume (base rate): 25secs \$10, 30secs \$11 (5.30am-1pm Mon.-Fri., 5.30am-5pm Sat., 5.30am-1pm Sun.); 25secs \$4, 30secs \$4.50 (4pm-8pm Mon.-Fri., 1pm-5pm Sun.); 25secs \$3.25, 30secs \$3.75 (1pm-4pm Mon.-Fri., 5pm-8pm Sat.-Sun.); 25secs \$3, 30secs \$3.50 (8pm-mid., Mon.-Sun.); 25mins, Mon.-Fri., \$26 (6am-2pm), \$16 (2pm-8pm), 8pm-6am on application. Sat., Sun., \$35 (8am-1pm), \$25

(1pm-6pm), \$18 (6pm-8.30pm), 8.30pm-8am 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: R. A. G. Henderson, S. R. I. Clark, G. S. Jennings, H. V. Budd, D. M. Halliday.

Executives: J. Finlayson (mngr), J. J. Condron (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): 25secs \$3.70, (5.30am-9am), \$3 (9am-7pm), \$1.50 (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 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. 7am-11pm.

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

Executives: L. T. Warrick (mng dir), 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, Bowenfels, 2790. Phone 3321-2.

\$2.60, 30secs \$3.10, 60secs \$4.20, 5mins \$5.40, 15mins \$9, 60mins \$27.

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.-Sat. 5.30am-11pm; Sun., 6am-10pm.

Directors: A. A. Budd (chairman), J. W. Morley, T. C. Hawkes, W. R. Brewer, D. C. Stainlay, W. G. Diamond.

Executives: C. A. Woodland (mngr), D. Swanborough (sales mngr), N. D. Carpenter (chief engineer), C. Stone (Gold Coast studio mngr).

Network Affiliation: Macquarie. Interstate Representation: For Brisbane, Sydney, Melbourne and Adelaide see 2GB.

Rates resume (base rate): Open-2pm, 25secs \$3.60, 45secs \$5, 15mins \$12, 30mins \$24; 2pm-7pm, 25secs \$2.90, 45secs \$3.60, 15mins \$9, 30mins \$18; 7pm-close, 25secs \$2.20, 45secs \$2.90, 15mins \$7, 30mins \$10.

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. 5.30pm-11pm; Sun. 6am-11pm.

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

Executives: K. C. Robinson (gen. mngr), E. J. Webster (mngr), A. S. Mather (chief eng.).

Network Affiliation Macquarie Interstate Representation: Sydney, Peter Halse Assocs Pty Ltd, 32 York St, Sydney (29-7527); Melbourne, Adelaide, Ray Brown Pty Ltd, 100 Drummond St, Carlton, Melb. (34-1103).

Rates resume (base rate): 25secs \$3 (bfst & morn.), \$2.10 (aft.), \$1.50 (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,

Opened: June 30, 1939.

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

Directors: S. R. I. Clark, H. L. Budd, D. Halliday.

Executive: John Ringwood (mngr).

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

Rates resume (base rate): Open—9am Mon.-Fri., open—7pm Sat.-Sun.; 10secs \$150 30secs \$2.50, 60secs \$3.50. 9am-7pm Mon.-Fri: 10secs \$1.20, 30secs \$2.20, 60secs \$3. 7pm-close Mon.-Sun: 10secs 90c, 30secs \$1.40, 60secs \$2. S'ships: 15mins \$8 (9am-7pm Mon.-Fri., open-7pm Sat.-Sun.), \$6 (7pm-close Mon.Sun.), 30mins \$16 (9am-7pm Mon.-Fri., open-7pm Sat.-Sun.), \$12 (7pm-close Mon.-Sat.), 60mins \$32 (9am-7pm Mon.-Fri., open-7pm Sat.-Sun.), \$24 (7pm-close Mon.-Sun.).

2MG Mudgee

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

Opened: July 2, 1938.

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

Directors: D. V. Rhodes (chairman), A. R. Walters (secy), K. W. McCully, R. B. Camplin (mng dir), C. W. Blowes.

Executives: R. B. Camplin (mngr), J. Sullivan (chief technician), B. Kelly (prog. mngr).

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

Rates resume: (base rate): 25secs \$3, (open-9am), \$2.50 (9am-7pm), \$1.50 7pm-close).

2MO Gunnedah

Licensee: 2MO Gunnedah Pty Ltd, 3 Rodney St, Gunnedah, 2380. Phone Gunnedah 236, 276. PO Box 62. Member, New England Network. 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 (mngr), O. Bartle (engineer).

Interstate Representation: See 2TM.

Rates resume (base rate): 10secs \$1.30, 25secs

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, A. S. Mather, N. M. Thomas, E. G. A. Hallett, T. G. Taylor.

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

Network Affiliation: Macquarie Melbourne Representation: Sydney: Peter Halse Assoc. Pty Ltd, 32 York St, Sydney (29-7527); Melbourne, Adelaide: Ray Brown Pty Ltd, 100 Drummond St, Carlton, Melb. (34-1103).

Rates resume (base rate): 25secs \$6.50 (b'fast-morn., Sun.-Fri., to 7pm Sat.); \$4.50 (aft.), \$3 (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. 187-191 Macquarie St, Sydney, 2000 (221-1022). Associated with 2GZ.

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**

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, T. G. Carter, 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, Melbourne (63-3674); Keith Coles, 95 Currie St, Adelaide (51-4926); Bede Williams & Assoc., Brisbane (2-6660).

2PK Parkes

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

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. **I'state 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: P. N. Charley (gen. mngr), D. Pond (sales mngr), P. Dix (chief anncr), P. Walton (enr-in-charge).

Interstate Representation: Radio Advertising Representatives, 30 Carrington St, Sydney (29-3202); Stanhill, 34 Queens Rd, Melbourne (26-3641).

Rates resume (base rate): 30secs \$3.40, 60secs \$4.75, 15mins \$13.50, 30mins \$24. After 7pm, 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). **Operating Hours:** Sun.-Sat., 5.30am-11pm.

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

Executives: H. C. McCrindle (station mngr), B. McWilliams (tech.), E. M. Greenwell (secty).

I'state Repr.: John Havre, 422 Collins St, Melbourne (67-3011); Macquarie Broadcasting Service, 43 Adelaide St, Brisbane (2-2002); Country Radio & Television, 131 Clarence St, Sydney (29-6021); Macquarie Broadcasting Service, 201-205 Tynte St, North Adelaide (6-8461).

Rates resume (base rate): 10secs \$1.30, 25secs \$2.60, 45secs \$3.60, 5mins \$5.40, 15mins \$9, 30mins \$15.30.

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

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

Executive: W. R. Gamble (gen. 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): 15secs \$3, 25secs \$4, 60secs \$6, 15mins \$12, 30mins \$22.

2TM Tamworth

Licensee: Tamworth Radio Development Co. Pty Ltd, Radio Centre, Calala, Tamworth, 2340. PO 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. **Oper-**

ating Hours: Mon.-Sun., 5am-1am.

Directors: L. D. Higginbotham (mng dir), T. Whitcomb, H. Joseph, W. H. Higginbotham, P. M. Smith (secty), 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: Balo St, Moree, 2400.

Opened: Jan. 12, 1957.

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

Directors: H. J. Sullivan (chairman & mng dir.), 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.

I'state Repr.: Country Radio & Television,

COVER

THE RICHEST
RURAL MARKET

IN N.S.W.

THROUGH

2 R G

CENTRE MURRUMBIDGEE
IRRIGATION AREA

2WL

part of
**Macquarie
Territory**

Where every cent of
your advertising
dollar gets more
people, more often.

make a
"Sound
Investment"
with

2WL

Wollongong Broadcasting
Pty Ltd
Edward Street, Wollongong
PO Box 1234
Telephone
2-4203 2-6726

131 Clarence-st, Sydney; J. L. Havre, 422 Collins-st, Melbourne; MBS, 201 Tynite-st, Adelaide; Macquarie, 43 Adelaide St, Brisbane.

Rates resume (base rate): Open-9am, and MBS sport progs, 25secs \$2.70, 30secs \$3.20, 45secs \$3.80, 60secs \$4.30, 15mins \$8.50, 30mins \$14.50. 9am-2pm, 25secs \$2.30, 30secs \$2.80, 45secs \$3.20, 60secs \$3.70, 15mins \$7, 30mins \$13. 2pm-close, 25secs \$1.80, 30secs \$2, 45secs \$2.30, 60secs \$2.70, 15mins \$7, 30mins \$13.

2WG Wagga

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

Opened: June 29, 1932.

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

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

Executives: Ken A. Buntain (mngtr), John Wiltshire (sales mngtr), A. Hewett (enr-in-charge), Mal Brentnall (prog. dir).

Interstate Representation: Radio Advertising Representatives, 30 Carrington St, Sydney (29-3202), and 34 Queen's Rd, Melbourne (26-3641).

Rates resume: 25secs \$4.70, 45secs \$6.60, 15mins \$19.90, 30mins \$35.80. After 7pm half day rates.

2WL Wollongong

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

Opened: July 18, 1931.

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

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

Network Affiliation, Interstate Representation: See 2GB.

Rates resume: 25secs \$8 (b'fast), \$7 (9am-2pm), \$4 (2pm-5pm), \$7 (5pm-7pm), \$3 (7pm-10pm); 45secs \$12 (b'fast), \$10 (9am-2pm), \$6 (2pm-5pm), \$10 (5pm-7pm), \$4 (7pm-10pm); 15mins \$20 (9am-2pm), \$15 (2pm-5pm), \$7 (5pm-10pm); 25mins \$35 (9am-2pm), \$30 (2pm-5pm), \$10 (7pm-10pm); 55mins \$60 (9am-2pm), \$56 (2pm-5pm), \$20 (7pm-10pm).

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: Industrial (covering Snowy Mountains Scheme), pastoral, rural. Operating Hours: Mon-Sun. 5.30am-11.30pm.

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

Executives: N. Allum (mngtr).

State 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 133-136.

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.



the PROM SQUAD

Eight fighting professionals

Three of them front line troops well known to the civilian population — the other five, agents of the most aggressive type.

They are trained to invade a store—and with support from their base radio—to escalate sales.

The Prom Squad are not happy with base duties. They are fighting troops who want to engage in hand-to-hand combat every day.

They are the 3XY Promotion Squad.

The 3XY Prom Squad adds depth on the ground to your propaganda campaign. Base troops of the Psychological Warfare Division soften up with radio messages — then the Prom Squad moves in.

If you sell in the retail field — If you want tough front-line troops to help close sales for you — then it will pay to put the Prom Squad behind your counter. Ask Colonel Clyde Simpson for more details. Phone him on 34 5191 in Melbourne. If you're interstate reverse the charges.

XY5190

Radio stations

- *Victoria (Melbourne)*

the talk people



people talk about and listen to

Nearly everyone in Melbourne takes notice when one of radio's top personalities has something to say. 3AW involves its listeners when people air their views and news makes conversation.

GREAT RADIO 3AW

PEOPLE to PEOPLE RADIO



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.), Gordon L. French (prog. mngr), Jim Tonkin (nat. sales mngr), Ted Ryan (traffic mngr).

State repr.: Des McDonald, 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.) 25secs \$14 (AAA), \$10 (AA), \$5 (A); 45secs \$19 (AAA), \$13 (AA), \$650 (A); 60secs \$24 (AAA), \$16 (AA), \$8 (A). All-night rates on application. Sat.-Sun. sponsorships: 25mins \$70.

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 (chrn), S. R. I. Clark, Phillip H. Palmer, Eric McRae, E. L. Garrott, S. J. A. Kemp.

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), D. Taylor (speech progs), F. Thomas (sales service), D. Gibbons (sales prom.).

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

Rates resume (base rate): 5.30am-2pm, 5pm-7pm Mon.-Fri., 5.30pm-7pm Sat.-Sun., 10secs \$9, 25secs \$18, 30secs \$20, 45secs \$25, 60secs \$30, 15mins \$40, 25mins \$70. 2pm-5pm Mon.-Fri., 7pm-8pm Sat.-Sun., 10secs \$4, 25secs \$10, 30secs \$12, 45secs \$14, 60secs \$16, 15mins \$30, 25mins \$50.

3DB

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

Opened: Feb. 21, 1927.

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

We not only win listeners

we win friends.

Friendly 3AK. The biggest smile on radio 24 hours a day.

If you'd care to meet our friends,
book time with:
Syd. Des McDonald 61 9931
Melb. Jim Tonkin 42 0201
Adel. Gordon McLaughlin 67 1837



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

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

Executives: R. C. Crawford (mngtr), M. Harris (asst mngtr), Max Elmer (exec. officer), J. M. Howard (sales mngtr), R. H. Walker (prog. mngtr), G. C. McComas (sales prom. mngtr), G. A. Palmer (advgt 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); Keith Coles, 95 Currie St, Adelaide (51-4926); Bede Williams, 160 Edward St, Brisbane (2-6660). **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.

I'State 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 Threuz.

Opened: Mar. 8, 1925.

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

Directors: O. J. Nilsen, CBE (chrnm), 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); W. R. Stevens, CBC (Q'ld) 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 (chrnm), V. G. H. Harrison, D. E. Turnbull, W. G. Bland, A. L. Barr.

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).

I'State Repr.: Dargaville Associates Pty Ltd, 32 York St, Sydney (29-7571); H. Hastwell, 132 Gray St, Adelaide (51-5911); Radio 4KQ, GPO Box 398F, Brisbane 4001. (31-2628).

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 133-136.

Radio stations

● Victoria (Country)

Macquarie

No.1 network in Australia.

Macquarie gives you 2 groups in Victoria - 96% of population.

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 (mnggr), R. E. Matthews (secty), P. Caligari (sales mnggr), 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): 25secs \$8 (5.30am-7.30pm), \$4 (7.30pm-midnight); 45secs \$10 (5.30am-7.30pm), \$5 (7.30pm-midnight); 60secs \$11 (5.30am-7.30pm), \$5.50 (7.30pm-midnight); 5mins \$15 (5.30am-7.30pm), \$7.50 (7.30pm-midnight); 30mins \$40 (5.30am-7.30pm), \$20 (7.30pm-midnight); rates for midnight-5.30am on application.

3B0 Bendigo

Licensee: Amalgamated Wireless (Australasia) Ltd, Beehive Chambers, Pall Mall, Bendigo, 3550. Phone Bendigo 3-0661. Telex 39035. Telegrams Threeba. 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 (mnggr), 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 associate broadcasting services, 3SR, 3YB, 3UL.

Opened: Oct. 7, 1939.

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

7am-11pm.

Directors: 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, R. B. Mair (alt. for Sir William Bridgeford).

Executives: Vernon Haycroft (mnggr), D. T. Jennings (studio mnggr), I. W. Haigh (sales mnggr), 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 \$2, 25secs \$4, 45secs \$6, 60secs \$7, 15mins \$12, 30mins \$20. Evening, 7pm-close, 10secs \$1, 25secs \$3, 30secs \$4, 45secs \$5, 60secs \$6, 15mins \$12, 30mins \$20.

3CV Maryborough

Licensee: VBN Limited, 76 Burke-st, Maryborough, Vic., 3465. Phone Maryborough 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 (mng dir), P. K. MacDougall, J. S. B. Davis, R. I. Lowenstern, W. J. Stephenson, T. B. Green.

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

Istate Repr.: VBN, 150 Albert-rd, Sth Melbourne (69-7461); Dargaville Associates Pty Ltd, 32 York-st, Sydney (29-7571); Keith Coles, 95 Currie-st, Adelaide (51-4926); Nicholson's Broadcasting Services, 340 Hay-st-east, Perth (23-3044); CBN Sales Pty Ltd, Wharf St, Brisbane 4005 (31-1311).

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

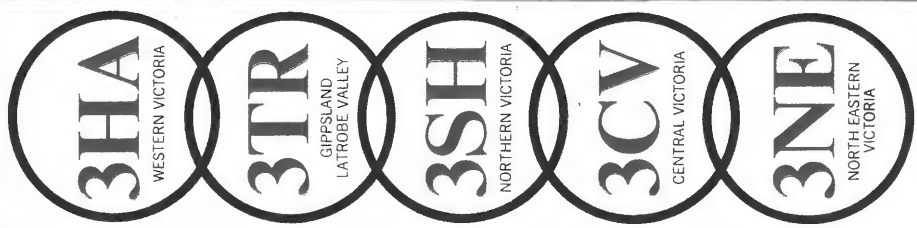
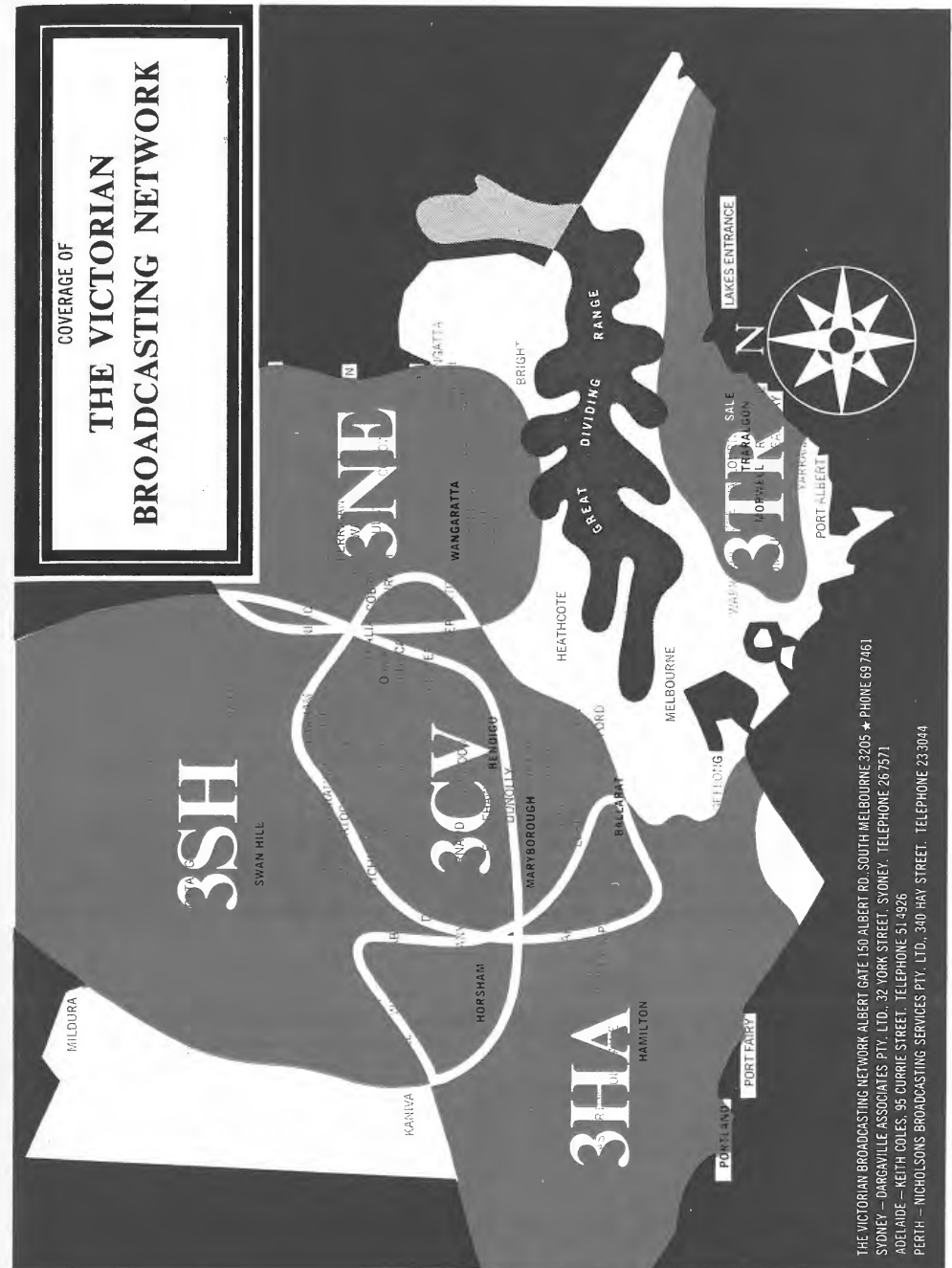
3GL Geelong

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.



THE VICTORIAN BROADCASTING NETWORK ALBERT GATE 150 ALBERT RD. SOUTH MELBOURNE 3205 * PHONE 69 7461
 SYDNEY - DARGAVILLE ASSOCIATES PTY. LTD. 32 YORK STREET. SYDNEY. TELEPHONE 26 7571
 ADELAIDE - KEITH COLES. 95 CURRIE STREET. TELEPHONE 51 4926
 PERTH - NICHOLSON'S BROADCASTING SERVICES PTY. LTD. 340 HAY STREET. TELEPHONE 23 3044

Executives: J. Morwood (gen. mngr & secty), Reg Gray (sales & studio mngr), David 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): 25secs \$3 (5.30am-2pm, 4.30pm-7pm), \$2.28 (2pm-4.30pm, 7.30pm-11pm); 45secs \$3.96 (5.30am-2pm, 4.30pm-7pm), \$3.12 (2pm-4.30pm, 7.30pm-11pm); 15mins \$12 (5.30am-2pm, 4.30pm-7pm), \$10.20 (2pm-4.30pm, 7.30pm-11pm); 30mins \$24 (5.30am-2pm, 4.30pm-7pm), \$20.80 (2pm-4.30pm, 7.30pm-11pm).

3HA Hamilton

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

Opened: October 24, 1931.

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

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

Executives: Max Baker (gen. mngr), L. Smith (mngr).

Istate Repr.: VBN, 150 Albert-rd, South Melbourne (69-7461); Dargaville Associates Pty Ltd, 32 York-st, Sydney (29-7571); Keith Coles, 95 Currie-st, Adelaide (51-4926); Nicholsons Broadcasting Services, 340 Hay St East, Perth (23-3044); CBN Sales Pty Ltd, Wharf St, Brisbane (31-1311).

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, Istate 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 (mng dir), Mrs R. D. Elliott, 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).

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

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

3SH Swan Hill

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

Opened: August 27, 1931.

Transmitter Site: Murray Valley Highway.

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

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

Executives: Max Baker (gen. mngr), H. Lithgow (mngr).

Istate Repr.: VBN, 150 Albert-rd, South Melbourne (69-7461); Dargaville Associates Pty Ltd, 32 York-st, Sydney (29-7571); Keith Coles, 95 Currie-st, Adelaide (51-4926); Nicholsons Broadcasting Services, 340 Hay-st-east, Perth (23-3044); CBN Sales Pty Ltd, Wharf St, Brisbane (31-1311).

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-7am (Sun.), Sun. 7am-12mid.

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

Executives: E. R. Collings (mngr), B. Lynch (sales), K. Smith (chief engr), J. Triomfi (studio mngr).

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

Rates resume (base rate): Open-7pm, 15secs \$4, 25secs \$6, 30secs \$7, 45secs \$8, 60secs \$9; 7pm-close, 15secs \$3, 25secs \$5, 30secs \$6, 45secs \$7, 60secs \$8; Open-close, 15mins \$20, 30mins \$32.

3TR Sale

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

Opened: Sept. 29, 1930.

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

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

MacDougall, R. I. Lowenstern, W. J. Stephenson, T. B. Green.

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

Istate Repr.: VBN, 150 Albert-rd, South Melbourne (69-7461); Dargaville Associates Pty Ltd, 32 York St, Sydney (29-7571); Keith Coles, 95 Currie-st, Adelaide (51-4926); Nicholsons Broadcasting Services, 340 Hay St East, Perth (23-3044); CBN Sales Pty Ltd, Wharf St, Brisbane (31-1311).

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-1am (Sun.); Sun. 1am-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, R. B. Mair (alt. for Sir William Bridgeford).

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

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

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

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

Executives: J. B. (Jack) Walker (mngr), O. V. Henry (sales mngr), 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: 15 secs \$3, 25secs, \$5, 45secs, \$7, 15mins \$15, 30mins,

\$25. 7pm-close: 15secs \$2, 25secs \$4, 45secs \$6, 15mins \$15, 30mins \$25.

For Victorian regional stations of the ABC see special ABC section, pages 133-136.



Radio stations

● Queensland (Brisbane)

Macquarie
No.1 network in Australia.
 Macquarie delivers 96% of Victoria's population.

4BC

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

Opened: Aug. 16, 1930.

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

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

Executives: L. C. Hynes (gen. mngr), M. E. Baker (mngr), K. A. Archer (asst mngr and chief sales mngr, C'wealth B'cstg Net.), N. J. Bishop (C'wealth B'cstg Net. chief eng.), G. C. Chapman (prog. mngr), J. O'Callaghan (mngr, CBN Sales Pty Ltd), J. M. Harris (sales mngr), T. Viewers (asst sales mngr), J. E. Batterby (acctnt).

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

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

4BH

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

Opened: Jan. 2, 1932.

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

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

Executives: G. B. Lovejoy (mngr), D. H. Nicholson (sales mngr), B. Beckinsale (studio mngr), A. Judge (chief eng.), G. S. Jennings (secty), F. G. Day (acctnt & resident secty).

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

Rates resume (26 times): 25secs \$9 (b'fast), \$8 (morn., early even.), \$6 (aft. & night); 30secs \$10 (b'fast), \$9 (morn., early even.), \$7 (aft. & night); 45secs \$13 (b'fast), \$11 (morn., early even.), \$8 (aft. & night); 60secs \$16 (b'fast), \$13 (morn., early even.), \$9 (aft. & night); 15mins \$30 (morn., early even. & Sat.-Sun.), \$20 (aft.), \$10 (night); 30mins \$50 (morn., early even. & Sat.-Sun.), \$35 (aft.), \$12 (even.).

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. Llewellyn (gen. mngr), B. W. Klemm (sales mngr), J. A. Sweeney (prog. 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); Keith Coles, 95 Currie-st, Adelaide (51-4926). 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 & Elizabeth Sts, Brisbane. GPO Box 398F, 4001. Phone 31-2621 (sales—31-2628). Telegrams Fourkq.

Opened: May 7, 1947.

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

Chairman: J. Egerton.

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

Istate Repr.: Dargaville Associates Pty Ltd,

King York Hse, 32 York St, Sydney (29-7571); Gilder McGregor & Assoc., 501 St. Kilda-rd, Melbourne (26-6671).

Rates resume: 25wds \$5.50 (morn.), \$4 (aft. & night); 50wds \$7.50 (morn.), \$6 (aft. & night); 100wds \$10 (morn.), \$8 (aft. & night); 15mins \$26 (morn., aft., night); 30mins \$42 (morn., aft. & night).

For details of ABC stations 4QG and 4QR see special ABC section, pages 133-136.

690 ON YOUR RADIO

for

BETTER

MUSIC

and

MORE

NEWS

4IP Ipswich and Brisbane statistical division

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

Istate repr.: Peter Halse, King York Hse, 32 York St, Sydney (29-7527); Ray Brown, 1st Floor, 100 Drummond St, Carlton, Vic. (34-1103).

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.

**BRISBANE'S
CATCHING THE
COLOR BUG!**



**COLOR
RADIO
4IP IS
SPREADING!**

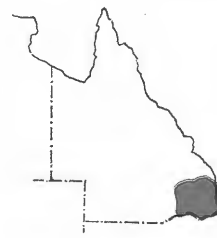
**COVERING
GREATER
BRISBANE!**

Radio stations

● Queensland (Country)

color
radio
4IP

IN GREATER BRISBANE
RATES GREAT!



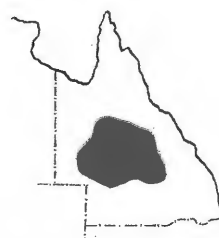
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radio
4LM

Sole air medium in
rich Mount Isa and
North West
Queensland.



color
radio
4LG

Way of life in the great
and growing Central
Queensland market.



Units of the Color Radio Network covering half of Queensland's total area.

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In Sydney: Peter Halse Associates Pty. Ltd.
Phone 297 527
In Melbourne and Adelaide: Ray Brown Pty. Ltd.
Phone Melbourne 34 1103
In Brisbane: Ken Mulcahy
Phone 2 2281

4AK Darling Downs

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

Opened: Aug. 31, 1935.

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

Executives: N. W. Llewelyn (gen. mngr), B. W. Klemm (sales mngr), J. A. Sweeney (prog. mngr), D. Magoffin (exec. officer), A. Lowry (chief eng.), J. Jacobsen (area rep.).

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

Rates resume (base rate): 8am-9am Mon.-Fri.: 25secs \$3.70; 12.40pm-5pm Mon.-Fri.: 25secs \$2, 45secs \$3.20, 15mins \$8, 30mins \$14.

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. 6.30am-10.30pm.

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

Executive: F. Bellet (mngr).

Network Affiliation: Macquarie. Interstate Repr.: Macquarie Broadcasting Services, Brisbane (2-2002), Sydney (2-0360), and Melbourne (329-6666).

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

4AY Ayr

Licensee: Ayr Broadcasters Pty Ltd, 222 Flinders St, Townsville, 4810. PO Box 1080. Phone 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. 5.30-11.30pm; 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), J. O'Rourke (chief eng.).

Istate repr.: E. L. Jeffrey, 3rd floor, Miller

House, 357 Little Collins-st, Melbourne, (67-5541, 67-5542); R. W. Highfield, Asbestos Hse, 65 York-st, Sydney (29-2737); J. O'Callaghan, c/o 4BC, cnr Wharf & Adelaide Sts, Brisbane (31-1311); 5KA, 43 Franklin-st Adelaide (51-5511).

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

4BU Bundaberg

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

Opened: Dec. 16, 1935.

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

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

Executives: N. G. McCormack (mngr), G. L. McKennarney (sales mngr), H. Clayton (chief eng.).

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

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

4CA Cairns

Licensee: Amalgamated Wireless (A'asia) Ltd, Shields St, Cairns, 4870. Phone Cairns 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'ceas Representation: See 2CH.

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

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 9-5555. 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. Ferbar (studio mngr), P. Thompson (prog. 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 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); Jeff Jeffrey, Box 1914 R, Melbourne 3001 (67-5541/2); Jim O'Callaghan, 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); for Sydney & Melbourne see 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, Limestone St, Ipswich, 4305. Phone 81-2677. Telegrams Fourip. Telex Fourip 40228. Also 14th floor, Pearl Assurance Hse, 379 Queen St, Brisbane. Phone 2-2281. 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).

Istate Repr.: Peter Halse, King York Hse, 32 York St, Sydney (29-7527); Ray Brown, 1st Floor, 100 Drummond St, Carlton, Vic. (34-1103).

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.

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-10.15pm

Directors: E. H. Webb (chrnm), E. W.

Stubbin, W. M. Mullins, J. F. Gleeson, G. T. Schmid.

Executives: G. T. Schmid (mng dir), D. Beard (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): 25secs, b'fst & Sat. & Sun. to 6pm \$2.50; women's & early even. Mon.-Fri. \$2.00; afternoon & night, \$1.80.

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. Lowney (mngr), R. Bear (chief anncr), J. Foley (sales mngr).

Network Affiliation: Macquarie co-op.

Interstate Representation: Peter Halse, King York Hse, 32 York St, Sydney (29-7527); Ray Brown, 1st Floor, 100 Drummond St, Carlton, Vic. PO Box 211, Carlton Sth, Vic. (34-1103), Melbourne and Adelaide; Ken Mulcahy, Pearl Hse, 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).

I*State Repr.: Peter Halse, King York Hse, 32 York St, Sydney (29-7527); Ray Brown, 100 Drummond St, Carlton, Victoria (34-1103),

Melbourne & Adelaide; Allen Brandt, Pearl Assurance Bldg, Queen St, Brisbane, GPO Box 1150 (2-2281).

Rates resume (base rate): Day & night, 25secs \$2.40, 45secs \$3.35, 15mins \$12.30, 30mins \$19.35.

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: J. O'Callaghan, c/o 4BC, Wharf-st, Brisbane (31-1311); R. W. Highfield, 65 York-st, Sydney (29-2737); E. L. Jeffrey, 357 Little Collins-st, Melbourne (67-5541); 5KA Broadcasting Co. Ltd, 43 Franklin-st, Adelaide (51-5511).

Rates resume (base rate): AAA (5.30am-9am Mon.-Fri., 5.30am-7pm Sat.-Sun.): 25secs \$3.20; AA (9am-1pm Mon.-Fri., 4pm-7pm Mon.-Fri.): 25secs \$2.40; A (1pm-4pm Mon.-Fri., 7pm-close Mon.-Sun.): 25secs \$2.

4MK Mackay

Licensee: Mackay Broadcasting Service Pty Ltd, 38 Gordon St, Mackay, 4740. Phone 2434. Telegrams Fourmk. Unit of the Victorian Broadcasting Network Ltd.

Opened: Jan. 12, 1931.

Transmitter Site: Mt. Bassett, Nth Mackay. Power: 2kw. Frequency: 1380kcs. District Covered: Sugar, rural. Operating Hours: Mon.-Sat. 5am-mid.; Sun. 6am-mid.

Executive: Norman B. Jackson (mngr).

Interstate Representation: Sydney, Dargaville Associates Pty Ltd, King York Hse, 32 York St, Sydney (29-7571); Melbourne, Victorian Broadcasting Network Ltd, 150 Albert Rd, South Melbourne (69-7461. Telex 30949; Macquarie Broadcasting Service, 43 Adelaide St, Brisbane (2-2002). Adelaide, Keith Coles, 95 Currie St (51-4926); Perth, Nicholson's Broadcasting Service, 340 Hay St (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 41-1486, 41-1522. Telegrams Fournna.

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 (chrn), 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.

I*State Repr.: Macquarie Broadcasting Service.

Rates resume (base rate): Open-9am, 10secs \$1.80, 15secs \$2.20, 25secs \$3, 30secs \$3.40, 60secs \$5; 9am-7pm 10secs \$1.30, 15secs \$1.70, 25secs \$2.50, 30secs \$2.90, 60secs \$4.50; 7pm-close, 10secs \$1, 15secs \$1.20, 25secs \$1.80, 30secs \$2, 60secs \$3.

4RO Rockhampton

Licensee: Rockhampton Broadcasting Co Pty Ltd, Rheuben Hse, East-st, Rockhampton, 4700. Phone 2-2541-2. Telegrams Fourro.

Associated with Queensland Network.

Opened: July 2, 1932.

Transmitter Site: Pink Lily. Power: 2kw. Frequency: 1000kcs. District Covered: Primary, mineral, industrial. Operating Hours: Mon.-Sat. 5.30am-11pm; Sun. 6am-10.30pm.

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

Network Affiliation: In association with 4BC, 4GR, 4MB.

Interstate Representation: R. W. Highfield, 65 York-st, Sydney (29-2737); E. L. Jeffrey, 3rd Floor, Miller Hse, 357 Little Collins-st, Melbourne (67-5541, 67-5542); J. O'Callaghan, 4BC, Adelaide & Wharf-sts, Brisbane (31-1311); 5KA, 43 Franklin-st, Adelaide (51-5511).

Rates resume (base rate): 5.30am-9am Mon.-Fri., 5.30am-7pm Sat., 6am-7pm Sun.: 10secs \$2.40, 15secs \$2.80, 25secs \$4, 45secs \$6.20, 15mins \$18. 9am-7pm Mon.-Fri.: 10secs \$1.80, 15secs \$2.20, 25secs \$3, 45secs \$4.60, 15mins \$15. 7pm-11pm Mon.-Sat.; 7pm-10.30pm Sun.: 10secs \$1.60, 15secs \$1.80, 25secs \$2.40, 45secs \$3.40, 15mins \$11.

4SB Kingaroy

Licensee: South Burnett Broadcasting Co Ltd, Alford St, Kingaroy, 4610. Phone

4MK "Voice of the Great Barrier Reef"

Sweet Sunshine Radio
Sugar Bowl of the North
Tourist Mecca for Sun, Sand & Fun
Highest per Capita Retail Sales in Queensland

4MK In touch with

57,840 resident listeners.
A floating population of 110,000 Tourists annually.
The District Sugar Industry worth 59 million, annually.
The vast Goonyella Coal Project with a new deep water Port 12 miles South of Mackay.

4MK Vital Statistics from

SYDNEY: Dargaville Associates Pty. Ltd., King York House, 32 York Street. Phone: 29-7571.
MELBOURNE: Victorian Broadcasting Network Ltd., 150 Albert Road, South Melbourne. Phone: 69-7461. Telex 30849.
BRISBANE: Mr. R. Chipp, Macquarie Broadcasting Service, 43 Adelaide Street, Brisbane. Phone: 2-2002.

Kingaroy 202. Telegrams Foursb. Associated with 4BC, Queensland Network.

Opened: Mar. 11, 1938.

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

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

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

Interstate Representation: R. W. Highfield, 65 York-st, Sydney (29-2737); E. L. Jeffrey, 357 Little Collins-st, Melbourne (67-5541); 4BC, Wharf & Adelaide-sts, Brisbane (31-1311); 5KA, Box 562E, GPO, Adelaide.

Rates resume (base rate): 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:** 780kcs. **District Covered:** Industrial, pastoral. **Operating Hours:** Mon-Sat. 5.30am-11.30pm; Sun., 6.30am-11pm.

Director: Sir Lionel A. Hooke.

Executives: K. Duncan (mngr), J. Oost

(asst mngr), H. A. Clegg (sales mngr), G. E. Ericksson (tech-in-charge).

Interstate Representation: See 2CH.

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

4VL Charleville

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

Opened: Feb. 12, 1936.

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

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

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

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 \$1.60 (day), \$2 (night), 60secs \$2.40 (day), \$3 (night), 5mins \$4.20 (day), \$6 (night), 15mins \$6 (day), \$9 (night), 30mins \$10 (day), \$15 (night), 60mins \$18 (day), \$27 (night).

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. 6am-10.30pm; Sun. 6.45am-10.30pm.

Chairman: Sir Lionel Hooke.

Executives: W. O. Kinane (mngr), R. Furlong (sales mngr).

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.

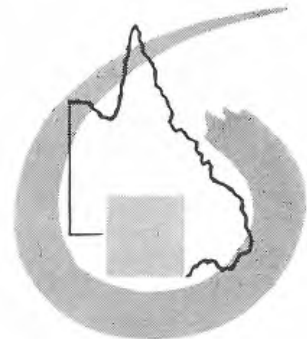
Directors: A. Dean (chairman), A. Shiliday, R. V. Johnson, A. T. Berry, R. Stevenson, C. R. Taylor.

Executives: C. R. Taylor (mngr), P. Evans (advtdg. mngr).

Network Affiliations: Member of Big Q Group. **Interstate Representation:** J. O. Callaghan, 4BC, Wharf-st, Brisbane (31-1311); R. W. Highfield, 65 York-st, Sydney (29-2737); E. L. Jeffrey, 357 Little Collins-st, Melbourne (67-5541); MBS, Adelaide.

Rates resume (base rate): Open-close, 50 wds \$1.80, 100wds \$2.40, 15mins \$9, 30mins \$15.

For Queensland regional stations of the ABC, see special section, pages 133-136.



THIS RICH SOUTH WEST
AREA OF QUEENSLAND
IS REACHED ONLY
WITH 4VL

There is no television, no other local radio. The residents of this rich pastoral area of Queensland rely on 4VL for news and entertainment . . . it's their radio. Let 4VL tell and sell for you.

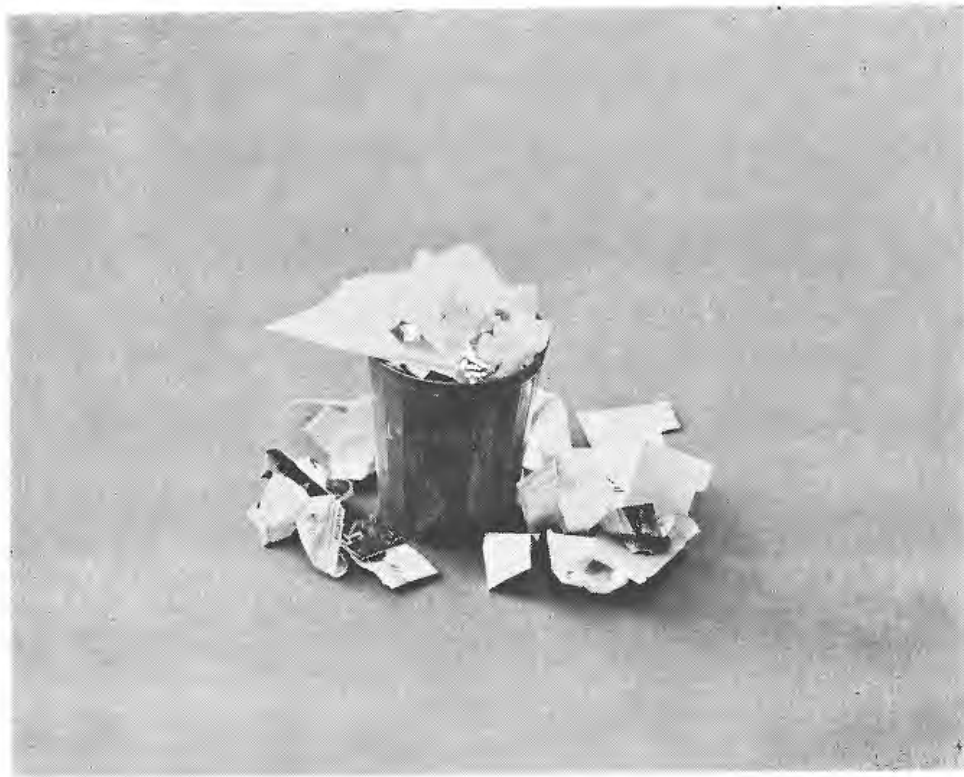
4VL IS MACQUARIE TERRITORY

Your local MBS man can give you the full story. In Brisbane: 43 Adelaide Street, 'phone 2-2002. In Sydney: 136 Phillip Street, 'phone 20-360. In Melbourne: 382 Latrobe Street, 'phone 329-6666. Adelaide: 201-205 Tynte Street, 'phone 6-8461.

Macquarie

No.1 network in Australia.

Macquarie is the hot spot of the sunshine state with 77% of population.



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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:** 1310kcs. **District Covered:** Rural, pastoral, industrial. **Operating Hours:** 24hour service.

Directors: Sir Kenneth Wills (chrn), J. Bonython (vice-chrmn), D. G. McFarling (mng dir), Sir Arthur Rymill, J. N. McEwin, J. C. A. Waters, B. R. Macklin, B. A. Williams, A. R. Carter.

Executives: L. J. Sutton (mng), R. Moore (asst mng), J. L. Schaumloffel (chief engineer).

Network Affiliation: Major.

I'ate 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 (mng), R. J. Walker (asst mng), S. G. Barber (chief engineer), M. A. Thomas (program mng).

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. Network stations 5AU-RM.

Opened: Mar. 25, 1927.

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

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

Executives: Neville W. Bradley (gen. mng), R. G. Cant (sales mng), G. E. Mathews (chief engineer), J. V. Harvey (program mng).

Interstate Representation: Peter Halse, King York Hse, 32 York St, Sydney (29-7527); E. L. Jeffrey, 3rd Floor, Miller Hse, 357 Little Collins St, Melbourne (67-5541-2); C'wealth B'casting Corp., CBC Hse, Wharf St, Brisbane (31-1311).

Rates resume (base rate): 5.30am-9am, 5pm-7pm Mon.-Fri.; 5.30am-7pm Sat., 50wds \$9, 100wds \$14, 13mins \$30, 25mins \$45; 9am-2pm Mon.-Fri., 50wds \$8, 100wds \$12, 13mins \$25, 25mins \$40; 2pm-5pm Mon.-Fri., 7pm-10pm Mon.-Sat., 50wds \$5, 100wds \$7, 13mins \$16, 25mins \$25; 10pm-midnight Mon.-Sat., 50wds \$2.50, 100wds \$3.50, 13mins \$8, 25mins \$12.50. Mid-5am on application.

5AU Port Augusta

Licensee: 5AU Broadcasters Pty Limited, Port Augusta, SA. Phone Pt Augusta 2941. Branch Studios, Port Augusta (2941), Whyalla (5-7256). (All enquiries to 5KA.)

Opened: May 25, 1938.

Transmitter Site: Nectar Brook. **Power:** 2kw. **Frequency:** 1450kcs. **District Covered:** Industrial, pastoral, rural. **Operating Hours:** Sun.-Fri. 5.30am-11.30pm; Sat. 5.30am-12 mid. Member of 5KA 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. mng), Leslie J. Bradley (mng), Roger de Lisle (asst mng).

Interstate Representation: See 5KA.

5MU Murray Bridge

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

Opened: Sept. 16, 1934.

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

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

Network Affiliation: Major.

5PI Crystal Brook

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

Opened: Jan. 7, 1932.

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

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

Network Affiliation: Major.

5RM Murray Valley

Licensee: River Murray Broadcasters Pty Limited, Box 294, PO, Berri, SA, 5343. Phone Berri 80. All enquiries to 5KA.

Opened: Sept. 30, 1935.

Transmitter Site: Springcart Gully. **Studios:** 35 Vaughan Tce, Berri. **Power:** 2kw. **Frequency:** 800kcs. Member of 5KA Network. **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. mng), Tony Dawson (mng), R. G. Cant (sales mng).

Interstate Representation: See 5KA.

5SE Mt. Gambier

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

Opened: July 3, 1937.

Transmitter Site: Mt Gambier. **Power:** 500wts. **Frequency:** 1370kcs. **District Covered:** Pastoral, rural. **Operating Hours:** Mon.-Fri. 5.30am-midnight; Sat. 5.30am-1am; Sun. 7.45am-11.05pm. In relay with 5AD except between 1pm-5pm; 6.40pm-6.45pm and

7.30pm-9.30pm Mon.-Fri.; 8.30am-9am, 9.30am-9.45am, 5.15pm-5.30pm and 7.10pm-9pm Sat.; 7.45am-8am, 6.30pm-7pm and 7.10pm-9pm Sun.

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

Network Affiliation: Major.

NORTHERN TERRITORY

3DN Darwin

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

Opened: Dec. 12, 1960.

Transmitter Site: Darwin. **Power:** 2kw. **Frequency:** 1240kcs. **Operating Hours:** Mon.-Fri., 6.30am-11.30pm; Sat., 6am-12mid.; Sun., 6.30am-11.30pm.

Directors: Eric White, Geoffrey Cohen, V. R. McBride, R. Ward, A. Blanckensee, M. T. Paspalis.

Executives: Douglas Charlton (mng), Murray Jones (asst mng), Renton Kelly (sales mng).

I'ate 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.

For South Australian and Northern Territory stations of the ABC see special ABC section, pages 133-136.

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Radio stations

- *Western Australia*

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3. NETWORK
6IX, 6WB, 6MD, 6BY



MACQUARIE REPRESENTS
IN SYDNEY, MELBOURNE
ADELAIDE, BRISBANE

6IX Perth

Licensee: WA Broadcasters Pty Ltd, Radio Hse, 38 Mounts Bay Rd, Perth, 6000. Phone 23-2321; after hours—21-7616. Telegrams Sixix. Telex: 92235. Associated with 6WB-MD-BY.

Opened: Nov. 27, 1933.

Transmitter Site: Belmont. **Power:** 2kw. **Frequency:** 1080kcs. **District Covered:** Metropolitan, industrial, rural. **Operating Hours:** 24-hour service.

Directors: R. A. Long (chairman), S. J. F. Hocking, R. S. Ledger, H. V. Reilly, D. G. Whyte.

Executives: J. T. Hunn (mgr), J. Fryer (studio mgr), E. C. Churchward (service mgr), C. H. Muehling (chief eng.), A. R. White (sales mgr).

Network Affiliation, Interstate Representation: See 2GB.

Rates resume (base rate): 10secs \$4.50 (5.30am-2pm, 5pm-7pm), \$2 (2pm-5pm, 7pm-mid.); 25secs \$6 (5.30am-2pm, 5pm-7pm), \$3.50 (2pm-5pm, 7pm-mid.); 30secs \$6.50 (5.30am-2pm, 5pm-7pm), \$4.50 (2pm-5pm, 7pm-mid.); 45secs \$7.50 (5.30am-2pm, 5pm-7pm), \$5.50 (2pm-5pm, 7pm-mid.); 60secs \$10.50 (5.30am-2pm, 5pm-7pm), \$6.50 (2pm-5pm, 7pm-mid.); 27-30mins \$27 (5.30am-2pm, 5pm-7pm), \$27 (2pm-5pm, 7pm-mid.).

6KY Perth

Licensee: 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 mgr), E. H. Ulyatt (secty), A. F. Foley (sales mgr), K. J. Cantelo (chief eng.), J. E. Lehman (news ed.).

Istate Repr.: P. Halse Associates Pty Ltd, 32 York St, Sydney, 2000 (29-7527), Telex AA21409. Telegrams Halsads; Ray Brown Pty Ltd, 100 Drummond St, Carlton, Vic. 3053. (34-1103). Telegrams Schedule; Charles F. Brown & Assoc. Pty Ltd, 429 Pulteney St, Adelaide, SA 5000 (23-1657). Telegrams Mediarep; Eric Wood Agencies, GPO Box 1918W, Brisbane 4001.

Rates resume (base rate): Mon.-Fri., 9am-2pm: 25secs \$6, 30secs \$7, 45secs \$8, 60secs \$10, 5mins \$12, 10mins \$18, 13-15mins \$21, 27-30mins \$36, 57-60mins \$55; in relay with 6NA, Mon.-Fri., 5.30am-9am: 25secs \$9, 30secs \$10, 45secs \$11, 60secs \$14, 5mins \$20, 10mins \$28, 13-15mins \$35, 27-30mins \$60, 57-60mins

\$90; 9am-2pm, 4pm-7pm: 25secs \$8, 30secs \$9, 45secs \$10, 60secs \$12, 5mins \$18, 10mins \$25, 13-15mins \$30, 27-30mins \$50, 57-60mins \$80; 2pm-4pm, 7pm-midnight: 25secs \$6, 30secs \$7, 45secs \$8, 60secs \$10, 5mins \$12, 10mins \$14, 13-15mins \$18, 27-30mins \$30, 57-60mins \$50; Sat.-Sun. 5.30am-7pm: 25secs \$9, 30secs \$10, 45secs \$11, 60secs \$14, 5mins \$20, 10mins \$28, 13-15mins \$35, 27-30mins \$60, 57-60mins \$90; 7pm-midnight: 25secs \$6, 30secs \$7, 45secs \$8, 60secs \$10, 5mins \$12, 10mins \$14, 13-15mins \$18, 27-30mins \$30, 57-60mins \$50.

6PM Perth

Licensee: Consolidated Broadcasting System (WA) Pty Ltd, 115 St George's Terrace, Perth, 6000. Phone 21-2201. Telegrams Whitnet. Associated with 6AM-KG-GE.

Opened: Apr. 22, 1937.

Transmitter Site: Coffee Point. **Power:** 2kw. **Frequency:** 1000kcs. **District Covered:** Industrial, rural. **Operating Hours:** 24-hour service.

Network General Manager: Eric Fisher.

Executives: M. Harrison (sales mgr), H. A. Taylor (chief engineer).

Network Affiliation: Consolidated Broadcasting System (WA) Pty Ltd; **Istate Repr.:** Sydney—Ken Stevens, Radio Advertising Representatives Pty Ltd, 30 Carrington St, Sydney (29-3202); 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-2pm, 4pm-7pm, Sat.-Sun., 5.30am-7pm, 10secs \$3.50, 25secs \$5.50, 45secs \$8, 60secs \$10, 5mins \$12, 15mins \$20, 30mins \$35; 2pm-4pm, 7pm-midnight, 10secs \$2.50, 25secs \$4.50, 45secs \$6, 60secs \$7.50, 5mins \$10, 15mins \$16, 30mins \$28.

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. mgr), J. Ashton (station mgr), B. Parker (sales mgr), P. Nash (admin. officer), K. Prosser (chief eng.).

Network affiliation: Major. **Istate Repr.:** Dargaville Associates Pty Ltd, 32 York-st, Sydney (29-7571); Gilder, McGregor & Assoc.,

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PACE-SETTER IN

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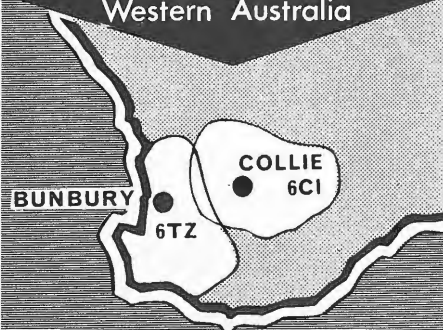
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501 St. Kilda-rd, Melbourne (26-6671); Keith Coles, 95 Currie St, Adelaide (51-4926); Bede Williams, 170a Albert St, Brisbane (26-660).

6AM Northam

Licensee: Consolidated Broadcasting System (WA) Pty Ltd, 115 St George's Terrace, Perth, 6000. Phone 21-2201. Telegrams Whitnet. Associated with 6PM-KG-GE.

Opened: June 1, 1934.

Transmitter Site: Northam. **Power:** 2kw. **Frequency:** 860kcs. **District Covered:** Rural, pastoral. **Operating Hours:** Mon.-Sat. 5.45am-11pm. Sun. 7am-3pm, then 5pm-10.30pm. In relay with 6PM.

Directors, Executives, Network Affiliation, Interstate Representation and Rates: See 6PM.

6BY Bridgetown

Licensee: W.A. Broadcasters Pty Ltd, Yornup, WA, 6255. Phone Yornup 45. Telegrams Sixby. Associated with 6IX-WB-MD.

Opened: Jan. 24, 1953.

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

Bridgetown manager: R. Kaye.

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

6CI Collie

Licensee: Nicholsons Broadcasting Services Pty Ltd, 340 Hay St, Perth, 6000. Associated with 6PR-TZ.

Opened: May 29, 1948.

Transmitter Site: Collie. **Power:** 2kw. **Frequency:** 265.5 metres, 1130kcs. **District Covered:** Industrial, pastoral, rural. **Operating Hours:** Mon.-Sat. 5am-11pm; Sun. 6.45am-10.30pm.

Manager: B. P. O'Dwyer. **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 1076. Telegrams Sixge. Associated with 6PM-AM-KG.

Opened: Oct. 6, 1937.

Transmitter Site: Bluff Point. **Power:** 2kw. **Frequency:** 1010kcs. **District Covered:** Pastoral, rural, crayfishing. **Operating Hours:** Mon.-Fri. 6am-10.30pm (Sat., 11.30pm), Sun. 8am-10pm.

Geraldton (local) Director: L. W. Shephard.

Executives: L. J. Harris (mgr), M. Harrison (sales mgr), H. A. Taylor (chief engr). **Network Affiliation:** Consolidated Broad-

casting system (WA) Pty Ltd. Pstate repr.: Sydney — Ken Stevens, Radio Advertising Representatives Pty Ltd, 30 Carrington St, Sydney (29-3202); 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, 25secs \$3.50, 45secs \$5, 60secs \$6, 5mins \$7.50, 15mins \$14, 30mins \$26.

6KG Kalgoorlie

Licensee: Consolidated Broadcasting System (WA) Pty Ltd, 89-91 Egan St, Kalgoorlie, 6430. Phone Kal. 464. Telegrams Sixkg. Associated with 6PM-AM-GE.

Opened: Sept. 16, 1931.

Transmitter Site: Parkeston. **Power:** 2kw. **Frequency:** 980kcs. **District Covered:** Rural, mining. **Operating Hours:** Mon.-Fri. 6am-3pm, then 4.30-10.30pm; Sat. 6am-3.30pm, then 5-10.30pm; Sun. 9am-10pm.

Network Manager: Eric Fisher.

Executive: V. R. McCabe (mgr).

Network Affiliation: Consolidated Broadcasting System (WA) Pty Ltd. Pstate Repr.: Sydney — Ken Stevens, Radio Advertising Representatives Pty Ltd, 30 Carrington St, Sydney (29-3202); Melbourne & Adelaide — John McCormick, Radio Advertising Re-

presentatives Pty Ltd, 34 Queens Road, Melbourne (26-3641); Brisbane — 4BC, Wharf St., Brisbane (31-1311).

Rates resume (base rate): 10secs \$2, 25secs \$3.50, 45secs \$5, 60secs \$6, 5mins \$7.50, 15mins \$14, 30mins \$26.

6MD Merredin

Licensee: WA Broadcasters Pty Ltd. Phone Merredin 21-1448. Telegrams Sixmd. Telex 96290 Wabroad. Associated with 6IX-WB-BY.

Opened: July 5, 1941.

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

Merredin manager: J. Davies.

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

6NA Narrogin

Licensee: 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-2pm Mon.-Fri.

FIRST IN PERTH
6KYNA

Your Sales Representatives are . . .
Sydney: P. Halse Associates Pty. Ltd. 29 7527
Melbourne: Ray Brown Pty. Ltd. 34 1103
Adelaide: J. M. Sturrock Pty. Ltd. 23 1057
Brisbane: Eric Wood Agencies. 2 2735

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

Rates resume: Same as 6KY except during local transmission when rates are: (base rate) 25secs \$3 (Mon-Fri. 9am-2pm).

6TZ Bunbury

Licensee: Nicholson's Broadcasting Services Pty Ltd. Studios: 127 Victoria St, Bunbury, 6230. Phone 3671. Associated with 6PR-CI.


Opened: Oct. 11, 1939.

Transmitter Site: Waterloo. Power: 2kw. Frequency: 313 metres, 960kcs. District Covered: Industrial, pastoral, rural. Operating Hours: Mon-Sat. 5am-11pm; Sun. 6.45am-10.30pm.

Directors: E. F. Downing (chairman), Gordon C. Lewis, J. W. Stoddart, H. C. Merry. Executives: Gordon C. Lewis (gen. mgr).

6VA

THE VOICE OF THE GREAT SOUTH



ALBANY

29,118

IN

NOISE-FREE RECEPTION AREA

254 miles from Perth —
106 miles from nearest
other station.

B. P. O'Dwyer (mgr), C. Robson (chief eng.), N. Bain (studio mgr).

Interstate Representation: See 6PR.

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); T. J. Latham, Perth (21-5418).

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: WA Broadcasters Pty Ltd, Katanning, WA, 6317. 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, Rates: See 6IX.

For Western Australian stations of the ABC, see special section, pages 133-136.

Radio stations

● Tasmania

Macquarie

No.1 network in Australia.

Macquarie strikes it rich with 78% of Western Australia's population.



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big sellers.

7HO Hobart

Licensee: Commercial Broadcasters Pty Ltd, 52 New Town Rd, Hobart, 7000. GPO Box 542F, 7001. Phone 80321. Telegrams Sevenho. Telex 58103.

Opened: Aug. 13, 1930.

Transmitter Site: Mt Nelson. **Power:** 2kw. **Frequency:** 860kcs. **District Covered:** Industrial, rural. **Operating Hours:** 5am-1am daily.

Directors: G. F. Davies, L. Nettlefold, A. Brown, E. G. McRae.

Executives: A. 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); K. Coles, Adelaide (51-4926); Bede Williams & Assoc., 160 Edward St, Brisbane (26-660).

Rates resume (base rate): AAA Time, 5.30am-9am, 5pm-7pm Mon.-Fri., open-7pm Sat.-Sun.; AA Time, 9am-2pm; B Time, 2pm-close. 10secs \$2.50 (AAA), \$2 (AA), \$1.50 (B); 25secs \$4 (AAA), \$3.50 (AA), \$3 (B); 30secs \$4.50 (AAA), \$4 (AA), \$3.50 (B); 60secs \$7 (AAA), \$5 (AA), \$4.50 (B). S'ships (all times): 5mins \$10, 15mins \$13, 30mins \$26, 60mins \$52.

7AD Devonport

Licensee: Northern Tasmania Broadcast-

ers Pty Ltd, 44 Rooke St, Devonport, 7310. Member Tasmanian Broadcasting Network (7BU-7AD-7SD). All correspondence and enquiries to Box 120, PO, Burnie. Phone Burnie 31-1651. 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.

Opened: Oct. 19, 1935.

THE NEW



TASMANIA'S FIRST HEART TRANSPLANT!

Transmitter Site: Cooe. **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).

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

7EX Launceston

Licensee: 7EX Pty Ltd, Watchorn-st, Launceston, 7250. Phone 44-2494. Telegrams and Telex, Tintanex 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), L. R. Thompson (sales exec.).

Network Affiliation: Major. **Interstate Representation:** Interstate Radio Sales, 76 Clarence St, Sydney (29-7241); Hugh Anderson, 130 Exhibition St, Melbourne (63-3674); Bede Williams, 170a Albert St, Brisbane (26-660); Keith Coles, Adelaide (51-4926).

Rates resume (base rate): Mon.-Fri. 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.

7LA Launceston

Licensee: Findlay & Wills Broadcasters Pty Ltd, Broadcast Hse, Quadrant, 7250. Phone 31-4844, 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.).

Executives: R. E. Ward (mngr), D. Henshaw (sales mngr), R. B. McLean (chief engineer).

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

Rates resume (base rate): Open-9am Mon.-Sun., 25secs \$4, 30secs \$4.50, 45secs \$6, 60secs \$7, 15mins \$12, 30mins \$24, 60mins \$48. 9am-5pm Mon.-Sun., 25secs \$3.50, 30secs \$4, 45secs \$5, 60secs \$6, 15mins \$10, 30mins \$20, 60mins \$40. 5pm-12midnight Mon.-Sun., 25secs \$2, 30secs \$2.25, 45secs \$2.50, 60secs \$3, 15mins \$6, 30mins \$12, 60mins \$24.

7QT Queenstown

Licensee: West Coast Broadcasters Pty Ltd, PO Box 315, Queenstown, 7467. Phone 124.

Opened: May 29, 1937.

Transmitter Site: South Queenstown. **Power:** 500wts. **Frequency:** 720kcs. **District Covered:** Mining, fishing, tourism. **Operating Hours:** Mon.-Fri., 6.30am-10pm, Sat., 6.30am-10.30pm; Sun., 5pm-10pm.

Directors: A. E. Garrott, E. L. Garrott, H. Ebrall, R. E. Ward.

Executives: H. Ebrall (mngr & sales mngr), Phillip Ebrall (prog.), Mrs H. Toll (schedules).

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 Teebeen.

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.

Executive: B. Scetrine (mngr & 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 133-136.

WHERE THE SALES ARE!

TBN Radio



THE TASMANIAN
SUPER-MARKET

TASMANIAN BROADCASTING NETWORK

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 mngr), F. A. Stanton (asst gen. mngr, operations), C. Vahtrick, B.Sc. (asst gen. mngr tech), E. C. Harcourt, MA (asst gen. mngr, 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.

Radio Networks

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

Macquarie

No.1 network in Australia.

Macquarie takes the gamble out of radio buying in Tasmania with 79% of population.

National Coverage with

major

Major has the buyers you want in all important Australian markets because Major has radio stations where there are people—lots of people! Your Major Network representative has details of 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 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 Brisbane | Bede Williams, 2 6660. |
| In Melbourne | Hugh Anderson, 63 3674. | In Perth | Jack Ashton, 23 3044. |
| In Adelaide | Keith Coles, 51 4926. | In Hobart | John Howell, 34 3157. |

NATIONAL

MACQUARIE BROADCASTING SERVICE, 136 Phillip St, Sydney, 2000. Phone 2-0360.

Executives: R. A. G. Henderson (chairman), S. R. I. Clark (mng dir), E. Mann (sales dir), J. Cahill (Sydney sales mnggr), B. Woodyatt (sales mnggr, Melbourne), R. E. Chipp (Qld sales mnggr), G. S. Jennings (secy), R. Clarke (sales admin.).

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

Co-operating: 2AD, 2AY, 2BE, 2BS, 2DU, 2GF, 2GN, 2KA, 2KM, 2MG, 2MO, 2RG, 2RE, 2TM, 2VM, 3BA, 3BO, 3CS, 3GL, 3MA, 3SR, 3UL, 3YB, 4AM, 4CA, 4GR, 4KZ, 4LG, 4MB, 4NA, 4RO, 4TO, 4VL, 4WK, 4ZR, 6AM, 6GE, 6KG, 7QT.

Interstate Representation: Branch offices, 382 Latrobe St, Melbourne, 3000 (329-6666); 201-205 Tynte St, North Adelaide, 5000 (67-1461); 43 Adelaide St, Brisbane, 4000, GPO Box 906M, 4001 (2-2002). Key stations all other States. O'seas: See 2GB.

Network was formed in 1938. Member stations are shareholders and actively direct the policy of the company. Macquarie offers full national coverage. Service includes program production, creative commercials and promotion campaigns, full recording facilities. Stations can be ordered in various groupings through one order at concessional prices. Up to 59 stations can be used in one order for program sponsorship.

MAJOR BROADCASTING NETWORK, 237 Miller St, North Sydney, 2060. Phone 92-0444.

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

Co-operating stations: 2GZ, 2NZ, 2LM, 3HA, 3SH, 3CV, 3NE, 3TR.

Representatives: Interstate Radio Sales, 76 Clarence St, Sydney, 2000 (29-7241); Hugh Anderson, 130 Exhibition St, Melbourne, 3000 (63-3674); Bede Williams, 160 Edward St, Brisbane, 4000 (2-6660); Keith Coles, 95 Currie St, Adelaide, 5000 (51-4926).

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 (mnggr, broadcasting

div.), R. K. Harris (country stations mnggr), D. J. Crawford (natl sales mnggr), W. G. Lowder (eng. mnggr).

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 (general mnggr), K. A. Archer (chief sales mnggr), N. J. Bishop (chief eng.), F. R. Jeffcoat (2UW), M. E. Baker (4BC), E. J. Rhueben (4RO), G. W. Robertson (4MB), R. J. Stevenson (4GR).

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

I/State Repr.: J. O'Callaghan, cnr Wharf & Adelaide Sts, Brisbane (31-1311); R. W. Highfield, Asbestos House, York St, Sydney (29-2737); E. L. Jeffrey (Qld stations), 357 Little Collins-st, (67-5541); Gilder McGregor & Associates 501 St Kilda-rd, Melbourne (26-6671); 5KA, Adelaide (51-5511).

Network established March, 1937.

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.

Executives: E. Murray Clyne (gen. mnggr), R. W. Ellenby (sales mnggr), E. R. Collings (mnggr 3SR), J. B. Walker (mnggr 3YB), C. McL. Cameron (mnggr 3UL), V. I. Haycroft (mnggr 3CS).

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

I'state Repr.: K. P. G. Lloyd, 76 Clarence St., Sydney (29-1267); Macquarie, 43 Tynte St, North Adelaide; Macquarie, 43 Adelaide St, Brisbane.

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 mnggr 4IP), G. Atthow (genl mnggr and resident dir, Mt Isa), C. J. Lowney (4LG mnggr).

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, 100 Drummond St, Carlton, Vic., for Victoria, and Adelaide (34-1103); Ken Mulcahy, 14th floor, Pearl Assurance Hse, 379 Queen St, Brisbane (2-2281).

CONSOLIDATED BROADCASTING SYSTEM (WA) PTY LIMITED, 115 St George's Terrace, Perth 6000. Phone 21-2201. Telex 92496.

Executives: E. W. Fisher (network gen. mngr), H. A. Taylor (chief engnr), M. Harrison (sales mngr), L. J. Harris (mngr 6GE), V. R. McCabe (mngr 6KG).

I/State Repr.: Sydney — Ken Stevens, Radio Advertising Representatives Pty Ltd, 30 Carlington St. (29-3202); Melbourne & Adelaide — John McCormick, Radio Advertising Representatives Pty Ltd, 34 Queens Rd, Melbourne (26-3641); Brisbane — 4BC, Wharf St. (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 Tamworth Radio Development Co. Pty 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), R. V. Brislan (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; Macquarie, 43 Adelaide St, Brisbane (2-2002).

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

NICHOLSON'S BROADCASTING SERVICES PTY LTD, Radiocentre, 340 Hay-st-east, Perth, 6000. Phone 23-3044. Telegrams: Radiocentre, Perth.

Directors: E. F. Downing, 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.).

Member Stations: 6PR, 6TZ, 6CI.

I/State Repr.: Gilder McGregor & Assoc., 501 St Kilda-rd, Melbourne (26-6671); Dargaville Associates Pty Ltd, 32 York-st, Sydney (29-7571); Keith Coles, 95 Currie-st, Adelaide (51-4926); Bede Williams, 170a Albert St, Brisbane (26-660).

Nicholson's Broadcasting Services Pty Limited (6PR-TZ-CI), serves Perth and southwestern section of Western Australia.

TASMANIAN BROADCASTING NETWORK PTY LTD, 73 Mount St, Burnie, 7320. Box 120, PO, Burnie. Phone Burnie 31-1651. Telegrams Teebeen.

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. Scettrine (mngr, 7SD).

Member Stations: 7BU, 7AD, 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 (mng dir), J. S. B. Davis, P. K. MacDougall, R. I. Lowenstern, T. B. Green, W. J. Stephenson.

Executives: N. F. Dixon (mng dir), Max Baker (gen. mngr), D. C. Corley (sales mngr), R. McPhee (country sales mngr), D. C. De La Rue (mng dir & mngr 3NE), L. Smith (mngr 3HA), H. Lithgow (mngr 3SH), E. W. Evans (mngr 3TR), K. J. Parker (mngr 3CV), N. B. Jackson (mngr 4MK), G. C. Lewis (gen. mngr 6PR-TZ-CI), P. O'Dwyer (mngr 6TZ-CI).

I/State Repr.: Dargaville Associates Pty Ltd, 32 York-st, Sydney (29-7571); Keith Coles, 95 Currie-st, Adelaide (51-4926); Nicholsons Broadcasting Services, Hay St East, Perth (23-3044); CBN Sales, Wharf St, Brisbane (31-1311).

WA BROADCASTERS PTY LTD, Radio Hse, 38 Mounts Bay Rd, Perth, 6000. Phone 23-2321.

Executives: J. T. Hunn (gen. mngr).

Member Stations: 6IX, 6VVB, 6MD, 6BY.

I/State, O'seas Repr.: See Macquarie.

Radio and television representatives

● And of overseas radio and TV organisations

only radio and only the top stations
from coast to coast represented by
GILDER, MCGREGOR & ASSOCIATES
pty. ltd.

suite 8, 501 st. kilda rd. melbourne 3004 — 26-6671, 26-6672

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). David Crawford (national sales mngr).

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 (asst mngr), G. R. Spring (radio supervisor), G. C. Hearn (TV supervisor), B. J. Saint (sales promotion mngr).

DARGAVILLE ASSOCIATES PTY LTD, King York Hse, 32 York St, 2000. Box C175, PO, Clarence-st. Telephone: 29-7571. Telegrams: Dargas Sydney. 3XY, 3CV, 3HA, 3NE, 3SH, 3TR, 4KQ, 4MK, 6PR-TZ-CI, GLV, BCV, MTN, NRN, AMV.

EDWARDS, MAX, 4th floor, 58 Margaret St, 2000. 29-7008. (2XL). Principal, Max Edwards.

FORSYTH, BRUCE R. 76 Clarence St, 2000. 29-4491-2, Sydney manager, HSV.

GLEESON, JACK, 237 Miller-st, North Sydney, 2060. 92-7980 (2KO).

GRAY, LEON, 265 Castlereagh St, 2000. Phone 26-3837. 2HD.

GROUP REPRESENTATIONS, 169 Pacific Highway, North Sydney, 2060. Phone 92-4937. Principals, R. A. Becker, H. S. Lilburn.

GROVER FROST ASSOCIATES, 310 George St, Sydney, 2000. Phone 28-3330. Directors: J. D. Grover, D. Frost.

GUYOT, RON (see STW Swan TV, page 129).

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, 7BU, 7AD, 7SD, 7HT, 8DN.)

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).

HOLMES, HOWARD, 89 Berry St, North Sydney. 92-1051. (NWS, 6KY, 6NA.)

INTERSTATE RADIO SALES, 76 Clarence St, Sydney 2000. Phone 29-7241. Telegrams: Interadio, Sydney. Telex: 21242. 2GZ, 2LM, 2NZ, 3BD-LK, 4BK-AK, 5AD-PI-MU-SE, 7EX. Sydney representatives: Major Broadcasting Network. G. O. Fookes (mngr), J. G. Roberts (asst mngr), J. R. Mullins (NSW sales mngr, Major). Station reps: M. J. Scanlan, R. S. Jeffries, R. W. Pharazyn.

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, 2LF, 2LT, 2MG, 2MW, 2PK, 2RG, 2WL, 3AW, 4BH, 4AM, 4BU, 4GY, 4KZ, 4NA, 4VL, 5DN, 6IX-WB-MD-BY, 7HO, 7LA, 7QT, NZBC). S. R. I. Clark (mng dir), E. C. Mann (sales dir).

MCDONALD, DES, 54 Park St, 2000. Phone 61-9931. (3AK).

MCGOWEN, E. E., Anchor Hse, Cnr George & Bridge Sts, 2000. 27-1785. (BTQ.)

METREP SERVICES PTY LTD, 6th floor, Asbestos Hse, 65 York St, 2000. Phone 29-3180, 29-2768. Telegrams Metserv, Sydney. General manager, Norman Taylor, manager, Ian MacTavish (DDQ-SDQ, RTQ, TNQ, WBQ Channel 1 Sunshine Coast, FNQ, MVQ).

MOYNHAM, WAYNE (3AK), 54 Park St, 2000. 61-9931.

NBN (Newcastle). David Jeffreys, 1st Floor, 36-38 Clarence St. Phone 29-2053.

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 (asst mngr), G. R. Spring (radio supervisor), G. C. Hearn (TV supervisor), B. J. Saint (sales promotion mngr).

QUEENSLAND TELEVISION, Yorkshire Hse, 14 Spring St, 2000. 27-8684 (QTQ). Executive: Stafford Warner (Sydney sales mngr).

RADIO ADVERTISING REPRESENTATIVES PTY LTD, Lisgar Hse, 30 Carrington St, 2000. 29-3202. Telegrams: Repsales, Sydney. Sales director: Ken Stevens. (2QN, 2WG, 2BE, 6PM, 6AM, 6KG, 6GE.) KUAM Guam.

RADIO KEMPSEY LIMITED (2KM), 77 King St, 29-4091, 29-7329. Bern Harte (gen. mngr), Garry Delmege (sales prom. exec.).

RICHARDSON, PETER, 54 Park St, Sydney, 2000. 61-9931. (GTV.)

SCOTT, D. N. (See Parker Associated Representations Pty Ltd).

SIMPSON, KEITH, 41 York St, 2000. Phone 29-6291. Sydney sales mngr, 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 St, 23-1057 — (P. J. Shalless).

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 290 La Trobe St, Melbourne, 329-6600. Gen. mngr Ken Bennett, mngr Ron Frank, sales exc. G. Holden, agric. sales R. Resnick. Melbourne manager: John Niere Sales exc. J. Bailey (represents country TV stations RVN, BTV, GMV, CTC). Directors: W. P. Marsden (RVN), P. Twomey (GMV), G. K. Barlin (CTC). Secretary, L. M. Barnett.

TELEVISION TIME SALES PTY LIMITED (see Livingston, David, page 128).

TRANSCONTINENTAL BROADCASTING CORPORATION LTD (2KA), 77 King St, Sydney, 2000. 29-4091, 29-7329. Bern Harte (gen. mngr), Garry Delmege (sales promotion exec.).

TVW, 280 George St, 2000. 28-2860, 28-9060. Stan Fildes (national sales mngr), John Harper (Sydney rep.), Ian Gow (sales).

WIN (Sydney sales office), A. C. Lewis Hse, 159 Kent St, 2000. 27-9123, 27-6820. Rodney Lester (national sales mngr), Ed Angel, Geoffrey Waller (sales execs).

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 mngr).

ANDERSON, HUGH, PTY LTD, 130 Exhibition St, 3000. 63-3674-6 (2UE, 2KO, 2GZ, 2NZ, 2LM, 3GL, 3BA, 4BK-AK, 5AD-PI-MU-SE, 7EX, 7HT, Major Broadcasting Network. CBN, CWN, RTN, TNT). Peter Brian Anderson (representing 2UE, 2KO).

ASSOCIATED BROADCASTING SERVICES LTD, 290 Latrobe St, 3000. PO Box 20275. Phone 329-6022. Telegrams Absradio. (3SR, 3YB, 3UL, 3CS.) Rob Ellenby (sales mngr).

BRISBANE TV LIMITED, W. McGrath, Suite 6, 445 St. Kilda Rd, Melbourne, 3004. 26-1357. (BTQ.)

BROWN, RAY PTY LIMITED, 100 Drummond St, Carlton, 3053. PO Box 211, Carlton Sth, 3053. 34-1103/4. Telegrams Schedule Melbourne. Telex 31717. Central Qld Broadcasting Network (4IP, 4LM, 4LG, 2KY, 2NM, 2NX, SAS-10, 6KY-NA. Ray Brown, John Massey, Barry Cameron.

GARDNER, HOWARD (and David Corser), 88 Acland St, St Kilda, 3182, Vic. Phone 94-4516, 94-4525. Telegrams: Telecentre (ATN).

GILDER, MCGREGOR & ASSOCIATES, PTY LTD, Suite 8, 501 St Kilda Rd, 3004.

Telegrams, Gildrep, Melbourne. 26-6671. (2UW, 6PR-TZ-CI, 4MK, 4KQ, 2HD). Don Gilder, Ian McGregor. Tony Sargeant, Rona Proudfoot.

GROUP REPRESENTATIONS, 430 Little Collins St, Melbourne 3000. 67-1925. 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.)

JEFFREY, E. L. Box 1914R, GPO, Melbourne, 3001. 67-5541. Telegrams: Jeffradio Melbourne. (4BC-SB, 4GR, 4MB, 4RO, 4AY, 4ZR, 2KM, 2KA, 5KA-AU-RM). E. L. Jeffrey (princ.).

MACQUARIE BROADCASTING SERVICE, 382 Latrobe St, 3000. 329-6666. (2GB, 2BH, 2BS, 2CA, 2DU, 2LF, 2LT, 2MG, 2MW, 2PK, 2RG, 2WL, 3AW, 4AM, 4BH, 4BU, 4GY, 4NA, 4KZ, 4VL, 5DN, 6IX-WB-MD-BY, 7HO, 7LA, 7QT, NZBC). Brian Woodyatt (sales mngr).

METREP SERVICES PTY LTD, Miller House, 3rd Floor, 357 Little Collins St, 3000. 67-1744. (DDQ/SDQ, MVQ, TNQ, RTQ, WBQ, 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. Rodney Bunning (Melb. sales mngr), John Ogden (sales exec.).

OATEN-WARD, 341 Collins St, 3000. 62-5723. Telegrams: Oatenward, Melbourne.

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, 2SM, 2WG, 6PM, 6AM, 6KG, 6GE, 6VA, 7BU, 7AD, 7SD, 8DN, KUAM Guam.) J. L. McCormick (mng dir). Sydney office, 30 Carrington St, 2000 (29-3202). Ken Stevens (sales director).

NEIL REEMAN, c/- GTV, 22-46 Bendigo St, Richmond, Vic., 3121. All correspondence to Box 214, PO, Richmond. 42-7229, 42-0201. (NBN).

REPRESENTATION SERVICES AUSTRALIA PTY LTD, Suite 31, 541 St Kilda Rd, 3004. 51-8459. Telegrams: Repservice Melbourne. John W. Bahen (mng), John D. Thom (chief executive). 3MA, 4GG, NZBC-TV.

LEONARD SPARKS & ASSOCIATES, Wellesley House, 126 Wellington Pde, East Melbourne, 3002. 419-2595. Leonard S. Sparks (principal).

STURROCK, J. M. PTY LTD, 343 Little Collins St, 3000. 60-1617 (SES, BTW-GSW, GTS, BKN).

STW (Melbourne office), Stanhill, 34 Queens Rd, 3000. 26-3674. Milton Francis (Melbourne sales mngr).

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, 290 Latrobe St, 3000. 329-6600. 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, 7th floor, 489 Swanston St, 3000. 34-8391. Ian Williams, Victorian sales manager.

TVW LIMITED, 390 Lonsdale St, Melbourne, 3000. Phone 67-1868. George Howell.

VICTORIAN BROADCASTING NETWORK LIMITED, 150 Albert Rd, Sth Melbourne, 3205. 69-7461. Telegrams Radio-centre. Telex 30849. 3CV, 3HA, 3NE, 3SH, 3TR, 4MK. (David Corley, K. Johnson, D. Bellette, K. Dickinson).

VBN TELEVISION PTY LTD, 150 Albert Rd, Sth Melbourne, 3205. 69-7461. Telex 30849. AMV, BCV, GLV, NRN, ECN, STV. (Hugh Lyon, John Aldous, Neil McBeth).

WRAY, C. c/- GTV, 22-46 Bendigo St,

Richmond, Vic., 3121. All correspondence to Box 214, PO, Richmond. 42-2259. (WIN.)

BRISBANE

AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED, 70 Merivale St, Sth Brisbane, 4101. Phone 41-1631. Telex 40607. (4TO, 4CA, 4WK, 2GF, 2CH, 2GN, 2AY, 3BO). Frederic R. Pearce (Qld rep.).

BOWLY PENGLIS & ASSOCIATES PTY LTD, 5th floor, Producers and Citizens Building, 160 Edward St, Brisbane, 4000. (2-6660). Major Network, 2GZ, 2KO, 2NZ, 5AD.

CQBN (Central Queensland Broadcasting Network), Ken Mulcahy, 14th floor, Pearl Assurance House, 379 Queen St, 4000. GPO Box 1150, Brisbane. Phone 2-2281. 4IP, 4LG, 4LM.

MACQUARIE BROADCASTING SERVICE, R. E. Chipp, 43 Adelaide St, Box 906M, GPO, Brisbane, 4001. 2-2002. 2GB, 2AD, 2TM, 2MO, 2RE, 2VM, 2BH, 2BS, 2CA, 2DU, 2LF, 2LM, 2LT, 2MG, 2MW, 2PK, 2RG, 2WL, 3AW, 3BA, 3SR, 3UL, 3YB, 3CS, 4BH, 4GY, 4AM, 4MK, 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 2-9473, 2-9439. DDQ/SDQ, TNQ, RTQ, FNQ, WBQ, MVQ.

WILLIAMS, BEDE & ASSOCIATES, 29 Maxwell St, New Farm, Qld. (58-1600, 58-1436). BCV.

WOOD, ERIC, & SON, 329 Adelaide St, 4000. 2-2735. (6KY-NA, 8DN).

ADELAIDE

COLES, KEITH, R., Northern Insurance Bldg, 95 Currie St, 5000. 51-4926. (Major Broadcasting Network, 2UE, 2KO, 2GZ, 2LM, 2NZ, 3DB-LK, 3BA, 3MA, 3GL, 3TR, 3NE, 3HA, 3SH, 3CV, 4BK-AK, 4CG, 4MK, 6PR-TZ-CI, 6VA, 7EX, 7HT, 8DN, AMV,

BCV, GLV, TNT, RTN, CBN, CWN, NRN, STV, STW, MTN.)

GILDER MCGREGOR & ASSOCIATES PTY LTD, Adelaide enquiries to Suite 8, 501 St Kilda Rd, Melbourne, 3004. Telegrams: Gildrep, Melbourne. 26-6671. (4KQ, 2HD).

HASTWELL, HARRY, 167 Morphett St, 5000. GPO Box 2466. Phone 51-2712. Teleg. Hastmedia. H. F. Hastwell (principal), M. C. Hastwell (sales). TVQ, TEN, ATV, 3XY.

MACQUARIE BROADCASTING SERVICE, c/o 5DN, 201-205 Tynte St, Nth Adelaide, 5006. PO Box 5, Nth Adelaide, 5006. 67-1461. (Representing Macquarie Network and 2AD, 2AY, 2BE, 2BH, 2BS, 2DU, 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).

MacTAVISH, IAN (c/o Metrep Services Pty Ltd), Adelaide enquiries to 357 Little Collins St, Melbourne, 3000. 67-1744. (DDQ/SDQ, WBQ, RTQ, TNQ, FNQ, MVQ.)

MURPHY, K., C/o ADS7, 125 Strangways Tce, Nth Adelaide, 5000. (67-1591). (BTQ).

NWS SALES DEPT, Tynte-st, North Adelaide, 5006. 67-2322.

RADIO ADVERTISING REPRESENTATIVES PTY LTD, Adelaide enquiries to 34 Queens Rd, Melbourne, 3004. 26-3641. (Representing 2SM, 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). P. J. Shalless.

PERTH

LATHAM, T. J. & S. K., 1111 Hay St, West Perth, 6005. 21-5418 (6VA, 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, W1. Aust'n & NZ repr., Len Woolard; TV repr., Basil Sands; 177 Elizabeth St, Sydney, 2000. 61-9059.

CBS ENTERPRISES (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 1929.

In 1932, Parliament enacted the Australian Broadcasting Commission Act, and this brought the Commission into existence on July 1 of that year.

From that date the Commission took over control of the provision of programs from the A class stations.

On September 10, 1954, the Commonwealth Government under terms of the Television Act (1953) appointed the ABC as the authority to provide the national television programs.

RADIO STATIONS

Following are the ABC's medium frequency broadcasting stations throughout the country and their locations:—

AUSTRALIAN CAPITAL TERRITORY

2CN Canberra (1540kcs, 2kw operating power), 2CY Southern Tablelands (850kcs, 10kw).

NEW SOUTH WALES:

(Sydney.)

2BL (740kcs, 50kw), 2FC (610kcs, 50kw).
Regional.

2BA Far South Coast, Bega (810kcs, 10kw); 2CO Riverina & NE Victoria, Albury (670kcs, 10kw); 2CR Western Districts, Orange (550kcs, 50kw); 2LG Lithgow (1570kcs, 200w); 2ML Murwillumbah (560kcs, 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 (940kcs, 2kw); 4SO Southport (1590kcs, 200w); 4MI Mt Isa

(1080kcs, 200w); 4QO Eidsvold (910kcs, 10kw); 4QD Emerald (1550kcs, 50kw), 4QW S & SW Qld, St George (710kcs, 10kw).

SOUTH AUSTRALIA:

(Adelaide.)

5AN (890kcs, 50kw); 5CL (730kcs, 50kw).
Regional.

5CK Lower North Service, Port Pirie (640kcs, 10kw); 5LN Port Lincoln (1530kcs, 200w); 5WM Woomera (1580kcs, 50w); 5MC South East, Mt Gambier (1580kcs, 200w); 5PA South East, Penola (1160kcs, 2kw); 5MV Sth Aust. Upper Murray Service, Renmark (1590kcs, 2kw).

WESTERN AUSTRALIA:

(Perth.)

6WF (690kcs, 50kw), 6WN (810kcs, 10kw).
Regional.

6GF Goldfields, Kalgoorlie (660kcs, 2kw); 6GN Geraldton (830kcs, 2kw); 6WA Wagin (560kcs, 50kw); 6NM Northam (600kcs, 200w); 6AL Albany (650kcs, 400w); 6CA Carnarvon (850kcs, 200w); 6DL Dalwallinu (530kcs, 10kw); 6ED Esperance (840kcs, 1kw); 6BE Broome (670kcs, 50w); 6DB Derby (870kcs, 2kw); 6PH Port Hedland (600kcs, 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

VLG, VLH, VLR (all Lyndhurst, Vic. LG-LH, 10kw, LR, 10kw), VLI (Sydney, NSW, 2kw), VLM, VLQ (Brisbane, Qld, 10kw), VLT, VLK (Port Moresby, Papua, 10kw), VLW-VLX (Perth, WA, LW 10kw, LX 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 Rhode and Schwarz aerial.

Studios: Located Northbourne and Wakefield Avenues, Canberra, ACT.

Operating Hours: Sun., 10.20am-10.15pm; Mon.-Fri., 9.10am-11.40am, 1pm-11pm; Sat., 12 noon-11.15pm.

Technical Facilities: Channel 3 (85-92 meg. vision 86.24 meg. sound 91.74 meg.) 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-10.15pm; Mon.-Fri., 9.10am-11.40am, 1pm-11pm; Sat., 12 noon-11.15pm.

Technical Facilities: Channel 2 (63-70 meg. vision 64.25 meg. sound 69.75 meg. sound). 100kw vision ERP, 20kw sound ERP.

Antenna: 500ft, 820ft above sea level.

ABV Melbourne

Opened: Nov. 18, 1956.

Transmitter and Site: Barnes' Lookout, Mt. Dandenong. Marconi transmitter (through AWA).

Studios: Located Gordon-st, Elsternwick. 53-8181.

Operating Hours: Sun., 10.20am-10.15pm; Mon.-Fri., 9.30am-11.50am, 1pm-11.15pm; Sat., 12.30pm-11.15pm.

Technical Facilities: Channel 2 (63-70 meg. vision 64.25 meg. sound 69.75 meg.) 100kw ERP visual, 20kw ERP sound.

Antenna: 364ft, situated 2300ft above sea level, Mt Dandenong.

ABQ Brisbane

Opened: Nov. 2, 1959.

Transmitter and Site: Mirrinbul, Mt Coot-tha. Marconi transmitter and aerial (through AWA).

Studios: Located 612 Coronation Drive, Toowoong.

Operating Hours: Sun., 10.20am-10.10pm; Mon.-Fri., 10.30am-12noon, 1pm-11pm; Sat., 1pm-11.15pm.

Technical Facilities: Channel 2 (63-70 meg. vision 64.24 meg. sound 69.74 meg.) 100kw ERP visual, 20kw ERP sound.

Antenna: 500ft, situated 1370ft above sea level, Mt. Coot-tha.

ABS Adelaide

Opened: March 11, 1960.

Transmitter and Site: Mt. Lofty. Marconi transmitter and aerial (through AWA).

Studios: Located Main North East-rd, Collinswood.

Operating Hours: Sun., 10.20am-10.10pm; Mon.-Fri., 9.00a.m.-11.40am, 12.10pm-10.50pm; Sat., 1pm-11.15pm.

Technical Facilities: Channel 2 (63-70 meg. vision 64.26 meg. sound 69.76 meg.) 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.

LAST YEAR

we had 599,131 hours on the air, from 92 radio stations; 230,532 hours of TV transmission from 59 stations.

THIS YEAR

we'll have more

News...Current Affairs
Music...Sport
Drama



ABC RADIO &
TELEVISION

Operating Hours: Sun., 10.20am-10.10pm; Mon.-Fri., 9.30am-11.50am, 1.30pm-10.45pm; 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 Rhode and Schwarz aerial.

Location of studios: Harrington-st, Hobart.

Operating Hours: Sun., 10am-10.10pm; Mon.-Fri., 9.15am-11.50am, 1.30pm-10.45pm; Sat., 12.30pm-11.15pm.

Technical facilities: Channel 2 (63-70 megs, vision 64.24 megs, sound 69.74 megs); 100kw ERP visual, 20kw ERP sound.

Antenna: 300ft, situated 4465ft above sea level, Mt. Wellington.

COUNTRY STATIONS

Stations opened in 1963: ABEV Channel 1, Bendigo (April 29); ABRV Channel 3, Ballarat (May 20); ABHN Channel 5, Newcastle (June 5); 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 ABGN 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).

Translator stations (relaying programs of parent stations) at Queenstown, Rosebery, South Launceston, Stanley, St Mary's, Gowrie Park (Tas.), Lithgow, Armidale, Kyogle, Bonalbo, Glen Innes, Walcha, Goulburn, Mudgee, Kandos-Rylstone (NSW), Warrnam-

bool/Pt Fairy, Portland, Alexandra, Orbost (Vic.), Townsville, Monto, Gympie (Qld).

COMMISSIONERS AND EXECUTIVES

Commissioners of the ABC: Sir Robert Madgwick, OBE, MEd, 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.

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, G.P.O., Sydney. Phone 31-0211. News Department: 164-172 William St. Cables and telegrams BROADNEWS.

MELBOURNE: ABC Bldg, 529 Lonsdale-st. Telegrams Broadcast, Melbourne. News Department: Broadnews, Melbourne. Phone 67-6911.

BRISBANE: Manager, 612 Coronation Drive, Toowong. Phone 7-3161. Telegrams Broadcast, Brisbane.

ADELAIDE: Manager, Hindmarsh Square. Phone 23-2272. Telegrams Broadcast, Adelaide.

PERTH: Manager, 191 Adelaide Tce. Phone 23-0341. Telegrams Broadcast, Perth.

HOBART: Manager, ABC Bldg, Elizabeth St. Phone 23-7821. Telegrams Broadcast, Hobart.

PAPUA/NEW GUINEA: Manager, Hubert Murray Highway (5 mile), Boroko, Port Moresby. Telegrams Broadcast, Port Moresby.

LONDON: European representative, Australian Broadcasting Commission, 54 Portland Place, WIN, 4DY. 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: M. J. Carlton, representative, Djakarta, Apartment 33-34, Djalan Kebon Sirih 40, Djakarta, Indonesia. Cables Austcast Djakarta.

NEW DELHI: R. Weaver, representative, New Delhi, 116 Sunder Nagar, New Delhi, 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. G. Shaw, Asian representative, 15 Peck Hay Rd, Singapore 9, Singapore. Cables Austcast, Singapore.

Radio production units

- *Transcription distributors*
- *Recording facilities*

ADVENT RADIO-TELEVISION PRODUCTIONS, 150 Fox Valley Rd, Wahroonga, NSW. 2076. Phone 48-3873, 48-3875.

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: Director, 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, 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 (chief eng.), Norma Rees (studio mngr), John Sayers, Alan Pay, Philip Webster, Ern Rose (production engineers).

Facilities: Three studios equipped with 1/2 inch 4-track Ampex and Scully recorders. Main studio also offers one inch 8-track Scully recorder, plus stereo mixing desk with stereo EMT reverberation plate. 35mm & 16mm closed circuit telecine chain for post-sync to image. Nagra pilot-tone. 16mm and 17.5mm transfer recorders. Complete disc recording and processing service.

Australian-produced music library available.

Specialises in origination and production of advertising jingles, music for documentary films and production of pop records for major record companies. Demonstration tapes and discs available on request.

AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED. Recording Department, 47 York St, Sydney, 2000. (2-0233). Telegrams, Expanse, Sydney. Producers of transcriptions, radio commercials, TV film sound tracks and gramophone records.

Executives: K. Johns (recording 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. 17 1/2 mm interlocked film recorder. High speed Ampex tape duplicating. Neuman mono and stereo disc cutting lathes. Complete production service. Comprehensive music and sound effects library. Mobile OB mono and stereo recording equipment.

Representatives: AWA Melbourne, Brisbane, Perth, Wellington (NZ), London.

ARTRANS 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.

BEA RECORDING STUDIOS — Broadcast Exchange of Australia Pty Ltd, 643 Chapel St, South Yarra, 3141. (24-7483-4-5-6). 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: Jim Berinson (mng dir), H. M. Berinson, K. O. Donoghue.

Produces radio commercials and programs, creative copywriting and casting.

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.

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).

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 JINGLE WORKSHOP PTY LTD, 420 St Kilda Rd, Melbourne, 3004. Phone 26-3199, 26-3499.

Directors: Bruce Clarke, Georgia Clarke.

Associates: Dick Healey, Graeme Perry.

Studio co-ordination: Pauline Harber.

TV, film and radio sound recording studio. Specialises in creation of jingles and sonic concepts. Staff arrangers, composers and talent. Two studios available for all types of spoken announcement recordings and music sessions.

Large acoustically treated studio with sliding wall to allow assortment of studio shapes for different orchestral combinations and sound colorations. Full tape to disc handling and despatch service; large mood music library; large sound effects library; 12inch promotional disc Sonic Design and tapes of actors' voices available on request.

ALAN DEAN ENTERPRISES PTY LTD, 96 Glebe Rd, Glebe, 2037. Phone 660-3372,

660-3466, 660-3923, 660-3166.

EMI (AUSTRALIA) LIMITED, Emitron Hse, 301 Castlereagh St, Sydney, 2000. Phone 2-0912. Telegrams Emitron, Sydney.

Studios: Three recording studios, each with own control room fitted with special consoles and three multi-track recording machines; 35mm and 16mm telecine machines; full disc processing service.

Branches: All States.

I/state Repr.: John Havre, 422 Collins-st, Melbourne, Vic., 3000. (67-3011). O'seas Principal: Electric & Musical Industries Limited, Hayes, Middlesex, England.

FIDELITY RADIO PTY LTD, 365 Kent St, Sydney, 2000. (2-0270). Cables Twouw. (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 (mngr), R. James (sales mngr).

Library of over 35,000 1/2 hr transcriptions.

Repr.: Radio Advertising Representatives, Stanhill, 34 Queens Rd, Melbourne, 3000 (26-3641); 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, P. Power (secy), I. S. Caithness (gen. mngr), J. L. Crane, L. L. Mason, K. D. Grant (NSW mngr).

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.

State Repr.: Hayes Advertising Agency Pty Ltd, Commerce Hse, 161 Clarence St, Sydney, 2000. (29-5973). K. David Grant, manager.

HEPWORTH PRODUCTIONS, 34 Jamison St, Sydney, 2000. (27-6299). Program producers.

Director: R. C. Hepworth.

DONOVAN JOYCE RADIO PRODUCTIONS, c/o Grace Gibson Distributors Pty Ltd, CML Building, 60 Hunter St, Sydney, 2000. (221-2466), Cables: Gragibson, Sydney. Program producers.

KLARION ENTERPRISES PTY LTD, 321 William St, Melbourne, 3000. (329-7900).

Directors: B. K. Horman, J. H. Horman.

Executives: B. K. Horman (mng dir), A. T. Taylor (secy-acnt), J. A. Hunn (design & research eng.), G. P. Lee (chief rec. eng.).

High speed tape duplicating service with facilities for any speed, full, half and quarter track, either stereo or mono; Ampex 3300B high speed duplicator.

Aust. agent for Otari high speed tape duplicators and tape cartridge winding machines; Bogen tape recorder heads.

KOFFEL, DAVID, FILM & TV PRODUCTIONS. Administrative offices, 106-110 Goulburn St, Sydney, 2000. Phone 61-9551 (6 lines).

Managing Director: David Koffel.

Executive director: Ralph D. Hogg.

Recording studios fully equipped with mixing consoles, turntables, eight-channel magnetic recording, Presto disc-cutting heads, disc processing service. 16mm, 35mm and CinemaScope sync projection.

2GB RECORDING DIVISION, 136 Phillip St, Sydney, 2000. (2-0360).

Executive: K. Freeman (facils. mngr).

Facilities: Full audio facils, including high-speed multiple tape dubbing.

Repr.: See 2GB-Macquarie.

MOONEY-WEBB TV & RADIO UNIT PTY LTD, (associate company of Mooney-Webb Pty Ltd and Webb Publicity Pty Ltd), 25-27 Rathdown St, Carlton, Vic., 3053. (34-3149).

Directors: E. J. Webb, I. Gorman.

NATEC SOUND STUDIOS PTY LTD, 29 Bligh St, Sydney, 2000. Phone 28-5741.

NATEC sound studios

3rd FLOOR, 29 BLIGH STREET, SYDNEY. 28-5741

*Recording a single voice or a choir—
a single instrument or an orchestra...*

Our facilities, engineering know-how, and production experience ensure your ideas becoming a "sound" reality.

- 4-track multi-channel music recording.
- Comprehensive music and effects library.
- Quick service disc processing.
- Film mixing to 35mm or 16mm image.

Good sounds come from NATEC — we'd like you to hear them.

Executives: R. L. Salkeld (mng dir.), J. R. Crane (creative dir.), C. K. Crane (dir.).

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.

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 412-2469, 86-3610.

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. Kiaran O'Connell, OFM.

Religious transcription service.

3UZ RECORDING DEPARTMENT, 45 Bourke St, Melbourne, 3000. Phone 63-3511.

Full range program and commercial production facilities.

Enquiries: G. Andrew (3UZ sales mngr).

PERFECTIONISTS

In cutting your master discs, Ranger Recordings are perfectionists about getting high recorded levels with unusually low distortion, long playing times, lower distortion at the end of side and minimum of lacquer marks.

The result?

A faithful copy of your tape... crisp and sparkling sound. Either monaural or stereophonic format. For prompt service, contact:

Ranger Recordings

Suite 107, Equity House
284 Victoria Avenue
Chatswood, NSW, 2067
Phone 412 2496

RECORD COMPANIES AND THEIR LABELS

THIS information was compiled by the Commonwealth Bureau of Census and Statistics from returns of establishments engaged in the manufacture of phonograph records, and indicates current production trends.

| Period | Record players (in case or cabinet) (a) | Cabinets for radios, radiograms & TVs | Single play (^{'000}) | Extended play | Long play |
|----------------------|-----------------------------------------------------|------------------------------------------------------|---------------------------------------|------------------|--------------|
| | Year 1966-67 | 80.1 | 363 | 4,727 | 2,103 |
| 1967-68 | 78.0 | 404 | 5,296 | 1,869 | 6,868 |
| 1968-69 | 89.1 | 480 | 6,534 | 1,699 | 9,377 |
| Latest 6 months 1969 | 34.6 | 222 | 3,236 | 719 | 5,106 |
| Same 6 months 1968 | 21.2 | 172 | 2,860 | 839 | 3,043 |
| Latest 3 months 1969 | 15.6 | 116.6 | 1,461 | 338 | 2,574 |
| Same 3 months 1968 | 10.3 | 94.9 | 1,357 | 366 | 1,408 |
| Month—1968 | | | | | |
| May | 4.15 | 34.3 | 515 | 126 | 567 |
| June | 2.42 | 28.9 | 426 | 129 | 442 |
| July | 3.68 | 37.4 | 428 | 119 | 563 |
| August | 5.24 | 39.3 | 511 | 187 | 657 |
| September | 7.35 | 36.6 | 524 | 127 | 700 |
| October | 11.86 | 54.1 | 504 | 208 | 655 |
| November | 14.25 | 54.8 | 606 | 201 | 953 |
| December | 12.14 | 36.3 | 724 | 136 | 744 |
| 1969 | | | | | |
| January | 5.02 | 20.5 | 698 | 137 | 762 |
| February | 5.93 | 39.3 | 527 | 128 | 827 |
| March | 7.97 | 45.6 | 550 | 116 | 943 |
| April | 6.31 | 35.5 | 469 | 94 | 749 |
| May | 5.47 | 50.0 | 580 | 153 | 1,042 |
| June | 3.86 | 31.1 | 412 | 91 | 783 |

(a) Complete with built-in amplifier, speaker(s) and record player in case or cabinet.

SYDNEY

AMALGAMATED WIRELESS (AUSTRALASIA) LTD, 47 York St, Sydney, 2000. Phone 2-0233.

Director: Sir Lionel Hooke (chrmn & mng dir.).

Executive: K. Johns (recording mngr).
Label: Radiola.

I/State Distributors: Branches, 167 Queen-st, Melbourne; 70 Merrivale-st, Brisbane; 497 Murray St, Perth; Wills & Co., 7 Quadrant, Launceston.

AUSTRALIAN RECORD COMPANY LTD, 11-19 Hargrave St, East Sydney, 2010. Box 267, PO, Darlinghurst, Sydney, 2010. Phone 31-0255. Telegrams Colrecord, Sydney.
Labels: CBS, Warner Bros, Reprise, Kapp,

Epic, Hickory, Chess, Palette, Harmony, Fiesta, 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 (chmn), Sir Joseph Lockwood, George A. C. Keirnan, Richard G. C. Parry Okeden, CMG, CBE, Vivian J. Chalwin, Joseph W. R. Hughes, ISO, Alfred J. Wyness, Joseph G. Stanford, Norval W. Scott, Herbert E. L. Millard.

Labels: HMV, Columbia, Parlophone, Capital, Decca, Angel, London, Disneyland, Ace of Clubs, Vocalion, Stateside, Buena Vista, Ace of Diamonds, Viking, Tamla Motown, Deram, Regal, Apple, Harvest, Immediate, Waverley.

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 (chrmn), 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, A&M, Atlantic, Atco, Avco Embassy, Crescendo, Crewe, GRT, International Artists, Jad, LHI, Laurie, Liberty, (Imperial, World Pacific, Soul City, Fantasy) — Metromedia, Monument, Mr G. Paramount/Dot, Paula, Project 3, Ranwood, Scepter, Shelby Singleton SSS, Stereo Dimension, Stax, Sun, Superscope, 20th Century Fox, United Artists; Europe: — Barclay, Carnaby, Durium, Eurovox, Elite, Island, Page One, Penny Farthing, Riviera, Tarantula Festival International; Asia: — King; Canada: — Canadian Music, Sparton.

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, Budda Cama, Sutra.

Branches: 252-264 Sturt St, Sth Melbourne. (69-0141); 56-58 Cordelia St, Sth Brisbane. (42-471); 11-13 West Terrace, Adelaide. (51-6051); 672-4 Murray St, Perth. (21-3131).

RCA LIMITED, 11 Khartoum Rd, Nth Ryde, NSW, 2113. Phone 88-5444. Telegrams RCA Aust.

Director: J. W. Tyler (mng dir).
Executives: W. J. Walsh (gen. mngr record div.), R. D. Walsh (gen. mngr technical products), A. J. Turner (controller).

Labels: RCA Victor, RCA Red Seal, RCA Camden, RCA Victrola, Bluebird, Vintage. Custom recording facilities available.

I/State 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 (mngr).
Labels: Argo, Dr Murray Banks, Express Language Teaching Records, Angelicum, Harmonia Mundi.

STUDIO 20 PRODUCTIONS, 367-369 Bourke St, Darlinghurst, Sydney, 2010. Phone 31-3383.

Executives: R. C. Ayres (director-producer), B. K. Beames (design research engineer).

Label: Studio 20.
Representatives all world capitals.

MELBOURNE

ASTOR ELECTRONICS PTY LTD, head office—Astor Centre, 1090-1140 Centre Rd, Clayton, 3169. Telephone: 544-2444.

Labels: Astor, Colpix, Audio Fidelity, Vanguard, Hifirecord, Crown, Elektra, B.T. Puppy, Nonesuch, Century 21, Trans-atlantic, Tradition, Somerset, Alshire, Salem, MTA, Bravo, Amaret, Everest, Rediffusion, MCA.

Agency: USP-Benson.
I/State repr.: Branches, 443 Concord Rd, Rhodes, NSW. (73-0211), K. Wilson (mngr); Tarragindi Rd, North Salisbury, Qld. (47-4888), N. Burton (mngr); 81-97 Flinders St, Adelaide (23-4022), H. Woodcock (mngr); 28 Belmont Ave, Belmont. (65-4199), A. Wearne (mngr); 199 Collins St, Hobart (2-2711), J. Kelly (mngr); 186 York St, Launceston. (2-4599), J. Griggs (mngr).

NEW SYSTEM PROCESSING, 56-58
Lothian St, Nth Melbourne, 3051. Phone
30-1839.

Directors: Carl Harvey (mng dir), J. D.
Harvey.

Production mngr: Harrie Eilbeck.
Independent record manufacturers.

W&G RECORD PROCESSING CO. PTY
LTD, 185-187 a'Beckett St, Melbourne, 3000.
Phone 329-7255.

Executives: E. A. White (dir), R. J. Gilles-
pie (dir), B. A. Simm (mng Custom dept &
studio), M. D. Angus (gen. sales mng), J.
Varney (publ. & A&R).

Labels: W&G, Gem, Diaphon, Carisch,
Ember UK, Hansa, Carosello, Juke Box,
Ambassador, Marvel.

Istate Repr.: 30-40 Gibbens St, Camper-
down, NSW; 70 Bowen St, Brisbane, 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, Syd-
ney, NSW, 2000. Phone 28-2141.

Library manager: Henry Adler.
Representing the recorded background
music libraries of Francis, Day & Hunter
Ltd (FDH Mood Music), Keith Prowse Music
Ltd (KPM) and CBS Television (Trans-
World).

BOOSEY & HAWKES (AUSTRALIA)
PTY LIMITED, National Building, 250
Pitt St, Sydney, 2000. Phone 61-9046. Tele-
grams 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 transcrip-
tions, 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 publish-
ers), 68-70 Clarence St, Sydney, NSW. GPO
Box 1486, Sydney, 2001. Phone 29-4681 (3
lines). Telegrams, cables Symphony, Sydney.

Executives: W. B. Ahrens (mng for Aus-
tralia and New Zealand), Bill Donaldson
(professional mng), 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. Back-
ground 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 & tele-
phone numbers as above): Spooone 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,
Cricket Music Pty Ltd, Target Music Co.,
Kangaroo 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. Tele-
grams Paling Sydney.

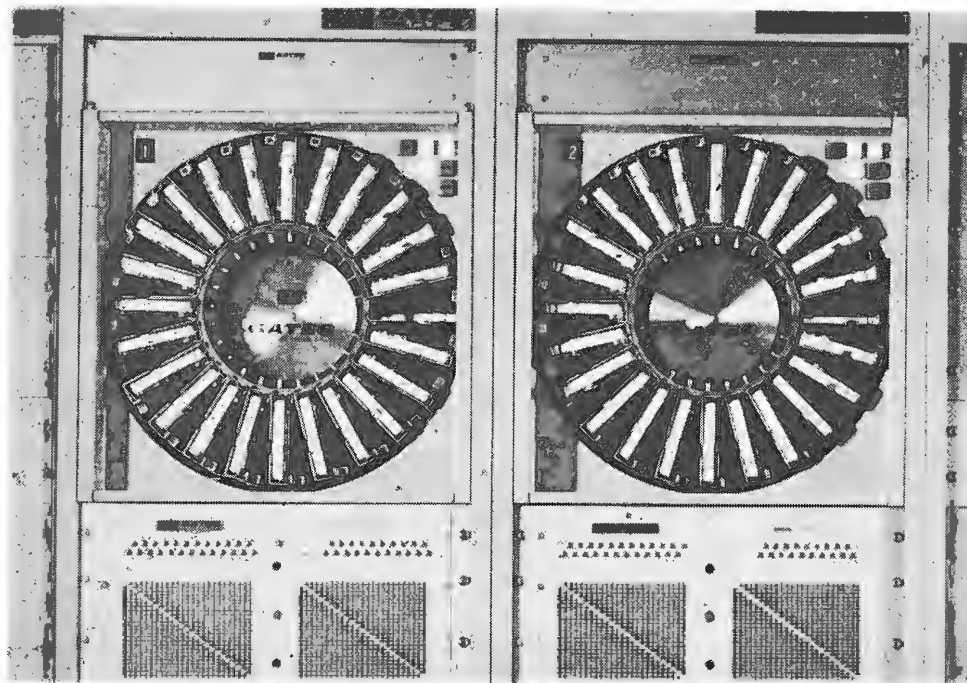
Complete catalogue of background, mood
and theme music for radio, television and
films from the Impress (Inter-Art) library.

Also sole agents for the Paxton and Brull
(harmonic) transcription libraries.

PLANNED MUSIC SYDNEY PTY LTD,
Phone 2-0360. Telegrams Plandmusic, Sydney.

Directors: R. P. Falkingham (chrnm), S.
R. I. Clark, L. N. Schultz.

Executives: C. W. Gidley (gen. mng). J.
Thomason (chief eng.), A. Mather (district
Muzak background music services).



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 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

INTERSTATE REPRESENTATIVES:

N.T.: Pfltzner's Music House, Smith Street, Darwin. Tel. 3801
 Q'land: Sydney G. Hughes, 154-158 Arthur St., New Farm, Brisbane. 58 1422
 S.A.: Eilco Sales Pty. Ltd., 7-9 Osmond Terrace, Norwood, S.A. Tel. 63 4844
 Tas.: K. W. McCulloch Pty. Ltd., 57 George Street, Launceston. Tel. 25322
 W.A.: Athol M. Hill, 613-615 Wellington Street, Perth. Tel. 21 7861

Services to radio stations

- *Studio, recording and transmission equipment*

SYDNEY

AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED (Engineering Products Division), 422 Lane Cove Rd, Nth Ryde, NSW, 2113. Phone 88-6666. Branch offices in all State capitals.

Consultants for all aspects of broadcast engineering including field strength surveys and site evaluation.

The AWA range of Australian manufactured equipment covers: MF and HF transmitters, radiators and transmission lines, remote controls and associated equipment. A full range of studio equipment is available including up to date solid state units.

AWA will evaluate, design, manufacture and supply every type of equipment for the broadcasting industry.

Associates of the Marconi Company of England and Australian distributors and agents for Sony professional audio equipment including recorders and microphones, AKG Microphones, Revox Tape Recorders and amplifiers. Schafer automated program channels and Kahn broadcasting equipment.

AUDIO ENGINEERS PTY LTD, 342 Kent St, Sydney, 2000. Phone 29-6731. Cables Audeng, Sydney.

Executives: R. C. Fitzsimmons (mng dir), D. K. Fletcher (sales mngr), J. L. Barber (service mngr).

ALLEN & URQUHART PTY LTD (Incorporating Deeco 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.

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.

AUDIO VIDEO INDUSTRIES, 29 Hotham Pde, Artarmon, 2064. Phone 439-1942.

Proprietor: W. F. Porter.

Audiorecorders, 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 St, Sydney. 2000. Phone (02) 29-6144.

Directors: R. C. Auriema, New York; B. Phillips III, New York; F. Fisher, London; F. Scharf, Sydney.

Executives: F. Scharf (mng dir.), E. E. Fawle (sales mngr).

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).

CORDON BLEU AGENCY, 173 Sussex St, Sydney. Phone 29-7618. Cables: Cordon Bleu.

Directors: John D. Dedrick (mng dir.), Mrs S. J. Widmer (secty), John Braithwaite, Miss Bobi Nicholas (associate).

Executives: John D. Dedrick (mng dir.), Miss Bobi Nicholas (agency mngress).

Operations: Booking of artists and 'pop groups'.

Subsidiary: Cordon Bleu Productions and Promotions Pty Ltd.

State repr.: Adelaide — R. E. Dedrick, 6 Gaskin Rd, Flinders Park, SA.

R. H. CUNNINGHAM PTY LTD, 64 Alfred St, Milson's Point, NSW, 2061. Phone 929-8066. Telegrams: Cunnig. Head office Melbourne (see Melbourne entry).

Directors: R. H. Cunningham, Mrs K. M. Cunningham, E. Danin.

Executives: R. H. Cunningham (mng dir), Mrs K. M. Cunningham (purchasing dir), 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.

Co., 30 Grimes St, Auchenflower, 4066. (7-4097).

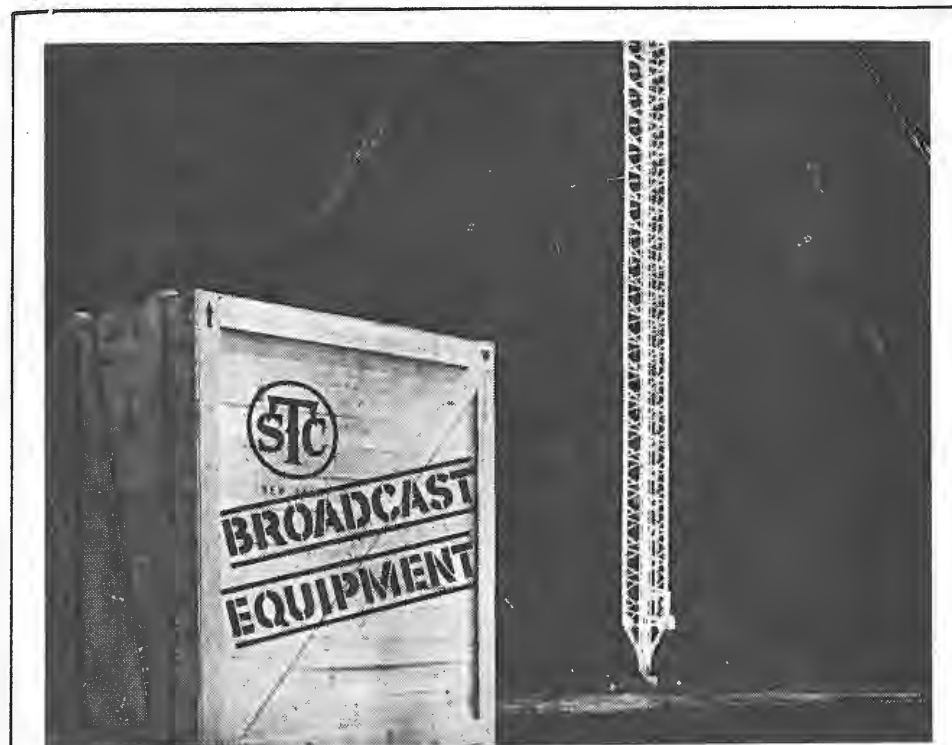
DONALD DAGGETT PRODUCTIONS, 54a Beecroft Rd, Beecroft, 2119. Phone 84-4280.

Australian agent & distributor: Mellotronics program effects generator, Mellotron-300; Keller sound recording equipment, editing tables; Technoexport TK-3 animation camera, studio and laboratory equipment.

EMI (AUSTRALIA) LTD, Emitron Hse, 301 Castlereagh St, Sydney, 2000. Phone 2-0912. Telegrams, Emitron, Sydney.

Full sound recording facilities for TV, radio and film. 3 studios, 3 multi-track tape recorders. Disc processing in mono and stereo.

See also Services to TV.



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For further information contact Standard Telephones and Cables Pty. Limited, Radio Transmission Division, Moorebank Avenue, Liverpool, N.S.W. 2170. Phone 602-0333. Melbourne 480-1255. Canberra 49-8667. Brisbane 47-4311. Adelaide 51-3731. Perth 21-6461.

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FALK, FRED, A. (SALES) PTY LTD, 28 King St, Rockdale, NSW, 2216. Phone 59-4783. Telegrams, Gramofalk, Sydney.

Dual recordchangers and players. Dual tape recorders and portable stereo systems.

GOLDRING ENGINEERING (A'SIA) PTY LTD, 443 Kent St, Sydney, 2000. Telegrams Goldringkent.

Directors: F. Scharf, E. Edel.

Executive: Alan Obrart (gen. mngr).

Manufacturers of hi-fi equipment, importers of Grundig — Germany Goldring lenco turntables.

Agency: Compton Advertising.

Pstate repr.: 162 Pelham St, Melb.; 415 Adelaide St, Brisbane; 32 Northwood St, Leederville, WA; Farley & Fany, 75 Wright St, Adelaide, SA. O'seas: Goldring Manufacturing (GB) Ltd, 486-488 High Rd, Leytonstone, London. E11.

GRANGER ASSOCIATES, 1-3 Dale St, Brookvale, NSW, 2100. Phone 93-6288.

Director: Dr J. V. N. Granger, A. Batley, K. W. Rhodes, R. Mondel, R. J. Roberts, M. J. Ottey, C. M. Carr.

Executives: C. M. Carr (mng dir), R. Roberts (dep. mng dir), M. J. Ottey (sales mngr). Bauer broadcast transmitters, consoles, etc.

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'seas: Photophone Equipments Ltd, Sandhurst Bridge, 532 Sardar Vallabh-bhai Patel Rd, Bombay 7, WB, India.

MAGNECORD INTERNATIONAL PTY LTD, 276 Castlereagh St, Sydney, 2000. Phone 61-9881. Maurice D. Chapman (dir.).

Magnecord magnetic recording equipment. Soundscriber 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 Trimincos, Sydney.

Principal 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) (salesmen — Ken Popple, Rob Hammond); Melbourne — 17-23 Queensbridge St, Sth Melbourne, 3205. (61-3841). (salesman — David Pearson); Brisbane — Sebel Bldg, 6-8 Edmonstone Rd, Mayne, 4006. (mail GPO Box 1834W) (51-5661) (sales — John Mason); 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).

PHILIPS ELECTRICAL PTY LTD, head office, 69-79 Clarence St, Sydney, 2000. Phone 2-0223. Telegrams, Argenta.

All types studio recording equipment.

PHILIPS TELECOMMUNICATIONS OF AUSTRALIA LIMITED, 22 Whiting St, Artarmon, NSW, 2064. Phone 43-4087.

J. B. Vasey (NSW branch mngr).

All types VHF two-way radio equipment.

PLESSEY ELECTRONICS PTY LIMITED, 13 Botany St, Redfern, NSW 2016. Phone 69-6861. 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 412-2469, 86-3618.

Executives: Ross Sheard (proprietor/gen. mngr), Frank Sheard (secty), Lola Sheard (mngr).

Specialises in outside broadcast recordings to be transferred to master disc, and provides a high quality tape to disc transfer service, both for direct playback and lacquer mastering.

RCA LIMITED, 11 Khartoum Rd, North Ryde, 2113. Phone 88-5444.

Executives: J. W. Tyler (mng dir), A. J.

Turner (controller), W. J. Walsh (gen. mngr, record div.), R. D. Walsh (gen mngr, tech. prods. div.), G. J. Cutler (mngr — national sales, tech. prods. div.).

Marketing and manufacturing 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 (up to 100 watts), microphones, loud speakers.

Audio design and consultancy service.

Australian distributors for Elac turntables, Fisher amplifiers and speakers.

SKILFAST PTY LTD, 5 Bermill St, Rockdale, NSW, 2216. Phone 59-5655. F. E. Watmough (mngr).

Radio-TV masts.

STANDARD TELEPHONES AND CABLES PTY LIMITED, Moorebank Ave, Liverpool, NSW, 2170. Phone 602-0333. Telegrams Stanliv, Liverpool.

Chairman & managing director: Sir Samuel Jones.

Advisory service on all aspects of broadcast engineering covering consultation, field strength survey, site evaluation and installation.

I/state Repr.: STC offices at Perth, Canberra, Melbourne and Wellington, NZ; Unbehaun & Johnstone Pty Ltd, Adelaide; M. J. Bateman Pty Ltd, Perth; W. & G. Genders Pty Ltd, Hobart, Devonport, Burnie and Launceston; Fred Hoe & Sons Pty Ltd, Brisbane. O'seas: International Telephone and Telegraph Corporation, New York, and associated companies throughout the world.

STUDIO 20 PRODUCTIONS, 367-369 Bourke St, Darlinghurst, Sydney, 2010. Phone 31-3383.

Director-producer, R. C. Ayres; design and research engineer, B. K. Beames.

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.

VARIAN PTY. LTD, 38 Oxley St, Crows Nest, NSW, 2065. Phone 43-0673.

Suppliers of electron tubes for power amplifier sockets in broadcast or television transmitters.

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B&T Advertising, Marketing & Media Weekly, Box 2608, G.P.O., Sydney, 2001. (Phone 61-8143); or with Ray Brown Pty. Ltd., Box 211, Carlton South, Victoria, 3053. (Phone 34-1103).

MELBOURNE

ANTENNA ENGINEERING AUSTRALIA PTY LTD, 21 Rooks Rd, Nunawading, Vic. 3131. Phone 874-0509. Cables Antenna, Melbourne.

Antennas: Products include parabolas, TV translators, antennas, OB communications and mobile antennas, antenna measurement services, and systems design and installation. Cavity filters, helical resonators, diplexers and multi-couplers.

Masts and towers for communications systems.

CANNON ELECTRIC (AUSTRALIA) PTY LTD, 58 Cluden St, Brighton East, Vic., 3187. Phone 92-8822. Telegrams Cannonelec, Melbourne.

Manufacturers of Cannon electrical connectors and Welwyn Power Metox resistors. Agents for Motorola semi-conductors, Sprague capacitors, Welwyn resistors.

Agency: Hayes Publicity.

COLLINS RADIO COMPANY (AUSTRALASIA) PTY LIMITED, Hooker Hse, 327 Collins St, Melbourne, 3000. Phone 61-2626. Telegrams Colinrad.

Directors: T. C. Lee (mng dir), J. V. Warner, J. H. Punter.

Sales and service of own brand equipment. O'seas Repr.: Collins Radio Company, Cedar Rapids, Iowa, USA.

CONSOLIDATED ELECTRONICS PTY LTD, 505 Lygon St, East Brunswick, Vic, 3057. Phone 36-3711.

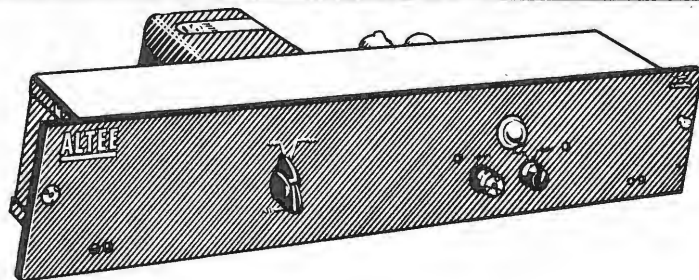
Manufacturers of Cuemaster Cartridge machines. Record/Replay, Replay only and telephone delay types, design and construction of specialised equipment engineered to customers requirements.

Importers and distributors of: Audio Devices magnetic recording tape, computer tape, instrumentation tape, disk packs, audio-disc, master discs, audiopak tape cartridges, and magnetic film. Brandenburg regulated high voltage, high stability power supplies. Fidelipac tape cassettes. Nortronics record, replay (single and multi-track) and erase heads. Viking cartridge decks. Perfection Mica netic and conetic magnetic shielding sheet and foil, magnetically shielded tape carrying cases.

Also Delta Electronics high frequency antenna, Elron Electronic Industries Ltd, frequency counters, Gates Radio Co. broadcast television and commercial transmitters, linear amplifiers, SSB transceivers.

R. H. CUNNINGHAM PTY LTD, 608 Collins St, Melbourne, 3000. PO Box 4533,

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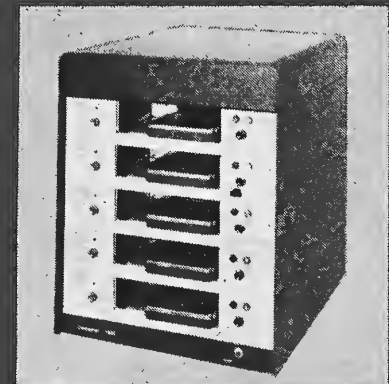
Australian National Distributors:

Simon Gray Pty. Ltd.

Head Office: 28 Elizabeth St., Melbourne, Vic. Tel. 63 8101
Sydney Office: 22 Ridge St., North Sydney, N.S.W. 929 6816
Canberra Office: 31-33 London Circuit, Canberra City, A.C.T. Tel. 49 6050

INTERSTATE REPRESENTATIVES:

N.T.: Pflitzer's Music House, Smith Street, Darwin. Tel. 3801
Q'land: Sydney G. Hughes 154-158 Arthur St., New Farm, Brisbane. 58 1422
S.A.: Elco Sales Pty. Ltd., 7-9 Osmond Terrace, Norwood, S.A. Tel. 63 4844
Tas.: K. W. McCulloch Pty. Ltd., 57 George Street, Launceston. Tel. 2 5322
W.A.: Athol M. Hill, 613-615 Wellington Street, Perth. Tel. 21 7861



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In addition, we can also supply you with Audio recording tape, Audiopak and Fidelipac cartridges and cassettes, Nortronics multi-purpose tape heads.

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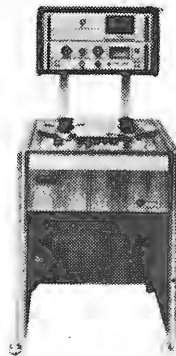
505 Lygon Street, Brunswick, Victoria
Phone 363711, Cable Hippo Melbourne

Agents: Qld. F. Hoe & Sons Pty. Ltd. 474311, S.A. Tyquin Distributors Pty. Ltd. 578153, W.A. Purvisonic Sound 302678, A.C.T. Eagle Accessories 40083.



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NSW 13 Botany Street Redfern 2016
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3001. Phone 61-2464. Telegrams, Cunnig Melbourne, Sydney: 64 Alfred St, Milsons Point, 2061, NSW. Phone 929-8066. Telegrams Cunnig, Sydney. 34 Wolyaway, Balga, WA. 6061. (49-4919).

Directors: R. H. Cunningham, Mrs K. M. Cunningham, E. Danin.

Executives: R. H. Cunningham (mng dir), Mrs K. M. Cunningham (purchasing dir), 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.

State repr.: Brisbane, L. E. Boughen & Co., 30 Grimes St, Auchenflower, 4066. (7-4097).

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 92-3890.

Australian national distributors: Ampex sound recording and playback equip. Ampex portable video recorders and videotape. Ampex audio tape; Altec Lansing studio monitor loudspeaker systems; ATC single and multiple recording machines, 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; Fi-Cord tape recorders and dictating machines; Fidelipac endless loop tape cassettes; Gramplan disc-recording amplifiers and cutter heads; Harcroft sapphire disc-recording and cutting styli; KRS single and multiple cassette recording machines; Leak audio amplifiers; Magnasync communication and sprocketed film recorders; 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 cassette tape recorders; Sonocol audio tape; Tandberg tape recorders; Tuchel connectors; Vega radio microphone systems; Cecil Watts record care accessories; Wharfedale loudspeakers; Sansui amplifiers 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. Head office: 91 Murphy St, Richmond, 3121. Phone 42-3921. Telegrams & cables: Rola Melb.

Executives: D. G. Mulder (gen. mngr), N. W. Hamilton (sales mng—equip. unit).

Sydney office: 13 Botany St, Redfern, 2016. Phone 69-6861. Telegrams & cables: Plesspac Sydney. J. Engel (NSW representative).

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.

State representatives: Athol M. Hill, 613 Wellington St, Perth, 6000; L. E. Boughen & Co., 30 Grimes St, Auchenflower, Queensland, 4066; Dynamic Industries Pty Ltd, 227 West Beach Road, Richmond, 5033; B. J. Electric Pty Ltd—23 Frederick St, Launceston, 7250; 2a Pierce St, Moonah, Hobart, 7000.

PYROX LIMITED, 18-40 Queensberry St, South Carlton, Vic., 3053. PO Box 114. Phone 34-9121. Telegrams Pyrox. G. R. G. Smart (mngr, TV div.).

Siemens premium quality and instrument grade valves, semi-conductors and tubes; Siemens studio audio systems; Siemens 16 M/R Magnetocord magnetic tape recorders and dubbing equipment.

Branches: 47-51 Parramatta Rd, Concord, NSW (74-0251); 143 West Terrace, Adelaide, 5000; 293 St Paul's Terrace, Brisbane, 4001; 1025 Wellington St, Perth.

RADIO CORPORATION PTY LTD (Television Engineering div.), PO box 291 Sth Melbourne, 3205. Phone 69-0300. Telegrams: Telegenic Melb.

Technical director: C. L. Faudell. Consulting engineers, suppliers and manufacturers of Astor transistorised audio systems and amplifiers. Agents for Pye audio equipment.

VELCO SOUND SYSTEMS PTY LTD, 520 Bridge Rd, Richmond, Vic. 3121. Phone 42-0211. Telegrams Soundsystems. E. C. Benham (METTI Aust.) (mngr & dir).

We guarantee controlled commercial content*

*TCN9's Guaranteed Controlled Commercial Content Policy restricts not only the total time devoted to commercials but also the number of commercials in each break and even the number of breaks in each programme. With our high ratings you can imagine the extent to which we are prepared to go to guarantee that the advertiser receives a fair deal. The viewers appreciate this policy also and their approval is shown by TCN9 consistently gaining top ratings in Sydney.



Television stations

- *New South Wales*



"THE FILM MAKERS"

JOHN BUSHELLE PRODUCTIONS

PTY. LTD.

56 BERRY STREET, NORTH SYDNEY, 2060

— TELEPHONE 92 7158



Time Specialists

This is the 7 sales team. They specialise in selling television time, and they've got time for any problems you might have.
 SYDNEY. Dick Nairn, Dick Agnew, Pal Cleary, Jeff Cole, Sid Curzon, Keith Webb.
 MELBOURNE. Howard Gardner, David Corser, John Burge.
 7's time team. Give them a ring whenever TV time becomes a problem.

SYDNEY: 25 6681 MELBOURNE: 94 4516



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 Australian Television 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, R. W. G. Henderson (representing SMH & Assoc. Newspapers), A. F. Albert (chairman, Commonwealth Broadcasting Corp.).

Transmitter & site: AWA dual 5kw transmitters, co-sited with Channel 10 transmitters at Hampden-rd, Artarmon, approximately six miles from the city.

Studio facilities: Four studios, administration offices and maintenance departments at Television Centre, Epping, all air conditioned. Live electronic television studios and facilities: Studio A, 90ft x 70 ft, studio B, 70ft x 50ft, studio D, presentation studio; videotape and kinescope recording. Two remote telecast units, one equipped with three 4 1/2 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 release prints for electronic-cam system.

Photo laboratory for stills and slides.

Equipment: Nine Marconi Mark III image orthicon cameras, two RCA studio vidicon news presentation cameras, one large power camera crane, one small crane, nine pedestal dollies, special effects in Studios A and B, plus normal vision equipment, special sound production and recording facilities.

Electronic-Cam equipment includes three Arriflex 35mm film cameras incorporating Plumbicon electronic cameras for TV type viewfinders and control room picture monitors. System includes TV camera control desk, dual channel audio system, preview theatre with sound mixing and re-recording suite. Studio C is completely equipped with electrically controlled tungsten halogen light sources giving 3200°K color temperature for either black and white or color film photography.

Technical facilities: Channel 7 (181-188mcs). 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), C. E. Allison (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.

Estate 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: Zone 1 (6.30-10pm) **base rate**, \$350 (fixed night) \$410, 30secs \$260 (\$310), 20secs \$200 (\$240), 10secs \$125 (\$150); Zone 2 (6-6.30pm) 60secs \$230 (\$260), 30sec \$175 (\$200), 20secs \$130 (\$150), 10secs \$85 (\$100); Zone 3 (10-11pm) 60secs \$95 (\$120), 30secs \$70 (\$90), 20secs \$50 (\$65), 10secs \$35 (\$45);

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 172 for full details

Zone 4 (11pm-close), 60secs \$65 (\$75), 30secs \$50 (\$60), 20secs \$35 (\$40), 10secs \$20 (\$25); Zone 5 (12noon-6pm) 60secs \$85 (\$100), 30secs \$65 (\$80), 20secs \$50 (\$60), 10secs \$30 (\$40). **Program time:** Zone 1 (6.30-10pm) 1-hr \$1750, ½-hr \$880; Zone 2 (12noon-6.30pm, and 10pm-close), 1-hr \$880, ½-hr \$440; all other time 1-hr \$520, ½-hr \$260.

TCN Channel 9 Sydney

Opened: Sept. 16, 1956.

Licensee: 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 (chairman and managing director), L. K. Martin, Major-Gen. Rev. C. A. Osborne, Hon. R. C. Packer (MLC), K. F. B. Packer, Rev. Father M. R. Prendergast, G. S. Reichenbach.

Transmitter and site: AWA, located Artarmon-rd, Willoughby, about 4¼-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: A. J. Baz (gen. mngr), L. R. Free (chief eng.), W. J. Barker (gen. sales mngr), J. R. Kitto (secy), B. K. Lowndes (bus mngr), R. Haynes (program mngr), P. Condon (prod. mngr).

State repr.: S. Chisholm, 22-46 Bendigo St, Richmond, Vic. O'seas: Charles Michelson Inc., 45 West 45th St, New York; Frank Coven, Bedford House, 33 Henrietta St, London WC2, England.

Rates resume (base rate): Announcements, 60secs \$470 (Zone 1, 6.30pm-10.30pm, Mon.-

Fri., 6pm-10.30pm Sat.-Sun., conclusion of Tonight prog); \$320 (Zone 2, 6pm-6.30pm Mon.-Fri.); \$75 (Zone 3, 10pm-close Sun.-Sat., open to 12 noon, Sun.-Sat.); \$100 (daytime, 12noon-6pm Sun.-Sat.); 30secs \$350 (Zone 1), \$240 (Zone 2), \$55 (Zone 3), \$70 (daytime); 10secs \$180 (Zone 1), \$120 (Zone 2), \$30 (Zone 3), \$40 (daytime). **Program time:** 60mins \$1536 (AAA, 6.30pm-10.30pm Sun.-Sat.), \$768 (A, 12noon-6.30pm Sun.-Sat.), \$480 AOT; 30mins \$768 (AAA), \$384 (A), \$240 (AOT).

TEN Channel 10 Sydney

Opened: April 5, 1965.

Licensee: United Telecasters Sydney Limited, cnr Epping & Pittwater-rds, North Ryde. 2113. Phone 88-5555. Telegrams Unitedcast. Sydney sales office: 161-163 Clarence St, Sydney. (29-4503).

Network Affiliation: The independent television System (TEN, ATV-0, TVQ, SAS).

Principal shareholders: AWA Ltd, CSR Ltd, Email Ltd, Bank of NSW, NBC, J. C. Williamson Ltd, NRMA.

Directors: K. O. Humphreys (chrnm), R. J. Abercrombie, G. Graham, Sir Lionel Hooke, E. G. F. Horne, A. G. Macpherson, Sir Charles Moses, Sir James Vernon, Leslie H. Peard Jnr.

Studios: Cnr Epping & Pittwater-rds, North Ryde.

Transmitters: Hampden-rd, Artarmon.

Facilities: Four studios — A (8000 sq ft), B (4800 sq ft), C (800 sq ft), D (2000 sq ft). Two parallel operated AWA 5kw combined vision and sound transmitters (type TVH-5), feeding into AWA omni-directional boomerang aerial. Marconi 4½inch image orthicon cameras and automated presentation switching facilities. Ampex videotape recorders.

Executives: Leslie H. Peard (gen. mngr), R. T. Lord (station mngr), R. Thyer (chief engineer), D. G. Morton (secy), P. Skelton (chief prod.), Ian Kennon (dir of sales), G. Dunkley (financial controller).

Operating hours: Mon.-Sat., 6.30am-12midnight, Sun., 10am-12 midnight.

State repr.: 7th floor, 489 Swanston-st, Melbourne (34-8391). Ian Williams (sales mngr).

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 (chrnm), J. D. Crowley, K. J. Chorlton, J. M. Sturrock, C. C. Zahara (mng dir).

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.

Executives: M. J. Hennessey (mngn and chief eng.), K. J. Chorlton (secy).

State repr.: J. M. Sturrock Pty Ltd — 65 York St, Sydney (29-8431), 343 Little Collins St, Melbourne (60-1617), 341 Halifax St, Adelaide (23-1057).

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, Hon. H. V. Budd, MLC, A. Ridley, C. H. Neville, H. L. Milling.

Interests represented: Country Broadcasting and Television Services Ltd (2GZ), Email Limited, The Land Newspaper Ltd, Western Newspapers Ltd, Western Daily Pty Ltd, Lithgow Broadcasters Pty Ltd, Lithgow Mercury Pty Ltd, Country Life Newspaper Co. Ltd.

Operating hours: Mon., Wed., Fri., 3.30pm-

10.30pm; Tues., 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: 6½acre 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.

State 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 GeeTeeCec. 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 chrnm), H. E. Hendy, 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 4½inch image orthicon cameras, one vidicon presentation camera. Two vidicon telecine chains equipped with two RCA TP-6 16mm projectors and two TP-7 2inch x 2inch slide projectors, two RCA TR-22 transistorised videotape recorders.

Rates resume (base rate): AAA (6.30pm-

10.30pm); AA (5.30pm-6.30pm, 10.30pm-close); A All other times. 60secs, \$100 (AAA), \$60 (AA), \$40 (A); 30secs, \$75 (AAA), \$45 (AA), \$35 (A); 20secs, \$60 (AAA), \$35 (AA), \$25 (A); 10secs \$35 (AAA), \$25 (AA), \$15 (A).

Istate Repr.: Television Associates Pty Ltd; Ron Frank, Sydney (27-3678); John Niere, Melb. (329-6600).

CWN Channel 6 Dubbo

Opened: Dec. 1, 1965.
Licensee: Country Television Services Limited, Bathurst Rd, Orange, 2800. Phone Orange 62-2288. Telegrams Cebtes Orange.

Owned by Country Television Services Ltd, CBN, shareholders same as for that company.

Transmitter site: Mt Cen Guaich, Warrumbungle Mountains near Coonabarabran. AWA transmitter. On relay from CBN studios at Orange.

Directors, executives, studios, operating hours, I/state repr.: see CBN Channel 8 Orange.

Rates included in combined rate with CBN.

ECN Channel 8 Taree

Opened: May 27, 1966.
Licensee: East Coast Television Limited, Cowper St, Chatham, Taree, NSW, 2430. PO Box 337. Phone Taree 1165.

Principal Interests: Manning Valley Properties Pty Ltd (120,000 shares), Television New England Ltd (64,000), Broadcast Amalgamated Ltd (40,000), Amalgamated Wireless (A'sia) Ltd (32,000), Manning River Times (10,000).

Directors: W. J. Anschau, H. Joseph, J. A. King, P. E. Lucock, N. C. Schwartzkoff, O. G. K. Sutherland, J. P. Clarke (chrnm), E. S. White.

Transmitter site: Middle Brother Mountain, height 1829ft, 18 miles NNE of Taree.

Studio site: Cowper-st, Chatham, Taree, adjacent to radio station 2RE.

Operating hours: 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 Debric 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, H. M. Rich, S.M.B. Wansey, G. G. Fisher, D. N. Rankin.

Executives: Lawford Richardson (chief exec.), K. W. Stone (gen. mngr), K. W. Brown (sales mngr), H. J. McPhee (chief eng.).

Tower and Antenna: Tower EPT, antenna RCA. 1640ft above sea level, located at Great Sugarloaf Mountain.

Transmitters: Parallel RCA 6kw. Vision carrier 100kw ERP, sound carrier 20kw, ERP. Channel 3-85-92megs.

Studios: Building (247 squares) located in Mosbri Cres., 1/4 mile from centre of city. Studios 50ft x 70ft. (main studio) and 20ft x 25ft (presentation).

Equipment: Three 4 1/2 inch image orthicon cameras (one with zoom lens), one vidicon camera, two telecine chains, one opaque scanner, electronic special effects unit, film processing facilities, three television tape recorders, dual S/T microwave links, OB van equipped with two image orthicon cameras and television tape recorder.

Representation: Ken Brown, sales manager, NBN, 54 Park St, Sydney, 2000 (61-9931); Neil Reeman, Television City, Bendigo St, Richmond, Vic., 3121 (42-0201); Bede Williams, 160 Edward St, Brisbane, 4000. (2-6660); Gordon McLaughlin, 163 Archer St, North Adelaide, 5006. (67-1837).

3's a crowd

... of big spenders

NBN3 is the only channel that covers the \$350,000,000 Newcastle market

| AUDIENCE FACTS | Population | 125,000 Families | 444,000 People |
|--------------------------|-------------------------------------------------------------------|------------------|---------------------|
| | TV Families | 111,000 Families | 89% of all families |
| | TV People | 388,000 people | 87% of all people |
| | Authority — Anderson Survey, Newcastle, June, 1969. | | |
| WORK FORCE (1968 census) | Primary (rural, mining) | 18,364 | 11.4% |
| | Secondary (manufacturing) | 48,573 | 30.2% |
| | Tertiary (commerce, transport, public service, professions, etc.) | 94,138 | 58.4% |
| | TOTAL | 161,075 | 100.00% |

INDUSTRIAL 1967/68

Factories — total of 1,949. 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 in 1953 — \$252M in 1962. Latest Estimate — \$335M in 1968 — (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 | 16.00 |
| \$1.00 | \$251.4M |

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. In 1966 contained 109,800 occupied houses, and 7,740 occupied flats, and there were 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% | 11.4% |
| 27.4% Employed in Secondary Industry | 30.2% | 30.2% |
| 62.0% Employed in Tertiary Industry | 58.4% | 58.4% |
| 100.0% | 100.0% | 100.0% |

| Income Generated Comparison | % in Commonwealth | % in NBN Viewing Area |
|-----------------------------------------|-------------------|-----------------------|
| 16% Income Generated Primary Industry | 14% | 14% |
| 30% Income Generated Secondary Industry | 34% | 34% |
| 54% Income Generated Tertiary Industry | 52% | 52% |
| 100% | 100% | 100% |



MOSBRI CRESCENT
Telephone 20321

SYDNEY Ken Brown National Sales Manager David Jefferys Sydney Sales Manager 36-38 Clarence Street Sydney NSW 292053 **MELBOURNE** Neil Reeman Melbourne Sales Manager Television City Bendigo Street Richmond Victoria 427329 **ADELAIDE** Gordon McLaughlin 163 Archer Street North Adelaide SA 671837 **BRISBANE** Bede Williams 29 Maxwell Street New Farm Qld 581600.

Rates resume (base rate): Zone 1 (Mon.-Fri., 5.55pm-9.35pm; Sat.-Sun., 6-9.30pm), 60secs \$220, 30secs \$150, 20secs \$120, 10secs \$72.

Zone 2 (Mon.-Fri. 9.35pm-10.35pm, Sat., Sun. 9.30pm-10.30pm) 60secs \$105, 30secs \$80, 20secs \$65, 10secs \$35. Zone 3 (Mon.-Fri., 1pm-5.55pm, Sat., Sun. 1pm-6pm) 60secs \$65, 30secs \$45, 20secs \$35, 10secs \$20. Zone 4 (Mon.-Sun., open to 1pm, Mon.-Fri. 10.35pm-close, Sat., Sun 10pm to close) 60secs \$40, 30secs \$25, 20secs \$20, 10secs \$10.

NEN Channel 9 Tamworth

Opening date: April 10, 1965.

Licensee: Television New England Limited. PO Box 317 Tamworth, 2340. Phone Tamworth 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, J. B. Regan, S. F. Sheffer, D. J. R. Sommerlad, B. M. Treloar, W. H. Higginbotham, M. M. Moroney (assoc. dir).

Executives: M. M. Moroney (gen. mgr), K. D. Smith (station mgr 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 Debie 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.

Istate repr.: Country Radio & Television Pty Ltd, 131 Clarence St, Sydney, 2000 (29-6021); John Havre, 422 Collins St, Melbourne, 3000 (67-3011); Bede Williams & Associates, 160 Edward St, Brisbane, 4000 (2-6660); Gordon McLaughlin Pty Ltd, 163 Archer St, North Adelaide, 5006 (67-1837).

Rates resume: AAA Time (6-10pm), 60secs \$85, 40secs \$72, 30secs \$64, 20secs \$51, 10secs \$34, 5secs (tags only) \$7. AA Time (1-6pm, 10pm-close), 60secs \$43, 40secs \$36, 30secs \$32, 20secs \$26, 10secs \$17, 5secs (tags only) \$3.50.

NRN Channel 11 Coffs Harbor

Opening date: Jan. 23, 1965.

Licensee: Northern Rivers Television Ltd, Pacific Highway, Coffs Harbour, 2450. Phone

1201. PO Box 400. Telegrams Enareleven. Telex 66961.

Principal interests: Daily Examiner Pty Ltd, Grafton, Everards Pty Ltd, 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 (mgr), Bert Beasley (chief eng.), John Sheppard (pro, gram mgr), Norm Brown (sales mgr), Bruce Turner (news editor).

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 Debie 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 8 1/4 inches), and miniature stage.

Master control: Marconi vision mixer 841 cut and dissolve with preview, continuous monitoring of each vision output, three Marconi picture and wave form monitors type BD873 and sound control console (dual channel AWA).

Studio to transmitter link: Utilises two AWA TVL-1 links operating in 7 G/ms. Band on dual path 16.4miles to Mt Moombil, 3400 ft above sea level.

Auxiliary power: Studio — 150 KVA (remote operation), transmitter — 100 KVA (remote).

Operating hours: Mon., Tues., Thurs., Fri., 4pm-10.30pm, Wed. 1pm-10.30pm, Sat. & Sun., 5pm-10.30pm.

Istate repr.: Dargaville Associates Pty Ltd, 32 York Street, Sydney, 2000. (G. Beer) 29-7571; VBN (Television) Pty Ltd, 150 Albert Road, South Melbourne, 3205. (H. Lyon) 69-7461; Bede Williams, 160 Edward St, Brisbane, 4000, 2-6660; Keith Coles, 95 Currie St, Adelaide, 5000, 51-4926.

Rates resume (base rates): Peak time 7-9.30pm, 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.

RTN Channel 3 Lismore

Opened: May 12, 1962.

Licensee: Richmond Tweed TV Limited, 11 Molesworth St, Lismore, 2480. Phone Lismore 2351 (4 lines).

Principal interests: Northern Star Ltd, Richmond River Broadcasters Pty Ltd (2LM), Tweed Radio and Broadcasting Co. Pty Ltd (2MW), Tweed Newspaper Co. Pty Ltd, Casino Newspaper Pty Ltd.

Directors: Hon. J. C. McIntosh, MLC (chairman), A. A. Budd, J. I. Glynn, H. C. Junor, F. J. Liddy, R. W. Manyweathers, MLA, J. A. M. Stockdale, L. T. Warrick (managing director).

Chief engineer: H. G. Green. Sales manager: L. J. Magee.

Tower: 250ft EPT with Rhode & Schwartz antennae, on Mt Matheson, 2636ft above sea level and 18 air miles from studio site at Goonellabah, near Lismore. ERP, 100kw vision 20kw sound; 189.25 megs vision, 194.75 megs sound.

Facilities: 50 x 40 studio equipped with two vidicon cameras. Telecine area equipped with two vidicon chains with four 614 CVBM projectors, two 2inch slide projectors and one caption scanner for 12 x 9inch graphics, VR1100 and VR1200 videotape recorders, Mosley remote control unit model PBR-21, Staer read-out unit with 32 channels, main and standby 470 mc/s transmitters, receiver 470 mc/s (for return information), 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. 1pm-10.30pm; Sat., 4pm-10.30pm; Sun., 2pm-10.30pm.

Signal area: South of Grafton to Gold Coast.

Istate repr.: David Livingston, TV Time Sales, 187-191 Macquarie-st, Sydney (28-4714-5); 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, Koorling, via Wagga Wagga. 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, H. E. Hendy.

Gen. mgr: W. P. Marsden (FAI). Chief engineer: S. W. McDonald. Asst mgr: Richard Gray.

Transmitter: AWA twin 10kw remote controlled situated 2490ft ASL on Mt Ulandra, 38 air miles north east of Wagga.

Mast: 550ft guyed mast.

Studios: 2400 sq ft studio; film cameras and processing facilities, two vidicon studio cameras, AWA and Marconi equipment, two Ampex videotapes.

Operating hours: 4pm-11pm, Mon., Tues., Thurs., Fri.; 12.30pm-11pm Wed.; 3pm-11pm Sat. and Sun.

Istate Repr.: Television Associates Pty Ltd, Australia Square Tower, Sydney, 2000 (27-3678); 199 La Trobe St, Melbourne, 3000 (329-6600).

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, QTV, NWS, WIN, NBN).

Principal interests: Evroka Pty Ltd, 13-18pc; Far Pty Ltd, 10.85pc; Interstate Television Holdings Pty Ltd, 10.10pc.

Directors: W. Simpson (chairman), L. V. W. Maynes, F. J. O'Donnell, H. H. Robinson, K. C. Wiseman, T. A. Maguire, W. Lean.

Executives: General manager, W. Lean; chief engineer, Keith Roberts.

Tower: 300ft EPT, with RCA TFD-32FS antenna at Knight's Hill near Robertson, 2550ft above sea level and 18 air miles SW of Wollongong. ERP: 100kw.

Directional aerial throw 200kw ERP 40 and 210 degrees from true north, 25kw 120 and 310 degrees, 100kw to north, 80, 160 and 260 degrees. 50w translator (WIN 11) situated at Mt Wandera and serving Bate-man'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.

Istate repr.: Rod Lester (sales mgr), Edward Angel, Geoffrey Waller, 159 Kent St, Sydney (27-9123, 27-6820); Cliff Wray, c/o GTV, Television City, Bendigo St, Richmond, Vic. (42-2259).

Rates resume (base rate): AAA Time (6-10pm), 60secs \$90, 30secs \$65, 20secs \$52, 10secs \$32; AA Time (4-6pm), 60secs \$65, 30secs \$45, 20secs \$35, 10secs \$20; A Time (all other times), 60secs \$30, 30secs \$24, 20secs \$17, 10secs \$10.

The analysis of a winner.

WILL TO WIN

GTV9 has won the greatest number of Anderson surveys conducted in Melbourne.

INTUITION

Programme innovations.

CLEAR VISION

GTV9's ahead-of-their-time programme buys.

LONG REACH

GTV9 has great reach and frequency.

INTELLIGENT MANOEUVRING

Less commercials per programme break.

FULL KIT OF PUNCHES

Includes summer discount plan.

STRENGTH

GTV9 clear leader both day and night.

BOUNTS WON

Knockout sales for GTV9 advertisers — see our record.

AGILITY

Selective spot and programme purchase plans.

BIG HEART

More value for every advertising \$ spent.

COURAGE

Refusal to accept more than three ads per programme break.

SOUND DEFENCE

Skilled sales staff, programmers and production people.

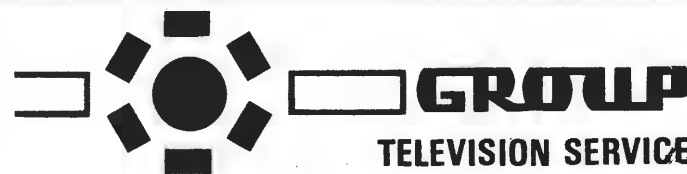
WEIGHT

Member of the National 9 Network.



Television stations

● Victoria



TELEVISION SERVICES PTY. LTD.

3rd. Floor, 430 Little Collins Street
MELBOURNE 3000

ENQUIRIES: Phone Melb. 67-1925. Syd. 92-4937

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), N. Carlyon (asst gen. mngr — programming), M. C. Stuart (secy & bus. mngr), G. H. Davey (chief eng.), P. Britnell (prog. mngr films), C. Radley (gen. sales mngr), B. Ferguson (publ. & prom. mngr), G. Ford (prod. mngr).

Transmitter and site: RCA 25/5 Kw with 6 Kw/1.5Kw Standby. Located Burke's Lookout, adjacent to Mt. Dandenong, approx. 20 miles from the city.

Studios: Cnr. Hawthorn and Springvale-rds, Nunawading. Total area 130,000 sq ft.

Facilities: Three studios; one 7500 sq ft and two of 1350 sq ft. A further large studio of 7500 sq ft planned. Full air conditioning with emergency power available.

Remote facilities: Mobile studio drawn by a prime mover which can be readily detached, allowing the studio unit to be fully self-contained with own power plant and air conditioning. Unit is equipped with three 4½ inch RCA TK-60 cameras, fitted with Varatol 111 zoom lens. Complement of fixed lens also available. Audio console equipped with 12 channels, having foldback and prelisten facilities. A single transcription unit together with a cartridge tape record-replay unit provided. **Newsmobile:** Equipped with one RCA TK-31 3inch 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 4½ inch RCA TK-60 image orthicon cameras, four Varatol 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 (45-52megs). Vision 46.26megs. Sound 51.76megs. 100kw ERP visual.

Antenna: Self-supporting 590ft, located 1950ft above sea level. Emergency power available.

Operating Hours: Mon-Sat., 9am-12midnight; Sun., 12noon-12midnight.

State 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 from April, 1970 (base rate): Spots Zone 1 (6.30pm-9.30pm, Sun-Sat.), Zone 1A (9.30pm-10.30pm, Sun-Sat.), Zone 2 (6-6.30pm Sun-Sat.), Zone 3 (11.30am-6pm Sun-Sat.), Zone 4 (10.30pm-close Sun-Sat.), Zone 5 (open to 11.30am Sun-Sat.). Live sport, direct telecasts (open-5pm). 60secs \$385 (Zone 1), \$300 (Zone 1A), \$125 (Zone 2), \$50 (Zone 3), \$50 (Zone 4), \$30 (Zone 5), \$75 (live sport). 30secs \$290 (Zone 1), \$200 (Zone 1A), \$80 (Zone 2), \$35 (Zone 3), \$35 (Zone 4), \$20 (Zone 5), \$50 (live sport).

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).

Interests represented: Efttee Broadcasters Pty Ltd, The Greater Union Organisation Pty Ltd, Hoyts Theatres Ltd, Independent Television Corporation Pty Ltd, TCN (Nos 1-5) Pty Ltd.

Directors: R. C. Packer (chrmn and mng dir.), Sir William Dunk (deputy chrmn), Sir Frank Packer, Sir Norman Bede Rydge, K. F. B. Packer, J. R. Kitto, F. Gilder, D. E. H. Turnbull, J. Hacking, Maj. Gen. The Reverend C. A. Osborne, H. W. B. Chester.

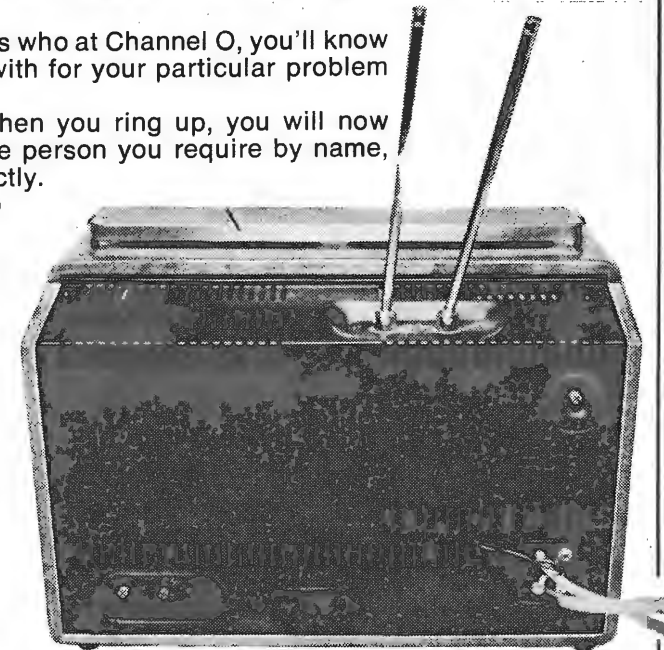
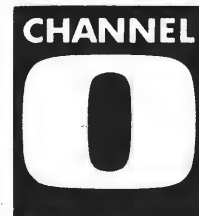
Executives: Rodney Biddle (station mngr), Tom O'Donohue (chief eng.), Ian Holmes (prog. dir), Leon Hill (nat. sales mngr), John McLachlan (Vic. sales mngr), Ross Plapp (film mngr), Peter Richardson (Sydney mngr), Miss Josie Conway (continuity mngr).

The men behind the screens.

When you know who's who at Channel 0, 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
Peter Cooper

Senior Account
Executive
Harry Considine

Sales Executives:
Rex Wilcox
Barry Bishop

Retail Sales Consultant
Alan Clarke

**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
Ron Ryan
Commercial Production
Supervisor

Trevor Pope
Commercial Production
Producer

Jim Oastler
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/125B

"WHO'S WHO" AT CHANNEL 7 MELBOURNE

SALES

Sales Manager: W. J. Powers 69 0771
 Assist. Sales Manager: K. Carroll 69 0771
 Sales Representatives: B. Mitchell 69 0771
 Mrs. P. Quirke 69 0771
 J. D'Arcy 69 0771
 G. Fenton 69 0771

Sydney office

Manager: B. Forsyth
 Representative: A. Flanagan 29 4491/2

SALES SERVICE

Scheduling, Traffic, Advertising Accounts:
 Traffic Manager: G. Greening 69 0771
 Scheduling: R. Barnes 69 0771
 Traffic: S. Dentry 69 0771
 Advertising Accounts: D. Saunders 69 0771

TECHNICAL

Director of Engineering Development: J. H. T. Fisher 69 0771
 Chief Engineer: M. Albison 69 0771
 Assist. Chief Engineer: P.C. Greiser 69 0771
 Facilities: O. Rowe 69 0771

INTERSTATE REPRESENTATION

Brisbane: M. Norris 36 0111
 Adelaide: G. Edwards 6 8591

ADMINISTRATION

Manager: K. S. Cairns 69 0771
 General Administrator: C. Dorning 69 0771
 Secretary: A. H. Miller 69 0771
 Accountant: G. W. McMaster
 63 0211 (ext. 321)



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; special events studio 1700 sq. ft; ballet rehearsal studio 3350 sq. ft; garden set with swimming pool, carpentry and scenery workshops, storage area, artists' dressing rooms.

Equipment: Includes 14 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 HS100 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 M1000 8-track audio tape recorder.

Technical Facilities: Channel 9 (195-202mcs. Vision, 196.25mcs. Sound, 201.75mcs.), 100kw visual, 20kw ERP Sound.

Antenna: 2290ft. above sea level.

Operating Hours: Mon.-Fri., 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) night, 10secs from \$27 to \$148.50, 20secs \$36 to \$238.50, 30secs \$45 to \$261, 60secs \$67.50 to \$459. Day, 10secs \$27 to \$36, 20secs \$36 to \$45, 30secs \$45 to \$67.50, 60secs \$67.50 to \$99, 30mins from \$180 (AOT) to \$652.50 (AAA), 60mins \$360 (AOT) to \$1305 (AAA). Associate MF broadcasting station 3AK Melbourne.

HSV Channel 7 Melbourne

Opened: Nov. 4, 1956.

Licensee: Herald-Sun TV Pty Ltd. Studios and offices, cnr Dorcas & Wells-sts, South Melbourne, 3205. Phone 69-0771. Telegrams Hertel.

Network Affiliation: The Australian Television Network (HSV, BTQ, ADS, ATN).

Interests represented: The Herald & Weekly Times Ltd, Associated Newspapers Ltd (UK).

Directors: P. F. Jones (chrnm), 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 mng dir), K. S. Cairns (mng), Charles Dorning (gen. admin.), W. Powers (sales

mng), J. H. T. Fisher (dir research development), M. Albiston (chief eng.), A. H. Miller (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.

State repr.: Bruce Forsyth, 76 Clarence-st, Sydney (29-4491/2). O'seas: Russell Watkins (int. rep.), room 405, 1501 Broadway, New York, NY 10036, USA.

Rates resume: 30secs, \$290 (Zone 1, 6.30pm-9.30pm), \$150 (Zone 1A, 9.30pm-10.30pm), \$80 (Zone 2, 6pm-6.30pm), \$50 (Zone 3, Open-6pm; 10.30pm-close). 20secs, \$220 (Zone

1), \$113 (Zone 1A), \$68 (Zone 2), \$35 (Zone 3). 10secs, \$130 (Zone 1), \$68 (Zone 1A), \$40 (Zone 2), \$25 (Zone 3); 60secs participation spots \$380 (7.30pm-9.30pm), \$340 (6.30pm-7.30pm), \$225 (Zone 1A), \$140 (Zone 2), \$75 (Zone 3). 60mins, \$1150 (AAA, 7.30pm-9.30pm), \$920 (AA 6.30pm-7.30pm and 9.30pm-10.30pm), \$526 (A 5pm-6.30pm Mon.-Fri., 10.30pm-close, Sun.-Sat., 12noon-6.30pm, Sat. and Sun.). \$226 (All other times). 30mins, \$620 (AAA), \$500 (AA), \$316 (A), \$160 (AOT).

AMV Channel 4 Albury

Opened: September 7, 1964.

Licensee: Albury Upper Murray TV Limited, Television Centre, Albury, NSW, 2640. PO Box 444, Albury, 2640. Phone 25-1444. Telegrams Ayemfour Albury, NSW. Telex 56010.

Directors: W. D. Hague (chrnm), 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. mng), V. Anastasi (film mng), Ross A. Sellars (prog. mng).

Nominal capital: \$1 million.

Principal interests: AWA, Border Morning Mail, A. & F. Sullivan Pty Ltd.

Tower: 500 EPT guyed mast on 2540ft Mt

CHANNEL 8 CENTRAL VICTORIA

BCV TV

CHANNEL 11 SWAN HILL MURRAY VALLEY

**TOTAL
DELIVERY OF
CENTRAL &
NORTHERN
VICTORIA**

63,000 DIFFERENT MEN
AND
64,000 DIFFERENT WOMEN
PLUS
84,600 DIFFERENT
CHILDREN & TEENS
EQUALS
211 600 DIFFERENT VIEWERS
EACH WEEK IN
59,800 HOMES

(McNAIR CUMULATIVES
1969)

CONTACT—

Dargaville Associates Pty. Ltd.,
 Sydney. 29 7571.
 VBN Television Pty. Ltd.,
 Melbourne. 69 7461.
 Keith Coles, Adelaide. 51 4926.
 Bede Williams, Brisbane. 26 660.

Burlees, Baranduda Range, 13 miles south of Albury. Co-masted with ABC, AWA aerial.

Equipment: Two AWA 10kw transmitters, two Ampex videotape recorders.

Signal: 100kw ERP — Channel 4.

Studios: 50ft x 40ft.

AMV has the translator station permit for Khancoban, NSW (Channel 10). Myrtleford licence approved and operational during 1969.

Operating hours: Mon.-Thurs. 4-10.30pm, Fri. 4-11pm, Tues.-Wed. 12noon-10.30pm, Sat. 5-11pm, Sun. 4.30-10.30pm.

Pstate repr.: Sydney, Dargaville Associates Pty Ltd, 32 York St (29-7571), Telex 20097; Melbourne, VBN Television Pty Ltd, 150 Albert Rd (69-7461), Telex 30849; Adelaide, Keith Coles, 95 Currie St (51-4926); Brisbane, Bede Williams, 160 Edward St (2-6660).

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 (chmn), B. S. Andrew, N. F. Dixon, F. Strahan, K. Houllahan, Sir Frank H. Berryman, J. S. B. Davis.

Executives: F. A. McManus (gen. mngr), J. Dear (chief eng.), R. V. Brock (prog. mngr), G. 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.

Pstate Repr.: Sydney, Dargaville Associates, 32 York St (29-7571); Melbourne, VBN Television, 150 Albert Rd, South Melbourne (69-7461); Adelaide, Keith Coles, 95 Currie St (51-4926); Brisbane, Bede Williams, 160 Edward St (2-6660).

Advertising on a participation basis only, except that sponsored time is available for Australian programs.

Rates resume (base rate): AAA (6.30pm-

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, A. C. W. Fischen, J. H. Davey, P. J. McMahon, K. J. Flecknoe, B. E. Hayden, W. H. Heinz, A. W. Nicholson, M. G. Sloman.

Executives: John L. Strapp (mngr), B. G. Robertson (chief eng.), Bruce Thomas (accountant).

Sales representation: Laurie Burrows, (mngr, local sales), 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, Nhll translator Channel 7, vertical polarisation.

I/state repr.: Television Associates — Ken Bennett (gen. mngr), Ron Frank, Sydney (28-8517); John Niere, Tim 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 (mng dir), J. S. B. Davis, T. B. Green, R. I. Lowenstern, W. J. Stephenson, P. K. MacDougall.

Executive: D. W. Smith (gen. manager).

Principal interests: Victorian Broadcasting Network Limited.

Operating hours: Mon. 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 megs, vision 209.25 megs, sound 214.75 megs. 100kw ERP.

Representation: Melbourne: Hugh Lyon, VBN Television Pty Ltd, 150 Albert Rd, South Melbourne, 3205. Phone 69-7461. Sydney: Dargaville Associates, 32 York St. Phone 29-7571. Adelaide: Keith Coles, 95 Currie St. Phone 51-4926.

Rates resume (base rate): 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 Service Limited, newspaper and theatre interests in the service area. Majority of shares held by public.

Directors: Sir William Bridgeford, Sir John McDonald, F. O. Cameron, L. H. Ledger, D. Barry Wood, S. J. A. Kemp (chrnm), G. Knox (dep. chrnm), E. M. Clyne, J. J. E. McFarlane, R. B. Mair (assoc.).

Executives: P. L. Twomey (gen. mngr), O. N. Eva (prog. mngr), N. A. Pellitt (sales mngr).

Operating hours: Mon.-Fri. 6am-9am, 12 noon-11.30pm; Sat. 5pm-midnight; Sun. 12 noon-11.30 p.m.

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 megs). 100kw ERP.

Pstate repr.: Television Associates, Ken Bennett, Ron Frank, Sydney (27-3678); John Niere, Melbourne (329-6600).

Rates resume (base rate): AAA (6.30pm-10.30pm) 60secs \$100, 30secs \$75, 20secs \$60, 10secs \$36. AA (4.30pm-6.30pm) 60secs \$60, 30secs \$45, 20secs \$36, 10secs \$22. A (All other times) 60secs \$35, 30secs \$26, 20secs \$21, 10secs \$14.

STV Channel 8 Mildura

Opened: November 27, 1965.

Licensee: Sunraysia Television Ltd, 18 Deakin Ave, Mildura, Vic., 3500. Phone Mildura 3-0204. Authorised capital of \$500,000 divided into 1,000,000 50c shares.

Principal interests: 700,000 shares fully paid. Principal shareholders: Elliott 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: A. E. Williams (secy), 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.

Pstate 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. City office, 2nd Floor, Newspaper House, 93 Queen St, Brisbane, 4000. Phone 2-2011. Telegrams Beeteecue, Brisbane.

Network Affiliation: The Australian Television Network (BTQ, ATN, HSV, ADS).

Interests represented: Courier-Mail, Sunday Mail, Telegraph, Northern Star (Lismore), Daily News (Murwillumbah), Toowoomba Chronicle, 4BK-AK, 4BC-SB, AWA, Email Ltd, Southern Electric Authority of Qld, Evans Deakin & Co. Ltd, Associated Newspapers Ltd, London, with 50pc of shares issued to the public.

Directors: D. S. Sherman (chairman), A. F. Albert, C. Faragher, Sir Douglas Forbes, J. H. Hoare, R. Leonard.

Executives: E. F. Allen (gen. mngr), M. A. Norris (asst gen. mngr), R. Elleray (secy), G. M. Everingham (chief eng.), H. L. Croxon (prod. mngr), N. Stuckey (prog. mngr).

Transmitter and Site: Marconi, Mount Coot-tha.

Facilities: Three studios, two OB vans, two videotape machines.

Technical Facilities: Channel 7 (181-188 megs vision, 182-25megs sound, 187-75megs, 100kw ERP visual).

Studio equipment: Six cameras, three in main studio using 4½ inch 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 associated chain includes 2 x 16mm film projectors and 1 TP7 slide projector. Third vidicon chain for opaques, two RCA videotape recorders.

Operating hours: Mon.-Fri. 9.30am-11pm, Sat. 8.30am-11.15pm, Sun. 11am-11pm.

State repr.: Anchor Hse, cnr George & Bridge Sts, Sydney (27-1785); K. Fryer, 445 St Kilda Rd, Melbourne, 26-1357; J. Proctor, Brisbane City Office, Newspaper Hse, 93 Queen St, Brisbane (2-2011). **O'ceas:** Russell Watkins (Int. Rep.), Room 405, 1501 Broadway, New York, NY 10036, USA.

Rates resume: Announcements: (Zone 1 6-9pm, Zone 2 8.30-10pm, Zone 3 10pm-close, Zone 4 noon-6pm, Zone 5 open-noon). Zone 1, 60secs \$220, 30secs back-to-back \$253, 30secs \$170, 20secs \$120; Zone 2, 60secs \$120, 30secs back-to-back \$138, 30secs \$90, 20secs \$60; Zone 3 60secs \$50, 30secs back-to-back \$57.50, 30secs \$40, 20secs \$30; Zone 4 60secs \$50, 30secs back-to-back \$57.50, 30secs \$40, 20secs \$30; Zone 5, 60secs \$25, 30secs back-to-back \$28.75, 30secs \$20, 20secs \$15. Programs: Zone 1

6-9.30pm, Zone 2 9.30-10.30pm, Zone 3 noon-6pm, Zone 4 open-noon. Zone 1, 60mins \$740, 30mins \$370, 15mins \$185; Zone 2 60mins \$600, 30mins \$300, 15mins \$150; Zone 3 60mins \$276, 30mins \$138, 15mins \$92; Zone 4, 60mins \$136, 30mins \$68, 15mins \$34.

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 36-2233. 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 4½ inch I.O. studio cameras, remote controlled vidicon camera in presentation studio and OB unit with two 3inch I.O. cameras, two telecine chains, three 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 4½ inch transistorised I.O. cameras in main studio. One remote controlled vidicon camera in presentation studio. OB unit equipped with two 3inch I.O. cameras. Two vidicon telecine chains used in conjunction with four 16mm film projectors and two slide projectors.

Optical or magnetic sound tracks can be reproduced. Vidicon scanner provided for opaques. Videotape for recording.

Operating hours: Sat. 6.45am-11.30pm; Sun. 11am-11pm; Mon.-Fri. 10am-11.30pm.

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David Whitehead, Tony Creagh, Cec Macmillan.

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Ross Collier

Istate 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 \$700 (AAA, 6-9.30 pm), \$500 (AA, 9.30-10.30pm), \$300 (AOT); 30mins \$350 (AAA, 6-9.30pm), \$250 (AA, 9.30-10.30pm), \$150 (AOT); 60secs \$210 (Zone 1, 6pm-9.30pm), \$124 (Zone 2, 9pm-10.30pm), \$25 (late night, 10.30pm-close), \$52 (day, 12 noon-6pm), \$15 (day, stn open-noon); 30secs \$160 (Zone 1, 6pm-9.30pm), \$98 (Zone 2, 9pm-10.30pm), \$20 (late night, 10.30pm-close), \$42 (day, 12noon-6pm), \$12 (day, stn open-noon); 20secs \$115 (Zone 1, 6pm-9.30pm), \$84 (Zone 2, 9pm-10.30pm), \$15 (late night, 10.30 pm-close), \$32 (day, 12noon-6pm), \$10 (day, stn open-noon); 10secs \$70 (Zone 1, 6pm-9.30pm), \$48 (Zone 2, 9pm-10.30pm), \$10 (late night, 10.30pm-close), \$18 (day, 12noon-6pm), \$6 (day, stn open-noon).

TVQ Channel 0, Brisbane

Opened: July 1, 1965.

Licensee: Universal Telecasters Qld Ltd, Sir Samuel Griffiths Drive, Mount Coot-tha, 4000. Postal address: GPO Box 751. Telegraphic address: Channel 0. Telex number: AA40354 Brisbane.

Network affiliation: Independent Television System (TVQ, TEN, ATV-0, SAS).

Principal shareholders: Ansett Transport Industries Ltd Group, Mutual Life & Citizens Assurance Co. 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. mgr), G. E. Lusk (secy-acct), T. H. Garry (sales mgr), R. Pennell (prog. mgr.), M. Murphy (prod. mgr), J. C. Stevenson (chief eng.).

Istate 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 Griffiths 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.

Transmitter: Two RCA TT-6AL 6kw transmitters and one TT25-BL 25kw transmitter.

Oseas repr.: D. L. Taffner Ltd, New York; Geoffrey Phillips Assoc., London.

DDQ Channel 10 Toowoomba

Opened: July 13, 1962.

Licensee: Darling Downs TV Ltd, Mt Lofty, Toowoomba. PO Box 670, Toowoomba, 4350. Phone 2-2288. Secretary and share register, Mt Lofty, Toowoomba. Telegrams Deedeecue.

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.

Directors: W. Bruce, K. A. Archer, R. J. Dunn, K. B. Fowler, L. C. Hynes, E. Hollingworth, D. Thompson.

Executives: S. J. Fitzpatrick (gen. mgr), F. Balfour (eng.), R. E. Smart (secy), R. A. Fry (prog. mgr).

Transmitter & site: Philips dual 5kw, Mt Mowbrall (Bunya Mts).

Antenna: Self-supporting tower 350ft; 3850ft above sea level, directional Rhode and Schwartz high gain, horizontally polarized. Approx. pattern, 20kw at NNW, rising to 50kw at WNW and NNE, rising to 100kw at SSW and ENE, rising to 200kw at SSE. Technical facilities: Vision 209.26megs, sound 214.76megs.

Studio and equipment: Studio situated at Mt Lofty, Toowoomba. Fully equipped 38ft x 30ft studio; two image orthicon and one vidicon camera chain; two vidicon telecine chains — each two 16mm film, slides and epidiascopes for direct projection. 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.-Fri., 2pm-10.30pm; Sat., Sun., 4pm-10.30pm.

Istate Repr.: Metrep Services Pty Ltd, 65 York-st, Sydney, 29-3180 (N. Taylor); Metrep Services Pty Ltd, Miller House, 357 Little Collins St, Melbourne, 67-1744; J. Penglis, 170a Albert St, Brisbane, 2-9473; Gordon McLaughlin, 163 Archer St, Nth Adelaide, 67-1837.

Rates resume (base rate): for DDQ and SDQ (on relay). Night (6pm-close): 60secs \$100, 30secs \$80, 20secs \$60, 10secs \$40. Day (open-6pm): 60secs \$50, 30secs \$40, 20secs \$30, 10secs \$20.

FNQ Channel 10 Cairns

Licensee: Far Northern Television Limited, PO Box 596, Cairns, Qld, 4870. Phone 2195. Telegrams Effentee.

Directors: A. T. Covacevich (chrnm), W. M. Moloney, K. E. J. Atkinson, H. S. Taylor, H. N. Whitaker.

Executive: A. W. Webb (gen. mgr).

Studio & transmitter sites: Aumuller St, Cairns.

Equipment & facilities: Main studio 690 sq ft. Tropical garden studio 2400 sq ft. Two solid state Fernseh vidicon telecine cameras. Two solid state Fernseh image orthicon cameras. Three telecine projectors with optical replay facilities. Two solid state ATC cartridge tape recorders with semi-automated switching system. AWA TVH-5 transmitter.

Operating hours: 44 hours per week, including afternoon programs each Tuesday and Wednesday.

Istate 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.

MVQ Channel 6 Mackay

Opened: Aug. 9, 1968.

Licensee: Mackay Television Ltd, PO Box 496, Mackay, 4740.

Authorised capital: \$1 million.

Principal interests: Estate late John Taylor, Telecasters NQ Ltd, Mackay Printing & Publishing Co. (Pty) Ltd, M. E. Low, G. Formosa, J. H. Williams.

Public Issue: 324,000 shares and 324,000 8pc notes — distribution on the basis of one share for each note.

Operating hours: Tues. 4pm-10pm, Thurs. 3pm-10pm, all other days 5pm-10pm.

Directors: Dr H. J. Taylor (chrnm), J. F. Gleeson (deputy chrnm), M. E. Low (mng dir), G. Formosa (secy), C. K. Carmody, C. M. Manning, J. H. Williams.

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 Arteeceue.

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 (chrnm), L. S. Dunn, C. J. Edwards, J. H. Harrup, M. O. Scott, T. B. Macaulay, E. J. Rheuben.

Executives: Bill Saunders (mgr), C. Amore (chief eng.).

Transmitter site: Mount Hopeful. Studio site: Dean St, Rockhampton.

Equipment and facilities: Two studios total 1500 sq. ft. AWA transmitter and studio equipment. Two Marconi studio cameras. Ampex VR1200 and Sony BV120 videotape recorders.

Operating hours: Sun., Mon., Thurs., Fri., Sat., 5pm-10.30pm; Tues., Wed., 2pm-10.30pm.

Istate repr.: Sydney and Melbourne, Metrep Services; Brisbane, Queensland Provincial Television Services; Adelaide, Gordon McLaughlin Pty Ltd.

Rates resume (base rate): AAA (6.30pm-10.30pm) 60secs \$70, 30secs \$50, 20secs \$42, 10secs \$26. AA (4.30pm-6.30pm, 10.30pm-close) 60secs \$42, 30secs \$32, 20secs \$26, 10secs \$16.

SDQ Channel 4 South Downs

Licensee: Darling Downs TV Limited.

Transmitter site: Passchendaele Ridge. Studio site: Mount Lofty, Toowoomba.

Equipment and facilities: Studio equipment as for DDQ Channel 10. Transmitter equipment dual 10kw, antenna AWA on guyed mast on Passchendaele Ridge, comasted 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.

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. 1 Ampex VR1200 videotape recorder.

Istate repr.: John N. Penglis, Queensland Provincial Television Services, 5th floor, Producers & Citizens Bldg, Edward St, Brisbane (2-9473); Metrep Services Pty Ltd, Asbestos House, 65 York St, Sydney (29-3180); Metrep

Services Pty Ltd, 3rd floor, Miller House, 357 Little Collins St, Melbourne (67-1744); Gordon McLaughlin Pty Ltd, 163 Archer St, North Adelaide, 67-1837.

Rates resume (base rate): AAA (6pm-10.30pm), AA (4.30pm-6pm, 10.30pm-11pm), A (open-4.30pm). 60secs \$70 (AAA), \$42 (AA), \$24 (A); 30secs \$50 (AAA), \$32 (AA), \$17 (A); 20secs \$42 (AAA), \$26 (AA), \$15 (A); 10secs \$26 (AAA), \$16 (AA), \$10 (A). News 60secs \$50.40, 30secs \$38.40, 20secs \$31.20, 10secs \$19.20. Discounts applicable from 2½pc on \$1000 to 25pc on \$40,000.

WBQ Channel 8 M'borough

Opened: April 10, 1965.

Licensee: Wide Bay-Burnett Television Limited, 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.

Executive: Frederick T. Yates (gen. mgr).

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 Debric single head projectors with optical/magnetic sound replay plus one double head Siemens projector with 16mm magnetic tape recorder and replay facilities. Two dual drum "Selectroslide" slide projectors and twin caption/clock units. High quality audio equipment including twin cassette tape recorders with automatic slide changing facilities and Gates Solid Statesman audio console.

Operating hours: 48 hours per week with women's programs on Tuesday and Wednesday afternoons.

I/state repr.: Norman Taylor, Metrep Services, Asbestos Hse, York St, Sydney, 2000 (29-3180); Peter Benson, Metrep Services, 3rd floor, Miller House, 357 Little Collins St, Melbourne, 3000; John N. Penglis, Queensland Provincial Television Services, 5th floor, Producers and Citizens Bldg, 160 Edward St, Brisbane, 4000; Adelaide, Gordon McLaughlin, 163 Archer St, North Adelaide, 5006.

Rates resume (base rate): AAA time (6pm-close) 60secs \$70, 30secs \$50, 20secs \$42, 10secs \$26; AA time (4.30-6pm) 60secs \$42, 30secs \$32, 20secs \$26, 10secs \$16; A time (open-4.30pm) 60secs \$13, 30secs \$8, 20secs \$6, 10secs \$4.

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*The only publication in Australia devoted exclusively to the
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*News of campaigns, personalities, programme trends and im-
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lift-out section to B&T an important magazine for all interested
in TV in Australia.*

PUBLICATION DATES FOR 1970

February 26, May 28, August 20 and November 19
Advertising copy, one week prior to publication date.

Space bookings: Sydney, 61-8143.

Melbourne, Ray Brown Pty Ltd. 34-1103.

Television stations

● South Australia



LIVE PROGRAMS

GIVE A STATION IMAGE AND LEADERSHIP!

*For South Australia's
Leader, NWS9, more
than 36% of overall
weekly transmission
is local live—all
programs are leaders
on the rating chart.*

*Is there a better vehicle
for your product's
image than the station
with the live image—
proven leadership
image?*

NWS9
CHANNEL

**'First in South
Australia'**



the animated full page in S.A.

Solus position, no competitors, no distractions. Ring these numbers to book your full page on Seven — Adelaide Television.

Adelaide

67 1591

George Edwards, Bob Wiltshire,
Bill Sharland, Rod Lightfoot

Sydney

27 1785

Leo Leahy, Barry Francis

Melbourne

26 1357 Murray Milne

Brisbane

36 0111 Murray Norris

LOOK-IN ON SEVEN



AD494

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 Australian Television Network (ADS, ATN, HSV, BTQ).

Interests repr.: Advertiser Newspapers Ltd, Midlands Broadcasting Services Ltd, 5KA Holdings Limited, Philips Industries Ltd, Associated Newspapers Ltd.

Directors: D. G. McFarling (chrmn), Rev. A. E. Vogt, M. N. Keukenmeester, P. B. Angas Parsons, S. B. Denton, Hon. V. H. E. Harmsworth, A. R. Carter.

Executives: J. M. Fowler (gen. mngr), G. Edwards (sales mngr), L. G. Taylor (program mngr), D. E. Mattschoss (secy), N. Sawyer (chief engineer).

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 4½inch image orthicon cameras and three 3inch cameras in two studios. Three vidicon Telecine MX's used in conjunction with 4 x 16mm projectors, 2 x 35mm slide projectors.

Operating hours: Mon. Fri. 8.30 a.m.-12midnight; 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, Melbourne (26-1357). O'seas: Russell Watkins, (Int. Rep.), Room 405, 1501 Broadway, New York, NY 10036, USA.

Rates resume (base rate): 60secs \$200, night; 60mins \$780 Zone 1, \$500 Zone 2; 30mins \$400 Zone 1, \$275 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 Edgar Bean, R. B. Wiltshire, W. L. C. Davies.

Executives: W. L. C. Davies (man. dir), J. Styles (gen. sales mngr), John Batchelor (chief engr), Rex G. Heading (prog. mngr), John Hatcher (film mngr), Colin Bainger (secy), R. Carless (publ. & prom. mngr).

Transmitter & site: Pye, Mt. Lofty. Facils.: Main studio 4800 sq ft, second studio 1400 sq ft at Nth Adel. Full range OB equip., studio facils. Tech. facils: Channel 9 (195-202 megs, vision, 196.26 megs, sound 201-76 megs). 100kw ERP visual, 20kw ERP sound.

Studio and OB equipment: Eight 4½inch

image orthicon type cameras, three permanently installed in large studio, two permanently installed in new small studio, three permanently installed in OB van. Three vidicon telecine chains used in conjunction with 16mm film projector and 35mm slide projectors. Optical or magnetic sound track can be reproduced. Fourth vidicon chain employed as a scanner for opaques. Three videotape machines — two equipped for electronic editing.

Operating Hours: Sun. 11.30am-11.30pm, Mon.-Sat. 6.45am-12midnight.

I'state Repr.: Sydney, Howard Holmes, Suite 7, 2nd floor, Colman Hse, 89 Berry St, Nth Sydney, 2060, 92-1051; Melbourne, Rod Bunning, c/- Southdown Press, 32 Walsh St, 30-1667; Brisbane, Bede Williams, 160 Edward St, 2-6660.

Rates resume (casual rate): Zone 1, fixed, 60secs \$230, 30/30secs \$300, 30secs \$175, 20secs \$115, 10secs \$70; week commencing 60secs \$200, 30/30secs \$260, 30secs \$150, 20secs \$100, 10secs \$60; Zone 2, 60secs \$80, 30secs \$60, 20secs \$40, 10secs \$25; Zone 3 and 4, 60secs \$50, 30secs \$40, 20secs \$25, 10secs \$16; Zone 5, 5 commercials of any length up to 60secs \$20 per package. 60mins \$800 (Zone 1, 6.30-9.30pm or end of Adelaide Tonight, Newsbeat or Movie of the Week. Zone 2, 6-6.30pm 9.30-11pm, except where Zone 1. Zone 3 4-6pm Sun.-Sat. and Zone 4 12-4pm, Sun.-Sat. and 11pm-close Sun.-Sat. Zone 5, 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), J. W. Wilson (sales mngr), D. R. Earl (secretary), D. J. Caddy (chief eng.).

Transmitter site: Mount Lofty, South Australia.

I'state repr.: Ray Brown (NSW) Pty Ltd, 3rd floor, 163 Clarence St, Sydney (29-4180); Ray Brown Pty Ltd, 100 Drummond St, Carlton South, Vic., 3053 (34-1103).

GTS Channel 4 Pt Pirie

Opened: March 1, 1968.

Licensee: Spencer Gulf Telecasters Limited, 76 Wandearah Rd, Port Pirie, SA, 5540. Phone Port Pirie, 1095. Telegrams GTSFOUR. Telex AA84321.

Principal shareholders: Electronic Industries Ltd, Berylmy Pty Ltd, Atico Pty Ltd, BHP Nominees Pty Ltd, Mutual Life and Citizens Assurance Co. Ltd, Australian and International Insurance Ltd, Southern Tele-

Adelaide's 18 to 39 year-olds mostly watch

SAS TEN

18 to 39 is
the buying age
Channel 10 has
the best reach
frequency results.
Get the facts from
Ern McGowen
in Sydney, 294180,
Ray Brown in
Melbourne, 34 1103,
or Jim Wilson
in Adelaide, 65 6991

vision Corporation Ltd, Amalgamated Wireless (A/asia) Ltd.

Directors: H. B. Weloh (chrnm & mng dir), C. L. Ryan, L. G. Riches, J. S. Doherty, J. R. Webb, C. C. Zahara, W. J. C. Willson, F. R. Smith.

Executives: Bryce A. Radford (mngtr), F. R. Smith (secty).

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 teletext 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.

State 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 8 Mt. Gambier

Opened: March 25, 1966.

Licensee: South East Telecasters Limited. Studios and offices, John Watson Drive (PO Box 821) Mt Gambier, SA, 5290. Phone 2-4117 Telegrams Setel. Telex AA80043.

Interests Repr.: Electronic Industries Limited, 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, P. K. Osborne, R. J. R. Watson, H. Whiteside.

Executives: John B. Lewis (mngtr, chief eng.), R. O. Williams (secty), G. J. Gilbertson (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.

State 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.

Television stations

● Western Australia

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Our solus area contains...

100,000 Viewers

29,000 Dwellings

\$60million retail Sales annually!

Covering **WEALTHY MARKETS** in both **SOUTH AUSTRALIA** and **VICTORIA** our policy of the **BEST IN PROGRAMMES** together with **TOP PRESENTATION** ensures **MAXIMUM SALES PENETRATION.**

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PRIMARY: Sheep — Cattle — Dairies — Potatoes — Fishing — Vineyards — Pine Forests.

SECONDARY: Wool — Meat — Dairy Products — Fish Processing — Building Timbers — Building Stone — Wines — Tourism.



MOUNT GAMBIER

Capital City Representatives:
J. M. STURROCK PTY. LTD.
65 York St., Sydney, N.S.W. 2000
Phone 29 8431
343 Little Collins St., Melbourne,
Vic. 3000. Phone 60 1617
341 Halifax Street, Adelaide, S.A.
5000. Phone 23 1057

TVW Channel 7 Perth

Opened: October 16, 1959.

Licensee: TVW Limited, Osborne Park Rd, Tuart Hill, 6060 (registered office and studios). Phone 49-1422. Telegrams Teleview, Perth.

Interests Repr.: West Australian Newspapers Limited holds 44pc of capital, remainder held by 1650 public shareholders.

Directors: M. L. Fry (chrnm), R. A. Long, J. W. Cruthers, B. S. Treasure.

Executives: J. W. Cruthers (mng dir), B. S. Treasure (gen. mngtr), J. R. Quicke (chief eng.), S. F. Fildes (nat. sales mngtr), F. A. C. Moss (secy), G. V. Byrne (sales mngtr).

Transmitter and site: Bickley (16 miles east of Perth). Dual transmitters, Channel 7 (181-188 megs). Vision 182.25 megs, 100kw ERP vision, sound 187.75megs.

Technical facilities: Three studios and two outside broadcast vans equipped with ten image orthicon cameras. Five 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.

Pstate offices: S. F. Fildes, J. A. Harper, 280 George St, Sydney (28-9060, 28-2860); G. R. Howell, 390 Lonsdale St, Melbourne (67-1868).

Rates resume (base rate): AAA time — 6.30pm-10.30pm; AA time — 6pm-6.30pm and 10.30pm-11pm; A time — 5pm-6pm; AOT — open to 5pm and 11pm to close. 60secs rates from \$220 (AAA) to \$60 (AOT); 30secs from \$154 (AAA) to \$42 (AOT). Program rates from 60mins \$600 (7pm-10pm), to minimum \$200 before 5pm and after 11pm; 30mins \$320 (7pm-10pm) to minimum \$120 (before 5pm and after 11pm). Package plans available all time channels.

STW Channel 9 Perth

Opened: June 12, 1965.

Licensee: Swan Television Limited, Hayes-ave, Nollamara, WA, 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: R. J. Mercer (gen. mngtr), K. N. Stronach (secy), T. W. Warne, (prog. mngtr), T. Provan (chief engr), W. H. Bowen (prod. mngtr), B. H. Keen (advertising & PR mngtr), R. A. Hardwick (accountant), G. Leed (news dir), J. N. Foote (WA sales mngtr).

Transmitter and site: Walliston (15 miles east of Perth), dual transmitters, vision 196.25mc/s, 100kw, ERP, vision, horizontal, sound 201.75mc/s.

Technical facilities: Two studios, AWA

transmitter equipment, Pye and Astor studio equipment.

Operating hours: Mon.-Fri. 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 mngtr); Melbourne—34 Queens Rd (26-3674), Milton Francis (Vic. mngtr).

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 (chrnm), 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 (mngtr), J. R. Fisher (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, Bun-

bury, 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.



A COMPREHENSIVE LISTING OF THE BASIC STATISTICS FOR THE WHOLE OF AUSTRALIA

Population, production, consumption, in statistical areas—all necessary data for the media planners and marketing strategist—available as a special service to B&T subscribers. Published annually, in B&T Weekly, in June.

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Television stations

- *Tasmania*

TVT Channel 6 Hobart

Opened: May 23, 1960.

Licensee: Tasmanian Television Limited.

Studio & Offices: 52 New Town-rd, Hobart. Tas., 7000 (8-0341). Telegrams Tasteevec. 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 Oposum Bay.

Studio equipment: One studio equipped with three station cameras, two vidicon telecine chains used in conjunction with 16mm film projectors and dual slide projectors. Two Ampex videotape recorders, OB unit.

Film facilities: News, commercial and documentary film production facilities; Arriflex (16BL) Auricon, Belx and Bell & Howell cameras. Colortran boosted and quartz-iodine lighting. Nagra 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.

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 interests: Northern Television 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.

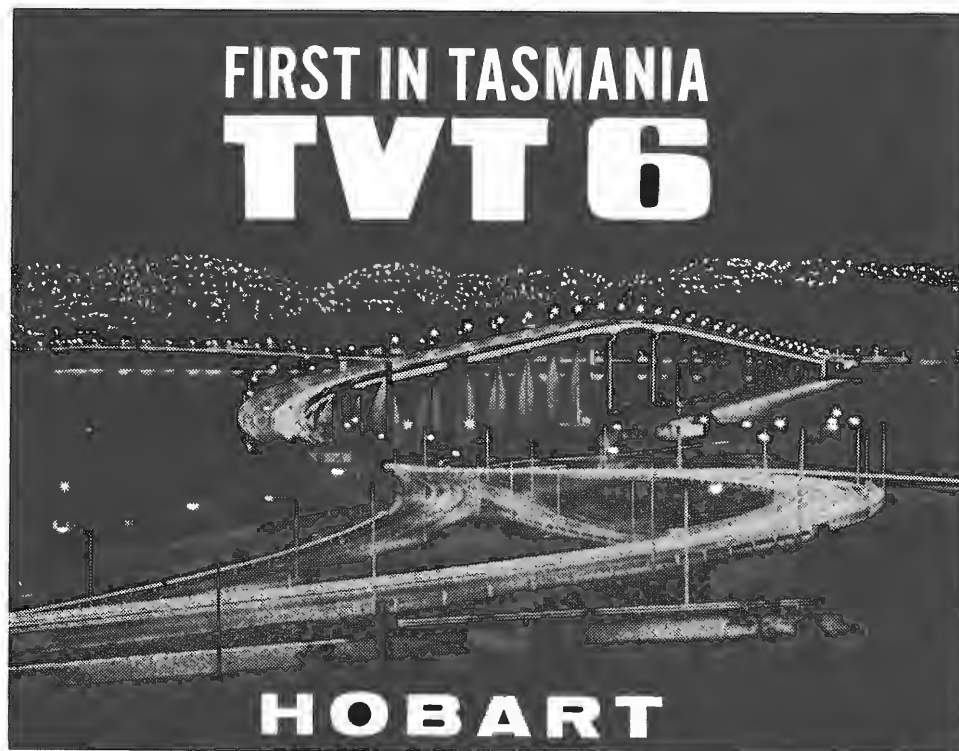
Translators: Stanley-Smithton (Channel 6), Gowrie Park (Channel 1), Prospect (Channel 11), St Marys (Channel 11), Waratah

(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).

I/state repr.: Television Time Sales Pty Ltd, Park Hse, 187-191 Macquarie St, Sydney, 2000 (221-1466); Hugh Anderson Pty Ltd, Poster Hse, 130 Exhibition St, Melbourne, 3000 (63-3674); Keith Coles Media, Suite 110, Nth British Bldg, 95 Currie St, Adelaide, 5000 (51-4926); Bede Williams & Assoc., Producers & Citizens Bldg, 160 Edward St, Brisbane, 4000 (2-6660).



TELEVISION FILM DISTRIBUTORS

AMERICAN BROADCASTING CO. FILMS OF AUSTRALIA PTY LTD, Suite 1101, Caltex Hse, 167 Kent St, Sydney, 2000. Phone 27-7266-7. Brian Rhys-Jones (gen mgr).

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 Australasia, ATV London, ITC London and New York.

O'seas repr.: ATV London, ITC New York, UPITN, New York.

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floor, Lido Hse, 404 Kent St, Sydney, 2000. Phone 29-3466. Telex No. AA20581. Cables Facilities, Sydney. J. F. Flitcroft (chrmn), R. A. Marshall (gen. mgr).

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, Krantz Films, Canadian National Film Board and Trans World International Inc.

BRITISH BROADCASTING CORPORATION, LONDON, W.I. Aust'n & NZ repr., Len Woolard, TV repr. Basil Sands, 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, independent television film distributor, 39-41 York St, Sydney, 2000. Phone 29-6326. Telex AA20735. Cables, Telmed Sydney.

Director: Maxwell E. Dutch.

Syndication of TV programs in Australia and overseas, representing TEN Sydney and ATV-0 Melbourne in residual sales to Australian television stations and representing Metromedia Producers Corporation in Aust. and NZ.

EXOTIC TV FILM DISTRIBUTORS PTY LTD, Harrowgate Hse, 155 Castlereagh St, Sydney, 2000. Phone 61-8736, 211-4070.

Directors: L. R. Brauer, E. J. Fletcher, S. J. Blake.

Distributes Continental features and short length films.

FREMANTLE INTERNATIONAL (AUST.) PTY LTD, Suite 601, Alderson Bldg, 508 Pacific Highway, St Leonards, 2065. Phone 43-7377. Telegrams Comover Sydney.

Managing director: Robert L. Laphorne.

Executive producer: R. C. Clarke.

Distributes TV film programs — series, special events, documentaries, adult and children's educational films, cartoons and short subjects. Distributing Australian material through world-wide offices. Packaging for TV stations, the live syndicated international TV kindergarten presentation, Romper Room, plus various adult shows, quizzes and plays.

O'seas Head Office: 200 West 57th St, New York, 10019, NY. President, Paul Talbot.

INTERNATIONAL TELEVISION FILM DISTRIBUTING COMPANY, Inc., c/- Teleprograms Pty Ltd, 10th floor, Trust Building, 155 King St, Sydney, 2000. Cables Telegrams, Sydney. Phone 28-6548.

Australian representative: Douglas W. Watt.

Distribution of overseas film programs including those for Bing Crosby Productions and Jack Douglas.

INTERNATIONAL FILM SERVICE, 712b Savoy Hse, 29 Bligh St, Sydney, 2000. Box 2141, GPO, 2001. Phone 28-4886.

Director: Duc Brandt.

TV film import, export and distribution.

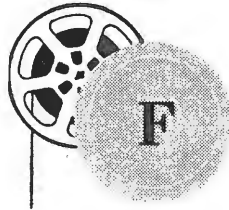
LANE, IAN, R. E., Suite A, 56 Berry-st, Nth Sydney, 2060. Telegrams Telvis, Sydney. Phone 92-6606.

Australian representative Global Television Services Ltd, representing TV producers in UK, Continent, USA and Canada. Distributing series, documentaries, educational programs and feature films.

Head office: Global Television Services Ltd, 3 Vere-st, London, W1, England.


MCA (AUST.) PTY LTD and subsidiary **REVUE (AUST.) PTY LTD**, 1st Floor, Universal House, Pelican St, Sydney, 2000. Phone 61-9844. Telegrams Revue Sydney. Chief executives: Ron V. Brown (vice-pres., MCA-TV), George Mooratoff (sales mgr).

Handles Australian distribution of US MCA programs and produces Australian programs under Revue banner.



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Pty. Ltd.**

251 ELIZABETH ST.
SYDNEY, N.S.W. 2000

Telephone: 61-6994

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 Allworld. Phone 25-3011. Head Office: 1314 South King St, Honolulu. Cables Pactel Honolulu.

Australian repr.: Wesley C. Murray.

Distributes television film programs, series, feature films, cartoons, documentaries, etc., American, Japanese and Continental.

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.



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SCREEN GEMS PTY LTD, SCREEN GEMS (AUSTRALIA) PRODUCTIONS PTY LTD, 11th floor, 45 Macquarie St, Sydney, 2000. Phone 27-5402. Cables Screengems. Telex 21468. J. Joel (mng dir).

Producers and suppliers of film TV programs, feature films, cartoons, short subjects.

O'seas repr.: Screen Gems International, 711 Fifth Ave, New York, NY 10022, USA (Plaza 1-4432). Abe Schneider (pres.), Lloyd Burns (pres. in charge foreign operations).

SIXTEEN MILLIMETRE AUSTRALIA PTY LTD, 49 Market St, Sydney, 2000. Phone 2-0663. Branches: 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. Phone 28-6548. Cables and Telegrams Teleprograms.

Directors: D. W. Watt (mng dir), M. M. Watt (dir).

Producers, representative and distributor of television programs.

TRANS-AUSTRALIA TELEVISION PTY LTD, 65 York St, Sydney, 2000. Telegrams Infilidis, Sydney. Phone 29-3859.

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 56th 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 mngtr 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, 3 Coventry Place, West Pymble, 2073. 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.



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● *New South Wales (pages 201-212)*

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Last year, Artransa Park French's Forest was Australia's best film house. Now, it's Artransa Park Film Studios Epping.

Artransa is the largest film complex this side of the equator—and we didn't get that way by standing still. If you've got to grow, you've got to go. Which is why we moved to Epping. It's also a fact that Artransa has the best roundup of talent and equipment in the country. Need an illustration? Consider our layout. Artransa Epping is four whole floors of film facilities.

Once you get past the reception, we usher you into your own rooms—client's quarters made available to you alone throughout your stay. You'll feel comfortable—the whole building is air-conditioned. Including all the editing and dubbing rooms just around the corner. On your way to the shooting, you'll see a huge carpentry shop and props warehouse. There are two big sound stages, one of which is so large we can split it up with a mobile soundproofed wall.

You can see the rushes in one of three plush theatres. Or, if you wish, we'll run the film for you in the theatre at our City Office in Hunter Street. The animation department upstairs is even bigger and better. The services of Atlab and E-Cam are immediately available—they're our next door neighbours.

And just down the road there's a supply of outdoor locations other people have to go miles to find. It all adds up, doesn't it? Artransa Epping is the best film house in Australia. Come on over and look around. Give us a call on 85-0155.

ARTRANSA

Artransa Park Film Studios, Television Centre, Epping, 85-0155. Artransa Park Film Studios (City), 6th Fl., Herald Bldg., Cnr. Hunter & Hamilton Sts. 25-5684. Artransa Park Film Studios, 88 Ackland St., St. Kilda, Vic. 94-0614.

ACADEMY SCREEN SERVICES, 3—108 Ben Boyd Rd, Neutral Bay, NSW, 2089. Phone 909-1864.

Executives: R. H. Tucker, N. M. Tucker.
Company's operations: Film direction, cinematography. Full 35mm and 16mm camera equipment.

ADVENT RADIO-TELEVISION PRODUCTIONS, 150 Fox Valley Rd, Wahroonga, NSW, 2076. Phones 48-3873, 48-3875.

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, 43 Yeo St, Neutral Bay, NSW, 2089 (90-8011) and Filmcentre, 65 Ebley St, Bondi Junction, NSW, 2022 (38-1112).

General manager: Brian Chirlian. Acting gen. mngr: John Daniell. Supervising producer TV commercials: A. C. Lemon. Studio and production manager, Filmcentre: Stan Moore.

Sales exec.: Ross Webb.

Equipment and facilities: Three commercial film crews, sound stage areas totalling 10,000 sq. ft, other stages and production studios; scene dock, woodwork and paint shop, prop, wardrobe and electrical depts; BNC, NC and standard Mitchells 35mm; 35mm Newall (blimped); 35mm Arriflex blimped; Cine 60 Arriflex; BL and Standard 16mm Arri; geared heads and accessories; range of Cooke series 2 lenses; Schneider and 10:1 Angenieux zooms.

Facilities for all types of location shooting including brute arcs, mini brutes, blimped and unblimped generators; master lights, multi beams, quartz iodines and full range of studio lighting; recording and playback equipment; studio and mobile location cranes; trucks, vans, land rovers and station wagons.

Studio and location facilities include color-tran and other crab dollies, crane and Raby velocitor; back projection unit 350 amps and back projection screen 26ft x 18ft, two theatres equipped with RCA projectors, 35, 17½ and 16mm dubbing and recording equipment. RCA mixing console, Nagra pulse sync. recording system. Rifle microphones. Fisher microphone booms, blimped generators and convertors. Magna Tech triple track 35mm, 17½mm, 16mm recorder.

Westrex and standard Moviolas for 16mm and 35mm, negative and positive cutting rooms.

Oxberry 16mm and 35mm optical effects printer—all effects both b&w and color including travelling matt.

Fire and rainmaking equipment and other specialised location effects equipment.

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 AUSTRAL-ASIA PTY LTD (APA), 15 Kings Cross Rd, Kings Cross. 31-5657, 31-2638, 31-2619.

General manager: Charles E. Wolnizer.
Film producers, facility and equipment hiring services—can equip up to 4 units at any one time.

Freelance booking service for all film crews including producers, directors, writers, production managers, cameramen, assistants, electricians, grips, soundmen and editors.

API-AIR PROGRAMS INTERNATIONAL, 38 Martin Place, Sydney, 2000. (28-4617). Telegrams Airprograms. Offices also in New York and Hollywood, USA. Represented world-wide.

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. mngr), L. J. Becker (mngr), Garry Blackledge (nat. sales mngr), B. Fletcher (sales mngr).

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

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AJAX FILMS Pty. Ltd.

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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 Debrie 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 facilities for rapid assembly of sound tracks and dubbing of foreign language versions.

Melbourne office: 88 Acland St, St Kilda 3182. (94-0614). For details see Melbourne entry.

Representative: R. Watkins, Artransa Park Television Pty Ltd, Room 405, 4th floor, 1501 Broadway, New York 10036 USA. Singapore: D. K. Ellery & Assoc., 532-D East Coast Rd (44-8968); Hong Kong: John Bow, Victoria Productions, 403 Pedder Bldg.

AUSTRAL PACIFIC PRODUCTIONS PTY LTD, 539-541 Darling St., Rozelle 2039. Phone 82-5316; AH 95-2943.

Managing director: A. J. Helgeson. **Director & production co-ordinator:** David Griffin.

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 22, 51 Pitt St, Sydney, 2000. Phone 27-6557. Studio and correspondence, PO Box 100, Mona Vale, 2103. Phone 99-3070.

Directors: Lex Halliday, Jean Halliday.

Producers of specialised documentary, public relations and industrial films; film consultants to industry and overseas producers.

BAGLIN, DOUGLASS PTY LTD, Studios and offices, 100 Pacific Highway, St Leonards, 2065. Phone 43-6311.

Directors: Douglass Baglin, R. Israel. **Executives:** R. Israel (studio manager), I. South (laboratory).

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, 56 Berry St, North Sydney, 2060. 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:** David Abeshouse.

Executives: George Vlazny (acctnt), Neville Hodges (sales & prod. mngr), Michael Franklin (cinematographer), Bruce Ezard (film editor), Doris Tilden (prod. assnt).

Produces TV commercials, industrial and training films, documentaries, TV series.

CARDIN FILM SERVICE, C/o Automatic Film Laboratories Pty Ltd, 513 Dowlings St, Moore Park, 2010. 31-4131.

Director: M. Cardin.



"THE FILM MAKERS"

JOHN BUSHELLE PRODUCTIONS

PTY. LTD.

56 BERRY STREET, NORTH SYDNEY, 2060 — TELEPHONE 92 7158

O'seas Repr.: Cardin Film Service, Endell St, London, WC1, UK.

Specialises in negative cutting 35mm & 16mm, color and B&W, A&B rolls, and synchronising tracks.

CAREER PRODUCTIONS PTY LTD, 14th floor, ADC Hse, 77 Pacific H'way, North Sydney, 2060. Phone 92-5231.

Director: W. M. (Mac) Thomson, (director and gen. mngr).

CHURCH OF ENGLAND TELEVISION SOCIETY, 511 Kent St, Sydney, 2000. Phone 61-6493.

Director: Clifford Warne.

Photographer: Jean-Luc Ray.

Executives: Ian J. Harvey, LIB (chairman), Rev. J. A. Dahl (secretary).

Produces TV programs for ATN, TCN, TEN and WIN. Films, videotapes and audiovisual 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*.

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.).

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Facilities: One sound stage, 3 sound studios, projection theatre, plus editing rooms and additional production facilities. Music studio A is equipped with Scully, Nagra and Rola professional and sprocketed recorders; Neumann, Senheizer, RCA, AKG., Altec, Beyer and other microphones—mono or stereo.

Services: Producers of 16mm and 35mm color and b&w films, TV commercials, documentary films and educational productions. Film recording and soundtrack specialists.

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 PRODUCTIONS PTY LTD, studios and offices, 541 Darling-st, Rozelle, NSW, 2039 (82-0611). Representatives: Brisbane, Melbourne, Adelaide, Perth.

Directors: Sir Norman Rydge, CBE (chrmn), Norman M. Barrell, K. H. Moreman, D. J. Halloran.

Staff: E. J. Saunders (secy), G. A. Richards (studio mngr), R. Beckett, W. M. Carty (prod.-directors), W. Dukes (sound engr), R. Horner ACS (dir photography), R. Blake, R. Thompson, K. Roach (photographers), S. Ralston (optical & special effects).

Studios: Large sound stage, fully equipped TV commercial experimental stage and 3 theatrettes for 16mm and 35mm screenings.

CINETEL FILM PRODUCTION SERVICES, 94 Walker St, North Sydney, 2060. Phone 92-6407. Telegraphic address: Cinetel, Sydney.

Directors: Franklin A. Heimans, Josette Heimans.

Complete 35mm and 16mm film production. Producers of television commercials, documentaries, public relations films. Freelance editing service also available.

COLLINGS PRODUCTIONS PTY LIMITED, 50 Walker St, North Sydney, 2060. Phone 92-5572. Telegrams Eyewitness, Sydney.

Directors: Geoffrey Collings, Dahl Collings.

Executives: Geoffrey Collings (producer/writer/dir), Dahl Collings (dir/designer).

COMMERCIAL AND TELEVISION ADVERTISING STUDIOS (CATA), 74B Trafalgar St, Annandale, 2038. Phone 68-3759, 68-4203.

Directors: Neville R. Bletcher, Allen Keen. Producers of documentary, industrial and commercial films. Studio hiring facilities.

COMMERCIAL TELEVISION PROGRAMS, Sydney. Studios, offices and equipment same as Southern Cross Films.

DIMOND, PETER, FILMS, 21 Little Comber St, Paddington, NSW, 2021. Phone 31-3988.

Principal: Peter Dimond (also prod.-dir). Film production consultant. Specialises production of documentaries, programs, special film assignments and TV commercials.

FEATURED THEATRE ADS. Head office, 106-110 Goulburn St, Sydney, 2000. Phone 61-9551-2-3, 26-5643, 26-5673. Telegrams Featurads Sydney.

Subsidiary of David Koffel Pty Ltd, also controlling David Koffel Film and TV Productions and Film Makers Pty Ltd, and associated with David Koffel (Vic.) Pty Ltd, operating Filmads (Vic.) Pty Ltd and Reilly Advertising Co. (Vic.) Pty Ltd.

Managing director: David Koffel.

Victorian office: T&G Building, 145 Collins St, Melbourne. Phone 63-4857, 63-5918. **Manager:** George P. Ruttle. **Queensland office:** Heindorff Hse, 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. (SAWA).

THE FILM ACADEMY LIMITED, 27-33 Mitchell St, North Sydney, 2060. Phone 92-0751-2-3.

Executives: E. E. Porter (mngr), K. M. Williams (asst mngr), E. Wenban prod. mngr).

Staff: Full range of freelance technicians available.

Facilities: Complete production facilities for feature, TV series 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), S. O'Keefe (sound), D. Weedon (editor), D. Downes (prod. co-ord).

Executives: J. Erichson (mngr), J. Simpson (cameraman), L. Kanturek (art dir), P. Newton (opticals).

Istate repr.: Arkaba Films Pty Ltd, 351 Heathfield Rd, Aldgate, SA, 5154; E. Camp-

bell, 44 Cockburn St, Curtin, ACT, 2605. **O'seas:** Rasmus Von Gottberg, Hanseatic Kontakt-Film, 2000 Hamburg 39, Agress-trasse 44, West Germany.

Producers of TV and theatre advertising films, staff training, industrial, educational, prestige and entertainment films. Complete service from creative ideas, scripts and production to final screen presentation.

FORTUNE FILM & TV PRODUCTIONS PTY LTD, 2 Wentworth Ave, Sydney, 2000 (26-1501), and 23 Drummond-st, Carlton, Vic. 3063 (34-4184). **Technical division:** 4 Almore 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 969-3933), and 61 Kareela Rd, Cremorne, NSW, 2090. Phone 90-6006. Telegraphic address Frasercastle, Sydney. Associates in UK and USA.

94 walker st., north sydney
92 6407

Directors: Norman Castle, Liliás F. Castle.
Principal executives: N. Castle (producer dir), L. Castle (writer, dir, editor).

Producers of documentary films in all fields. Operating throughout Australia, New Guinea, and South East Asia.

GAYTONE PRODUCTIONS PTY LTD, 12 Sneyd St, Bowen Hills, Qld. 4006. Phone 51-1538 (after hours 59-1298).

Services: Film production, TV commercials color black and white sound recordings and transfers, 1/4 inch to 16mm sprocketed tape and drive-in studio.

GOTHIC FILM PRODUCTIONS PTY LTD, in association with K. G. Film Service, 305 Penshurst St, Willoughby, NSW, 2068. Phone 40-2228.

Producers of 16mm documentaries, TV commercials, etc.

GRAPHIK ANIMATION PTY LTD, office and studios, 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.

REG GRUNDY ENTERPRISES PTY LIMITED, 132-138 Arthur St, North Sydney, 2060. GPO Box 2808, Sydney. Phone 92-0722 (9 lines). Telegrams and cables: Telgrundy Sydney.

Radio, TV and film production company, specialising in package-production of quiz, game, panel and variety TV shows. Also planning, preparation and production of radio and TV contest promotions.

HILL, DENNIS, PRODUCTIONS, 2 Heathcliff Cres., Balgowlah Heights, NSW, 2093. Phone 94-1477. Telegrams and cables: Hillfilm, Sydney.

Directors: Dennis A. Hill (prod./dir.). G. M. Burt, A. J. Hill.

H. W. PRODUCTIONS PTY LTD, 65 Ebley St, Bondi Junction, NSW, 2022. Phone

38-4888. 11 Pickering Lane, Woollahra, NSW. 2025. (32-3158 private).

Managing director: Hans Wetzel.

Film production, principally storyboard films and sales promotion films, utilising multiplex optical printer in color and black and white. Sound recording services on location and studio. Nagra equipment provided.

INTERNATIONAL FILM SERVICE, 712b Savoy Hse, 25 Bligh St, Sydney, 2000. Box 2141, GPO, Sydney, 2001. Phone 28-4886.

Director: Duc Brandt.

Independent producer of 16mm and 35mm film. Also handles local and overseas film distribution, specialising in placement of Australian films in the international markets. Agents in various overseas capitals.

ISAACSON, GUNNAR, PRODUCTIONS, 53 Wallumatta Rd, Newport, NSW, 2106. Phone 99-1333.

Producer: Gunnar Isaacson.

Specialises in children's television programs.

JETFILM PRODUCTIONS, Alderson Bldg, 504-520 Pacific Highway, St Leonards, NSW. 2065. Phone 439-2613.

Directors: John T. Frank, John E. Neary, A. Frank.

Executives: John T. Frank (exec. prod.), B. Brown (tech. dir).

Producers 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 1/4 in to 16mm or 17.5in dubbings.

Postate repr.: B. Williams, 160 Edward St, Brisbane. **O'seas reps.:** (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.

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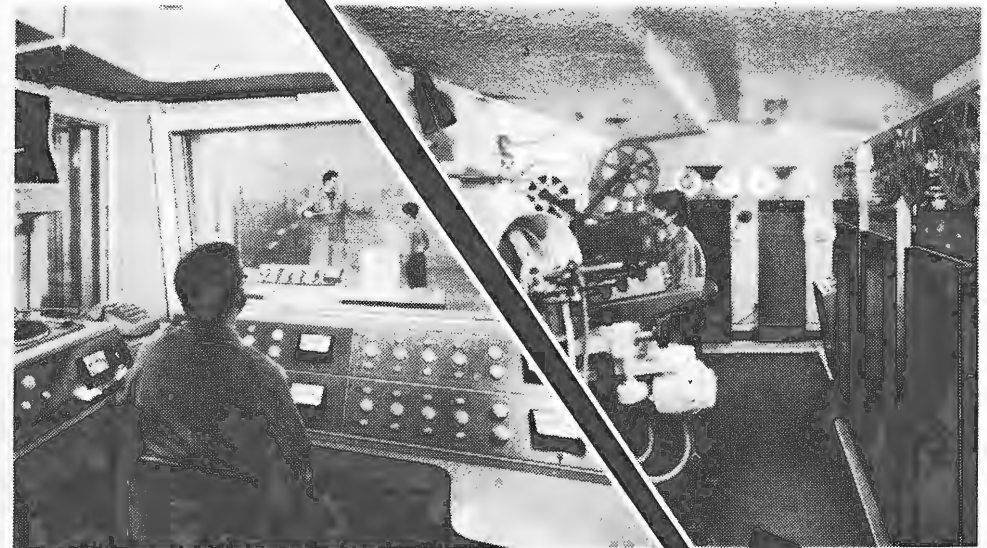


Sydney Morning Herald (Michael Symons): "Ellis D. Fogg produces more restful, more varied, more beautiful and more exciting effects."

(See our entry on page 252)

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 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

KESTREL FILM PRODUCTIONS, 575 Church St, Richmond, Vic., 3121. Phone 42-6984.

Director: J. Richardson.
Film documentaries and commercials.

KINGCROFT PRODUCTIONS PTY LTD, 29a Rosalind St, Crows Nest, NSW, 2065. Phone 92-7265, 92-2579, 929-6202.

Directors: Terry Banks, Terry Ohlssen.
Executives: Terry Banks (man. dir), John Kingsford Smith (dir documentary div.), Mike Salter (editor), Geoffrey Smale (cameraman), Barry von Bronkhorst (sound).

Studio: 50ft x 40ft with make-up and dressing room.

Equipment and facilities: 35mm & 16mm Arriflex cameras including 16BL camera stabiliser for hand-held camera in moving vehicle or walking shots. Stop motion motor. Full range of lenses. Two editing rooms with latest 35mm & 16mm sound Moviolas and reader synchronisers. Theatre for double head screenings in 35mm and 16mm. Recording and mixing facilities on latest Rock 'n Roll 17.5mm and 16mm equipment at 24 or 25 FPS.

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

**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

Makers Pty Ltd, and associated with David Koffel (Vic.) Pty Ltd, operating Filmads (Vic.) Pty Ltd and Reilly Advertising Co. (Vic.) Pty Ltd.

Managing director: David Koffel. Executive director: Ralph D. Hogg.

Melbourne office: T&G Bldg, 145 Collins-st. Manager: George P. 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 17mm cameras. Zoom lens, speed panchro lenses all cameras. Dollies including Houston Fearless velocitator dolly. Full studio lighting equipment from 10kw lamps downwards.

Recording and projectors: Complete modern facilities for recording and projection (double head or composite). Private theatre, 35mm and 16mm equipped for Cinemascope, latest 8 channel mixing.

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).

NAVA PTY LTD, 241 Broadway, Sydney, 2007. Phone 660-3333.

Manager: Dick Stericker.

Manufacturers of Navalite continuous projection display unit for showroom or shop window display. Australian distributor Porta Matic sound 8mm continuous projector.

Production of sound filmstrips to suit Dukane or La Belle Courier equipment. Slide and tape productions for automatic 35 mm projectors and tape sync.

Custom builders of audience participation sound repeating players. Specialists in planning and operating composite audio-visual installations for national product launches.

Service: Electronic service facilities for all audio-visual equipment, including electronic organs.

Offices: Melbourne (head office), Adelaide, Brisbane, Perth.

Facilities available in Hobart.

NETWORK TELEFILM SERVICES PTY LTD, 17-19 Goulburn St, Sydney, NSW, 2000. Phone 211-5079.

Produces TV program, news and sport

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; Velocitator; 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 Eastmancolor 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

material; documentaries and TV commercials. Full range 16mm equipment, including sound on film and double system sync. sound cameras and recorders, zoom lens, etc.

NLT PRODUCTIONS PTY LTD, 19-21 Berry St, North Sydney, NSW, 2060. Phone 929-8777 (5 lines). Telegrams & cables Nealim, Sydney.

Managing director: Lloyd Martin. **Executive producer:** Bill Harmon.

Handles packaged live shows for television, also film production for TV and theatres. Active in concert and theatre promotion featuring overseas and local artists.

TERRY OHLSSON PRODUCTIONS PTY LTD, 44 Hunter St, Sydney, NSW, 2000. Phone 28-5517.

Directors: T. E. Ohlsson (mng dir), N. E. Ohlsson, M. G. Ohlsson.

O'ceas: Rayant Television Ltd, 11 St James Place, London, SW1 (01-499-7191).

Independent commercial and documentary film-makers.

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, compe-

See for yourself
what we can do

Southern Documentary Productions

- Documentary productions
- Commercial productions
- Educational productions
- Staff training, industrial, aerial and personal prestige films
- All work in colour or black and white.

P.O. Box 1391
Wollongong, 2500
N.S.W.
Phone Wol. 28-9133

titions 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).

PILGRIM PRODUCTION LIMITED, 77 Pitt St, Sydney, 2000. Phone 27-9381.

Managing Director: Roy Baxter.

Specialises in production of films, film-strips, 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 productions of every type.

Incorporates Pilgrim Films and Pilgrim Design.

ERIC PORTER PRODUCTIONS PTY LTD, 101 Union St, North Sydney, 2060. Phone 929-8833.

Managing director: Eric E. Porter.

Directors: R. Richards, B. Jenkins, C. Boronon, B. Cohen (liaison dir), M. Flynn (liaison dir).

Executives: Chris Newark (prod. mngr), L. J. Porter (secy), Don B. Stanger (tech. dir), A. Beaumont (sales dir), K. Stewart (sales), A. Coyte (sales), Phil Pike, G. Hansen (cameramen), R. Dean (lab. super), Ron Windon (chief cameraman), John Garwood (chief sound eng.), P. Bushby (chief editor), M. Flynn, K. McKenzie, B. Laletin, B. Ritchie, J. Lamond, N. Sellers, C. Evans, B. Gregson, T. Eastman, A. Wheeler (editors), C. Ford (animation chief).

Staff: 100 including animation artists, three complete camera crews, carpenters, electricians, engineering, grips, lab. personnel.

SOLARCHROME COLOR PRODUCTIONS PTY LTD, 74B Trafalgar-st, Annandale, NSW, 2038. Phone 660-3759.

Director: N. R. Bletcher.

Studios: Large studios incorporating a workshop, storage areas.

Producers of documentaries, industrial and commercial films.

SOUTHERN CROSS FILMS PTY LTD, 5 Sandra Place, Seaforth, NSW, 2092.

Directors: Douglas Hardy, G. Cantle (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).

you're wrong!

you're wrong!

you're wrong!

You can afford a

TV FILM COMMERCIAL FROM \$300

We'll make you one to get results

Our **"FEATHERTOUCH KNIFE"**
sold over a **MILLION KNIVES**
(live action) — Chuck Faulkner voice over)

Our **"BRUSH-O-MATIC"**
is on the way to breaking that record
(live action — John Laws voice over)

Or we'll make you a

BLACK AND WHITE OR COLOUR

film about your business to promote sales or for staff training
Our films have been seen on TCN9 — TEN10 — ATN7 —
GTV9 — HSV7 — ABC TV — and others.

TELEVISION FILM FACILITIES

24-hour service

Executive director: Brian Howard

All correspondence to: Studios: (adjoining TCN9),
34 Church Street, Telephone — 95 2572.
BLAKEHURST, 2221, Sydney. 8 Scott Street, WILLOUGHBY,
TELEPHONE — 54 2283. 2068, Sydney.

Recording and Screening Theatre

COMMERCIALS DOCUMENTARIES SPORTING
EDUCATIONAL INDUSTRIAL TV SERIES
NEWS AND PUBLIC RELATION FILMS

"Seen on TV from coast to coast" — A division of Brian Howard Telefilms

Executives: Mervyn Murphy (mng dir), Tom Stacey (mng), Gwen Oatley (secy), George Stephenson (sales and public relations mng), Ted Holliday (prod. and studio controller), Barrie Smith, Tom Stovern, Gary Reilly (prod. dirs).

SWEET PEACH PRODUCTIONS PTY LTD, ground floor, Blues Point Tower, McMahon's Point, Nth Sydney, 2060. Phone 92-3813, 929-0876. Telegrams Sweetpeach, Sydney.

Directors: P. C. Coleman (chrnm), 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 TCN9). 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 Hse, 321 Pitt St, Sydney, 2000. Phone 61-8955, 61-7022, 61-7439. Tele-



grams Televideo, Sydney.

Directors: D. M. Fegan (chairman), G. H. Grimsdale (mng dir), Beau Sheil, P. A. Lake.

TROJAN FILM PRODUCTIONS PTY LTD, 80 Arthur St, North Sydney, 2060. Phone 92-5451.

Directors: Jack Lee (mng dir), I. M. Lee, W. S. Kidman.

Produces TV commercials, documentaries, TV programs, TV series.

UNITED CINEMA PTY LIMITED, 3 Coventry Place, West Pymble, NSW, 2073. Phone 449-2763. Cables: Ucininema.

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 (chrnm & man. dir), Winston N. Frecker (gen. mng), B. J. McDonald, M. D. Frecker.

Executives: A. E. R. Fox, Winston N. Frecker, Brian Arrighi (op. mng), Ian Cochran (comm. dir), J. M. Beale (acctnt).

Production and recording on videotape (both b&w and color) of TV commercials and programs.

WHITFORDS THEATRE ADS PTY LTD. Studios and offices, 20th Century Fox Film Corp. Bldg, 43 Brisbane St, Sydney, 2010. Phone 212-1866.

Equipment & Facilities: Equipped with all latest facilities for production of all types of slides. Instant TV slide service.

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, Pay Cards, Jeopardy, Late Late Show.

Company handles overseas and local artists and general theatrical promotions.

ROSS WOOD PRODUCTIONS PTY LTD, 36 Gosbell St, Paddington, NSW, 2021. Phone 31-8154.

Directors: Ross Wood (man. dir), Lex Meredith, George Wadeson.

Executives: Gus Lowry (prod. mng), Keith McTavish (acctnt, public relations mng).

Studios: Large studios complete with sound stages and departments incorporating workshop, make up, costume and storage areas.

WORKSHOP FILMS, Suite 2, Jule Hse, 2 Northcote St, St Leonards, NSW, 2065. Phone 43-1680.

Manager: John Porter.

Producer of workshop films, low budget films, live action and stills.

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 for theatre and TV.

ARMSTRONG, BILL, PTY LTD (sound recording studios), 100-112 Albert Rd, South Melbourne, Vic., 3205. Phone 699-1844 (10 lines).

Directors: W. R. Armstrong, R. J. S. Savage, N. Rees, S. E. Armstrong (secy).

Executives: Bill Armstrong (gen. mgr), Roger Savage (chief eng.), Norma Rees (studio mgr), John Sayers, Alan Pay, Philip Webster, Ern Rose (prod. engineers).

Facilities: Three studios each equipped with 1/2-inch 4-track Ampex and Scully recorders. Main studio also offers one inch 8-track Scully recorder plus stereo mixing desk with stereo EMT reverberation plate. 35mm and 16mm closed circuit telecine chain for post-sync to image. Nagra pilot-tone, 16mm and 17.5mm transfer recorders. Complete disc

recording and processing service. Exclusive Australian-produced mood music library available. Specialising in origination and production of advertising jingles, music for documentary film and production of 'pop' records for major record companies. Demonstration tapes or discs available on request.

ARTRANSA PARK FILM STUDIOS, 88 Acland St, St Kilda, Victoria, 3182. Phone 94-0614-5-6.

Executives: Ron Rowson (mgr for Vic.), Ron Taylor (dir of photog.), Ray Daly (editor), Dallas Rennie (casting), Arthur Shaw (construction).

Equipment and facilities: 80ft x 70ft sound stage. 12ft x 10ft recording booth. 170 arcs, ov arcs generator. 35mm Mitchell and Arriflex cameras, 35mm Debrie slow motion camera, 35 mm anamorphic zoom lens, 16 mm Arriflex camera, 35mm Arc, 16mm Bell and Howell projectors. Sound — Magna-sync and dubbing suite with mixing console. Full lighting and editing equipment.

Produces TV commercials, documentaries, instructional films, and television programs.

R. BARRINGTON SCOTT PTY LTD (Inc. Southern Films), Suite 14, 501 St Kilda Rd, Melbourne, 3004. Phone 26-4782.

Directors: R. Barrington Scott, S. F. Fell. Specialises in production of industrial and documentary films. Winner Blue Ribbon, 1966 American Film Festival.

BILCOCK & COPPING FILM PRODUCTIONS PTY LTD, 65 Palmerston Cres., South Melbourne, Vic., 3205. Phone 69-5238. Telegrams and cables Bilcop, Melbourne.

Directors: David J. Bilcock Jnr, Robin Copping, Tim Burstall, Patrick Ryan,

Executives: David Bilcock Jnr, Robin Copping, Mrs C. Suli (secy-acnts), Miss J. Green (prod. mgr), Ted Mason.

Fully equipped for production of feature films. TV series, documentaries, TV and cinema commercials.

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), G. M. Smyth (secy), P. Nicholls (co-ord.), P. Diamond (NSW).

Company's operations: Producers of radio TV film, video-tape, documentary, audio-visual commercials and programs, copy writing and casting.

BEA RECORDING STUDIOS—Broadcast Exchange of Australia Pty Ltd, 643 Chapel St, South Yarra, 3141. (24-7483-4-5-6.) Telegrams Beadisc Melbourne. 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 (fully floating), equipped

with Grand and Honky Tonk pianos, organ, etc, and live sound effects.

Engineering room equipped for tape to tape transfer (all speeds) and disc and master cutting with Neumann automatic lathe.

Complete sound effects and mood music library.

Staff music director for jingles original lyrics, background music.

BROWNING PRODUCTIONS PTY LTD, 33 Queens Rd, Melbourne, Vic., 3004. Phone: 267-1288 (3 lines).

Directors: M. Browning (chrnm, exec. prod. dir), G. Kischkowski (mng dir), M. Bryning (prod. dir), P. Pureis (prod. dir—dir of photography), E. Larkins (prod. exec.).

Executive: R. Morris (company secy).

All facilities for film and video tape production.

BUDGET FILM PRODUCTIONS PTY LTD, 8 Dorcas St, South Melbourne, Vic., 3205. Phone 69-7937.

Executive: Eddie Van Der Madden.

Company's operations: Producers of TV commercials 16mm and 35mm, live commercials and videotapes, documentaries, feature films, animated puppet and cartoon commercials.

Sydney representative: Dennis E. Lane, 6/248 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 (mgr), J. P. F. Dixon, K. V. Wagstaff, B. F. Bull (secy).

Production staff: John Dixon (prod. dir), John Walker, (film dir), Keith Wagstaff (dir of photography), Nina Syme (writer and casting dir), Ross Dimsey (prod. mgr), Jack Wight (unit mgr), David Milner (chief film editor), Mike Reed (editor), Bill Regan, Peter Wagstaff (cameramen).

Producers 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 (secy).

Producers of documentary film, television and cinema commercials from script to final print.

BRUCE CLARKE'S JINGLE WORKSHOP PTY LTD, 420 St Kilda Rd, Melbourne, 3004. Phone 26-3199, 26-3499.

Directors: Bruce Clarke, Georgia Clarke. Associates: Dick Healey, Graeme Perry.

BUDGET FILMS & ASSOCIATES

BUDGET FILMS ZOOMS INTO 1970 WITH GREAT CINEMATIC IDEAS FROM BRILLIANT TALENT LIKE EDDIE VAN DER MADDEN.

WE ARE MOVING AHEAD WITH SATISFIED CLIENTS LIKE G. J. COLES, HERALD-SUN, BAKER BOY AND AUSTRALIAN TOURIST COMMISSION. SEE OUR DEMONSTRATION REEL FOR NEW TECHNIQUES. DIFFERENT APPROACH AND FRESH CREATIVE IDEAS.

BUDGET FILMS & ASSOCIATES

"Set for the seventies"

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8 DORCAS ST. DENNIS E. LANE
MELBOURNE SYDNEY

JINGLE WORKSHOP

420 ST. KILDA ROAD,
MELBOURNE

*The complete advertising music
and sound recording service*

- ☆ New Concepts in Sound
- ☆ Commercial Jingles
- ☆ Electronic Music Synthesizer
- ☆ Sonic Design Radio Station Themes & Logos

Demo tapes available on request.

Telephone 26-3199
26-3499



the Film Gate Pty. Ltd.
31 Agnes St, Jolimont Victoria 3002
Telephone 63 2660 63 6552 63 6551

Henri Bource
Doug Hobbs

Studio co-ordinator: Pauline Harber.
TV, film and radio sound recording studios. Specialises in creation of jingles, sonic concepts and composition of film background music.

Equipment and facilities: 2x16-channel mixing console; 4-track/1/2 inch tape Ampex mastering recorder; 4-track/1/2 inch Scully mastering recorder; 3 x mono 1/4 inch Ampex solid-state tape AG350 recorders; EMT reverberation plate; Gramplan disc cutting lathe, Pultec equalisers; Phillips Limiters; 2 Revox 2-track recorders, flutter and Gramplan reverberation; Leak amplifiers and speakers; Neumann, RCA, Beyer, Sennheiser microphones; Ortofon pickups and turntables; 17.5mm sprocketed recording 24/25 FPS; 35mm and 16mm projectors.

Electronic music division equipment: Hewlett Packard frequency counters; multi-wave form tone generation bank; multi-vibrators/ring modulators; attack and decay bellgates; variable speed playback machines.

Two studios, large studio equipped with sliding wall to allow assortment of studio shapes for different orchestral combinations and sound colorations. Full tape to disc handling and despatch service; exclusive custom-made music library, large sound effects library. Demo tapes available on request.

CONSOLIDATED FILM PRODUCERS PTY LTD, 420 St Kilda Rd, Melbourne, 3004. Phone 26-3201, 26-3202-3.

Executives: J. M. Booth (chrmn), Douglas H. Lee (mng dir), Stuart R. Nelson (dir, sales), Patricia Webber (prod. co-ordinator), Mike McGinn (sound eng.), Peter L. Lamb (editor).

Produces TV and theatre commercials, documentaries and programs.

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 4 x 1/4-inch standard tape all speeds. Over 50,000 watts portable lighting cable and switch boards, two Colortran lighting units. Dollies, zoom lens, either 35mm or 16mm and synchronised double header projection for either 35mm or 16mm complete five editing benches, two editing rooms; Moviola and all ancillary equip.

Specialises all types of automotive filming with specially designed brackets and clamps to mount cameras on all types of cars.

CRAWFORD PRODUCTIONS PTY LTD. Studios & administration: 475 Collins-st, Melbourne, 3000. Phone 62-3851.

Directors: Hector Crawford (mng dir), Dorothy Crawford (prod. dir), Ian Crawford (tech. dir), Ian Jones, Glenda Raymond, Ralph Lloyd.

Executives: Robert Pascoe (mnggr), Valentine D. Stewart (sales mnggr & film consultant), Lindsay Parker (prod. mnggr), Andrew Swanson, David Lee, Ian Bennett, Gary Conway (film dirs), Dudley Robinson (chief

photog.), Kevin Franzi (film editor in chief). Staff includes producers, scriptwriters, artists, research, sound and technical personnel.

Equipment & Facilities: Auricon with 4-channel amplifier, Auricon with 2-channel amplifier, Arriflex, Bell & Howell. Full editing facilities, including four Moviolas, 16mm Magnasync recorders and dubbers, Rola 1/4-inch recorders. Fully equipped sound studios including Nagra tape recorders.

ROY A. DRIVER & ASSOCIATES (formerly Herschells Films Pty Ltd). Production division, 31 Agnes St, East Melbourne, 3002. Phones 63-1956-7-8.

Directors: Roy A. Driver (managing dir.), G. M. Driver, J. T. Driver.

Producers of documentary 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 affiliated with David Koffel (Vic.) Pty Ltd, and controls Reilly Advertising Co. Pty Ltd, and Filmads Pty Ltd.

Sydney address: Hexham Hse, 106-110 Goulburn-st. Phone 61-9551-2-3, 26-5673, 26-5643. Telegrams Featurads, Sydney. Qld office: Heindorff Hse, 171 Queen-st, Brisbane (2-7583, 2-7995). SA office: 12 King William St, Adelaide (51-6861).

Managing director: David Koffel. Vic. Manager: George P. Ruttle.

Member, Screen Advertising World Assoc. (SAWA).

(For studios and technical facilities, see Sydney entry David Koffel Film & TV Productions.)

THE FILM GATE PTY LTD, 31 Agnes St, Jolimont, Vic., 3002. Phone 63-2660, 63-6551, 63-6552.

Directors: Frank Smith, Henri Bource, Doug Hobbs.

Executives: Peter McLean (business mnggr), Henri Bource (cinematographer and underwater cinematographer), Doug Hobbs (cinematographer), Colin Eggleston (dir), Diana McLean (prod. co-ord.).

Producers of feature films, documentaries, TV commercials, etc. Fully equipped with 35mm Arriflex, 35mm and 16mm Cameflex and 16mm Beaulieu, also underwater housing for Beaulieu and Cameflex. Small and large studios, theatre, full editing and projection facilities, Nagra tape recorder.

STYLE IS AN OLD-FASHIONED WORD BUT IT STILL COUNTS

Cambridge Film & TV Productions are at
3 Armstrong Street, Middle Park, Victoria.

THE FILM HOUSE PTY LTD, 270 George St, Fitzroy, Melbourne, 3065. Phone 41-1662, 41-1743, 41-3632.

Directors: F. A. Schepisi, J. M. Schepisi, A. Stitt, B. Weatherhead.

Executives: Fred Schepisi (mng dir), Peter Norton (dir), Alex Stitt (dir), Bruce Weatherhead (art dir), Volk Mol (chief cinematographer), Trevor Ling (dir), Allan Brown (prod. mngr), Frank Hellard (animation dir).

Complete live action and animation facilities for TV and theatre commercials and documentaries.

FILMADS PTY LTD, T & G Building, 145 Collins St, Melbourne, 3000. Telephone 63-4857, 63-5918. Telegraphic address: Featurads, Melbourne.

Controlled by David Koffel Pty Ltd, which also controls David Koffel Film and TV Productions, Film Makers Pty Ltd, Featured Theatre Ads, and affiliated with David Koffel (Vic.) Pty Ltd, controlling The Reilly Advertising Co. Pty Ltd.

Sydney address: Hexham House, 106-110 Goulburn-st. Telephone 61-9551-2-3, 26-5673, 26-5643. Telegraphic address: Featurads, Sydney.

Managing director, David Koffel; Vic. manager, George P. Ruttie.

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 Almora 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.

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 (Vic.) Pty Ltd, operating Filmads (Vic.) Pty Ltd and Reilly Advertising Co. (Vic.) Pty Ltd.

Managing Director: David Koffel. **Vic. Manager:** George P. Ruttie.

(For studios and technical facilities, see Sydney entry, P.208.)

MOONEY-WEBB TV & RADIO UNIT PTY LTD (associate company of Mooney-Webb Pty Ltd and Webb Publicity Pty Ltd): 25-27 Rathdown St, Carlton, Vic., 3053. Phone 34-3149.

Directors: E. J. Webb, I. Gorman.

MORGAN, VAL, & SONS PTY LTD, 64 Elizabeth St, Melbourne, 3000 (63-6431). (In association with Val Morgan & Co. (SA) Pty Ltd and Val Morgan & Co. (Tas.) Pty Ltd).

Directors: W. V. Morgan (chrmn), V. C.

Morgan (mng dir), E. V. Gleeson.

Equipment and facilities: Complete facilities for production of TV and cinema slides and recording of announcements for cinema and radio. Own theatre equipped for standard, wide screen and cinemascope projection.

Repr.: SA, K. B. Hicks, mng, Val Morgan & Co. (SA), 440 King William St, Adelaide, 5000 (8-6666); WA, Cyril Cornish Theatre-Ads, 286 Hay St, Perth, 6000 (23-4727); NSW, A. L. Finn Pty Ltd, 66 King St, Sydney, 2000 (29-6161); Qld, Campbell Advertising Pty Ltd, Penneys Bldg, 517 Queen St, Brisbane, 4000. (2-4200); Tas., M. L. Moore, 7a Stoke St, New Town, Hobart, 7008. (8-2364).

Specialises in cinema advertising, also radio. Publishes Morgan's Street Directories and maps. Associated with GTV. Member Screen Advertising World Association, Associated Cinema Advertising Group.

NAVA PTY LTD. Head office, 69 Barry St, Carlton, 3053. Phone 34-2622.

Directors: Frank W. Nairn (mng dir), Bryan R. Baulch, Bryan D. Lowther, Arthur F. Lippi.

Equipment and facilities: Rental and sales of 16mm sound projectors, 8mm rear screen projectors, Dukane sound filmstrip projectors, 35mm slide projectors, Beseler overhead projectors, La Belle Courier sales aid, tape recorders, record players, sound systems, sales and marketing training films and lighting.

Manufacturers of Navalite continuous projection display unit for showroom or shop window display. Australian distributor: Porta Matic sound 8mm continuous projector. Production of sound filmstrips to suit Dukane or La Belle Courier equipment.

Slide and tape productions for automatic 35mm projectors and tape sync.

Custom builders of audience participation sound repeating players. Specialists in planning and operating composite audio-visual installations for national product launches.

Service: Electronic service facilities for all audio-visual equipment.

Offices: Sydney, Adelaide, Perth.

Facilities available in Brisbane, 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.

Producer: C. J. Stewart.

PACIFIC FILM PRODUCTIONS, 158 Moray St, Sth Melbourne, 3205. Phone

Owen
BROTHERS
animated films
pty. ltd.

Animation for
Television, Education
and Industrial films.

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

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.

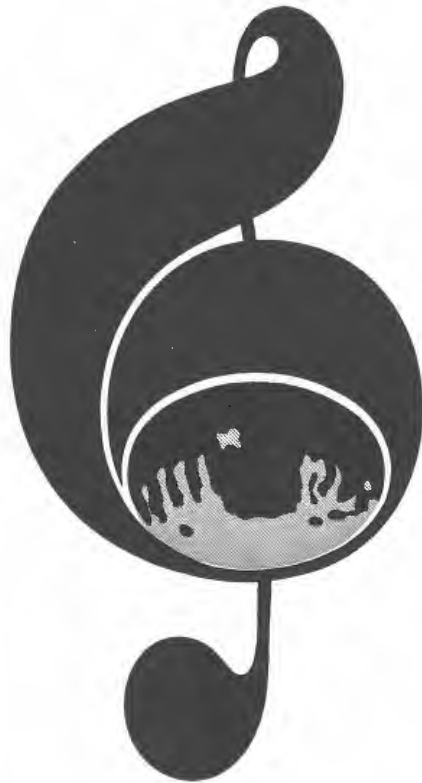
Producers of the finest quality TV commercials and documentaries, BLACK and WHITE or COLOUR. 16mm, 35mm or Cinemascope.

All together with editors, sound engineers, grips and the finest array of technical talent, and girls, girls, GIRLS, why not try Consolidated.

You'll be surprised when you give them a chance to help you.

Frank Smith Productions Pty. Ltd.
31 Agnes St, Jolimont Victoria 3002
Telephone 632660 636552 636551

Music & Sound for Image



69-2471.

Directors: R. H. Mirams, C. J. Stewart, J. N. Davies.

REILLY ADVERTISING CO. PTY LTD,
T&G Bldg, 145 Collins St, Melbourne, 3000.
Phone 63-4857, 63-5918. Telegrams Featurads, Melbourne. Controlled by David Koffel (Vic.) Pty Ltd.

Sydney address: Hexham Hse, 106-110 Goulburn-st. Phone 61-9551-2-3, 26-5673, 26-5643. Telegrams Featurads, Sydney.

General Manager: David Koffel. **Vic. Manager:** George P. Ruttle.

RICHARDSON, JOHN, FILM PRODUCTIONS, 157 Greville St, Prahran, Vic., 3181. Phone 51-3449.

Director: John Richardson.

Documentary and commercial film production.

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.

SCHEFFER, JOHN, PRODUCTIONS, 561 Punt Rd, South Yarra, Vic. 3141. Phone 26-5579.

Director: John Scheffer.

Specialises in stop motion animated films in 16mm and 35mm.

SENIOR FILM PRODUCTIONS PTY LTD, 44 Pakington St, St Kilda, Vic., 3182. Phone 94-0774 (5 lines). Charter member of International Quorum of Motion Picture Producers and Australian Motion Picture Studios' Association.

Directors: David J. Bilcock Snr (chmn), Nicholas Vastchenko (secy), Leonard G. Heitman, Keith N. Hounslow.

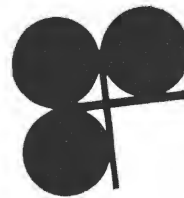
Executives: Geoff Pollock (gen. mgr), David Campbell (prod. mgr), Adrian Bodington (documentary liaison), Robert Morris (office mgr), Keith Hounslow.

State 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

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.

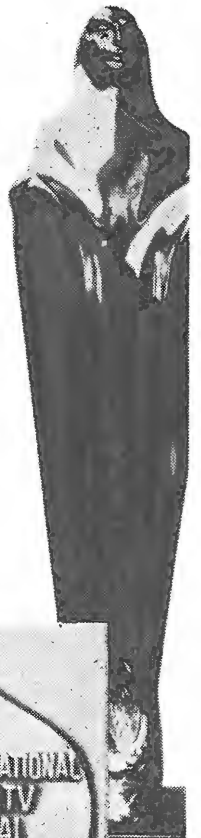
International T.V. commercial.
Winner — Golden Hugo Award,
Senior Film Productions.

"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.

Suite 14,
501 St. Kilda Road,
MELBOURNE. 3004

Telephone: 26-4782

Natec 17.5 dubbers 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 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, 63-6552.

Directors: Frank Smith and Peter McLean. **Executives:** Frank Smith (composer & mus. dir), Peter McLean (business mngr), Diana McLean (prod. co-ord.).

Producers of music and sound for image. Also a small studio available for recording voice overs, radio commercials, music ruffs. Library of original music available.

GEOFFREY THOMPSON FILM PRODUCTIONS (incorporating Films Advisory Bureau), 78 Illawarra Rd, Hawthorn, Vic., 3122. Phone 81-3002.

Directors: Geoffrey G. Thompson (principal), Vernon F. Wagstaff (technical adviser).

Set up as a source to provide industrial, business, educational and advertising interests with information on the use of motion picture film. Closely associated with Cine Service.

TEMPO PHOTOGRAPHY, 50 Albert Rd, South Melbourne, 3205. Phone 69-1164.

Manager: Ken Ross.

Operations: Advertising photography, and bromide copy service.

WILLARD KING ORGANIZATION PTY LTD, 1st floor, 293 Pacific Highway, Crows Nest, NSW, 2065. Phone 92-3557. 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, Pay Cards, Jeopardy, Late Late Show. Company handles overseas and local artists and general theatrical promotions.

ZANTHUS FILMS, 157 Greville St, Prahran, Victoria, 3181. Phone 51-3449.

Directors: Adrian Boddington, ACS, John Richardson.

Documentary and commercial film production unit.

TV production 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: Ian Harris.

Christian TV programs and commercials to all commercial stations. Radio spots to commercial radio stations.

State repr.: Christian TV Association, Sydney, Melbourne, Adelaide, Perth.

FEATURED THEATRE ADS, Heindorff Hse, 171 Queen St, Brisbane, 4000. Phone 2-7583, 2-7995. Telegrams: Featurads, Brisbane.

Controlled by David Koffel Pty Ltd which also controls David Koffel Film and TV Productions and Film Makers Pty Ltd and associated with David Koffel (Vic.) Pty Ltd, operating Filmads (Vic.) Pty Ltd and Reilly Advertising Co. (Vic.) Pty Ltd.

Head office: Hexham Hse, 106-110 Goulburn St, Sydney. Phone 61-9551-2-3, 26-5643, 26-5673. Telegrams: Featurads, Sydney.

Managing director: David Koffel. **Qld manager:** Phil Stanley.

Member Screen Advertising World Assoc. (SAWA).

GAYTONE PRODUCTIONS PTY LTD, 12 Sneyd St, Bowen Hills, Qld, 4006. Phone 51-1538, after hours 59-1298.

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, 160 Edward St, Brisbane, 4000. Box 1169, GPO Brisbane, 4001. Phone 2-3229.

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

KOFFEL, DAVID, FILM & TV PRODUCTIONS, 12 King William St, Adelaide, 5000. Phone 51-6861.

Managing director: David Koffel.

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 (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).

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), 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, 61-5001; Melbourne, 61-3841; Adelaide, 51-5971; Perth,
28-5244; Hobart, 343-104; Canberra, 4-0791; Newcastle, 2-5461; Auckland, 495-109.

3M
COMPANY

M37

Services to TV stations

- *Cameras, photographic and studio equipment (pages 227-238)*
- *Film processing laboratories (pages 239-242)*
- *Lenses and optical needs (pages 242-244)*
- *Film stock (pages 244-245)*
- *Scripting equipment (page 246)*
- *Recording equipment (pages 246-250)*
- *Studio lighting (pages 250-253)*
- *Steel towers (page 253)*
- *Transmission lines and equipment (pages 253-254)*
- *Bond storage (page 254)*
- *Video Tape (page 254)*

(TAB HERE)

FERNSEH G.M.B.H.

Solid state designs for monochrome and PAL colour TV systems.

HEIMANN G.M.B.H.
Resistron Camera tubes.

SIEMENS A.G.

TV Transmission Equipment & Tubes.

PYROX VIDEO EQUIPMENT

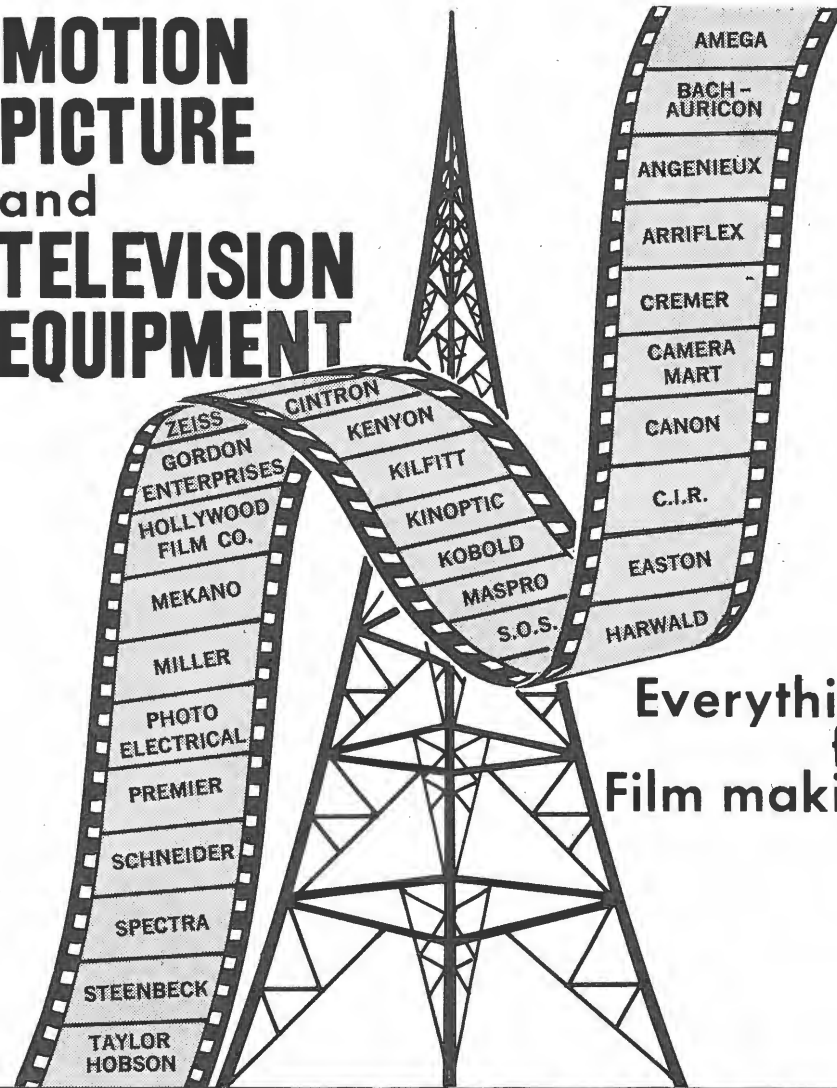
Supplied by



PYROX LTD.

See Page 234

MOTION PICTURE and TELEVISION EQUIPMENT



Everything
for
Film making

SWIFT and BLEAKLEY

PTY. LIMITED

HEAD OFFICE:

Swift House' 149 Milton St., Ashfield, N.S.W. Phone 79 84 111

BRANCHES:

VICTORIA & TASMANIA:
241 William St., Melbourne,
Phone 67-5540

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

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 distributors and agents for English Electric camera tubes, Richmond Hill Laboratories solid state studio equipment, Sony professional products.

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 mngtr), 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, and bobbins.

BIRNS AND SAWYER (AUST.) PTY LTD, 19-21 Cleg St, St Leonards, NSW, 2065. Phone: 43-1162, 43-7338. Cables: Birnshaw, Sydney.

Directors: J. Birns (chrmn), J. Barry (mng dir), C. Sawyer, M. Stern, N. Margolin.

Executives: John V. Barry (mng dir and gen. mngtr, 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.

O'seas repr.: Birns & Sawyer Inc. Sales: 1026 North Highland Ave, Los Angeles, Calif., USA.

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 Hazzelblad 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.

ROY A. DRIVER & ASSOCIATES, 31 Agnes St, East Melbourne, 3002. Phone 63-1956-7-8.

RENT audio-visual equipment for your presentation

BE it 16 mm, 8 mm, 35mm Slide, Filmstrip, Overhead, or Opaque Projectors, Screens and Stands, Tape Recorders, Record Players, Sound Systems, Lighting, Sales Training Films, and all the Bits and Pieces . . . WE WANT to help you put on the BEST show.

MELBOURNE: Tel.: 34-2622
SYDNEY Tel.: 660-3333
ADELAIDE: Tel.: 8-4019
PERTH: Tel.: 28-6822
BRISBANE: Tel.: 71-3266

FOR RENTAL, SALES AND SERVICE



NAVA PTY. LTD.



Executives: Roy A. Driver, G. M. Driver, J. T. Driver.

Australian agents for Debrie 16mm incandescent and arc sound projectors, Lawley dual 16 and 35mm film processors, Lawlette daylight film processing machines, Lawley Unicon color daylight processing machines. N. V. Kinotechniek film laboratory equipment, Houston Fearless film printing machines and processors, optical and magnetic film readers, synchrovisers, 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.

MAX DUPAIN AND ASSOCIATES PTY LTD, 49 Clarence St, Sydney, 2000. Phone 29-4901-07.

Director: Max Dupain.
Still photography of architecture and industry.

EASTON, A. & SON PTY LTD, 273 Nel-

son 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 7½ 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.)

FRONT PROJECTION CO (AUST.) PO Box 25 Killara, NSW 2071. Phone 919-4361, 919-4774.

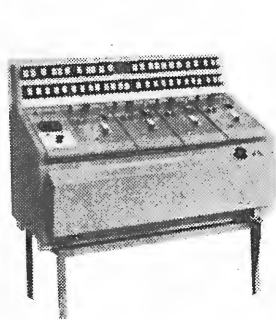
Directors: H. R. Brett Hall, Stefan Sargent.
Front projection systems, black & white and color for TV and film studios.

GOLDRING ENGINEERING (A/ASIA) PTY LTD, 443 Kent St, Sydney, 2000. Telegrams "Goldring" Kent.

Directors: F. Scharf, E. Edel.
General manager: Alan Obrart.
Manufacturers of HiFi equipment, importers of Grundig—Germany Goldring Lenco turntables.

Agency: Compton Advertising, Sydney.

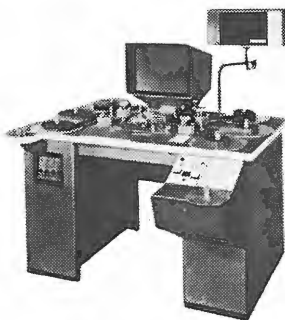
Agents for:



MELLOTRONICS

London

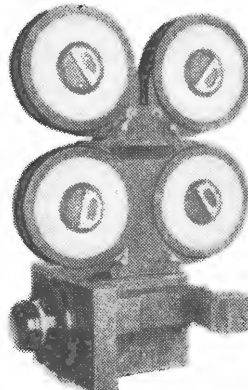
- Programme Effects Generator
- Mellotron



KEM

Hamburg

- Standard Rapid & Universal Editing Tables
- Sound Systems



technoexport

Prague

- Special Effects Cameras
- Studio Equipment

DONALD DAGGETT PRODUCTIONS

54a Beecroft Road, Beecroft, Sydney. 2119 Tel.: 84-4280

After 40 years of continuous service to the science of television, Fernseh announces . . .

THE NEWEST & MOST EXCITING CAMERA IN THE WORLD!

This 3 tube (R.W.B.) Universal Colour camera which operates on the separate luminance principle is designed for studio and mobile use with tele-control system and digital remote equipment.

NEW FOR COLOUR ★ Film scanners ★ Mixing systems
★ Monitors ★ Stabilizing amplifiers & pulse equipment
for the Pal system.



FERNSEH



For full information contact the suppliers

PYROX LTD

Television Engineers & Contractors

Melbourne 34 9121. Sydney 74 0251. Brisbane 5 2926
Adelaide 23 2203. Perth 21 4888.



audio

Mixers Monitor Amps
Equalizers Filters Limiter/
Compressors Gates Record
& Play Systems Tape & Disc
Audio Visual Systems
Automated & Control
Systems Electronic Music
Synthesisers

ALL

PROFESSIONALLY
DESIGNED AND
MANUFACTURED TO
YOUR REQUIREMENTS

BY

optronics pty ltd

62 Berkeley Street,
Huntingdale. 3166
Phone 544 3228

SOUND STUDIO EQUIPMENT 16mm and 35/17,5mm

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(Picture) 16mm double-band "Languedoc".

Many other models, bench and floor types available in 16mm, 35/17, 5mm.

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HANIMEX PTY LTD, Old Pittwater-rd, Brookvale, NSW, 2100. Phone 93-0122. Branches all States.

Managing director: J. D. Hannes.

Supplies all types cinematographic and TV equip.; agents for Siemens projectors, splicers and rewinders. Union film printing and processing equipment. Sonnenschein batteries, HKS animated viewers, editing and titling units. Houston Fearless processors, Sylvania lighting equipment, Pako film processors. Protect-a-Print leader film, printed leader film, Fuji videotape and cinematograph films.

HAYES, K. PTY LIMITED, 22 Harris-st, Bankstown, NSW, 2200. Phone 77-5800.

K. Hayes (managing dir).

Suppliers of custom built plastic 16mm spools.

H.W. PRODUCTIONS PTY LTD, 65 Ebley St, Bondi Junction, NSW, 2022. Phone 38-4888, 38-1112.

Managing director: Hans Wetzel.

Sound recording engineering service.

Also specialises in production of storyboards (and TV commercials) by means of an electronically controlled optical printer, black & white and color.

INTERNATIONAL DYNAMICS (AGENCIES) PTY LTD, PO Box 261, Richmond, Vic., 3121. Phone 42-4403.

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.

Distributors of 16mm Kodak K-100 cameras; Eastman 16mm TV projectors, Eastman Pneumatic Multi-plexer (Model 2), Kodak 16mm Pageant Projectors; Kodak Retina 35mm cameras and Carousel slide projectors; still and Instamatic cameras and dark room equipment; sensitised photographic materials and chemicals for professional use.

MASPRO INDUSTRIES PTY LTD, 23-29 Addison Rd, Marrickville, NSW, 2204. Phone 51-4351.

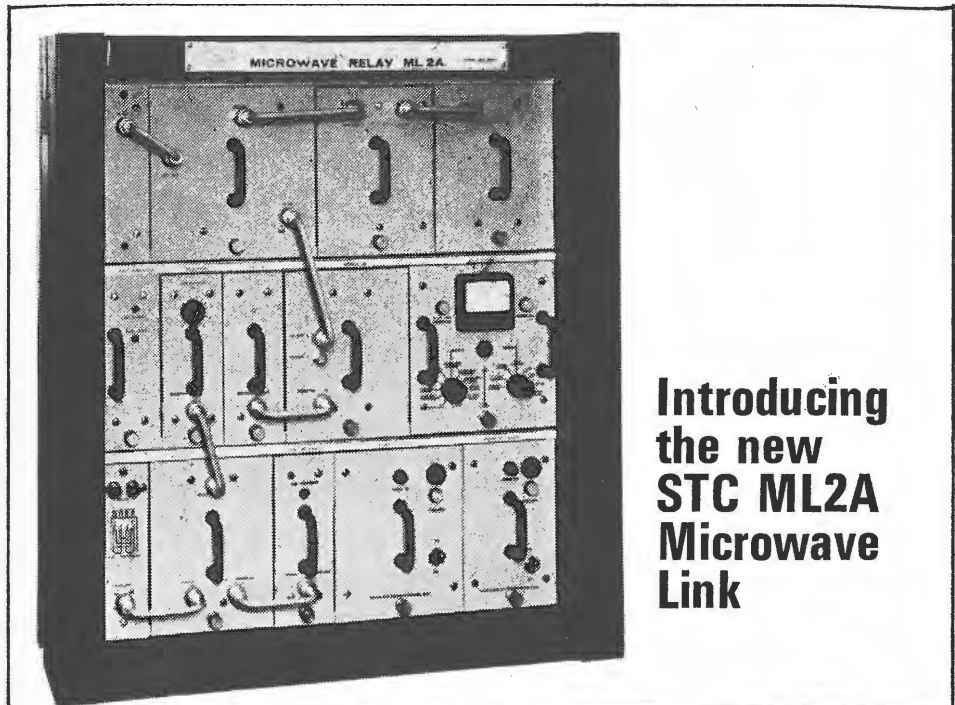
Governing director: I. G. Phillips.

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 (mngt), Jean O. Davies.

Development, manufacture, distribution of television broadcast electronic equipment.



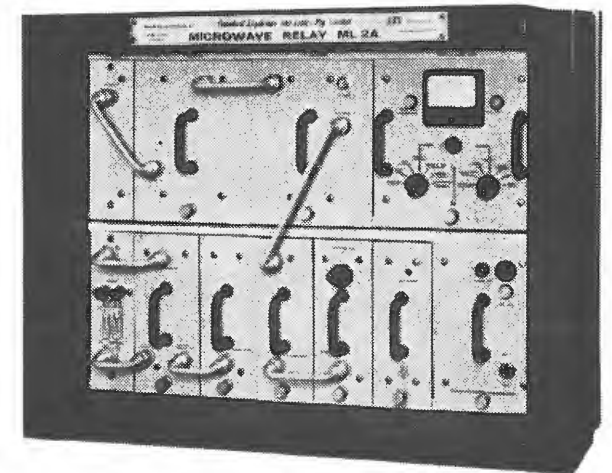
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Principal executives: H. B. Kosanke (mng dir), D. J. Brydon (sales & mktg dir), J. A. Johnson (national sales & mrkg mgr), J. R. Boyer (product development mgr), N. F. Sully (mrktg mgr).

"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.

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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.

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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 ELECTRICAL PTY LIMITED, head office, 69-79 Clarence 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:** W. Seddon (admin. dir), J. Border (mng dir), A. Billson (sales dir).

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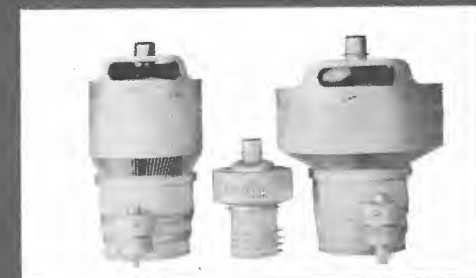
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339 coronation drive/toowong/qld 4066/71 3277

10 stirling highway/nedlands/wa 6009

Co., USA; Elemack, Italy; Seiki Co. Ltd, Japan; Rye-Den-Sha Lighting Co. Ltd, Japan; Lowel Light Photo Engineering, USA; Plastic Reel Corp., USA; Sondor Export AG Zollikon, Switzerland; 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.

PRECISION ENGINEERING CO. PTY LTD, 2-6 Neild Ave, Rushcutters Bay, Sydney, 2011. Phone 81-8061. Telegrams Pecolim.

Agent: Coronet Instructional Films, Boulton-Hawker Films, EFVA Films, Craig Readers.

Cinevox 16mm projectors (Prefect & Premier models), allied projection and magnetic tape recording equipment, language laboratories.

PYROX LIMITED, 18-40 Queensberry-st, Carlton, Vic., 3053. Phone 34-9121. Telegrams Pyrox. G. R. G. Smart (mngtr, TV division).

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Supplied transmitter and studio equipment GTV, film and studio equipment to ABC TV stations in all capitals and country centres; services and equipment to TCN, ADS, NWS, ATV-0, TVW, QTQ and country stations.

RANK TAYLOR HOBSON PTY LTD, 30 Hotham Parade, Artarmon, NSW, 2064. Phone 439-1188.

Executives: J. K. Mitchell (genl mngtr), L. F. Beal (b'cast equip. engr), D. I. Jones (electronic engr).

Rank Cintel Flying Spot scanners 16mm, 35mm and slide; color monitors; monochrome monitors; TARIF color processors; phase correctors; single wire telecine control systems; de-coders, encoders; TV standards converters and associated color broadcast equipment; Rank Taylor Hobson lenses for broadcast, CCTV and motion picture applications. Full service facilities available.

RCA LIMITED, 11 Khartoum Rd, North Ryde, 2113. Phone 88-5444.

Executives J. W. Tyler (mng dir), A. J. Turner (controller), W. J. Walsh (gen mngtr, record div.), R. D. Walsh (gen. mngtr), tech. products div.), G. J. Cutler (mngtr—national sales tech. prods div.).

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, Ball Bros special effects generator, IEE readout devices, Elit TV Translators and COEL TV aerials.

Offices: Sydney and Melbourne.

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Sole Australian distributors for the Rank Organisation (UK), Bell & Howell 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-line Corporation (USA), Eclair International Diffusion (France), Photo-Sonics Inc. (USA), Traid Corp. (USA), Precision Laboratories (USA), Ryu-Den-Sha (Japan), Shiba Electric Co. (Japan), Intercine SRL (Italy), OMAC Caprara (Italy), Chicago Aerial Industries (USA), Maier Hancock (USA).

Representing: Magnasync/Moviola (USA), Etablissements Pierre Angenieux (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 equipment, Ferrani black and white 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.

Studios Dept mngtr: Dick Collingridge.

STANDARD TELEPHONES & CABLES PTY LTD, Moorebank Ave, Liverpool, NSW, 2170. Phone 602-0333. Telegrams Stanliv, Liverpool.

Chairman and managing director: Sir Samuel Jones.

Microphones, solid state audio systems and equipment, limiting and AGC amplifiers.

SWIFT & BLEAKLEY PTY LTD, Swift Hse, 149 Milton St, Ashfield, 2131. Phone 798-4111. Telegrams Kentycam.

Directors: C. D. S. Moore (chrnm), J. H. Bleakley (mng dir), D. B. Bleakley (marketing dir).

Manager (cine-TV division): R. S. King. Comprehensive range of television and film production equip., including Arriflex 16/35mm cameras, Auricon 16mm sound

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.

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35mm Type 5256; 16mm Type 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 Type 5241; 16mm Type 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 Type 5242; 16mm Type 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 Type 5254; 16mm Type 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 Type 5253; 16mm Type 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 Type 5271; 16mm Type 7271. Multi-layer color film for making color internegatives from color reversal originals.

Release Print Films

Eastman Color Print Film
35mm Type 5385; 16mm Type 7385. Multi-layer color print film for general color release printing from color negatives and color duplicate negatives.

Eastman Reversal Color Print
16mm Type 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 Type 5386; 16mm Type 7386. Color reversal print material companion to Ektachrome EF and Ektachrome MS Films.

Eastman Ektachrome R Print Film
35mm Type 5388; 16mm Type 7388. 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.

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BLACK-AND-WHITE

Camera Films

Eastman XT Negative Film
35mm is Type 5220; 16mm Type 7220*. Fine-grain, medium speed negative film for background work and for general exterior photography where ample light is available.

Eastman Plus-X Negative Film
35mm is Type 4231; 16mm Type 7231*. Medium-speed, fine-grain negative film for general use both outdoors and in studio.

Eastman Double-X Negative Film
35mm is Type 5222; 16mm Type 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 Type 5224; 16mm Type 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 Type 7276*. Fine-grain, medium speed, reversal-type film for general use.

Kodak Tri-X Reversal Film
16mm Type 7278*. High-speed, reversal material of medium grain for photography under difficult lighting conditions — 60th outdoors and in the studio. Excellent for television newsreel work.

Kodak 4-X Reversal Film
16mm Type 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 is Type 5302; 16mm Type 7302*. For general black-and-white production release printing. Also for making negative and positive titles, dubbing prints for sound and printing from negative to be image Kinescope recordings.

Eastman High Contrast Positive Film
35mm is Type 5362; 16mm Type 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 Type 5360; 16mm Type 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 Type 5234; 16mm Type 7234. For duplicate negatives equal in tone rendering and printing detail to the original negatives.

Eastman Fine Grain Duplicating Positive Film
35mm Type 5366; 16mm Type 7366. Master positive used as companion to Types 5234 and 7234.

Eastman Reversal Duplicating Film
16mm Type 7622 (Kodak Ltd.); Type 7361 (E.K. Co.) Fine-grain black-and-white reversal film for making prints from black-and-white or color positive originals. Suitable for making workprints for editing purposes.

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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.

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Agents for Pye television engineering products and studio equipment, cameras, transmitters; color TV; Central Dynamics Ltd switching systems; Hitachi camera tubes.

UNITED CINEMA PTY LIMITED, 3 Coventry Place, West Pymble, 2073. Phone 449-2763. Cables Unicinema.

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.

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 bank projectors, editing/cutting tables, amplifiers, rectifiers, XENON amphouses for all purposes, spotlights, etc.

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Processors and printers, 16mm and 35mm film, negative/positive/reversal, b&w and color, optical effects and sound transfers, etc.

Associated companies: Filmilabs (Aust.) Pty Ltd; Cinevex Film Laboratories Pty Ltd (Melb).

ATLAB FILM LABORATORY SERVICE, Television Centre, Epping, NSW, 2121. Phone 85-0224. Telex AA20250. Telegrams Telectre, Sydney.

Executives: M. H. Stevenson (mngtr, engineering services), A. K. Hurley (asst mngtr), A. R. Jepson (asst chief engr).

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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.

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Directors: K. H. Moreman, N. Barrell, D. J. Halloran, E. J. Saunders, D. V. Dove.

Executives: D. V. Dove (general mngtr), E. J. Saunders (co. secy).

Film processing and printing; optical effects; magnetic to optical, and magnetic to magnetic; sound transfers; Nagra and Perfetone transfers.

Associated companies: Associated Film Printers Pty Ltd; 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 35mm and 16mm films and commercials, specialising in duplication of Kodachrome, Ektachrome and Eastmancolor sound films. Sound recording, optical and magnetic sound transfers. Color specialists.

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Executives: P. H. Budden, D. V. Dove. 16mm & 35mm Eastman color film deve-

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Directors: Roy A. Driver, G. M. Driver, J. T. Driver.

Complete 16-35 mm processing service, including recording, cutting, developing, contact printing.

FILMCRAFT PTY LTD, 35-43 Missenden-Rd, Camperdown, NSW, 2050. Phone 51-3208.

Directors: G. R. Vaughan, J. S. Bruce, P. H. Budden, G. T. Benness.

General manager: P. H. Budden.

Film processing laboratory — black & white and color.

FILMLABS (AUSTRALIA) PTY LTD (now incorporated by Associated Film Printers Pty Ltd), 43 Yeo St, Neutral Bay, NSW, 2089. Phone 90-6706. A. J. James (laboratory mngr).

Film processing and printing 35mm and 16mm negative & positive. Optical effects and sound transfers.

GOTHIC FILM PRODUCTIONS PTY LTD, Gothic Theatre, 305 Penshurst St, Willoughby, NSW, 2068. Phone 40-4333.

Directors: K. Gibson, D. Gibson.

Manager: C. Gibson.
Ektachrome color processing.

KG FILM SERVICE PTY LTD, Gothic Theatre, 305 Penshurst-st, Willoughby, Sydney, 2068. Phone 40-2228 or 40-4333.

Directors: K. Gibson, D. Gibson.

Manager: C. Gibson.

Processing and printing of 16mm black & white and color film.

KG FILM SERVICE (VICTORIA) PTY LTD, 9 Horne St, Elsternwick, Victoria, 3185. Phone 53-3053.

Directors: K. Gibson, D. Gibson, C. Gibson.
Film processing laboratory, color processing, film editing and production.

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).

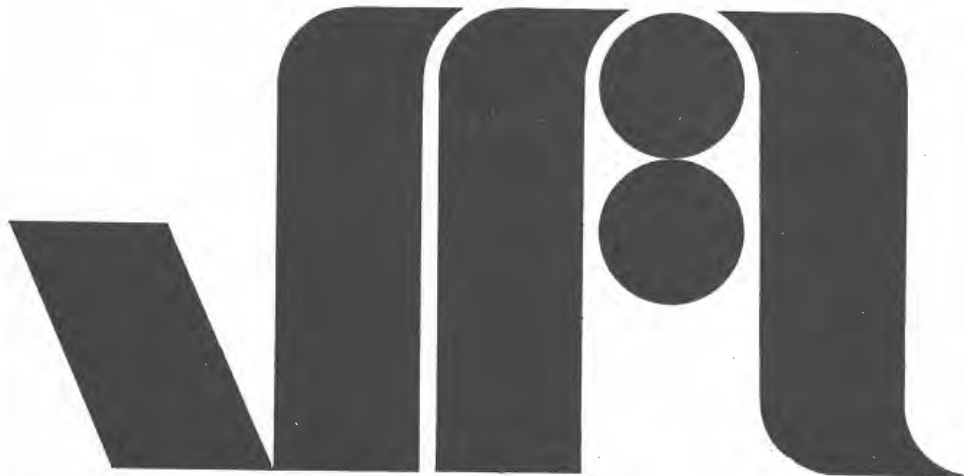
16mm motion picture and television film laboratory service. Recording studio equipped to record and mix on to optical or magnetic. Printing and processing facilities for color and b&w. Film protection and maintenance service.

PERMAFILM AUSTRALIA PTY LTD, 63 Mountain St, Broadway, NSW, 2007.

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Hawthorn
Victoria, 3122
Phone 81 0461

Victorian Film Laboratories P/L.



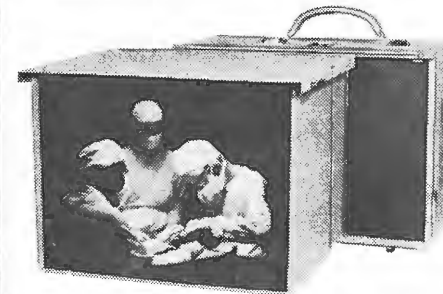
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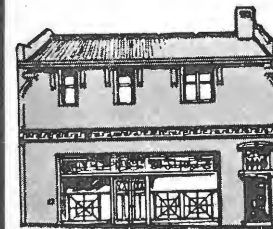
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Telegrams Permafilm. Phone 211-0077.

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.

SOUND SERVICE CO PTY LTD, 6 Alameda St, Parkdale, Victoria, 3194. Phone 90-1700.

Directors: G. A. Gamon (managing dir.), Alma D. Gamon.

Executive: T. L. Phelan (secretary).

Reversal processing (16mm); 16mm and 35mm B&W machine processing; color printing.

Laboratory equipped with complete 16mm & 35mm European & American processing facilities.

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.

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 1/4-inch magnetic transfers.

SYNROFILM SERVICES, 253 Peshurst St, Willoughby, NSW, 2068. Phone 41-9082, 41-6278.

Proprietors: W. J. Foster Stubbs and Joan Stubbs.

16mm, 8mm and Super 8 Optical printing and magnetic sound striping. 17 1/2mm, 16mm 8mm magnetic sound transfer. Permafilm and Permanew protection treatments. Specialists in 8mm and Super 8 silent and sound prints for continuous rear projectors.

VICTORIAN FILM LABORATORIES PTY LIMITED, 4 Guest St, Hawthorn, Victoria, 3122. Phone 81-0461 (3 lines).

Directors: Peter Watson, Peter Lord.

Executives: W. A. Watson (co. secy), Steve Mitchell (lab. mngr).

Complete laboratory services. 16mm and 35mm Oxberry optical printer; Eastmancolor 16mm printing and processing; reversal color printing; precision blow-up printing; sound

mixing and transfer; 17.5mm, 16mm, 1/4 inch 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, 43-7338. Cables Birnshaw 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.

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 Vidi-con and Plumbicon system in focal lengths from 10mm to 150mm as well as zoom lenses from 5-12x. Illustrated brochures and specifications available on request.

LORD, F., MANUFACTURING PTY LTD, 33 Higginbotham-rd, Gladesville, NSW, 2111. Phone 807-1444.

Complete lens repair service, any type or make. Re-polishing, re-cementing, re-bloom-ing, removal of fungus, retraction 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.

NEUMANN

A NEW RANGE OF SOLID STATE NEUMANN PROFESSIONAL CONDENSER MICROPHONES!

Simon Gray Pty. Ltd. takes pleasure in announcing the release of the Neumann "Series 70 and 80" solid state condenser microphones in Australia; the advantages are reduced power consumption, simplified connections, absence of warm-up time and inherently greater reliability. The new series includes microphones for modulation lead powering and for phantom powering.

U 77 — U 87

These are multi-purpose studio microphones which satisfy all the demands of modern recording techniques. Directional characteristics may be changed instantly with a switch at the microphone — omnidirectional, cardioid and figure-of-eight patterns are available. Frequency response is 40-16,000 Hz. U 77 is for modulation lead powering, U 87 for phantom powering. Both microphones are now in use by leading recording studios as well as radio and television stations throughout the world.

KM 73 — KM 83

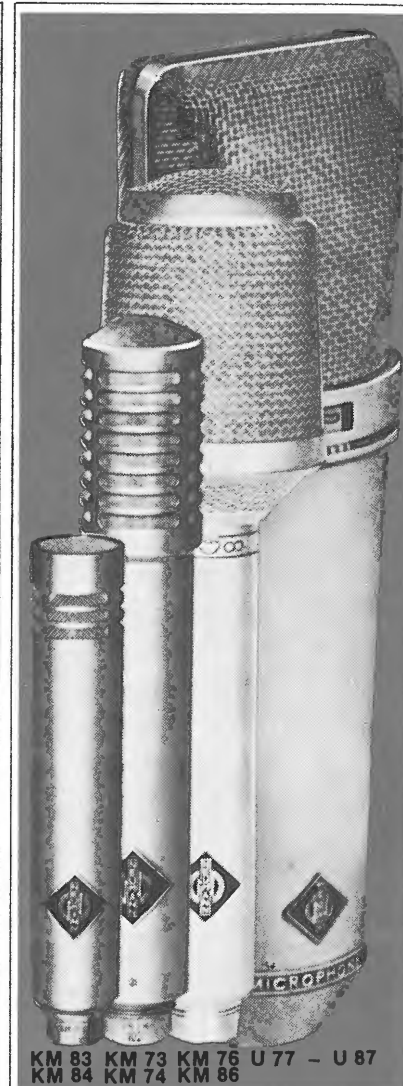
The miniature condenser microphones KM 73 and KM 83 are pressure transducers with a polyester diaphragm giving omnidirectional response. Overall frequency response is 40-16,000 Hz. and the response in the diffuse sound field is linear. Both microphones are particularly suited to capturing the overall effect of complex sound sources. KM 73 is for modulation lead powering, KM 83 for phantom powering.

KM 74 — KM 84

Both microphones have cardioid characteristics . . . the directional characteristic being almost independent of frequency. Response curves for angles of incidence plus or minus 135 degrees are almost parallel; tonal quality remains constant even if the sound source moves to these extremes. Frequency response is 40-16,000 Hz. Model KM 74 is for modulation lead powering, KM 84 for phantom powering.

KM 76 — KM 86

Condenser microphones Models KM 76 and KM 86 feature a plug-in head assembly which contains two single capsules. Omni-directional, cardioid and figure-of-eight patterns may be set; the cardioid characteristic is almost independent of frequency. In the omnidirectional and figure-of-eight settings these advanced microphones offer unique LF performance — low frequencies can be recorded undiminished at greater distances from the sound source. Frequency response is 40-16,000 Hz. KM 76 is for modulation lead powering, KM 86 for phantom powering.



KM 83 KM 73 KM 76 U 77 - U 87
KM 84 KM 74 KM 86



Australian National Distributors:

Simon Gray Pty. Ltd.

Head Office:
28 Elizabeth St., Melbourne, Vic. Tel. 63 8101
Sydney Office:
22 Ridge St., Nth Sydney, N.S.W. 929 6816
Canberra Office:
31-33 London Circuit, A.C.T. Tel 49 6050
Offices and representatives throughout Australia

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), W. Seddon (admin. dir).
Authorised distributors for Angenieux lenses.

RANK TAYLOR HOBSON PTY LTD, 30 Hotham Parade, Artarmon, NSW, 2064. Phone 439-1188.

Executives: J. K. Mitchell (gen. mgr), L. F. Beal (b'cast equip. engr).

Rank Taylor Hobson lenses for broadcast and CCTV and motion picture applications. Full 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.)

WATERWORTH, E. N., 62a Warwick-st, Hobart, 7000, Tasmania. GPO Box 113B. Phone 3-3258.

Manufacturers of Waterworth strip film projectors, also camera and projector lenses.

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.

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. mgr: J. Savage; NSW sales mgr, Robert Stevenson.

Supplier of raw film stock, imported from Adox Fotowerke; Schneider lenses, tripods, Mecablitz flash units, Eumig movie cameras and projectors, Gossen exp. meters, Konica cameras.

ILFORD (AUSTRALIA) PTY LTD, head office and factory, Notting Hill, Victoria. 3168. Phone 544-0511. Branches all States.

Motion picture negatives PanF, FP3 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 telerecording 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 color and black-and-white films.

Negative, reversal, duplicating negative,

duplicating reversal, duplicating positive, sound recording, telerecording, release positive and leader films. Also Kodak magnetic recording film — 35mm, 17.5mm and 16mm, and Kodak sound recording tape.

MINNESOTA MINING AND MANUFACTURING (AUSTRALIA) PTY LTD, 950 Pacific Highway, Pymble 2073 (PO Box 99). Phone 49-0133. Telegrams Trimenco, Sydney.

Executives: H. B. Kosanke (mng dir), D. J. Brydon (sales & mrktg dir), J. A. Johnson (national sales & mrktg mgr), J. R. Boyer (product development mgr), N. F. Sully (mrktg mgr).

"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, Rob Hammond. Melbourne — 17-23 Queensbridge St, South Melb., 3205 (61-3841); sales David Pearson. Brisbane — Sebel Bldg, 6-8 Edmonstone Rd, Mayne, 4006 (mail GPO Box 1834W), (51-5661); sales John Mason. Adelaide — 9 North Terrace, 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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The World's Finest TV VIDICON LENSES

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When taking stills you can rely on MECABLITZ electronic flash guns for illumination. There's a gun as small as a cigarette packet for casual shooting and of course the METZ 502 will provide the punch you need for those wide expanses.

And for photographic processing you can't go past KINDERMANN, the name that stands for quality in stainless steel tanks, auto-film processors, driers, etc.

Free literature available on request from:

R. GUNZ (Photographic) PTY. LTD.

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Branches in all States



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PTY. LTD.

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929 8066

W.A.: 34 Wolya Way, Balga. 49 4919

QLD.: L. E. Boughen and Co., 30
Grimes St., Auchenflower. 7 4907

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 mgr, G. Nixon; audio, tape and data products mgr, 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.

BIRNS AND SAWYER (AUST.) PTY LTD, 19-21 Cleg St, St Leonards, NSW, 2065. Phone 43-1162, 43-7338. Cables: Birnshaw, Sydney.

Directors: J. Birns (chrnm), J. Barry (mng dir), C. Sawyer, M. Stern, N. Margolin.

Executives: John V. Barry (mng dir and gen. mgr, Australia, NZ and Sth East Asia), Hilton Gordon (secy).

Operations: Sales — rental — manufacture motion picture and television equipment, cameras 16mm and 35mm motion picture; 16mm, 35mm and 70mm instrumentation, cameraman's accessories, camera cars, converters, dollies, editing equipment, exposure meters, grip equipment lenses, wide angle, normal, telephoto, zoom and instrumentation with accessories, lighting equipment, quartz, boosted and standard incandescent, motors, magazines, projectors — motion picture, slide, strip, opaque and stop-motion, sound recording equipment, tripods, heads, accessories, hi-hats, underwater camera housings and lighting equipment, underwater studio

tanks, still photo equipment, Sylvania quartz lamps, Permacel splicing tapes, Moviola editing equipment.

Overseas repr.: Birns & Sawyer Inc. Sales and Rental: 1026 North Highland Ave, Los Angeles, Calif.

CHAPMAN, MAURICE, & COMPANY PTY LTD and MAGNECORD INTERNATIONAL 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, 3001. PO Box 4533. Phone 61-2464. Telegrams, Cunnig Melbourne. Sydney: 64 Alfred St, Milson's Point, NSW 2061. Phone 929-8066. Telegrams Cunnig. WA: 34 Wolya Way, Balga, 6061. Phone 49-4919.

Directors: R. H. Cunningham, Mrs. K. M. Cunningham, E. Danin.

Executives: R. H. Cunningham (mng dir), Mrs K. M. Cunningham (purchasing dir), John Bailey (mng audio eng. div.), Ian K. Sewell (asst mng), K. Swann (mng radio eng. div.).

Sole Australian reps for Sennheiser and Geloso audio engineering components.

DONALD DAGGETT PRODUCTIONS, 54a Beecroft Rd, Beecroft, 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 (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.

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.

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All types TV studio and transmission equipment, including cameras, monitors, film scanners, micro-wave links, studio and

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THE GREATEST NAME IN PROFESSIONAL RECORDING EQUIPMENT!

AMPEX has been the pioneer of, and recognised world leader in, the development of magnetic tape-recording equipment. Since AMPEX introduced the first internationally accepted commercial recorders twenty years ago, many startling developments have resulted from AMPEX research . . . stereophonic sound, Videotape* recorders (both black and white and colour) and low-noise recording tapes.

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The single-channel, full-track AMPEX AG-440 console can be built up to a four-channel recorder by the economical addition of modification kits. This "building block" principle allows expansion of facilities without replacement. In the AG-440 up-to-the-minute features include — Automatic tape lifters to ease the tape away from the heads in the spooling mode; the head gate opens fully for editing; electronics are plug-in modular, solid-state units; jewel-bearing idler in head assembly reduces scrape flutter by 75%; SEL-SYNC* facilities are incorporated in all multi-channel models; precision milled transport surfaces assure automatic alignment of heads, motors and assemblies. No other recorder can match the many new features of the AMPEX AG-440 . . . ask the Australian National Distributors for complete and unabridged specifications.

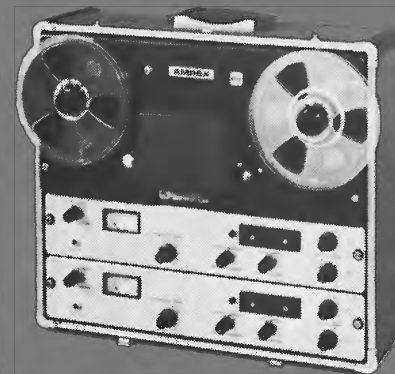
THE AMPEX AG-500 PORTABLE PROFESSIONAL RECORDER

The versatile AG-500 provides studio quality and performance in the field . . . and a special rack-mounted model may be used in the studio. Although the portable AG-500 is a lightweight, features include — • Precision milled transport • Complete remote control of all functions • Solid-state electronics • Four-position head assembly • Two speeds — 7½/15 or 3¾/7½ • High-quality deep gap heads • Frequency response is 30-18,000 Hz. ± 2 dB. at 15 ips, 30-15,000 Hz. ± 2 dB. — 4 dB. at 7½ ips. Models available include the AG-500/1 single channel, full or half track, the AG-500/2 two channel stereo, the AG-500/4 quarter track stereo/mono version. Ask for complete specifications.

AMPEX SERIES 404 LOW-NOISE RECORDING TAPE

At last a low-noise tape is available to capture audio reality and to completely satisfy the most demanding low-noise tape specifications. A new, small-particle oxide, reduces tape hiss to negligible proportions; high-frequency response is outstanding and the total undistorted range sets completely new standards for low-noise tape performance. Invest in the full range of AMPEX professional tapes for extra quality . . . Series 404 Low Noise, Series 600* Professional General Purpose, Series 681 for cartridges and others for specialised applications.

*TM, Ampex Corporation



Australian National Distributors:

Simon Gray Pty. Ltd.

Head Office
28 Elizabeth St., Melbourne, Vic. Tel. 63 8101*
Sydney Office:
22 Ridge St., Nth. Sydney, N.S.W. 929 6816
Canberra Office:
31-33 London Circuit, A.C.T. Tel. 49 6050

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sound equipment full station planning facilities. Experienced engineers and installation staff. Comprehensive range professional tape recorders, magnetic EMI tapes. $\frac{1}{2}$ in, instrumentations, 16, 17 $\frac{1}{2}$, 35mm sprocketed test tapes.

Full sound recording facilities for TV, radio and film. Three studios, three multi-track tape recorders. Disc processing in mono and stereo.

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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 92-3890.

Australian national distributors: Ampex sound recording and playback equipment, Ampex portable video recorders and videotape. Ampex audio tape; Altec Lansing studio monitor loudspeaker systems; ATC single and multiple recording machines, automation systems; Beyer microphones and headphones; CBS studio equipment (Audiomax 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; Fi-Cord tape recorders and dictating machines; Fidelpac endless loop tape cassettes; Gramplan disc-recording amplifiers and cutter heads; Harcroft sapphire disc-recording and cutting styli; KRS single and multiple cassette recording machines; Leak audio amplifiers; Magnasync communication and sprocketed film recorders; 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 cassette tape recorders; Sonocolor audio tape; Tandberg tape recorders; Tuchel connectors; Vega radio microphone systems; Cecil Watts record care accessories; Wharfedale loudspeakers, 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.

H.W. PRODUCTIONS PTY LTD, 65 Ebley St, Bondi Junction, NSW, 2022. Phone 38-4888, 38-1112.

Managing director: Hans Wetzel. Specialises in production of storyboards by means of an electronically controlled optical printer, black & white and color. Also capable of producing TV commercials. Also sound recording engineering service.

NATIONAL THEATRE SUPPLY COMPANY OF A'SIA PTY LTD, Sydney, Brisbane, Adelaide, Melbourne, Perth. (See entry under Studio Lighting.)

PLESSEY ELECTRONICS PTY LIMITED, head office 91 Murphy St, Richmond, Vic., 3121. Phone 42-3921. Telegrams and cables Rola Melbourne.

Executives: D. G. Mulder (gen. mngr), N. W. Hamilton (sales mngr-equip. unit).

Sydney office: 13 Botany St, Redfern, 2016. Phone 69-6861. Telegrams and cables Plesspac Sydney. J. Engel (NSW repr.).

Manufacturers of professional console tape recorders, professional transportable tape recorders, cartridge tape recorders, turntables, hi-speed copiers, automatic tape programming equipment, telephone information drum announcing equipment, bulk tape erasers and loudspeakers.

PYROX LIMITED, 18-40 Queensberry-st, Carlton, Vic., 3053. Phone 34-9121. Telegrams Pyrox. H. N. Taylor, (commercial dir), G. R. G. Smart (mngr, TV division). (See also entry under Cameras, Photographic & Studio Equipment.)

Branches: 47-51 Parramatta-rd, Concord, NSW, 2137. Phone 74-0251; 293 St Paul's Tce, Bris., 4000; 143 West Tce, Adel., 5000; 1025 Wellington St, Perth, WA, 6000.

Siemens & Halske 16mm magnetic recording and dubbing equipment. Dist. Loewe Opta videotape recorder.

RCA OF AUSTRALIA PTY LTD, 11 Khartoum Rd, North Ryde, 2113. Phone 88-5444.

Executives: J. W. Tyler (mng dir), A. J. Turner (controller), R. D. Walsh (gen. mngr, tech. prods div.), W. J. Walsh (gen. mngr, record div.), G. J. Cutler (mngr—nat. sales, tech. prods div.).

Equipment: See entry page 234.

ROBIN HILL RECORDINGS, 76-78 Chandos St, St Leonards, NSW, 2065. Phone 43-1681, 43-6047. Sound recordings studio. Specialists in $\frac{1}{2}$ -inch, 8mm, 16mm, 17 $\frac{1}{2}$ mm magnetic recordings and transfer; also disc recording.

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Extremely high strength to weight ratio — being approx. 1/3 the weight of a steel reel or can

Smooth edges throughout — chip or dent proof

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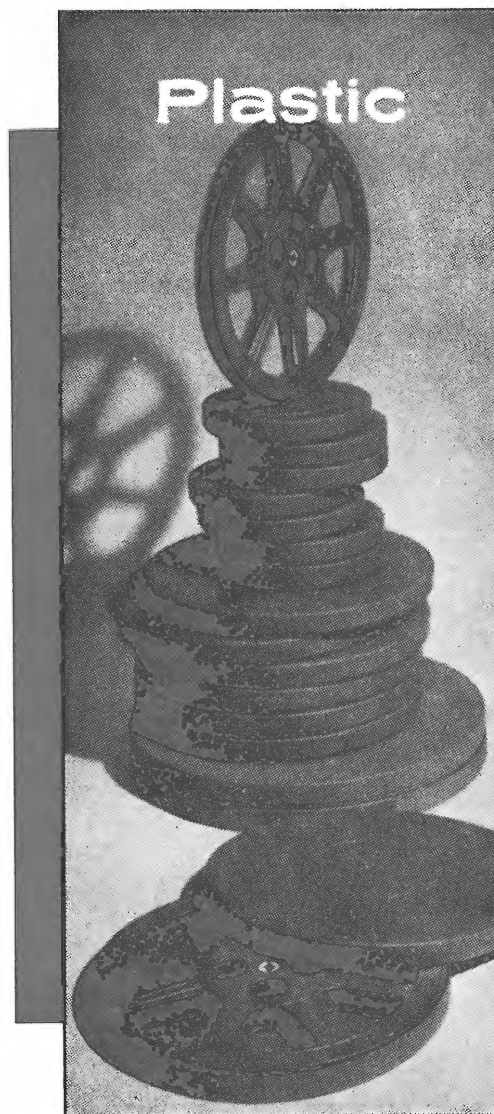
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ALSO —

SOLE DISTRIBUTORS

N.S.W.: Australian Reel Co. Pty. Ltd., 15 Woodburn St., Redfern, 2016. 'Phone 69 1782.

VIC. & Cine Service Pty. Ltd., 235 Moray St.,

TAS.: South Melbourne. 3205. 'Phone 69 7346.

QLD.: Queensland Book Depot, 61 Adelaide St., Brisbane. 4000. 'Phone 31 2331.

S.A.: Graham Rees Pty. Ltd., 71 Gawler Place, Adelaide. 5000. 'Phone 8 4304.

W.A.: J. E. Halse Photographics Pty. Ltd., 4 Bennett St., Perth. 6000. 'Phone 23 2649.

35 M.M. REELS — 100 FT.

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35 M.M. FILM STRIP CONTAINERS

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SIXTEEN MILLIMETRE AUSTRALIA PTY LTD, 49 Market St, Sydney, 2000. Phone 2 0663.

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

BARTON, R. H. PHOTOGRAPHIC LIGHTING PRODUCTS, 5-7 Prospect-st, Erskineville, Sydney, 2043. Phone 51-1224.

Richard Henry Barton (proprietor).

Specialists in manufacture of all types of television, film studio and photographic lighting equipment, including full range of quartz halogen lights, microphone booms, pole kits and allied equip. Also handles studio grid and batten systems with full range of suspensions.

BIRNS AND SAWYER (AUST.) PTY LTD, 19-21 Cleg St, St Leonards, NSW, 2065. Phone 43-1162, 43-7338. Cables Birnshaw Sydney.

Directors: J. Birns (chrnm), J. Barry (mng dir), C. Sawyer, M. Stern, N. Margolin.

Executives: John V. Barry (mng dir and gen mng, 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.

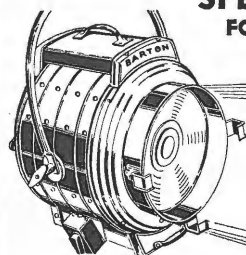
O'seas repr.: Birns & Sawyer Inc. Sales and Rental: 1026 North Highland Ave, Los Angeles, California.

COLORTRAN INDUSTRIES AUSTRALIA, 51-53 Bedford St, Collingwood, Victoria, 3066. Phone 41-4245.

Manufacturers of quartz iodine lights and solid state electronic dimmers.

SPECIALISTS IN LIGHTING
FOR MOTION PICTURE STUDIOS
TELEVISION STUDIOS

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- INCANDESCENT LAMPS, 150 watt to 10Kw
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- BATTERY HAND LAMPS
- CABLES AND DISTRIBUTION GEAR
- MICROPHONE BOOMS
- FOG MACHINES
- COLOUR FILTERS
- LOCATION POWER SUPPLIES ARRANGED

Mole-Richardson (Australia) Pty. Ltd.

FILM AND TELEVISION LIGHTING ENGINEERS
ELECTRICAL CONTRACTORS

78-80 STANLEY STREET, COLLINGWOOD. 3066.

TEL.: 41-4245

A.H. 850-2020, 98-1193

Telegrams: Molereng, Melbourne

ELLIS D. FOGG, PO Box 8, Kings Cross, NSW, 2011. Phone 771-3333. 31-6479.

Contact: Man. and artistic dir, Roger Foley. **Executives:** Miss Bev Clark (admin.), Chris Henman (electronic devlpment), David Robson and John Small (programming ops).

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 dimmers, etc. Clients include Chrysler International Convention (NATEC), General Electric (MC and R), Old Tote Theatre, Phillip Theatre, Music Hall Restaurant.

KODAK (AUSTRALASIA) PTY LTD. Elizabeth St, Coburg, Victoria, 3058. Branches all States.

Distributors of extensive range of Barton photographic lighting equipment and facilities.

L. & H. CAMERA & INSTRUMENT SERVICE PTY LTD, Sydney. (See entry under Lenses, Optical Needs.)

MOLE - RICHARDSON (AUSTRALIA) PTY LTD, 78-80 Stanley Street, Collingwood, Vic., 3066. Phone 41-4245, after hours 850-2020. Telegram & cables: Molereng, Melbourne.

Managing director: John B. Masson, M. T. Masson (dir), Jennifer A. Henry (sales mgr), Patricia Edwards (accents), Brian Adams (electrics).

Operations: Sales, rental, manufacturers lighting equipment. Fresnel quartz staging equipment, special effects.

Studio, independent for rental. Still-movie, etc.

NATIONAL THEATRE SUPPLY COMPANY OF ASIA PTY LTD, 49 Market-st, Sydney, 2000. Phone 2-0663.

General mgr: R. C. Smith. **NSW mgr:** J. Harrison.

Branches: Brisbane, 164 Melbourne-st, Sth Bris. (4-5831-2) mgr, J. A. Welch; Adelaide. 93 Hindley-st, (51-3742), mgr, J. P. Wright; Melbourne, 103-105 Hoddle-st, Richmond (41-3108-9), mgr, M. Ford; Perth, 447 Murray-st (21-7725), mgr, 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, Duncgate 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), W. Seddon (admin. dir).

Istate repr.: Pics (Q'land) Pty Ltd, Leichhardt St, Brisbane, 4000. (Mr D. Pugh—manager motion picture division), (Mr W. Hughes—manager still division). Pics (Victoria) Pty Ltd.

Authorised Australian agents Ryu-Den-Sha Company, Tokyo (RDS Lighting equipment), also Lowel-Light Photo Engineering, New York.

RCA LIMITED, 11 Khartoum Rd, North Ryde, 2113. Phone 88-5444.

Executives: J. W. Tyler (mng dir), A. J. Turner (controller), W. J. Walsh (gen. mgr record div.), R. D. Walsh (gen. mgr tech. prod. div.), G. J. Cutler (mgr natl sales tech prod. div.).

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, Ball Bros special effects generator, IEE readout devices, Elit TV translators and COEL TV aerials.

Offices: Sydney and Melbourne.

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.

Istate 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, WA Turf Club Bldgs, 30 Esplanade, Perth (21-5410); Qld, B. Harvey, 15 Explorer St, Toowoong (7-3878);

Tas., K. W. McCulloch Pty Ltd, 57 George St, Launceston (2-5322).

Requests for advice or supply may be channelled through AWA Ltd.

Manufacturers and suppliers 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.)

TELEVISION ENGINEERING PTY LTD, (now Radio Corporation Pty Ltd), Melbourne. (See entry under Cameras, Photographic and Studio Equipment.)

THORN LIGHTING INDUSTRIES PTY LTD, Maldon St, Broadmeadows, Vic., 3047. Phone 309-2544. Telegrams Eleclampo.

Manufacturers of Atlas and Mazda incandescent lamps, fluorescent tubes, light fittings and accessories.

CARL ZEISS PTY LTD, 569 George St, Sydney. Box 172, Brickfield Hill, NSW, 2000. Telegraphic address Zeissoptic.

Branches all States.

Distributors for Strong—USA.

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 (gen mgr), 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.

METTERS LIMITED. Showroom, factory and offices, 7-25 Manchester-st. Mile End South, Hilton, SA, 5033. Phone 57-6241. Telegrams, Metters, Adelaide.

J. D. A. Howie (mgr).

Radio-TV masts.

Istate Repr.: Branches: Gow-st, Bankstown, NSW (70-0422); Gordon-st, Footscray, Vic. (68-1252); Salvado-rd, Wembley, WA (8-2321); Merrivale-st, Brisbane, Qld (41-1841). **O'seas:** Metters of London, Denham Way, Maple Cross, Rickmansworth, Herts. England; Metters (NZ) Ltd, Petone, NZ.

TRANSMISSION LINES AND EQUIPMENT

ANTENNA ENGINEERING AUSTRALIA PTY LTD, 21 Rooks Road, Nunawading, Vic., 3131. Phone 874-0509. Cables Antenna, Melbourne.

Antennae: Products include parabolas, TV translator antennae, OB communications antennae, mobile antennae, antenna measurement services, antenna systems design and installation.

Filters: Cavity filters, helical resonators, duplexers and multicouplers.

Masts and towers: For communication systems.

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.

I/State Repr.: Branches, 9 McLachlan-st, Valley, Qld (5-4551); 171 Fitzroy-st, St. Kilda, Vic. (94-0257).

JOHNS & WAYGOOD LIMITED, City-rd and Cecil St, Sth Melbourne, Vic., 3205. Phone 69-1241. Teleg. Johnsway.

Directors: F. Peter Johns (mng dir), W. C. Farrar, W. R. Stocker (gen. mngr), D. H. Laidlaw, P. M. Johns, A. O. Johns, J. D. Griffin, L. G. Rowe, J. J. Strain, D. W. Aitken.

Supply and erection of transmission line towers.

STANDARD TELEPHONES & CABLES PTY LTD, Moorebank Ave, Liverpool, NSW, 2170. Phone 602-0333.

Chairman and managing director: Sir Samuel Jones.

TV studio and transmitting equipment. TV relay by microwave links. TV translator stations.

I/State Repr.: See entry services to radio

VARIAN PTY LTD, 38 Oxley St, Crows Nest, NSW, 2065. Phone 43-0673.

Suppliers of electron tubes for power amplifier sockets in broadcast or television transmitters.

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: TV Services: R. H. Jones; admin., storage: 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. Distribution of documentary films. Specialised film storage.

VIDEO-TAPE

RCA LIMITED, 11 Khartoum Rd, North Ryde, 2113. Phone 88-5444.

Executives: J. W. Tyler (mng dir), A. J. Turner (controller), W. J. Walsh (gen. mngr record div.), R. D. Walsh (gen. mngr tech. prod. div.), G. J. Cutler (mngn nat. sales tech. prod. div.).

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, Ball Bros special effects generator, IEE readout devices, Elit TV translators and COEL TV aerials.

Offices: Sydney and Melbourne.

VIDEO-TAPE CORPORATION PTY LTD, PO Box 84, Roseville, NSW, 2069. **Offices:** 382 Eastern Valley Way, East Roseville.

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.

GENERAL CASTING AGENCY, Manned Centre, Walker St, North Sydney, 2060. Phone: 92-0921-2.

Director: J. Barry Hayes.

Trained animals for TV commercials, stunt men-women for films, etc.

GRAMIC INTERNATIONAL PTY LTD, Blues Point Tower, McMahons Point, NSW, 2060. Phone 92-3813. Cables Spider.

Directors: Graham Webb, Michael Webb.

Handles talent for radio and TV productions.

I'state repr.: Independent Television Network.

TED JAMES THEATRICAL AGENCY, 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 Nealim Sydney.

Executive director: Jack Neary.

Manager: Bill Marshall.

Agents for television, stage, screen, radio and variety artists.

OPUS TALENT PTY LTD, 31 Coventry St, South Melbourne. Phone 69-7731-2-3.

Principals: B. D. Verth, R. J. Nugent, C. D. Fuller.

Theatrical and general agents to the entertainment industry, handling local, national and international artists.

TELECAST AGENCY, Suites 111-112-107, 29 Bligh St, Sydney, 2000. GPO Box 186. Phone 28-4111-2. **Director:** Nora Burnett. Phone 28-9814.

Agents for artists in radio, film, television, theatre.

Agents for parade and photographic models, with special children's section.

VAUDE-VIDEO PTY LTD THEATRICAL & 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: Lois Hunter.

Operated by Southern Television Corporation Ltd and NLT Artists Management and handles overseas and local artists for night club, restaurant and TV bookings, concerts and package promotions.

CASTING DIRECTORIES

SHOWCAST PTY LTD, Australasian Entertainment Directory.

Head office: Suite 3, 107 Alexander St, Crows Nest, NSW. 2065. Phone 43-5098-9.

Directors: David Williams, Chin Yu Williams.

Melbourne office: c/- Crawford Productions Pty Ltd, 475 Collins St, Melbourne, Vic., 3000. Phone 62-3851.

Public relations consultants

SYDNEY

AGEOLD PUBLIC RELATIONS PTY LTD, Commerce Hse, 161 Clarence-st, Sydney, 2000. Phone 29-1431. Telegrams Ageold, Sydney.

Directors: Asher A. Joel, R. B. Mulquiney, S. Joel.

AMALGAMATED PUBLIC RELATIONS PTY LTD, 11th floor, ACA Hse, 66 King St, Sydney, 2000. Phone 29-6713.

Director: Justin White.

BLANKET, LEONARD, 36 Grosvenor St, Sydney, 2000. Phone 27-6381 (after hours 49-2344).

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.

Executive: L. S. Richardson (mng dir).

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), Helen Birch, Charles Boag, David Kerr, Richard Williams.

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: Dargas Sydney.

FOTO FEATURES (AUSTRALIA), 230 Palmer St, East Sydney, Box 140, Darlinghurst, 2010. Phone 33-4042.

Production of magazine features, books, publicity and promotional material.

O'seas repr.: London Express Features, PIP New York.

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.

I'state repr.: Howard Bull Associates, Melbourne; Cosway Public Relations, Brisbane; Shan Hoskyns PR, Adelaide. **O'seas:** Bell & Stanton Inc., New York; Stanley Benson Ltd, 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.

KENNEDY, ERIC, CONSULTANT, 53 Elizabeth Bay Rd, Elizabeth Bay, Sydney, 2011. 35-3044. Teleg. Rickenpress, Sydney.

Directors: Eric Kennedy, Joan Reed.
Executives: Eric Kennedy, Noel Ottaway, (consultants), Joan Reed (researcher), Diane Goldman (secy).

PETER MORRISON PUBLIC RELATIONS PTY LTD, 2nd floor, 340 Pitt Street, Sydney, 2000. Phone 26-2801-2.

Principal: Peter Morrison.

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, C. Reid, M. Robertson, A. C. Walker, A. de Brito.

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: Ron Patten.

STEVENS, HARVEY, ASSOCIATES PTY LTD, 9th floor, ACA Hse, 66 King St, Sydney, 2000. Phone 29-1306.

Directors: Harvey Stevens (mng dir), E. T. Kennedy, P. A. Stevens.

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.

Directors: Eric White, P. S. Golding, A. H. H. Myers, E. A. Perry, H. S. Whitham.

WHITE, ERIC ASSOCIATES (NSW) PTY LIMITED, 5th floor, 79 Pitt St, Sydney, 2000. PO Box 4976, 2001. Phone 2-0271, telegrams Whitepress, Sydney.

Directors: Eric White, P. S. Golding, A. H. H. Myers.

WILSON McCARTHY & CO. PTY LIMITED 5th floor, 79 Pitt St, Sydney, 2000. Box 3457, GPO, Sydney, 2001.

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

ALEXANDER - BURN PTY LTD, 12 Myrtle St, Hawthorn, Vic., 3122. 81-5115.

Directors: Lawrence A. Burn (mng dir), V. E. Burn.

ARGONAUT PRODUCTIONS PTY LTD, 445 St Kilda Rd, Melbourne, 3004. 26-1361, 26-2452.

Managing director: Alfred Heintz.

ASSOCIATED WORLD PUBLIC RELATIONS PTY LTD, 622 St Kilda-rd, Melbourne, Vic., 3004. Phone 51-5388 (3 lines).

Managing director: Leon Bram.

Offices and associates: Sydney, Brisbane, Adelaide, Perth, Hobart, London, Paris, Tokyo, New York.

BARKER, LEONARD S., & ASSOCIATES,

PTY LTD, 8 Collins St, Melbourne, Vic., 3000. Phone 63-4021. Telegrams Tekpress.

Managing Director: L. S. Barker.

CHARTER ASSOCIATES PTY LTD, 17-21 Little Collins St, Melbourne, 3000. Phone 63-9874. **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 (mnggr).

JENNIFER HAM AND ASSOCIATES, 17 Upper Plaza, Southern Cross Bldg, 131 Exhibition St, Melbourne, 3000. Phone 63-5473, 63-5600, 654-4839. Telegrams Jenham Melbourne.

Director: Jennifer Ham.

HEINTZ, ALFRED, PUBLIC RELATIONS SERVICES, 445 St Kilda-rd, Melbourne, 3004. 26-1361, 26-2452.

Principal: Alfred Heintz.

IMAGE AUSTRALIA PTY LTD, Elmsmere Hse, 70 Drummond St, Carlton, Vic., 3053. Phone 34-2691. Telegrams Imageaus, Melbourne.

Directors: John Carey Hopton Handfield, Esta Marea Handfield.

MANN, PIERRE, & ASSOCIATES PUBLIC RELATIONS CONSULTANTS, 35 Upper Plaza, Southern Cross Hotel, Exhibition St, Melbourne, 3000. Phone 63-1321; (night) 24-2675. Telegrams Pierremann.

Proprietor: Pierre Mann.

MARKETING ADVERTISING PUBLIC RELATIONS PTY LTD, (subsidiary companies: Nichols-Cumming Advertising Pty Ltd, Nichols-Cumming Advertising (NSW) Pty Ltd, Australian Marketing Development Pty Ltd. Assoc. Co.: Jacka Brown Advtg Ltd, New Zealand.) 432 St Kilda Rd, Melbourne, 3004. Phone 26-1601. Telegrams Nichans.

Sydney office: Shipnews Hse, cnr. Hill & Elizabeth Sts, North Sydney, 2060. (929-6055).

Directors: J. J. Cumming, V. N. Hunt, L. Mort, P. D. Jacka.

SCOPE PUBLIC RELATIONS PTY LTD, 21 Smith Street, Fitzroy, Victoria, 3065. Phone 41-4955.

Managing director: Richard Thomas.

TURNBULL, CLIVE, & ASSOCIATES,

51 Victoria Pde, Collingwood, Vic., 3066.
Phone 41-1636, 41-1038.

Director: Clive Turnbull.

WHITE, ERIC ASSOCIATES (Vic.) PTY LIMITED, TAA Bldg, 50 Franklin St, Melbourne, 3000. PO Box 2053S, 3001. Phone 34-4111. Telegrams Whitepress, Melbourne.

Directors: Eric White, R. B. Gill, J. G. Cameron, P. G. Holland.

BRISBANE

COSWAY PUBLIC RELATIONS PTY LTD, Institution of Engineers Bldg, 447 Upper Edward St, Brisbane, 4000. Phone 2-2256.

Directors: W. L. Rudder (chmn), E. Compton, P. Rudder, K. Murdoch.

IMAGE AUSTRALIA (QUEENSLAND), 447 Upper Edward St, Brisbane, 4000. Phone 2-2256.

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.

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 (mngt), D. Ward, B. Glennon, B. Carver.

CHARTER ASSOCIATES PTY LTD, Public Relations Hse, 138 South Terrace, Adelaide, 5000. Phone 51-2948.

HOSKYN, SHAN & ASSOCIATES PTY LTD, Public Relations House, 138 South Tce, Adelaide, 5000. 51-2948, 51-3101.

Directors: Shan Hoskyns (mngt dir), Darrell A. Hadley, Mrs H. A. Hoskyns.

Executives: Shan Hoskyns, Darrell Hadley, 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 LIMITED, 1298 Hay St, West Perth, 6005. Phone 21-7027, 22-1309. Telegrams: Publicist Perth. Agents in WA for International Public Relations Pty Ltd; Lincoln Public Relations Pty Ltd; Peter Morrison Public Relations Pty Ltd (NSW); Penny Cresswell Public Relations (Tas.); Ryan International PR (SA); Stevenson Public Relations Pty Ltd (Qld).

Chairman and managing director: Robert C. Hemery, MPRIA; dir, Glendalyn Hart; senior advisor, William Beecham, FRSA, MPRIA; assistant counsel, D. J. Varney.

Main clients: Associated Travel Agency, Civil & Civic Pty Ltd, Country Unit Developments; Martin Wells Pty Ltd, Philip Morris Ltd, Sandovers Ltd, TPA of WA Ltd, Sportsmen's Assn of Australia.

IMAGE AUSTRALIA (WESTERN AUSTRALIA), 194 St George's Terrace, Perth, 6000. Phone 23-1485.

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, 142 Macquarie St, Hobart, 7000. Phone 23-2449. Telegrams Whitepress, Hobart.

Manager: J. B. Knight.

CANBERRA

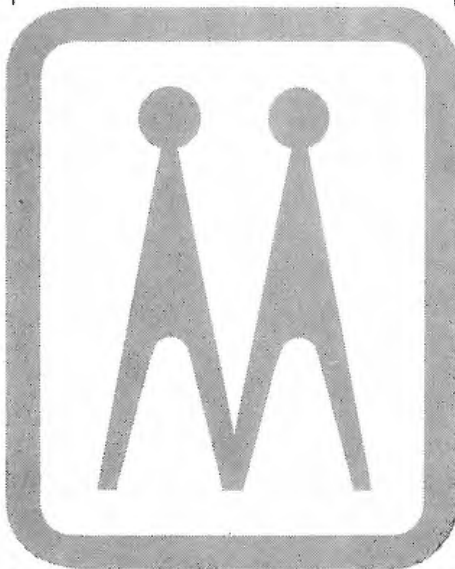
ERIC WHITE ASSOCIATES (HOLDINGS) PTY LTD, 6th floor, City Mutual Building, Hobart Place, Canberra City, ACT. PO Box 726, Canberra City, ACT, 2601. Phone 49-7233. Telegrams Whitepress Canberra.

Manager: F. R. Hamilton.

Audience and market research, monitoring organisations

MECAR RESEARCH

Market Evaluation
and Community Attitude Research



*nation-wide
marketing &
psychological
research
services!*

- National Field Team
- Master Probability Samples
- High-speed Computation
- Wide Experience

PERSONNEL

G. H. Anderson, Chairman
K. R. Sievers, F.A.I.M., Managing Director
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, 49 Rowe St, Sydney, 2000. Phone 25-7198, 25-7199.

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.

The Consumer Research Centre at Chatswood provides ideal facilities for fast economic consumer research in most areas of consumer products.

THE ANDERSON ANALYSIS PTY LTD 752 George St, Sydney, 2000 (estab. 1944). Phone 211-3055.

Directors: George H. Anderson (governing dir), K. R. Sievers (mng dir), M. G. Eve (secy), D. G. Neely (sales).

Service: Media and market research, including measurement of radio listening, TV viewing, newspaper and magazine readership.

I'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 up to 3 years, 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).

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 Audience Studies Inc. of USA.

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: David Bottomley, Irving Saulwick, Ian Shannon (NSW), James Reark.

Services: Advertising, media and copy research; consumer opinion and product research; market forecasts; psychological research; industrial surveys.

BUYER'S OPINION SERVICE PTY LTD, 396 St Kilda Rd, Melbourne, 3004. Phone 26-4153; 26 Atchison St, North Sydney. Phone 43-6886.

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 St, Milsons Point, NSW. Phone 929-7766; 48 Carlton St, Carlton, Victoria, 3053. Phone 34-5055.

Managing director: Mrs Jeanne Strachan.

Services: Product testing (taste test booths, in home placement), attitudinal surveys, market share, advertising awareness, pilot surveys.

PETER DUNN & COMPANY, 107 Walker St, North Sydney, 2060. Phone 92-0273.

Executives: Peter Dunn (mng dir), Peter Le Cram (mrktg services mgr).

Services: Advertising, motivational and consumer research. Specialising in all forms and stages of advertising, packaging and product research and development. Market forecasting. Industrial and trade surveys. Psychological research.

Australian and international affiliations.

MARKET AND CONSUMER RESEARCH PTY LTD, 50 Darley Rd, Mona Vale, NSW, 2103. Phone 99-3050. Telegrams Marconsearch Sydney. J. Stuart-Lucy (mng dir).

Service: Market research for all sections of industry. Color research, radio, newspaper and TV surveys, world wide service. Australia-wide motor industry research on continuing basis. Special public relations and opinion research. Industrial development, economic and statistical reports for industry and investors overseas.

Branch: 37 Swanston St, Melbourne, 3000. Phone 63-1492.

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 (Melb. mgr), B. L. Sweeney.

Executives: B. F. Houghton (project dir), P. J. Margan (secy), Mrs V. Woodcock, Mrs R. Bakker, B. E. Smith (research execs), Miss M. A. Stewart (MARS supervisor and data processing exec.), Mrs N. Dykes (fieldplan

mgr), Mrs J. Farnhill (Melb. fieldplan mgr).

Operations: Consumer market research, public opinion research, advertising pre-testing and post-testing, package and product testing, trade and industrial market research.

I'state repr.: Research facilities in all States. **O'seas:** Marplan offices and research affiliates in 44 countries.

McNAIR SURVEYS PTY LTD, 40 Miller St, North Sydney, 2060. Phone 929-6122. Telegrams Ipores Sydney. 476 St Kilda Rd, Melbourne, 3004. 203 Queen St, Auckland, New Zealand.

Directors: Ian W. McNair, Ian Muir, Ian G. Pilz.

Executives: F. Kathleen Horn (chief supervisor), James R. Grant (office mgr), Alan B. Charles (Melb. mgr).

Services: Marketing research, advertising research, marketing consultants.

Research facilities in all States and New Zealand.

O'seas associates: International Research Associates (throughout America, Asia & Europe); Daniel Starch & Staff, New York.

MECAR PTY LTD (Market Evaluation & Community Attitude Research), 752 George St, Sydney, 2000. Phone 211-3055.

Directors: G. H. Anderson (chrmn), K. R. Sievers (mng dir), M. G. Eve.

Service: Market, consumer, industrial, psychological and media research.

I'state repr.: Melbourne: 164 Albert Rd, South Melbourne (69-2189). Branches all capital cities.

MFI SURVEYS PTY LTD, 50 Miller St, North Sydney, NSW, 2060. Phone 929-9225, 929-9427.

Managing director: Warwick Hoare.
Interstate representations.

MICROPHON RECORDING SERVICE, 91 Lawrence St, 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 "National" VTR & CCTV equipment for rehearsal, auditions and promotional activities.

I'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). Wayne Young (Sydney mngr).

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.

Director: Asher A. Joel.
Services: Market research, motivational research, product testing, statistical services.

NEAVE & CAMPBELL PTY LTD, 53 Walker St, North Sydney, 2060. Phone 92-6077.

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.

Directors: James R. Dickson (mng dir), Frank Gibbins, Douglas Taylor, Graham H. B. Pratt, J. W. Scott (NZ). **Assoc. directors:** Reginald A. Wilson, Clifford W. Parsons.

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 187, Crows Nest, Sydney, 2005. 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 (mngr/dir).

Service: Consumer, dealer surveys & consumer panel.

SCOTT, W. D., & CO PTY LTD, Economic, Marketing and Research Services, 37 Mount St, North Sydney, 2060. Phone 92-6045.

Services: Economic forecasts, sales fore-

casts, 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.

Pstate repr.: J. R. Waite & Associates Pty Ltd in Melbourne.

O'seas: UK, USA, Italy, Israel, Philippines, New Zealand.

STUART-LUCY SURVEYS, Sunrise-rd, Palm Beach, Sydney, 2108. Phone 919-4582. John S. Lucy (mngr).

Service: Statistical and market surveys, TV and radio program improvement surveys, special marketing studies, industrial researches and statistical reports on potential markets, color research in association with Faber Birren, New York.

SURVEY RESEARCH CENTRE, THE, PTY LTD. Head office: 40 Falcon St, Crows Nest, 2065. Phone 439-1655.

Managing Director: J. J. Braithwaite.
Services: Consumer surveys, data processing, product testing, economic and statistical research, retail store research, national readership survey.

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 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 stimulate 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.

RONALD VICKERS & ASSOCIATES, 15 Riley St, North Sydney, NSW, 2060. PO Box 321, North Sydney, NSW, 2060.

Advertising research attitude and motivational research, operating all Australian States. O'seas: New York and London.

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.

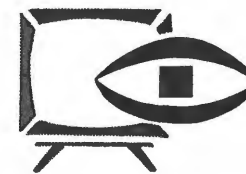
TV MONITORS (AUSTRALIA) PTY LTD, 27 Redleaf Avenue, Wahroonga, NSW, 2076. Phone 48-4128. PO Box 6, Wahroonga, NSW, 2076.

Directors: E. & N. Hinchcliffe.
Executive: Peter Hinchcliffe.

Logs compiled of commercial stations in all States, seven days a week. Errors advised to subscribers; weekly product group analyses. Storyboards, transcripts supplied. Clients include leading advertising agencies and commercial TV stations. Now in 13th year of operation.

Capital city repr.: Commercial TV Monitors Pty Ltd, Box 30, PO Cheltenham, Vic., 3192; TV Monitors (Qld), Birkin Rd, Moggill, Qld, 4068; TV Monitors (SA), 16 Pirie St, Adelaide, SA, 5000; Perth TV Monitors, Box 28, PO Fremantle, WA, 6160; TV Monitors (Tas.) Box 955K, GPO Hobart, Tas., 7001.

All enquiries to your own State monitoring service for further particulars of the national organisation.



TV MONITORS (AUSTRALIA) PTY. LIMITED

A complete service supplying daily logs of TV commercials and programmes telecast by commercial stations in all capital cities.

E. & N. Hinchcliffe
27 Redleaf Ave., Wahroonga
Box 6, PO, Wahroonga,
NSW 2076
Phone 48 4128

RADIO MONITORING SERVICE

Offers complete commercials monitoring service, covering all Sydney and NSW country radio stations. Also Brisbane, Toowoomba, Kingaroy, Warwick, Inverell.

WALCH, MAX PTY LTD (radio commercial monitoring service), Clareville Beach, NSW, 2107. Phone 918-2234, 918-3617.

Directors: Max Walch (gov. dir), Dell Walch.

Monitoring staff, on 24 hours roster for checking radio advertising, organised to meet special client requirements including monitoring assignments in all capitals and leading country centres.

LISTENER-VIEWER PUBLICATIONS

Following newspapers and magazines provide daily and/or weekly TV and radio program guides, together with news, articles and pictures of programs and stars and program reviews. Circulation figures (net paid) are for the 12 months to September, 1968.

SYDNEY

DAILY MIRROR (also Sunday Mirror), Kippax and Holt Sts, 2000. Phone 2-0924.
Circulation: 383,730 (Daily); 613,536 (Sunday). ABC.

DAILY TELEGRAPH (also Sunday Telegraph), 168 Castlereagh St, 2000. Phone 2-0666.

Daily Telegraph editor: K. Watson. Advertising manager: Paul Kelly.

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: 358,476 (Mon.-Fri.), ABC Dist. in NSW.

Advertising material deadline: 12 noon day prior to publication.

THE SYDNEY MORNING HERALD, Box 506, GPO, Sydney, 2001. Phone 2-0944. Telegrams Herald, Sydney.

Editor: J. M. D. Pringle. Gen. advertising manager: J. A. Gilder.

Circulation: 294,698 av. daily net (Kent Brierley and Fisher, Chart'd accnts). Dist. in NSW.

Advertising material deadline: 12noon day prior to publication.

TV TIMES, magazine, 229 Castlereagh-st, Sydney, 2000. Phone 31-0211. Telegrams Broadtimes.

Managing editor: J. G. Paton. Advertising manager: R. McCaffery.

Circulation: 315,000 (ABC). Distributed nationally in TV areas.

Branch offices: Melb.: 9-13 Leichhardt-st. Bris.: Penney's Bldg, Adelaide-st. Adel.: IOOF Bldg. 47 Gawler Place. Perth: 187-193 Adelaide Tce.

MELBOURNE

THE AGE, 250 Spencer St, Melbourne, 3000. 60-0421.

Managing director: C. R. Macdonald.

Editor: E. G. Perkin. Business manager: W. G. Bland. Display advertising manager: J. M. Nash; Classified advertising manager: C. R. McCall.

Circulation: 185,712 (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: B. Simpson.

Circulation: 499,577 (ABC). 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 Suncpic.

Editor: P. R. Dunstone; Advertising manager: A. G. Otto; Circulation manager: J. D. Flynn.

P'state repr.: E. T. Smith, Sydney mngr, Sun News-Pictorial, 76 Clarence St, Sydney, 2000. O'seas repr.: J. D. Murrant, 107 Fleet St, London, EC4; Joshua B. Powers, Inc., 551 Fifth Avenue, New York 17, NY, USA.

NEWSDAY, 250 Spencer St, Melbourne, 3000. Phone 60-0421.

Managing director: C. R. Macdonald.

Editor: T. Hewat.

Business mngr: W. G. Bland. Advtg mngr: J. A. Paton.

SOUTHDOWN PRESS, 32 Walsh St, Melbourne, 3000. Phone 30-0241. Telegrams: Life Melbourne.

Directors: K. R. Murdoch (chrmn), W. B. Bednall, B. P. Morris, R. P. Corbett.

Executives: W. B. Bednall (mng dir), B. P. Morris (gen. mngr), J. Polynter (advtg sales mngr), R. J. Musgrave (national circulation mngr).

Operations: Publishers of—TV Week, New Idea, Truth, Australian, Student, Best Bets, Enid Gilchrist series.

P'state 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 Akefinecho, 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: A. G. Otto. Sales manager: F. Flowers.

Circulation: 633,048 (ABC). Dist. Victoria, Tasmania and southern NSW.

TV WEEK, color magazine. 32 Walsh St, Melbourne, 3000. Phone 30-0241. Telegrams Live, Melbourne.

National editor: Paul Edwards. Advertising sales manager: J. Poynter. National circulation manager: R. J. Musgrave.

Circulation: 425,594 (ABC), March, 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. Advertising manager: L. Moran.

Circulation: Courier-Mail, 253,258 (ABC) and Sunday Mail, 343,850 (ABC). Dist. Qld and Northern Rivers.

TELEGRAPH NEWSPAPER CO PTY LTD, Campbell St, Bowen Hills, Brisbane, 4006. Phone 51-6011.

Editor-in-chief: John Wakefield. Advertising manager: Keith McElhone. Radio-TV writer: Miss Lorraine Buchanan.

Dist. in Qld.

Publicity material deadline: 12 noon daily.

Circulation: 163,216 (ABC Mon.-Fri.).

ADELAIDE

ADVERTISER, THE, 121 King William-st, Adelaide. Phone 51-0421. Telegrams, Advertiser.

Managing editor: B. A. Williams. Advertising manager: B. W. Sinclair.

Circulation: 213,031 (ABC). Dist. throughout SA.

Branch offices: Melbourne: Bank of Adelaide Bldg, 267 Collins-st. Phone 63-4874,

63-7378 (B. G. Clarke); Sydney: 76 Clarence-st. Phone 29-1486, 29-1487 (E. T. Brown).

O'seas repr.: London, J. D. Murrant, 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 writer: Mike Hughes.

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: 111,000 net (estimated). Dist. throughout WA.

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: 200,980 (ABC). Dist. throughout WA.

HOBART

THE MERCURY (newspaper), 93 Macquarie St, Hobart, 7000. Phone 34-4511. Telegrams Mercury Hobart.

Editor: R. E. Shone. Advertising manager: F. B. Rieusset.

Circulation: Approx. 53,000 (ABC). Dist. in Tasmania.

Also Saturday Evening Mercury. Circulation approx. 36,500 (ABC).

Miscellaneous services

- Advertising Specialist
- Artists Management
- Consulting Engineers — Radio-TV
- Convention Arrangements
- Costume Hire
- Film Treatment
- Large Screen Projection
- Negative Cutting
- Photographers (Commercial)
- Radio-TV News Agency
- Radio-TV Jingles
- Reference Books
- Sales promotion
- Staff Consultants
- Stock Photographers
- TV Film Sales Agency
- TV-Radio Production Service
- Promotional Aids

ADVERTISING SPECIALIST

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.

PHILLIPS LONG ASSOCIATES (advertising consultants), 163 Archer St, Nth Adelaide, SA, 5006. Phone 67-1512.

Directors: A. D. Phillips, W. D. Long (partners).

ARTISTS MANAGEMENT

CORDON BLEU AGENCY, 173 Sussex Street, Sydney. Phone: 29-7618. Cables: Cordon Bleu.

Directors: John D. Dedrick (mngtr), Mrs. S. J. Widmer (secy), John Braithwaite, Miss Bobi Nicholas (associate).

Principal executives: John D. Dedrick (mng dir), Miss Bobi Nicholas (agency mngress).

Operations: Booking of artists and 'pop groups'.

Agency: Cordon Bleu Productions and Promotions Pty Ltd.

Istate repr.: Adelaide: R. E. Dedrick, 6 Gaskin Rd, Flinders Park, SA.

CORDON BLEU PROMOTIONS AND PRODUCTIONS PTY LTD, 173 Sussex St, Sydney. Phone 29-7618. Cables: Cordon Bleu.

Directors: J. D. Dedrick (mng dir), J. Towers (promotions dir), Mrs S. J. Widmer (secy), John Braithwaite.

Executives: John D. Dedrick (mng dir), J. Towers (promotions dir).

Handles artists, groups, talent, composers and script writers for television, store promotions, product sponsorships and jingles.

Istate repr.: Adelaide: R. E. Dedrick, 6 Gaskin Rd, Flinders Park, SA.

CREATIVE BROKERS PTY LTD, lower ground floor, 90 New South Head Road, Edgecliff, 2027. Phone 32-6265, 32-5506.

Directors: C. E. Cunningham, B. Wright, P. Benjamin.

Freelance creative talent representation and management.

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.

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).

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.

FILM TREATMENT

PERMAFILM AUSTRALIA PTY LTD, 63 Mountain St, Broadway, NSW, 2007. Phone 69-7119. Telegrams Permafilm.

Directors: W. B. Berryman, D. McKean, O. F. Emery, G. C. Bunyan.

Company's operations: Permafilm protection services, Permafilm (scratch removal treatment), general servicing and despatching.

Istate repr.: K. G. Film Services, Melbourne.

LARGE SCREEN TV PROJECTION

FRONT PROJECTION COMPANY PTY LTD, 167 Blues Point Rd, McMahon's Point, NSW, 2060. PO Box 25, Killara, NSW, 2071. Phone 919-4361, 92-6138.

Directors: H. R. Brett Hall, Stefan Sargent. Front projection systems, black & white and color for TV and film studios.

NEGATIVE CUTTING

CARDIN FILM SERVICE, c/o Automatic Film Laboratories Pty Ltd, 513 Dowling-st, Moore Park, NSW, 2010. Phone 31-4131.

Director: M. Cardin.

Specialises in negative cutting — 35mm & 16mm, black & white & color, ABC rolls, synchronising tracks.

NEWS SERVICE

COPLEY NEWS SERVICE (AUSTRALASIA) 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 data transmission system. News pictures, news film from some 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 newscasts. Currently serving radio and TV stations in all States and Northern Territory.

PHOTOGRAPHERS (Commercial)

ATTILA STUDIO, Garema Arcade, Canberra City. Phone 47 0154.

Director: Attila Kiraly.

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.

BRADFORD PTY LTD, 102 Sussex St, Sydney, 2000. Phone 297-9778.

Directors: E. L. Bradford, Mrs B. Oehm.

Commercial photography.

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 Garema Place, Canberra City, ACT. Phone 43-445, 48-0933.

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. Stock shots of Goulburn available.

GALAXY FOTO STUDIO, 216 Victoria St, Kings Cross, 2011. Phone 35-1464.

Directors: Peter Storm Erdmann, Mrs Irmgard Brenner.

Executives: P. S. Erdmann (mngtr), Mrs Irmgard Brenner (sales).

Commercial, publicity, model promotion and agency, portraits, 16mm short films, advertising and industrial.

GRAPHIC PHOTOGRAPHY, 8 Dungate Lane, Sydney, 2000.

Directors: William J. Lynn, David W. Denneen, Gloria Denneen.

Executives: William J. Lynn (mngtr). Commercial photography, TV slides, tone and line copying.

GREEN, H. B. & CO., PTY LTD, 129 Leichhardt St, Brisbane, 4000. Phone 2-8518, 2-9617.

Principal: Barry Green.

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 photo-

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CNS can provide it; fast, punchy, reliable. National, international and local news, either visual, audio or telex. First with all the news that matters. Contact . . .



COPLEY NEWS SERVICE (AUSTRALASIA)

230 PALMER ST., EAST SYDNEY, N.S.W. AUSTRALIA

TELEPHONE 33 4041
CABLES: COPLEY, SYDNEY
Telex AA 21632

grapher), 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.

JOHN HEARDER PTY LTD, 51 Castle-reagh St, Sydney, 2000. Phone 28-9508, 28-9281.

Dir: John Hearder, DSC, FIBP, FRPS, EFIAP.

Executive: John Hearder (mng dir). Photography, publicity, commercial, boating.

DAVID HEWISON PHOTOGRAPHY PTY LTD, 393 Kent St, Sydney, NSW, 2000. Phone 29-2798, 29-8238.

Directors: David Hewison, Gabrielle Hewison.

Executive: Jon Waddy (assoc photographer).

Advertising photography.

O'seas repr.: M. J. Chorley, 6 Manchester Square, London.

BOB 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.

KEEP, GLENN A., PHOTOGRAPHY, cnr Help & Anderson Sts, Chatswood, 2067. Phone 41-4807.

Executive: Glenn A. Keep, AIAP. Commercial and industrial photography, color, aerial and audio visuals.

RAY LEIGHTON & ASSOCIATES PTY LTD, 26 Grosvenor St, Sydney, 2000. Illustrative and advertising photography.

LINNEY & ASHBURN PHOTOGRAPHY PTY LTD, 207 Darlinghurst Rd, Kings Cross, 2011. Phone 31-9530.

Directors: Gary Linney, James Ashburn. Advertising, illustrative and industrial photography.

MANNING STUDIOS, Victoria St, Taree, NSW. PO Box 192, 2430. Phone Taree 579. **Proprietor:** R. C. Kenny, 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.

LANCE NELSON, 243 Elizabeth St, Sydney, 2000. Phone 61-4454. Assignment photography.

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.

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.

PARDEY STUDIOS, 83 Kendall St, Cowra. Phone Cowra 51.

Directors: Miss E. J. Pardey and G. Pardey. **Executives:** George Pardey (prop.), Eileen Pardey (prop.).

General photography, Kodak dealer and all camera and accessories supplies.

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 mngtr). National advertising, PR, press, aerial, photography.

PRESS PHOTOGRAPHS NEWCASTLE, 21 City Walk Thru, 114 Hunter St, Newcastle, 2300. Phone 2-5156.

Partners: Ronald John and Elizabeth Dorothy Morrison. Press and commercial photography.

RENSHAW & HOLDERNESS, 75 Broughton St, 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. Commercial photography.

W.C.R. SOLOMONS & SONS, 121 Beardy St, Armidale, 2350. Phone 3089. Photography.

STUDIO BEN ERIKSSON, 90 New South Head Rd, Edgecliff, 2027. Phone 32-6940, 32-2044.

Director: Ben Eriksson.

Photographers: Ben Eriksson, John Berglund, Laurence Thomas, Andre Wohler. Commercial photography, fashion, food.

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.

TEMPO PHOTOGRAPHY, 50 Albert Rd, South Melbourne, 3205. Phone 69-1164.

Manager: Ken Ross.

Operations: Advertising photography and bromide copy service.

TRENOWETH & FREEMAN PTY LTD, 49A Berry St, North Sydney, 2060.

Executives: Paul Trenoweth (mng dir), Ross Freeman (gen. mngtr 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, 96 Glebe Point Rd, Glebe, NSW, 2037. Phone 660-3372, 660-3466, 660-3923, 660-3166.

Specialises in creation and production of commercials and sound tracks for radio and TV; promotional music for radio stations.

ARMSTRONG, BILL PTY LTD, sound recording studios, 100-112 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. mngtr), Roger Savage (chief eng.), Norma Rees (studio mngtr), John Sayers, Alan Pay, Philip Webster, Ern Rose (prod. engineers).

Demonstration tape or disc available on request.

BOB GIBSON PRODUCTIONS PTY LTD, 207 Darlinghurst Rd, Kings Cross, NSW, 2011. Phone 31-6546.

Managing Director: Bob Gibson. **Executive Director:** Jim White.

Specialises in origination and production of singing commercials and film background music.

CHRISTOPHER PRODUCTIONS PTY LTD, 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.).

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 JINGLE WORKSHOP PTY LTD, 420 St Kilda Rd, Melbourne, 3004. Phone 26-3199, 26-3499.

Directors: Bruce Clarke, Georgia Clarke. **Associates:** Dick Healey, Graeme Perry.

Radio and TV jingles, commercial and general recording studios.

Studio co-ordination: Pauline Harber.

TV, film and radio sound recording studios. Specialises in creation of jingles, sonic concepts and composition of film background music. Staff arrangers, composers and talent.

Two studios available for all types of spoken announcement recordings and music sessions. 12 inch promotional disc Sonic Design and tapes of actors' voices available on request.

JOHN HAWKER & ASSOCIATES, music consultants, suite 25, 618 St Kilda Rd, Melbourne, Vic., 3004. Phone 51-5133.

Specialising in original music for singing commercials, films and recordings of all types. Production of jingle packages for TV and radio.

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

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 (mng dir), Helen M. Hurwitz (secy), Sue Taylor (account exec.), Jennifer Fleming (prod. assistant).

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.

Managing director: G. Richard Seligman, MIL.

Special staff consultants to advertising and allied industries. Registers of experienced personnel seeking positions maintained. Temporary secretaries, typists, receptionists, comptometrists, etc., available at short notice.

Sydney consultants for interstate and overseas agency appointments

NOEL BATTYE PTY LIMITED, employment and career consultants to advertising, Manhattan Centre, 107 Walker St, North Sydney, NSW, 2060. Telephone 92-0934-5. Telegrams Batee.

Executives: Noel Battye AFAIM (consultant, male div.), Jennifer Ellis (consultant, female div.).

Employment and career consultants to advertising specialising in company management, conferences and conventions, in-company training and permanent staff for Australia and overseas.

STOCK PHOTOGRAPHS

THE PHOTOGRAPHIC LIBRARY OF AUSTRALIA, 99 Liverpool St, Sydney, 2000.

Phone 26-3133, 26-6813. Telegrams Auspic.

Directors: Susanna J. Maizels, J. Yates, T. Boks.

Stock photographs of diversified subjects with emphasis on overseas travel scenes and Australian subjects.

O'seas repr.: DPI, New York, Orion Tokyo, Barnaby's Picture Library, London.

TV-RADIO PRODUCTION SERVICES

SWEET PEACH PRODUCTIONS PTY LTD, Blues Point Tower, McMahons Point, North Sydney, 2060. Phone 92-3813, 929-0876.

Specialises in television and radio writing, arranging and production. Handles jingles and straight copy, composers, musicians and talent.

TV MONITORS (AUSTRALIA) PTY LIMITED, 27 Redleaf Ave, Wahroonga, NSW, 2076. Phone 48-4128. PO Box 6, Wahroonga, NSW, 2076.

Directors: E. & N. Hinchcliffe.

Executive: Peter Hinchcliffe.

Logs compiled of commercial TV stations in all States, seven days a week. Errors advised to subscribers; weekly product group analyses. Storyboards, transcripts supplied. Clients include leading advertising agencies and commercial TV stations. Now in 13th year of operation.

Capital city representatives: Commercial TV Monitors Pty Ltd, Box 30, PO Cheltenham, Vic., 3192. TV Monitors (Queensland), Birkin Rd, Moggill, Qld., 4068. TV Monitors, Box 28, Fremantle, WA, 6160. TV Monitors (Tasmania), Box 955K. GPO, Hobart, Tas., 7001.

All enquiries to your own State monitoring service for further particulars of the national organisation.

ADMATCH, 105 Mount St, Nth Sydney, 2060. PO Box 234 Nth Sydney. Phone 929-0862, 929-0863.

Directors: Alan D. Crowfoot, G. B. Howard, G. S. Knowles.

Executives: A. D. Crowfoot (mng dir), Miss Vicki Young (sales mngt).

Official representatives of the Australian Match Manufacturers Company for the sales of advertising matches, personalised matches and domestic matches. Importers of advertising matches and promotional matches.

Agency: Group Art Directors, and Dennis Gaunt Advertising.

Pstate repr.: To be appointed.

Advertising agencies

- *New South Wales (pages 274-298)*
- *Victoria (pages 300-316)*
- *Queensland (pages 316-321)*
- *South Australia (pages 321-326)*
- *Western Australia (pages 326-328)*
- *Tasmania (page 328)*

ABBREVIATIONS: AMAA — Australian Media Accreditation Authority (division of the Australian Media Council). AMAA accreditation supercedes national accreditation by the Australian Newspaper Council, Australian Accreditations Bureau, Federation of Australian Commercial Broadcasters, Federation of Australian Commercial Television Stations, Australian Provincial Daily Press Limited and Australian Provincial Press Association. Each of these bodies, however, retains the power to grant State accreditations to agencies. Also NPA-NZ — Newspaper Proprietors' Association of New Zealand; NZBC — New Zealand Broadcasting Corporation.

who have you fired?

Your best ad man, wow. You might not believe it but we might just have a better one. The 25% who don't answer ads are on our books and they do answer 92 0934.



Noel Battye Pty. Limited

Career Consultants to Advertising
Manhattan Centre, 107 Walker St., North Sydney
Sydney — London — New York

NEW SOUTH WALES

ABEL BARTON ADVERTISING PTY LTD, 29 Albany St, Crows Nest, 2065. Phone 43-1053.

Accreditation: AMAA.

ALDWYCH ADVERTISING (NSW) PTY LTD, 65 Campbell St, Sydney, 2000. Phone 212-1711. Telegrams Aldwych Sydney.

Directors: F. M. Small (mng dir), G. L. Bride, P. H. Knibbs.

Executives: P. H. Harper, O. I. Trenchard-Smith, J. A. Normyle, J. G. Fearnside (secy & acct), L. Steele (production), Miss N. Conway (media).

Accreditation: AMAA.

I/state Repr.: See Melbourne and Adelaide entries.

Clients: Ace Footwear Co. Pty Ltd, Alliance Holdings Limited, Australian Universal Services Pty Ltd, Brownbuilt (NSW) Ltd, Bruce Small Enterprises, Crane Australia Pty Ltd, Dunlop Australia Limited (Footwear & Garments Division), Dunlopillo Pty Ltd (Dunlopillo & Sleepmaker Mattresses and B.B.B. Bedding, Dunlop Flooring Division), Hazell & Moore Pty Ltd, NSW Government Railways, Power Cables of Australia Pty Ltd, Railways of Australia, Rolls-Royce of Australia Pty Ltd, Rolls-Royce Ltd (Aero), Were, J. B. & Son, Marine Packs, Hotel Florida, Metalab X-Rays Pty Ltd, Kenny Shoe Co.

AMAR ADVERTISING PTY LTD, 236 Pitt St, Sydney. Phone 26-6007.

Directors: Ronald Stanley Whitbread, J. J. Dick.

Executives: Ronald Whitbread (mng dir) G. Scott (account exec.), D. Turnbull (media mngr).

Advertising, marketing and research.

Clients: Cambridge Credit Corporation Limited, Carnegie Real Estate Pty Ltd, Caralis Wines, Goldsworthy Productions Limited, H. H. Cush & Co., L. G. Scott, 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, Williams International Equipment Pty Ltd, Willmore & Randell Pty Ltd.

RON BAKER ADVERTISING PTY LIMITED, St Johns Bldg, Church St, Parramatta, 2150. Phone 635-9643, 635-5433.

Directors: Ronald Jack Baker, Marjorie Blanche Baker, Noela Jean Hume.

Principal Executives: R. J. Baker (gov. dir), M. B. Baker (dir), N. J. Hume (media mngr), R. J. Fewell (prod. mngr).

Accreditation: AMAA.

Clients: Chainex Australasia Pty Ltd, E. J. Cooper & Son Pty Ltd, Davis Homes, Denman Homes Pty Ltd, R. H. & I. A. Hazlett, Dunrobin Poultry Stud Pty Ltd, Freidelle Pty Ltd, Green's Multiple Feed Supplement Pty Ltd, Marshall's Motors, Max Tyre Service Pty Ltd, Mungo Scott Pty Ltd, W. McNamara Pty Ltd, Pure Water Products Pty Ltd, Scientific Poultry Breeders (Asia) Pty Ltd, St George & Cronulla Building Society Ltd, Wade Thomas Pty Ltd, Western Fuel Pump & Injector Services Pty Ltd, Willard Australia Pty Ltd, Indelab Pty Ltd, Johnsons Fashion House, Walter Barr Pty Ltd.

BAUME, CHAPMAN & BAUME PTY LTD, The Baume Bldg, 111 Pacific Highway, North Sydney, 2060. Phone: 92-0291. Telegrams Sebaumco, Sydney.

Directors: Derek Baume (mng dir), W. Chamberlain, M. Chamberlain (dirs).

Executives: N. Bush (media mngr), P. Whittaker (prod. mngr).

Accreditation: AMAA.

Clients: Sydney: Australian Soccer Federation, British Medicinals Pty Ltd (Mackenzies Menthoids), Dahdah, Joseph & Co. Pty Ltd, Edwards Laboratories (subsidiary) Protejen Sales, Grazcos Co-Op. Ltd, Hardy Bros Ltd, Hi-Speed Products, Industrial Ventilation Equipment, International Watch Co., John Lysaght (Aust.) Ltd (part), Middlebrook, H. M. Pty Ltd, NSW Soccer Federation, Raco-

Bissell (Aust.) Pty Ltd, Raco Corporation Pty Ltd, Rosken Pharmaceuticals Co. (Aust.), Sandoz Pharmaceuticals, Seeburg (Aust.) Pty Ltd, United Data Centres Pty Ltd, Wimpey, George & Co. Ltd, Zellweger (Aust.) Pty Ltd.

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).

O'ceas Repr.: Belden & Frenz & Lehman Inc., Cleveland, Ohio, USA.

Accreditation: AMAA.

Main air media clients: C. V. Holland Pty Ltd, Raymond Mullis Pty Ltd, J. C. Hutton Pty Ltd.

BERRY CURRIE ADVERTISING (NSW) PTY LTD, 83 Goulburn St, Sydney, 2000. Phone 212-2444. Telegrams Unsullied Sydney.

Directors: W. C. Currie (chrnm), J. C. Currie (mng dir), W. A. Currie (exec. dir).

Executives: W. A. Currie (exec. dir), R. Spedding (creative dir), J. Madden (media super), R. Reynolds (media), B. Hendy (prod. mngr), J. Davidson, R. Pride, R. Beeman, R. McColl, P. Freudenstein, I. Hall-Johnston (acct execs), J. Boulter (finished art dir), B. Peng (secy).

Accreditations: AMAA, NPA of NZ.

Clients: Alderson Mail Order Division, B. J. Ball Ltd, Blistex Inc., The Boeing Co., City of Newcastle Gas & Coke Co. Ltd, Cleveland Machinery Pty Ltd, Crown Controls Australia Pty Ltd, Eversharp Stainless Steel Blades, Federated Engineering Industries Ltd, Gollin & Co. Ltd, Hastings Deering Ltd, ICIANZ Ltd (rural div. & pharmaceutical/Savlon), Industrial Controls Pty Ltd, A. V. Jennings Industries (Aust.) Ltd, (NSW and ACT Homes Division), Kodak (Australasia) Pty Ltd, Laporte Chemicals Michael Nairn & Co. (Aust.) Ltd, Muir & Neil Pty Ltd, Optrex (Overseas) Ltd, Power Engineering Supplies Pty Ltd, Helena Ruben-

stein Pty Ltd, Schick Safety Razor Company, Arthur Strutchbury Pty Ltd, Style Kitchens Pty Ltd, Volkswagen Aust. Pty Ltd.

BEST & SWIFT PTY LIMITED, 235 Clarence St, Sydney, 2000. Phone 29-8446. Telegrams Swiftads.

Director: R. A. Swift (mng dir).

I/state repr.: Best & Company Pty Ltd, 622 St Kilda-rd, Melbourne (51-0251).

Accreditations: AMAA. Member ABC, CAB.

Clients: Allied Music Systems Pty Ltd, Apcco of Australia Pty Ltd, Armco (Australia) Pty Limited, Booth's Distilleries Pty Ltd, Clark Equipment Australia Pty Ltd, Edward Dight & Co. Pty Ltd, Dunlop Aust. Ltd, Edges & Teeth, Fashion Makers Pty Ltd, R. Fowler Limited, Frost Bland International, Gibson Battle & Co. Ltd, D. & J. McCallums Ltd, Kenneth McMahon & Partners Pty Ltd, McNaught Pty Ltd, Moteliers Ltd, Overseas Shipping Representatives, Pacific Ace Equipment Company, Pacific Industries and Marine Engine Company, Pfizer Chemicals, 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 Textiles Pty Ltd, Wabco Australia Pty Ltd, S. Walder Pty Ltd.

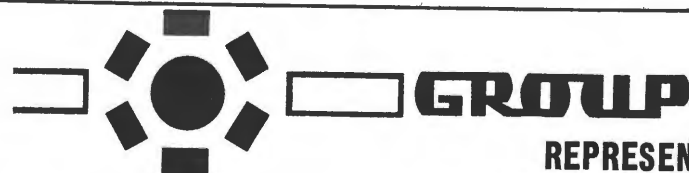
BOXALL, CLAYTON & ASSOCIATES PTY LTD, 5 Myrtle St, Crows Nest, NSW, 2065. Phone 929-6911.

Directors: Edward Boxall, Lorelei Gillian Boxall, Alan Robert Clayton.

Executives: Mrs. J. Fenton (media mngr), Vivian R. Mare (art dir), John Read (prod. mngr).

Accreditation: AMAA.

Clients: Angus & Coote Limited, A.S.K. Furniture Pty Ltd, Colourvision Rentals Pty Ltd, Fred Clark Pty Ltd, Davies Industrial Equipment, R. B. Davies Pty Ltd, Gurnett & Wallis Pty Ltd, Hoadley's Industries Pty



REPRESENTATIONS

169 Pacific Highway
NORTH SYDNEY. 2060

ENQUIRIES: Phone Syd. 92-4937 Melb. 67-1925.

DOMINATING 280,000 PEOPLE IN

WESTERN VICTORIA



... AND TRANSLATORS

BTV Channel 9, Warrnambool

BTV, Channel 11, Portland, BTV7 Nhill

Refer Page 172 for full details

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, Wells Persin 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, Charles Young Pty Ltd, Callaghan Real Estate Pty Ltd, Vokes Australia Pty Ltd, Channells Sales 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 & media).

Clients: Auto-Hot Industries Pty Ltd, S. A. Colman & Associates, Hilton International Health Products, Auto-Hot Teabreak Pty Ltd, FPE (Aust.) Pty Ltd, Amusements International, Celco-Revelair Company, Adrian Laboratories.

BURROWS, GLEN R., ADVERTISING, 480 Hunter 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, Caldwells Jewellers, Canberra & Sth Districts Pharmacists Association, Castles Consolidated Pty Ltd, Domestic Machinery Co. Pty Ltd, Elliotts Pty Ltd, Goolds 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, 2000. Phone 31-0747. Cables Salespower.

Divisions: Food & Grocery Advertising Associates, Medic-Media Advertising Associates, Retail Advertising Associates.

Executives: Nowell D. Jones (chrnm), Albert J. Camp (mng dir), Donald Morgan (finance dir), Marc Luck (company secy), John Carmichael (prod. mngr), Margot Pickett (media dir), Phillip Walker (art dir).

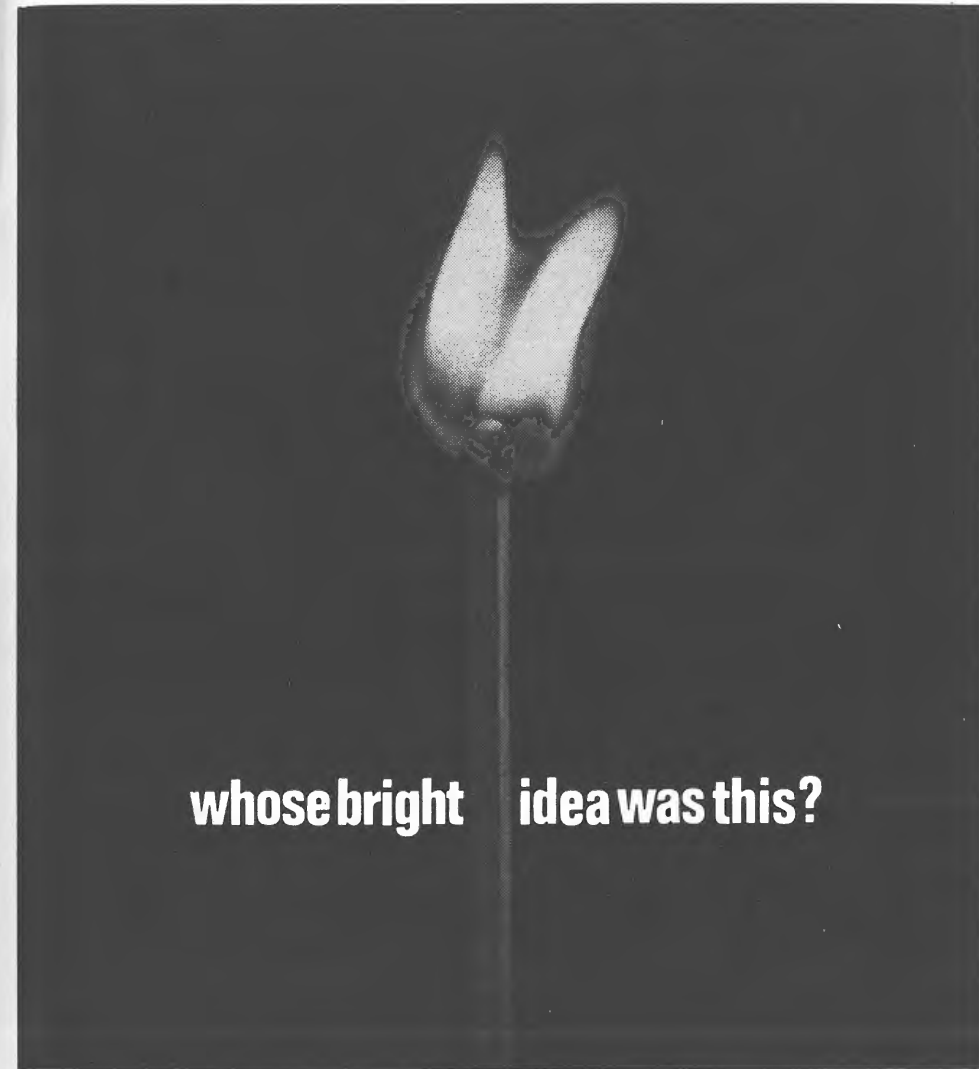
Accreditation: AMAA.

Clients: Atlantic & Pacific Travel International, Australian Express Co. Pty Ltd, Apothecary Cathay (UK), Buckingham's Ltd, Cello Paper Pty Ltd, Denver Laboratories (Aust.) Pty Ltd, Defender Co. Pty Ltd, Devondale Cream Pty Ltd, Duty Free Stores Pty Ltd, Edmund Scientific Co., E. M. Farrell & Co. Pty Ltd, G. G. Benjamin Pty Ltd, Gartrell White (Cakes) Pty Ltd, (Stuarts Cakes), Goldstein Refrigeration Pty Ltd, Grocery & General Merchants Pty Ltd, G. & G. Discount Food Centres, Health Aids Co., Harwood International Sales Co., S. A. Jackson & Co. Ltd, Lingard Investments Pty Ltd, Library of Knowledge Co., Lingard Education Centre Co., Lindsay House, Marlan Australia Pty Ltd, Marshalls Motors Pty Ltd (Mercedes-Benz), Morrison Outdoor Catering & Co. Pty Ltd, Modern Science Supplies Co., New England Laboratories Pty Ltd, New Century (Fulbloom) Laboratories Ltd, Olims-Certron Pty Ltd, Olims Consolidated Ltd, Olims Electronics Pty Ltd, Olims Engineering Pty Ltd, Permewans Stores (NSW & Vic.), Permewan Wright Limited (Denkavit), P.D.F. (Vita Foods Supply Co. Ltd), Randwick Veterinary Laboratories Pty Ltd, Siroil Laboratories Pty Ltd, Science Education Co., Sally James Co, Stones & Findings of Aust. Pty Ltd, Singleton & Vaughan Pty Ltd, Vacu-Lug (NSW) Pty Ltd.

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CG-CJ House, 34-36 King St, Sydney, 2000.
Phone: 29-7766 (6 lines).

Department heads: G. A. Gabriel (mng
dir), M. Atkinson (media dir), J. Chapman
(office mgr), S. L. Gibbons (prod. mgr).
Accreditation: AMAA.

Clients: Australian Dried Fruits, Australian
Rum Distillers, J. T. Bennett & Son Pty
Ltd (NSW), Robert Bruce Slacks Pty Ltd,
California Chocolates Pty Ltd, Continental
Oil Co. (CONOCO), F.A.I. Insurance Group,
Freedom From Hunger, Ty Hardin, Robert
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AWA Bldg, 47 York St, Sydney, 2000. Phone
29-4552. Telegrams Clemenger Sydney.

Directors: J. L. Clemenger, P. G. Clem-
enger, P. B. Cooper, C. R. Cruickshank (mng
dir), P. G. Rankin, Peter Gordon, Peter
Tannen.

Principal directors: A. F. Tindale (gen.
mng, associate dir), P. Sawyer (associate
dir), R. Thomas.

Executives: L. Chuck, R. Pearson, A. Sev-
ern, R. Beverley, W. Cumming (accountant),
R. Meillon (copywriter), R. Eldridge (media
mng), G. Fisher (prod. mgr), H. Blanken-
zee (art dir).

Accreditation: AMAA.

Clients: Arnott Brockoff Guest, Australian
Council of Churches, Avon Products Pty Ltd,
Bankstown Square Merchants Assoc. Ltd,
Braemar Engineering Co. (NSW) Pty Ltd,
British European Airways, C.C.A.A. Ltd,
Century Storage Battery Co. Ltd, Common-
wealth Government, Corning Glass Works
Inc., Crane, G.E. Group, Crittall Manufac-
turing Co. (Aust.) Pty Ltd, Cyclops Triang
(Aust.) Ltd, Driclad Pty Ltd, Guest Keen
& Nettlefolds (Aust.) Ltd, Hills Industries,
Humes Ltd, Japan Air Lines, Lily Cups
Overseas Ltd, Luna Park (NSW) Ltd, Mur-
ray, K.G. Publishing Co. Pty Ltd, Nylex
Corp. Ltd, Papua & New Guinea Tourist
Board, Parke, Davis & Co, Prouds Pty Ltd,
Ritchie, W. M. Pty Ltd, Salmond & Sprag-
gon (Aust.) Pty Ltd, Scanlens Sweets Pty Ltd,
Steamships Trading Co. Ltd, Swift & Co.
Trading Pty Ltd, Swift & Moore Pty Ltd,
Territory Airlines, Trinder, Harvey Pty Ltd,
Wedgwood, Josiah & Sons (Aust.) Pty Ltd,
White Wings Food Services Division.

**KENN CLENCIE ADVERTISING ASSO-
CIATES PTY LTD**, 50 Nicholson St, Crows

Nest, NSW, 2065. Phone 439-2620.

Directors: Kenn T. Clencie (govn dir), J.
R. Pengilly (mng dir).
Accreditation: AMAA.

**COMPTON ADVERTISING AUSTRALIA
PTY LTD**, 508 Pacific Highway, St Leonards,
NSW, 2065. Phone 439-1811. Telegrams
Nixonads. Telex Nixonads AA 21190.

Melbourne office: 16-18 Albert Rd, South
Melbourne, Vic. 3205.

Directors: L. Samuels (chrnm), B. G.
Gapes (mng dir), K. R. H. Ballantyne (dep.
mng dir), B. A. Cummings (USA), M. G.
Pearce (fin. dir & comp. sec.), W. W. Gibson
(prod. dir), J. Huie (creative dir), A. D.
Gibson, W. F. Larkins, J. I. Samson (acct
dirs), C. J. Newton (media dir).

Associate directors: D. Wade-Ferrell, L.
Kelton, R. Kardash, B. Harris, J. Talbert,
D. Fish.

Executives: (Sydney) C. Martin-Murphy, B.
Baird, L. Price, L. Atkinson, W. Sloat (re-
search mgr), N. McChesney, S. Sluice (TV
mng), W. Coulson (media mgr), R. Tabrett
(prod. mgr).

Clients: Alberto-Culver Company, Ampol
Petroleum Limited, Angus & Robertson Pub-
lishing, Apac Industries Pty Ltd, Australian
Broadcasting Commission, TV Times, Aus-
tralian National Industries Ltd, Australian
Wire Industries Pty Ltd, Australian Wire
Rope Works Pty Ltd, Automotive & Girling
Pty Ltd, BSR (Australasia) Pty Ltd, British
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Trade Fairs Pty Ltd, Innox Pty Ltd, Lee-
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Ltd, Rydge's Business Journal Pty Ltd, Scott
& Bowne (A'sia) Ltd, Skellerup Industries
Pty Ltd, Steggle's Poultry Pty Ltd, Union
Steamship Co. of New Zealand Ltd, Sydney
and Newcastle, United Telecasters Sydney
Limited, Universal Record Club Pty Ltd,
Wiggins & Staff Parts Pty Ltd, Wrightbilt
Pty Ltd, Mitsubishi (Aust.) Pty Ltd.

**CORBETT, NEVILLE, ADVERTISING
PTY LTD**, 66 Arthur St, Nth Sydney, 2060.
Phone 929-8644 (5 lines).

Directors: N. J. Corbett, B. E. Corbett.
Executives: N. J. Corbett (gov. dir), B. E.

Corbett (creative dir), I. Intemann (secty),
R. F. Clowes (media mgr).
Accreditation: AMAA.

**COUDREY-CAMPBELL-EWALD PTY
LTD**, 155 Castlereagh St, Sydney, 2000.
Phone 61-6965, 61-9143. Telegrams Sagit-
tarius.

Directors: W. S. Gilbert (chrnm), J. E.
Roy, R. Allender (joint mng dirs), J. Heyt-
man, G. Moore, G. Griffiths.

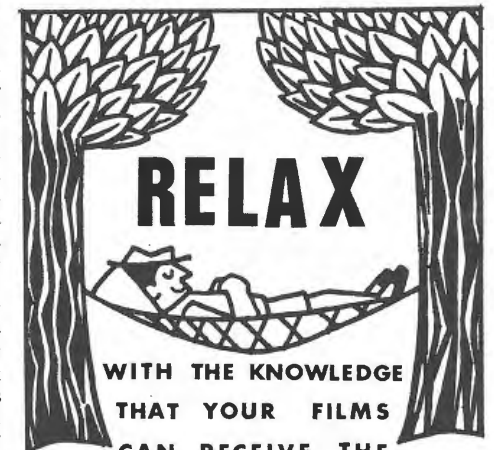
Associate directors: D. Jackson.

Executives: E. B. Webster (finance con-
troller), J. F. Orr (secy), E. Maloney, R. Simp-
son, G. Duncan, G. de Malmanche, P. Mid-
dleton, I. Edwards, W. Hummelstad, S.
McLeish (exec. art dir), R. Tyler (prod.
dir), P. Hutchings (media dir), W. G. Hill
(print media mgr), I. Woolcott (research).

State repr: Associate offices in Mel-
bourne, Brisbane, Adelaide, Perth. **O'seas:**
Associates houses in UK, Europe, USA, NZ,
Hong Kong, Singapore, India, South Africa,
Japan.

Accreditation: AMAA.

Clients: Air India, Air New Zealand, As-
sociated Hotels of New Zealand, The Aus-
tralian Woollen Mills Ltd, Bank of New
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PAM CUMMINS ADVERTISING, 247 Pacific Highway, North Sydney, 2060. Phone 92-0981-2.

Managing director: Pam Cummins.

Executives: S. Ryan (creative dir), P. Vesperman (art dir), R. Rees (media mngr).

Accreditation: AMAA.

DAVIS, FRED. E., PTY LTD, 263 Castle-reagh St, Sydney, 2000. Phone 26-1735.

Accreditation: AMAA.

DEAN FORBES ADVERTISING SERVICE PTY LTD, Dudley House, 630-634 George St, Sydney, 2000. Phone 26-6037 (3 lines).

Directors: D. M. Barrie (mng dir), I. G. Johnston, D. W. Maher.

Executives: D. M. Barrie (mng dir), I. G. Johnston (dir.), James R. Johnson (media mngr), R. J. Writer (acct exec.), S. White (acct exec.), B. Tait (prod.), M. Dwyer (asst media mngr), A. S. Wadey (art dir), C. T. Ewart (acct).

Accreditation: AMAA.

Clients: Air Ambulance, Bearing Service Co. (Holdings) Ltd, Boscobel Stud, Bourne Industries Ltd, Carter Wallace, Chemical Materials Ltd, C.P. Air, Claron Homes, Craigmooor Wines, Esquire Photographers, Fiat Cars (NSW), Fluidpack Pty Ltd, Foto Centres Pty Ltd, Grenville Motors Ltd, E. Griffiths Hughes Pty Ltd, Guide Dogs for the Blind (NSW), Heine Bros Aust. Pty Ltd, Hetro Industries Ltd, Hilton Distributors Pty Ltd, Lancombe Marigny Pty Ltd, Leeholme Stud, Leslie Atkinson Pty Ltd., Macpherson Equipment Hirers Ltd, Marigny (A'sia) Pty Ltd, Morris Consolidated Industries Pty Ltd, NSW Greyhound Breeders' Owners' & Trainers' Association, Navec International, Nicholas Pty Ltd, Nicholas/Marigny Pty Ltd, Northern Territory Tourist Bureau, NSW Polo Association, Olims Consolidated Industries, Olivetti (Aust.) Pty Ltd, Pacific Film Laboratories Pty Ltd, Pacific Phototechna Pty Ltd, Southgate Investments Pty Ltd, Progress Developments, Ruslit Motors Ltd, Slough Estates Pty Ltd, Sovereign Food Products Corp. Pty Ltd, Stewart, Smith & Co (Aust.) Pty Ltd, Sydney Turf Club, The Australian Automobile Racing Club, The Australian Jockey Club, Widden Stud Pty Ltd, Vincent Chemical Co. Pty Ltd, White Rose Flour Milling Co.

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, RCS Radio Pty Ltd, Sport Fashions Pty Ltd, S. Terley Pty Ltd, The Scanlon Electric Co. Pty Ltd, Thomson Exhibition Promotions Pty Ltd, Thomson Publications (Aust.) Pty Ltd, The Victorian Furniture Industries Confederation, Victorian Guild of Furniture Manufacturers Ltd, Vnesh Torgreklama, 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: Brinsmead Fans, Delta Sportswear, Friedland Door Chimes, Manly Ferries, Prosana Laboratories.

EVANS, MURRAY, ADVERTISING PTY LTD, 97 Pacific Highway, North Sydney,

2060. Phone 92-6141. Cables Evansad.

Directors: Murray Evans (mng dir.), Mrs. F. B. Evans, C. Cross (gen. mngr), D. Baird, B. Goulston, T. Bissaker.

Executives: Miss C. M. Jones (secy), D. Baird (account supervisor), T. Bissaker (creative dir), B. Goulston, A. McIntyre (mng marketing services), P. Read (acct supervisor), W. Clark (non-media print prod. mngr), L. Munro (media mngr), T. Ross (art supervisor), M. McNay (print prod. mngr).

Accreditation: AMAA.

Y'state repr.: Dingwall Canning Niere & Robbins Pty Ltd, 578 St Kilda Rd, Melbourne (51-6911); Berwen Paine Advertising Pty Ltd, 2-4 Hutt St, Adelaide (8-6616); Warnock Sandford Advertising Pty Ltd, 31 Malcolm St, Perth (21-7717); Commercial & Industrial Advertising Pty Ltd, 274 Barry Pde, Valley, Brisbane (2-8455). **O'seas:** Member of Publivico and Intermark Networks.

Clients: Acrow Pty Ltd, Allen Commercial Holdings Pty Ltd, Australian Abrasives Pty Ltd, Aust. Mercantile Land & Finance Co., Bayer Leverkusen Ltd, Clipper (Aust.) Pty Ltd, Coach House Motor Inns Ltd, Copper & Brass Information Centre, GEC-AEI (Aust.) Pty Ltd, Carr, Glen & Partners Pty Ltd, Dickson & Johnston Pty Ltd, Doulton Potteries Pty Ltd, Elite Furniture Pty Ltd, Essex Laboratories Pty Ltd, FBA Pharmaceuticals, Fenfurniture, Field Educational Enterprises of Australasia, Herford-Smith Pty Ltd, Inter-

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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, Arcos Industries Pty Ltd, W&T Avery Australia Pty Ltd, Ayerst Laboratories Pty Ltd, Peter Barry (Holdings) Pty Ltd, Peter Barry's Norge Villages, Burns Industries, Concrete Constructions Pty Ltd, Cordex Industries Pty Ltd, Corlasto Pty Ltd, Current Book Distributors Pty Ltd, Griffiths Bros. Ltd, Hospital TV Rentals Pty Ltd, Imperial Carpets Pty Ltd, Kennard Industries, Kennards Hire Service Pty Ltd, C. Koss & Co. Pty Ltd, Novelty Importers Pty Ltd, Orbit Chemicals Pty Ltd, Pascal-Phillips Pty Ltd, Planned Lighting Co. Pty Ltd, Sydney Building Information Centre Ltd, Synteko Pty Ltd, Scottish Tailoring Co., Unvers Carpets Pty Ltd, T. R. Urban & Co., Vauxhall Products Pty Ltd, Waks Bros Pty Ltd.

FOOTE, CONE & BELDING PTY LTD, 9-25 Commonwealth St, Sydney, 2000. Phone 61-9021. Telegrams Brigade Sydney.

Branches: Melbourne, Adelaide. Associate houses all other States.

Directors: A. J. Briggs (chrnm), M. M. Walker (dep. chrnm), C. F. Openshaw, M. Stone, B. Wilson, B. Barnes, T. J. M. Farquhar-Smith, P. Herd, P. Lloyd-Jones, J. B. Morton (secy).

Executive: R. Jackson (prod. mgr).

O'seas 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, Chrysler Marine Pty Ltd, Cullen Morton Pty Ltd, Denver Laboratories Pty Ltd, Dorothy Gray Pty Ltd, Drug Houses of Aust.

Ltd (rural), Evelyn Wood Pty Ltd, Famous Schools Pty Ltd, Grolier 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, Readers Digest Pty Ltd, Nelson Doubleday 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, Slater Walker Pty Ltd, Stafford Miller Pty Ltd, Sydney Raper Pty Ltd, H. R. Walters Pty Ltd (Wattyl div.).

FORTUNE (AUST.) PTY LTD, 2 Wentworth Ave, Sydney, 2000. Phone 26-1501. Telegrams Fortoust, Sydney.

Directors: C. K. Landell-Jones (mng dir), J. Dewhurst, C. S. Lindsay, J. N. Galloway.

Executives: F. H. Freeburn (art dir), K. Seymour (creative dir), R. Forster (radio-TV prod.), P. Erwin (prod. mgr), G. Phillips (media mgr), H. S. Paddle, R. E. Davies, R. Cox, P. Smith, K. Cocks (Melb. mgr), R. Daniel (Adel. mgr).

Accreditation: AMAA.

State repr.: Own branches at 23 Drummond-st, Carlton, Vic., and 135 South Tce, Adelaide, S.A. Perth, Parkes Advertising Pty Ltd.

O'seas repr.: Fortune (Far East) Limited, 9 Chater-rd, Hong Kong; Fortune (Far East) Limited, Vongvanij Bldg, 116/1 Silom-rd, Bangkok, Thailand; Fortune Ads Philippines Inc., 303 Escolta, J. M. Tuason Bldg, Manila, The Philippines; Advertising Associates Ltd, Crosby House, Robinson Rd, Singapore; Fortune (Far East) Ltd, 5th Floor, Mori Bldg, 11-8, 1-Chome, Nishi Azabu, Minato-ku, Tokyo, Japan.

Clients: Adelaide Motors Group, Airlines of NSW, Airlines of South Australia, Alto Ford, Amplex Holdings (Simpson Jewellery), Anchor Foods Pty Ltd, Ansett Airlines of Papua & New Guinea, Australian Fixed Trusts, Ansett General Aviation, Astro Vac (Avis Marketing & Distributors), Aviation Enterprises, A. W. Barrs Ltd, Cathay Pacific Airways, Cosmopolitan Motor Inn, Davison Paints, Electronic Industries, Esso Standard Oil (Australia) Ltd, Evangelical Lutheran Church, Farina Furniture Manufacturers, Geo. Bolton Importers Pty Ltd, Goodsons Furniture Emporium Pty Ltd, Gordon Abbott Industries Pty Ltd, Holstens Milleners Pty Ltd, Holt & Thompson, International Shoe Fastener Co, A. V. Jennings, Joseph Allen, Malvern Star Stores, Marsh & McLennan, Metal Manufacturers Pty Ltd, Metters Limited, Northumberland Insurance Co., Odner Hotel Representatives, Omark Australia Limited, Pacific Motor Auctions, Philmac Pty Ltd, Platinum Pen Co., President

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Parker Associated Representations,
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Phone 29 6021**

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Phone 48-200**

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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, Jack Wilson.

Executives: Miss A. Lucas (media mngr), J. Wilson (creative dir), D. Corbett (art dir), B. Long (prod. mngr), H. Ewins, W. Calder-smith, L. Paul, R. Ferris (acct execs).

Accreditations: AMAA, NSW member, Advertising Services International of Aus-tralasia — affiliates throughout the world.

Clients: Armstrong, L.A., Pty Ltd, Asea Electric (Aust.), Pty. Ltd, Buttercup Bakeries, Chasers (Distributors) Pty Ltd, Conner Shea & Co. (NSW) Pty Ltd, Email Ltd (Westing-house Laundry Products), Home Laundry Manufacturers Assoc. of Aust., Haco Distri-buting Agencies Pty Ltd., Hagemeyer (Aus-tralasia) NV Pty Ltd, Hunter Douglas Limited, J. D. Industrial Pty Ltd, Life Savers (A/sia) Ltd, Kentucky Fried Chicken Pty Ltd, Lister Blackstone Pty Ltd, Marine Sports Centre, Mastercraft Chocolate Co. Pty Ltd, Metropolitan Business College Pty Ltd, New Zealand Govt Senior Trade Commissioner in Aust., Outboard Marine Aust. Pty Ltd, Precision Springs Pty Ltd, Royal Blind Society of NSW, Smith's Marine, Swedish Motor Importers Pty Ltd, St George County Council, H. Small & Co. Pty Ltd, John Shaw Australia Pty Ltd, The Cook Confectionery Co. Pty Ltd, The Walcot Pty Ltd, Vance & McKee Pty Ltd, Venetian Blind Mfrs' Federation of Aust., Waugh & Josephson Pty Ltd, W. & J. Farm Equipment Pty Ltd.

GADSBY LUXTON ADVERTISING PTY LTD, Suite 201, 10-12 Clarke St, Crows Nest, NSW, 2065. Phone 439-2765, 439-2880.

Directors: F. Luxton FAI (mng dir), E. L. Gadsby.

Accreditation: AMAA.

Clients: Anthony Horderns, ATN, Ocean Salt, Panther Tours, Illawarra Meat, Rent-a-cruise Australia, Telegraph Home Centre, Acetex Hardware Co. Pty Ltd, British Mer-chandising Pty Ltd, United Radio Distri-butors, Tape Recorders Pty Ltd, Calva Chemicals Pty Ltd, Commonwealth Adver-tising Division, Federation of Aero Clubs, Goodmans Industries, Helicopter Utilities, Peter Lloyd Pty Ltd, Royal Aero Club of NSW, Stack & Company Ltd, Trafalgar Trad-ing Co. Pty Ltd, Wilson Manufacturing Pty Ltd, World Agencies Pty Ltd, Everymans Carpets Pty Ltd, Websters Investigations Pty Ltd.

GALMOR ADVERTISING PTY LTD, Galmor House, 115-119 Crown St, East Syd-ney, NSW, 2010. Phone 33-4161 (10 lines). Telegrams, Galmorad Sydney.

Directors: J. P. Gal, P. T. Matchett, E. J. Smith (joint mng dirs), L. Warburton (dir).

Executives: L. Warburton (creative dir), B. Lynch (copy chief), A. Gee, J. Coye (art dirs), B. Gibson (prod. dir), P. Carter (prod. mngr), P. Baxter (media planner), J. Pettett (media planner), M. Knight (fin. controller), J. Fernside (acct), P. Windred (traffic).

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CLAUDE MOONEY, MARSH PTY LTD, 44 Margaret St, Sydney, 2000. Phone 29-2566.

Accreditations: AMAA, NPA of NZ.

O'seas Repr.: London, Paris, Milan, New York, Los Angeles, Vancouver, Venezuela, Singapore.

MULLINS, CLARKE AND RALPH PTY LTD, 45 Macquarie St, Sydney, 2000. Phone 27-9461.

Executives: J. J. Mullins (chrnm), N. K. Lamont (mng dir), A. Morris (creative dir), S. James (media mngr), J. Holland (media buyer), B. R. Bensley (prod. mngr).

Accreditation: AMAA.

Clients: British Leyland (Austin & Morris division) Carpet Maintenance Co., Don-Associates Pty Ltd, Hyman Don & Son Pty Ltd, Maxwell Photo-Optics Pty Ltd, Osti Knitting Ind. Pty Ltd, Rover Australia Pty Ltd, George L. Thompson Pty Ltd, Wilson's Fashions, Katies, E. E. Whitmont & Sons Pty Ltd, International General Electric (export div.).

MURRAY & OGLE PTY LTD, 257 Castle-reagh St, Sydney, 2000. Phone 26-1034. Telegrams Murrogads, Sydney.

Managing Director: B. F. Ogle.

Directors: E. J. Ogle, Miss H. J. Dwyer.

Executives: Michael Canning, Charles Hemingway, Kerry Porter (acct execs), Mrs R. Green (media mngr), Miss Helen Dwyer (acct), David King (art dir).

Accreditation: AMAA.

NAS (SYDNEY) PTY LTD, 53 Elizabeth Bay Rd, Elizabeth Bay, NSW, 2011. Phone 35-3044. Telegrams, Nasagency, Sydney.

Directors: Douglas M. Clay (mng dir), I. M. Heydon, L. A. Fuller-Quinn, J. M. B. Green, J. M. Furlong, R. R. S. Aitken, F. L. Harvey (gen. mngr).

Accreditations: AMAA.

NAS (Aust.) Members: NAS (Melbourne) Pty Ltd, NAS Macnamara (Adelaide) Pty Ltd, Duthie National Advertising Pty Ltd (Bris.), NAS-Successful (Perth) Pty Ltd.

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

Clients: Australian Consolidated Press Ltd, Baird Television Rentals Pty Ltd (SA), Bradmill Industries Ltd, Burroughs Wellcome & Company (Australia) Ltd, Convairst Shirts Pty Ltd, Conde Nast Publications Pty Ltd, Crystal Clothing Industries Ltd,

Custom Credit Corporation Limited, Dalgety Trading Company Pty Ltd, Dalgety & NZ Loan Ltd, Dekalb Shand Seed Company Pty Ltd, Du Pont Far East Inc., Email Limited, Expandite (Aust.) Pty Ltd, Fler Co. (NSW) Pty Ltd, Geo. Fielder & Company Limited, Hardboards Australia Limited, Kearney Sayers & Co. Pty Ltd, King Gee Clothing Pty Ltd, The Knox (Canberra) Drug Company, Lufthansa German Airlines, Marco Productions Ltd, Morgan, Mason & Co. Pty Ltd, Polaroid Australia Pty Ltd, Schaffer & Company, The Sheldon Drug Company Pty Ltd, Shulton (Australia) Pty Ltd, Smith, Kline & French Laboratories (Aust.) Ltd, Sterling Pharmaceuticals Pty Limited, T.R. Services Pty Ltd, White Horse Distillers Limited, World Agencies Pty Limited, Wunderlich Limited.

NICHOLS-CUMMING ADVERTISING (NSW) PTY LTD, Shipnews House, Cnr Hill & Elizabeth Sts, North Sydney 2060. Phone 929-6055. Telegrams Nichans.

Directors: J. J. Cumming, V. N. Hunt, L. W. Mort.

Accreditation: AMAA.

Clients: AGA Products Australia Pty Ltd, Ampex Australia Pty Ltd, E. Andries & Son Pty Ltd, Australian Assn of Advertising Agencies, Australian Glass Manufacturers, 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, Condim Pty Ltd, Davids Holdings Pty Ltd, Davies-Kent (NSW) Pty Ltd, Dimitri's Investments Pty Ltd, Dymo Australia Pty Ltd, Eastern Air Lines Inc., Edinburgh Laboratories Pty Ltd, Geigy Australia Pty Ltd, Gibson & Boxall Holdings Pty Ltd, Halvorsen Contractors Pty Ltd, Harbottle Brown & Co. Pty Ltd, William Inglis & Son Pty Ltd, Jay Pharmaceuticals Pty Ltd, Kearney Sayers & Co. Pty Ltd, Kent Instruments Australia Pty Ltd, W. H. Lober & Co. Pty Ltd, Login Corporation Pty Ltd, Motel Federation of Australia Ltd, Mutual Constructions (NSW) Pty Ltd, New England Apparel Pty Ltd, Penfolds Wines Pty Ltd, Permanent Building Society of Aust. Ltd,

K. B. Pintickets Pty Ltd, Protector Safety Products Pty Ltd, Sketch-a-Graph Pty Ltd, Twin Towers Motel, Wesco Paints Pty Ltd, Yardley of London (Aust.) Pty Ltd.

O'BRIEN ADVERTISING (NSW) PTY LTD, MLC Building, Victoria Cross, North Sydney, NSW, 2060. Telegrams Gofer.

Branches: Melbourne, Brisbane, Adelaide.

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Executives: R. Caro, J. Sambrook, Miss D. Maher, B. Noakes, A. Hodges, J. Whittingham, Miss L. Excell (acct), I. Harris (media mngr), P. Hill (prod. mngr), R. Arnold (art dir), W. J. Taylor (radio-TV), Mrs F. Dudley (research).

State repr.: Arthur Collett Advertising, 194 St George's Terrace, Perth, WA. O'seas: Associate houses in Auckland, Wellington, London, New York, Chicago, San Francisco, Los Angeles, Singapore, Hong Kong and Europe.

Accreditation: AMAA.

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, Cerebos (NSW) Pty Ltd, Cinzano et Cia (Aust.) Pty Ltd, Dentsu Advertising Ltd (Japan), 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, M.E.M. (Aust.) Pty Ltd, The Bob Martin Export Co., Mutual Travel Pty Ltd, Nissan Motor Company (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), The Wrigley Company Pty Ltd.



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Manager: C. P. Pearson (associate dir).

Executives: L. Graham (assoc. creative dir), H. de Haan (prod.).

Accreditation: AMAA.

Clients: American Express International Inc., Bristol-Myers Co. Pty Ltd, Cobalide Industrial Pty Ltd, Cottee's General Foods Ltd, Edible Oil Industries Pty Ltd, F&T Industries (Aust.) Ltd (part), Hertz of Australia Pty Ltd, Lever & Kitchen Pty Ltd, Mead Johnson Pty Ltd, Rexona Pty Ltd, United States Travel Service.

Head office: Melbourne.

ORBIS INTERSECT PTY LIMITED, 18a Pitt St, Sydney, 2000. Phone 27-7386-7-8.

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Accreditation: AMAA.

PATERSON AND PARTNERS PTY LTD, 181 Elizabeth St, Sydney, NSW, 2000. Phone 26-1601.

Managing director: J. G. Paterson.

Directors: G. M. Keene, J. Steer.

New Zealand: Paterson and Partners (New Zealand) Limited, T&G Mutual Life Society Bldg, Grey St, Wellington. Phone 70193.

Overseas repr.: China Commercial Advertising Agency (HK) Ltd; Advertising Associates, Singapore; Kenyon Wiles Pty Ltd, Durban, South Africa; Kenyon Wiles Pty Ltd, Miami, USA; Spottiswoode Advertising, London.

Accreditations: AMAA, NPA of NZ.

Clients: Adams National Industries (Aust.) Pty Ltd, Blandford Pty Ltd, Brambles Industrial Services, British India Steam Navigation Co., Burns Philp, Business Men's Assurance Co. of Aust. Ltd, Joseph Dahdah & Co. Ltd, Elmer Products Pty Ltd, Farwell Associates, Hollywood Textiles Pty Ltd, Hudson, Howard F. Pty Ltd, Lowe Distributors, The Mercantile & General Reinsurance Co. of Aust. Ltd, Millard Caravan Sales Pty

Ltd, Mole Engineering Pty Ltd, Mole Engineering (Vic.) Pty Ltd, James North (Aust.) Pty Ltd, Old Tote Theatre Company, Original Displays Pty Ltd, P&O Lines of Aust. Pty Ltd, Parker Associated Representations, Quintrex Aluminium Products Pty Ltd, Scandinavian Airlines System, Searls Florist, South Australia Wine Distributors Pty Ltd, Snowline Ski Centre Pty Ltd, St Regis-ACI Pty Ltd, Thai International, University of New South Wales, Williams, Fred Marine Pty Ltd, Williams, Fred Water Skis Pty Ltd, York Caravans Pty Ltd.

PATTERSON, GEORGE, PTY LIMITED, 252 George St, Sydney, 2000. Phone 2-0571. Telegrams Pressager. Telex 20449.

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Branches: Melbourne, 394 Latrobe St, 3000. Phone 329-7577. Telegrams Pressager. Telex 30375; Adelaide: 48 Greenhill Rd, Wayville, 5034. Phone 51-6121. Telegrams Pressager. Telex 82103; Brisbane: George Patterson-Noble Bartlett Pty Ltd, 64 Roma St, 4000. Phone 2-3624. Telegrams Pressager. Telex 40152. Townsville: George Patterson-Noble Bartlett Pty Ltd, 6 Stanley St, 4810. Phone 71-6922. Telegrams Pressager.

Accreditation: AMAA.

Clients: Amalgamated Television Services Pty Ltd, Associated Products & Distribution Pty Ltd, Arnott's Biscuits Pty Ltd, Australia Hotel, Australian Bankers' Association, Australian Guarantee Corporation Ltd, Australian Mutual Provident Society, Australian Record Club Pty Ltd, Australian Resources Development Bank Ltd, Bank of New South Wales, Berger, Lewis & Sons (Aust.) Pty Ltd, Berlei Limited, Bowater Paper Co. Pty Ltd, British Travel Association, G. B. Britton & Sons Ltd, Buchanan, James & Co. Limited, Colgate-Palmolive Pty Limited, Comalco Industries Pty Ltd, Concrete Industries (Monier) Ltd, Cottee's-General Foods Limited, Cyanamid D.H.A. Pty Ltd, Darling & Company, Discovery Press, John Fairfax & Sons Ltd, Federation of Australian Commercial

POPE & KIERNAN & BLACK PTY LTD, Box 220 Crows' Nest, NSW 2065 (47 Falcon St, Crows' Nest). Phone 92-0776.

Directors: M. R. Pope, J. F. Kiernan, R. R. Black.

Executives: M. R. Pope (mng dir), J. F. Kiernan (creative dir), R. R. Black (art dir), J. Sproule (media mgr), L. G. Butler (prod. mgr).

Accreditation: AMAA

Clients: Abbott Laboratories Pty Ltd, Alitalia Airlines, Argentine Consulate, Blake & Hargreaves Pty Ltd, Cabana Pty Ltd, Consolidated Aerosols Ltd, R. E. Cunningham Investments Ltd, Diamond Traders Pty Ltd, DuPont Far East Inc., Estee Lauder (Aust.) Pty Ltd, Green, Young & Co. Ltd, Helix Electrical Products Pty Ltd, Industrial Waste Collection Pty Ltd, Mikimoto (Aust.) Pty Ltd, Pacific Film Laboratories Pty Ltd, Pacific Safflower (Aust.) Pty Ltd, Program Building Industries Pty Ltd, Lawrence Tootill Pty Ltd, Union Carbide Australia Ltd (plastics division, chemicals division and head office), George Wills & Co. Ltd.

PRITCHARD WOOD-QUADRANT PTY LIMITED, Colman Hse, 89 Berry-st, Nth Sydney, 2060. Phone 929-8122. Telegrams Pritwodders, Sydney.

Directors: Dick Lauder McIntyre, James E. Black, V. A. Henderson, O. A. Davis, G. Seaton.

Executives: James Black (chrnm), Vincent Henderson (mng dir), I. Bennell (media dir).

Accreditation: AMAA.

Clients: Agserv Division of Geigy Aust. Pty Ltd, Alcan Australia Limited, Bacardi International Ltd, Bayer Pharma Pty Ltd, The Bulletin, Coca-Cola Export Corporation, Coty Pty Ltd, E.O.I. Pty Ltd, Esso Standard Oil (Aust.) Ltd, Fleetwood Pharmaceuticals Pty Ltd, Goldfaber (Aust.) Pty Ltd, Kosciusko Thredbo Pty Ltd, Malleys Ltd, D. & W. Murray (Aust.) Ltd, Pilkington Brothers, Ltd, Rosella Foods Pty Ltd, Sterling Pharmaceuticals Pty Ltd, Samuel Taylor Pty Ltd, Soilax Pty Ltd.

RENNIE, L. B., & PARTNERS PTY LTD, 507 Kent St, Sydney, 2000. Phone 61-9151.

Directors: L. B. Rennie (manag. dir), J. O. Amos, K. T. Baker, A. Rennie, H. L. Russack, J. Harris.

Television Stations, General Motors-Holden's Pty Ltd, Gibb & Beeman Limited, Goodyear Motor Tyre Service Pty Ltd, The Goodyear Tyre & Rubber Co. (Aust.) Ltd, Haco Distributing Agencies Pty Ltd, John Harvey & Sons (Aust.) Pty Ltd, Hagemeyer Trading Co. (Aust.) Pty Ltd, Harris Tweed Association, Hong Kong Tourist Association (Sydney), Industrial Acceptance Corporation Ltd, W. H. Lober & Co. Pty Ltd, Edward Lumley & Sons (NSW) Pty Ltd, Malleys Limited, Malleys Bahco Engineering Pty Ltd, Martin Corporation Ltd, Master Foods of Australia Pty Ltd, Matsushita Electric Co. (Australia) Pty Ltd, Mayfair Hams & Bacon Co., McFarlane & Burns (NSW), Norton Australia Pty Ltd, NZ Forest Products Limited, Olympia (Australia) Pty Ltd, Overseas Telecommunications Commission (Aust.), John Sands Pty Limited, Security Life Assurances Ltd, B. Seppelt & Sons Pty Limited, Shelley & Sons Cordial Factory Pty Ltd, Smith's Potato Crisps (Aust.) Pty Ltd, Spurway's Industries Pty Ltd, Standard Telephones & Cables Pty Ltd, Sungrature Limited, Tara Church of England Girls School, Uncle Ben's of Australia Pty Ltd, Unit Television Servicing, W. D. & H. O. Wills (Aust.) Limited, Fiji Tobacco Co. Ltd, World Agencies Proprietary Ltd, Wyeth Pharmaceuticals Pty Ltd.

PITT AND ASSOCIATES ADVERTISING PTY LTD, 60 Riley-st, East Sydney, NSW, 2010 (Head Office). Phone 31-0781 (5 lines).

Directors: W. Pitt (mng dir), K. C. Heasman (media dir), F. S. Merchant (accnts dir).

Associate directors: D. T. Cobcroft, Mrs F. M. Reilly.

Branch: 309 Little Collins-st, Melbourne, Vic. (63-6759).

Accreditation: AMAA.

Clients: Aarons, J. P. Pty Ltd, Amalgamated Wireless (Australasia) Limited, Australian Broadcasting Commission, Australian Meat Board, Avalanche Alpine Club Co-operative Limited, M. J. Bateman, Eyesight Training, Fesq & Co. Pty Ltd, Framac Industries Pty Ltd, Fur Traders' Association of NSW, Gilford Electric Co. Pty Ltd, Hawaii Investments Pty Ltd, Interior Contractors Pty Ltd, Jayee Gifts, Legal & General Assurance Society Ltd, Manhattan Investments Pty Ltd, Manhattan Development Company, Mecar Research Pty Ltd, Northumberland Insurance Co. Ltd, NSW Master Carriers' Association, Penlux Distributors Pty Ltd, Robert Stone & Co. Pty Ltd, Sunbeam Corporation Limited, Telemark Productions Pty Ltd, Thomas Nationwide Transport Limited (NSW).

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: Blue Cross Veterinary Products, Grey & Lowe Pty Limited, Hawker de Havilland Aust. Pty Ltd, Outboard Marine Pty Ltd, Stern Drive Divisions, T. S. Plunkett Pty Ltd, Hunts Marine Centre Pty Ltd.

RIVERINA ADVERTISING CONSULTANTS, 121 Baylis St, Wagga Wagga, PO Box 309, Phone: 4089.

Directors: A. L. Burgman, Mrs I. M. Burgman.

Executives: A. L. Burgman.

Accreditation: AMAA.

Clients: Retravisation (Aust.) Ltd, Sydney Bell's Soft Drinks Pty Ltd (Wagga & Canberra), including Pepsi Co. International, B. G. Hartwig & Co. Pty Ltd, Castles Hardware Pty Ltd, Heating-Cooling Centre, The Clef Pty Ltd, Southern Riverina County Council.

RODGERS HOLLAND EVERINGHAM PTY LIMITED, 108-110 Walker St, North Sydney, 2060. Phone 92-0601. Cables Instantaneous.

Directors: W. H. Rodgers (chrmn), J. D. C. Flannagan (mng dir).

Accreditation: AMAA.

Clients: Norco Co-Op. Ltd, Schweppes (Aust.) Ltd, Sunoroid Pty Ltd, Sydney Pincombe Pty Ltd, The Equitable Permanent Building Society, Cadbury Fry Pascall, Christina Contouring Pty Ltd, Compunet Ltd, Jantzen (Aust.) Ltd, H. P. Bulmer Ltd.

ROSEBERY, ARTHUR L., ADVERTISING PTY LTD, Foveaux Hse, 63 Foveaux St, Sydney, Phone 211-1166.

Directors: Arthur L. Rosebery (mng dir), D. A. Waghorn, Philip Parker.

Executives: C. Terry (media mngr), J. Delaney (asst media mngr), S. Noble (company secy), J. Madden (prod. mngr).

Accreditation: AMAA.

Member Adman (International).

Clients: Alexander Tobacco Pty Ltd, Also Linen Service, Braemar-STG Pty Ltd, Braham & Ross Pty Ltd, Capitol Motors Pty

Ltd, Cemac Pty Ltd, Comeng Holdings Ltd, Vehicle Industries, Cyclops & Lines Bros (Aust.) Pty Ltd, Dales Soft Drinks Pty Ltd, Fibre Containers Pty Ltd, Grasslands Pty Ltd, Hanimex group of companies, E. J. Hart Pty Ltd, Howard F. Hudson Pty Ltd, NSW Citrus Growers' Council, NSW National Coursing Association, Layne & Bowler (A'sia) Pty Ltd, Olims Trading Co., Stuart Alexander & Co. Pty Ltd, Smith Bros Pty Ltd, E. J. Todd and Son Pty Ltd, Vitamin Supplies Pty Ltd, Arthur Webster Pty Ltd.

ROSS ADVERTISING SERVICE, 28 Glen St, Milson's Point, 2061. Phone 92-2660, 92-3919.

Director: L. P. Ross.

Executive: F. M. Ross.

Accreditation: AMAA.

Main Clients: Industrial & technical accounts.

PETER RYAN & ASSOCIATES PTY LTD, 127 Walker St, North Sydney, 2060. Phone 92-9241.

Managing director: Peter P. Ryan.

Directors: John Hunter, Simon J. Graham, James A. Gunson, Norman V. Buchanan, John A. Law.

Executives: B. Gibsons (art dir), D. Courtney (client services), K. McIntyre (client services), L. Steele (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: American Machine & Foundry Co. (Aust.) Pty Ltd, Ainsworth Consolidated Industries Pty Ltd, Camping Gaz, Crystal Pools Pty Ltd, Debiens Motor Auctions, Enfield Bricks, Equitable Life Assurance Co. Ltd, G.A.F. Corporation, K.V.E. Homes, L. P. Keating & Sons Pty Ltd, Langco Industries Pty Ltd, Leeway Finance Pty Ltd, Letraset Australia Pty Ltd, Littles Dry Cleaners, Lumber Services, Martin Wells Pty Ltd, Morris Plastics Pty Ltd, Office du Tourisme de la Nouvelle Calédonie, Optical Products Pty Ltd, P. G. H. Wood Product Division, Peugeot, Renault (Australia) Pty Ltd, Stainless Industries Pty Ltd, U.E.B. Carpet Tile Co. Pty Ltd, U.T.A. French Airlines/Air France.

RYDGE-ANDERSON ADVERTISING, 250 Pitt St, Sydney, 2000. Phone 61-8931.

Director & Mngr: R. A. Rydge.

Accreditation: AMAA.

SELLERS/PHILLIPS/SCOTT, 74 Pitt St, Sydney, 2000. Phone 25-2011. Telegrams Selos.

Executives: Rodney J. Phillips (gen mngr, Sydney), G. A. Scott (gen. mngr, Melb.), Dennis Quirk (media mngr), 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, Twentieth Century Blinds, Warrnambool Woollen Mill Co. Ltd, Australian Fertilizers.

SHORTRIDGE ADVERTISING PTY LTD, 26 O'Connell St, Sydney, NSW, 2000. Phone 28-8236.

Accreditation: AMAA.

Clients: Australian Ranch Investments Pty Ltd, Blue Metal Industries Limited, William Collins (Aust.) Limited, South Australian Celery Growers' Association, Sundell Motors Pty Ltd, Thatcher & Oberg Pty Ltd, Victorian Sprout Growers' Association, D. G. Wills (Sydney) Ltd.

SINGLETON PALMER STRAUSS & McALLAN, NSW: 32 Burton St, Darlinghurst. Vic.: 3a Queens Rd.

Directors: John Singleton, Rob Palmer, Mike Strauss, Duncan McAllan, John Fuller.

Clients: Ada of California, Andronicus (part), A. V. Jennings (Melb. Housing div.), Bernina Sewing Machines, Blue Shield (trading stamps), CAGA (part), Clecco (Anthony Squires div.), Formal Wear, French Knit, Paul Hamlyn, Jaywoth, Marveer & Marteeke, Music for Pleasure, Norfolk Island Tourist Bureau, Nuford, Parkroyal Motor Inns, Gareth Powell (POL), Pye (TV and Colston dishwashers), Realty Realizations, St Albans Textiles, Sportsgirl (Melb.), Stafford Ellinson, Australian International Travel-centre, Warner, J. Wilson Removals, Yashica, Norman Ross, Nelson Doubleday Publishing Co..

SLATTER, E. C. & PARTNERS PTY LTD, 304-306 Kent St, Sydney, 2000. Phone 29-7141.

Directors: E. C. Slatter (mng dir), J. Q. Simpson, J. P. Quayle, N. M. Hughes.

Executives: J. D. Garland, R. G. Slatter, W. Pong (art), E. Law (accnts), M. Stollery (copy).

Accreditation: AMAA.

Clients: Allen Taylor Ltd, Associated National Insurance, J. Blackwood & Son Ltd, Carpet Manufacturers Ltd, Cordina Chickens, Elanco Products, Eli Lilly, Email Ltd (commercial), Encyclopaedia Britannica Inc. Pty Ltd, Frank G. O'Brien Ltd, Hyster (Aust.)

Pty Ltd, Monterey Pine Association, Nightingale Chemicals, Vencat Curry Powder, F. T. Wimble Ltd, Wormald Bros Industries Ltd, Timber Advisory Council, Leigh Mardon Companies, Apex Permanent Building Society, Universal Tags.

STANNARD-PATTEN-SAMUELSON ADVERTISING AGENTS PTY LTD, 77 Pacific Highway, Nth Sydney, NSW, 2060. Phone 929-0133.

Directors: Ron Patten, Peter Stannard, Graeme Samuelson (mng dir).

Accreditation: AMAA.

STEELE KAIN BIRRELL ADVERTISING PTY LTD, Commercial Bank Bldg, 100 Bathurst St, Sydney, 2000. Phone 61-8661. Telegrams Stelko.

Directors: Richard Steele, M. R. Kain, M. N. Birrell, Elizabeth Manley, K. Edwards, P. T. Steele, A. M. Kain.

Accreditation: AMAA.

Clients: A.E.E. Capacitors Pty Ltd, Anderson Equipment Pty Ltd, Australian Country Party (NSW), Bituminous Pavements Pty Ltd, Blue Metal & Gravel Pty Ltd, Broadway Electronics Pty Ltd, Burns Philp Travel Service, Cineoptics Australia Pty Ltd, Chandris Lines (Aust.) Pty Ltd, Combined Insurance Co. of America, Country Producers Selling Co. Ltd, Fisher & Co. Gardner Denver (Aust.) Pty Ltd, Goodman Bros Optical & Photo Supplies Pty Ltd, Graphic Equipment Pty Ltd, Harrison & Crossfields Pty Ltd, John Heine & Son Pty Ltd, Hibiscus Tours, Insurance Shop, I.R.H. Components Pty Ltd, Jusfrute Ltd, H. J. Leak (Aust.) Pty Ltd, Mantons Pty Ltd, George H. Martin Pty Ltd, J. R. Moulang Pty Ltd, Natronics Pty Ltd, Nowra Co-operative Dairy Co. Pty Ltd, Claude R. Ogden & Co. Pty Ltd, W. H. Paling Pty Ltd, H. Parsonage Pty Ltd, Pelmagroove Pty Ltd, Remak Electrograph Pty Ltd, Oral Roberts Evangelistic Assn, Rota Cota Pty Ltd, Shoalhaven Paper Mills (Sales) Pty Ltd, Simplex International Time Equipment Pty Ltd, Soundwood Pty Ltd, Stel-Aid Pty Ltd, Sylvania Electric Pty Ltd, Trans World Airlines (Aust.) Pty Ltd, Tullis Hunter Pty Ltd, Twentieth Century Blinds Pty Ltd, United Dominions Corporation Ltd, Vanderfield & Reid Pty Ltd, Warmbrite Pty Ltd, Waval Thermal of Australia Pty Ltd, Wiggins Teape Australia Pty Ltd, World Agencies Pty Ltd.

THOMPSON, J. WALTER, AUSTRALIA PTY LTD, 132 Elizabeth St, Sydney, 2000. Phone 2-0640. Telegrams, Thomertwal.

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Melbourne office, 277-287 William-st, Melbourne, Vic., W. Magno (mgr).

O'seas Repr.: JWT, 420 Lexington-ave, New York, USA, and branches throughout the world.

Accreditation: AMAA.

Main Clients: Ansett-ANA, Burroughs Ltd, Bonds-wear, Chesebrough-Ponds, Consolidated Press, Colonial Sugar, Firestone, Horlicks, Kellogg (Aust.), Kraft Foods, Kimberley-Clark, 3M Pan American Airways, Pepsi-Cola, Patons, Prudential, Rheem, Taubmans Paints, Union Carbide, Westons Biscuits, W. D. & H. O. Wills, Kelvinator, Reckitts Pty Limited, Singer, Scott & Bowne, Wrigley's.

THOMSON PORRITT PARTNER ADVERTISING PTY LTD, 68 Berry St, North Sydney, NSW, 2060. Phone 92-6016.

Directors: T. W. D. Thomson (mng dir), H. D. Mendelson (creative dir), H. G. Arnold.

Executives: D. Field, R. Hale (acct execs), C. Addison (media), H. G. Arnold (accnts).
P'state repr.: Member, Admark Australasia.

O'seas: C. Courtenay Ltd, UK; Service Advertising, NZ; Standard Advertising Japan; Ace Advertising, Singapore.

Accreditation: AMAA.

Clients: Ajax Chemicals Pty Ltd, British Pharmaceuticals Pty Ltd, Commercial & General Acceptance Corp, L. Cawley Pty Ltd, Clark Kilns (NSW) Pty Ltd, Commerce Developers Pty Ltd, Commercial Plastics Ltd (Fablon), Dow Corning Australia Pty Ltd, Edels Pty Ltd, Embecon Pty Ltd, FRS Springs Pty Ltd, Gibsons & Paterson Pty Ltd, R. Gunz (Photographic) Pty Ltd, Hansen 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., McCulloch of Australia Pty Ltd, National Literary Association Inc. Pty Ltd, Olms Consolidated Ltd (Targard division), Packard Shoes Pty Ltd, Producers & Citizens Co-operative Assurance Ltd, Sanyo Sales & Service Co, Sanyo Office Machines Pty Ltd, Swift & Company 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, R. G. Reid, D. J. Shepherd, T. L. Townley, A. B. Hutcheson.

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, Bank of NSW, Boots Pure Drug Co. (Aust.) Pty Ltd, A. Bourjois & Cie (A/asia) Pty Ltd, Bowater Scott (Aust.) Ltd, Carrier Air Conditioning Pty Ltd, C. I. G. Crothall & Co. (Aust.) Pty Ltd, Cyclone D-G Scaffolding Pty Ltd, Davis Fuller Adhesives Pty Ltd, Davis Gelatine (Aust.) Pty Ltd, Flymo (Aust.) Pty Ltd, GEC-AEI (Aust.) Pty Ltd, Gowing Bros Ltd, Guinness (Aust.) Pty Ltd, Hunter Douglas Limited, John Deere Limited, Kork 'n' Seal (Aust.) Pty Ltd, Mallory Batteries (A/sia) Pty Ltd, Marrickville Holdings Limited, Matson Lines, Mauri Bros & Thomson Ltd, Mercantile Credits Limited, Mercantile Mutual Insurance, National Brush Co. (Aust.) Ltd, Nelson & Co. Pty Ltd, Olympic Bowling Centres, Rank Xerox (Aust.) Pty Ltd, F. H. Stephens Pty Ltd, Slazengers (Aust.) Pty Ltd, St Regis-ACI Pty Ltd, Sterling Machinery 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 (chrnm), W. J. R. Logan, I. Drysdale, R. Tarrant, H. Overduin.
Executives: Miss D. Miller (media), J. O'Donovan (prod.).

Accreditations: AMAA, NPA of NZ.

WELCH, ROGER, PTY LTD, 30 Carlington St, Sydney, 2000. Phone 29-4662-3. Cables Adswell Sydney.

Executives: Lars Knudsen, J. H. Dudfield.
Accreditation: AMAA.

Clients: Australian Metropolitan Life Assurance Co. Ltd, G. L. Cooper & Son Pty Ltd, Alex Cowan Machinery, Fordigraph (NSW) Pty Ltd, Fordigraph (Vic.) Pty Ltd, Fordigraph Agencies Pty Ltd, Fordigraph (SA) Pty Ltd, Halloran Manton Pty Ltd, Houghton & Byrne Pty Ltd, Lindgren Holdings Pty Ltd, J. McCarthy Pty Ltd, McMurtrie Footwear Ltd, Modern Magazines Pty Ltd, National Mutual Life Association of A'sia Ltd, Paul-Dalley-Apex Group, Powell's Pest Control Pty Ltd, Steelstocks Pty Ltd, Stenhouse Australia Ltd, Scott & Bowne Pty Ltd.

WEST ADVERTISING, KEITH, 8 Loftus St, Sydney, 2000. Phone 27-7802, 27-9386.

Accreditation: AMAA.

Clients: Castle Marine Pty Ltd, The Crows Nest Ship Chandlers Pty Ltd, Rudders Yachts Pty Ltd, W. E. Smith Engineering Pty Ltd, Air-O-Flite Sails, N. F. Brooker Pty Ltd, William Butler Tobacco Company Ltd, Robert Sturgess Pty Ltd, Valvoline (Aust.) Pty Ltd, Dalken Traders, Kanegafuchi Spinning & Weaving Company, R. S. Upton (Sales) Pty Ltd, E. J. Burton Transport Pty Ltd, Sydney Wide Discount Department Stores, Bruynzeel Factories Australia Pty Ltd, Emile Segard & Sons, J. B. L. Developments (Aust.) Pty Ltd, Arnem George (O'seas) Trading Pty Ltd, 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.
Principal Executives: K. H. Westgate (mng dir), I. Bowman (prod. mgr), Miss M. Nimon (office mgr), Mrs K. Howard (art dir), Miss L. Campbell (media mgr), P. Andersen, J. K. Westgate, F. Prince (acct-exec).

O'seas repr.: Oasis Advertising Ltd, Singapore; Advertising House Inc., Tokyo; WHT Advertising & Marketing Ltd, Auckland.

Accreditation: AMAA.

Clients: Aiton Australia Pty Ltd, Alfred Lawrence & Co. Pty Ltd, Baxter & 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, Cumberland Tractors Pty Ltd, Cutting Edges Pty Ltd, Edgar Davies Pty Ltd, Delairco Industries Pty Ltd, Diversey (A'sia) Pty Ltd, Ecks (NSW) Pty Ltd, A. W. Edwards Pty Ltd Group, Edwards Dunlop Co. Limited, Federal Machinery Co. Ltd, Flygt Aust. Pty Ltd, Fowler Rex Pty Ltd, General Tools Pty Ltd, Basil V. R. Greatrex Pty Ltd, Hydraulic Industries Pty Ltd, Improved Equipment Pty Ltd, Invincible Life & General Insurance Co. 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, Pluto's-In-Nite Life, Portec (Aust.) Pty Ltd, C. E. Proport Pty Ltd, Robertshaw Controls (Aust.) Pty Ltd, Proplant Industries Pty Ltd, Sample Engineering Sales Aust. Pty Ltd, Sample Hydraulics Pty Ltd, Stanley Owen & Sons Pty Ltd, Swain Pattern Services Pty Ltd, Swift-MIP Pty Ltd, Talents Pty Ltd, Thiess Equipment Distributors Pty Ltd, James Yates Pty Ltd.

WESTON ADVERTISING PTY LIMITED, 36 Grosvenor St, Sydney, 2000. Phone

27-1142. Telegrams Publicity Sydney.

Directors: W. O. Richards (chrnm), F. W. Still, D. P. Young (joint mng dirs), J. W. Maund, W. De Vere, S. A. Robertson, J. R. Goddard (assoc. dirs).

Executives: S. A. Robertson (admin & press media mgr), J. R. Goddard, W. O. De Vere, P. Maegraith, D. S. Musgrave, O. Sands (acct execs), R. Pontifex, S. Summers (copy), G. Garthside, R. Stone, P. West (prod.), R. Howard (radio & TV mgr), N. Watts, M. Pain (services dept), H. Seelenmeyer, G. Austin (art dirs), E. Dempster (acct), W. Telling (res. market studies).

Accreditation: AMAA.

O'seas affiliates: NSW member of Advertising & Marketing International Network of 66 advertising agencies throughout the world.

Clients: James Barnes Pty Ltd, Beare & Ley Pty Ltd, Beckers Pty Ltd, J. I. Case (Aust.) Pty Ltd, Commonwealth Moulding Pty Ltd, Commercial Bank of Australia (part), Co-operative Permanent Building Societies Association Ltd, Wm Cooper & Nephews (Aust.) Pty Ltd, Efcu Manufacturing Pty Ltd, Formica Plastics Pty Ltd, Hunter Douglas Ltd (Mello-Lite div.), International Majora Paints Pty Ltd, Inglis Pty Ltd, David Jones Ltd, Kalamazoo (Aust.) Ltd, McWilliams Wines Pty Ltd, Manufacturers' Mutual Insurance Ltd, Percy Marks Pty Ltd, Mortgage Guaranty Corporation of Aust., Mortgage Guaranty Insurance Corporation of Australia 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'sia) Ltd, Sterlec Division-K., G. Luke Industries Ltd, Technical Training International Pty Ltd, Washington H. Soul Pattinson & Co. Ltd, Wholesale Drug Co. Ltd, Woodheath Pty Ltd, Labor Motor Funerals.

WILLMOTT ADVERTISING PTY LTD, Carden Hse, 107 Pacific H'way, North Sydney, 2060. Phone 92-6064-5-6, 92-3578, 92-8973, 92-6125-6-7. Telegrams Wilad, Sydney.

Directors: B. G. D. Carden (gov. dir), J. B. Quinlan, H. Binks, E. A. Colley.

Executives: J. B. Quinlan (mng), H. Binks (secy & public officer), M. Malanot (media mgr), R. W. Byatt (prod. mgr).

O'seas repr.: Associate houses in most overseas countries.

Accreditations: AMAA, NPANZ.

Clients: Andronicus Pty Ltd, Associated Securities Ltd, Austin-Anderson (Aust.) Pty Ltd, Bisley & Co. Pty Ltd, R. T. Burton 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, Baden P. Morris Pty Ltd, McNair Surveys, D. Normoyle & Co. Ltd, NSW Department of

Main Roads, A. Reyrolle & Co. Ltd, Ronson Pty Ltd, Stewarts & Lloyds (Aust.) Pty Ltd, N. J. Suckling Pty Ltd, York Motors (Sales) 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 Co, Arrow-Alpha Manufacturing Pty Ltd, A. J. Bush & Sons (O'seas) Pty Ltd, Favelle Mort Ltd, Chiswell Bros, Millerchip & Sons Pty Ltd, Majestic Products Ltd, Namco/Dowell, Namco Housewares, Pacific Pathways, Troy Laboratories, Uniwire Sales Pty Ltd, Aust. Institute of Metals, Australia West Pacific Line, East Asiatic Co., Farrell Lines, Wilhelm Wilhelmsen Line, O'Seas Shipowners Rep. Assn, USA Shipping Conference, Audit Bureau of Circulations, Aust. Institute of Chartered Accountants, The Australian Poll Hereford Society, Co-Wool (The Countryman's Wool Marketing), Herbert Field Pty Ltd, Haddon Rig, Hawkins/Springfield, Monver Stock Feeds, Narromine Stock Feeds, Riverina Stock Feeds, Solo Industries Pty Ltd, Little-

woods Mail Order Stores, 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), Arthur F. Holland (creative dir), Dennis Merchant (media dir), Stuart Benson (company secy).

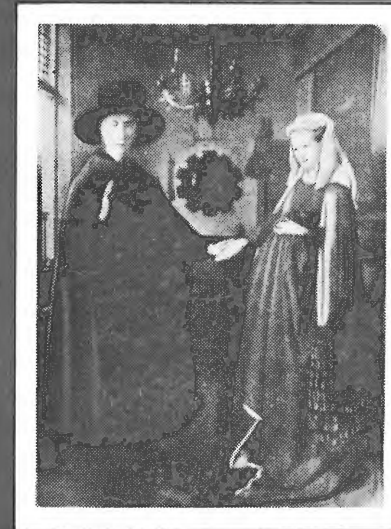
Executives: David De Noon (creative dir-copy), Alan Zwiebel (creative dir-art), Wayne Davis (acct supervisor), Rodney Northam (acct exec.), Bren Claridge (prod. mnggr).

Overseas 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.

Clients: Ansett Airlines of Australia, Avis Rent A Car Pty Ltd, Ceylon Tea Bureau, Country Club Shirts Pty Ltd, Playtex Pty Ltd, Radio Rentals Pty Ltd, Sperry Rand Australia Ltd (Corporate), The Spastic Centre, Tooheys Ltd (product development), R. J. Reynolds Tobacco Company.



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Directors: John Patrick Hodgins, Beatrice Alice Hodgins.

Executives: Rob Watson (mngnr), Jill Wilcox (media), Gay Baker (prod.).

Accreditation: AMAA.

Clients: Artex Leather Goods Pty Ltd, B.B.J. Home Improvements, Central Springworks Pty Ltd, Dellas Manufacturing Co. Pty Ltd, Devlin Homes Pty Ltd, Hunters Products Pty Ltd, Levart Pty Ltd, Markham Industries, The May Company, Minex Group of companies, Neilson Motors Pty Ltd, Riddell Industries Pty Ltd, Springworks Pty Ltd, Sunlander Industries Pty Ltd, Superior Butchers Pty Ltd, Tomlinson Steel Ltd, A. J. Veall Electrical & Radio.

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 (acctnt-exec.), G. Petrie (prod. mngnr).

Accreditation: AMAA.

Clients: A. Abrahams & Sons Pty Ltd, Arnos Pty Ltd, Australian Optometrical Association, British Medical Insurance, Canning & Son Pty Ltd, Colvan Pty Ltd (part), Dominion Reinforcements, Eliza Tinsley Pty Ltd, Gwilite Polythene Pty Ltd, E. C. Hattam Dept. Stores, Health Services Association, L. Horscroft Pty Ltd, E. Lumley & Sons, Maclaren Laboratories, Major 8 Stores, Mason & Porter Ltd, Standard Steel, St Moritz Ice Skating, Vic Rennet Co. Pty Ltd.

ALDWYCH ADVERTISING PTY LTD, 65 Queen's Rd, Melbourne, 3000. Phone 51-1424. Telegrams Aldwych.

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

Pstate repr.: See Sydney and Adelaide entries.

Accreditations: AMAA.

Clients: Aust. Lead & Zinc Development Assns, BBB (Vic.) Pty Ltd, Brownbuilt, 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 Perrin, 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, Vitanut Products Pty Ltd, Pratt N.V.—Builders, Hardware, Kingsley Radio, Johnson & Gaston, Overland Development Corp., Maxwells Radio, 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, Beverley Lee, Magnin Fashion Stores, Torquay Boulevard, Grand Panorama Estate, Finn & Kempe, Arnold & Sandor (Real Estate), Burnham C. H. (Real Estate), Delphic Banquet Room, Pickwick Restaurant, Le Chateau Restaurant, Langs Fashion Fabrics, Fountain Gardens Pty Ltd, J. H. Garnet Pty Ltd, Scott Berkowitz, Berkowitz Collins St, Moore Williams & Son Pty Ltd, Walker Stores, Butlers of Footscray, Hannams & Maxwells, Politis Home Furnishers, H. Gardner and Lang.

ANDERSON WHITE ADVERTISING, 35 Albert Rd, Melbourne, 3004. Phone 26-6282, 26-5907, 26-3583.

Directors: David John Anderson, Anthony Alan White.

Executives: Garry Ponton (prod. mngnr), Chris Raftopoulos (art dir), Jeff Underhill (creative dir), Marie Greene (media mngnr), Geoff Goulet (account spvrs).

Pstate repr.: Madison-Milwyn Pty Ltd, 102 Arthur St, North Sydney, 2060.

Accreditation: AMAA.

Clients: Adelyn Pty Ltd, Bramwells Floor Service, Brendan Edwards Sports Centres, Colonial Gas Assoc., Duhig-Ford, DuPont Corfam Shoes, Fowlers Vacola Mfg Co., Gala Gowns—Emma, Concept, Louis Feraud, Meat Promotion of Vic., Michaelis Bayley Leather, Charles Moore & Co., Nightingale Chemicals, Sheridan Furnishings, Paul Duval.

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, P. Fyfe, S. Keranges, K. Christian.

Accreditation: AMAA.

Clients: Astor Electronics Pty Ltd, Auto-Heat, Broasted Chick, Chevron Hotel Melbourne Pty Ltd, Duty Free Stores (Melb.), Frionor Fish, Mitchell Cotts Construction, Murray Valley Food Processing Co. Ltd, Murray Wittman Marine, Melb. University Staff Assoc., Park Lake Pty Ltd, Ripponlea Motors Pty Ltd, Stafforce Pty Ltd, Tiny Styles Pty Ltd, Wholesale Spirit Merchants Association of Victoria.

BAYNE MACKAY ADVERTISING PTY LTD, 405 Collins St, Melbourne, 3000. Phone 62-5037.

Directors: Jean Mackay (secty & dir), G. Bayne Mackay.

Executive: John J. Rodda (acctnt-exec.).

Accreditation: AMAA.

Clients: Abercrombie & Beatty Pty Ltd, Able Staples Pty Ltd, Aston & Fendley Pty Ltd, Australian Institute of Export, Barastoc Products, Batescrew Sales Pty Ltd, Wm Bedford Ltd, Bowen & Pomeroy Pty Ltd, Clausens (Melbourne) Pty Ltd, Commercial Bank of Australia, John Danks & Son Pty Ltd, Durst Sales, Croda, Federal Chemicals Ltd, Honey Board, Wm Lawrence (Globe Dye Works) Pty Ltd, Liverpool London & Globe Insurance Co. Ltd, London & Lancashire Insurance Co. Ltd, James Lyall Engineering Co., J. K. MacLeod Australia Pty Ltd, N. A. Matthews & Sons Pty Ltd, Melbourne City Council, H. Murray & Sons Pty Ltd, Phoenix Assurance, Royal-Globe Life Assurance Co. Ltd, Royal Insurance Co. Ltd, Treise & Co. Pty Ltd, Unique House Consolidated Pty Ltd, Unique Sash Balance Pty Ltd, Eric Weber & Co. Pty Ltd, Yorkshire Dyeware & Chemical Co.

BERRY, CURRIE ADVERTISING (VIC.) PTY LTD, 580 St Kilda Rd, Melbourne, 3004. Phone 51-8491.

Directors: W. C. Currie (chrnm), R. B. Duncan (mng dir), S. Kutt, F. V. Sterndale, J. Currie.

Accreditation: AMAA.

Clients: Armitage Ware Limited, Arnold Gate & Fence Co., Bush Boake Allen Australia Ltd, Crown Controls Aust. Pty Ltd, Fine Music Australia Pty Ltd, Gollin & Co. Ltd, Humes Limited, Imperial Chemical Industries of Australia & New Zealand Ltd, Peter Jackson, Kodak (A'sia), Meggitt Ltd, Metallgesellschaft, National Trustees Executors & Agency Co. of Australia Ltd, Reeves (Aust.) Pty Ltd, Rose Music Pty Ltd, Smiths' Motors Pty Ltd, Spartan Paints Pty Ltd, W. B. Steen 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, Australian Hoechst Limited, Baker Perkins Pty Ltd, Broons Containers Ltd, R. Collie & Co. Pty Ltd, Commonwealth Advertising (Victorian radio), Davies Coop & Co. Ltd, Engineering Products Pty Ltd, Fleetways Pty Ltd, Don Hyman & Son (Vic.) Pty Ltd, ICIANZ Ltd—Ammunition, Explosives & Lighting Divisions, Kitten Products Pty Ltd,

Kiwi Polish Co., Lord Mayor's Appeal, Miracle Bait Oil Co., Olympic Cables, Olympic Consolidated Industries Ltd, Olympic General Products Pty Ltd, Paige Pty Ltd, Patons Brake Replacements Pty Ltd, P.B.R. Industrial Co. Pty Ltd, Ralph Mackay Limited, Rampling & Hall, Repco Limited (National & Export), Riley Williams Pty Ltd, Simalex Ltd, Rogers, Seller & Myhill Pty Ltd, Smith Mitchell Pty Ltd, Sterling Clothing Co., Tattersall's Sweep Consultation, Thomas Optical & Scientific Co. Pty Ltd, Victorian Canvas Goods Association (awning group).

BIRRELL KAIN ADVERTISING (VIC.) PTY LTD, 73 Flemington Rd, Nth Melbourne, 3051. Phone 329-6933. Telegrams BAADE Melb.

Directors: M. N. Birrell (chrnm), R. C. Hing (man. dir), E. D. Manley, M. R. Kain, H. L. Bean, E. K. Edwards, J. E. Dovey.

Accreditation: AMAA, NPA of NZ.

Pstate repr.: Birrell Kain Advertising (SA) Pty Ltd, Adelaide (71-0425); Birrell Kain Advertising (NSW) Pty Ltd, Sydney (61-8661); Bean-Birrell Advertising Associates Pty Ltd, Perth (21-6751).

Clients: Ansell Rubber Co. Pty Ltd, Australian Estates Co. Ltd, Australian Record Co. Ltd, Bristol Paint & Chemicals Co. Pty Ltd, Bunge (Aust.) Pty Ltd (Fidelity Feeds), Coates & Co. Ltd, Colorgravure Publications, Commercial Union Assurance Co. Ltd, Connors & Crough Bakeries, Elastic Webbing (Aust.) Pty Ltd, Elms, B.S. & Co. Pty Ltd, Fautley, T. & A. & Sons Pty Ltd, Flextool (Aust.) Pty Ltd, Golden Phoenix Restaurant, Hitachi Ltd, Horndraulic (Aust.) Pty Ltd, New Footscray Motors Pty Ltd, Ozapaper Limited, Pitt Waddell Bennett Chains Ltd, Rocla Concrete Pipes Ltd, Rocla Stoneware Pipes Pty Ltd, Royal-Globe Life Assurance Co. Ltd, Simphon Distributing Co., Stock Exchange of Melbourne, Stothert & Pitt (Australia) Pty Ltd, Sun Electric Co. Pty Ltd, VDO Instruments (Aust.) Pty Ltd, Victron Manufacturing Co. Pty Ltd, Wiltshire Cutlery Co. Pty Ltd, Wiltshire File Co. Pty Ltd.

K. M. CAMPBELL PTY LTD, 157 Spring St, Melbourne, 3000. Phone 662-2599. Telegrams Melcam, Melbourne.

Directors: K. M. Campbell (mng dir), M. E. Campbell, E. P. Dakin.

Accreditation: AMAA.

Clients: Aerostat (Anzia) Pty Ltd, Associated Pulp & Paper Mills Ltd, Blackburn Roofing Service, Brick and Pipe Industries Ltd (Nubrik), Bryson Industries (NSW) Ltd, Ceramic Transport Pty Ltd, Columbia Concrete Masonry Ltd, Commonwealth Pottery Pty Ltd, Elastrator (Aust.) Ltd, Engel Refrigerators (Aust.), The English, Scottish & Australian Bank Ltd, The ES&A Savings Bank Ltd, ES&A Managed Investments Ltd, Esanda

Limited, Garmac Constructions Pty Ltd, ICIANZ Limited (Films Division), George Kent (Australia) Pty Ltd, Melbourne Safe Deposits Pty Ltd, Patrick Travel Service, D. D. & M. J. Pitt & Co., Table Talk Biscuits Pty Ltd, Taylor Garage Door Co. Pty Ltd, Women's Christian Temperance Union of Vic., World Record Club Pty Ltd, Victoria Hotel, Atel Manufacturing 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. mngr), W. S. Stockdale (art dir), Mrs N. Welsh (secy).

Accreditation: AMAA.

Clients: Arnott-Brockhoff Guest Pty Ltd (Brockhoff Biscuits, Limmits), Associated Securities Ltd, Australian Paper Manufacturers Ltd, BP Australia Ltd, Bryson Industries Ltd, Bunge Aust. Pty Ltd (Suni-Crust Bread), Caravan Trade and Industries Assoc., Commodore Motels Ltd, Containers Ltd, Crittall Mnfg Co. Aust. Pty Ltd, Fibre-makers Ltd, Henderson Industries Ltd, Hole-proof Ltd (Raft div.), International Harvester Co. of Aust. Pty Ltd, Bill Patterson Motors Pty Ltd, Pipeair Pty Ltd, Sigma Company Ltd, Very-color Photo-Lab Pty Ltd.

CARTER, R. G., ADVERTISING SERVICE PTY LTD, Suite 24, 65 Queens-rd, Melbourne, 3000. Phone 51-6941.

Director: R. G. Carter (principal).

Executives: M. Leffler, G. Hansby, L. E. Carter, 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: G. Grift (art dir), Miss Jean Taylor (radio-TV), C. Attwood (media), A. King (prod. mng).

Istate repr.: Canny Gabriel-Castle Jackson, 34 King St, Sydney (29-7766).

Accreditation: AMAA.

Clients: Australian Dried Fruits Association, 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, Australian Hoechst Limited, Hooker-Rex (Vic.) Pty Ltd, Mike Hunt's Gymnasium, Wm Mallinson & Son Pty Ltd, Motor Improvements, Eddie Thomas Speed Shop, STP Sales, Japan Tourist Bureau, Peter Isaacson Pty Ltd, A. V. Jennings Caravans 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 Briquette Sales Branch, SEC Air Conditioning, SEC Space Heating, F. H. Stephens (Vic.) Pty Ltd, Square D, Tasco Downing Pty Ltd, Tokyo Shibaura Electric Co. Pty Ltd, Teco Supplies, Tomasetti & Sons Pty Ltd, Trimview Metal Products Pty Ltd, J. Wright & Sons (Aust.) Pty Ltd, Vulcan Australia Ltd.

CHAPMAN - HENDRIE ADVERTISING, 143 Franklin St, Melbourne, 3000. Phone 30-3091. Telegrams Adchap.

Director: John F. Hendrie (principal).

Executives: M. Trueman, Mrs H. Davies, (media mngr).

Accreditation: AMAA.

Clients: Australian Die Castings, Australian Republican Party, Brick & Pipe Indust. Ltd, Coles & Garrard Pty Ltd, Connell's (Vic.) Pty Ltd, Dandy Steel Constructions, Elliott Newspaper Group, K. C. Gartside & Co. Pty Ltd, Leo Hemingway & Pickett Pty Ltd, Houghton & Byrne (Vic.) Pty Ltd, ISAS (Victorian Industrial Sales & Service Pty Ltd), Paul Mason Pty Ltd, NKS (Holdings) Limited, Ogen Industries Pty Ltd, Station 3MA Mildura, Charles Tims Pty Ltd, Townshend Homes Pty Ltd, A. L. Young, Pest and Weed Control Association of Vic., Qualcast (Aust.) Sales Pty Ltd, Sherwell Manufacturing Co., STV Channel 8 Mildura, Unique Sash Balance Pty Ltd, Victorian Producers Co-op. Co. Ltd, Aluminium Extrusions Pty Ltd, Eastern Meat Supply, Metalex Pty Ltd, Sassella Smallgoods Pty Ltd.

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, J. D. Morris.

Executives: P. G. Clemenger (press dir), J. L. Clemenger (TV dir), D. J. Brennan (TV creative dir), G. H. Rodsted (press prod. mngr), P. Harvie (radio mngr), P. B. Cooper (financial dir), R. B. Walduck (media mngr), Bill Gent (exec. art dir), D. H. Warren (copy

dir), N. K. Allerton (acct dir), P. G. Rankin (gen. mngr), J. D. Morris (media dir).

Accreditation: AMAA.

Clients: AMI (retail), Andrew Scott Apparel Pty Ltd (McGregor), Arnott Guest Pty Ltd, Aust. Timken, A. W. Allen, ANZ Bank Limited, Balm Paints Ltd, Cheshire Group Pty Ltd, Conzinc Riotinto of Aust. Pty Ltd, Courage Brewery, Du Pont International, Glo-Weave Pty Ltd, Godfrey Phillips International Pty Ltd, Hawker Siddeley Brush, Hollandia Shoes (Aust.) Pty Ltd, Ilford (Aust.) Pty Ltd, K-Mart Australia Pty Ltd, Marchants Aerated Waters & Cordials Pty Ltd, Miles Laboratories ANZ-Alka-Seltzer, Moran & Cato Pty Ltd, Nylex Corporation, Petersville Australia Ltd (Peters and Buttercup ice-cream, milk products and pastry division), Sellotape (Aust.) Ltd, Sitmar Line, A. G. Spalding & Bros, David Syme & Co. Ltd (Age and Newsday), 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.

Executives: John Tinney (radio/TV mngr), Barry Held (art dir), Graeme J. Heward (acct dir), P. Hall (Mrs), (media mngr).

Accreditation: AMAA.

Clients: Australian Safeway Stores Pty Ltd, John Electrics Pty Ltd, Bestair Engineering Pty Ltd, Chris Bakeries Pty Ltd, Chapel Car Radio Pty Ltd, Executive Loan Company, Hodgson & Company Pty Ltd, Hooker Projects Pty Ltd, Hopetoun Investments Pty Ltd, Keren Dairy Products Pty Ltd, Lawstaff Pty Ltd, Retra Car Radio Specialists Association, Stocks & Holdings (Sales) Pty Ltd, Talent Cosmetics Pty Ltd, Tooronga Village Shopping Centre Pty Ltd, Tudor Steel Garages Pty Ltd, In Vogue Gourmet & Home Gallery, West Heidelberg Motors Pty Ltd, W. H. M. Finance Pty Ltd, Woolcraft Pty Ltd, World Travel Service Pty Ltd, World Permanent Building Society Ltd.

COLE & CHEONG ADVERTISING PTY LTD, 602 St Kilda Rd, Melbourne, 3004.

Directors: Ian R. Cole, Keith C. Cheong, Daniel I. Bourke, Robert G. Shanahan.

Executives: Colin E. Deague (prod. mngr), Anthony R. Martin (accnts service mngr & assoc. dir).

Accreditation: AMAA.

Clients: Atlas Plastics Pty Ltd, Bain & Co. (Southland), Bayside Distributors Pty Ltd, Brookside Shopping Centre, Buckle Bros. Pty Ltd, Chadstone Shopping Centre Merchants Association, C. E. Clements & Co. Pty Ltd, Roger David (Aust.) Pty Ltd,

Dine Out Melbourne, Eastland Shopping Centre Merchants Association, J. R. Hall Machinery Pty Ltd, Holdsworth Bros Pty Ltd, Ideal Toy Corporation of Australia Pty Ltd, Michael James Toy Wholesalers, King Laboratories, Melbourne, Beauty Care Plan, Model Dairy Pty Ltd, Myer Shopping Centres Pty Ltd, Northland Shopping Centre, Merchants Association, Orbit Cleaning Service, Pampas Sales Pty Ltd, T. H. Pettigrove & Sons Pty Ltd, The Roberts Co. (Aust.) Pty Ltd, Southland Shopping Centre Merchants Association, H. & M. Sibbel Pty Ltd, Tea Tree Plaza Shopping Centre, Victorian Staff Consultants Pty Ltd, Watkins Products Inc., Peter Wright Motors Pty Ltd.

COMPTON ADVERTISING AUSTRALIA PTY LTD, 16-18 Albert Rd, South Melbourne, Victoria, 3205. Phone 69-7831. Telegrams Nixonads. Telex Nixonad AA30976.

Sydney office: 508 Pacific Highway, St Leonards, NSW, 2065.

Adelaide office: 312 Angas St, Adelaide, SA, 5000.

Directors: L. J. Samuels (chrmn), B. G. Gapes (mng dir), K. R. H. Ballantyne (deputy mng dir), B. A. Cummings (USA), M. G. Pearce (financial controller and company secy), J. I. Samson (acct dir), W. F. Larkins (acct dir), W. W. Gibson (prod. dir), C. J. Newton (media dir), A. D. Gibson (acct dir), J. Huie (creative dir).

Associate directors: L. F. Kelton, D. Wade-Ferrell, B. Harris, D. Kardash, J. Talbert, D. Fish.

Executives: L. J. Samuels (chrmn), A. D. Gibson (acct dir), J. I. Samson (acct dir), L. F. Kelton (acct dir), B. Harris (acct dir), J. B. Cooper (acct mngr), D. Johnston (acct mngr), V. Hopkins (acct mngr), R. E. Mitchell (traffic mngr), B. D. Clendinnen (media mngr), B. Norris (media mngr), R. Manning (prod. mngr), G. Bent (TV mngr), D. Fish (creative head), C. Hyde (exec. art dir), B. Green (art dir), N. Robertson (art dir), P. J. Alexander (acct).

Accreditations: AMAA, NPA of NZ.

Clients: Associated Broadcasting Services Ltd, Banana Growers' Federation Co-op. Ltd, Bata Shoe Co. of Aust. Pty Ltd, Bellcraft Knitting Mills Pty Ltd, Bellworth Hosiery Mills Pty Ltd, Black & Decker (A'sia) Pty Ltd, B. H. Blashki Pty Ltd, The Broken Hill Associated Smelters Pty Ltd, Brownbuilt Limited, Bunge (Aust.) Pty Ltd, B.X. Plastics (Aust.) Pty Ltd, G. J. Coles & Coy Ltd, Committee for Economic Development, Consolidated Home Industries Ltd, Draffin Everhot Limited, Ellis Motors, Email Limited, Evans Medical Australia Pty Ltd, Federal Benefit Wireless Co. of A'sia, Glaxo-Allenburys (Aust.) Pty Ltd, Gibson Kelite Chemical Ltd, B. F. Goodrich Australia Pty Ltd, Green Bros Pty Ltd, Gould's Motors Pty Ltd, Holman Bros Pty Ltd, ICIANZ, Kawana Estates Pty Ltd, Krommenie Flooring (Aust.) Pty

Ltd, Mayne Nickless Ltd, Thos. Mitchell & Co. Pty Ltd, Murfett Publishers, Myers Pharmacy, David McNally (Melb.) Pty Ltd, MacDonald Hamilton & Co. Pty Ltd, National Bank of A'sia 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 Limited, Picton Hopkins & Sons Pty Ltd, Process Design & Fabrications Pty Ltd, Royal Agricultural Society of Vic., Standard Chemical Co., Sunshine Biscuits Ltd, R. & W. H. Symington & Co. (Aust.) Pty Ltd, Thorn Industries Pty Ltd, Trojan Limited, Tozer Kemsley & Milbourn (Aust.) Pty Ltd, Tolley, Scott & Tolley Ltd, Union Steam Ship Co. of NZ Ltd, United Biscuits Ltd (McVitie's Biscuits), V.I.A. Limited, Victorian Milk Board, The Warrnambool Woolen Mill Co. Ltd, Yellow Cabs of Australia Ltd.

CONNELL, NORMAN H., ASSOCIATES PTY LTD, Suite 506, National Science Centre, 191 Royal Parade, Parkville, Vic., 3052.

Accreditation: AMAA.

COUNTRY PRESS CO-OPERATIVE COMPANY LTD, Carlton Hse, 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.

CROFT, REX, ADVERTISING PTY LTD, 204 Toorak Rd, Sth Yarra, Melbourne, 3141. Phone 24-6528.

Directors: R. Croft, W. Bradshaw, G. Croft.

Executives: P. Turnham, A. Croft (acctn execs).

Accreditation: AMAA.

Clients: Ampere Electrical Mfg Co., Art Training Institute Pty Ltd, Australian National Theatre, Australian School of Journalism, Australian Sound & TV Co. Pty Ltd, Australian Sunshine & Perfect Pastures, Biz Buzz Stores, Blyth, Green, Jourdain (Aust.) Pty Ltd, Dasic Chemicals (Vic.) Pty Ltd, Denkavit (Aust.) Pty Ltd, R. N. Everard Pty Ltd, James Fairley Pty Ltd, Flat Management Services Pty Ltd, Green Pasture Lime Co., Harland, Eng. (Aust.) Pty Ltd, Hart & Co. Pty Ltd, Healthway Dairy Products Pty Ltd, Holdsworth Construction Pty Ltd, John Byron Rural Pty Ltd, Kimbell-Adeney Pty Ltd, Lobaschers Electric Motors, Mancine Laboratories Pty Ltd, Meat-Blox & Cat Foods, Montrose Rubber Co. Pty Ltd, Murray Goulburn Co-op. Co. Pty Ltd, New Zealand Pasture Implement Co. Pty Ltd, L. S. Nicholls & Assoc. Pty Ltd, Outdoor

Units Pty Ltd, Ovov Laboratories, Permevan Wright Limited, Prince of Wales Hotel, Progress Engineering Pty Ltd, B. R. Reeve Engineering, Sanderson Travel Service, Standard Stock Service Pty Ltd, Surdex Industries Pty Ltd, Tellimark Agricultural Supplies Ltd, Thoroughbred (Aust.) Pty Ltd, Universal Opportunity League, Victorian Provident Funds Pty Ltd.

CURTIS & MASON ADVERTISING PTY LTD, 161 Fitzroy St, St Kilda, 3182. Phone 94-0624-5-6.

Executive directors: Edward Curtis, James Mason.

Accreditation: AMAA.

Clients: Black Clawson, Bradford Insulation (Vic.) Pty Ltd, Craig & Seeley, W. Blom & Son (Aust.) Pty Ltd, Eyelets Ltd, Gawith Bros, Glen Park Cream Pty Ltd, Lohn Corden Ltd, Market Motors, McRostie & Growers, A. Pattison & Co. Pty Ltd, Sheldons Laundries, Syd Ellis Motors, R. G. Turnley, Vic. Egg Board, Vegetable Merchants Assn, Otto Wurth 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.

Executives: M. Barberis (gen. mngr), R. B. Eddelbuttel (asst gen. mngr).

†State Repr: Dean Forbes Advertising Service, Sydney.

Accreditation: AMAA.

Clients: Bearing Service (Holdings) Ltd, Carter Wallace, Pty Ltd, Elta Plastics (Australia) Pty Ltd, A. Flavell Pty Ltd, Heine Brothers (Australasia) Pty Ltd, L. Kessler & Co., Lancome Marigny Pty Ltd, Marigny (A'asia) Pty Ltd, J. & H. Marks Pty Ltd, Navec Pty Ltd, Nicholas/Marigny Pty Ltd, Nicholas Pty Ltd (Aspro, Pharmaceutical, Veterinary & E. G. Hughes division), Preston Motors (Footscray) Pty Ltd, Shirley Park Stud, Slough Estates (Australia) Pty Ltd, Sovereign Food Products Corporation Pty Ltd, St Martins Theatre.

DINGWALL, CANNING, NIERE, ROBBINS PTY LTD, 578 St Kilda Rd, Melbourne, Vic., 3004. Phone 51-6911, 51-2222. Telegrams Admark, Melbourne.

Directors: A. W. Dingwall, E. J. Canning, G. T. Niere, T. B. Robbins.

Executives: D. Batchelor (art dir), B. Raymond, K. Millard, Miss G. Southard (acctn execs), R. Flint (prod. mngr).

Accreditation: AMAA.

†State repr.: Murray Evans Advertising

Pty Ltd, 52 Phillip St, Sydney 2000 (27-5471); Berwen Paine Advertising Pty Ltd, 2-4 Huft St, Adelaide 5000 (8-6616); Commercial & Industrial Advertising Pty Ltd, 274 Barry Pde, Valley, Brisbane 4006 (2-8455); Warnock Sandford, 260 St George's Terrace, Perth 6000 (27-7717).

Clients: Aywon Pty Ltd, Bramac Plastalon, Commonwealth Serum Laboratories, Crestknit Industries Ltd, Crofts Stores Pty Ltd, Dome Laboratories, Glemell Homes Pty Ltd, Honda Motor Co. Ltd, Leyland Motor Corporation of Aust. Pty Ltd, Longines Watch Co., May & Baker (Aust.) Pty Ltd, Molybond Laboratories, Rex Mnfg Co. Pty Ltd, Saxony Fabrics Pty Ltd.

DOUGLAS-MERRELL PTY LTD, 443 Little Collins St, Melbourne, 3000. Phone 67-1914, 67-4447.

Directors: G. J. Nicol (chrnm), D. S. Smith (mng dir), M. Forbes, M. F. Smith.

Executives: Mrs Irene Mockridge (acctn exec.), Neil Pedersen (prod. mngr), Miss Rhonda Clifton (media mngr).

†State repr.: NSW, Queensland, Tasmania.

Accreditation: AMAA.

Clients: Austin Public Relations Pty Ltd, Ambassador Homes Pty Ltd, Austral Wire Fence & Gate Co. Pty Ltd, Baker Boy Pty Ltd, Control Data (Aust.) Pty Ltd, Stewart Craig Pty Ltd, Cory Construction Pty Ltd, Crestmont Homes, Croftbank Pty Ltd, Commando Wools, K. & H. Fillers Pty Ltd, Robert Flinders Pty Ltd, Florawarm Pty Ltd, O'Donnel Griffin Pty Ltd, La Chateau, Massoni Wine Co. Pty Ltd, Melbourne Speedway 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 Pty Ltd, Smith & Osborne Pty Ltd, Roville 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 67-2303.

Principal: L. D. Edwards.

Executives: B. H. J. Walters, N. W. J. Smith, Mrs S. Healy.

Accreditation: AMAA.

Clients: Alston Windmills Pty Ltd, Antenna Engineering Australia Pty Ltd, Australian Investment Counsellors, British Plastics Pty Ltd, Broom & Wade (Aust.) Pty Ltd, Carborundum Pty Ltd, Catanachs Jewellers, Clunies-Ross Packman, Deutz Australia Pty Ltd, Dobbie Bros Pty Ltd, Fleet Forge group of companies, Giles & Elliott MTE Pty Ltd, Hewlett Packard Aust. Pty Ltd, Horrocks Roxburgh Pty Ltd, Holt Whitney (Aust.) Pty Ltd, Joybelle Bikini Shops, Knox Schlapp Pty Ltd, Lockers Engineers Pty Ltd, Lockers Wire Weavers & Perforators

Pty Ltd, Locker-Cambridge Wire Belt Co. Pty Ltd, McMurdo (Aust.) Pty Ltd, Moss Products Pty Ltd, Molony's Ski & Sea, Oakey, John & Sons Aust. Pty Ltd, Porsche Car Distributors Aust.-NZ Pty Ltd, Relays Pty Ltd, Straightway Motors Pty Ltd, Saxon Engineering Pty Ltd, Shor-Lube Products Pty Ltd, Sunraysia Districts Citrus Co-op. Ltd, Sinclair & Powell Pty Ltd, Swe-Check Instruments.

EVANS, RODNEY H. ADVERTISING PTY LTD, 40 Little Latrobe St, Melbourne, 3000. Phone 34-2659, 34-2650.

Executives: R. Mackinder (mngr), Miss M. Marks (media), C. Mack (prod.).

Accreditation: AMAA.

Directors, repr.: See Sydney entry.

Clients: Amalgamated Wireless (A'sia) Ltd, Australian Broadcasting Commission, Aychar Pty Ltd, Brolite (Vic.) Pty Ltd, Burrows of Box Hill, Central Brokers, Arthur Cocks & Co. Pty Ltd, Drake Personnel, Gordon Edgell Pty Ltd, Elna Sewing Machine Pty Ltd, Gollin & Co. Ltd, Reuben J. Hall Pty Ltd, Legal & General Assurance Society Ltd, Martin & Pleasance, Mayfair Motors, Melbourne Woolbrokers' Assn, Petersville International Pty Ltd, Raytex Wall Finishers, Red Top Distributors Pty Ltd, Simpson Acoustical Supplies Pty Ltd, G. C. Singleton & Co. Pty Ltd, Sullivan's Hairdressing Supplies Pty Ltd, John Sanderson & Co., Vehicle & General, Victorian Authorised Newsagents' Assn, Victorian Pyrok Co., Wallpaper Advisory Specialists.

FOOTE, CONE & BELDING PTY LTD, 576 St Kilda Rd, Melbourne, Vic. 3004. Phone 51-8481. Telegrams: Brigade Melbourne. Also 9 Commonwealth St, Sydney, NSW, 2000, and 47 Greenhill Rd, Wayville, SA, 5034. Associate houses all other States.

Directors: A. J. Briggs (chrnm), M. M. Walker (deputy chrnm), C. F. Openshaw.

Local directors: A. G. Cheel, G. Siney, D. Hansen, W. A. Longwill.

Accreditation: AMAA.

Clients: Austarama TV Pty Ltd, The Australian Gas Association, The Australian National Line, Chrysler Credit Australia Ltd, Costain Developments (Australia) Pty Ltd, Council of Fire, Accident & Marine Underwriters of the Commonwealth of Australia, Creamoata Ltd, Drug Houses of Australia Ltd, Gas & Fuel Corporation of Victoria, Heatrae Australia Ltd, Herald & Weekly Times Ltd, Manchester Unity IOOF, Neal's Motors, Thermal Traders (Vic.) Pty Ltd, Tourist Development Authority, Wiltshire File Co. Pty Ltd.

FORTUNE (AUST.) PTY LTD, 23 Drummond St, Carlton, Melbourne, 3053. Phone 34-4184.

Executives: K. J. Cocks (mngtr), R. H. Solomon (acc. exec.), Miss P. Wingrove (media mngtr).

Directors & Accreditations: See Sydney entry.

Main clients: Ansett Transport Industries, Australian Fixed Trusts, Barrier Reef Islands, F. N. Bethune Pty Ltd, Big W, Davison Paints (Vic.) Pty Ltd, Esso Standard Oil, Keystone Permanent Building Society, House of Hawke, Metters Limited, Woolworths Ltd.

GALMOR O'KEEFE ADVERTISING PTY LTD, 5a Westbury St, East St Kilda, 3183. Phone 51-1468. Branches, Sydney, Brisbane.

Directors: J. P. Gal, P. T. Matchett, J. O'Keefe (mng dir).

Executives: J. Farman, T. Pemberton, P. Hendrie (acct exec.), K. Farman (media), S. Jenkins (accts), A. Larkins (prod.), G. Wall (art dir).

Accreditation: AMAA.

Pstate repr.: Associate houses Canada, Fiji, New Zealand, South Africa, UK, USA.

Clients: Gollin & Co. Ltd, Wettex (Aust.) Pty Ltd, Industrial Engineering Ltd, Franklin Caravans, W. Angliss & Co. (Aust.) Pty Ltd, D. J. Delarue Pty Ltd, Page Agricultural Machinery Pty Ltd, Alfarm Distributors Pty Ltd, Courtney & Patterson Motors Pty Ltd, F. W. Davey & Co. Pty Ltd, Genevieve Sportswear Pty Ltd, Henley Products Pty Ltd, Houghton & Byrne Pty Ltd, Stenotype Company of Australia, Townshend Homes Pty Ltd, Top 4 Dry Cleaners, Waltons Ltd, Wilco Products Pty Ltd, Westfield Development Corporation, Waverley Hosiery Mills.

GAMLIN & LEE PARTNERSHIP PTY LTD, THE, 34 Queen's Rd, Melbourne, 3004. Phone 267-1866.

Joint man. dirs: George Gamlin, Russell Lee.

Accreditations: AMAA, MCA.

Clients: Agco-Huckson Industries Pty Ltd, B.W.D. Electronics Pty Ltd, C. Itoh & Co. (Aust.) Pty Ltd, Mactac International Ltd, Inc., Mark Ballantine Limited, Pak Pacific Corporation 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: Australian Country Party, Bennie Teare & Co, Berri Fruit Juices Co-op. Ltd, B.L.H. Australia Ltd, Buy Rite Electrix Pty Ltd, Canada Packers, Cap Crane, Chemical Plant—Engineering, Christiana Contouring

Pty Ltd, C.N.F. Managers Ltd, Contracting Plant—Victoria, Craig & Seeley Ltd, Engineering Testing & Research, Ensign Tyre Stores Pty Ltd, Federated Retail Jewellers Assoc., Hi-Mile Tyre Wholesalers Pty Ltd, Humes Ltd, Industrial Engineering Ltd, Jackdon Pty Ltd, Jacksons Corio Meat Packing, James Chocolates Pty Ltd, Jennings A.V. Industries (Aust.) Ltd, Klipspringer Pty Ltd, Mazda Motors (Sales) Pty Ltd, Motivational Sales Promotions, Mushin & Miller Pty Ltd, McKee, I.E.L. Pty Ltd, Oscar Mayer Meats Pty Ltd, Paramount Nurseries, Pioneer Refrigeration Pty Ltd, Poclair, Raymond Mark Appliances, Reinehr Industrial Lease & Finance, Robertson Daniel Pty Ltd, Servian Machine Tools, Steelweld, Tip Top & Sunbeam Chickens, Toyo Kogyo Co. Ltd.

GORDON & GOTCH (A'SIA) LTD, 467 Collins St, Melbourne, 3000. Phone 62-7061. Head office Melbourne.

Manager: O. Snellgrove.

O'seas Repr.: London, Canada, USA, Sth Africa.

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.

Executives: Max L. Gosewinckel (mng dir), Barry E. Coad (media dir & company secty).

Accreditation: AMAA.

Clients: Aeropak Pty Ltd (Saturday Night Toiletries), Brella Pty Ltd, Beauty Counselors of Aust. Pty Ltd, Commonwealth Advertising Division, Cosco Pty Ltd, Dalsonware Pty Ltd, Electronic Industries Ltd (Hitachi, Rentlo, Reditune), Rala Ltd (Linda electric blankets, hairdryers, slippers), Rex Weaving & Spinning Mills Pty Ltd, Staflex (Aust.) Pty Ltd, Tupperware of Australia Pty Ltd, Arthur Vale & Co. Pty Ltd (OLE Cooking Oil and Sal-Fry Cooking Oil), Treet Packers (Melb.) Pty Ltd (juices and drinks).

GREY ADVERTISING PTY LTD, Ampol Hse, 792 Elizabeth St, Melbourne, 3000. Phone 34-9001. Interstate: Colman Hse, 89 Berry St, Nth Sydney, 2060.

Managing director: Ken D. Pimblett.

Executives: Ken Painter (gen. mngtr), Bruce Harvey (acct service), Russell Carnell (creative dir), Martin Lightfoot (media mngtr), Kevin Parkinson (prod. mngtr), Mike Watts (company secy).

Accreditation: AMAA.

Clients: Australian Gypsum Limited, Australian Vermiculite Exfoliators Association, Classweave Industries, Drouin Co-operative

Butter Factory Co. Ltd, Fletcher Jones & Staff Pty Ltd, Fiat Tractors (Victoria), Heathermoor Pty Ltd, Herbert Adams Pty Ltd, Holeproof Limited, Gollin & Co. (Claytons Tonics), ICIANZ Limited, Melbourne Town House, Philip Morris Ltd, Spencer Motors Pty Ltd, R. & W. H. Symington, Wenzel Pty Ltd, Minster Limited.

HANDBURY ADVERTISING PTY LTD, 224 Queen St, Melbourne, 3000. Phone 60-1646.

Managing dir: Alan J. Handbury.

Director: Noel D. Bruce.

Accreditation: AMAA.

I/State Repr.: Associate Offices in Sydney, Brisbane, Adelaide & Perth. **O'seas:** Associates houses in UK, Europe, USA, NZ, Hong Kong, Singapore, India, South Africa, Japan

Clients: Ardmona Fruit Products Co.-Jp. Co. Ltd, Associated Steamships Pty Ltd, Birko Electric (Sales) Pty Ltd, Billy Bunter Pies & Cakes, Calder Motor Raceway & Calder Drag, Delta Craft Pty Ltd, Glazebrooks Paints & Chemicals Ltd, Gold Seal Farm Implements, A. C. Goode & Co., Heidelberg District Bakery (Granny Davis Bread), Guardian Assurance Co. Ltd, The Hotel Australia & The Dorchester, James McEwan & Co. Ltd, Koratron Co. Inc., Koret (Australia), Liquid Air Australia Ltd, Melbourne Wire Works (Melwire), Murray Valley Food Processing Co. Ltd, Nufarm Rural Products Pty Ltd, Panelboard Pty Ltd, Preston Motors Ltd, Re-Nu, Nu-Metal, P. Salvo (A'sia) Pty Ltd, Seatainers Terminals Ltd, Take a Holiday Pty Ltd, Thebe Trading Company, Tim the Toyman, Geo. Wardrop Ltd, Willow Ware Pty Ltd, Westminster China 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: Aust. Consolidated Industries, Aust. Window Glass, Aust. Fibre Glass, ACI Plastics, Laminex, Clarks Skyline Shoes, Reg Hunt Caravans Pty Ltd, E. Lucas & Company Pty Ltd, Kortex Hosiery Mills, Dural Leeds, Coco-Cola, Foot Rest Shoes, Miles Laboratories, Monbulk Preserves, Nabisco, Petroleum Information Bureau (Australia), Ress Oriental Hotel, Selex Decal Pty Ltd, Stramit, TAA, Lyall Robertson Pty Ltd, Shepparton Preserving Co.

HAWKINS LEWIS (VIC.) PTY LTD, 472 St. Kilda Rd, Victoria, 3004. Phone 267-1455.

Accreditation: AMAA.

Clients: Australian Hoechst Ltd, Cambur Industries, Dalton Industries (Fine Paper Div.), Mason Firth McCutcheon, Polycell Products, Safety Steel Structures, South African Trade Commissioner, Tilt-a-Dor (Vic.) Ltd, Walpamur Co. (Aust.) Ltd, Wrangler Jeans.

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, P. Power (secy), I. S. Caithness (gen. mngtr), J. L. Crane, L. L. Mason, K. D. Grant (NSW mngtr).

Associate directors: R. Fauvel, E. Macarow, Austin Begg, V. C. P. Violet, G. J. Dalziel.

Pstate repr.: Hayes Advertising Agency Pty Ltd, Commerce Hse, 161 Clarence St, Sydney, 2000. (29-5973).

Accreditation: AMAA.

Clients: ARC Industries Ltd, Austel Sales & Service Pty Ltd, Canberra Television Services Pty Ltd, Cannon Electric (Aust.) Pty Ltd, Couzins Real Estate Pty Ltd, Direct Supply Jewellery Co., Fisba-Stoffels Handkerchiefs (Aust.) Pty Ltd, H. & R. Johnson (Aust.) Pty Ltd, Kimptons, Minifie & McLenan Pty Ltd, Leggett Rubber Industries Pty Ltd, Liberal Party of Australia (Vic. div.), Melbourne Sports Depot Pty Ltd, Macdonald, J.D. 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, Ralta Holdings 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.

Manager: M. J. Haysom.

Executives: D. J. Scott (creative dir), A. C. Marshall (art dir), S. Hardiman (prod. mngtr), R. Lingard (media mngtr).

Accreditation: AMAA.

Clients: Albert Nicholson Holdings, Anvar Insurance Co. Ltd, B.A.S.F. Ltd, Clarks Torflex Shoes Aust. Pty Ltd, Comdec Pty Ltd (wall paper div. of Balm Paints Ltd), Commercial Bank of Australia Ltd (part only), Debenhams (Aust.) Pty Ltd, Donald W. Davey Pty Ltd, Deutz Aust. Pty Ltd, Harrison GR8 Shoes, Hush Puppies Pty Ltd, Marquise Knitwear Pty Ltd, Mytton Grosvenor Ltd (Grosvenor & Community cutlery, Beauty-line sinks and troughs), Newman's Chocolates

& Candies Pty Ltd, W. Phelan & Sons Pty Ltd, Pioneer, Plough Aust., Peter James Plastics Pty Ltd, Saxone Shoe Co. (Aust.) Pty Ltd, Scottish Amicable Life Assurance Society, Southern Cross Electric Co. Pty Ltd (Sun-ray electric heaters & blankets), Tobin Bros. Pty Ltd, Victorian Tuberculosis Association, Wild's Ezy Sauce, C. J. Wilson Pty Ltd (Barrie Wayne men's clothing), John Zevenboom & Co. Pty Ltd (Zev brush-ware).

HIGGINS, JOHN, ADVERTISING ASSOCIATES, 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: Mrs. J. Robertson (media), Mrs H. Davies (accnts), J. Healy (prod. mngr), R. Zylinski (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, Rodney Mark, Salon of Distinction, Spaceline Homes Pty Ltd, Turner Manufacturing Co. Pty Ltd, Twinlock Pty Ltd, Whelan the Wrecker Pty Ltd.

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: S. Cope, E. Jensen (acct execs), D. Kirkman (prod. mngr), Mrs. R. Rose (media mngr), F. Morcom (art dir).

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

Accreditation: AMAA.

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

Directors: K. R. Falconer (mng dir), F. E. Grace, P. E. Funston, R. D. Hodgson, L. M. Abrahams, R. Blunden (cr. dir).

Executives: K. Thompson (co. secy), D. Hauser (prod. mngr), B. De Lany, I. Lepia (media mngr), S. M. Stuart, L. Garlick.

Accreditation: AMAA.

Clients: Amoco Australia Pty Ltd (Vic. office), Andrew Gaddes/Fashion Spex, Aus-

tralian Dairy Produce Board, Bulova Watches, Cementation Pty Ltd, Chamberlain Industries Pty Ltd, Chandris Lines (Aust.) Pty Ltd, Chesebrough-Ponds International Ltd, Collins Motors Pty Ltd, Colvan Potato Products Pty Ltd, Commercial Bank of Australia Ltd, Electrolytic Zinc Co. of A'asia Ltd, Federal Hotels Limited, Intercolonial Boring Co. Pty Ltd, Kayser Pty Ltd, Passiona Bottling Co. (Melb.) Ltd, Sheaffer Pen Co. (Aust.) Pty Ltd, Skil-Sher Pty Ltd, Tea Council of Aust., Thiess (Sales) Pty Ltd, Tongala Milk Products Pty Ltd, Unigate Australia Pty Ltd, Wm 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 (exec-dir), J. Davies (art dir).

Accreditation: AMAA.

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

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

Directors: L. F. Klemke (mng dir).

Executive: Dawn Humphris.

Accreditation: AMAA.

Clients: D. & W. Adams & Co. Pty Ltd, Altmann & Cherny Pty Ltd, Blanchard Motors Pty Ltd, British United Shoe Machinery Co. Pty Ltd, Catalina Inc. California, Wm Grant & Sons Ltd, 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, Supervised Portfolios Pty Ltd, Sutex Industries Ltd.

LAURIE SOMMERS AND WARDEN ADVERTISING, 568 St Kilda Rd, Melbourne 3004. Phone 51-1273 (3 lines).

Directors: Robert Oswald Laurie, Charles John Sommers, W. Ronald Warden.

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

Accreditation: AMAA.

Clients: Anthony McCaul Pty Ltd, Australian Motor Industries Ltd (Triumph & Rambler cars, Zetor & Muir-Hill tractors), Henry Buck Pty Ltd, Century Storage Battery Co. Pty Ltd (Vic. & Tas. only), Contemporary Styles Pty Ltd, Dale Carnegie Courses, Gisborne Manufacturing Co. Pty Ltd, Grif-

fiths Bros Products Pty Ltd, Hemingway Robertson Pty Ltd, Hindson & Lynch Pty Ltd, Lohn-Corden Ltd, Neta Industries Pty Ltd, Oasis Physical Centre Pty Ltd, Palm Lake Motor Inn Pty 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.

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

Directors: Richard Lonsdale-Hands, G. R. B. Patterson, C. H. Hopcott, J. L. Dean, J. F. Fox-Little, L. A. Kentwell, R. W. King.

Executives: C. H. Hopcott (mng dir), J. L. Dean (deputy mng dir & creative dir), J. F. Fox-Little (acct dir), L. A. Kentwell (art dir).

Accreditation: AMAA.

I/state repr.: Sydney office. **O'seas repr.:** Through Lonsdale-Hands Organisation Ltd. Branches, subsidiaries and associates in 80 countries.

Clients: Allied Ironfounders Pty Ltd, Australasian Enterprises Pty Ltd, Australian Post Office, C. & E. Baitz Pty Ltd, N. Beller & Co. Pty Ltd, Paul Bram, British Ever Ready Export Company, Companion Heaters Pty Ltd, Crisco Vegetable Oil Co, Department of Trade & Industry, Drug Houses of Australia Limited, Fogarty Doyle & Co. Pty Ltd, Greig Bros Pty Ltd, Heine Bros (A'asia) Pty Ltd, Murray Sons & Co., Semco Pty Ltd, Speirs, J. J. Pty Ltd, Tern Manufacturing Co., Tetley Tea Company Ltd, Timms, Robert Pty Ltd, Water Wheel Holdings Limited, S. Wynn & Co. Pty Ltd.

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

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

Executives: W. F. Bishop (joint gen. mngr), & TV mngr), G. M. Madison (joint gen. mngr), M. Worrall (copy dir), K. Carey, A. Brownlie (acct execs), Mrs. M. McBride (media mngr), M. Macarthur (prod. mngr), L. Stirling (art dir), A. M. Chandler (services mngr).

Accreditations: AMAA, NPA of NZ.

Clients: Amalgamated Co-operative Marketers (Aust.) Ltd, Asthma Foundation of Victoria, Austenna Pty Ltd, Briscoes (Aust.) Pty Ltd, F. H. Brunning Pty Ltd, Budget Rent-A-Car, Chamber of Automotive Industries, Vic., De Felice Bros Pty Ltd, Encel Electronics Pty Ltd, General Foods Corporation Pty Ltd, Gibbs Bright & Co. Pty Ltd, Groupair Pty Ltd, Frank Harvey & Co., J. King Pty Ltd, Michaelis Bayley Leathers Pty Ltd, North Eastern Dairy Co. Ltd, Perpetual

Executors & Trustees Association of Australia Ltd, Pound Motors Pty Ltd, Riddells the Staff People Pty Ltd, Rodd (Aust.) Pty Ltd, The Scholl Manufacturing Co. Pty Ltd, Scope Personnel, Standis Furniture Pty Ltd, Henry B. Smith Pty Ltd, Stawell Timber Ind. Pty Ltd, A. P. Sutherland Pty Ltd, Taylor Instrument Companies of Australia Pty Ltd, Treet Packers (Melb.) Pty Ltd, VS Supplies Limited, Warburton Franki Ind. (Melb.) Pty Ltd, Webb Industries Pty Ltd, Willis & Sons Pty Ltd.

M&A MARKETING AND ADVERTISING PTY LIMITED, 160 Albert Rd, South Melbourne, 3205. Phone 69-3283. Telegrams Gravad, Melbourne.

Director: T. H. Beattie.

Executives: T. H. Beattie (mng dir), Mrs. M. Paterson (media), R. McKinnon (acct exec.).

Accreditation: AMAA.

Clients: 3AW Broadcasting Co. Pty Ltd, Associated Dailies Information Service, Harry Beitzel & Associates, Cambridge Laboratories Pty Ltd, Climatic Air of Australia, Eastman Booth Pty Ltd, Eildon Boat Harbour Pty Ltd, Gala Gowns Pty Ltd, Karessa Manufacturing Co. Pty Ltd, Kay Corporation Ltd, A. E. Keating Pty Ltd, Le Chateau, D. W. & R. E. McLean Pty Ltd, Retread Standards Council, Semel Hosiery, Ski Village, Tricitaire Pty Ltd, Watersun Pty Ltd, Yakka Pty Ltd.

MAC MERCHANDISING ADVERTISING CONSULTANTS PTY LTD, 196 Flinders St, Melbourne, 3000. Phone: 63-2321, 63-2322.

Directors: Rex McGowan, Ivor McIvor.

Accreditation: AMAA.

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 dir), N. E. Satchwell (joint mng dir), C. L. Kelly, A. R. Pilkington, N. R. Delbridge, K. J. King, C. R. Curnow (dirs).

Executives: H. Mitchell (media dir), P. Hanneberry, D. Oriander (media), B. Bowes, G. Goldson, R. Finlay, T. Saarinsen, H. Hughes, Ann Simmons, R. Smith, P. Priday (acct exec.), A. Wakeling (secy), F. Kenealy (prod. dir).

Accreditation: AMAA.

Clients: Alcoa of Australia Pty Ltd, The Age, Austral Bakeries Pty Ltd, Austral Standard Cables Pty Ltd, Australian Canned Fruit, Australian Motor Industries Ltd, Genovis Yeast Pty Ltd, Cerebos (Aust.) Ltd, E. C. DeWitt & Co. (Aust.) Pty Ltd, Gas and Fuel Corporation of Victoria (Heatane-gas div.), GTV9/3AK, Hecla Electrics Pty Ltd, Hortico Ltd, S. Kalmr Pty Ltd, Kayser Pty Ltd, Kempthorne Lighting Co, Kyabram Preserving Co. Ltd, Laxettes Pty Ltd, Lay-

cock Son & Co. Pty Ltd, Loy Bros Pty Ltd, K. G. Luke Group Industries Ltd, McPhersons Ltd, Mistral Fans Pty Ltd, Mobil Oil Australia Ltd, Monsanto Textile Div., National Mutual Life Association of Australia Ltd, T. S. Nettlefold Sales Pty Ltd, Paige Pty Ltd, Patersons Pty Ltd, Reckitt & Colman Pty Ltd, Starp Stevenson & Hare Pty Ltd, Strand Pty Ltd, Tarax Drinks Holdings Pty Ltd, Toppa Ice Cream Pty Ltd, The Trustees Executors & Agency Co. Ltd, Universal Flexible Trusts Ltd, Voluntary Helpers' Shop, Wilkinson Sword Pty Ltd.

MERCANTILE EXCHANGE, ADVERTISING, THE 67 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. 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, Patience & Nicholson, Preston Motors Essendon Pty Ltd, Royal Victorian Institute for the Blind.

MONAHAN DAYMAN ADAMS PTY LTD, 578 St Kilda Rd, Melbourne, 3004. Phone 51-8471; and 4th floor, MLC Bldg, 105 Miller St, North Sydney, NSW, 2060. Phone 92-6061.

Directors: Brian A. Monahan, Lyle I. Dayman, Phil Adams.

Accreditation: AMAA.

Clients: Aaron King & Co. Pty Ltd, Alexander Tobacco Co. Pty Ltd (Agio cigars), Dermide Sales Pty Ltd (Rossella Vinyl Flooring), Deva Ideal Homes Pty Ltd, Development Underwriting (Vic.) Pty Ltd, Dodds Consolidated Industries Ltd, Flag Motor Inns, Gilbert Lodge & Co. Ltd, H. W. Jaede Pty Ltd, C. R. Kennedy (Sales) Pty Ltd, (Pentax cameras and Elmo projectors and movie cameras), Mac's Cyder Pty Ltd (Lilydale Cyder, Devondale Cyder, Purap), Malloys Ltd (Wonderheat Division), Mechanical Handling Ltd, Phillip Morris Ltd (Virginia Slims), Neville Smith & Co. Pty Ltd, Cedel Products (A'sia) Pty Ltd, Nathan & Wyeth Pty Ltd (Remy Martin brandy, Pimms's No. 1 Cup, Highland Queen whisky, Wolfschmidt Vodka, Cointreau), 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. dir), Bryan H. Mooney (mng dir), Norman E. Currey, F. H. Mooney, W. R. McFerran, I. A. Macleay.

Executives: Miss Joan Wakefield (media mngtr), C. Baker (creative dir), A. Roberts (prod. mngtr), 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.

Clients: Acme Bedsteads Pty Ltd, Richard Allen & Sons (1919) Pty Ltd, Amalgamated Co-operative Marketers (Aust.) Ltd, Bainbridge Bros., Banbury Engineering Pty Ltd, Bendix Consolidated Industries Ltd, Biff Pet Food Products Pty Ltd, Commuter Airlines, Dominion Far East Line, Du Pont Far East Inc., Gippsland & Northern Co. Ltd, Golden Fleece Petroleum, John J. Hilton Pty Ltd, Ingersoll-Rand (Aust.) Ltd, Joseph Lucas (Aust.) Pty Ltd, Photimport Pty Ltd, Pizzezy 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, R. J. Reynolds Tobacco Co., H. C. Sleigh Limited, Spartan Paints Pty Ltd, Stephen King Pty Ltd, Union Fidelity Trustee Company of Australia Ltd, Yazaki Corporation.

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

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

Executives: A. Winton, R. Hornidge (acct/execs), R. Trevaskis (media), P. Eaton (acct).

Accreditation: AMAA.

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

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

Accreditation: AMAA.

Directors: A. A. Johnson, M. J. Austin (joint man. dirs).

Clients: Apex Belting Pty Ltd, Arnbro Pty Ltd, H. Arendsen & Sons Pty Ltd, G. J. Coles & Coy Limited, David P. Klein Pty Ltd, Leonard Chemical Products Pty Ltd, Mernba Heights Nursery, Semco Pty Ltd.

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

Directors: J. J. Mullins (chrn), P. G.

Clarke and F. A. Ralph (joint man. dirs).

Executives: L. Bell (prod. mngtr), I. R. Symons (media mngtr).

†state repr.: Mullins, Clarke & Ralph Pty Ltd, 45 Macquarie St, Sydney, 2000 (27-4941, 27-6824, 27-3150). **O'seas:** Goldberg Advertising (Auckland) Limited, RSA Bldg, 33 High St, Auckland C1, New Zealand (2-4177).

Accreditation: AMAA.

Clients: Albright & Wilson (Aust.) Ltd, Adaps Pty Ltd, Australian Carbon Black Pty Ltd, Australian Divers (Spiro) Pty Ltd, Australian General Electric (Appliances) Pty Ltd, BMC Australia, Biro, Bic & Gollin Pty Ltd, H. C. Dusting & Co. Pty Ltd, Hyman Don & Son (Vic.) Pty Ltd, Efftee Broadcasters Pty Ltd, Hilton Corporation Limited, Lipton (O'seas) Limited, Management Selection Australia Pty Ltd, Master Builders (Associated) Re-Developments Ltd, A. V. Jennings Industries (Aust.) Ltd, R. Wallace Mitchell Pty Ltd, Nabisco Pty Ltd, Neat 'n Trim Uniforms Pty Ltd, Philip Morris (Aust.) Ltd, Regent Motors Pty Ltd, Reva Plastics Pty Ltd, Sunday Observer, Alex Tolmer & Associates Pty Ltd, Van Cooth & Co. 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.

Accreditation: AMAA.

NAS (Aust.) members: NAS (Sydney) Pty Ltd; NAS Macnamara (Adelaide) Pty Ltd; Duthie National Advertising Pty Ltd (Bris.); 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).

Clients: Albright & Wilson (Aust.) Ltd, Aristoc Industries Pty Ltd, Burnie Timber Pty Ltd, Cole of California Pty Ltd, Data-print (Aust.) Pty Ltd, Dalgety & New Zealand Loan Ltd (Vic.), Fler Co. & Staff Pty Ltd, Tongala Milk Products, Gollin & Co. Ltd, Kevin Dennis Motors, Life Officers Assoc. for Australasia, Monsanto Chemicals (Aust.) Ltd, Pettit & Sevitt Constructions Pty Ltd, Potter & Moore (Aust.) 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: Prue Acton Cosmetics Pty Ltd, Aralux Coatings Pty Ltd, Centenary Motors Pty Ltd, General Credits Limited, Investors Services Limited, Clifton H. Joseph & Son Pty Ltd (Kangol Caps), Lucas & Morris Pty Ltd (Builders), Lustral Pty Ltd, Mobile Homes Pty Ltd, NIC Instrument Co. (Div. of Ansett

Transport Industries (Operations) Pty Ltd, Pelikan Products (Australia) Pty Ltd, Penguin Books (Aust.) Ltd, Quinton Hazell Pty Ltd, Stegbar Industries Pty Ltd, Stegbar Windowwalls Pty Ltd (all States), Sutex Pty Ltd, Mike Treloar Clothing, Twen Pty Ltd, Voca Business Machines Pty Ltd.

NICHOLS-CUMMING ADVERTISING PTY LTD (member company of Marketing Advertising Public Relations Pty Ltd), 432 St Kilda Rd, Melbourne, 3004. Phone 26-1601. Telegrams Nichans. Sydney office, Shipnews House, cnr Hill & Elizabeth Sts, North Sydney, 2060. (929-6055).

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

Executives: N. G. Field (gen. mngtr), Miss J. Edwards (radio, TV), H. P. Drazek (prod.), E. R. Sheppard (media mngtr), V. N. Hunt (mktg dir), A. M. Mitchell (art dir).

†/State Repr.: See Sydney entry.

O'seas repr.: Jacka Brown Advertising Limited, 51 Randolph St, Auckland, New Zealand.

Accreditation: AMAA.

Clients: Aluminium Roofing Pty Ltd, Australian Glass Insulators Pty Ltd, Australian Glass Manufacturers Company, Berkeley Apparel Pty Ltd, Biochem Pharmaceuticals Pty Ltd, Blakistons Ltd, Business Jets Pty Ltd, Cargo Containers Corp. 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, General Accident Group-General Paper Industries Ltd, Gibson Importing Co., Greenson Photographics Pty Ltd, Grosby Shoe Co. Pty Ltd, Invicta Mills Pty Ltd, Lindsay Hassett Sports Store, Ormiston Rubber Co. Pty Ltd, Petersville Aust. Ltd (Motta ice cream div.), Pilkington Brothers Aust. Pty Ltd, Sportscraft Pty Ltd, W. M. & A. P. Spry, The Pharmacy Guild of Australia (Vic. & Tas.), Tongala Milk Products Pty Ltd (new prods div.). The Victoria Insurance Co. Ltd.

O'BRIEN ADVERTISING (VICTORIA) PTY LTD, 350 La Trobe St, Melbourne 3000. Phone 30-1651. Telegrams Gofer, Melbourne.

Directors: R. J. Murphy (mng dir), A. R. Kelly (gen. mngtr), G. C. Wild.

Associate directors: R. V. Brunson, F. G. Cairncross.

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

Accreditation: AMAA.

Clients: Amalgamated Co-operative Marketers (Aust.) Ltd (Trufood-Bonlac), Animal Food Industries, Australia and New Zealand Bank Ltd, Automobile, Fire & General Insurance Co. of Aust. Ltd, T. M. Burke Pty Ltd, Cerebos (Aust.) Ltd, Cleg's Silks, Commonwealth Advertising Division, Commonwealth Advertising Council, Conveyancer Pty Ltd, Datsun (Distribution) Pty Ltd, De Felice Bros., Dewey & Almy Pty Ltd, Foster Clark Australia Ltd, Fountain Bingo Products, W. R. Grace Aust. Pty Ltd, Grecian Restaurant, Hamilton's Ewell Vineyards (Vic.) Pty Ltd, R. W. Hensell & Sons Pty Ltd, Henselite Bowls Co. (Vic.) Pty Ltd, Henselite Bowls Co. (NSW) Pty Ltd, Imperial Chemical Industries of Aust. & New Zealand Ltd, Kingstone Tyre Agency Ltd, Marpa Products Pty Ltd, Marubenilida Pty Ltd (Bridgestone Tyres), Mattel Toys (Aust.) Pty Ltd, Nissan Motor Company (Aust.) Pty Ltd, Noritake (Aust.) Pty Ltd, N.S.K. Bearings, Edward H. O'Brien Pty Ltd, Phoenix Biscuits Pty Ltd, Protos Chemicals Ltd, Roethlisberger & Sons Ltd (Tiger brand cheese), Sanderson Newbould Aust. Pty Ltd, Tip Top Bakeries (Holdings) Pty Ltd, Vulcan (Aust.) Limited, Woodall Duckham 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, D. G. Wilken, J. H. Sexton.

Executives (Melb.): M. E. Drummond, M. G. Skinner (assoc. dirs and acct supervisors), C. R. Chancellor, P. Keeble (assoc. creative dirs), M. W. Morgan (assoc. dir and secy-treasurer), D. H. James (prod. mngr).

Executives (Sydney): C. P. Pearson (assoc. dir and mngr, Sydney office), L. Graham (assoc. creative dir), H. de Haan (prod.).

Accreditation: AMAA.

O'seas repr.: Ogilvy & Mather International Inc., head office: 2 East 48th St, New York, NY, 10017.

Clients: American Express International Inc., Bristol-Myers Co. Pty Ltd, The Broken Hill Proprietary Co. Ltd, Cobalide Industrial Pty Ltd, Cottee's General Foods Ltd, Cyclax (Aust.) Pty Ltd, Dunlop Automotive Division, Dunlop Industrial Products Division, Edible Oil Industries Pty Ltd, F&T Industries (Aust.) Ltd, Golden Poultry Farm Pty Ltd, Harvest Foods Limited, Hertz of Australia Pty Ltd, ICIANZ Limited, Lever & Kitchen Pty Ltd, Massey-Ferguson (Australia) Limited, Mead Johnson Pty Ltd, Mildara Wines Limited, Nabisco Pty Ltd, Rexona Pty Ltd, Rosella Foods Pty Ltd, Rowntree & Co. (Aust.) Pty Ltd, Shell Chemical (Aust.) 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 (mngr), A. W. Thomson, J. Hoelscher, G. K. Allan, P. Cafarella (accnts).

Accreditation: AMAA.

Clients: Ansair Pty Ltd, Ansett Hotels 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 (Divn of I.E.L.), Inglis Smith & Co. Pty Ltd, I.O.O.F. of Victoria, James Howden & Co. Aust. Pty Ltd, Jaybee Engineering Pty Ltd, Kwikform Pty Ltd, Linacre B.M.C., Major Booksellers Group, Miles Paint Service, Pioneer Tourist Coaches Pty Ltd, Plastic Price Ticket Co. Aust. Pty Ltd, Ramsay Surgical Limited, The Rosicrucians, S. Smith & Son Ltd, 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.

PALMER & STRAUSS ADVERTISING, See Singleton Palmer Strauss McAllan.

PATON-HUGHES PTY LTD, see Masius Wynne Williams (Vic.) Pty Ltd.

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

Directors: H. Paton, C. Paton, A. Adamson, P. Freeland, R. Philpot.

Accreditation: AMAA.

Branch: Sydney.

Clients: Atlas Industries Australia Ltd, Balmoral Textile Mills Pty Ltd, Robert Bosch (Aust.) Pty Ltd (spark plugs), Brintons Pty Ltd (carpets), Capitol Bakeries (1968) Pty Ltd, Commonwealth Advertising Division, Commonwealth Dept of Trade & Industry, Sidney Cooke Ltd, Cresco Fertilizers Ltd, Custom Credit Corporation Ltd, Alfred Dunhill (Aust.) Pty Ltd, Firth Cleveland Pty Ltd (Fasteners, Nylac self-locking nuts), Freighters Ltd, Frigrite Ltd, Reg Hunt Rhodes Motors Pty Ltd, Robert Hutchison Ltd, Royal Automobile Club of Victoria, International Marine (A'asia) Pty Ltd (Mercury outboard motors), International Plastics (Aust.) Pty Ltd (boats), A. B. Johnson & Co. Pty Ltd (Jonco clothing), Koala Shoes Pty Ltd (children's shoes), Lincoln Mills (Aust.) Ltd (knitting wool), National and General Insurance Co. Ltd, National Paint Products Pty Ltd, Parkview Marine Pty Ltd, Perfect

Cheese Co., Ramset Fasteners (Aust.) Pty Ltd, Red Tulip Pty Ltd, Ronaldson Bros & Tippet Ltd, St Regis Tobacco Co. (Courtleigh cigarettes), Siddons Industries Ltd (Sidchrome Spanners), Silcraft Industries Pty Ltd, Slade Knitting Mills Pty Ltd (women's knitwear), Splayds, Tom Piper Ltd, Victorian Building Societies Association, 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), O. Gardner, S. J. Priestley, A. R. G. Wilson.

Associate Directors: C. Fraser, J. Gale, M. Feddersen, R. White, A. Dumas, D. T. Nan-carrow.

Accreditations: AMAA, NPA of NZ.

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

Branches: Brisbane, Adelaide.

Clients: Cadbury Fry Pascal 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 Pty Ltd, General Motors Acceptance Corp., H. W. Gossard Co. (Aust.) Pty Ltd, Lantor of Australia, Maglia, Jas. Minific & Co. Pty Ltd, National Automotive Service Co., Nylex Corporation Ltd, B. Seppelt & Sons Ltd, S. Simpson Ltd, State Electricity Commission of Vic., Tootal Limited, United Distillers Pty Ltd, Uncle Ben's Inc.

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

Directors: D. K. Garton, G. Hodgson.

Executives: D. Wingfield (prod.), A. Forbes (media).

Accreditation: AMAA.

Clients: Amcal, ASEA Electrical (Aust.) Pty Ltd (all divisions incl. Stal Laral), Beachcomber Restaurant, Bestaire Industries Pty Ltd, Bulleen Hotels Pty Ltd, Burwood Real Estate Pty Ltd, Farran Co. Pty Ltd, Gazelle Boutique, Golden Poultry Farm Pty Ltd, H. H. Green & Co. Pty Ltd, Gordon Bros Pty Ltd, Lyons-BMC, Mayfair Leather Goods Pty Ltd, Middendorp Pty Ltd, Malcolm Moore Industries, Norson Developments Pty Ltd, Roberts Motors Pty Ltd, Shademaster Pty Ltd, Steedman Rockdrill Pty Ltd, Waldorf Appliances Pty Ltd, Wollongong Gas-Light Co., World Permanent Building Society.

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

Directors: W. Pitt, K. Heasman, F. Merchant.

Associate directors: D. T. Cobcroft, Mrs F. M. Reilly.

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

Accreditation: AMAA.

Clients: J. P. Aarons Pty Ltd, Amalgamated Wireless (A'asia) Ltd (Vic. & Tas.), Australian Meat Board, Cann's Pty Ltd, Denny Deon Bridal Salon, A. N. Jacobsen Trading, La Mar Salons, Legal & General Assurance Society Ltd, Rue Royale, Sunbeam Corporation Ltd (rural division).

PRITCHARD WOOD-QUADRANT PTY LTD, 576 St Kilda Road, Melbourne, 3004. Phone 51-6964.

Directors: (See NSW entry.)

Executives: B. F. Leggatt (Melb. mngr), Andrew Osborne (prod. mngr).

O'seas: See NSW entry.

LYLE PUGSLEY ADVERTISING, Suite 1, 100 Barkly St, St Kilda, Victoria 3182. Phone 94-1313.

Partners: E. L. Pugsley, V. B. Pugsley.

Accreditation: AMAA.

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).

Accreditation: AMAA.

Clients: Beecham Research Laboratories, Benson & Shaw Pty Ltd, BMW (Aust.) Pty Ltd, Chandler & Macleod (Vic.) Pty Ltd, Dalgety Trading Co. Pty Ltd, Decorative Trimming Co. Pty Ltd, Friden 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.

General manager: G. H. Besler.

Accreditation: AMAA.

Clients: Barlow & Sons Pty Ltd, Bon Voyage Travel Goods Pty Ltd, Fischer, H. F. & Sons Pty Ltd, Georges Ltd, Hilton Corporation Ltd, Maphalene Pty Ltd, Neptune Oil Co. Pty Ltd, Overseas Corporation (Aust.) Ltd, Robur Tea Co. Ltd, United Packages (Vic.) Pty Ltd, Wacker (Aust.) Pty Ltd, Bob Jane Motors, Bob Jane Tyres, Southern

Motors Pty Ltd, Pyrene Pty Ltd, Vancol Aust. Pty Ltd.

PETER RYAN AND ASSOCIATES PTY LTD, 342 St Kilda Rd, Melbourne, 3004. Phone 69-3225.

Directors: P. P. Ryan, J. Hunter, S. J. Graham, N. V. Buchanan, J. Gunson, J. Law.
Executives: S. J. Graham (mnggr), D. F. Bell (asst mangr), R. Rugers (art dir), K. Scott (media), H. Bell (acctnts).

Offices: 127 Walker St, North Sydney, 2060. Phone 92-0241, and 11 Commerce St, Auckland 1 NZ. Phone 361-736.

Accreditations: AMAA.

Clients: Allans Music (Aust.) Pty Ltd, Clifton Industries Pty Ltd (Vic.), Concrete Constructions Pty Ltd, Dispensers Pty Ltd (Qld), 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, Sandleigh Clothes Pty Ltd, Smith & Nephew (Aust.) Pty Ltd, Vaneed 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: Dreamspun Textiles Pty Ltd, Elmaco Pty Ltd, Hoadley's Chocolates Ltd, Integrity Paints Pty Ltd, Joubert & Joubert (Aust.) Pty Ltd, Mercur Underwear Pty Ltd, National Radiators (Mfg) Pty Ltd, Swann Insurance Ltd, Rhapsody Hosiery Pty Ltd.

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

SINGLETON PALMER STRAUSS & McALLAN, 3A Queens Rd, 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.
Clients: Ada Productions, Andronicus Coffee, Blue Shield Trading Stamps, Arthur

Brunt Pty Ltd, CAGA, Cleeco Shirts, Formal Wear Hire, French Knit, Greta Lingerie, Paul Hamlyn, A. F. Harding, Jaywoth Masonry, A. V. Jennings, MacLennan's Liquor Market, Nuford Sales, Parkroyal Motor Inns, Gareth Powell, Pye Industries, Realty Realizations, St Albans Textile, Sportsgirl, Stafford-Ellinson, Swift & Bleakley, Travelcentre, Westeels-Paul & Gray, J. Wilson.

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

Directors: N. E. Smith, G. H. Davies, Miss J. F. Pugh.

Accreditation: AMAA.

Clients: Beaumaris Constructions Pty Ltd, Belvedere Furniture Pty Ltd, Maternity Faire Pty Ltd, Spotless Limited, Westminster Carpets Pty Ltd.

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

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

Executives: P. Hendy (mrktg mnggr), R. Thompson (creative dir), P. Manning (acct group head), T. Watts (acct group head), P. Bellis (asst acct exec), D. Brewer (prod. mnggr), F. Dargavel (media mnggr), N. Hurrell (copywriter), L. Kennedy (art dir), K. Fielding (art dir), C. Donald (acctnt).

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

Accreditation: AMAA.

Clients: Allied English Potteries Pty Ltd, Australian Gypsum (A'sia) Pty Ltd, Blackburn & Lockwood, Clifton Brick Holdings Ltd, Cologne Perfumery Pty Ltd, The Colonial Mutual Life Assurance Society Ltd, M. D. Garretty & Associates, International Nickel (A'sia) Pty Ltd, Mercedes-Benz (Aust.) Pty Ltd, Mercedes-Benz Division, Lane's Motors Pty Ltd, Mercedes-Benz Division, York Motors (Sales) Pty Ltd, Paddle Bros. Pty Ltd, Prestige Ltd, Repco Limited, Riess Electrics Pty Ltd, Ring-Grip (A'sia) Pty Ltd, E. R. Squibb & Sons Pty Ltd, John Sutherland & Sons Pty Ltd, Taylor Ferguson & Co. Pty Ltd, Tuckfields Teas Pty Ltd, Vickers-Detroit Hydraulics Pty 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 (mnggr).

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, Alstergren, Brandella, Collins Bros, Fitwear, James Aluminium, Max Manley Motors, McClures Restaurants, Peter Manton Motors, Red Robin Industries, Winchester Shoes, Vindin Squares.

THOMPSON, JOHN ADVERTISING PROPRIETARY LIMITED, 157 La Trobe St, Melbourne, 3000. Phone 662-1688, 662-1068.

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

Executives: F. E. H. Cooper (acct-exec. & media), M. McGuire (prod.).

Accreditation: AMAA.

Clients: Acme Loan Co., Associated Hairdressers Academy Pty Ltd, Arthur Rodney Pty Ltd, Jack Bosley Dance Studio, Budenberg Gauges (Aust.) Pty Ltd, Bender (Australia) Pty Ltd, Domani of Northland Pty Ltd, E. & S. Trading Co. Pty Ltd, Frederic Muller Salons, Frieze Bros Pty Ltd, 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, 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, P. Jacklin, C. P. Erickson, W. M. Magno.

Executives: W. M. Magno (dir and gen. mnggr), D. Hall (ass. dir), P. Lyell (ass. dir), P. Leonard (exec. art dir), D. Cox (media dir).

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 Freight Express, Chesebrough-Pond's International Ltd, Coats Patons (Aust.) Pty Ltd, CSR Building Materials, Courtaulds (Australia) Ltd, Department of Trade and Industry, Dunlop Australia Limited, Gillette (Australia) Ltd, B. F. Goodrich Chemicals, Horlicks Pty Ltd, a division of Beecham (Aust.) Pty Ltd, Inter-continental Hotels, Kraft Foods Limited, Maws Pharmaceutical Supplies Ltd, The Mentholatum Company Ltd, New Holland (A'sia) Pty Ltd, Pan American World Airways, Pepsi-Cola (Aust.)

Pty Ltd, Seagrams Overseas Corporation, Southern Cross Hotel, Specialty Greetings Pty Ltd (Hallmark Greeting Cards), W. D. & H. O. Wills (Trent cigarettes), Robert Timms.

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

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

Media: G. Stewart.

Accreditation: AMAA.

Clients: Pyrox Ltd, Grolier Society of Aust. Pty Ltd, Cemar Rosebery Pty Ltd, Albert Park Laundry Pty Ltd, Boyanton Motors Pty Ltd, J. W. Bailey Pty Ltd, Mono Pumps (Aust.) Pty Ltd, Renolds Chains (Sales) Aust. Pty Ltd, Utah Construction and Engineering Pty Ltd, Dennis Hotels Pty Ltd, R. Moore & Sons Pty Ltd, F. Bamed & Sons Pty Ltd, William Boby & Co. (Aust.) Pty Ltd, Spaghetti Manufacturers Pty Ltd, Edu-caire Products, Master Dry Cleaners Pty Ltd, Commonwealth General Assurance Corp., R. Hickman Pty Ltd, Aust. Pump Manufacturers.

USP-BENSON (VICTORIA) PTY LTD, 16 Kavanagh St, South Melbourne, 3205. Telegrams Salesrise, Melbourne. Phone 62-6931.

Directors: K. L. Barry (mng dir), R. D. K. Ansell, P. C. Bennett, J. P. Goulstone, R. J. Kerin, L. G. I. Moore, G. M. Paton, L. J. Preston (secy), H. C. B. Robertson.

Executives: E. Robson (mrktg dir), G. Willard (media mnggr), S. Thompson (prod. mnggr).

Accreditation: AMAA.

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, Adelaide, 5069 (63-4561), M. H. Wilde (mng dir).

Clients: A.C.I. Ltd, Australian Tourist Commission, Beecham (Aust.) Pty Ltd, Bower-Scott Australia Ltd, Bryant & May Pty Ltd, Carnation Co. Pty Ltd, Cadbury Fry Pascall Australia Ltd, Cheney Motors Ltd, Comalco Industries Pty 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., Melb. Chamber of Commerce, MMBW, Olympic Tyre & Rubber Co. Pty Ltd, Philip Morris Ltd, Plough (Aust.) Pty 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, Melburne.

Directors: J. B. Walker, R. G. Herbert.
Associate director: A. R. Page.
Executives: B. Layton (secy), W. Fullwood (prod. dir), D. Irvine (media mngr), J. Hearman (TV mngr).

Accreditation: AMAA.
Clients: E. D. P. 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 (Willem II cigars, Silver King and Albany cigarettes, Clan, Holland House tobaccos), Hansen & Yuncken Pty Ltd, W. G. Hearne & Co. Pty Ltd, Johns & Waygood Ltd, Melford Motors Pty Ltd, Paragon Shoes Pty Ltd, Parkview Marine Pty Ltd, Superannuation Services Pty Ltd, Tomkin Homes Pty Ltd, Birmingham Small Arms Co. Ltd (BSA & Triumph motor-cycles div.).

WARWICK PATON PTY LTD, 14 Queens Rd, Melbourne, 3004. Phone 26-3333. Ballarat Office: AMP Building, Lydiard St Nth, Ballarat, 3350. Phone 25413.

Accreditation: AMAA.
Clients: Ballarat Land Mortgage & Agency Co. Ltd, Ballarat & Western Victoria Television, Bendix Mintex Pty Ltd, J. C. Brown & Co. Ltd, Burnside & McClure Pty Ltd, Walter L. Carr & Sons, Donaghy & Sons Pty Ltd, Gas Supply Co., Ballarat, Geelong Gas Co., Hawkes Bros, B. E. Hayden & Co. Pty Ltd, G. Irish & Sons, M. B. John & Hattersley Ltd, Dennys Lascelles Ltd, Oliver & Stevens Pty Ltd, Prestige Construction Co. Pty Ltd, Pyramid Permanent Building Society, Jas Smith Pty Ltd, Strachan & Co. Ltd, Troon Pty Ltd, Veretti Shoe Co. of Aust. Pty Ltd, Villiers (Aust.) Pty Ltd, Victorian Savings & Loan Society, Wallace Dairy Co. Ltd.

WEST ADVERTISING PTY LTD, 622 St Kilda Rd, Melbourne, 3004. Phone 51-9175-6-7. Telegrams Westads, Melbourne.

Managing director: B. R. West.
Secretary: M. R. West.
Executives: E. Riggs, J. Mills (media), B. Worthington (creative director), R. Olney, J. Webb, R. Hunt (art dirs), H. Pitt (acct), B. Elson (prod. mngr).
Istate rep.: Sydney, Adelaide, Perth, Brisbane.

Accreditation: AMAA.
Clients: Andrew Jack Dyson, BASF, BMP, Brash Holdings, Alec Brown Knitwear, Hematite Petroleum, A. V. Jennings, James Cowan Associates, Sanforized, Siemens, K. G. Luke, Michaels/Stern, NZ Victoria Insurance, Commonwealth Aircraft Corporation, John Sachville Ltd, Wangaratta Woollen Mills.

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, DeWolf, Fletcher & Co., Equity Trustees Co., Fletcher Industries Ltd, Fluidrive Automatic Transmissions Pty Ltd, Fonzel Tailoring Pty Ltd, Kooroora Chalet, Landmark Realty Pty Ltd, Lukey Mufflers Pty Ltd, Mastercraft Upholstering Co. Pty Ltd, Motor Emporium Pty Ltd, D. G. Officer Pty Ltd, Renmark Industries 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), S. F. Lane (acct exec.), J. Summerville (art dir).
Accreditations: TAB, FACB.

ROBERT ALLAN ADVERTISING PTY LTD, 104 Roma St, Brisbane, 4000. Phone 21-3350, 21-3709.

Accreditation: AMAA.
Clients: ACF & Shirleys Fertilizers Limited, M. L. Archos, Barry Jones Pty Ltd, Benson Pty Ltd, Chasewater Pty Ltd, Court Bros (Furnishers) Ltd, Crossle and Cameron Industries Ltd, Everhard Concrete Products Pty Ltd, Joanne Drew Figure Clinic, Kentucky Fried Chicken (Queensland) Pty Ltd, Permanent Finance Corporation Ltd, Pike Bros Ltd, Power Mower Sales Pty Ltd, Protojen Pty Ltd, Sonar Laboratories Pty Ltd, Ten the Esplanade, Willys Motors (Australia) Pty Ltd.

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

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).
Accreditation: AMAA.

Clients: Associated Securities Ltd (Q.), Austral Motors Pty Ltd (Chrysler), Bank of NSW (Qld), Burns Philp & Co., James Campbell & Sons, Cec Byrne & Co, Drug Houses of Aust. Ltd (Qld division),

Elphinstones Ltd, Evans Deakin & Co. Pty Ltd, Falkiner Chains Pty Ltd, J. Macrae Fraser, Foodland Stores Association, Gardams Silk Store, Hamilton & Dickson, Jack & Jill Salon, La Coquette Salon, Don McInnes Photographics, Public Curator, The Qld Cement & Lime Co., Qld Co-operative Milling Assn, Qld Govt Railways, Rex Aviation Qld Pty Ltd, Royal Qld Society for Prevention of Cruelty, Simpson's Sawmills Pty Ltd, Speedometer Screenwiper Service, Spiers Pharmacies, Stanley Trading Co. Pty Ltd, State Govt Insurance Office, Taylor Bros Pty Ltd, John Thurlow & Sons Pty Ltd, E. C. & F. G. Waldron, Wilston Builders Supplies.

CAMPBELL ADVERTISING PTY LTD, Suite 512, Penneys Building, Queen & Adelaide Sts, Brisbane, 4000. Phone 2-4200, 2-3108.

Directors: A. J. Campbell, M. Cochrane.
Accreditations: NZBC, OAA.
Clients: Castlemaine Perkins Limited (Fourx Beer), South Coast Co-operative Dairy Assn 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, Brittain's Brickworks, 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, Clay Products Assn, 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.
Accreditation: AMAA.

Istate repr.: Murray Evans Advtg, Sydney; Berwen Paine Advtg, Adelaide; Warnock Sandford Advtg, Perth; Dingwall Canning Niere Robbins Pty Ltd, Melb. Member Marketing & Advertising Interstate Network (MAIN).

Clients: Better Brakes (Qld) Pty Ltd, Better Brakes Service Pty Ltd, Brisbane Gas Co. Ltd, Brisbane Legacy, Pamela Brown Interiors, Butler Tyre Service, Butler Charter Service, Eterna Trading Pty Ltd, Fler Co. & Staff Pty Ltd, Frigrite Rural Company, Gibbs Bright Pty Ltd, Gourmette Industries, Graziers Buying Service, Handi Works Pty Ltd, Hawleys Pty Ltd, King & King Ltd, Matthews & Johnson, Mercantile Credits (Qld), Meyers Taylor Pty Ltd, National Peanut Council, Penn Products Pty Ltd, Pioneer

Chemicals Pty Ltd, Queensland Trustees Ltd, Radiation (Aust.) Pty Ltd, Rhinecastle Wines Pty Ltd, Henry Roberts Pty Ltd, Rural Services Pty Ltd, Shute Upton Engineering Pty Ltd, Timber Development Association of Queensland, Toyo Tyre Distributors, Wilkinsons Timber Industries Pty Ltd, Kaiser Jeep of Australia Pty Ltd.

DUTHIE NATIONAL ADVERTISING PTY LTD, 236 Elizabeth St, Brisbane, Qld, 4000. Phone 31-2595.

Managing director: J. J. S. Duthie.
Executives: L. Lenton (gen. mngr), R. Nowell-Pye (dir), Miss E. M. Judkins (co. secy), Miss M. Johnson (media mngr), D. J. Smith (radio/TV mngr), R. Lintott (prod. mngr print media).

Accreditation: AMAA.
Member National Advertising Services, together with NAS (Sydney) Pty Ltd, 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; 10 Wigmore Place, London.

Clients: Alliance Acceptance Co. Ltd, F. W. Bailey & Sons, Barkers Bookstore Pty Ltd, Beaver Furs, J. S. Box & Co. Pty Ltd, Braemar Engineering Co. (Qld) Pty Ltd, Campbell Bros Ltd (Qld), Cassells Frock Salon, Catholic Correspondence Course, Cheryl-Ann Motel, Cheatham & Fletcher Pty Ltd, Clearlite Pools Pty Ltd, Colorcraft Paint Stores, J. Connolly (Qld) Pty Ltd, Dalgety and NZ Loan Ltd, Don Rex Furniture Pty Ltd, Dyne and Co. Pty Ltd, EMI (Aust.) Pty Ltd (Qld), R. S. Exton & Co. Pty Ltd, Finance Corporation of Aust. (Qld), Fontana Products Pty Ltd, Foodstuffs (Brisbane) Pty Ltd, Four Square Stores (Qld) Ltd, Fred Hoe & Sons, John Haigh Engravers Pty Ltd, Hayles Cruises Pty Ltd, E. A. Heiser and Son Pty Ltd, Hawthorne, Cuppaidge and Badgery, H.T.S. Machine Works Pty Ltd, Jay-dee-Gar Transport Pty Ltd, 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), Nifty Thrifty Self Service Stores Pty Ltd, Parbury Henty and Co. Pty Ltd, Plastic Distributors Pty Ltd, Poultry Farmers Co-Op. Society Ltd, Pricerite Hardware Stores, Queensland Druggists Limited, Q.O.R. Road Services Pty Ltd, A. J. Ralston, Royal Art Furnishing (Qld) Pty Ltd, 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, Thomsons Bookstore, Walker & Walker, Waters Trading Co., Wholesale Liquor Distributors Pty Ltd, 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, G. Baird, J. McCully, J. C. Edmonds.

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

Accreditation: MCA.

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

Clients: Angus & Cootie 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, 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), Queensland Cheap Stores, Qld Finance & Land, Robinsons Marine, Robinsons Sports Store, Chemist Roush, Tallerman & Co. Pty Ltd, Thermax Electric Water Heaters Pty Ltd, W. G. Utting & Co. Pty Ltd, Vogarell Inc., Wedmaiers (BMC dealers), Whatmores Sports Store.

EDMONDS-FAGG ADVERTISING, 1st Flr, Chronical Bldg, Margaret St, Toowoomba, Qld, 4350. Phone 2-9918.

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 Caton & Co. Pty Ltd, Cobb & Co. Ltd, Darling Downs Building Society, Darling Downs TV Ltd, Deselectrics, Domestic Furniture Co., Downs Co-operative Dairy Assn Ltd, Downs Tyre Service, Falconer Motors Pty Ltd, Falconers Farm Machinery, Farmers Centre Pty Ltd, Manacon Tanks Pty Ltd, McCafferty's Travel Service, O'Brien & Fitzpatrick, Simon Pty Ltd, Tots and Teenies, Toowoomba Tyre Service, Toowoomba Car Wreckers, Vacu-lug Traction Tyres (Qld) Pty Ltd, TFD Joinery, Toowoomba Dry Cleaners Association.

GALMOR YARDLEY ADVERTISING PTY LTD, 49 Leichhardt St, Brisbane, 4000. Phone 21-2038. Telegrams Galmorad, Brisbane.

Branches: Sydney, Melbourne, Albury, Newcastle.

Managing director: A. H. Yardley.

Directors: J. P. Gal, P. T. Matchett, E. J. Smith, J. M. A. Platt.

Executives: J. Graham, A. Cummins, R. Drabsch.

Accreditation: AMAA.

I/State repr.: Galmor Advertising Pty Ltd, 363 Pitt St, Sydney, 2000; Galmor O'Keefe Advertising Pty Ltd, 5a Westbury St, East St Kilda, Victoria, 3182; Galmor O'Keefe Advertising Pty Ltd, 293 Vickers Rd, East Lavington via Albury, NSW, 2640; Galmor Gouling Advertising Pty Ltd, 83 King St, Newcastle, NSW, 2300. O'seas: Associate houses, Canada, Fiji, New Zealand, South Africa, United Kingdom, USA.

GARNSEY GREENE CLEMENGER PTY LTD, 177 Edward St., Brisbane, 4000. Phone 2-3419, 2-3410, 2-7098. 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, Brisbane Amateur Turf Club, Brisbane Television Limited, Thomas Borthwick & Sons (A'asia) Ltd, Brownbuilt Ltd (Q'ld), Bundaberg Newspaper Co. Pty Ltd, David Jones (Brisbane) Limited, Deons Brisbane Pty Ltd, Duce Commercial Motors, Gold Coast City Council, Grazcos Co-operative Limited, Haines Hunter Pty Ltd, John Hall Pty Ltd, Hancock Bros Pty Ltd, Hendriks Electrix, Hills Industries Qld Ltd, L. J. Hooker Pty Ltd, Hooker Rex Pty Ltd, Hooker Homes Pty Ltd, Hoover (Aust.) Pty Ltd (Qld), Horitz Fruit Drinks, Hove Manufacturing Co. Pty Ltd, Kennedys Pty Ltd, Kent Salon, Maryborough Newspaper Co. Pty Ltd, McCluskey Ford Pty Ltd, Dudley Menser (Qld) Pty Ltd, Mirror Newspapers Ltd (Sunday Truth), Murrumba Manufacturing Co. Pty Ltd, Nylex Corporation Ltd, Payen Byrne & Blackford Pty Ltd, Geo. Pickers & Co. 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, Thiess Holdings Limited, 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.

Executive: B. C. Fargus (mngr).

Accreditation: AMAA.

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

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), Canned Food, Frozen Food, Forever Homes Pty Ltd, Jones Lang Wootton, Metters Ltd, 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, Peter Kurts 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 mngr), R. G. Schafer (acct), D. W. Randall (acct-exec.), W. C. MacAndrew (prod.).

Accreditation: AMAA.

Clients: Aeroservice Pty Ltd, ASEA (Aust.) Pty Ltd, Austral Mining Construction Pty Ltd, Australian Opto-metrical Assoc. (Qld), Beazley Homes Pty Ltd, Brickworks Ltd, Carlton Travel Bureau, Catalina Marine Pty Ltd, Coren & Kearney, Commonwealth Engineering (Qld) Pty Ltd, C. T. Coroneo & Co. Pty Ltd, Cunic Partitions, Owen Cox & Co., Victor Day & Sons Pty Ltd, A. B. Denning & Co., Doherty Motors, Bill Doherty Pty Ltd, Carrigans Carpet Centre, Greyhound Coaches, Guthrie & Co. (Aust.) Pty Ltd, Harrison's Crosfield (ANZ) Ltd, Syd Hill & Sons Pty Ltd, Hoey Fry Pty Ltd, F. Humphreys Pty Ltd, Jon Le Court Salons, Mack Trucks Australia, Mayfairs Pty Ltd, Modern Tiles Pty Ltd, Moore Road Machinery (Qld) Pty Ltd, Motor Supplies Pty Ltd, Motor Traders Pty Ltd, National Art Metal Co. Pty Ltd, National Skin Institute, Napier Bros Ltd, Rep-Air Pty Ltd, Walter Reid & Co. Ltd, Richards Drapers, B. C. Richards & Co. Pty Ltd, Tri-Steel Industries, Tumbl-Togs Pty Ltd, Twenty-Nine Murray St, Surfside Buses Pty Ltd, Westco Motors Pty Ltd, Westco Sales Pty Ltd, Westco Equipment Pty Ltd, Westco Motors (Townsville), Willmore & Randell (Qld), 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.

Head office: Sydney.

Accreditation: AMAA.

Clients: Australian Estates Co. Ltd, Australian Home Furnishers, Berwick & Co, Byrne Ford Pty Ltd, Colourvision TV Rentals Ltd, Dobell (Qld) Pty Ltd, Dowsett Products (Aust.) Pty Ltd, R. T. Edwards & Sons Pty Ltd, Featherston Interiors, Handford Industries Ltd, Irwinbuilt Pty Ltd, Intercapital Investments Ltd, Nu Trend Homes Construction Co., Peels Pty Ltd, Perkins Engines, Pioneer Industries, Pye Industries Ltd, Queensland Bacon Pty Ltd, Queensland Cereal Industries Pty Ltd, Queensland Manufacturing Co. Pty Ltd, Redline Coaches Pty Ltd, Reid Agencies Pty Ltd, Retra Vision (Qld) Pty Ltd, Rodney Industries, Surescreen Manufacturing Co., Walpamur Paints Pty Ltd, Western Transport Consolidated.

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

Directors: F. E. Grace, R. D. Hodgson, R. Ellacott, D. Ross, R. Adams, L. Skirving.

Accreditation: AMAA.

Clients: ASA Farm Machinery, Australian Landtrusts Ltd, Auto Magic Car Wash, Beta Stores Pty Ltd, Centenary Estates Limited, Cobbity Farm (Oswald Baking), Coachcraft Limited, Crown Stoves and Foundry Pty Ltd, Dalgety & New Zealand Loan, Federal Hotels Ltd, Golden Circle, Huttons, John & Co. Ltd, IBC Co. Ltd, Kawana Estates Pty Ltd, Marino Products Pty Ltd, Myer Stores, Palings, W. H. Pty Ltd, Queensland Book Depot, Raysun Pty Ltd, Station 4BK, Thiess (Sales) Pty Ltd, Whitco Hardware Mfrg. Co. Pty Ltd, Hicks, John & Co. 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), Philip Hunt (accnts dir), J. Kleimayer (acct), Dorothy Bruce (art dir), Fred Cross (media dir), Noreen Graham (media mngr), Leigh Phillips (prod. mngr).

I/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-0) 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, Australian Broadcasting Commission, Australian Guarantee Corporation Ltd, Barnes Auto, Besser (Qld) Limited, Boys' Town, British Motor Corporation, Carlton-Smith, Chateau Convalescent and Nursing Centres, Cistern Manufacturing Co. Pty Ltd, City Mutual Life Assurance Society Ltd, Coca-Cola (Brisbane) Ltd, Commercial Bank of Australia Ltd, Commonwealth Broadcasting Corporation, Dalgety Trading Company Pty Ltd, Delahunty, Department of Health, J. J. Dinmore Pottery Pty Ltd, D.P. Hardware Pty Ltd, Duncan's Agencies Pty Ltd, Frank Luton Investments, Gainsborough Lodge Stud, Golden Casket, Gradwell Bros, Hancock & Gore Ltd, Hastings Deering (Qld) Pty Ltd, Haulmark Trailers (Australia), Highfield Tea Pty Ltd, Howards Motors, Humes Limited, Jeffrey & Forman Pty Ltd, Jensens Vic. Pty Ltd, Kodak (A/Asia) Pty Ltd (Qld), K. R. Darling Downs, Metropolitan Permanent Building Society, Mobil Oil Aust. Ltd (Qld), National Mutual Life Assn of Australia, Oriana Pools of Australia Pty Ltd, Pellegrini & Co. Pty Ltd, Provincial Traders Pty Ltd, Queensland Newspapers Pty Ltd (Sunday Mail), Queensland Teachers' Union, Southern Electric Authority of Queensland, Southern Queensland Permanent Building Society, State Electricity Commission of Queensland, Stewarts Hotels, Thiess 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.

I/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, 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, Cameracraft Pty Ltd, Coles Constructions Pty Ltd, Coles New World Supermarkets, Central Queensland Roofing Pty Ltd, 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, North Australian Rubber Mills Ltd, R. J. O'Sullivan Pty Ltd, Oriental Tea Co./Robur Tea Co., Pauls Foods Ltd, Pauls (NT) Pty Ltd, Queensland Newspapers Pty Ltd, Queensland United Foods Ltd, Simpson Halligan & Co. Pty Ltd, Taubmans Qld Pty Ltd, Warburton Franki (BNE) Pty Ltd, Wildridge & Sinclair Pty Ltd, Wright Stephenson & Co. Ltd, Ansett Airways (in Queensland for J. W. Thompson).

O'BRIEN ADVERTISING (QLD) PTY LTD, 312 Elizabeth St, Brisbane, 4000. Phone 2-3281-4. Telegrams Gofor, Brisbane.

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

Executives: Miss R. Wailes (media controller), Miss R. Jeffery (radio/TV producer).

I/State repr.: O'Brien Advertising (see NSW and Vic. entries), Clem Taylor O'Brien Pty Ltd (see SA entry).

Accreditation: AMAA.

Clients: Bearing Service Co. (Qld), Boston Silks, W. H. Bowden Pty Ltd, Brisbane Permanent Bank, 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, I.A.C. (Qld) Ltd, 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, Overreem Electronic Industries Pty Ltd, Queensland Alumina Ltd, Queensland Road Safety Council (part), Senden & Long Pty Ltd, Sherrys Disposals Pty Ltd, Sherrys' Pharmacy, South Molle Island, Tip Top Bakeries Holdings Pty Ltd, Tourist Industry Council of Queensland, Twelfth Night Theatre, University Book Shop, Victoria Cross Manufacturing Co. Pty Ltd, David Webster & Sons Pty Ltd.

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

Directors: L. W. Farnsworth (chrnm), G. A. Cousins (gen. mngr), K. H. Cousins, A. C. S. Parker, G. J. Doorley, B. W. Beaumont.

Executives: D. Meakins (print prod.), I. Austin (TV/radio prod.), B. Weldon (acct).

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

Accreditation: AMAA.

Clients: Adler Sales Pty Limited, N. V. Appleton Pty Ltd, Associated Minerals Consolidated Limited, Berger Paints (Qld) Pty Ltd, Brett & Co. Pty Ltd, Brisbane City Coun-

cil, Carmels (Brisbane) Pty Ltd, Carlton & United Breweries Limited, Carpetland Pty Ltd, CHI (Qld) Pty Ltd, Cosway Public Relations Pty Ltd, Department of Industrial Development, T. C. Dixon & Sons Pty Limited, Eagers Retail Pty 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, Queensland Brewery Limited, Queensland Newspapers Pty Ltd, Queensland Television Limited, Southern Brisbane Permanent Building Society, Union Fidelity Trustee Co. of Australia Limited, United Packages Limited, Winchcombe Carson Limited.

Townsville office: J. Anderson & Sons Jewellers, Besser (Qld) Limited, 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.

Executives: W. Grodd (prod. mngr), Mrs I. Tamminen (media mngr).

Accreditation: AMAA.

Clients: Austral-Pacific Fertilizers Ltd, Coupon Furniture Co. Pty Ltd, Custom Credit Corporation Ltd (Qld only), Deering Machinery Pty Ltd, Department of Industrial Development (Qld), A. S. Dewar & Sons Pty Ltd, Egg Marketing Board (Qld), Industrial Enterprises Ltd, Malvern Star Stores, Qld, Provincial Television Services, Patterson Reid & Bruce Ltd, Peters-Arctic Delicacy Co. Ltd (QUF subsidiary), Peters Milk Ltd (QUF subsidiary), Premier Blinds Pty Ltd, Queensland Government Tourist Bureau, Royal National Agric. & Industrial Association.

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

Executives: T. H. Waite (mng dir), G. S. Adam (acct dir), P. N. Nicholls (office mngr), G. L. Fitzgibbon (copy dir), S. Rauwendaal (art dir), J. F. Vansleve (prod.), R. J. Smith (media).

Accreditation: AMAA.

Clients: Adventureland, Ashby Bros Pty Ltd, Brisbane Marine Centre, William Crosby (Queensland) Pty Ltd, Farsley Tractors Pty Ltd, Fire & Accident Underwriters Association Ltd, Gates Hygienic Laundry, Grace Bros Removals, Gralton Bros Pty Ltd, Hardy Bros Ltd, Athol Hedges Pty Ltd, William Jacks & Co. (Aust.) Pty Ltd, Jeffers Bros Ltd, Karlos Holdings Pty Ltd, Manahan Country Stores Pty Ltd, Markwell Bros Pty Ltd, Medical Benefits Fund of Australia, John McIlwraith (Bulimba) Pty Ltd, John McIlwraith (Queensland) Pty Ltd, Olsen & Goodchap Pty Ltd, Geoff Penney (Queensland) Pty Ltd, Trenchless Dry Cleaners Pty Ltd, Parkroyal Motor Inn, Queensland Primary Producers' Co-operative Assoc. Ltd, Relyans & Lanhams Pty Ltd, Rocklea Office Stationery Equipment & Systems Pty Ltd, The Southern Electric Authority of Queensland, (Gympie, Ipswich, Nambour, Redcliffe, Southport, Stanthorpe, Toowoomba, Warwick), Swedish Motors Pty Ltd, Warwick Presbyterian Schools, Wonderest Sleep Products (div. of F&T Industries).

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.

I/State 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), Brown-built Ltd (SA), Dunlop Rubber (Footwear SA), Dunlopillo (SA) Pty Ltd (mattresses), Hoover (Aust.) Pty Ltd (SA), Edward Lumley & Sons (SA), Lebel (Aust.) Ltd, 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.), ASA Farm Machinery (Qld), Elders G.M. (WA), South Australian Railways, Town & Country Building Society.

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. Telegrams Unsullied.

Directors: J. Currie, W. Currie.
General manager: C. K. Dennis.
Executives: K. Johns (prod.), Mrs B. Hanmer (media), P. Jenner (art dir).

Accreditations: See Sydney entry.
Clients: Adelaide Margarine Ltd, Hans Andresen Albion Reid, Antoinnes, Condon Transport, Dehy Fodders, Evergreen Memorial, Healing (Sales), ICIANZ Ltd, Irona Laboratories, Kodak A'sia Pty Ltd, Light Motors, Mi-Fancy Manufacturers, Michael Nairn, Oldfields Bakery, Sapfor Timber Mills, People-stores, Pif Perfumerie, Premier Frozen Foods, Southern Australia Perpetual Forests (Sapfor), Simes (Australia) Pty Ltd, Turners Pty Ltd, Volkswagen (Distribution) Pty Ltd, Wy Wurrie Hatchery.

BERWEN PAINE ADVERTISING PTY LTD, 4 Hutt St, Adelaide, 5000. Phone 23-1311.

Accreditation: AMAA.

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: D. A. Bateman (media mngr), G. R. Hams (print prod. mngr), K. R. Walker (press prod. mngr), B. J. Parsons (acnts).

Pstate repr.: Birrell Kain Advertising (Vic.) Pty Ltd, 154 Swanston St, Melbourne, 3000 (63-2781). Birrell Kain Advertising (NSW) Pty Ltd, Commercial Bank Bldg, 100 Bathurst St, Sydney, 2000 (61-8661). Bean-Birrell Advertising Pty Ltd, 54 Mill Point Road, South Perth, 6151 (21-6751).

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, Austral Steel Limited, Beneficial Finance Corporation Limited, Bunge Aust. Ltd, Burger King Restaurants Pty Ltd, Burns for Blinds, Castalloy Ltd, Cambridge Motors Pty Ltd, Ceilbild (A'asia) Pty Ltd, Coates & Co., Commercial Printing House Pty Ltd, Chrysler Aust. Ltd (Airtemp Div.), Co-operative Building Society of SA, C.B.S. 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, M.F.G. Boat Co. Pty Ltd, Pt Lincoln Dairy Produce Co. Pty Ltd, Ravesi Chemists, Resco Pty Ltd, Rocla Concrete Pipes Ltd, Rocla Stoneware Pipes Pty Ltd, SA Enamels (Sales) Ltd, SA Building Societies Association, SA Egg Board, Shergis Hairdressers Pty Ltd, Smalls Pty Ltd, Stegbar Windowwalls (SA) Ltd, Suhards Jewellers, Sun Electric Co. Pty Ltd, J. R. Tregoning Ltd, Wendts Jewellers Pty Ltd, Williams Refrigeration Pty Ltd, Wiltshire Cutlery Co. Pty Ltd, Wiltshire File Co. Pty Ltd, Wovic Industries Pty Ltd.

BYRNE ADVERTISING SERVICE PTY LTD, 6 Greenhill Rd, Wayville, SA, 5034. Phone 72-1266. (GPO Box 1520M.)

Executives: J. Byrne (gov. dir), J. P. Byrne (dir & acct-exec.), Miss N. Bennetts (dir & media mngr).

Accreditation: AMAA.

Clients: Adelaide Radial Tyre Co., Adelaide Electrical Co., Adelaide Outboard Service Pty Ltd, Big H. Hardware, Bowden Ford Pty Ltd, GKN-Woodtex, Hotel & Cafe Supplies (SA) Pty Ltd, Jasol Chemical Products Pty Ltd, John Cook & Co. Kentish Clothes, Murdoch Electrical Pty Ltd, Peer Sorenson Pty Ltd, Peter Simon Hatchery Pty Ltd, Pettit Hardware Ltd, Retravision (SA), P. Smyth & Sons, United Builders Pty Ltd, White Engineering 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 Rosevalé, 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, Sims-metal Limited.

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, Good Neighbour Hardware Stores, Hamilton Laboratories Pty Ltd, I.D.C. 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, Semaphore Engineering Pty Ltd, Thos Sheppard & Sons Pty Ltd, B. L. Shipway & Co. Pty Ltd, Stratco Metal Pty Ltd, Southern Securities Pty Ltd, John Tann (Aust.) Pty Ltd, Tecalemit (A'sia) Pty Ltd, Tilt-A-Dor Distributors (SA) Pty Ltd, Venetian Blind Manufacturers Assn, Zamels Jewellers Pty Ltd.

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 (mngr), K. Murphy, A. Bainton, R. Miller.

Accreditations: AMAA, NPA of NZ.

Clients (Adelaide): L. G. Abbott & Co. Pty Ltd, Auto Conversions Pty Ltd, Auto Seat Cover Services, Coles Foodmarket Pty Ltd, J. Craven & Co. Pty Ltd, Dunlite Electrical Co. Pty Ltd, Ellers Motors Pty Ltd, Email Limited, Glover Gibbs Pty Ltd, C. Haussen & Co. Pty Ltd, Horsell Jarmyn & Sons Pty Ltd, Jacobs Dairy Produce Co. Ltd, W. Jacobs Ltd, Laubman & Pank Audio Visual Pty Ltd, National Bank of A'sia Ltd, National Paper Industries, Nu Farm Rural Products Pty Ltd, Parbury Pools Pty Ltd, Rosefield Smallgoods Pty Ltd, Schrader-Scovill Co. Pty Ltd, Soltec Industries Pty Ltd, Spartan Battery Co. Ltd, SOLA, Sun-specs, L. S. Wise Ltd.

FOOTE, CONE & BELDING PTY LTD, 47 Greenhill Rd, Wayville, 5034. Phone 72-2755. Telex 82437. Telegrams Brigade.

Adelaide directors: R. W. Griffiths (chrmn), R. Mowat (mngr), J. W. van der Linden (secy), G. L. Mann (prod. mngr).

Accreditation: AMAA.

Clients: British Tube Mills (Aust.) Pty Ltd, BTM Agencies Pty Ltd, Bundy Tubing Co. (Aust.) Pty Ltd, Richard Burton Motors, Chrysler Australia Ltd, Dale Carnegie Courses, Electricity Trust of SA, IPEC Aust. Ltd, IPEC Removals, Lawlors Pty Ltd (Anti-corrosion, Carpet Care, Pest Control), Mases Meat Co. Pty Ltd, Normans Home Furnishers Pty Ltd, Saints Ltd, SA Clay Brick Assn Inc., Sapphire Engineering, SAATAS, SA Woods and Forest Dept, Television Broadcasters Pty Ltd.

FORTUNE (AUST.) PTY LTD, 135 South Terrace, Adelaide, 5000. Phone 51-7327. Telegrams Fortaust.

Executives: R. Daniel (mngr), H. Davy (media mngr), M. Hunt (prod. mngr).

Accreditation: AMAA.

Clients: Refer to Sydney entry.

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

Executive: G. Huntley (mngr).

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

Clients: Australian Labor Party (SA) Branch, Beta-Frame Constructions Pty Ltd, Barossa Co-operative Winery Limited, Coco-Cola Bottlers (Adelaide) Pty Ltd, Crippled Children's Association of SA Inc., Extruded Metals Pty Ltd, International Beverages (B. Seppelt & Son Pty Ltd), Krunchi Krisps Pty Ltd, Lebel (Australia) Ltd, Arndale (Marion) Pty Ltd, Martens & Marshall Pty Ltd, Philips Electrical Pty Limited, South Australian Telecasters Pty Ltd, South Australian Institute of Teachers, Sid Smart Constructions, S. Smith & Son Pty Ltd, Trans Australian Airlines, United Motors Limited, Wadlow Pty Ltd, F. J. Wadham & Son Pty Ltd.

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

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

Executives: G. L. O. Dickie (art dir), H. E. Aubert (secy).

Accreditation: MCA.

JOHN R. LEVY ASSOCIATES PTY LTD, 325 Wakefield St, Adelaide, 5000. Phone 23-4611 (3 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 (chrmn), A. B. Kinnear (mng dir), J. R. Martin (secy), J. B. Jarvis.

Executives: J. B. Jarvis (art dir), R. W. Berresford (radio & TV mnggr), B. A. Wishart, Mrs C. E. Boland (radio and TV producers), B. E. Lehane, B. R. Gough, P. Richards, J. J. Whiting, N. H. Murrice, J. Dunn (acctnt execs), G. Nunn (copy), J. L. Riordan (prod. mnggr print), K. J. Blackwell (prod. mnggr press), C. T. Verheyen (acctnt), Mrs B. McConnell (media).

I'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, 5th Floor, ABC House, 177 Edward St, Brisbane (2-3419); Arthur Collett Advertising, Yorkshire House, 194 St George's Terrace, Perth (21-6396).

Accreditations: AMAA, NPA of NZ.

Clients: Addison Motors Pty Ltd, Adelaide Cement Co. Ltd, Adelaide Development Co. Pty Ltd, Adelaide & Wallaroo Fertilizers Ltd, Bagot's Executor and Trustee Co., Automatic Carwash (Adelaide) Pty Ltd, BEA Motors Pty Ltd, W. Brown & Sons Pty Ltd, Central Australian Airways Pty Ltd, William Sharlic Pty Ltd, Chessar Cellar Pty Ltd Dalgety-NZL Ltd (Shaw Savill), Dalgety Trading Co. (SA) Pty Ltd, David Cornell Pty Ltd, Deposit & Investment (Co.) SA Pty Ltd, E. M. Dollard Pty Ltd, Gerard Industries Pty Ltd, G. Gramp & Sons Pty Ltd, Guild Insurance Co. Ltd, Hills Distributors Pty Ltd, Hills Industries Limited, Good Neighbour Council of SA, L. J. Hooker (SA) Pty Ltd, Industrial Sales & Services (SA) Ltd, Investment & Merchant Finance Corp. Ltd, Iplex Plastic Industries Pty Ltd, Jarmans Pty Ltd, Laphornes Pty Ltd Kinnaird, Hill, de Rohan & Young, Lasscock's Nurseries Ltd, Liberal & Country League, E. P. Matthews Pty Ltd, Megaw & Hogg Pty Ltd, Modern Bride Pty Ltd, National Mutual Life Association, Northern Territory Tourist Bureau (SA, WA, Tas. & NZ), Onkaparinga Woollen Co. Ltd, Paramount Machinery Co. Pty Ltd, R.D.C. Projects (SA) Pty Ltd, Port Adelaide Racing Club Inc., Post Graduate Foundation in Medicine, Rentelex Ltd (a division of the Cornell Trust), Rinder Pty Ltd, Wells & Co., Salvation Army, SA Road Safety Council, A. E. & R. V. Trim, SA Rubber Mills Pty Ltd, The Savings Bank of South Australia, J. W. Taylor & Sons Pty Ltd, Taylor Speed Wholesale Pty Ltd, Taylor Speed Distributors Pty Ltd, Tanks Pty Ltd, Thwaites Ltd, Timber Preservation Co., Todd, Rymill, Lloyd & Co., Tyre-Lug (SA) Pty Ltd, Visador (Aust.) Pty Ltd, Western Assurance Co., Wiles Steel Structures Pty Ltd, Williams Beverages Pty Ltd.

MONAHAN, NEATE & ASSOCIATES PTY LTD, 139 Anzac Highway, Kurrallat Park, Adelaide, 5037. Phone 97-3388 (6 lines). **Directors:** Deryck Monahan, Jack Neate, W. McDougall (secy), Barry Stewart.

Accreditation: AMAA.

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

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

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

Accreditations: AMAA, NPA of NZ.

South Australian member of NAS (Australia) Pty Ltd, an integrated organisation of member agencies providing national advertising service in Australia and New Zealand.

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

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

O'seas Bureaus: London, New York.

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

Directors: A. B. Paine (chrmn), J. L. Paine, D. M. Porter.

Executives: B. Staples (prod. mnggr), Miss G. Butterworth (media mnggr).

Accreditation: MCA.

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

Manager: R. Bruce Lockwood.

Media manageress: Miss M. Buck.

TV/radio manager: G. V. Oliver.

Directors: I'state repr., accreditations: See Melbourne entry.

Clients: Allan's Limited, Austral Pacific Export-Import Co., AMP Society, Bank of NSW, Berger Paints SA Pty Ltd, Berri Fruit Juices Co-operative Ltd (SA and packaging), Cellulose Australia Ltd, Clyde-Apac Limited, E. Daniel & Co. Pty Ltd, F. H. Faulding & Co. Ltd, Furness Ltd, General Motors-Holden's Pty Ltd, Kinhill Group of Companies, Kosset Carpets Ltd, Leopin Import Co. Pty Ltd, George Lloyd Constructions, Lloyds Timber

Mills Ltd, Lloyds Building Supplies Co. Ltd, Lloyds Transportable Homes & Rural Buildings, John Martin & Co. Ltd, J. Metters Pty Ltd, Monier Group (Monier Besser Pty Ltd, divisions of Monier (SA) Pty Ltd, Monier Prestressed Concrete, Monier Tillett, Monier Roof Tiles), Nilsen Electric (SA) Pty Ltd, Peel Antique Furnishers Pty Ltd, Prestwood Pty Ltd, Raven Products, B. Seppelt & Sons Pty Ltd (Export), 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.

I'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, Chrysler Australia Ltd, R. W. Clampett & Co. Pty Ltd, Custom Credit Corporation Ltd, Davitt Ford Pty 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, National Health Services Association of SA Ltd, Parbury Henty (SA) Pty Ltd, Passiona Bottling Co. (Melb.) Pty Ltd, Peters Ice Cream (SA) Pty Ltd, Geo. Pizze & Sons (SA) Pty Ltd, Repco Auto Parts Pty Ltd, Rialto Pty Ltd, David Shearer Ltd, John Shearer & Sons Ltd, Simpson Pope Ltd, Spencer Roberts Pty Ltd, State Motors Pty Ltd, Tasmanian Government Tourist Bureau, C. Tomlinson & Sons Pty Ltd, 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 (mnggr).

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), C. Roantree (exec. dir), D. M. Cain (secy-mnggr), L. C. Biddle (prod. dir).

Associate directors: L. R. Bambridge, B. M. R. Gamlin (media).

Executives: F. P. Grimley, G. L. Mitton, P. R. Mark, R. Lange, P. Seal, R. John, R. Buckley (radio & TV).

Accreditation: AMAA.

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

Clients: Austral Sheet Metal Works Ltd, Bugden Jewellers Ltd, City Motors Pty Ltd, City Supplies Pty Ltd, Commando Products Aust., Cooper & Sons Ltd, G. W. Cox Ltd, Eddy Ltd, G. Edgell Ltd, Elder Smith, Goldsbrough Mort, F. H. Faulding & Co. Ltd, Federated Pharmaceutical Guild of Aust. (SA Branch), Finsbury Sales & Service Pty Ltd, D. & J. Fowler Ltd, Hains Hunkin Ltd, Geo. Hall & Sons Ltd, Hamilton Ewell Vineyards Pty Ltd, Rick Hosking Motors, Marrick Pty Ltd, Mutual Hospital Assn, Royal Agricultural & Horticultural Society of SA Inc., Rubery Owen Holdings, SA Farmers Co-op. Union Ltd, Short Galligan Pty Ltd, Tip Top Bakeries Holdings Pty Ltd, Tubular Steel Industries 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. Cawrse, L. J. Preston.

Executives: M. H. Wilde (mng dir), J. Cawrse (acct dir), K. E. Gorey (media mnggr), R. Cayzer (creative dir), B. Smit (TV prod.), R. J. Keay (prod. mnggr).

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: See Melbourne entry.

WALKER ADVERTISING PTY LTD, 17 Currie St, Adelaide, 5000. Phone 51-6625. **Accreditation:** AMAA.

Clients: E. Anders & Sons Pty Ltd, Bowleys Furniture Emporium, Colin Smith Ltd, Chittleboroughs, Camelec Ltd, C. A. Darwent & Son, Ezyfeed Poultry Equipment Pty Ltd, Wm Haughton & Co. Ltd, A. J. Higgins Pty Ltd, Hubbards Pty Ltd, Kemp's Nur-

series Pty Ltd, H. E. Knight Ltd, Malcolm Reid & Co. Ltd, N. & D. Morse, Martin Distributors Pty Ltd, Noblett Furniture Mfg Pty Ltd, Reids Ltd, Robb & Wraight Ltd, A. Ross & Son Pty Ltd, Sellick's Furniture House Pty Ltd, James Smith Pty Ltd, Solomons, Waterman's Pty Ltd.

WESTERN AUSTRALIA

ADCRAFT SERVICE PTY LTD, Queensland Insurance Building, 178 St George's Terrace, Perth, 6000. Phone 23-2596.

Managing director: J. A. Mercer.

Manager: V. P. Pocklington. **Group directors:** M. Chiswell, A. Barker. **Radio-TV manager:** J. Lewis. **Account executives:** K. Gloster, J. Ray, D. Duncan, R. Hickson, B. Taylor. **Art dir:** G. Davies.

Accreditation: AMAA.

Clients: Amalgamated Wireless (A'asia) Ltd, AMCAP (Timber Development Assoc.), Anchor Foods Pty Ltd, Australian Liquid Air (WA) Pty Ltd, Barnett Bros Pty Ltd, Bennett's Elite Supply Co., Berger Paints WA Pty Ltd, Boy Scouts Assoc., British Motor Corporation (Aust.) Pty Ltd, Broken Hill Pty Co. Ltd, Brownes Dairy Pty Ltd, Bunning Bros Pty Ltd, Cancer Council of WA (Honorary), Charlie Carter Pty Ltd, City Motors Pty Ltd, City Motors Scarborough Pty Ltd, S. W. Clarke Pty Ltd, Coca-Cola Bottlers (Perth) Pty Ltd, Comet Motors 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, Letoni's, Monier Tile Co. (WA) Pty Ltd, R. Moore & Sons (1965) Pty Ltd, McLean Bros & Rigg Ltd, Notts Pharmacies, Nylex Corp. Ltd, Olympic General Products (WA) Ltd, Perrott & Son Pty Ltd, Perth Photographics Pty Ltd, Perth Sports Depot Pty Ltd, Peters Ice Cream (WA) Limited & subsidiary companies, Pink Pages Publicity (WA), Radio Centre (6PR/TZ/CI), Rizla Cigarette Papers (Aust.) Pty Ltd, Royal Aero Club of WA Inc., Royal Agricultural Society of WA Inc., Smyth & Hickman Pty Ltd, The Cab Company of Australia Pty Ltd, Underwood Business College, W. G. Waldie Pty Ltd, Watson Enterprises Pty Ltd, Welding Enterprises, Wesfarmers Kleenheat Gas Pty Ltd, Western Motor Company Ltd, Wilcox Mofflin Ltd, Winterbottom Motors Pty Ltd, Winterbottom Tractors Pty Ltd, Wizard Photos, Worths, Australian Watching Co. (WA) Pty Ltd.

BEAN-BIRRELL ADVERTISING PTY LTD, 54 Millpoint Rd, South Perth 6151.

Phone 67-4827. Telegrams Bean-Cross, Perth.

Directors: H. L. Bean, E. I. Cross, G. Klauz, M. Boon, A. Hollins.

Company secretary: G. Klauz.

Executives: H. L. Bean (mng dir), E. I. Cross (media), G. Klauz (acctnt), T. Hollins (radio & TV), M. Boon (press).

Accreditation: AMAA.

Clients: Archie Martin & Sons, Australian Hotels Association, Botts Chemists, Country Party of WA, Dairy Products Marketing Board, Ezywalkins, Forminex, Frank Whites Shoe Store, Golden Mile Aerated Waters, Hospital Benefit Fund of WA, Howard Motors, Howard Porter, John Mott Motors, Kevin James, Kurths Rubber Stamps, Lindsays the Jewellers, Lockyer Simpson, Lotteries Commission of WA, Mastercut Meat Promotions Co. Ltd, Midland Brick Co., Monarch Laundry, Perpetual Trustee Co., Perth Building Society, Perth Gas Centre, Porter Motor Co, Sun-times Broadcasters Ltd, Mott Honda Pty Ltd, Simpson Aviation, Swan Television Ltd, H. Rayner & Co., State Government Insurance Office, Western Livestock Ltd, Whitakers.

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

Directors: A. Collett, A. J. Roberts (gen. mngr).

Executives: R. Morris, D. K. Brindley.

Accreditation: AMAA.

Clients: Agricultural Parts Supply, Alberts Bookshop, Apple & Pear Publicity, Ajax Plaster, Bailey & Son, Bank of New South Wales, Bradford Insulation (WA), Burnell & Co., Burns Philp & Co., Ceiloyd, Chamber of Automotive Industries, Commercial Colleges Assoc., Commercial Union Insurance Co., Consolidated Office Machines, Edwards Business Machines, Edwards Secretarial College, Evans Deakin, Flower Davies & Johnson, General Agency, Gibsons Confectionery, Guardian Assurance, Hills Industries, Hydronix Equipment, Richard Klinger, R.A.C., Scott Bonnar Australia, Shack Motors, Sharps Tobacconists, Silverson Distributors, Tomlinson Steel, Town & Country Building Soc., United Hardware, Warman Equipment, WA Sporting Car Club, Wentworth Motors, West End Motors, WZI Investments, Millard Marine, 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., T. B. Haygarth, F. Mathews (art dir).

Accreditation: AMAA.

Clients: Atkins (WA) Ltd, Barney Silbert & Co., Brambles Holdings Pty Ltd, T. M. Burke Pty Ltd, Bush Fires Board, Cardup

Metro Bricks Pty Ltd, Craiks Pty Ltd, Dalgety Trading Co. Pty Ltd, W. Drabble Ltd, Duncan Motors Pty Ltd, Liberal Party of Australia (WA div.) Inc., Lockes Furnishers, Nevarda Shirt Co. Pty Ltd, T. & M. Ogilby Pty Ltd, Pearlman's West End, Perth College of Music, Premier Motors Pty Ltd, Thomsons Pty Ltd, WA Egg Marketing Board, WA Trotting Association.

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

Executives: J. V. Finney, Phillis N. Martin (partners).

Accreditation: WA Provincial Press.

Clients: K. H. Adams & Co., Andy's Hardware, R. B. Baker & Co. Pty Ltd, Beam Service, Bell Bros Pty Ltd, Carlton Hotel, Caston & Caston, D. W. Custer Pty Ltd, Delta Eclipse, Mr. Ernest Hair Stylist, Fremantle Surplus, Friendly Society Pharmacy, Frooms Blind and Awning Co., O. F. Gamble Pty Ltd, S. Glance Pty Ltd, Gradys Cycles, Hemphill-Honda, Ingrams Batteries, Kwinana Realty, Leederville Motors, J. & E. Ledger, J. & E. Ledger (Sales), La Classique, H. & M. McDonald, McGay & Co., Mills Electrical, D. K. Northover & Co., G. S. Murray Pty Ltd, Parlorcars (WA) Ltd, Peerless Emulsion, Producers Manufacturers Pty Ltd, Ramsay Thermal Appliances, Roby & Co. Pty Ltd, Richards Electrical, Rochelle Fashions, Rod Evans Stores, Roland & Co., Saggars Shoe Salon, Taylors Sports, Tractor Enterprises, Transerve Electronics, A. D. Urquhart, Values Pty Ltd, Vaughan Radiators, WA Fibrous Plaster Association, Wemaks, Winslade & Co. Pty Ltd.

GILL, JOHN, ADVERTISING PTY LTD, 38 Mountsbay Rd, Perth, 6000. Phone 21-3357, 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.

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

Executives: D. de V. Hunt, C. D. Gold-Smith, K. D. Mitchell.

Interstate repr.: Jackson Wain & Co. Ltd (all States). **O'seas:** Jackson Wain London, Kuala Lumpur, Singapore, Hong Kong, 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, Cresco Fertilizers (WA) Pty Ltd, EIL Services Pty Ltd, Gilbeys Australia Pty Ltd, Glide Pty Ltd, James Hardie & Coy Pty Ltd, Richard Hudnut, Jason Industries Limited, Jantzen (Aust.) Ltd, S. C. Johnson & Son Pty Ltd, Kayser Pty Ltd, Malaysia Singapore Airlines, Mt Newman Mining Co. Pty Limited, Orleans Farms Pty Ltd, Parker & Co., Peter Stuyvesant, Pyrox Limited, Qantas Empire Airways, RDC Constructions (WA) Pty Ltd, Realty Development Corporation, Rice Board of Australia, Rothmans of Pall Mall (Aust.) Ltd, Rottnest Island Board, Simpson Pope Limited, Sunday Times (Western Press Limited), Sunnywest Co-operative Dairies Ltd, Sunnywest Ice Cream Pty Ltd, Tea Council of Australia, Thiess Sales (Toyota Trucks), W.A. Salvage Co. Pty Ltd, White Wings, William Adams & Company Limited.

LORECK-STRONG PUBLICITY PTY LTD, Graphic Hse, 469 Hay St, Perth, 6000. Phone 21-7023, 21-9496.

Directors: M. J. Strong, J. G. Loreck.

Accreditation: AMAA.

Clients: AMC, BP Aust. Kwinana Pty Ltd, Evangelista Bros, Australia & International Insurances Ltd, Associated General Insurances, Harman Dean Pty Ltd, Bart Shroy & Cohen Homes, Concrete Service Co., Dannel & Gollop, W. T. Chamberlain Pty Ltd, P. A. Samuels Pty Ltd, Chic 'n Take, Tuckeys Port Hotel, Datscars Pty Ltd, Harburn A. & Sons, P. C. Freiberg Pty Ltd, Rep Sales Pty Ltd, Houlahans Services, K. Sullivan & Associates, La Cava's Building Co., La Tenda Restaurant, Knights of the Southern Cross, Hypope Pty Ltd, La Spina Filippi Pty Ltd, Bayswater Hire Cars, Ocal Industries, Welded Mesh Pty Ltd, Murray Lodge, Gardner Bros & Perrott, Parry's Dept. Stores, Future Homes Pty Ltd, Pollocks Smallgoods, S. Costello, Realty Enterprises, Marquis Motel, Retail Finance Pty Ltd, Rosehill Countryclub, Southport Realty, Supa Furn. Industries, Tyre Wholesalers (WA) Pty Ltd, Wittenoon Traders, Dudley & Dwyer Ltd, Consolidated Products, Filross Development Co., B. Coppin Pty Ltd, Head Wrightson Pty Ltd, Les Friday Pty Ltd, D. C. Perrott, Segal Furnishers, Universal Tyres, Venezia Caterers, Widderscope Estate Agency, Magna West Pty Ltd (Group of cos).

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

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

NAS (Aust.) members: NAS (Sydney) Pty Ltd, NAS (Melbourne) Pty Ltd, NAS Mac-

namara (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, Betta 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 Airservices Pty Ltd), Faulls Pty Ltd (Landrover & Rover Car Distributors), Fischer, Hugo Pty Ltd, Goode Durrant & Murray Ltd, Hicks Aviation, Hicks Airlines Pty Ltd, Landall Construction & Development Coy Ltd, Lanes (WA) Pty Ltd, Lloyd & Co. Pty Ltd (Skoda, Volvo & Dennis distributors), Malvern Star Stores, Mazzucchellis Jewellers, McPherson's Limited, Merks H. & C., 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, Vox Adeon Nicholsons Pty Ltd, WA Sheep Showering Co. Pty Ltd, Westralian Plywoods Pty Ltd, Wilberforce, J. H. & Co.

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, Barrett Carpet & Furnishing Company, Barrow Linton Western Live Stock Pty Ltd, Bentley's Hardware Pty Ltd, 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, Davis Roofing, Frigadaire Ltd (WA only), Hills Cold Stores Pty Ltd, Houghton's Motor House Ltd, Houghtons Tractors and Machinery Pty Ltd, Leslyn Homes Pty Ltd, Lynas Motors Pty Ltd, Macy's Fashion Salons, Mastermix Feeds, Mayne Nickless Ltd (WA only), McFarlane & Burns, Mercer Mooney Produce Co., Mooney, R. N. Pty Ltd, Nite-Owl Truck Repairs, 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, Swansea,

Swift & Co. (Trading) Pty Ltd, United Fertilizers and Chemicals Pty Ltd, Universal Milling Company, WA Metallurgical & Chemical Pty Ltd, WA Tractor Co. Pty Ltd, Wesfarmers Tutt Bryant Pty Ltd, Western Business Machines Pty Ltd, Westock Merchandise Pty Ltd.

PARKES ADVERTISING PTY LTD, 234 Stirling St, Perth, WA, 6000. Phone 28-6944.

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

RIGBY-DAVIS ADVERTISING, 3rd floor, 168 St George's Terrace, Perth, 6000. Box T1644, GPO, Perth, 6001. Phone 21-3216, 21-4428.

Managing partners: John S. Rigby, Frederick John Davis; radio-TV mngr, Kimberley V. Newman.

Accreditation: AMAA.

Clients: Adco Pty Ltd, Reg. A. Bell Pty Ltd, Brian Allen Electrics, Elder Smith Goldsbrough Mort Limited, Elders-GM Travel Service, Lionel John Gellard, Hale School, Harvey Hearing Aids—Harvey Camera Centre Hearn Industries, Hearnsteads, Hi/Ply Pty Ltd, Hunts Poultry Supply, W. O. Johnston & Sons, P. C. Kerr & Associates, Robert Laurie Pty Ltd, Midway Ford Pty Ltd, Neeta Furniture Pty Ltd, Overland Development Corporation, Page Machinery, 'Peephole' Boutique, R & N Trading Co., A. E. Roesner & Son, Snaps Dog Biscuits, Sherwell Manufacturing, Structural Engineering Co. of WA Pty Ltd, Swan Building Society, Swan Quarries Ltd, Sylon International Ltd, Tengems Pty Ltd, Todd Corporation Limited, Vista Corporation, 'Woolawa' Santa Gertrudis Stud.

SMITH, IAN H. & PARTNERS, 4th Floor, "Casablanca", 196 Adelaide Terrace, Perth 6000. Phone 23-2591.

Managing partner: Ian H. Smith.

Accreditation: AMAA.

JOHN TROWELL ADVERTISING, 25 Barrack St, Perth, 6000. Phones 23-1287, 23-1587, 23-4715.

Accreditation: AMAA.

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

Clients: Alfa Romeo Distributors, Attwood Marine Centre, Attwood Motors Pty Ltd, Braemar Engineering (WA) Pty Ltd, Canes & Noels Pty Ltd, Dept. of Industrial Development of WA, Dept. of North West, Elect. Sales, Elvins, Firestone Aust. Pty Ltd, General Agency Co., Holiday Caravans, Industrial Supplies & Consulting Services, Ings Engineering, Joyce Bros (WA)

Pty Ltd, Maxwell, Robinson and Phelps, Mello-Lite Kirsch, Mortlock Ford Pty Ltd, North Brede Motors, Ocean Canning Pty Ltd, Oggi, Osborne Metal Industries, Port Disposals, Premiers Dept., Salvage Disposals, Sandalford Wines, H. G. Seymour, Tropical Traders, Urban Real Estate, Vacations Unlimited.

WA ADVERTISING SERVICES (a member of Adman International), 38 Mill Point Rd, South Perth, WA, 6151. Phone 67-5688, 67-5680.

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

Executives: Valdemars Plato (prod. mngr), John Brewer (art dir), Kay Langoulant (office mngr), L. Richards (traffic control), John Ruwald (snr acct-exec.).

Accreditation: AMAA.

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

Clients: Alroh Sales & Service, Apex Manufacturing Co. Pty Ltd, Bower Timber & Building Supplies Pty Ltd, Corbetts Agencies Pty Ltd, T. W. Crommelin & Co. Pty Ltd, Development Underwriting (WA) Pty Ltd, Diesel Engines & Replacements Pty Ltd, Dunlopillo Pty Ltd, Esperance Glass Service Pty Ltd, Evans TV Rentals, General Electric-Kirby Appliances Ltd, Home Provisioners Pty Ltd, International Fisheries, John Blythe Motors Pty Ltd, Loton Chair Works, Master Dry Cleaners, Mitre 10 (WA) Pty Ltd, Permanent Investment Building Society, Pioneer Quarries (WA) Pty Ltd, Raffles Paints, Retraction (WA) Pty Ltd, Rural Homes Pty Ltd, Sandovers O'Connor Pty Ltd, Sheratons Furniture Manufacturers, Southland Frozen Foods Pty Ltd, R. & N. Statham Ltd, Sydney Atkinson Motors Ltd, Timber Industries Co. Pty Ltd, J. A. Weaver Shoe Co., Wrights Hardware, W. Zimpel Ltd.

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

Directors: William S. Warnock, John Butterworth, Roger Beynon, Peter Jougin, Warwick Barraclough.

Member MAIN, agency network.

Accreditation: AMAA.

Clients: Agricultural Products Pty Ltd, Angus & Coote Acoustics Pty Ltd, Anglican Church, Bairds Limited, "Business Review", Co-operative Wholesale Services, Diamond Foods Limited, M. D. Ferstat & Co., Gascoyne Trading Co. Pty Ltd, Gregory's Pty Ltd, Hawker Siddeley Building Supplies Pty Ltd, Houghton Wines, ICIANZ, "The Independent", James Clay Motors Pty Ltd, Masters Dairy Limited, Outdoors Equipment, Plais-towe Sales Pty Ltd, Professional Scholarships Pty Ltd, R. & I. Bank of W.A., Robertson Holdings Pty Ltd, Lionel Samson & Son Pty Ltd, Smith Allen Pty Ltd, Stramit (1963) Pty Ltd, 6 PM/AM, Valencia Vineyards Pty

Ltd, Watson/Wallis Pty Ltd, Wesfeeds Pty Ltd, Westralian Farmers Co-operative Pty Ltd, Wettex Pty Ltd, Woodyarrup Stud.

A. J. WILLIAMS ADVERTISING SERVICE PTY LTD, 2nd Floor, Casablanca, 196 Adelaide Tce, Perth, 6000. Phone 21-6427. Telegrams Adwill Perth.

Executives: W. P. Mansfield (mng dir), L. M. Bassett (dir), P. S. Maher (radio-TV mngr).

Accreditation: AMAA.

Clients: Astor Electronics, Austral Pacific, Australian Mortgage Investment Ltd, Blue Funnel Line (Centaur), Bond Corporation, Briggs Developments, Carlyle & Co. Pty Ltd, Central Sales & Appliances Pty Ltd, City Building Society, City Construction Pty Ltd, J. S. Corden & Co. Pty Ltd, Dine Out Perth, Eden Estates Pty Ltd, Fini Homes Pty Ltd, Food Products of Australia, Freecorns Pty Ltd, J. Gadsden Pty Ltd, Golden West Aerated Water Co., Heating Sales Pty Ltd, Ilford Aust. Pty Ltd, N. J. Kane & Co., Kevron Photographics Pty Ltd, Kimberley Finance Corporation Pty Ltd, J. Lysaght (Aust.) Pty Ltd, MacRobertson Miller Airlines Ltd, W. G. Manners & Co., McCormick Kirkby Pty Ltd, Metalux Industries Pty Ltd, Mills & Ware Biscuits Pty Ltd, Ocean View Pty Ltd, Pharmaceutical Service Guild of WA, Philips Electrical Pty Ltd, Procera (Aust.) Pty Ltd, Shell Co. of Aust. (WA only), Simpson Steel Structures, Skinners Pty Ltd, Skipper Machinery Ltd, State-side (WA) Pty Ltd, Sydney Anderson Automotives, Ross & Galloway Pty Ltd, United Buying Associates, Watsons Foods Pty Ltd, Westralian Soaps Pty Ltd, WA Savings & Building Society.

ROBERT WOODS ADVERTISING, 127 Hill St, East Perth, 6000. Phone 23-1497, 23-4228.

Executives: H. R. Woods, G. McGrath.

Accreditation: AMAA.

TASMANIA

BANKS ADVERTISING PTY LTD, 70 Sandy Bay Road, Hobart 7000. Phone 2-4768, 23-1678. Telegrams Banksad.

Directors: R. T. Banks, A. C. Tweedie. **Executives:** R. T. Banks (mng dir), A. C. Tweedie (art dir), P. R. Richman (radio-TV mngr), G. Pitt (accnts), O. A. Darby.

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), Eric of Hadley's Hairdressing Salon, Hobart Building Society, Kemp & Denning Pty Ltd, Launceston Savings, Investment and Building Society, Moonah Furniture Supermarket, J. T. Soundy & Co. Ltd, Sparco, 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: G. Andrews (L'ton), J. Bowly (assoc. dir), J. Bessell (media), R. Butler (accnts), M. Pearce (prod.).

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, Directorate of Industrial Development, Duck River Co-op. Butter Factories, Electrolytic Zinc Co. of A'Asia Ltd, Golden Crumpets (Tas.) Pty Ltd, Hydro Electric Commission, A. V. Jennings

Industries (Aust.) Ltd, Mathers The Carriers, Medhurst Limited, Murex A'asia Ltd, Pharmacy Guild, 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 (TVT-6), Traders Pty Ltd, Webster & Woolgrowers Ltd, Wrest Point Hotel. Launceston office: Abbotts Pty Ltd, David Lewis Motors Pty Ltd, Dornaufs Pty Ltd, Four Roses Co., Four Square Stores, J. & T. Gunn Pty Ltd, Launceston Bank for Savings, Reeman & Manning.

OVERSEAS

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

CRAWFORD, W. S., LTD, 233 High Holborn, London, WC1, England.

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

National, interstate and large-scale State advertisers



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

Man. dir: H. F. 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.
Agency: J. Walter Thompson Ltd.
O'seas Repr: Addis Ltd, England.

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

ALBERTO-CULVER COMPANY, 104-108 Mount St, North Sydney, NSW, 2060. PO Box 111, North Sydney. Phone 92-5876. Cables Spragsam, Sydney.
Operations: Manufacturers VO5 products 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.

ALCOA OF AUSTRALIA LIMITED, 155 Queen St, Melbourne, 3000. Phone 67-6581. Telex: Alcoa AA30446.

Directors: Sir Lindesay Clark (chrmn), J. C. Bates, R. L. Bowlby, W. D. Brookes, J. R. Burt, J. Darling, W. H. K. George, J. Chester Guest, 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 mngr), J. C. Shimmmin (advgt mngr), N. R. Hall (PR mngr), B. G. Brett (secy).

Products: Aluminium and alumina.
I'state repr.: Headquarters—155 Queen St, Melbourne, 3000, smelting and fabricating plant. PO Box 460, Geelong, Vic., 3220 (F. O. Shepherd); mining and refining plant—Kwinana, PO Box 375, Fremantle, WA, 6160 (R. E. Whitson).

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 Kermeade St, North Adelaide, 5006. WA—4-6 Bennett St., Perth, 6000.
Agency: Masius Wynne-Williams (Vic.) Pty Ltd.

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), T. K. Rao (asst mngr, A'sia), F. B. Rush (area sales mngr).

Company's operations: International airline.

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, Sydney, 2000. Phone 25-6861.

Principal executives: N. H. Barker (mngr Western region), John C. Owen (sales mngr, Aust.), Peter J. Davidson (press & information officer, Aust.).

Operations: International airline.

Agency: Coudrey-Campbell-Ewald.

I'state repr.: 45 King William St, Adelaide (51-3029); 239 Adelaide St, Brisbane (31-2548); Moresby House, London Circuit, Canberra (48-0147); 260 Collins St, Melbourne (63-2554).

O'seas repr.: Head office: Airways Hse, 103 Customs Street East, Auckland, New Zealand.

ALITALIA, AGC House, 124 Phillip St, Sydney, 2000. Phone 211-1599.

Executives: U. Zaccheo (regional mngr for Aust., NZ and the South West Pacific), A. Lorenzo (mngr, Eastern division, Aust.), M. Resch (advgt and sales prom. mngr).

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

Agency: Berry Currie Advertising.

International agency: CPV (Milan).

I'state 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 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 division, 554 Parramatta Rd, Ashfield, 2131. Phone 71-0891.

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. Radio and TV receivers, radiograms and car

radio audio products and tape recorders.

I'state repr.: 163-173 Queen St, Melbourne (67-9161); 70 Merivale St, South Brisbane (41-631); 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), F. A. Cassel (admin. dir), M. I. Smith (mnfg dir).

Principal executives: C. S. Overton (marketing mngr), V. J. Connell (employee relations mngr), J. H. Adair (supply and transportation mngr), L. O. Barnes (advgt mngr).

Operations: Manufacturers and marketers of refined petroleum products.

Agency: M&A Marketing & Advertising
I'state 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: L. J. Thompson (chrmn), P. J. Adams, W. M. Leonard (deputy chrmn, mng dir), A. E. Harris, C. D. Saxton, W. G. Hall, S. W. Thorpe, W. K. Olver, R. C. H. Mason, Sir H. R. Raggatt, CBE.

Executives: A. E. Harris (chief gen. mngr), R. C. Mason (gen. mngr marketing), R. R. Champtaloup (gen. mngr transportation & supply), J. Patterson (gen. mngr planning & development), S. N. Nash (gen. mng. exploration & production), M. Willcocks (gen. mngr—refineries), R. M. Binsted (secy), N. Malone (treasurer).

Products: Petroleum.

Branch offices: Buchanan St, Balmain (82-0233); Elizabeth St, Tighes Hill, Newcastle (61-4511); Ampol Petroleum (Vic.) Pty Ltd, 792 Elizabeth St, Melbourne (34-0466); Ampol Petroleum (Qld) Pty Ltd, 44-46 Herschel St, Brisbane (31-2711); T&G Bldg, Flinders St, Townsville (5636); 2 Elder St, Birkenhead, SA (49-6991); 220 St George's Terrace, Perth, WA (23-1725); 336 Elizabeth St, Hobart, Tas. (3-1671).

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

Agency: Compton Advertising Australia Pty Ltd.

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

Directors: W. P. Johnson (chrmn), 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.

I'state 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.

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

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

I'state Repr.: Own offices all States.

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

Agency: Jackson Wain & Co. Pty Ltd.

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

Directors: E. L. Ansell (chrmn), 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 Distributors (NSW) Pty Ltd, 45-47 Farr-st, Marrickville, NSW (56-8545); Ansell Dist. Pty Ltd, Chinner Ave, Adelaide (71-2466); Ansell Distributors (Vic.) 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 M. Ansett, KBE (chrmn), R. L. Cooper, F. Pascoe, C. A. MacDonald, H. W. Poulton.

Executives: F. Pascoe (gen. mngr), E. J. Forrester (asst gen. mngr), Capt P. J. Gibbs (operations mngr), J. A. North (commerc. mngr), A. Flanders (finance mngr & secy), J. R. Fowler (planning mngr), G. S. Drury

The BIG DB Melbourne
No.1 in Men
Monday to Sunday

(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.

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; 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 Ltd, 194 St Georges Terrace, Perth, WA; Ansett Hotels Pty Ltd, 489 Swanston-st, Melbourne; Barrier Reef Islands Pty Ltd, 16 Ann-st, Brisbane; Ansett Freight Express, New Footscray Rd, Footscray, Vic.; Pioneer Tourist Coaches Pty Ltd, 489 Swanston St, Melbourne; Ansair Pty Ltd, Melbourne Airport, Essendon, Vic.; National Instrument Co. Pty Ltd, Melbourne Airport, Essendon, Vic.; Aviation Engineering Supplies, 465 Swanston st, Melbourne; Electronic Navigation Ltd, 8 Pollen-st, Auckland, NZ; Austarama Television Pty Ltd, Springvale-rd, Nunawading, Melbourne; Ansett General Aviation Pty Ltd, Bankstown, NSW; Ansett Motors Pty Ltd, 210 Grey-st, Hamilton, Vic.; Provincial Motors (Bendigo) Pty Ltd, 123 High-st, Bendigo, Vic.; Mildura Buslines Pty Ltd, 98 Seventh-st, Mildura, Vic.

Directors: Sir Reginald M. Ansett, KBE (chrmn and mng dir), R. Moore, Air Marshal Sir G. Jones, J. N. Lord, Sir D. Copland, E. R. Griffin.

Executive directors: F. Pascoe (aviation), R. L. Cooper (finance, hotels & mnfg), H. J. Clappison (trading), C. MacDonald (road services), Dr. H. W. Poulton (policy).

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

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

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

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

ARNOTT, MOTTERAM, MENZ PTY LIMITED, head office, Galway Avenue, Richmond, SA, 5033 (97-1088); 82 Wakefield St (23-6311). After hours (97-1201). Telegrams Mabis, Adelaide.

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

ARNOTT'S BISCUITS PTY LIMITED, 170 Kent-st, Sydney. 2000. Phone 27-3772.

Product: Biscuits.
Agencies: George Patterson, USP-Benson, Lintas.

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

Executive: Roger Montagu (mngr).
Products: Arrow shirts, sport shirts, Arajamas, Arastrides.

Agency: Jackson Wain.
I/State Repr.: Arrow Shirts Pty Ltd, all States.

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

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

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

Company's operations: Battery manufacturers and distributors. Brands: Exide, Vesta, Masse, Tudor batteries; Prestolite spark plugs; Abmal automotive accessories & 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. Telegrams Aspulpaco, Melbourne.

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 (mng dir.), M. L. Baillieu, E. Cohen, A. W. Stewart.

Executives: J. J. Graham (op. mngr), R. L. Stock (commercial mngr), 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. Atlatoys, Melbourne.

Directors: G. S. Palmer (chrmn), E. T.

Bazely (dir), K. R. Hutchens (mng dir), T. M. Schirrmann (tech. dir).

Principal executives: G. J. Harland (mngr), L. S. Black (Aust. mrktg mngr), G. K. Hutchens (Aust. sales mngr), Barry Michael (dir of advtg services), W. N. Richardson (secy 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; Mr Peter C. Goff, Los Angeles; Mr Alex Shapiro, London.

AUSTRAL SWISS TEXTILES PTY LIMITED, 34 Victoria-rd, Marrickville, 2204. Phone 51-4348. Telegrams Janilaine.

Director: J. T. Lansky.
Product: Knitted jerseys.

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

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

Gen. mngr: C. H. Rennie.
Service: Banking.

Agencies: John Clemenger Pty Ltd, O'Brien Advertising (Vic.) Pty Ltd.

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

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

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

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).

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

Agency: George Patterson Pty Limited, Sydney.

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

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

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

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

Products: Glass containers, glass tubing, Sheet and figured rolled glass, Crown Lighting, Crown Pyrex, Crown Glassware, ACI Fibreglass, Garnite piping, laminex and panelite decorative laminated plastics, Evastrong corrugated containers, Gerflex flexible vinyl tiles and sheet.

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

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

Sales promotion manager: A. Watkinson.
Publications: The Australian Women's Weekly, Daily and Sunday Telegraph, Bulletin.

Agencies: J. Walter Thompson, Jackson Wain.

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

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

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

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

Agency: Aldwych Advtg.

The BIG DB Melbourne
No.1 in Women Monday to Sunday

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. secty), 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).

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

Agency: Castle Jackson Advertising Pty Ltd, Melbourne.

AUSTRALIAN FERTILIZERS LTD (Greenleaf Fertilizers Ltd & Shirleys Fertilizers Pty Ltd), Goldfields Hse, 1 Alfred St, Sydney, 2000. Phone 27-8851. Telegraphic "Phosphoric".

Directors: E. P. Sanford (chrnm), L. C. Bridgeland, K. E. Gibson, 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), H. A. Peterson (mktg mngr), P. A. Bryant (advtg executive).

Company's operations: Fertilizers for both primary production and domestic consumption.

Agency: Sellers/Phillips/Scott, 74 Pitt St, 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.

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: S. F. Rust (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 MOTOR INDUSTRIES LIMITED, 132 Cook St, Port Melbourne, 3207. Phone 64-0221. Telegrams, Amity, Melbourne.

Product: Motor vehicles.

Agencies: Rambler, Triumph cars, Zetor and Muir Hill tractors, Laurie, Sommers & Warden Advertising; Toyota, Masius Wynne Williams (Vic.) Pty Ltd.

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

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

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

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

Agency: Compton Advertising Australia Pty Ltd.

I/state Repr.: Branches all States.

AUSTRALIAN NATIONAL LINE (Australian Coastal Shipping Commission), 73-79 Riverside Ave, South Melbourne, Vic. 3205. Phone 62-4671. 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), K. M. Hadden (dep. gen. mngr), G. Griffiths (asst gen. mngr).

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 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 (tech dir), P. E. Hull (commercial dir), R. B. McMullan (marketing dir), J. T. O'Keefe (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 (mngr), 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. mngr), W. P. Maher (dir of operations), P. G. Trethewey (dir of marketing), M. R. Hamilton (dir of truck rentals), B. A. Smeed (dir of customer services), W. W. Cavanough (advtg mngr), P. W. Wilson (sales mngr).

Operations: Car and truck rentals and leasing. Air charter and Dunk Isle.

Agency: Lintas International.

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

Directors: W. C. A. Starling (chrnm), 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: J. H. Hurt (mngr paper dept), J. Stearman (machinery division mngr), J. T. Adams (advtg mngr).

Products: Writing & printing papers &

boards, wrapping & packaging papers, stationery, ropes & twines, printing machinery & equip., sports netting, Service brand sports netting, Bouncinette products, Character, Bond, Starling papers and stationery products, Ballaren 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 (50-2021); 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, 20434.

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: R. W. Norman (gen. mngr), A. de V. Stewart-Richardson (deputy gen. mngr), R. B. Prowse (chief mngr, development & mktg div.), C. W. B. Pike (advtg mngr).

Services: Banking, investment & travel services.

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

I/State Repr.: Branches all States. **O'seas:** Branches London, NZ, Papua, New Guinea, Fiji, Nauru.

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

Directors: O. S. Semmler, R. B. Schiller, N. E. Kurtz, A. E. Materne, R. L. Schultz.

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

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

Agency: Hansen Rubensohn-McCann Erickson Pty Ltd.

State branches: Kaiser-Stuhl Wines, Adel.; Barossa Co-op. Winery Ltd, Sydney.

The BIG DB Melbourne Breakfast No.1 in Men Monday to Sunday

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.

Directors: A. H. Gunn, C. K. Herz, J. Bartos, V. Klvac, K. P. Rees.

Executives: A. H. Gunn (mng dir), J. Boublik (admin. officer), G. Stevenson (mktg mgr).

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: Compton Advertising Pty Ltd.
I/state repr.: Adnam & Pockley Pty Ltd, 153 Sussex St, Sydney; L. S. Baker & Co., 26 Grey St, South Brisbane; Woodroffe & Co., 49 Williams St, Perth; Robert Alston & Co., 59-61 Smith St, Fitzroy, Vic.

BAYARDS PTY LIMITED, 201 Queen-st, Brisbane, Qld, 4000. Phone 21-5522.

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

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

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.

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

Managing director: Miss R. Wilson.
Operations: Manufacturing chemists — BEX powders and tablets.

Agency: Weston Advertising Pty Ltd.
I/state Repr.: Branches Melbourne, Brisbane, Adelaide, Perth.

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

Directors: M. E. Bale (chrnm), S. A. F. Pond (vice-chrmn), 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.

Agency: USP-Benson.
I/state Repr.: Sydney, Brisbane, Adelaide, Perth, Hobart (branches); O'seas: Beecham (Aust.) Pty 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, acrosol enamel, Paintmaster 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 LTD, 39 Regent St, Sydney, 2000. Phone 69-5061. Telegrams Berlei Sydney.

Managing director: Sir John Hurley, CBE.

Executives: W. K. Pratt (gen. sales mgr).

Products: Berlei Panties, Girdles, Bras; Sarong Girdles, Panties, Bras.
I/state Repr.: Branch offices all States.

O'seas: Berlei (UK) Ltd (subsidiary co.), Berlei (NZ) Ltd (associate co.).

Agencies: Jackson Wain & Co., George Patterson.

BESLEY & PIKE PTY LTD (Inc. in Qld). Head office & plant, Ipswich-rd, Rocklea, Qld, 4106. Phone 47-1922 (8 lines). Telegrams, Besleypike, Brisbane.

Directors: R. H. Besley (chrnm), E. W. Munro, O. M. Fletcher.

Executives: R. H. Besley (gov. dir), D. A. Smith (secy), J. Petersen (prod. mgr), P. Cossey (advtg mgr), J. Besley (special projects mgr), J. McDougall (exec. mktg mgr), J. B. Girdwood (personnel exec.).

Operations: Manufacturers and printers of envelopes for postal, packaging and systems purposes; the largest range of standard sizes, shapes and qualities; designers and manufacturers of special envelopes in unlimited variety; sole manufacturers in Australia of machine-made gusseted envelopes, supplier of envelopes to commerce, industry, government and the trade. Sole Australasian, New Zealand and South East Asian licencess for Jiffy padded bags.

Agency: Direct.
I/state repr.: Besley & Pike Pty Ltd, sales

offices, 375 Wickham Tce, Brisbane, Qld, 4000 (31-2518); 13 Meeks Rd, Marrickville, NSW, 2204 (51-3791); 14 Woorayl St, Carnegie, Vic., 3163 (56-1091); 52 King William Rd, Goodwood, SA 5034 (72-2744); 15 Harvest Tce, Perth, WA, 6000 (21-5196); and at Hobart.

O'seas repr.: Besley & Pike Pty Ltd, A1406-7 Watson's Estate, 2 Watson Rd, North Point, Hong Kong (H-782038); 28 Tanglin Halt Close, Singapore 3 (645-456); 4th Floor, Bangunan Cho-Tek, No. 135 Jalan Tuanku Abdul Rahman, Kuala Lumpur, Malaysia (26687); Pearce & Co., Suva, Fiji (2-2616); E. V. Lawson Ltd, Honiara, BSIP (344); Roy Gallimore & Associates, Port Vila, New Hebrides (612); Direct Trading Corp. (Laos) Ltd, Vientiane, Laos (2613); Jepsen Bolton & Co. Ltd, 120 Moorgate, London, EC2.

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

Executives: A. J. Rowbotham (marketing mgr), R. J. Applebaum (mgr for Aust.).

Products: Beutron Buttons, Beutron Zippers, Leda Buttons.

Agency: Marketing & Advertising Pty Ltd.
I/state repr.: Branches in Melbourne, Brisbane, Adelaide, Perth.

O'seas **Factories:** Hong Kong and South Africa.

BIG SISTER FOODS LIMITED (Reckitt & Colman Australia Limited), Barr St, Balmain, NSW 2041. PO Box 84, Balmain. Phone 82-0411.

Managing director: K. B. Higgins.
Sales director: A. J. Rogers.

Executives: J. J. Freeman (marketing mgr), J. R. Douglas (gen. sales mgr), K. G. Wiltshire (secy).

Products: Big Sister Foods.
Agency: Foote, Cone & Belding Pty Ltd.

BIRO BIC & GOLLIN PTY LTD, 2187 Dandenong Rd, Springvale Nth, Victoria, 3170. Phone 546-3111. Telegrams Birobic Melbourne.

Directors: E. R. Wilmoth (chrnm), 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 mgr).

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

Agency: Mullins, Clarke & Ralph Pty Ltd.
I/state repr.: Gollin & Co. 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 Bandedco, Melbourne.

Directors: M. G. Myers (mng dir), G. I. R. Watson (secy), G. R. Aitken (marketing mgr), T. S. Wills Cooke (sales mgr), D. K. Evans (advert. mgr).

Products: Portable electric tools.
I/state Repr.: Branches: Melbourne, Sydney, Brisbane, Adelaide, Perth. O'seas: Factories, 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, Mascot, NSW, 2020. Phone 67-4921. Telegrams Blunspence Sydney.

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

Executives: R. L. Knight (secy), R. B. Thorndike (wks mgr), C. A. Tucker (chief chemist).

Products: Pammastic Acrylic Plastic Paint, Pamm Paints, Pammette Subdued Gloss, Pammalac Super Full-Gloss, Timbercote.

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

Agency: Hansen Rubensohn - McCann Erickson.

BOND'S INDUSTRIES LIMITED, 100 Mallett St, Camperdown, NSW, 2050. Phone 51-0341. Telegrams Gabondo Sydney.

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

Executives: G. Innes (gen. mgr), A. V. Hood (secy), G. Macfarlane (advtg mgr), N. B. North (mng. Bond's-Wear Pty Ltd), T. Martyn (mng. Dri-Glo Towels Pty Ltd), H. J. Carter (mng. Dickies Pty Ltd).

Products: Men's, women's, children's & babies' underwear and outerwear; Shoreline women's sportswear; Dri-Glo & Dickies towels.

Agencies: J. Walter Thompson (Aust.) Pty Ltd (Bond's & Dri-Glo towels); Castle Jackson Advertising Pty Ltd (Dickies towels).

BONNINGTON & COY PTY LTD, 179 Harris St, Pyrmont, NSW, 2009. Phone 660-1900, 660-1065.

The BIG DB Melbourne Breakfast No.1 in Women Monday to Sunday

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

Products: Proprietary medicines and throat jubes, Bonnington's Irish Moss, Irish Moss Medicated Jubes, Aerosol Spray "8" Cold Relief.

Agency: Hawkins-Lewis Sydney.
I/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 (chrn), G. A. J. Beytagh (mng dir), L. A. Coombs (overseas), J. W. Cunningham (alternate), J. W. Lewin (alternate).

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

Agencies: USP-Benson Pty Ltd, Grey Advertising Pty Ltd.

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

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

BOURNE/PROGRESS DIVISION (Reckitt & Colman Australia Limited), 44 Wharf Rd, West Ryde, NSW 2114. PO Box 80, West Ryde. Phone 85-0122. Telex 20575.

Marketing director: S. A. Montgomery.
General sales manager: L. H. Smith.
Agency: Foote, Cone & Belding Pty Ltd.

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

Executives: G. A. Derham (marketing dir), David Gooding (marketing mngr, consumer products div.), W. H. Hall (marketing mngr, industrial products div.), D. A. Foster, P. J. Robinson, E. D. Adams (product mngrs).

Products: Sorbent, Andrex, Scott 2-ply toilet tissue, ScotTowels, Sorbent Lunchwraps, Scotties Facial Tissues, Scott Family Napkins, Scotkins, Lady Scott Serviettes, Lady Scott Toilet Tissue, Facial Tissue and Placemats.

Agency: USP-Benson Pty Ltd.

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

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

Directors: D. G. L. Bean (chmn), J. S. Fox (mng dir), T. L. Williams, H. L. Swan, R. H. Osman.

Executives: O. K. Bellmaine (gen. sales mngr), 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.

I/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.

Subsidiary companies: Bradmill Industries Qld Pty Ltd, Toowoomba.

Operations: Spinners, weavers and dyers of cotton and manmade fibres; Bradmill wardenduck, Bradmill Kordux; Bradmill KAdron Sailcloth; Lana-knit doubleknit fabrics; Royal Swan Ribbons; Bradmill Sheets.

BRAMAC PLASTALON LIMITED, a division of the Slater Walker (Australia) Ltd Group of Companies, Geelong Road, West Footscray, 3012. PO Box 111, Footscray 3011. Telephone: 314-0455. Cables Bramac Melbourne.

Directors: I. J. D. Murray, T. J. Brooks, A. J. Noon, J. Kreveld, A. Rogers, E. P. Treacy, L. H. Craymer.

Operations: Manufacturers of rainwear, a wide range of plastic products, folding doors and coaters of fabric.

I/State repr.: Sydney, Brisbane, Adelaide, Perth and Hobart.

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

Executives: D. A. Horne (mng dir), R. B. Raymond (mktg dir), A. R. Martin (financial dir), H. J. Bailey (manufacturing dir), R. W. Bunt (gen. sales mngr).

Products: Ipana, Dynawhite, Mum, Ban. Trig, Ingram, Theraderm, Score, Avert, Drano, Windex, Twinkle, Nice 'n Easy, Loving Care, Summer Blonde, Clairol Blue and Green Shampoo, Clairol Instant Condition, Clairol Creme After Rinse, Softique, Silk & Silver, Kindness Instant Hairsetters.

Agencies: Hansen Rubensohn-McCann Erickson, Ogilvy & Mather.

I/State repr.: Branches all States.

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

BRITISH MEDICINALS 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.

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

Agencies: Foote, Cone & Belding Pty Ltd, Baume, Chapman & Baume 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.

Parent company directors: J. H. Plane (chrn), J. O. Martin (deputy chrn and mng dir), R. H. Johnston (mrktg commercial dir), H. L. Sainsbury (dir and secy), J. H. Bridcutt (dir and mng dir, truck and bus. div.).

Advertising and public relations: E. Green (mngr), K. Gain (advtg mngr), B. Tebble (chief press officer).

Administration and secretarial: H. G. Welsh (asst secy), R. K. Blann (chief acctn).

Regional mngrs: D. B. Mason (NSW mngr), J. Lucas (Qld mngr), W. Woodgate (Vic. mngr).

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 (mngr, South West Pacific), J. Wardropper (sales mngr, Aust.), N. R. D. Tait (district sales mngr NSW).

Service: International airline.

I/State repr.: 330 Collins St, Melbourne (67-7272), L. Clark (district sales mngr, Vic. & Tas.); 243 Edward St, Brisbane (31-1358), R. Dibb (district sales mngr, Qld, NT & TPNG); 29-31 King William St, Adelaide (51-3053), K. Gillespie (district sales mngr SA); Terrace Arcade, 42 William St, Perth (21-6666); S. G. Braybrook (district mngr WA); 197 London Circuit, Canberra (49-6565), J. B. Willson (district sales mngr, ACT).

BRITISH PAINTS (AUST.) PTY LTD, 9-29 Gow-st, Bankstown, NSW, 2200. Phone 70-0400. Telegrams Britpaints.

Directors: F. G. Adams (chmn & mng dir),

K. N. Sheddon (dep. mng dir), F. A. Chambers, J. Makai, G. R. Horsley (dir & secy), P. Cayzer, W. N. Tonge.

Associate Directors: E. V. Collins (chief chemist), D. M. Martin (dep. chief chemist), K. Queen (mngr, resinous chemical div.), R. Sayers, D. R. Berckelman.

Products: Decorative paints and enamels, industrial finishes, marine paints and 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.

BROKEN HILL PROPRIETARY COMPANY LIMITED, THE, 500 Bourke-st, Melbourne, 3000. Phone 60-0701. Telegrams Hematite Melbourne.

Directors: Sir Colin Syme (chrn), Sir Ian McLennan (mng dir), L. Gordon Darling, M. A. Cuming, R. R. Law-Smith, C. R. Darvall, W. D. McPherson, N. C. Jones.

Product: Steel.

Agencies: Ogilvy & Mather, West Advertising Pty Ltd.

I/State Repr.: All States. **O'seas:** London, New York, Singapore, Tokyo, Wellington.

BROWN & DUREAU LIMITED, cnr Kavanagh & Ireland Sts, South Melbourne, Vic., 3205. Phone 61-3411. Telegrams and cables Agent. 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. mngr), W. B. Dureau (exec. dir, Shelfgoods & Giftwares division), N. A. Adler (exec. dir, capital equipment), A. E. Ford (exec. dir, food products).

Company's operations: Consumer products in light hardware, housewares, gift lines, fancy goods, clocks and watches. Westclox, Colibri, Buxton, Nivada and Giftmaster.

I/State repr.: Offices all Australian States.

O'seas repr.: Offices New Zealand, London and Tokyo.

BROWNBUILT LIMITED, Steel Equipment Division, 14-24 Alexandra Pde, Clifton Hill, Vic., 3068. Phone 489-2311. Telegrams Steelquip.

Directors: H. J. Pearce (chrn), P. J. Newton (mng dir), E. P. M. Harty, F. P. Johns, D. R. Rickard.

Executives: D. L. Cranwell (div. mngr),

The BIG DB Melbourne Breakfast No.1 in Housewives Monday to Sunday

R. G. Cleaver (secy), J. Russell (marketing mgr).

Products: Steel office furniture, shelving, racking, lockers, mobile storage systems, clothes dryers.

Agency: Aldwych Advtg.

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 (chrmn), P. J. Newton (mng dir), E. P. M. Harty, F. P. Johns, D. R. Rickard.

Executives: W. M. Robertson (div. mgr), R. G. Cleaver (secy), J. Russell (marketing mgr).

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.

BUCKINGHAMS LIMITED, Cnr Park & Pitt Sts, Sydney, 2000. Phone 61-6341. Telegrams Buckingham Sydney.

Directors: C. W. Teague, A. V. Smith, N. Aboud, M. R. Nixon, N. E. Jones, A. G. Lee, J. I. Armstrong.

Executives: N. Aboud (mng dir), S. Proudford (retail gen. mgr), R. York (sales promotions mgr).

Company's operations: Department store chain.

Branches: NSW: Oxford Square, Newcastle, Wollongong, West Ryde, Liverpool, Parramatta, Warrawong, Manly, Auburn, Bankstown Sq., Blacktown, Campsie, Caringbah, Cronulla, Fairfield, Gosford, Hurstville, Maitland, Mascot, Merrylands, Orange, Park St, City, Penrith, Roselands, Sth Terrace, Warringah.

BUNNING BROS PTY LTD, 49-71 Charles St, Perth, WA, 6000. Phone 28-0121. Telegrams Bunnings Perth.

Directors: C. R. Bunning, G. M. Bunning, B. W. Bryant, B. Johnston, E. F. Downing, H. R. Merry, J. B. Scott, G. W. Stewart, L. R. Gascoine, R. J. Britten, W. Rees.

Executives: C. R. Bunning, B.C.E. (Melb), A.M.I.E. Aust., G. M. Bunning, F.A.S.A. (joint mng dirs).

Operations: Timber and hardware merchants and sawmillers.

Agency: Adcraft 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.

CADBURY-FRY-PASCALL AUSTRALIA LIMITED, Claremont, Tasmania, 7011. GPO Box 636G, Hobart, Tasmania, 7001. Phone 7-1301.

Directors: J. P. D. Lloyd (chrmn), V. G. Burley, R. A. Smith, J. R. Urquhart, V. A. Benjafield, K. W. G. Mason.

Products: Chocolate, food drinks, confectionery.

Agency: George Patterson, Melbourne.

Branches: All States. **O'seas:** Cadbury Group Ltd.

CALTEX OIL (AUSTRALIA) PTY LTD, 167-187 Kent St, Sydney, NSW, 2000. Phone 2-0555. Telegrams Caltex.

Executives: D. Braham (mng dir), J. A. Landels (dir mktg), M. J. Farmer (mng advtg & sales prom.).

Products: Petroleum fuels & lubricants for transport, industry & agriculture.

Agency: Hansen Rubensohn-McCann Erickson.

I/State repr.: Branches, Brisbane (K. E. Graham, mgr); 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.

CAMPBELL BROTHERS LIMITED, Campbell St, Bowen Hills, Qld, 4006. Phone 5-3331. Telegrams Campbells, Brisbane.

Directors: E. D. Summerson (chmn), L. J. McCray, M. C. Campbell, K. C. Campbell, J. R. Nosworthy, K. C. Winning (man. dir).

Secretary: E. H. Byrne.

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 (chrmn), J. L. Dixon, B. Brett D. C. McIntyre (marketing dir), J. H. Davenport (assistant man. dir), R. H. Gamble (dir advtg services).

Executives: R. E. Llewellyn (prod. mrktng mgr—Kia-ora), P. A. Osborne (mng, purchasing).

Products: Campbell Soups, Kia-ora fruit juice cordials and canned goods, V8 vegetable juice, Bounty products and Swanson frozen dinners.

Agency: George Patterson Pty Ltd.

CANBERRA TELEVISION SERVICES PTY LTD, 113 Camberwell Rd, Camberwell, Victoria, 3124. Phone 82-1261. Cables Cantel.

Directors: E. K. Coghill (chrmn), W. R. Walker (mng dir), A. J. Davies, R. N. Jones (dir and secy), R. F. Spragge.

Executives: P. Perring (co. sales mgr), D. Eysbertse (State mgr, Vic.), K. Gregory (State mgr, NSW), A. Saxon (State mgr, Sth Aust.), R. Thompson (State mgr, Qld), P. Smythe (State mgr, WA).

Company's operation: Television rental, sales and service and all other electrical goods.

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 (group marketing mgr).

Products: Beers and stouts, Carlton Draught (bulk), Carlton Crown Lager, Fosters Lager, Abbots Lager, Victoria Bitter, Melbourne Bitter, Carlton Pilsener, Carlton Dietale, Carlton Draught in Cans, 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: J. G. Wilson (mng dir.), J. G. Peppard (marketing mgr), H. W. Cooper (gen. sales mgr), W. T. Penfold (K9 Pet Food Products), H. N. Tripp (Carnation Milk), (product mgrs).

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, H. L. D. Mal-

colm, T. L. Baillieu, W. R. Dougall, C. P. Crossley, L. L. Coates, Trevor L. G. Rowe.

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. mgr), F. Needham (chief designer & colorist), G. Ledgerwood (prod. mgr), L. J. Hyde (mkt dev. mgr), J. W. Humphreys (sales mgr), F. J. Sandes (personnel mgr).

Products: Hy-Craft and Lokinvar carpets.

Agency: E. C. Slatyer & Partners.
I/State Repr.: Carpet Manufacturers Ltd, NSW (29-7576), Vic. (69-5111), Qld (2-3900), 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 mgr), H. R. Fennell (marketing mgr).

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).

CASBEN PRODUCTIONS LIMITED, 80-84 Waterloo Rd, Greenacre, NSW, 2910. Phone 759-4444.

Products: Sportswear, Koratron walkshorts and slacks.

CASTALLOY LIMITED, Mooringe Ave, Nth Plympton, SA, 5038. Phone 97-1177. Telegrams Castalloy, Adelaide.

Directors: F. H. Phipps (mng dir), R. E. Porter (chrmn), S. D. Meredith, J. R. Badenoch, S. V. B. Day, R. J. Lipman, R. M. Parker.

Executive: D. B. Watkinson (mktg mgr & assoc. dir).

Products: Cook-King kitchen utensils, CSA power transmission fittings, general aluminium alloy founders, plastic injection mouldings.

Agency: Birrell Kain Advertising Pty Ltd.

I/State repr.: Cook-King: Hills Industries Ltd; CSA conductor accessories, Castalloy Ltd, Melbourne: Rablec Pty Ltd, Perth; Thew & McCann, Sydney; K. H. Dore & Sons, Brisbane; Castalloy Ltd, Melbourne and Sydney; Littler Collins, Hobart and Launceston.

O'seas: Territorial Enterprises for Port Moresby, for Papua and NG.

The BIG DB Melbourne
No.1 in Men
Monday to Sunday

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.

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.

I/State Repr.: Century Storage Battery Co. Pty Ltd, Vic. (30-2669); Century Batteries (SA) Pty Ltd, SA (95-9441); C. C. Boag Batteries, Tas.; Century Batteries (Sth Qld) Pty Ltd (58-3001); Davis Bros, Mt Gambier; Strohfeldt's, 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 Batteries (Nth Qld) Pty Ltd (4100); Century Storage Battery Co. Ltd, WA (50-2266).

CEREBOS (AUST.) LTD, 1822-32 Dandenong Rd, Clayton, Victoria, 3168. Phone 544-2411. Telegrams, Cerebos Melbourne.

Directors: A. J. Moir (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: O'Brien Advertising (Vic.) Pty Ltd, Masius Wynne-Williams (Vic.) Pty Ltd.

I/State repr.: Manufacturing operations in Victoria, NSW and Queensland, and sales offices all States of Australia. **O'seas repr.:** Parent company — Cerebos Foods Limited, Willesden, London, NW10.

CHESEBROUGH-POND'S INTERNATIONAL LTD, 1970-1984 Princes Highway, Clayton, Vic., 3168. PO Box 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.

Agencies: J. Walter Thompson, Jackson Wain (Vic.) Pty Ltd.

CHRYSLER AUSTRALIA LIMITED, Chrysler Park, SA, 5000. Phone 76-0711. Telegrams Chryslerco, Adelaide.

Directors: D. H. Brown (chrnm and mng dir), W. D. Ferguson (deputy chrnm), Sir Fred Drew, CMG, Rt Hon. Lord Rookes, A. N. Cole, F. V. Olds, E. B. Berendsen, W. R. Greig, R. C. Rainsford, W. K. McPherson, R. A. Perkins, M. Keeble, R. R. Oliver (secy).

Products: Valiant, Dodge Phoenix and Hillman Hunter cars, Dodge & Commer trucks, Airtemp air conditioning units, Chrysler marine, industrial engines, Chrysler spare parts and accessories.

Agencies: Foote, Cone & Belding (SA), Eric Ring, Jackson, Wain (SA), (Dodge Phoenix parts and access. only), Birrell Advertising (SA) (Airtemp only).

CHRYSLER AUSTRALIA LIMITED, Melbourne Plant, Salmon St, Port Melbourne, 3207. Phone 64-0441. Telegrams Chryvic.

Products: Hillman and Dodge motor vehicles and Commer vans.

Dealers: All States.

O'seas: Throughout world.

CINZANO, F. & CIA. (AUSTRALIA) PTY LIMITED, 19-25 Birmingham-st, Alexandria, NSW, 2015. Phone 67-3688. Telegrams Cinzano, Sydney.

Australian Directors: R. Moore, F. W. Millar, A. Despas (mng dir).

Products: Cinzano Vermouth, Liqueurs & Bitters, Santa Vittoria Champagne & Gran Liquore, Gambina Marsala, Peppermint Get Creme de Menthe, Cinzano Asti Spumante.

Agency: O'Brien Advertising.

CLARKS TORFLEX SHOES. A division of Clarks Shoes (CTS Limited), 264-268 West Beach Rd, Marleston, SA, 5033. Phone 52-1122. Telegrams, Clarksaustr, Adelaide.

Directors: F. W. Harrison (chrnm), G. T. Harrison (mng dir), W. A. Johnston, J. W. Thomas.

Product: Children's-teenage footwear.

I/State repr.: Branches, 405-411 Sussex-st, Sydney (A. M. Coates, mngr); 71 Victoria Cres., Abbotsford, Vic. (J. D. Urquhart); 2-8 Musgrave St, West End, Brisbane (A. G. Annable).

Agencies: C. & J. Colmer, WA; J. H. Mayo,

Tasmania: Bill Wissler & Co., Qld country. **Advertising agency:** W. John Haysom Pty Ltd.

CLIFFORD LOVE & CO. LTD, Hope-st, Enfield, NSW, 2136. Phone 642-0201. Telegrams Unkltoeby.

Executives: C. W. Love (chrnm and mng dir), W. W. Rinck (company mngr), D. V. Williams (national sales dir), W. H. Oliver (purchasing dir), A. B. Sutherland (agric. business dir), C. J. D. Love (dir), K. G. Perry (financial mngr), G. C. Sharp (NSW sales mngr), S. J. Thomas (Vic. sales mngr), G. T. Bradfield (Qld sales mngr), F. C. Fogarty (WA sales mngr).

Products: Groceries, Uncle Toby's Oats, Wades Cornflour, Clements Cornflour, Brown & Polsons Cornflour, Uncle Toby's Custard Powder, Rit Spray Starch, Best Foods salad dressings, Uncle Toby's Maize Oil.

Agency: George Patterson Pty Ltd.

I/State repr.: Branches: Melb., Bris., and Western Aust.

COATS PATONS (AUSTRALIA) LIMITED, Ferntree Gully-rd, Mount Waverly, Vic., 3149. Phone 544-0666. Telegrams Yarnmen Melbourne.

Directors: C. D. Humphreys (chrnm), G. W. Clift (man. dir), F. T. Guest, F. T. Docking (dir and secy).

Products: Manufacturers and distributors of Coats sewing thread and Patons knitting yarn, and distributors of Lightning zip fasteners.

Agency: J. Walter Thompson.

I/State Repr.: Depots, Sydney, Brisbane. **Agencies:** Hollis Hopkins & Co. (Pty) Ltd, Townsville, Qld; G. & R. Wills & Co. Ltd, & Goode Durrant & Murray Ltd, Perth and Adelaide.

COCA-COLA EXPORT CORPORATION, THE (Inc. in USA Liability Limited), 111 Chandos St, Crows Nest, NSW, 2065. Phone 43-1311. Telegrams Coca-Cola Sydney.

Executives: J. R. Ennis (vice-pres. & area mngr, A/asian area), S. A. Whittington (advtg mngr), D. C. Maxwell (sales prom. mngr), J. F. Stevens (public relations mngr), A. J. Butterworth (mngr, franchise bottler operations).

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 (chrnm), L. R. Robinson, R. B. Coles, Sir George Coles, CBE, Sir Edgar Coles, Sir Kenneth Coles, F. G. Coles, H. Phillips, R. L. Montgomery.

Executives: N. C. Coles (mng dir), L. R. Robinson (jnt mng dir), R. B. Coles (PR dir).

Company's operations: Variety chain stores and supermarket operators.

Agencies: Alexander Moulton Advertising Pty Ltd (press & radio), Rickards Advertising Service Pty Ltd (television).

Branch stores throughout Australia.

COLGATE-PALMOLIVE PTY LTD, Commercial Union Hse, 109 Pitt St, Sydney, 2000. Phone 2-0325. Telegrams Palmolive Sydney.

Directors: K. Crane (mng dir), D. Morgan (tech. dir), W. Bradford (gen. sales mngr), L. Yeomans (secy), J. H. Carpenter (USA), J. D. Alder, G. H. Lesch (USA), P. Q. Fuller.

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'seas:** Branches throughout the world.

COMALCO INDUSTRIES PTY LIMITED, 95 Collins St, Melbourne, 3000. Phone 63-0491. Also, 168 Kent St, Sydney, 2000 (27-8821). Cables Forcomal Melbourne and Sydney.

Executives: D. J. Hibberd (mng dir), A. V. Lorch (gen. mngr, metals div.), S. Christie (gen. mngr, development), 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.

COMMONWEALTH ADVERTISING DIVISION, Sydney, Dept of the Treasury, 315 George St, 2000. Phone 2-0248 (dir, W. H.

The BIG DB Melbourne
No.1 in Women Monday to Sunday

Greenfield). Melbourne, Carlow House, 289 Flinders Lane, 3000. Phone 63-2501 (deputy dir, A. W. Scott).

COMMONWEALTH BANKING CORPORATION, Martin Place, Sydney, 2000. Phone 2-0155.

Managing director: B. B. Callaghan, 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. H. Parkes.

Operations: All banking services.
Advertising department: 4th floor, George and Market Sts, Sydney, 2000. Phone 20-256. Box 2719, GPO, Sydney, NSW, 2001.

CONDOR LAMPS AUSTRALASIA PTY LTD, 79 Clarence St, Sydney, 2000. Phone 29-1671. 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.

CONSOLIDATED APPLIANCES PTY LTD, 115 Parramatta-rd, Auburn, NSW. Phone 648-0100.

COTY PTY LIMITED, 100 Elliott St, Balmain, NSW, 2041. Phone 82-0515. Telegrams Paricoty.

Executive: A. J. Weeks (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 (chrnm), Ronald Philip Flower, OBE, (alt. dir, Frederick Wallace Moss), Thomas John Noel Foley, CBE, (alt. dir, William Robert McComas), Peter William Osborn, Eric Sorensen, Hereward Stanley Swallow, OBE, (alt. dir, William Gerson Shmith), Harold Widdup.

Principal executives: P. W. Osborn (gen. mngr), F. W. Moss (commercial mngr), J. J. Corbett (marketing mngr), R. W. Cawthorn (sales mngr), D. H. Watson (prod. mngr), B. L. Sanger (admin. mngr), F. K. Mitchell (acct).

Operations: Brewers, Courage Draught, Courage Bitter.

Agency: John Clemenger Advertising Pty Ltd.

CREAMOATA LTD, Sunshine-rd, West Footscray, Victoria, 3012. Phone 68-7321. (8 lines). Telegrams, Creamoata, Melbourne.

Directors: W. A. Ross (mng dir).
Marketing manager: J. A. Batty.
Products: Quaker Cereals, Creamoata, Quik-Ota, Jets Petfoods.
Agency: Foote, Cone & Belding.

CRESTKNIT INDUSTRIES LTD, 600 Glenferrie Rd, Hawthorn, Victoria, 3122. Phone 81-0221.

Directors: J. A. Brady (chrnm), F. L. Spinks, C. C. Grenfell, L. L. Leach, J. D. Fermanis, J. W. Dart, J. R. Jamieson.

Executives: F. L. Spinks (mng dir), C. C. Grenfell (assistant mng dir), J. D. Fermanis (assistant mng dir), J. W. Dart (dir/secy).

Company's operations: Manufacturers of knitwear, underwear, sportswear, fabrics, etc. Crestknit, Aywon, Novaks, Thoroughbred, Crestees, Vigoro.

Pstate 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 (chrnm), 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, 30 Cotham-rd, Kew, Vic.; W. J. Cryer (Queensland) Pty Ltd, 207 Logan Rd, Buranda, Qld; W. J. Cryer (South Australia) Pty Ltd, 55 Jerningham St, North Adelaide.
Agents: WA and Tas.

Agency: Marketing & Advertising Pty Ltd.

HOUSE OF CURZON, THE, 211 Pitt-st, Sydney, 2000. Phone 25-1781.

Executives: J. B. Bridger (mngr, assoc. dir), T. Rice (advtg mngr).

Company's operations: Fashion store.

CUSSONS AUSTRALIA PTY LTD, 34 Kent Rd, Mascot, NSW, 2020. Phone 67-2420, 67-3224. Kervalli Sydney.

Principal executive: J. Ball (gen mngr).
Operations: Manufacturers and distributors of soaps and toiletries, Imperial Leather, Royal Guard.

Agency: Stannard Patten Samuelson Advtg Agents Pty Ltd.

CYCLONE KM PRODUCTS PTY LTD, 93 City Rd, South Melbourne, Vic., 3205. Phone 62-4761. Telegrams Cyclone.

Directors: R. S. Chambers (chrnm), J. D. Munro (man. dir), L. S. Chambers, E. C. Milner, R. A. Chambers, R. J. Swinbourne.
Executives: W. C. Clark (assoc. dir & gen.

mngr), K. P. Bailey (marketing services mngr), A. L. Murray (rural marketing development mngr).

Products: Rural and industrial fences, buildings, window frames, garden tools, hand tools, wire screening, clothes hoists, garages, domestic fences, carports.

Agency: USP-Benson.

DAVID GALT INDUSTRIES, 50 Bakers Rd, North Coburg, Victoria, 3058. Phone 35-3721 (8 lines). Telegrams Davgalt. A unit of F. & T. Industries (Australia) Ltd.

Executives: A. G. Robinson (mngr), H. Welsh (sales mngr).

Company's operations: Mnfrs of Tontine pillows, paddings, waddings, glazed and bonded waddings for industrial uses.

Agency: Orr, Skate and Associates Pty Ltd.
Pstate repr.: S. C. Heath & Sons Pty Ltd, 64 Chandos St, Crows Nest, NSW, 2065; C. C. Mortimer, Box 528H, GPO, Brisbane, 4001; A. V. Kinsman & Son, Box E273, GPO, Perth, WA, 6001; Felt Products of Tasmania, Gladow St, Launceston, Tasmania, 7000; M. R. Lodge & Hill Pty Ltd, 11-14 North Terrace, Adelaide, 5000.

DAVIES COOP & CO. LTD, 341 Francis st, Yarraville, Victoria. Phone 314-9161.

DAVIS GELATINE CONSOLIDATED LIMITED, 28 Spring St, Botany, NSW, 2019. Cables Gelatine, Sydney. Telex 20366. Phone 666-9211.

Directors: O. Michaelis (chrnm), M. C. Davis (mng dir), F. B. Blood, G. G. Davis, G. M. Elliot, 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.

Pstate repr.: Offices in Melbourne, Brisbane, Adelaide. **Agents:** Perth, Hobart, Launceston.

O'seas: Factories & offices Gt Britain, Canada, New Zealand, Republic of South Africa, USA.

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 mngr), P. G. Rudland (mnfg mngr), G. R. Weate (mkt mngr, mouldings and extrusions), S. E. Cannon (mkt mngr, chemicals), F. M. Hunt (mkt mngr, agricultural and veterinary chemicals), J. M. Tomlinson (mkt mngr, coatings), F. Bryant (tech. services mngr), J. Tollett (animal health research and development mngr), B. Egan (commercial mngr, Vic.), B. Buchanan (personnel mngr), Brian F. Martin (mngr, marketing communications).

Operations: Manufacturers of plastics, chemicals, agricultural and veterinary chemicals.

Agencies: Jackson Wain Pty Ltd, L. B. Rennie & Partners Pty Ltd (advtg), Eric White & Associates (PR consultants).

Pstate repr.: Offices in Sydney, Melbourne, Brisbane, Adelaide.

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, R. H. Conning, 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: H. F. Clarke (chrnm), P. S. N. Furler, Sir James Forrest, J. F. T. Grimwade, B. Hall, E. Angus Jones, C. N. R. Stocks, D. L. Warren (mktg mngr).

Service: Wholesale chemists.

DUNLOP AUSTRALIA LIMITED, 108 Flinders St, Melbourne, 3000. Phone 63-0371. Telegrams Dunlop.

Executives: E. E. Dunshea (chrnm and chief gen. mngr), E. A. Kellam (deputy chief gen. mngr and gen. sales mngr), L. O. Cornish (advtg mngr, automotive div), W. R. Beischer (asst gen. mngr mktg, industrial products div.), G. S. Walton (mktg mngr footwear).

Products: Tyres, batteries, motor accessories, industrial products, rubber flooring, footwear, apparel, fabrics, textiles, Dunlopillo

The BIG DB Melbourne **Breakfast**
No.1 in Men **Monday to Sunday**

latex and inner spring bedding, furnishings, sporting goods, general rubber goods, foam products, swimming pools, aviation products.

Agencies: Ogilvy & Mather, Aldwych Advertising (Sydney), Best & Swift.

I'state repr.: Branches: Wentworth Ave, Sydney (2-0969); Centenary Place, Brisbane (31-0271); 153 Flinders St, Adelaide (23-2611); 424 Murray St, Perth (21-8141). **O'seas:** Dunlop companies throughout the world.

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.

Executives: P. M. Racklyeft (gen. mngr), I. H. Wrigley (gen. admin. mngr), H. R. Twilley (gen. ops mngr). Canned Food: W. S. Cutbush (marketing mngr), W. W. Johnston (gen. sales mngr), J. L. F. Hutton (advtg and grp product mngr). Frozen Food: J. F. Black (marketing mngr), A. R. Cam (gen. sales mngr), M. M. Park (advt. and grp product mngr). Food Services: K. W. Holland (mngr).

Products: Edgell & Triangle canned vegetables, soups, hot packs, Birds Eye & Hy-Peak frozen foods.

Agencies: Rodney H. Evans Pty Ltd, Sydney, Brisbane, Melbourne; Clem Taylor, O'Brien Advertising, Adelaide.

O'seas: Affiliated Advertising Agencies International, USA.

EDINBURGH LABORATORIES (AUST.) PTY LTD, 103 York St, Sydney, 2000. Phone 29-4336. Telegrams, Lantigen.

Directors: A. W. Uther (chairman), N. L. Manning (mng dir), F. H. Steere.

Executive: D. T. W. Uther (mngr).

Products: Lantigen B, C & E; Edinburgh Cough Mixture, Camphor Cream, Camkleen.

Agency: Weston Advtg.

I/State Repr.: D.H.A. Adelaide, D.H.A. Melbourne; Clayden & Carpenter Pty Ltd, Perth; branch Brisbane. **O'seas:** Frank Stevens Ltd, 53 Fort-st, Auckland, NZ; and other overseas reprs.

EGG MARKETING BOARD FOR THE STATE OF NEW SOUTH WALES, Ny-rang St, Lidcombe, NSW. 2141. Telegrams Eggboard, Lidcombe.

Executives: N. Barnett (gen. mngr), A. C. Henley (secy), P. J. McSullea (sales mngr).

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.

Directors: Sir Fred Drew (chrnm), J. R. Dridan (dep. chrnm), P. W. Trevorrow, M. C. Lee, Sir Thomas Playford.

Executives: C. R. S. Colyer (gen. mngr), S. E. Huddleston (mngr, admin), J. W. Harrod (mngr, engineering).

Operations: Electricity supply.

Agency: Foote, Cone & Belding Pty Ltd, Adelaide.

O'seas repr.: K. L. Milne, c/o South Australia House, 50 The Strand, London, WC2.

ELECTROLUX PTY LTD. Head office: 87 Alexandria Ave, South Yarra, Vic. 24-2161. Cables: Electrolux Melbourne.

Directors: C. R. Darvall (chrnm), C. H. Bramall (mng dir), M. C. Coath (financial dir), S. W. Byrne, S. A. F. Pond, G. Green, S. Broughton.

Principal executives: C. H. Bramall (mng dir), M. C. Coath (financial dir), H. G. Dixon (company secy), A. C. Thornton (national sales mngr), M. K. Gomme (retail marketing mngr), A. Jodell (works mngr).

Company's operations: Electrolux vacuum cleaners, floor polishers and refrigerators.

Agency: Nichols-Cumming Advertising Pty Ltd.

I'state 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.

Executives: T. Napier (advtg mngr), G. Gaudion (Aust. sales dir).

Products: Astor Electronics Pty Ltd, Ser-vev Manufacturing Coy, Malvern Star Stores.

Agencies: Charles Anzarut Advtg, USP-Benson, Castle Jackson Advertising, Max Gosewinckel Advertising.

I'state repr.: Astor Electronics 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, L. S. Tippett (group gen. mngrs), P. J. W. Cottrell & R. S. P. Amos (assist gp. gen. mngrs), D. C. K. Lawrence (secy).

Divisional general managers: Consumer group: D. J. McNeill (commercial equip.), J. G. Unwin (consumer mktg div.), P. J. W. Cottrell (major appliances).

Industrial group: N. N. Creek (air conditioning & industrial refrigeration), R. S. P. Amos (electrical engineering), L. Baldwin (industrial products), R. F. Hield (special duties).

General manager Victorian activities: W. M. Higgins.

Brand names: Westinghouse, Electrice, Carmichael, Elcon, Fyrside, Harford, Buzacott, Emmco, Corox, Hussmann, Werner, Creamery Package, Dunham Bush, Dell'Orto Chieregatti, Thermo King, Marley, Sabroe, Borsig, 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, vending 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, NAS (Sydney) 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 (chrnm); 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; 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, Vocalion, Deram, Chapter One, Command, Buena Vista records; EMI broadcast and television studio equipment, aerials, electronic products. Robotugs, photo-multipliers, Veroboard, Lectrokit.

ENGLISH SCOTTISH & AUSTRALIAN BANK LIMITED: Administrative and registered office—London, 71 Cornhill, London EC3. Administrative office — Australia, 287 Collins St, Melbourne, 3000 (63-0191). Sydney office: King & George Sts, Sydney, 2000. Telegrams: Elaborate (all States).

Directors: The Right Hon. Viscount Hampden (chrnm), Sir Colin S. Anderson, KBE; Sir Donald F. Anderson; Hon. E. L. Baillieu; Right Hon. Viscount Bridgeman, KBE, CB, DSO, MC; Right Hon. Lord Carrington, PC, KCMG, MC; C. A. W. Dawes, MC; Hon. Sir Geoffrey C. Gibbs, KCMG; R. E. B. Lloyd; Angus Mackinnon, DSO, MC; A. D. Marris, CMG; Colonel A. T. Maxwell, TD; P. E. Nesbitt, DSO; Right Hon. Lord Remnant, FCA; C. H. Rennie; R. T. Renton; D. J. Roberts; A. Ross; H. McE. Scambler; R. H. Senior, DSO, TD; R. C. Wheeler-Bennett.

Executives: H. McE. Scambler (gen. mngr), J. Jennings (senior deputy gen. mngr), K. H. C. Swan, P. B. Sinnott (assistant gen. mngrs), W. M. Manyweathers (chief mngr, NSW).

Company's operations: Trading bank with savings bank operated by ES&A Savings Bank Ltd, hire purchase and finance subsidiary, Esanda Ltd, ES&A Managed Investments Limited.

Agency: K. M. Campbell Pty Ltd, 157 Spring St, Melbourne, 3000.

I'state repr.: K. M. Campbell Pty Ltd, 136 Pitt St, Sydney, 2000. Associates, Adelaide, Brisbane, Perth.

ESSO STANDARD OIL (AUSTRALIA) LIMITED, AMP Bldg, Circular Quay, Sydney, 2000. Phone 2-0557. Telegrams Esso Sydney.

Directors: J. H. Hamlin (chrnm and mng

The BIG DB Melbourne Breakfast No.1 in Women Monday to Sunday

dir), C. R. Sitter (deputy mng dir), E. S. Gangluff, J. F. Kirk, J. D. Langston).

Executives: V. K. K. Young (secy), R. E. Collins (sales mngr), W. Ellis (mngr for branches), D. I. A. Donecker (retail sales mngr), J. L. O'Donnell (advtg mngr), A. Park (purchasing mngr), K. A. Lukey (public affairs mngr).

Products: Petroleum.

Agencies: Fortune (Aust.) Pty Ltd, Pritchard Wood Quadrant Pty Ltd.

Istate repr.: Branches NSW, Victoria, Queensland, South Australia, Western Australia.

Overseas: Affiliated companies throughout the world.

ETA FOODS PTY LIMITED (see Marickville Holdings).

FAULDING, F. H. & CO. LTD, 13 James Place, Adelaide, SA, 5000. Phone 51-0121. Telegrams, Fauldingco.

Director: W. F. Scammell (man. dir).

Products: Ascotin Tablets, Aseptor Toothpaste, Binesia Antacid Tablets, Calamine Lotion, Citros effervescent medicinal glucose, Digestone, Elixophyllin, Elixophyllin-K1, Epsom Salts, Ethryn capsules and oral suspension, Evactil, Falcopen V oral suspension, Falcopen VK capsules, Faulded Fly Spray, Faulded Powder, Faulding Aspirin, Faulding flavouring & colouring essences, Faulding Barrier Cream, Faulding Eucalyptus Oil, Faulding Influenza Mixture, Faulding Junket Tablets, Faulding Liquid Saccharin, Faulding Saccharin Tablets, Faulding Shaving Cream, Faulding Toilet Lanoline, Ferocal Cor-tabs, Gard Deodorant Roll-on, Gard Deodorant Talcum, Gard Deodorant & Antibacterial Soap, Gaylox Hair Set Lotion, Gaylox Shampoo, Gerovit Capsules, Green Cross First Aid Kits, Honey & Almond Cream, Honeybrom Cough Elixir, Hycodin Tablets, Iodised Throat Tablets, Kaogel, Lemon Saline, Magnoplasm, Milk Emulsion, Nutrilmin, Neutrogena, Nox Rat Bait, Nutril Vitamin Capsules, Optik Eye Drops & Lotion, Paxyl Cream, Paxyl Suppositories, Pectolin Cough Syrup, Pentone, Pinodor Antiseptic & Disinfectant, Salvex Chest Rub, Sedal Sodium Capsules, Sedal Tablets, Solray Leg Tan, Solyptol Antiseptic, Solyptol Antiseptic Cream, Solyptol Baby Powder, Solyptol Soap, Spring Liquid Fertiliser, Sunlaze Foam & cream suntan preparations, plus a complete range of veterinary feed supplements and medicinals marketed under the brand name Phoenix.

Agency: Clem Taylor-O'Brien Pty Ltd.

Istate repr.: Branches, 249 Chalmers St, Redfern, NSW (69-2271); 123-129 Lonsdale St, Melb. (66-6045); 126-132 Barry Pde, Brisbane (2-3051); 313 Murray St, Perth (21-9111).

THE PHARMACY GUILD OF AUSTRALIA (NSW branch), 199 Clarence St, Sydney, 2000. PO Box C225. Phone 29-5725.

F & T INDUSTRIES (AUSTRALIA) LTD, 8 Nicholson St, Melbourne 3002. Phone 66-22888. Telegrams Efantee, 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, K. A. Wills.

Executives: R. I. Oehr (secy), J. P. Ward (PR & advtg).

Products: All kinds of carpets, carpet yarns, felts, plastics, bedding, footwear, wooltops, processed wool, non-woven fabrics, camping goods, rubber underlays and components.

Agency: Ogilvy & Mather (Aust.) Pty Ltd.
Istate repr.: Phoenix Hse, 32-34 Bridge St, Sydney, 2000. (27-4071). Telegrams Efantee.

O'seas: F & T New Zealand Ltd, 85 Customhouse Quay, Wellington, NZ; Bradfelt Ltd, 84 Grosvenor St, London W1X 9DF (01-629-5561). Telegrams Bradfelt, London; F & T Industries (Australia) Ltd, Graybar Bldg, Suite 2816, 420 Lexington Ave, New York, 10017, New York, USA, telegrams NY, Viarcatlx 224256 Efantee; F & T Distributors (Malaysia) Sdn Berhad, 2 Jalan Mountbatten, Kuala Lumpur; F & T Distributors (Malaysia) Ltd, Chow House, 140-142 Robinson Rd, Singapore; F & T Distributors (Far East) Ltd, 702 Loke Yew Building, Queen's Road, C, Hong Kong.

FERRIS BROS PTY LTD, 752 Pittwater Rd, Brookvale, NSW, 2100. Phone 93-0221. Telegrams Caradio Brookvale.

Directors: G. I. Ferris (mng dir), R. Kingsford Smith (chrnm), T. W. Air (dep. chrnm), W. M. Ferris (tech. dir), T. W. Ferris (admin and sales), G. J. Donnan.

Executives: H. W. Jones (assoc. dir, asst mngr and secy), K. W. Hill (assoc. dir, gen. sales mngr, Aust.), J. L. Ferris (assoc. dir, factory mngr), A. E. Earle (assoc. dir, branch mngr, Brisbane), R. H. Adams (senior project eng.), A. E. Brewer (controller of stores), K. W. Keenan (purch. officer), J. Plunkett (factory cost accountant), Miss E. Pennell (advtg mngr), J. Dawson (NSW branch mngr), L. W. Rushmer (acctnt, credit mngr), C. J. Russell (Vic. branch mngr).

Products: Ferris fixed and portable car radio receivers, car aerials and accessories, Ferris portable radio receivers, record players, electronic components and equipment, boat trailers and marine accessories, Marina radio transceivers. Ferris industrial Division: Styling and tool design, plastic moulding, diecasting, precision stamping and forming, electroplating, hot stamping, spray painting. Channel Master TV antennas, accessories, multiple installation and MATV equipment, mast head and distribution amp-

lifiers, rotators. Telecomponents, TV replacement parts, radio and TV coils, transformers chokes, suppliers to industry and servicing organisations, specialised windings and electronic devices.

Branches (sales and service): 752 Pittwater Rd, Brookvale, NSW, 2100 (head office). Phone 93-0221; 167-171 Nicholson St, East Brunswick, Vic., 3057. Phone 387-1899; 11 Curtin Ave, Hamilton Central, Queensland, 4007. Phone 68-4344.

Manufacturer's reprs: Errol Nazer Pty Ltd, Fyshwick, ACT (9-0325); Errol Nazer Pty Ltd, Wagga, NSW (3888); 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); Tyquin Distributors Pty Ltd, Richmond, SA (57-8153); T. G. Kirk Agencies, Darwin, NT (3541).

Distributors: Tedco Pty Ltd, Perth, WA (21-2561); W. & G. Genders Pty Ltd (Tas.), Launceston (31-2511), Hobart (34-4311), Burnie (31-2344), Devonport (2-1921).

Advertising agency: Murray & Ogle Pty Ltd.

FIBREMAKERS LTD, Canterbury-rd, Bayswater, Vic., 3153. Phone 9-0201.

Directors: Sir Archibald Glenn (chrnm), J. L. Birrell, P. L. Hooper, E. W. N. Jackson, H. M. Mackinnon, N. P. Watson, L. W. Weickhardt, N. G. Wilson (managing).

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 — "Bri-Nylon"; Carden Advertising Pty Ltd — "Terylene".

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. Aro, H. E. Powell, J. L. Kipling.

Executives: K. A. Hebblewhite (gen. sales mngr), I. C. Cameron (mngr gen. products) R. Brinkman (mngr trade sales), B. S. Smith (advtg mngr).

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 AUST. PTY LTD, 77 Pacific Highway, Nth Sydney, NSW, 2060. Phone 929-0555, 92-7184. Telegrams Ampogen Sydney.

Directors: E. A. Forsyth, H. J. Blackboro, J. W. Ryan, O. G. Williams, 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 mngr), W. Guthrie (pharmaceutical mngr), P. V. Parsons (agricultural mngr).

Products: Manufacturers, importers, distributors of ethical and proprietary pharmaceutical products, agricultural chemicals, industrial chemicals and plastic raw materials.

Agency: Compton Advertising Pty Ltd.
Istate repr.: All matters to be referred to Sydney office.

O'seas repr.: Fisons Limited, International Division, 9 Grosvenor St, London, W1, England.

FORD MOTOR CO. OF AUST. LTD, 1724-1743 Sydney Rd, Campbellfield, Victoria, 3061. Phone 359-0211. Telegrams 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, H. E. Jones.

Executives: W. O. Bourke (mng dir), K. A. Horner (dir of marketing), B. S. Inglis (dir of mnfg 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).

Products: Automotive manufacturer, Galaxie, Falcon, Fairlane, Cortina, Capri, Ford tractors, industrial engines, parts and accessories, Autolite.

Agency: Walker, Herbert & Associates Pty Ltd.

FORD SHERINGTON LIMITED, 119 Vanessa St, Kingsgrove, NSW, 2208. Phone 50-0461. Telegrams Globegoods, Sydney.

Directors: R. Moore (chrnm), W. G. Sherington (mng dir), F. H. Sherington, C. A. Sherington, W. J. Mitchell, B. B. Sherington.

Executives: B. B. Sherington (gen. mngr), F. H. Sherington (secy).

Products: Globite, Fordite, Regal, Airway Travel Goods.

The BIG DB Melbourne Breakfast
No.1 in Housewives Monday to Sunday

Agency: F. P. Leonard Advtg, Sydney.
I/State Repr.: Branches Bris., Melbourne.
O'seas: Dalgety Export Services Div., London, Eng.; Ford Sherington Pty Ltd, Port Elizabeth, Sth Africa.

FOWLER, D. & J. (AUST.) LTD, 14 King William St, South Australia, 5000. Phone 51-2191 (6 lines). Telegrams Fowlerlion.

Directors: D. M. Fowler (chrnm), 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", "Amgoorie", Alola, Waverley, Viceroy.

Agency: Clem Taylor O'Brien Pty Ltd.

I/State repr.: All States except Northern Territory.

Overseas: London.

FOY & GIBSON LTD. (See Woolworths).

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 mgr), N. Ballantyne (Vic. mgr), R. McCann (sales and advtg mgr), E. Moffatt (acct).

Products: Cozee innerspring mattress, Restonic spiral and Frisco mesh-top spring bases, FRS mattress support, Holdfast spring washers, upholstery, tension, torsion and compression springs, spring seating. Wire workers and weavers, metal work tubular beds and cots, "Centa-Fold" folding beds.

Agency: Thomson, Porritt, Partner.

I/State Repr.: Branch, Vic.; A. D. Parkinson, Perth; Trend Furniture Co. Pty Ltd, Brisbane.

GAS AND FUEL CORP. OF VICTORIA, 171 Flinders St, Melbourne, 3000. Phone 63-0391. Telegrams Gafcor.

Directors: A. E. Chadwick (chrnm), Sir Walter Bassett, Sir Robert Knox, I. McGregor, F. G. B. May, F. J. Sweeney, N. A. Smith.

Executives: J. A. Madsen, N. A. Smith (joint gen. mgrs), L. G. F. Leckie (mgr commerce), J. M. Shaw (chief engr), K. H. Gill (secy), B. McLeish (mgr ops), W. A. Reid (mgr sales), B. B. Bennett (exec. officer).

Products: Piped gas, coke, tar, wash oil, ammoniacal liquor and crude benzol. Distribution of Heatane gas.

Agencies: Foote, Cone & Belding Pty Ltd, Melbourne (piped gas); Paton Advtg Svce Pty Ltd, Melbourne (Heatane-gas).

GEC (AUSTRALIA) PTY LTD: Head office, 104 Clarence St, Sydney, 2000. Phone 2-0277. Telegrams Britishgeneral, Sydney.

Directors: C. J. Moray Sutor (chrnm), J. Cousins (mng dir), P. W. Jacques (works dir).

Executives: J. Cousins (mng dir), K. C. Bowring (NSW mgr), J. D. Jagoe (com. mgr).

Products: GEC electric ranges & domestic appliances, Osram lamps and tubes. Xpelair extract fans, Woods industrial fans. GEC domestic & commercial refrigeration. GEC commercial cooking, heating & ventilation equipment. GEC-AEI wire & cable contractors' supplies, lighting fittings, fans & air circulators.

Agencies: USP-Benson (NSW) Pty Ltd; Murray Evans Advtg Pty Ltd. **I/State repr.:** Branches all States. **O'seas:** The General Electric Co. Ltd, London.

GEC-AEI (ENGINEERING) PTY LIMITED, 1 Percy St, Auburn, NSW, 2144. Phone 649-0155. Telegrams Engaust Elequip.

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 MOTORS-HOLDEN'S PTY LTD, Fishermen's Bend, Port Melbourne, Vic., 3207. Phone 64-0331. Telegrams Genmotaust.

Managing director: Alex D. Rhea.

Products: Holden, Holden Torana, Chevrolet, Pontiac cars, Bedford and Holden commercial vehicles. Frigidaire refrigerators and other domestic appliances. Terex Earth moving equipment. Nasco parts and accessories, Idec diesel equip., bearings.

Agencies: George Patterson & USP-Benson.

I/State Repr.: Branches all mainland States. **O'seas:** General Motors O'seas Operations, New York USA, & throughout world.

GILLETTE (AUSTRALIA) PTY LIMITED, Princess Highway, Noble Park, 3174. PO Box 223, Dandenong, Vic., 3175. Phone 546-3333. Telegrams Gilrazor, Dandenong, Vic.

Directors: R. J. Sullivan (mng dir), L. Irving (marketing dir), K. R. Oxenbould (financial dir).

Executives: R. B. D. Cook, M. Paine, S. J. Burt, N. Cleland (brand mgrs), E. R. Tomlin (market research mgr), M. F. Darby (adv. services mgr).

Products: Gillette Razors, blades & shaving brushes, Foamy Shaving Cream, Answer Deodorant, Tomi & Prom Home Perm. Kits,

White Rain Lotion Shampoo, Tame Creme Rinse, Dippity-Do, Paper: Mate Pens.

Agencies: USP-Benson, J. Walter Thompson.

I/State Repr.: Branches Sydney, Brisbane, Perth, Adelaide. **O'seas:** Companies throughout the world.

GIRGARRE CHEESE CO. PTY LTD, 177-199 Macauley Rd, North Melbourne, 3051. Phone 30-1361. Telegrams Girgar, Melbourne.

Directors: W. F. Brodbeck (mng dir).

Executives: K. N. Adcock (mktg mgr), C. L. Swift (Aust. sales mgr), K. J. Brannan (product mgr).

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; Peters (WA) Pty Ltd, Perth, WA; A. C. Ferrall Pty Ltd, Launceston, Tas.

GLAXO-ALLENBURYS (AUSTRALIA) PTY LTD, Head office, 23-47 Villiers-st, North Melbourne, 3051. Phone 30-2851. Telegrams Glaxallex, Melbourne.

Executives: G. G. Hunt (mng dir), G. E. V. Rowe (sales dir), J. McAllester (tech. dir), W. G. Matheson (secy).

Operations: Manufacturers of infant foods, pharmaceutical preparations and surgical equipment.

Agency: Compton Advertising Australia Pty Ltd.

GLAZEBROOKS PAINTS & CHEMICALS LTD, 269-297 Williamstown-rd, Port Melbourne, Vic., 3207. Phone 64-1531. Telegrams Permoglaze, Melbourne.

Director: R. E. Purves (chrnm), O. G. Edwards, S. J. B. Asprey, E. E. Jarvis, F. A. Waugh, W. R. Waite.

Executives: D. L. Stock (mgr), P. H. Ellis (secy), K. H. Sutcliffe (sales mgr).

Products: Tanox Super Gloss Paint, Permoglaze Enamels, Glazebrooks Plastic Flat and Plastic Satin, Glide-on Plastic Paint and industrial coatings.

Agency: Handbury Advertising Pty Ltd.

GLO-WEAVE PTY LTD, 234 Brunswick St, Fitzroy, Melbourne, Vic., 3065. Phone 419-1600.

Directors: S. Same (mng dir).

Executive: M. W. Lockwood (sales dir).

Products: Glo-Weave men's and boys'

shirts, Lady Manhattan blouses.

Agency: John Clemenger Pty Ltd.

GODFREY PHILLIPS INTERNATIONAL PTY LTD, 111-193 Wellington St, Collingwood, Vic., 3066. Phone 41-1121, 41-7461. Telegrams Godphillip.

Directors: J. R. Fawke, H. Hurley, J. L. Fisher, D. L. Smith, R. E. Kneale, M. I. R. Currie.

Executives: H. Hurley (gen. mgr), J. L. Fisher (prod.), D. L. Smith (finance), M. I. R. Currie (sales), R. E. Kneale (mktg and advt), K. N. Nice (secy).

Products: Cigarette and tobacco manufacturers; Cigarettes—Viscount, Kent, Albany, Silver King, Du Maurier, True. Tobaccos—Black and White, Greys; importers of Wilem II cigars, Four Square tobaccos and Theodoros Niemeyer Dutch tobaccos.

Agencies: John Clemenger Pty Ltd, Walker Herbert & Associates Pty Ltd.

I/State repr.: Sales representation all States.

GOLDBERG INTERNATIONAL PTY LTD, 105 Clarence St, Sydney, 2000. Phone 29-2041. Telegrams Footwear.

Product: Footwear.

GOLDEN CIRCLE CANNERY, THE, Earnshaw Rd, Northgate, Qld, 4013. Phone 60-5151. Telegrams Growcan.

Directors: J. S. Fullerton (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 mgr).

Products: Golden Circle canned fruit. Brand names: Golden Circle, Q.T.F., Sundrenched, Golden Orange (pending).

Agency: Jackson Wain Pty Ltd.

I/State repr.: All States. **O'seas:** Gilbert J. McCaul & Co. Ltd, Airport Terminal, Purley Way, Croydon, England.

GOODYEAR TYRE AND RUBBER CO. (AUSTRALIA) LIMITED, THE, 4-16 Yurong-st, Sydney. Phone 31-0311. Telegrams Goodaust.

Directors: S. H. Buzby (vice-chrnm and mng dir), B. H. Snaith (sales dir), J. D. Tuttle (finance dir), J. Allen (prod. dir).

Executives: W. I. Diery (gen. sales mgr), J. A. Thompson (advtg mgr), R. A. Hardy (industrial products sales mgr), J. A. Kelly (gen. mgr, retail stores), T. W. Willis (tyre and tube sales mgr), J. R. Wallace (mng special products), J. Godwin (mng aviation prods), E. C. Davis (PR mgr).

The BIG DB Melbourne
No.1 in Men
Monday to Sunday

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'seas:** Goodyear International Corp., 1144 East Market-st, Akron, Ohio, USA.

R. M. GOW & COMPANY LTD, Gow St, Moorooka, Brisbane, 4105. Phone 48-5061.

Directors: Stewart Gow (chrnm), N. M. Gow (man. dir), N. E. Gow, A. S. Vivian (secy), L. Butts.

Executives: R. R. S. More (mktg mngr), L. J. Muddle (sales mngr), S. Lang (factory mngr).

Products: Gold Crest Goodfoods—cordials, cake, pudding, pie, pastry mixes, sauces, flour, vinegar, jelly crystals, etc.

Agency: Hawkins-Lewis Advertising (Qld) Pty Ltd.

I/State repr.: Office in Sydney. Agents in Newcastle, Melbourne (inc. Tasmania), Adelaide, Perth, Darwin.

O'seas: Singapore/Malaysia, Hong Kong. Rest of world—through Australian Exporters Ltd, Brisbane, 4000.

GOYA-DECORE DIVISION (Reckitt & Colman Australia Limited), 44 Wharf Rd, West Ryde, NSW, 2114. PO Box 80, West Ryde. Phone 85-0122. Telex 20575.

Marketing director: G. A. Hare.

Products: Goya perfumes, Cedar Wood men's toiletries, Decore hair colourants, blonding preparations and shampoos.

General sales manager: G. R. Hackworthy. **Agency:** Masius Wynne Williams (Vic.) Pty Ltd.

GRAMP, G. & SONS PTY LTD, 284 Carlington-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.

Regional manager: D. A. Everard.

Operations: Wine & brandy makers & distributors.

I/State Repr.: Branches Sydney, Melbourne, Perth, Brisbane. Agencies, Tasmania. **O'seas:** Agencies in the UK, Canada, USA, West Indies, NZ and Pacific.

Agencies: Martin, Kinnear, Clemenger Pty Ltd and Insight Pty Ltd.

GROSBY FOOTWEAR PTY LTD, 371-403 Flemington Rd, North Melbourne, Vic., 3051. Phone 30-2651. Telegrams Grosliip.

Directors: N. Grosby, R. Grosby.

Products: Casual footwear and slippers, men's, women's and children's. Grosby, Shipmates, Snow Queens, Beachmates, Weekenders, Charley Boots, Georgy Shoes, Trend-

setters, Guards.

Agency: Nicholls Cumming Advertising Pty Ltd.

I/State repr.: R. J. Hastings Pty Ltd, 8 Firth St, Arncliffe, NSW (599-1155); F. L. Charters & Co. Pty Ltd, 135 Merivale St, Sth Brisbane, Qld (4-1951); J. Heighway (WA) Pty Ltd, 263 Hay St, Subiaco, WA (8-1565); 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 Ocah.

Managing director: H. F. Oostergo.

Executives: A. R. J. Blakenburg (gen. mngr), R. A. v.d. Dobbsteun (secy), N. D. Turnbull (mktg mngr, electrical), R. D. Frost (mktg mngr, electronics), G. A. Dawes (advgt mngr), T. E. Bleeker (mktg mngr, communications).

Products: National electrical & electronic products.

Agencies: Geo. Patterson 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 663-0561. Cables Hagemeyer.

Managing director: H. F. Oostergo.

General manager: C. DeWit.

Product managers: J. Thuis (watches), L. Stoltenkamp (electronics), A. W. Mitchell (lighters).

Advertising manager: G. A. Dawes.

Agency: V. H. Freeth Pty Ltd.

Products: Timex watches, Encicar watches, Nivico electronic products, Byron lighters and watchbands.

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, Hagley's Hopple Chafe Aerosol, Penetrene Salve.

Agency: John Clemenger Pty Ltd.

HAMILTON'S EWELL VINEYARDS PTY LTD, Bowman Building, 73 King William St, Adelaide, 5000. Phone 51-5387. Telegrams Ewell Adelaide.

Directors: R. F. Hamilton, I. A. Hamilton, B. W. Hamilton.

Executives: R. F. Hamilton (chrnm & mng

dir), R. E. Killeen (secy).

Products: Wines & spirits: Hamiltons Wines, Gold Label Whisky, Fine Gin, XXX Brandy, Vodka.

Agencies: SA: Clem Taylor, O'Brien Pty Ltd; NSW, Victoria: O'Brien Publicity.

I/State repr.: Branches Sydney & Hobart; Victoria—Hamilton's Ewell Vineyards (Vic.) Pty Ltd; Queensland—Tollemans & Co. Pty Ltd; WA—Johnson & Harper Pty Ltd.

O'seas: Brown Gore & Welch Ltd, UK; Affiliated Offices Ltd, Canada.

HANIMEX PTY LIMITED. Head office, Old Pittwater Road, Brookvale, NSW, 2100. Phone 93-0321. Telegrams Hanimex (all States).

Directors: A. W. Uther (chrnm), J. D. Hannes (mng dir).

Products: Hanimex, Siemens, Perutz, Praktica, Sekonic, Sankyo, Durst, Wotan, Fuji, Toshiba, Pako, Houston Fearless, La Ronde.

Agency: Arthur L. Rosebery Pty Ltd.

I/State Repr.: Hanimex offices & warehouses in Sydney, Melbourne, Brisbane, Adelaide, Perth and Launceston. **O'seas:** Hanimex (UK) Limited, Hanimex (NZ) Limited, Hanimex (USA) Limited and in Japan, Berlin and Toronto, Canada.

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, NAS (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 Hse, 2-8 Henley Beach Rd, Mile End, South Australia, 5031. Cables Oomoo Adelaide. Telegrams Tintara Adelaide. Phone 57-8041.

I/State repr.: Sydney, 223-225 Liverpool St; Melbourne, 69-71 Flemington Rd, Nth Melb.; Launceston, 17-19 Frederick St.

HEALING APPLIANCES, regd office: 167 Franklin St, Melbourne, Victoria, 3000. Phone 30-0281. Telegrams Healing. Branches: Sydney, Brisbane, Adelaide, Perth, Launceston, Hobart and most large country centres.

Directors: K. G. Healing (chrnm), T. G.

Edgar, CBE (mng dir).

Executives: N. C. Flood (gen. mngr), J. A. Buston (national sales mngr).

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 (assoc.).

Products: Hecla electrical heating, cooking appliances and electric blankets, oil heaters. Brand name Hecla.

Agency: Masius Wynne Williams (Vic.) Pty Ltd.

I/State Repr.: Hecla Electrics (Sydney) Pty Ltd, Sydney; K. H. Dore & Sons, Brisbane; Medhursts Wholesale Ltd, Hobart & Launceston; Brown & Dureau Ltd, Perth; and in SA, four distributors, Gerard & Goodman Ltd, Newton McLaren Ltd, Harris Scarfe Ltd, Colton, Palmer & Preston Ltd, 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), R. W. Spicer (dir development), 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.

Agencies: USP-Benson, Grey Advertising.

I/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.

HELENA RUBINSTEIN PTY LTD, 12-26 Wharf Rd, Ermington, NSW, 2115. Phone 85-0301. Telegrams Suavizais.

Directors: M. J. O'Neill, E. S. Owens, Mrs R. Garrett, F. Garrett, E. J. Austin, R. Titus.

Executives: E. J. Austin (gen. mngr), J.

The BIG DB Melbourne
No.1 in Women Monday to Sunday

Wilkinson (co. secy).

Products: Helena Rubinstein brand cosmetics and toilet preparations.

Agency: Berry Currie Advertising (NSW) Pty Ltd.

HENDERSONS FEDERAL SPRING WORKS PTY LTD, Alfred-st, North Melbourne, Vic., 3051. Phone 30-2411.

Directors: D. G. Henderson (chrnm), J. G. Henderson, F. C. B. Henderson, H. R. Henderson, C. Collingwood, G. R. Cutts, R. E. Rebbeck.

Products: Springs, forgings, engineering, caravan parts, mattresses, seats, shock absorbers.

Agency: Carden Advtg Pty Ltd.

HERTZ OF AUSTRALIA LTD, 66 William St, Sydney, 2011. Phone 333-041. Telegrams Hertzcars. Telex 21470.

Sydney directors: E. P. Simpson, T. J. Preece, J. M. Maitland.

Executives: T. J. Preece (mng dir), B. R. Skingsley (acctn mngr), J. B. Russell (acctn).

Services: Rent-A-Car, Rent-A-Truck — Van rentals — leasing of cars and trucks.

Agency: Ogilvy & Mather (Aust.) Pty Ltd.

I/state repr.: All States.

O'seas: Hertz World-Wide.

THE HESTIA COMPANY LIMITED, 38 George St, Burwood, NSW, 2134. Phone 74-1263. Telegrams Hestia.

Directors: Edward Hershon, Michael A. Hershon, Walter Kohn.

Products: Foundation garments — Hestia, Bestform, Exquisite Form.

I/state repr.: The Hestia Company Ltd 568 Elizabeth St, Melbourne, 3000; The Hestia Company Ltd, 250 Edward Street, Brisbane, 4000.

HILLS INDUSTRIES LIMITED, 944-956 South Rd, Edwardstown, SA, 5039. Phone 97-3888. Telegrams Hilshoists.

Directors: R. D. H. Ling (chrnm & 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 (chrnm 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 hardware & toy div.), P. J. Donnelly (accountant), W. J. Duffy (supply mngr), O. J. Buckman (export), I. K. Adamson (TV dir), J. G. Garlick (advtg).

Products: Hills products: Paraline folding clothes lines, Extendale extensible clothes lines, Courier 2-way radios and electronic equipment, Telefix TV receiver maintenance service, Telefix home appliance service, Tele-

rent 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.

HOLBROOKS DIVISION (Reckitt & Colman Australia Limited), 44 Wharf Rd, West Ryde, NSW, 2114. PO Box 80, West Ryde. Phone 85-0122. Telex 2-0575.

Marketing director: J. A. Caro.

Products: Planters range — nuts, pops, pretzels; Cuppa Coffee, Keens Curry, Keens Mustard, Newmans Worcestershire Sauce; Holbrooks Worcestershire Sauce, Rice-A-Riso, Seasonings, Vinegars, Pickles, Olives & Gherkins, Thick Sauces, Spray 'N Cook, Bisks).

General sales manager: D. Bruce.

Agencies: Grey Advertising Pty Ltd, Foote, Cone & Belding.

HOLDENSON & NIELSON MARKETING PTY LTD. (Now Petersville Milk Products).

HOLEPROOF INDUSTRIES LIMITED, 204 Sydney Rd, Brunswick, Vic. 3056. (38-4001). 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. mngr, marketing), B. J. Meaney (asst gen. mngr, marketing), A. H. Meyers (advtg mngr).

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.

Agencies: Grey Advertising, Aldwych Advertising, Carden Advertising.

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.

Chief general manager: J. K. Campbell.

Operations: Real estate agency, hotels, pastoral, commercial and home building, home units, land development, landtrus, industrial sands, investments.

Agency: Insight Pty Ltd.

O'seas Repr.: Amsden, Cossart & Wells, London.

HOOVER (AUSTRALIA) PTY LTD, Cnr Rotheras-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, A. H. L. Gibson.

Executives: A. A. Milasas (secy), J. P. Fleming (field sales mngr), M. E. Byrne (merchandising mngr), B. R. Taylor (sales admin-mngr), V. G. Saunders (tech. service mngr).

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).

HOUGHTON & BYRNE PTY LTD, 554 Pacific Highway, Chatswood. Phone 419-2301. (factory) 8 Brenna St, Alexandria. Phone 69-5838. Telegrams Kilpest.

Directors: W. H. Westphal (chrnm), F. A. Westphal, E. M. Buchan.

Executives: F. A. Westphal (gen. mngr), T. H. McClenaghan (financial controller),

F. H. Knowles (secy), W. E. Boyd (prod. mngr).

Products: Pest control division—Larvacide Phostoxin, Methyl Bromide, Grain Fuligant, 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 companies in Queensland, Victoria, South Australia, Western Australia, 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.

Managing director: K. C. Macdonald. **Executives:** P. R. Lyon (sales mngr), B. Pledge, R. King, R. Brown (brand mngrs), J. Eades (plant manager), W. J. P. Dolan (fin. mngr/secy).

Products: Richard Hudnut Hair Beauty preparations, Gemey and Three Flowers cosmetics, Poly hair cosmetics.

HUNTER DOUGLAS LIMITED, 338 Victoria Rd, Rydalmere, NSW, 2116. Phone 638-0199. Telegrams & Cables, Huntbug.

Directors: H. 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 mngr), C. L. Stewart (secy, controller), G. M. Pynn (mngr, market development and public relations), I. C. Iverson (mngr, Shademaster div.), D. E. Schahinger (mngr, Cordex Pty Ltd), I. F. James (mngr, building products div.).

Operations: Manufacturer of components for venetian blinds, awnings, insect screens, roller shades, aluminium sliding and 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 International Corp., 66 Madison-ave, New York, USA.

HUNTER PRODUCTS PTY LTD, 8 Bute St, Footscray, Vic., 3011. Phone 68-6091. Teleg. Oxpul.

Directors: L. D. Hunter, Snr. (gov. dir).

The BIG DB Melbourne Breakfast No.1 in Men Monday to Sunday

L. D. Hunter, Jnr. (mng dir), A. T. Hunter (gen. mngr), V. K. Hateley, M. L. Hunter, B. A. Hunter, D. R. Wilson.

Products: Janitor, Time Quick Starch, Lavendola.

Agency: Stewart-Cowcher.

I/State Repr.: Branches all States.

ILFORD (AUSTRALIA) PTY LTD, Head office & factory: Notting Hill, Victoria, 3168. Phone 544-0511. Telegrams Ilfordaust.

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).

Directors: W. J. Kemp (mng dir), W. A. Trickett (secy).

Executives: J. S. Fraser (gen. marketing mngr), W. G. Cope-Williams (motion picture products).

Products: Ilford cine and photographic materials, chemicals.

IMPERIAL CHEMICAL INDUSTRIES OF AUSTRALIA AND NEW ZEALAND LIMITED, 1 Nicholson St, Melbourne, Vic., 3000. PO Box 4311, Melb., 3001. Phone 662-0201.

Products: Ammunition, explosives, metals, slide fasteners, synthetic ammonia, general, indust. and agric. chemicals, pharm. and vet. products, alkalis, salt, dyestuffs, plastic films, plastics, rubber chemicals, 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 Tce, Perth; Canal St, Launceston; 24 Sutton Tce, Marlestone, 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 (chrnm and mng dir.), J. L. Molyneux (comptroller), J. R. Boerger (mnftg), J. A. Tweeddale (engineering), K. E. Rigg (PR), W. A. Ince, L. J. Dooling, R. J. Wrath.

Marketing Executives: R. A. Galloway (mng of sales), C. W. Quinn (mng of motor truck sales), F. A. Tarrant (mng of Farm Equipment Sales), P. Guilfoyle (mng of construction equipment sales), M. R. Macfarlane (mng of parts sales), J. B. Davis (mng of export sales), J. C. Parncutt (mng of merchandising services).

Products: International trucks, McCormick International tractors and farm equipment, Toft sugar cane equipment, International and Hough construction equipment and International industrial equipment.

I/State Repr.: District offices in capital cities.

Agency: Carden Advertising Pty Ltd, Melbourne.

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.

Pharmaceuticals: Anacin, InfraRub, Neelo, Preparation H, Kolynos Toothpaste, Kolynos Denture Cleaner.

Agency: Insight.

JAMES STEDMAN HENDERSON'S SWEETS LTD, Sweetacres, Rothschild-ave, Rosebery, NSW, 2018. Phone 663-2381. Telegrams Sweetacres.

Directors: R. Moore (chrnm), H. B. Giles (mng dir), R. S. Goward, R. G. Costin, F. W. Court, A. G. Hoadley, J. L. Hewison.

Executives: D. M. Cross (secy), B. G. Barr (sales mngr).

Main products: Minties, Jaffas, Fantales, Throaties, Milk Shakes, Choclateens, Marella Jubes.

Agency: Willmott's Advtg.

I/State Repr.: The Nestle Co. (Aust.) Ltd, all States. **O'seas:** Factory, Auckland, NZ.

JANTZEN (AUSTRALIA) LIMITED, Parramatta-rd, Lidcombe, NSW, 2141. Phone 648-2041. Telegrams Jantzen, Sydney.

Directors: N. Routley (chrnm), A. D. Blain (mng dir), J. N. Walker, H. Arthy, W. F. Strang (finance dir), G. D. Ruby.

Executives: B. A. Steward (secy), J. H. Skipper (mktg mngr), Miss B. White (dir, style development), D. S. Schreiber (knitwear mngr), P. C. Carne (mngr, Kay Hilvert div.).

Products: Jantzen swimwear, sportswear, knitwear, Kay Hilvert swimwear, sportswear, slacks.

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. R. G. Blair (mngr), F. W. Clare (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. M. E. Offner.

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., 19 Austin-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), W. H. Northam (alt. chrnm), C. H. Bull (mng dir.), R. A. Walters (gen. mngr), W. J. Allman, T. B. Alexander, R. A. Bowie, A. J. Murray, W. B. Northam.

Products: Johnson's baby products, Tek toothbrushes, BAND-AID brand adhesive bandages, PERSONAL PRODUCTS, surgical dressings.

The BIG DB Melbourne Breakfast No.1 in Women Monday to Sunday

Agencies: Willmott Advertising, O'Brien Advertising.

I/State 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: G. R. Hudson (mng household products), B. L. Lafsky (mng service products), H. Cartledge (secy), B. M. Miller (advtg), D. H. Murrell (mng equipment & special products).

Products: Johnson's Paste Wax, One Go, Glo-coat, Glory carpet shampoo, Stride, Beautiflor 92, Super Kleen Floor, One Step Car Polish (spray, liquid, paste), Pledge, Pronto, furniture polishes — Shine-up (aerosol, liquid), Favor, Shine-up Liquid dispenser pack, Pride sealers — Traffic Coat, Over and Under Plus; insecticides — Buggy Whip, Raid Insect Spray; specialty products — End-back, Swoop toilet bowl cleaners; Agricultural — Primafresh Special, Primafresh '22', Primafresh '32', Clearfresh vegetable wax; Self shining finishes — Traffic Grade, Step-Ahead, Scrubbable Super Tred; Solvent buffing waxes — Traffic Wax Paste, Traffic Wax Liquid, Durosil Traffic Wax Paste, Durosil Traffic Wax Liquid, Stedfast; Cleaners — Forward, Big Bite, Wax-Strip Floor Cleaner, Emerel floor cleaner, General purpose detergents, Steam carpet cleaning system, Rugbee.

Agency: Jackson Wain & Co. Pty Ltd.

I/State Repr.: Branches all States. **O'seas:** Agencies throughout world.

KAY CORPORATION LIMITED, 449-457 Swanston St, Melbourne, 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.

Executives: A. Katranski (mng dir), J. M. Joel (deputy mng dir), H. H. Hunting (secy), J. P. Murphy (national branch co-ordinator), R. E. Packham (special projects mngr).

Services: Car rental, leasing.

Agency: M&A Marketing & Advertising Pty Ltd, Melbourne.

I/State Repr.: Main Branches: Kays Rent-A-Car, Sydney (31-6621), Brisbane (31-3138), Surfers Paradise (9-4059), Canberra (49-1815), Adelaide (23-3746), Tasmania — Hobart (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.

Products: Hosiery, lingerie, underwear, gloves, children's underwear, Tam o' Shanter.

Agencies: Jackson Wain & Co. Pty Ltd, Masius Wynne-Williams (Vic.) Pty Ltd.

KELLOGG (AUST.) PTY LTD, Stephen Rd, Botany, NSW, 2019. Phone 666-9541. Telegrams, Kellogg, Sydney.

Executives: R. J. Dawson (chrnm), W. C. Nicolson (mng dir), R. J. W. Bailey (mktg mnggr), R. L. Jones (advtg mnggr), D. Dulle (gen. sales mnggr).

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 mnggr), C. Evans (supply mnggr), G. G. Inkster (gen. factory mnggr).

Products: Kelvinator & Leonard refrigerators, home freezers, washers, air conditioners, water coolers, commercial refrigeration, Kelvinware plastic cisterns, Wayne pumps.

Agency: J. Walter Thompson.

KILLRUST PTY LTD, (see Pioneer Chemicals Pty Ltd).

KIMBERLY-CLARK OF AUSTRALIA PTY LTD, Mars Rd, Lane Cove, NSW, 2066. Phone 42-1233. Telegrams Kimclark, Sydney.

Directors: E. R. Beattie, A. S. Brown, R. C. Ernest (mng dir), S. J. Clark (secy-dir).

Products: Kotex napkins and belts, Fems tampons, Slimline briefsets, Kleenex tissues, Veldown tissues, Kleenex toilet tissue, Dawn toilet tissue, Medesa toilet tissue, Kleenex table napkins, Dawn family napkins, Kleen-Wrap lunch wraps, Kleenex dressing towels, Medesa industrial toilet tissue, towels, table napkins, Dawn paper towels, "Kimwipes", Kleenex disposables — place-mats, 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 50-0394. Telegrams Wogall, Sydney.

Directors: Warren D. Adcock, Robert Adcock.

Executives: E. Lewis (prod. mnggr), H. McDonald (purchasing officer), A. Keep (warehouse mnggr), E. Davies (head of cutting section), H. Creed (secy).

Products: Industrial clothing, overalls, trousers, shirts, dustcoats, men's and boys' shorts.

Agency: Arthur Smyth & Sons.

I/State repr.: Power & Burkitt, Brisbane; C. S. & B. L. Harbard, Adelaide; Haig & Co., Perth; Darcy Blackwood, Hobart and Launceston; R. W. Shiels & Assoc., Prahran.

NSW reps: G. McDermott, Newcastle; G. H. Whiteman, Broken Hill.

THE KIWI POLISH COMPANY PTY LTD, 188 Burnley St, Richmond, Victoria, 3121. PO Box 51, Richmond, Vic. Phone 42-3121. Telegrams, Kiwi Melbourne.

General manager: J. C. Lucas.

Executives: E. W. Landry (asst gen. mnggr), J. W. Bartlett (gen. sales mnggr), J. L. Miers (mrktg mnggr).

Product: Kiwi Shoe Polishes, White Cleaners, Glint, Bon Ami, Shinoleum, Steprac, Steel Wool, Chief Floor Polishes, Nu Wash.

Agency: Best & Company, Melbourne.

I/State repr.: All States.

KODAK (AUSTRALASIA) PTY LTD, 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. mnggr-mktg), S. J. Sanderson (gen. mnggr — manufacturing), K. E. Allen (development), N. H. Payne (finance).

Executives: N. H. Payne (secy), R. A. Dudley (NSW mnggr), W. M. Germon (ACT mnggr), K. B. Allen (Vic. mnggr), G. N. Robertson (Qld mnggr), G. Garside (SA mnggr), N. R. Fletcher (WA mnggr), M. T. Diprose (Hobart mnggr), R. L. J. Thomson (Launceston mnggr).

Products: Suppliers of Eastman 16mm & 35mm motion picture and television films, 16mm cameras and projectors, 35mm still cameras and projectors, studio and dark-room equipment, sensitised photographic materials and chemicals.

KOLOTEX HOSIERY PTY LTD, 22 George St, Leichhardt, NSW, 2040. Phone 560-7622. Telegrams Kolotex.

Directors: P. Kornmehl (mng dir), D. Frocht (dir. production), J. Steiner (dir. finance and admin), E. Baruch (dir. sales).

Products: Clings, Clings superlock, Clings super sheers, Cling stay-ups, Kolotex Panti-Hose.

I/State repr.: Adelaide, Brisbane, Hobart, Melbourne, Perth and Sydney.

KORATRON CO. INC., 270 Drummond St, Carlton, Vic., 3053. Phone 34-1037. Telegrams Kortroninc.

Executives: W. L. Cant (mnggr, Aust. & NZ), M. Haber (tech. mnggr).

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, G. R. Hunter, I. McK. Milne, W. R. Dickson, A. P. J. Trevena, J. McCulloch, H. M. Connelly, O. E. Swain.

Executives: Dr. K. Farrer (research mnggr), E. W. Hill (Port Melbourne factory mnggr), G. Nicholls (mktg mnggr), W. J. Gerrett (mktg mnggr), E. H. Catton (mktg mnggr), F. B. Burridge (mktg mnggr), N. Edwards (mktg mnggr).

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 52-044. 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 dir), A. Fowler (tech. dir.).

Agency: Jackson, Wain & Co Pty Ltd.

Products: Radio, TV receivers, stereo & tape recorders.

I/State Repr.: Branches all States (except Tas.).

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, R. L. Hammond, C. F. Moore, J. C. Urbahns.

Executives: G. J. Dusseldorp (chrnm), C. F. Moore (mng dir).

Products: Office buildings, retail shopping centres.

I/State repr.: Victoria, ACT, Qld, SA.

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.), K. A. Fowles (advtg controller), R. D. Cohen (senior mktg mnggr), R. R. Peterson, R. V. Gregg (marketing managers).

Products: Rinso, Persil, 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 Rin, Sun, Dot.

Agencies: Lintas Pty Ltd, J. Walter Thompson (Aust.) Pty Ltd.

I/State 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. mnggr), A. H. R. Dell (nat. sales mnggr), W. R. Hodgson (southern div. mnggr), J. Wista (manufacturing mnggr), B. M. Heffernan (executive acct).

Operations: Confectionery manufacturers.

Agency: V. H. Freeth Pty Limited.

I/State 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 Linktoyau.

Directors: A. L. Laidlaw (mng dir), W. J. Prior, I. L. O'Hara, F. J. Church.

Principal executives: I. L. O'Hara (general mnggr, directing Aust. operations).

Operations: Marketing of Lincoln Toys, Kitchen and Houseware.

Agency: Lintas.

I/State repr.: J. Trevor, Melbourne; R. G. Evans (Pty) Ltd, Adelaide.

O'seas repr.: H.O., Auckland, NZ. Offices London, Hong Kong.

The BIG DB Melbourne Breakfast No.1 in Housewives Monday to Sunday

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.

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. mngr, mng dir).

Products: Language gramophone records.
O'seas Repr.: 33 Mercer-st, Wellington, NZ.

LIPTON (OVERSEAS) LIMITED, 111 Cambridge St, Collingwood, Vic., 3066. Phone 419-1466. Telegrams Lipton, Melbourne.

Directors: F. G. Clark, F. G. Land (joint mng dirs), J. N. Perkins, A. J. Riches (joint mng dirs).

Executives: G. F. McMullen (gen. mngr), F. G. Woodward (marketing mngr).

Operations: Tea blenders, manufacturers and packers.

Products: Lipton Yellow Label, Lipton Royal Blend, Quick Tips, Lipton Tea Bags, Lipton Tea Pot Size Tea Bags.

Agency: Mullins Clarke & Ralph, Melbourne.

I/State Repr.: Branches, 122 Platform-st, Lidcombe, NSW; 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. mngr).
Executives: Ignazio Scimone (asst to gen. mngr).

Services: Shipping (passenger and cargo services).

Agency: R. S. Maynard Advertising, Sydney.

LNC INDUSTRIES LTD, 177-185 William St, Sydney, 2000. Phone 31-7001-3. Telegrams Larkneve, Grenmot, Volcar.

Subsidiaries: Grenville Motors Pty Ltd, Lanock Motors Ltd, Lanock Motors (South Coast

Pty Ltd, Ruslit Motors Ltd, Volkswagen Australia Pty Ltd, Volkswagen (Services) Pty Ltd, Volkswagen (Distribution) Pty Ltd, Griffon Motors Pty Ltd, Larke, Neave Investments 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, Colt & Bellett cars; Volkswagen, Fiat & Elf commercial vehicles; Deutz & Seddon trucks; Perkins Diesel engines; Wankel & VW industrial engines; Distributors Dolmar chain saws. Motor vehicle dealers: Chrysler Valiant, Dodge cars; Valiant utilities, Dodge & Commer trucks.

O'seas: Tozer Kemsley & Millbourn Ltd, 84 Fenchurch-st, London, EC3, Eng.

LOGIN CORPORATION PTY LTD (associated with Wettex Australia Pty Ltd), 42-48 Pacific Highway, North Sydney, NSW, 2060. Phone 92-0846. Telegrams Loginsyd.

Directors: D. J. Cartledge, C. G. Pitman, E. J. Surgeon.

Executive: A. I. Davril (marketing mngr).

Operations: Sales and marketing organisation handling national distribution of Wettex, Chamella, Halex Liquid & Halex Pearls, Wettex Venetian Mitt, Wettex Venetian Cleaner, Wettex 2-in-1 Scourer.

I'state agents for grocery-hardware: E. R. Blackmore Pty Ltd, 161 Stanley St, South Brisbane, 4101; Harvey Little & Co., 1A Churchill Grove, Hawthorn, Vic., 3122; Marks Agencies Pty Ltd, 27 Grenfell St, Adelaide, 5000; Karin Agency, 324 Hay St, Subiaco, WA, 6008; Waratah Agencies, 44 Bathurst St, Hobart, Tas., 7000; Waratah Agencies, 212 York St, Launceston, Tas., 7250.

Licensees for the range of Oraltone Products (Login Corporation, licensor): Australia — Kingsted Pharmaceuticals Pty Ltd, 39 Barwon Park Rd, St Peters, NSW, 2044; New Zealand — Mentone Pharmaceuticals (NZ) Ltd, Box 26039, PO, Epsom, NZ.

Agency: Nichols-Cumming Advertising (NSW) Pty Ltd.

LOVE, J. R. & CO. PTY LTD, 97 Bathurst St, Sydney, 2000. 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. mngr).

Products: Manufacturers of food products under Mothers Choice and Kinkara brands.

Agency: Hansen Rubensohn - McCann Erickson Pty Ltd.

I'state Repr.: Marrickville Holdings Sales (Vic.) Pty Ltd, Marrickville Holdings Sales (Qld) Pty Ltd. Miracle Foods (SA) Pty Ltd.

MACLAREN LABORATORIES PTY LTD, 10 Abbott-rd, Fairfield, Melbourne, 3078. Phone 49-3156.

Products handled in NSW for principals: Laxettes Pty Ltd, Victoria: Laxettes, Paige (NSW) Pty Ltd.

MacROBERTSON (AUST.) LTD, Box 200, PO, Ringwood, Vic., 3134. Phone 870-8900.

Directors: N. N. Robertson (chrmn), J. P. D. Lloyd, R. A. Smith, E. F. Robertson, G. R. Brewer, D. R. Campbell.

Products: Chocolates and confectionery, Old Gold, Snack, Columbines, Cherry Ripe, Freddo Frogs.

I'state repr.: Depots Sydney, Newcastle, Brisbane, Townsville, Adelaide, Perth, Hobart.

Agent: Darwin.

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. mngr), K. D. Cohen (operations mngr), J. E. Karasek (commercial mngr), A. J. Yates (secy), F. B. Colquhoun (new projects engineer), D. C. Davies (personnel mngr).

Operations: Airline service, air charters in WA and Northern Territory.

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. mngr).

Products: Hair cosmetic manufacturers, Australasian representatives for L'Oreal of Paris.

Agency: Dean Forbes Advertising Pty Ltd.
I'state Repr.: Branches all States; also in NZ, Auckland, Wellington, Christchurch, Dunedin.

MARKWELL BROTHERS PTY LTD, 1 Melbourne St, South Brisbane, 4101. Phone

4-2571-2-3. Telegrams Markbriss.

Directors: F. J. Markwell, R. L. Markwell.

Products: Yanmar-Skoda-Perkins Diesel Engines, Skoda Cars, Matchless, Maico, NSU, Jawa m/cycles & scooters, International and Marina 2-way radio, Koden-Foruno Echo Sounders, Capitol-Borgwarner gearboxes.

Agency: T. Hilken Waite Pty Ltd.

MARLOW, JULIUS, HOLDINGS LTD 163 Noone St, Clifton Hill, Vic., 3068. Phone 489-2999 (6 lines).

Directors: I. W. Trescowthick (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. S. Bowman.

Products: Men's welted and cemented 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. mngr — ETA Foods Pty Ltd), C. A. Hopkins (gen. mngr Marrickville Margarine Pty Ltd), R. G. Rowe (gen. mngr — J. R. Love & Co. Pty Ltd), P. J. Crowley (gen. mngr — Snack Foods Division), 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.

Agencies: Hansen Rubensohn - McCann Erickson Pty Ltd; USP-Benson (NSW) Pty Ltd.

MARRICKVILLE MARGARINE PTY LTD, Edinburgh Rd, Marrickville, NSW, 2204. Phone 519-3355. Telegrams & cables, Margarine, Sydney.

Directors: R. C. Crebbin (chrmn & mng dir), O. E. Phillips, P. G. Montgomerie, L. Johnston, N. E. Jones.

Executive: A. W. Fitzpatrick (secy).

The BIG DB Melbourne
No.1 in Men

Monday to Sunday

Operations: Manufacturers, industrial & retail margarines, fats & cooking oils. Brands: Miracle, Praise, Marville, Eta Super Spread, Hi Fri, Chefol.

Agencies: Hansen Rubensohn — McCann Erickson Pty Ltd, USP-Benson (NSW) Pty Ltd. All advertising through Marrickville Holdings Ltd, group advertising dept.

I/State Repr.: Branches all States.

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), M. Kennedy (advtg mngr), J. Fogarty (secy & chief 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.

MASTERCRAFT CHOCOLATE CO. PTY LTD, (see Life Savers (Australasia) Ltd).

MAURI BROTHERS & THOMSON LTD, 2-6 Barrack st, Sydney, 2000. Phone 2-0227. Telegrams Maurithon.

Directors: Donald Junor (chrnm & mng dir), A. M. C. Butfield (deputy chrnm), R. J. Abercrombie, J. D. O. Burns, Dr R. W. Harman, F. M. Osborne.

Executives: A. Saunders (executive vice-president), C. Axelsen, R. A. Bottomley, R. M. Burgess, W. H. Craike (NZ), P. J. Meddings, A. I. Michie, J. Postlethwaite, D. J. Simpson, D. T. Sinclair, M. Roos, 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.

McCULLOCH OF AUSTRALIA PTY LIMITED, 110-112 Station Rd, Seven Hills, NSW 2147. Telegraphic & cable address:

Macsaws Sydney. Phone 622-9999.

Directors: J. H. Ricks, J. Hegener, B. M. Dixon, J. D. Sullivan.

Executives: J. H. Ricks (mng dir), R. D. Hicks (company secty), H. L. Gee (sales mngr, chain saw div.), J. S. Prell (sales mngr, Marine & Yamaha div.), G. A. Foster (mng, advtg & sales prom.).

Operations: Manufacturer & distributor McCullough Chain Saws, Kart Engines, Welders and Generators and Yamaha Motor Cycles.

Agency: Thomson, Porritt, Partner Pty Ltd. **I/State repr.:** Chain saw distributors each State, and Yamaha dealers in NSW.

McDOWELLS LTD, King & George-sts. Sydney, 2000. Phone 2-0159.

Directors: Sir Frank S. McDowell, John H. McDowell, Ronald E. McDowell, Frank B. McDowell, Wilfrid McDowell, Norman Pardoe, Keith McDowell.

Executive: Bernard A. Taylor (company secretary).

Operations: Retail drapers.

O'seas: F. J. Tytherleigh & Co. Ltd, 28-30 Worship-st, Finsbury Square, London.

McWILLIAMS WINES PTY LIMITED, Bulwara & Pymont Bridge-rds, Pymont, 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: Health insurance.

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. Pond (chrnm), S. Rich.

NSW mngr: L. Earle.

Victorian mngr: E. Pickering.

Western Australian mngr: G. Ackerley.

South Australian mngr: H. R. Davey.

Products: Mello-Lite venetians, awnings, insect screens, Kirsch curtain rodding & venetians, Shademaster components & machinery, Holland shade cloth and rollers.

Agency: Western Advtg Co., Sydney.

I/State repr.: Shademaster, Notting Hill, Vic; Mello-Lite (SA) 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 (chrnm), E. P. Hannon (dep. chrnm), Sir Eric Harrison, I. McD. Cook, D. C. Cropper, A. C. Granger, D. S. R. Netterfield, B. J. Crowley, J. H. Meaney.

Products: Pharmaceuticals — Aldomet, AquaMephyton, Aramine, Benemid, B.F.I., B.G.Phos., Caligesic, Chlotride, Codelcortone-T.B.A., Codelsol, Cogentin, Concoridin, Cortone, Cremomycin, Daranide, Decadron, Dichlotride, Edecril, Hydreltracin, Hydrocortone, Indocid, Mevasine, Mintezol, Periacin, Sulfasuxidine, Tryptanol, Tyotocin, Tyrozets, Veterinary-Thibenzole antihelmintic Liquid Thibenzole, Thibenzole Drenching Gun, Vitamin A Additive for Thibenzole, Thibenzole Bolus, Diuril, Hydrozide, Ampromix-plus, Nicrazin, Ampromix-plus Solution, Vitamin B12, Hepzide Feed Supplement, Hepzide Soluble Powder, Pancocin, Lan-O-Leen, Lan-O-Leen Plus, Wets-O-Leen, Mark-O-Leen, Diaz-O-Leen, Golden Sheen, MSD Blowfly Dressing, MSD Liquid Arsenic, MSD Diazinon 20pc, MSD Diazinon 10pc.

Agency: Madison-Milwyn Pty Ltd.

I/State repr.: Merck Sharp & Dohme (Australia) Pty Limited, Melbourne, Adelaide, Perth, Brisbane.

O'seas: Merck Sharp & Dohme International, New York.

MILES LABORATORIES AUSTRALIA PTY LTD, 4 Derby St, Collingwood, Victoria, 3066. Phone 41-7427. Telegrams Mile-slabs. Telex AA31139.

Executives: E. Stendahl (mng dir), A. Fisher (finance mngr), C. N. Defteros (mktg mngr, consumer prod. div.), G. R. Rose (mktg dir, Ames Co. Div. Afro/Asia ANZ), C. Curtis (Dome div.).

Operations: Consumer Products Division—Alka-Seltzer, One-a-Day plus Iron, Chocks plus Iron; Ames Company Division—range of diagnostic reagents; Dome Division—dermatological specialities.

Agencies: John Clemenger Pty Ltd, Melbourne; Hansen Rubensohn-McCann Erickson.

I/State repr.: Schaffer & Co. (NSW) Pty Ltd, 8 Shirlow-st, Marrickville, NSW, and agents in all States.

O'seas repr.: Miles Laboratories Inc., USA, Canada, South America, United Kingdom and Europe.

MINNESOTA MINING AND MANUFACTURING (AUSTRALIA) PTY LTD, head office: 950 Pacific Highway, Pymble, NSW, 2073. (PO Box 99, Pymble). Plant: St Marys, NSW. Branch sales offices all States and Auckland, NZ. Cables Trimincos 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 & marketing mngr — BCD, microfilm and graphic products).

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, Blenderm, Scotchcal, Wetordry, Scotchpak.

Agency: J. Walter Thompson (Australia) Pty Ltd.

I/State 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 Heating 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.

The BIG DB Melbourne
No.1 in Women Monday to Sunday

MONSANTO AUSTRALIA LIMITED, East Tower, Princes Gate, 151 Flinders St, Melbourne. Box 4077 Mail Exchange, Melbourne. 3001. Phone 654-4333. Telex AA30-288. Telegrams Monsanto, Melbourne.

Executives: J. M. Kershaw (mng dir), P. C. B. Hudson (commercial dir), E. F. Jackson (dir of research), K. F. Witcombe (dir of business development), N. K. I. Menhennitt (secy), F. A. Nihil (commercial dir — agricultural div.).

Operations: Manufacture of chemicals & plastics.

I/state repr.: Sales offices—Sydney, Brisbane, Adelaide, Perth.

MUIR & NEIL PTY LTD, 479 Kent-st, Sydney, NSW, 2000. Phone 61-2406. Telegrams Muirneil.

Directors: J. R. B. Neil (manag. dir.), R. S. W. Neil (sales mngr).

Products: No-DoZ Awakeners, Iodised Balmosa, Carnation Corn Caps, Roboleine, Carnation Toilet Tissue.

Agency: Berry Currie Advertising Pty Ltd.

I/State Repr.: Branch, 46 Cliff-st, South Yarra, Melbourne (24-6076). **O'seas:** Branch, 105-107 Wellesley St West, Auckland, C.I. NZ.

MYER MELBOURNE LIMITED, 314 Bourke & 275 Lonsdale-sts, Melbourne, Victoria, 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.

Executives: H. J. Foster (chrnm & mng dir.), B. Healey (gen. mngr gen. products div.), D. A. Arnold-Lester (mktg mngr, gen. prod. div.), K. Waldron (gen. mngr, biscuit div.), B. J. May (marketing mngr, biscuit div.), I. A. Gittus (company secy).

Operations: Manufacturers of Nabisco range of biscuits and crackers; breakfast foods, Weeties, Vita Brits, 100pc Bran and Rice Krinkles; Wundawax floor polish; Milano 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 (AUSTRALIA) LIMITED, Skarratt St, Auburn, NSW, 2144. Phone 648-1261. Telegrams Nairn, Sydney. Telex 21794.

Directors: R. McLeod (chrnm), J. M. Whittle (mng dir.), Sir M. George Nairn Bt. (Scotland alternate Dr. B. J. Bissig), W. Roxburgh (Scotland), D. M. Brewer (Scotland).

Products: Armourflor and linoleum sheet and tiles. 'Vinylcraft' vinyl asbestos tiles, 'superflex' flexible vinyl tiles, 'colorfelt' 'bellara' printed felt base. Congoleum cushionflor, cushionflor supreme, pacemaker, spring, peshless, fashionflor, polishes, adhesives, extrusions, tools.

Agency: Berry Currie Advertising (NSW) Pty Ltd.

I/state repr.: Branches all States.

O'seas: Nairn & Williamson (holdings) Ltd, Kirkcaldy, Scotland.

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 outdoor furniture, Namco aluminium windows, screens, glazing bars, boats, paddles; Namco desks, cabinets and office equipment; Namco-Ocal shop fronts, doors, grille walls and curtain walling; Namco clinch tube joints, Dampa aluminium acoustic ceilings; Modernfold accordion doors; ASM, Tiffany, Styline, Trend, Namco and Stronglite aluminium cooking ware, kitchen utensils, pressure cookers; Towerbrite stainless tableware; AGA, Rayburn and Falkirk slow combustion cookers and heaters; Junghans and Mondia clocks and watches; Samsonite and Bon Voyage travelware, Namco Pools, above ground swimming pools.

Agency: Clem Taylor-O'Brien Pty Ltd.

I/state Repr.: Namco Furniture, Melbourne; Namco Industries (WA); Namco, Sydney, Brisbane, Hobart.

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 (acctnt), D. H. Whyte (sales supervisor).

Operation: Vignerons, distillers, wine & spirit merchants.

Agency: Monahan, Dayman, Adams Pty Ltd.

Branches: Sydney, Brisbane.

NATIONAL BANK OF AUSTRALASIA LIMITED, THE, and wholly owned sub-

siary — The National Bank Savings Bank Limited, 271 Collins St, Melbourne, Vic., 3001. Phone 63-0471. Telegrams, Natbank, Melbourne.

Directors: Sir James Forrest (chrnm), R. R. Law-Smith, CBE, AFC (vice-chrnm), M. C. Buttfield, CMG, Sir Rupert Clarke, Bt. MBE, Andrew Grimwade, N. E. Jones, CMG, P. J. V. Ramsden.

Executives: J. L. Nave (chief mngr), R. B. Roscoe, T. B. C. Bell (asst chief mngrs), C. G. K. Smith (chief mngr — branch banking), A. R. Mitchell (chief mngr — International), C. A. Chessell, BA, (chief mngr — administration), G. R. Mountain, MA (Econ), (chief economist), M. D. Waller (chief lending mngr), L. G. Shekleton (chief mngr — personnel), G. G. Burleigh (chief London mngr).

Operations: Banking.

Agency: Compton Advertising Australia Pty Ltd.

I/State Repr.: All States. **O'seas:** New Guinea, Papua, London, Japan and correspondents throughout the world.

NATIONAL CHEMICAL PRODUCTS PTY LIMITED, corner Liverpool & Riley Sts, East Sydney, NSW, 2010. Phone 31-1181-3. Telegrams Hapre, Sydney. Victorian office, 321 William St, Melbourne, 3000. Phone 30-2024.

Directors: H. H. Pryer (mng dir), B. B. Pryer, I. Wolff, I. R. Pryer, B. J. Pryer.

Executives: R. W. Gleeson (marketing mngr).

Products: Napro hair cosmetics.

Agency: Foote, Cone & Belding Pty Ltd.

I/state repr.: Agents, all States and NZ.

NEPTUNE OIL CO. PTY LTD, 155 William St, Melbourne, 3000. Phone 60-1131. PO Box 378F. Telegrams Nopol 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.), R. R. Balfe, H. J. Nicholas, G. C. Pitman, K. C. Probert, N. H. Turnbull.

Executives: P. N. Daddo (gen. sales mngr), L. R. Bevege ('Aspro' mngr), C. G. Ward (Vincent's mngr), R. H. Tierman (pharmaceutical mngr), D. L. Garvey (veterinary mngr). **Advertising managers:** J. R. Kilgour (group), W. T. Richards (Melbourne), K. Nickel (Sydney).

Products: Pharmaceuticals, veterinary remedies and toiletries.

Agency: Dean Forbes Advtg (Vic.) 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.

NOCK & KIRBY LIMITED, 417-421 George St, Sydney, 2000. (Box 4250, GPO Sydney, 2001.) Phone 2-0246. Cables Nockkirby.

Directors: Sir Norman Nock, KT (chrnm & joint mng dir), Graham N. Nock (joint mng dir), Herbert A. Kirby (dir & office controller).

Operation: Hardware retailing.

NORTON AUSTRALIA PTY LTD, Nyrang St, Lidcombe, NSW, 2141. Phone 649-0161. Telegrams Bearover Sydney.

Directors: J. C. Adams (mng dir), P. H.

The BIG DB Melbourne Breakfast No.1 in Men Monday to Sunday

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.

NSW MILK BOARD, 67-69 Regent St, Sydney, 2000. (PO Box, Broadway, 2007.) Phone 69-5241.

Directors: W. J. Hudson (chrnm), C. A. Noble (consumers' rep.), M. F. Veitch Murray (producers' rep.).

Executives: G. M. Hoard (secy), F. O'Sullivan (publ. officer).

Operations: Regulation of supply and distribution of liquid whole milk in the Milk Zone.

Agency: Hansen Rubensohn-McCann Erickson Pty Ltd.

NYLEX CORPORATION LTD, 165 Cremorne St, Richmond, Vic., 3121. Phone 42-0251. Telegrams Nylex Melbourne.

Directors: F. L. Fitzpatrick (chrnm), O. G. Meyer, J. F. Hope, P. J. Derham, G. Jennings, J. A. Macdonald, R. H. Hamer, L. W. Weickhardt, J. W. Kelly (assoc. dir).

Executives: P. J. Derham (gen. mngr), G. Jennings (ops dir), J. A. Macdonald (secy), J. W. Kelly (cables div. mngr), A. McLean (fabrics div. mngr), M. J. Derham (gen. prod. div. mngr), A. D. Robinson (moulding div. mngr), J. Buzaglio (adv. mngr), L. M. Rodriguez (PR mngr).

Products: Nylex, Vynex, Wavelock, Thermoflex, Countess.

Agencies: George Patterson Pty Ltd, John Clemenger Pty Ltd.

Branches: NSW, Canberra, Queensland, Tasmania, West Australia, South Australia, Japan.

OLYMPIC CONSOLIDATED INDUSTRIES LTD — Subsidiary companies: The Olympic Tyre & Rubber Co. Pty Ltd, Beurepaire 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., Beurepaire Tyre Service), Best & Co. Pty Ltd (Olympic General Products, Olympic Cables, Olympic Group).

O-SO-LITE PRODUCTS PTY LTD, PO Box 27, Flemington, Victoria, 3031. Phone 33-0261. Telegrams Minifie, Melbourne.

Directors: R. L. Minifie, J. N. Gatehouse, J. Minifie.

Executives: L. D. Pallot (mktg mngr), G.

Kirton (sales mngr).

Products: Self raising flour, cake mixes.

Agency: George Patterson.

PABCO PRODUCTS PTY LTD, 150 Wigram Rd, Glebe, NSW, 2037. Phone 660-6422.

PADDLE BROS PTY LTD, 4 Reid-st, North Fitzroy, Vic., 3068. Phone 489-8555. Telegrams Padshoe, Melbourne.

Chairman: N. V. Nixon.

Executives: K. R. Davis (sales mngr, children's), L. Woolrich (sales mngr, men's and women's).

Products: Children's, teenagers' footwear.

Agency: Stewart Cowcher Advertising Pty Ltd.

PAN AMERICAN WORLD AIRWAYS, Pan Am Corner, Elizabeth St & Martin Place, Sydney, 2000. Phone 28-2252; 133; Exhibition St, Melbourne. 3000. Phone 654-4488.

Executives: R. S. Clark (district traffic/sales mngr Sydney), Al Long (district sales mngr Melbourne).

Service: International passenger and freight carrying airline.

Agency: J. Walter Thompson.

PARSONS GENERAL FOODS, Maxwell Hse, Orange Grove Rd, Liverpool, NSW, 2170. Phone 602-6761. Telegrams & Cables Parsons.

Directors: James H. Whitcombe (mng dir), B. C. Baker (mngr, finance), D. J. Hughes (mngr, marketing).

Products: Maxwell House Coffee, John Bull Oats & Parsons 1 Minute Oats, Desserts, Saline, Spices and bird seeds.

Agencies: George Patterson, Jackson Wain & Co. Pty Ltd.

I/State Repr.: Parsons General Foods, Queensland, Victoria, South Australia and Western Australia.

PASSIONA BOTTLING CO. (PERTH) LTD, Scarborough Beach-rd, Osborne Park, WA, 6017. Phone 24-1036. Telegrams Passiona.

Directors: J. Murray (chrnm), C. T. Roche, H. S. Cottee, S. C. Wheatley.

Executives: R. R. Tandy (gen. mngr), C. S. Roche (asst mngr), R. McGovern (sales mngr).

Operations: Manufacturing and State wide distribution of Cottées fruit based aerated waters.

Agency: Ian H. Smith & Partners.

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 mngr: A. P. Russell.

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.

I/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 (chrnm), 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.

I/State Repr.: Tool Equipment Co. Pty Ltd, 29-31 Richland-st, Kingsgrove, Sydney (50-0401).

PAULS ICE CREAM & MILK LTD/PAULS FOODS LTD, Montague Rd & Hope St, South Brisbane, 4101. Phone 4-0151. Telegrams Paulscream.

Directors: J. H. Bryant (chrnm), E. E. Biggs (deputy chrnm), L. J. McCray (gen. mngr), L. P. Taylor (asst gen. mngr), D. I. Shew, C. T. Miles, K. S. Mayze.

Executives: C. T. Miles (marketing mngr), K. S. Mayze (mngr), R. D. Pynegar (secty).

Products: Ice cream, frozen confections, pasteurised milk and cream, frozen milk, milk powders, crumpets, cottage cheese, buttermilk, sour cream, yoghurt, quick

frozen foods. Brand name, Pauls.

Agency: Merchandising Publicity.

PECK, HARRY, & CO. (AUST) PTY LTD, 33-37 Mentmore Ave, Rosebery, 2018. Phone 633-2374. Telegrams Bidgee, Sydney.

Directors: R. B. Hodgson (chrnm), P. J. Gibson, J. B. Allen, R. J. B. Parkhill, W. M. Thompson, R. Hodgson.

Executives: R. B. Hodgson (manag. dir), P. J. Gibson (mnfg mngr), J. B. Allen (financial mngr), A. Gorrod (marketing mngr), J. Anderson (research mngr), R. Hodgson (prod. mngr).

Products: Anchovette fish paste, fish and meat pastes, canned fish and meats. Brands: Anchovette, Bidgee, Pecks.

Agency: Hawkins Lewis Advtg Pty Ltd.

I/State Repr.: B. Christensen, Qld sales mngr, c/- Nobles Pty Ltd, 15 James-st, Valley, Brisbane; N. L. Robertson, Vic. & Tas. sales mngr, c/- F. H. Stephens Pty Ltd, 666 Footscray-rd, Footscray, Vic., (68-7102); C. R. Flook (Sth Aust. sales mngr), c/- F. H. Stephens Pty Ltd, 314 West Beach-rd, Marlestone, SA; W. H. Evans Pty Ltd, WA agent, 97 Outram St, West Perth, WA.

PEEK FREAN (AUST.) PTY LTD, cnr Parramatta Rd & Frederick St, Ashfield, NSW, 2131. Phone 71-0271.

Directors: D. M. Carment, C. P. Ostefeld, R. P. Carr.

Executives: C. P. Ostefeld (mng dir), K. W. Goold (prod. mngr), W. T. Bradstock (secy), A. Shreeve (marketing mngr).

Product: Peek Frean's Quality Biscuits, Vita Weat Crispbread.

Agency: Jackson Wain & Company Pty Ltd, Sydney.

I/State repr.: Branches: Queensland, Victoria, South Australia. Agencies: Western Australia, Tasmania.

PEERLESS EMULSION PRODUCTS PTY LTD, 173 Grange Rd, Fairfield, Melbourne, 3078. Phone 49-3161. Telegrams Floorcare, Melbourne.

Directors: Wm C. King, J. H. Jones. **Executives:** R. P. Spragg (secy), L. D. Hart (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.

I/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

The BIG DB Melbourne Breakfast No.1 in Women Monday to Sunday

Ltd, Adelaide (51-6237); Aust. Furniture Timbers Pty Ltd, Cairns (2301).

PELACO LTD, 23 Goodwood St, Richmond, Vic., 3121. Phone 42-2151.

General manager: P. D. Craw.

Products: Shirts & sport shirts for men & boys, pyjamas, Lady Pelaco blouses, dresses, pyjamas, casual wear, young Lady Pelaco blouses, school blouses.

Agency: Jackson Wain & Co. Pty Ltd.

PENFOLDS WINES PTY LTD, 634-726 Princes Highway, Tempe, NSW, 2044. Phone 55-0466. Telegrams Penfolds, Sydney.

Directors: J. Penfold Hyland, (chrnm), Raymond Moore, K. R. Spanswick, 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. prod. 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, Wybong Park—special Bin Table Wines, Club Port, Pale Dry Fino, Special Flor, Penfolds Pot Still, Hospital Club and Maison Marnay brandies.

Agencies: Foote, Cone & Belding, Sydney; Nicholls-Cumming Advertising, North Sydney.

O'seas: Export to 35 countries.

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: Graham A. Jennings.

Products: Pepsi-Cola, Mirinda, Mountain Dew.

Agency: J. Walter Thompson.

I'state repr.: All States.

O'seas repr.: 116 countries (excluding USA and Canada, where there are 1000 plants).

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: T. S. Clarke (chrnm), E. G. McCartney (mng dir), G. K. Somes, G. J. McCartney, P. H. Finley, E. G. de la Ossa.

Executives: Malcolm F. McCartney (marketing mngr).

Operations: Ice cream manufacturers.

Agency: Jackson, Wain & Co. Pty Ltd.

PETERSVILLE MILK PRODUCTS PTY LTD, 95 Cecil St, Sth Melbourne, 3205. Phone 69-6602. PO Box 4560, Melb. Cables: Petersmilk, Melb. Telex 31077.

Executives: F. Klopstein (gen. mngr), R. W. Shaw (marketing mngr).

Products: Dairy produce manufacturers, Peters & Iceberg Butters, Peters Yoghurt, Cottage Cheese, Sour Cream, Iceberg Cheddar Cheese, Milk Powders, Casein.

Agency: John Clemenger Pty Ltd.

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.

Executives: J. R. Fawke (mng dir), P. V. Lovett (sales dir), R. E. Kneale (advtg and marketing services dir), K. W. Schultz (fin. dir), A. Whist (public relations mngr), I. Smith, K. Richardson, C. Morris, K. Jones, L. Morris (brand mngrs), W. Huck (media mngr), P. Beilby (market research mngr), J. Fisher (factory dir).

Products: Alpine King Size Menthol Filter, Belvedere, Edinburgh, Galaxy King Size Filters, Marlboro Red King Size Filters, Marlboro Menthol Green, Park Drive, Philip Morris (regular, executive & filter), Virginia Slims Filter, Virginia Slims Menthol Filter, pipe tobaccos, chewing gum, Ritmeester.

Agencies: Compton Advertising Australia Pty Ltd, Monahan-Dayman-Adams Advertising Pty Ltd, Mullins, Clarke & Ralph Pty Limited, USP-Benson Pty Ltd, Grey Advertising Pty Ltd.

Interstate repr.: Branches in all states.

PHILIPS ELECTRICAL PTY LIMITED, head office, 69-79 Clarence St, Sydney, 2000. Phone 20-223. Telegrams Argenta.

Advertising manager: R. B. Collin.

Deputy advertising manager: G. P. Sprague.

Marketing research manager: S. C. Crease.

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: Morlite (industrial lighting); Leonora (home lighting); Philips incandescent, fluorescent, mercury vapour and sodium lamps, incandescent homelighting fittings, starter switches, ballasts and fittings. Consumer products: Junior electronic engineer kits, tape recorders and dictation machines, radio and television receivers, phonograms, monaural and stereophonic records, fan heaters, infra-red and ultra-violet lamps, electric blankets, electric shavers, hearing aids, vacuum cleaners, knife sharpeners. Telecommunications: Radio communication and relay equipment, 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 67-77 Mars-rd, Lane Cove, NSW (42-1261); 194 Parry-st, Newcastle West, NSW (61-5001); 86 Wentworth-ave, Kingston, ACT (9-0321); 252-264 Sturt-st, Sth Melbourne (69-0141); 56-58 Cordelia-st, Sth Brisbane (4-2471); 672-4 Murray-st, Perth (21-3131); 73 Brisbane-st, Hobart (3-3038); 11-13 West-tce, Adelaide (51-6051).

PHOENIX BISCUIT CO. PTY LTD Grosvenor St, Abbotsford, Vic., 3067. Phone 42-2166-7-8. Telegrams Phoebisco, Melb.

Managing Director: J. W. Condon.

Products: Phoenix biscuits, Top Taste Quality Cakes.

Agency: 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-cine-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.

PIONEER CHEMICALS PTY LTD, Railway Parade, Rocklea, Qld, 4106. Phone 47-5733. Telegrams Pionchem.

Directors: R. R. Russell (chrnm), J. F. Leggo.

Executives: N. G. Lockyer (mng dir), N. J. Taggart (mktg mngr), A. A. Lamb (prod. mngr), 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); 14 Corr St, Moorabbin, Vic., 3189 (C. Alexander); Knutsford & Wood Sts, Fremantle, WA, 6160, (E. Evans); 580 Torrens St, Finsbury, South Australia, 5012 (D. Bristow).

PIZZEY LTD, Toy & Hobby division, 1 Clark St, Richmond 3121. Phone 42-1874. Telegrams Pizzey, Melbourne.

Executives: G. H. Martin (mngr 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, Lipkin, Veron; USA, Playskool, MPC, Italy, Lima, Sweden, Brio, Canada, Eldon.

PLASTALON (SALES) PTY LTD, 1148 Nepean H'way, Highett, Victoria, 3190. Phone 95-3721. Telegrams Plastalon.

Directors: J. Kreveld (chrnm & mng dir), M. H. Levee, E. P. Treacy (tech. dir).

Associate directors: G. Kreveld, L. H. Cramer.

Company's Operations: Fabricators of flexible plastics and nylon.

I'state Repr.: Sydney, Brisbane, Adelaide, Hobart, Perth.

PLAYTEX (PTY) LTD, 186 South Parade, Auburn, NSW, 2144. Phone 649-8443.

PLOUGH (AUSTRALIA) PTY LIMITED, Griffiths St, Richmond, Vic., 3121. PO Box 92, Richmond. Phone 42-0271.

The BIG DB Melbourne Breakfast No.1 in Housewives Monday to Sunday

Directors: E. J. Hughes, D. B. Georgiadis, E. Hutchings, S. B. Nielsen, H. B. Solmson, V. B. Mursell.

Secretary: V. B. Mursell.

Sales manager: D. R. Sanders.

Products: Coppertone suntan products, Solarcaine, Nujol, Mistol, Musterole.

I/State repr.: World Agencies Pty Ltd, 334 Bulwer-st, Perth; World Agencies Pty Ltd, 82 Sussex-st, Sydney; Kenneth Mitchell Agencies Pty Ltd, 96 Alfred-st, Valley, Qld.

Agency: USP-Benson Pty Ltd.

POLAROID AUSTRALIA PTY LTD, Smail St, Ultimo, NSW, 2007. Phone 211-5200. Telegrams Polsydaus. 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.), Arthur F. Gray (public relations mngr).

Products: Polaroid Cameras, Polaroid sunglasses, Polaroid Industrial Photographic Products.

Agency: NAS (Sydney).

O'seas repr.: Parent company—Polaroid Corporation, Cambridge, Massachusetts, USA.

PORTA-GAS PTY LTD, 711 George-st, Sydney, 2000. Phone 211-3499. Telegrams Porta-Gas, Sydney.

Executives: W. I. Jamieson (gen. mngr), R. J. Maidment (gen. sales mngr).

Operations: Distributors of Porta-Gas.

Agency: Foote, Cone & Belding Pty Ltd.

POTTER & MOORE (AUSTRALIA) PTY LTD, 11 Nepean H'way, Mentone, Victoria, 3194. Phone 93-9861. 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), T. Skenan (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 Prembli 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).

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.

Products: Hosiery, lingerie, fabrics, furnishings, yarn processing, and spun acrylic yarns.

Agency: Stewart-Cowcher Advertising Pty Ltd.

Selling divisions: Prestige Limited (hosiery, lingerie, woven, furnishing and knitted fabrics), 491 Nicholson St, North Carlton, Vic. Phone 34-2643; 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 2-6428.

PROSPECT COUNTY COUNCIL, THE, Miller St, Merrylands, NSW, 2160. Phone 637-0144.

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. Wales, OBE.

Executives: M. F. Switzer (mng dir), C. A. Lassau (adv. & public relations mngr).

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, Auck-

land, 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 (chrmn), J. L. Forsyth (deputy chrmn), F. L. Chadwick (secty), J. R. Forsyth, L. A. Wright, V. S. Wyllie.

Executives: J. R. Forsyth (gen. mngr), L. W. Rogerson (national marketing dir).

Products: Golden Flake industrial margarine, retail margarines (Spreadwell, Dixibell, Kirrabel Instant Spread, Supafry, Dixie Cooking). Producers and processors of Dixie Brand Poultry and PTL stock and poultry feeds.

Agency: Le Grand Advertising Pty Ltd.

I/State repr.: Provincial Traders Pty Ltd, Sydney and Melbourne; Margarine Sales 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: S. C. Canfield (gen. mngr for Aust. & NZ), R. B. Levey (actuary for Aust. & NZ), F. J. Young (deputy actuary, Aust. & NZ), W. R. Tattersall (fire, accident & marine mngr, Aust. & NZ), W. H. Lambert (agency mngr, Aust. & NZ), P. H. Hammon (secretary & investment mngr for Aust. & NZ).

Service: Life assurance, fire, accident & marine insurances.

Agency: J. Walter Thompson Pty Ltd.

I/State Repr.: Branches throughout Aust. & NZ. **O'seas:** Head office, Holborn Bars, London, England.

PUREX AUSTRALIA PTY LTD, 76 Bonar St, Arncliffe, 2205. Phone 59-0344.

Directors: L. W. Breach, M. C. Smith, F. W. Millar, K. M. Collis.

Executives: L. W. Breach (mng dir), K. M. Collis (secy), J. Knowles (natl sales mngr), B. R. Vine (prod. mngr).

Products: Super Dutch cleanser, Marv-Linn bleach, Sno-White bleach, DX eucalyptus & pine disinfectant, Bleach 'n Brighten, Cuticura Anti-Dandruff Treatment, Cuticura Soap, Trend Detergent and Machine Dish Washing Compound, Guardex 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 (secy), D. Cousins (tech. mngr), A. D. Wood (factory mngr), J. Carmichael (sales mngr).

Products: TV and radio sets and appliances.

Agencies: Singleton, Palmer, Strauss & McAllan, Hawkins Lewis Advertising Pty Ltd, Edward Boxall & Assoc. Pty Ltd.

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.

Agency: Jackson Wain & Co. Pty Ltd.

I/State Repr.: Offices or agents in all major cities. **O'seas:** Represented throughout the world.

QUEENSLAND GOVERNMENT TOURIST BUREAU, 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.

O'seas repr.: Australian Tourist Commission—Auckland, San Francisco, New York, Los Angeles, London, and Tokyo.

RANK XEROX (AUST.) PTY LIMITED, 49 Market St, Sydney, 2000. Phone 2-0663. Telegrams Rankxerox, Sydney.

Directors: Sir Norman B. Rydge (chrmn), N. G. Foulkes (UK), J. C. Wilson (USA), N. M. Barrell (Aust.) E. R. Kinsman (Aust.).

Executives: E. R. Kinsman (gen. mngr), C. R. Murdoch (controller, financial services & information systems), Dr D. M. T. Gibson (controller, corporate planning), A. McL. Allwood (controller, administration), J. Drury (controller, personnel), I. W. McAulay (controller field services), A. E. Mason (controller field sales), D. J. Green (mng, national accounts & systems products), J. Law (mng, market planning), K. J. Oates (mng, advertising).

Operations: Marketers of xerographic range of copying/duplicating, micro-filming and computer print-out equipment.

Agency: USP-Benson.

I/State repr.: USP-Benson Pty Ltd.

Overseas: Young & Rubicam Ltd.

The BIG DB Melbourne
No.1 in Men Monday to Sunday

RANLEIGH WARE PTY LIMITED, 15 Deloraine Rd, Edwardstown, SA, 5039. Phone 76-4044. Telegrams Ranleigh Adelaide.

Directors: A. R. Curtis, F. R. Curtis (mng dir), N. R. Stokes, L. J. Macnamara, G. E. Ridout, R. F. Green.

Products: Ranleigh stainless trays, ash trays, traymobiles, silverware, electric food warmers & gift sets.

Agency: NAS Macnamara (Adelaide) Pty Ltd.

I/state repr.: All States. **O'seas:** Represented in Colombo, Aden, Capetown, Johannesburg, Salisbury, Christchurch, Wellington, Auckland, Singapore, Hong Kong, Beirut, Trinidad, Jamaica, Manila, Gibraltar, Reykjavik, San Francisco, New York, Vancouver, Toronto, Geneva, Bangkok, Tokyo and London.

RAOUL MERTON PTY LTD, 111 Islington St, Collingwood, Vic., 3066. Phone 41-5254. Telegrams Mernic, Melbourne.

Directors: J. Goldberg (chrnm), A. D. Benjamin, B. H. Smith.

Executives: K. T. Dick (mngtr), A. F. Schweikert (secy), B. V. Miles (factory mngtr).

Operations: Manufacture and marketing of Raoul Merton shoes.

Agency: Advertising Marketing Pty Ltd.

I/state Repr.: Goldberg International Pty Ltd (offices all states).

RECKITT & COLMAN AUSTRALIA LIMITED, 44 Wharf Rd, West Ryde, NSW, 2114. PO Box 80, West Ryde. Phone 85-0122. Telex 20575.

Directors: B. T. Jones (chrnm), J. Edwards (deputy chrnm), K. B. Higgins (vice-chrnm), C. R. M. Graham (vice-chrnm).

Subsidiaries: Reckitt & Colman Pty Ltd, Big Sister Foods Limited, Samuel Taylor Pty Ltd.

Reckitt & Colman Pty Ltd: A. T. Dix (chrnm), T. R. Ryan (mktg dir), P. R. Burgess (secy).

Pharmaceutical Division: T. W. Parkinson (mktg dir), C. J. Holmes (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, Grey Advertising Pty Ltd.

Household Division: T. Rowe (mktg dir), R. J. Weber (gen. sales mngtr).

Products: Meltonian Shoe Products, Magix Loxene Shampoo & Medicated Hair Cream, Supersoft, Fishers Floor Polishes, Brasso, Silvo Liquid & Cream, Nulon, Zebra & Zebo Stove Polishes, Ovenstick, Nugget Shoe Polish, Nugget & Oxford White Cleaners, Harpic, Snogene, Oxford Bleach, Plush/Plush-Over, Zippy Range-Window Cleaner, Starch, Oven Cleaner, Power Cleaner, Pan Cleaner, Pine-O-Clean & Sanpic Disinfect-

ants, Buzz Off, Reckitts Blues, Robin Starch, Reckitts Instant Starch.

Agencies: Foote, Cone & Belding Pty Ltd, Hansen Rubensohn-McCann Erickson Pty Ltd.

Holbrooks Division: J. A. Caro (mktg dir), D. Bruce (gen. sales mngtr).

Products: Planters Range — Nuts, Pops, Pretzels, Cuppa Coffee, Keens Curry, Keens Mustard, Newmans Worcestershire Sauce, Rice-A-Riso, Seasonings, Vinegars, Pickles, Olives & Gherkins, Thick Sauces, Spray'n Cook, Bisks, Holbrooks Worcestershire Sauce.

Agencies: Foote, Cone & Belding Pty Ltd, Grey Advertising Pty Ltd.

Goya-Decore division: G. A. Hare (mktg dir), G. R. Hackworthy (gen. sales mngtr).

Products: Goya Perfumes, Cedar Wood Men's Toiletries, Decore Hair Colourants, Blonding Preparations and Shampoos.

Agency: Masius Wynne-Williams (Vic.) Pty Ltd.

Bourne/Progress division: S. A. Montgomery (mrktg 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 (mng dir.), A. J. Rogers (sales dir.), J. J. Freeman (mrktg dir.), J. R. Douglas (gen. sales mngtr), K. G. Wiltshire (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.

Managing Director: C. R. M. Graham.

Products: Mortein, Trix Detergent, Y-Cough Cough Mixture, Dustmaster Polish, Pressure Pak Brand Aerosol Products, Hi-Ho Detergent.

Agencies: Hansen Rubensohn-McCann Erickson Pty Ltd, Prichard Wood Quadrant.

ST REGIS ACI PTY LTD, incorporating Australian Sisalkraft Pty Ltd, Bates (A/sia) Pty Ltd, 186 Blues Point Rd, North Sydney, 2060. Phone 92-0911. Telegrams Stregis Sydney.

Directors: G. G. Russell (chrnm), A. J. White (mng dir), Sir James Forrest, G. W. Ellis, R. W. Brack, S. P. Higgins (vice-chrnm), R. L. Vayo, P. B. Duffy, J. E. Cowles. Alternate dirs: A. P. Henclman, I. R. Harper, A. A. Froomes.

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, plastic sacks and sack filling equipment.

Agency: USP-Benson Pty Ltd.

Pstate 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, Wallem Lambert Bros Ltd; Indonesia—Matani Tjipta Corporation, Djakarta; South Africa — Amalgamated Packaging Industries Ltd, Durban; New Zealand — Alex Harvey Industries Ltd, Auckland.

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 (advtdg & sales prom. mngtr).

Products: Remington Electric Shavers and toiletries, Remington Lektronic 11, Remington Selectric 300, Remington Selectric 200, Remington 100, Remington Rollamatic Auto Home, Remington Princess, Remington Star Sapphire, Remington Powder Stick, Pre-Shave, After Shave, Shaver Saver and Eau de Cologne.

Agency: Rodney H. Evans.

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; Repco Limited.

REVLON (AUST.) PTY LIMITED, 287-301 Victoria Rd, Rydalmere, Sydney, 2116. PO Box 94, Rydalmere. Phone 638-0461. Cables Revlonail.

Directors: R. Armstrong (chrnm), M. Sayres, F. T. Kovaleski, L. M. Purcell.

Executives: F. T. Kovaleski (mng dir), A. W. Lax, ACA (controller & co. secy), K.

Heron (marketing mngtr), C. Griffin (sales mngtr).

Operations: Cosmetic manufacturer. Brands include: Revlon, Ultima II, Balmain, Raphael.

Agency: Grey Advertising Pty Ltd.

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 (advtdg 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.: Balimba and Townsville, Qld; Newcastle, Rydalmere, Hornsby, Wollongong, NSW; Fyshwick, ACT; Brooklea, Vic.; Hobart, Tasmania; Wingfield, SA; Fremantle, WA. **O'seas:** 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, C. E. Sharam, G. T. Barber, H. J. Heckendorf, R. A. Williamson, W. K. Pike, A. D. Malcolm.

Executives: J. F. Kellock (gen. mngtr), H. T. Robson (exec. officer), A. G. Judson (marketing-advtdg).

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 (marketing dir).

Operations: Manufacture and marketing

The BIG DB Melbourne
No.1 in Women Monday to Sunday

of prescription, proprietary and veterinary pharmaceuticals.

Vick Products company: G. C. Leonard (marketing mngr), M. J. Brown (group prod. mngr), P. R. McCready, P. Callaghan (prod. mngrs).

Agencies: Jackson Wain Pty Ltd, Masius Wynne-Williams & Goldberg Pty. Ltd.

Milton Pharmaceuticals Co.: D. C. Burke (marketing mngr), P. O'Brien (prod. mngr).

Agencies: Masius Wynne-Williams & Goldberg Pty Ltd.

Herc Range of Skin Care Preparations: C. D. Levy (prod. mngr).

Agency: Foote, Cone & Belding Pty Ltd.

Clearasil Skin Medications: D. M. Stephens (prod. mngr).

Agency: Foote, Cone & Belding Pty Ltd.

Overseas: Vick International in 117 countries

RILEY-WILLIAMS PTY LTD, 685 Heidelberg Road, Alphington, Vic., 3078. Phone 49-4825. Telegrams Riwill, Melbourne.

Mng Dir: R. Riley.

Executives: H. Henderson (mngr).

Operations: Manufacture and distribute pharmaceutical and toilet preparations.

Agency: Best & Co.

I/state repr.: Own sales force.

ROBERT TIMMS PTY LTD, 162 Rouse St, Port Melbourne, 3207. Telegrams Rotims, Melbourne.

Directors: Robert Timms (mng dir), B. Hall, T. Wynne.

Operations: Tea and coffee merchants.

Agency: Lonsdale Hands Pty Ltd.

I/state repr.: Robert Timms Group of companies. Robert Timms Pty Ltd, 11-15 Gould Rd, Herston, Qld, 4006; P. A. Southwick & Son, 11-15 Gould Rd, Herston, Qld, 4006; Robert Timms Pty Ltd, 149 Bathurst Street, Hobart, Tas., 7000; Robert Timms Pty Ltd, cnr Geddes & Washington Sts, Victoria Park, WA, 6100; E. W. Bolin, 42 Athol St, Woodville North, SA, 5011; Robert Timms Pty Ltd, cnr Day & Bathurst Sts, Sydney, NSW, 2000.

ROBUR TEA CO. LTD, 28 Clarendon-st, Sth Melbourne, Victoria, 3206. Phone 69-2185, 69-5367, 69-5363.

Directors: B. S. Kiernan, D. M. Fowler, K. M. McPhee, R. A. Dixon.

Executives: B. S. Kiernan (mng dir), A. J. Morrison (secy), A. D. Etheredge (marketing-advtg mngr), D. J. Watson (sales mngr).

Operations: Robur tea, coffee and food mixes; MJB Coffee.

Agency: Richardson-Beseler Pty Ltd.

I/state 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), E. Hutchings (sales mngr), V. B. Mursell (prod.).

Products: Golcryst, Yeaston Plus, Grants Asthma Powder, Nazol, Insectibane, Wartine, Vaxos, Newell's Eye Drops, Propain, Cornsogo, Rapido products, McKenzies Tranquils, Fly-ban.

Agency: USP-Benson Pty Ltd.

RONSON PTY LTD, Orion Rd, Lane Cove, NSW, 2066. Phone 42-0371. Telegrams Lightershav.

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, automatic toothbrush, Can-Do kitchen appliance, Carve 'n' Slice electric knife, food blenders.

Agency: Willmott Advertising Pty Ltd.

I/state repr.: Ronson Pty Ltd, H. H. Halls Ltd (Flame products only); **South Australia:** Ronson Pty Ltd, H. H. Halls Ltd (Flame products only); **Queensland:** Breville Agencies Pty Ltd, H. H. Halls Ltd (Flame products only); **Western Australia:** J. Wilberforce & Co., H. H. Halls Ltd (Flame products only); **Tasmania:** The Sankey Corporation.

ROSELLA FOODS PTY LIMITED, 64 Balmain St, Richmond, Vic., 3121. Phone 42-2171. Telegrams Cremorne.

Directors: G. W. E. Barraclough (chrnm), J. Gates (mng dir), T. J. P. Roberts, J. K. Hore, A. C. Charwood.

Executives: J. Gates (mng dir), T. J. P. Roberts (mktg dir), J. K. Hore (tech. dir), A. C. Charwood (comm. dir), K. A. Hayes (gen. sales mngr).

Products: Rosella jams, sauces, soups, desserts, pickles, chutney and canned foods. Continental brand packet soups, stock cubes. Vesta packet meals. Surprise peas & beans. Deb instant mashed potato, Puffin mixes, Ceytea instant tea.

Agencies: Lintas Pty Ltd, Sydney; Ogilvy & Mather; Pritchard Wood Quadrant.

I/state Repr.: Offices all States. **O'seas:** Affiliated with Unilever Ltd.

ROTHMANS OF PALL MALL (AUSTRALIA) LIMITED, 26 Ferndell-st, Sth Granville, NSW, 2142. Phone 632-0111. Telegrams Rothcigs Sydney.

Directors: R. A. Irish, OBE, FCA (chrnm), Sir Kenneth Coles (dep. chrnm), R. F. W. Watson (mng dir), Sir William Gunn KBE, CMG, C. Ogilvy, CBE, J. C. A. Waters, CBE, Major-General Sir Francis de Guin-

gand, KBE, CB, DSO, R. N. H. Denton, FCA, Sydney Rothman, C. R. Darvall, CBE.

Advertising executives: J. R. Whitcombe (advtg dir), A. C. Mitchell (asst to advtg dir), R. E. Fuller (advtg mngr), A. E. Rice, M. W. Steepe, I. P. Morgan (media), W. E. Cole (media), K. E. Kennedy (advtg secy).

Products: Rothmans King Size, Consulate, Rothmans Pall Mall, Cambridge, Peter Stuyvesant, Dunhill, John Barry, Idlewild, Ransom, Courtleigh, St Moritz, Monarch, Buckingham cigarettes and Flagship Tobacco. Agents for Edgeworth tobaccos, Schimmelpenninck cigars and Liggett & Myers products.

Agencies: Jackson, Wain & Co. Pty Ltd, (Rothmans, Peter Stuyvesant, Consulate, John Barry, Rothmans Pall Mall, Buckingham); Foote, Cone & Belding Pty Ltd (Ransom, Monarch, Liggett & Myers Products); Marketing & Advertising Pty Ltd (Idlewild, Cambridge, Flagship, Edgeworth, Schimmelpenninck); Noel Paton Pty Ltd (Dunhill, Courtleigh, St. Moritz).

ROWNTREE & CO. (AUSTRALIA) PTY LTD, 1585-1591 Hume Highway, Campbellfield, Victoria, 3061. Phone 359-2966. Telegrams Cocotree, 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.

Agency: Ogilvy & Mather (Australia) 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.

Executives: W. L. Evans (chief inspector), Brian Herbert (secy), I. Thomson (supervisor, PR), A. McD. Knowles (advtg mngr).

Service: Trading Bank.

Agency: O'Brien Advertising (NSW).

I/state repr.: Agencies in all States.

O'seas repr.: Agents and correspondents throughout the world.

S.A. BRUSH CO. LTD, Botting-st, Albert Park, SA, 5014. Phone 45-8433. Telegrams Brush, Adelaide.

Directors: F. D. Hay (chrnm), 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, 168 Wharf St,

Brisbane (2-0361); Cnr Short & Alleyne Sts, Chatswood, NSW (40-0214); 26 Claremont Ave, Adamstown Heights, Newcastle (57-3267); 64 Hotham St, Collingwood, Vic. (41-4279); 19 Norwood Ave, Launceston, Tas. (44-3925); Scarborough Beach Rd, Osborne Park, WA (24-1068).

SALMOND & SPRAGGON (AUSTRALIA) PTY LTD, 104-108 Mount St, North Sydney, 2060. Phone 92-5876. Telegrams Spragsam.

Directors: J. S. Forrest (chrnm), N. Haviland (mng dir), K. Patterson (financial).

Operations: Represents Alberto-Culver Co., Illinois, USA (VO5, New Dawn, Klean-guard, Rinse Away, Schick Safety Razor Co., California, USA; Optrex (O'seas) Ltd, England; Bob Martin (Export) Ltd, England; J. B. Williams Company, New Jersey, USA; Dae Health Laboratories Ltd, England (Vecto, Valderma); Hermes Sweetners Ltd, Zurich, Switzerland (Hermesetas); Intec Proprietaries Ltd, England (Endocil); Pyramid Rubber Co., Ravenna, Ohio, USA (Evanflo); Nicholas (O'seas) Ltd, England (Amplex); Richards & Appleby Ltd, England (Nailoid, Personality soap).

Advertising agencies: Compton Advertising Aust. Pty Ltd, Berry Currie Advertising (NSW) Pty Ltd, O'Brien Advertising Pty Ltd, J. Walter Thompson (Aust.) Pty Ltd, Insight Pty Ltd, John Clemenger, Foot Cone & Belding Pty Ltd, Murray Evans Advertising and others.

Branches: Melbourne, Adelaide, Perth, Brisbane.

SAMUEL TAYLOR PTY LTD, 239 Pacific H'way, Artarmon, NSW, 2064. Phone 43-5326. Telegrams Samtaylor.

Managing director: R. M. Graham.

Products: Mortein Plus, Trix, Y-Cough, Hi-Ho, Mortein Pressure☆Pak, Gossamer, Mr Sheen, Aerogard, Air-O-Zone, Spray Fresh, Fabulon, Contessa, Le Gay, Smoothex, Dustmaster, Medic, Bask, Santa Snow, Ezi-clean, Pressure☆Pak brand Oven Cleaner, Pressure☆Pak brand Car Polish, Cougar.

Agencies: Hansen Rubensohn-McCann Erickson, Pritchard Wood Quadrant.

I/State Repr.: All States.

SANITARIUM HEALTH FOOD COMPANY, 148 Fox Valley Rd, Wahroonga, NSW, 2076. Phone 48-1061. Telegrams Marmite, Sydney.

Executives: W. L. Kilroy (gen. mngr), R. W. Groom (mktg mngr).

Products: Ready to eat cereals, yeast and vegetable extract, peanut butter and specialty vegetarian and diabetic foods.

The BIG DB Melbourne Breakfast No.1 in Men Monday to Sunday

Agency: Grey Advertising Pty Ltd.
I/state Repr.: Branches all States & NZ.

SCHWEPPE (AUSTRALIA) LIMITED, Allen Hse, 97-103 Pacific Highway, North Sydney, 2060. Telegrams Schweppe, 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: Schweppe aerated waters and fruit juice cordials, milk bar syrups.

Agency: Rodgers Holland Everingham Pty Ltd, Sydney.

Branches: Sydney, Melbourne, Brisbane, Perth, Canberra, Hobart, Townsville, Ballarat, Vic.

Subsidiary companies: Schweppe (Adel.) Pty Ltd; Schweppe (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; Orbell's, 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 Schweppe Limited London; Schweppe (USA) Ltd; Schweppe (Sth Africa) Ltd; Schweppe (New Zealand) Limited; Schweppe (Genval) Ltd, Belgium; Schweppe (Canada) Ltd; Schweppe (Central Africa) Ltd; Schweppe (East Africa) Ltd; Schweppe (Paris) Ltd; Schweppe (Ireland) Ltd; Schweppe Franchise Bottlers throughout the world.

SCOTT BONNAR SALES PTY LTD, 357 Liverpool Rd, Ashfield, NSW, 2131. Phone 798-0222.

Executive: G. R. Manson (mng).r

Company's operations: Scott Bonnar Power Mowers.

I/state repr.: Scott Bonnar Ltd, Hollano St, Thebarton, SA (head office and factory).

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 mng), K. W. Perriam (group co. secty), G. Roxburgh (mfg mng).

Products: Pharmaceuticals, toiletries, insecticides.

Agencies: Weston Advertising Pty Ltd, J. Walter Thompson (Aust.) Pty Ltd.

I/state 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/- Alltrans Pty Ltd, 450 Belmont Ave, Kewdale, WA, 6105; Cados (North) Pty Ltd, 63 Cameron St, Launceston, Tasmania; Sidwell & Co. Pty Ltd, 70 Liverpool St, Hobart, Tasmania.

SCOTTS DETERGENTS (A/SIA) PTY LTD, Sir Joseph Banks St, Botany, NSW, 2019. Phone 666-9741. Telegrams Kwit Sydney.

Directors: P. M. Lenthén, M. J. Monro, H. E. Dale.

Executives: A. H. J. Osborn (sales mng), H. J. Petroni (acctn).

Products: Kwit detergent, Kwit aerosol insect killer, Scotts disinfectants, Scotts Supa detergents, Scotts luxury detergent, Scotts room fresheners, Scotts Aerosol Fly Spray.

I/state branches: Scotts Detergents (A/sia) Pty Ltd, 7 Brown St, Rosewater, SA; Scotts Detergents (A/sia) Pty Ltd, 5 Bignell Rd, Moorabbin, Vic.

I/state agents: Robert Harper & Co. Ltd, Cnr Albert & Mary Sts, Brisbane; Ferguson & Co. (Merchandising) Pty Ltd, 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 (chrmn), R. B. Sebel (deputy mng dir), C. S. Cullen, A. W. Uther, V. E. Krout (prod. dir), D. H. Gowing (mrktg dir).

Executives: H. Sebel (mng dir), R. G. Sebel (deputy mng dir), V. E. Krout (prod. dir), D. H. Gowing (mrktg dir), E. Coleman (secy).

Product: Contract furniture.

Agency: Coudrey-Campbell-Ewald.

I/state repr.: Sebel Limited, 414 St Kilda Rd, Melb. (267-1977); 6 Edmondstone Rd, Mayne, 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).

B. SEPELT & SONS PTY LTD, Gresham St, Adelaide, SA, 5000. Phone 51-1865. Telegrams Seppelt Adelaide.

Directors: I. H. Seppelt (chrmn, gen. mng), J. G. Seppelt, R. L. Seppelt (asst gen. mng), J. R. Seppelt (mktg dir), H. M. Seppelt (prod. dir), K. J. Seppelt (vineyard dir), G. B. Seppelt (secy).

Products: Para Ports, Solero Sherries, Moyston Claret, Chalambar Burgundy, Rosetta Rose Wine, Arawatta Riesling, Rhym-

ney Chablis, Salinger White Burgundy, Greenock Sauterne, Melita Moselle, Great Western Sparkling Wines, Chateau Tanunda Brandy, liqueurs, wine vinegars.

Agency: George Patterson Pty Ltd.

I/state Repr.: Branches all States, Traders Pty Ltd, Hobart, Launceston, Tasmania. O'seas: B. Seppelt & Sons Pty Ltd, 88 Cannon St, London; Hutchinson Seppelt Ltd, PO Box 8777, Auckland, NZ; Gooderham & Worts Limited, Toronto, Canada.

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, G. E. W. Ramsden, J. C. Madders, C. T. Hansen (Sydney).

Executives: N. Ducas (secy), S. Chidgey (advgt mng—Shell), L. Hawkins (advgt mng—Shell Chemical), M. C. Barrow (PR mng).

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, 388 Heidelberg Rd, Fairfield, Vic. 3078. Phone: 48-6221. Telegrams: Shultonaus, Melbourne.

Executives: R. Riley (mng dir), B. T. Hooper (gen. mng), H. O. Cornelius (co. secy), S. M. Ross (sales mng), J. L. Rowan (prod. dev. mng), R. Stewart (prod. mng).

Products: Old Spice Men's Toiletries, Desert Flower Women's Toiletries, Bronztan suntan products, Carven French perfumes.

Agency: NAS (Sydney) Pty Ltd.

I/state repr.: Company representatives all States.

SIMMONS BEDDING CO. PTY LTD, 43 Australia St, Camperdown, 2050. Phone 51-7231. Telegrams Simbedco.

Directors: J. D. McPetridge, J. R. Paull.

Executives: J. D. McPetridge (mng dir), J. R. Paull (sales mng), W. L. Newlands (secy).

Products: Beautyrest & Simmons bedding.

Agency: Foote, Cone & Belding Pty Ltd.

SIMPSONS MANUFACTURING PTY LTD, 622 Heatherton Rd, Clayton South, 3169. Phone 91-9781. Telegrams Simpnos, Melbourne.

Agency: Best & Co. Pty Ltd, 622 St Kilda Rd, Melbourne.

Operations: Manufacturing chemists, contract packaging, White King, Wool King, Magic King, Drip Dry King, Daizone, Gough's Lavender & Pine (disinfectants), Clensel, Miss Jacqueline (toiletries), 158 Cleanser (Polish), Supreme (polishes & waxes), No Rub (polish), Beta polishes & disinfectants, Lanes (medicinal products), Allens (essences).

SIMPSON POPE LIMITED, Simpson-ave, Dudley Park, SA, 5008. Phone 46-0211. Telegrams Simpsonia.

Directors: A. M. Simpson, R. A. Simpson, T. B. Simpson, J. M. Simpson, S. B. Denton.

Executives: G. Jennings (gen. mng), W. D. Marshall (marketing mng), G. B. Brigg (publicity mng).

Products: Simpson: Automatic, semi-automatic and wringer washing machines, rotary clothes dryers, refrigerators, electric ranges and gas cookers, 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 mng, retail), A. F. Chessell (sales mng, wholesale), M. J. De Ruyter (advgt mng).

Products: Sewing and knitting machines, home appliances, electric motors and parts, lawnmowers, TV rental, industrial sewing equipment, cash registers, adding machines.

Agency: J. Walter Thompson Pty Ltd, O'Brien Publicity Pty Ltd (TV rental).

O'seas repr.: The Singer Co., 30 Rockefeller Plaza, New York, USA.

SIXTEEN MILLIMETRE AUSTRALIA PTY LIMITED, 49 Market St, Sydney, 2000. Phone 2-0663. Telegrams Edfil, Sydney.

Executives: R. Bullen (gen. mng), K. S. Russell (dir), K. O'Mara (exec. officer, admin), N. Watkins (exec. officer, industrial prod. div.), W. Duckworth (advgt), 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

The BIG DB Melbourne Breakfast No.1 in Women Monday to Sunday

motion picture lighting products; lamps — incandescent and tungsten halogen; visual educational films and equipment; entertainment films.

Pstate 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 — Best & Swift Pty Ltd.

I/state repr.: All States.

SLEIGH, H. C. LIMITED, 160 Queen-st, Melbourne, 3000. Phone 60-0521. Telegrams Sleigh Goldenpet all States.

Directors: H. M. H. Sleigh (chrmn & mng dir), C. R. Strangward (chief gen. mgr), Colin Biggers, W. D. Brookes, DSO, P. H. Sleigh, J. D. Hillier, E. A. Joseph, C. R. Darvall, CBE.

Products: Golden Fleece petroleum fuels and oils.

Shipping: Dominion Far East Line, The Federal Commonwealth Line, Norse Oriental Line, HCS Coasters, Orient Overseas Line, Federal Shipping Line.

Agency: Claude Mooney.

Pstate repr.: Branches all States.

SMALL, H. & CO. PTY LTD (see Life Savers (Australasia) Ltd).

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: R. K. Wyburn.

Marketing group manager: T. B. Lake.
Medical marketing manager: M. J. Ban-

nister. **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: Benzadrex, Benzadrine, Calavon Daprisal, Dexedrine, Dibenyline, Drinamyl, Dytac, Eskamel, Eskornade, Expansyl, Fefol, Furacin, Furadantin, Furoxone, Histryl, Iodex, Neurophosphates, Parnate, Parstelin, Pragmatar, Quotane, Skefron, Stelabid, Steladex, Stelazine, Stoxil, Teledrin, Tyrimide.

Agency: Foote, Cone & Belding Pty Ltd.

Animal Health Products: Bifuran, Bloatguard, Furasol, Furea, Metron, Nefco, Nefpak, Neftin, Nefuran, Nidrafur, Norsect, Nortran, Nutriderm, Wormguard.

Agency: NAS (Sydney) Pty Ltd.

O'seas 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: P. G. Mullins (mng), W. B. Bygott.

Products: Elastoplast, Nivea Creme and lotions, surgical dressings, disposable paper products, cotton cellular blankets.

Agency: Coudrey-Campbell-Ewald.

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. Lyneham.

Executives: E. McA. Miller (admin. mgr), L. W. Brooks (prod. controller), J. Pedrana (gen. sales mgr).

Operations: Smiths Potato Crisps, Smiths Nuts and snack foods.

Agency: George Patterson Pty Ltd.

Pstate repr.: Branches: Glentanna St, Kedron, Qld. Gray St, Kilkenney, 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).

Products: Yalumba Wines and President Brandy.

Agency: Orr Skate & Associates.

Pstate 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 PTY LTD, 32 Walsh St, Melbourne, 3000. Phone 30-0241. Telegrams: Life Melbourne.

Directors: K. R. Murdoch (chrmn), W. B. Bednall, J. Kennedy, B. P. Morris.

Executives: W. B. Bednall (mng dir), B. P. Morris (gen. mgr), J. Poynter (advgt sales mgr), R. J. Musgrave (national circulation mgr).

Operations: Publishers of: TV Week, New Idea, Truth, Australian Student, Best Bets, Enid Gilchrist Series.

I/state repr.: Sydney: Mirror Newspapers, 61 Kippax Street, Adelaide: News Ltd, 166 North Terrace. Brisbane: Cnr Brunswick & McLachlan Sts, The Valley. Perth: Sunday Times, 34 Stirling St.

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.

SPICERS PAPER INDUSTRIES LIMITED, 160 Fulham Rd, Fairfield, Vic, 3078. Telephone: 49-3131. Telex: 30071. Telegrams/Cables: Spicers Melbourne.

Directors: R. A. Bishop (chrmn), P. S. Sykes (mng dir), I. P. James (conversion div. gen. mgr), D. G. Cox (paper div. gen. mgr), R. Hollis (secy), L. F. Carter (prod. mgr), S. G. Risby (mng, Spicers Business Machines), N. R. Spicer (paper div. mgr, NSW), N. R. McNamara (conversion div. mgr, NSW).

Executives: W. E. Merson (sales and mktg mgr), J. R. Cocks (paper div. mgr, Vic.), S. Gurney (paper div. mgr, Qld), R. J. Harlow (paper div. mgr, WA), R. M. Brown (paper div. mgr, SA), G. T. Ward (conversion div. mgr, Vic.), A. E. Dahl (conversion div. mgr, Qld), R. H. C. Adams (conversion div. mgr, WA), R. G. Warner (conversion div. mgr, SA), H. Bowie (mng, Townsville).

Operations: Paper & board importers and wholesalers. Manufacturers of stationery and household paper products. Business machine suppliers. Main brand name: Tudor.

Agency: K. M. Campbell Pty Ltd.

I/state repr.: Spicers Paper Industries Limited, 82-90 Belmore Rd, Riverwood, NSW, 2210. Phone 53-0661. Spicers Paper Industries Ltd, Graham St, Milton, Qld, 4064. Phone 36-0477. Spicers Paper Industries Ltd,

Treasure Rd & Channon St, Queen's Park, WA, 6107. Phone 68-3944. Spicers Paper Industries Limited, 308-320 Grange Rd, Kidman Park, SA, 5025. Phone 56-6166. Spicers Paper Industries Limited, 3 McIlwraith St, Townsville, Qld, 4810. Phone 3461.

O'seas repr.: Buenos Aires, Colombo, Dublin, Durban, Johannesburg, Lagos, London, Nairobi, Salisbury, Singapore, Tokyo, Toronto.

STAFFORD - MILLER LIMITED, 5-9 Enterprise Ave, Padstow, NSW, 2211. Phone 771-1351.

Executives: Raymond L. Smee (Aust. gen. mgr), Anthony T. Boatwright (mktg coordinator).

Operations: Pharmaceutical and toiletry manufacturers (Dentu-Creme, Poli-Grip, Sensodyne, Nytol).

Agency: Foote, Cone & Belding, Sydney.

Pstate repr.: International Chemical Agencies, Melbourne; Noel T. Paul Agencies, Brisbane; Jaychem Agencies, Adelaide; Ingram's Westcoast Agencies, Perth. **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 (chrmn), T. N. Bore, A. H. Cameron, A. T. Deegan (mng dir), J. W. Guilfoyle, C. A. McFarlane, CBE, E. S. Owens.

Products: Radio and TV transmitters, studio equipment, telecommunication equipment, rectifier equipment.

Agency: George Patterson Pty Ltd.

Pstate 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 (chrmn), 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, mktg and distribution), F. P. Chipperfield (secy), L. H. Robertson (chief publ. officer).

Service: Electricity generation and supply; briquette fuel manufacture & marketing.

The BIG DB Melbourne Breakfast No.1 in Housewives Monday to Sunday

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: R. G. Hoban, Sir Arthur T. Smithers, W. L. Moss, Professor D. Cochran, J. M. Anderson, W. Kirkhope, E. W. Coates.

Executives: T. E. Hall (gen. mngr), D. Ross (asst gen. mngr).

Service: Savings bank, including cheque accounts.

Agency: Hayes Advertising Agency Pty Ltd.
I/state Repr.: Agencies in all States.
O'seas: London.

STERLING PHARMACEUTICALS PTY LIMITED, operating divisions Nyal Company, 12 Gauge International, Winthrop Laboratories, Glenbrook Laboratories, Cook-Waite Laboratories, 75-89 Atkins Rd, Ermington, NSW, 2115. Phone 638-0551. Telegrams Sterlab, Sydney; and Dorothy Gray International, 15 Boundary St, Rushcutters Bay, 2011. Phone 31-9031.

Directors: N. F. Leggatt (mng dir), K. P. Symes, W. R. Kerr, W. E. Timmony, J. A. Parkinson, H. H. Bryant, J. Driscoll.

Executives: K. A. Manley (secy), H. H. Bryant (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, 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, NAS (Sydney) Pty Ltd, Foote Cone & Belding Pty Ltd.

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 (works mngr appliances), H. F. Hutchings (works mngr, rural div.).

L. H. Hammond (sales mngr, rural div.), R. W. Jenkins (gen. sales mngr, appliance div.), A. Cox (co. secy), P. H. Jamieson (advgt and mrkt research mngr).

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, 562 Little Bourke St, Melbourne, Victoria, 3000. Phone 67-6261, 67-1668.

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.

Agency: Rodgers Holland Everingham Pty Ltd.

I/state repr.: Vic.: Robert Sadler (Vic. mngr). **Sole distributors:** Qld: D. Maclean Pty Ltd; SA: Anthony Fox Wholesale; WA: A. G. Thompson & Co. Pty Ltd.

TARAX DRINKS HOLDINGS LTD, 315 North Rd, Huntingdale, Vic., 3166. Phone 544-8644.

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.
I/state repr.: Jackson Wain (Tas.) Pty Ltd.
O'seas: Aust. Tourist Commission.

TAUBMANS INDUSTRIES LIMITED, 25 Anderson St, Chatswood, NSW 2067. Phone 412-2155. Telegrams, Taubind, Sydney.

Directors: R. Simmat (chrnm), C. H. Brock, C. H. Hammer, H. L. Hughes, G. W. A. Reid, G. S. Reichenbach, C. W. Sheldon, G. C. Wallis.

Products: Paints, varnishes, surface coatings, concrete admixtures.

Brands: Taubmans — Aclaclad, Amroc, Butex, Centite, Cellon, Cerric, Cerrux, Cellonite, Celletch, Epiclad, Epiflex, Epitex, Epivar, Fulcote, Gaydec, Gaylon, Genoxy, Gloma, Glotex, Glotone, Grip-On, Kopesal,

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.

Agency: J. Walter Thompson.

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: G. M. Sparkes.

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 Advgt.

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: E. K. Coghill (chrnm), S. B. Bingham (mng dir), 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 Angus St, Adelaide, SA, 5000; Thorn Electrical Industries (Aust.) Pty Ltd, 56 Edward St, Brisbane, Qld, 4000; Lockyer Simpson Pty Ltd, Scarborough Beach Rd, Osborne Park, WA, 6017; Errol Nazer Pty Ltd, 84 Barrier St, Fyshwick, ACT, 2600; 195 Morgan St, Wagga, NSW, 2650; Eric Cupitt Pty Ltd, 16 Ward St, Newcastle West, NSW, 2302; Barratt & Maher Pty Ltd, 4

Lefroy St, North Hobart, Tasmania, 7000.

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, J. F. Reed, R. J. Dibble, K. E. Parker.

Executives: A. G. Parker (chrnm), M. E. Quin (mng dir).

Products: Tip Top bread, Tip Top rolls, Tip Top crumpets, Tip Top breadcrumbs, Tip Top seasoned stuffing mix, Tip Top Crispinis.

TOLLEY, A. E. & F., PTY LTD, 82 Waymouth St, Adelaide, 5000. GPO Box 285D. Phone 51-1401. Telegrams Tolley, Adelaide.

Directors: R. E. Tolley (chrnm), Sir James Holden, A. F. Hocking (mng dir).

Products: Lifeguard Gin, Tolley's Navy Rum, Carmencia Rum, TST Brandy, Blue Ribbon Brandy, Napoleon Meyfor Brandy, Old Tradition Whisky, Tolleys Wines.

TOM PIPER LTD, Williamstown-rd, Garden City, Vic., 3207. Phone 64-1331.

Products: Tom Piper canned foods and drinks.

TONGALA MILK PRODUCTS PTY LTD, 177-199 Macauley Rd, North Melbourne, Vic., 3051. Phone: 30-1361. Telegrams: Galamilk Melbourne.

Directors: W. F. Brodbeck (mng dir).

Executives: K. N. Adcock (marketing 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,

The BIG DB Melbourne
No.1 in Men Monday to Sunday

Wellington, Singapore, IATA airline throughout world.

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.

TURNER MANUFACTURING CO. PTY LIMITED, Moncrief Rd, Nunawading, Vic. 3131. Phone 878-9244. Telegrams: Turnco Melbourne.

Directors: R. W. A. Dickson (chrmn), 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), E. T. Lees (technical), F. E. Sharp (administration), J. G. Hallam (sales mgr), N. J. Danne (prod. mgr—mowers), P. Dow (prod. mgr—hardware), L. E. Lambert (prod. mgr—tools), K. Perkin (prod. mgr—prod. devel.), R. F. Daly (advertising).

Products: Furniture hardware including 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. Motor mowers including rear and side catching models. Saws including hand hacksaw blades, power saw blades, bandsaw blading and saw chain. Brands: Turner, Turner-Lufkin, Turner-Dexter, Turner-Dexlock.

Agencies: Monahan Dayman and Adams Pty Ltd (mowers), John Higgins & Associates Pty Ltd (hardware and tools).

State branches and managers: Townsville (W. Mumford), Brisbane (R. G. Dolan), Sydney (A. F. Horwood), Melbourne (J. Munday), Adelaide (A. Hickman), Launceston (P. Lee), Perth (repr: D. E. Withers & Co. Pty Ltd).

O'seas: Agencies in Great Britain, New Zealand, South Africa, USA, Canada and other principal countries.

UNION CARBIDE AUSTRALIA LTD, 167-187 Kent St, Sydney, 2000. Phone 2-0559. Telegrams Unicarbide, Sydney. Telex 2-0556.

Executives: D. H. Freeman (mng dir), J. A. Anderson (gen. mgr, ops), D. Jackson (marketing mgr, consumer prods), R. Wiles (advtg mgr, consumer prods), W. Kelly (mrktg mgr, plastics), D. Aitken (mrktg mgr, chemicals).

Products: Eveready batteries and flash-

lights. Glad plastic products; chemicals for agricultural, mining and industry; Zedel polyethylene film, plastics for industry.

Agencies: J. Walter Thompson, Pope & Kiernan & Black, Hansen Rubensohn-McCann Erickson.

I/state Repr.: Branches, Brisbane, Melbourne, Adelaide, Perth. **O'seas:** Union Carbide Corporation, New York, USA.

UNITED PACKAGES LIMITED (formerly Queensland Can Co. Ltd), Ashover Rd, Rocklea, Brisbane, 4106. PO Box 94, Brisbane Market, Rocklea, Brisbane. Phone 47-5211. Telegrams Unitedpack.

Directors: Sir Arthur Petfield (chrmn & mng dir), A. M. Morrow, L. J. McCray, A. Anson, R. G. Krimmer, C. G. Garnsworthy.

Company secretary: T. G. Buckle. **Factories also at:** Townsville, Rockhampton, Qld; Melbourne, Mildura, Vic.; Berri, SA; Fremantle, Bridgetown, 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.

I'state repr.: J. Crowley & Co. Pty Ltd, Sydney (29-5949); R. Montgomery & Co. Pty Ltd, Adelaide (51-4757) (crown seals only).

UNIVERSAL FLEXIBLE TRUSTS LTD, 25 Elizabeth St, Melbourne, 3000. Phone 62-6962. Telegrams Uniflex.

Directors: A. M. Parker (chmn & mng dir), G. B. Palmer, N. C. Parker.

Executives: J. P. Bergin (gen. mgr), R. D. Parker (invest. mgr), R. M. Read (secy), A. Campbell (actuary).

Operations: Unit trust managers, 1st, 3rd & 5th Universal Flexible Trusts. Associated Sydney company manages 2nd & 4th Universal Flexible Trusts. Associate company Universal Units Limited manages Universal Flexible Trust Earnings Fund No. 1, Balanced Fund No. 1, Capital Growth Fund No. 1.

Agency: The Paton Advtg Service Pty Ltd. **I'state Repr.:** Universal Flexible Investments (NSW) Ltd, 375 George St, Sydney (29-5921).

VENETIAN BLIND MANUFACTURERS' FEDERATION OF AUSTRALIA, Industry Hse, Canberra, ACT, 2600. Phone 72-311. Telegrams Associaman.

Executives: A. J. Vann (Federal pres.), R. H. Abbey (vice-pres.), J. B. C. Kirby (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: G. C. Leonard (mktg mgr), M. J. Brown (gp prod. 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 & Goldberg, Jackson Wayne 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. V. Richardson, G. B. Richardson (chrmn), Mrs V. M. Richardson, C. R. Fieldhouse, J. L. Squires, R. G. Rademy, K. J. Cashman.

Products: Rotary Mowers.

Agency: Insight Pty Ltd.

I'state Repr.: Branch offices. **O'seas:** Great Britain, and distributors to 45 countries.

VINCENT CHEMICAL COMPANY PTY LIMITED, Buffalo Rd, Gladesville, NSW, 2111. Phone 80-0521. Telegrams Vinchem.

Executives: K. C. Probert (mng dir), C. G. Ward (divisional mgr), K. F. Nickel (advtg mgr).

Products: Vincent's Powders & Tablets, Digestif Rennies, Pinke Zinke, White Zinke, Kruschen Salts, Lemskin, Carter's Little Liver Pills, Nair, Trugel.

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), O. Charles (business management 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. Dubsy, J. W. Nolan, K. J. Croagh, R. W. Ellis, A. B. Elvish.

Executives: E. R. Dubsy (chrmn and mng dir), K. J. Croagh (gen. mgr), John M. Hart (gen. mrktg mgr), M. A. Chellew (merchandising 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), O'Brien Advertising (Vic.) Pty Ltd (gas products and corporate).

Interstate branches: NSW sales office, 47 Concord Road, Concord, 2137; SA sales office, 30 Orsmond St, Hindmarsh, 5007.

WALPAMUR PAINTS PTY LTD, 1-3 Salisbury St, Auburn, NSW, 2144. Phone 648-1848. Telegrams Walpamur.

Executives: S. Chambers (mng dir), B. Jackson (company secy), W. B. Ruddle (NSW mgr).

Products: Walpamur and Hadrian paints — Polycell products.

Agencies: USP-Benson Pty Ltd, Foote Cone & Belding.

I'state repr.: All States. **O'seas:** United Kingdom.

A. WANDER (AUSTRALIA) PTY LIMITED, PO Box 345, Devonport, Tas., 7310. Phone Devonport 24-1811. Telegrams Ovaltine, Devonport.

Director: P. R. Stone.

Executives: P. R. Stone (mng), G. D. Crawford (secy), R. B. Wilson (mktg mgr).

Products: Ovaltine, Energy Tablets, Teething Rusks, Fortagen, Malt Extract.

Agency: Madison-Milwyn Pty Ltd.

Marketing div.: GPO Box 5338BB, Melb., Vic., 3001.

WARNER-LAMBERT PTY LTD, Biloela St, Villawood, NSW, 2163. Phone 72-0461. Cables Quickpill Sydney.

Directors: K. C. Macdonald (mng), H. W. Kay.

Marketing director: M. Dungey.

Consumer Products division: D. N. McRae (group brand mgr), J. A. Doyle, I. M. Edwards, B. Pledge (brand mgrs).

National field sales mgr: R. Seymour.

Warner division: P. Clear (national sales mgr), I. Catliff, M. Cottrell (brand mgrs).

Products: Cosmetics and toiletries: Richard Hudnut Spray and Stay, Richard Hudnut Egg Creme Shampoo, Richard Hudnut Fashion Quick, Richard Hudnut Hair

The BIG DB Melbourne
No.1 in Women Monday to Sunday

Preparations, Poly Hair Cosmetics, Polyherb Shampoo, Gemey 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, A. C. Palfreyman (secy), J. C. Hearne, L. Arnold.
Executives: W. R. Bailey (acctnt), R. D. Carter (publ. mnggr).

Products: Medical and scientific, photographic suppliers and manufacturers.

Agencies: Stannard, Patten-Samuels. Branches throughout Australia and New Zealand.

WELLS-NATIONAL PTY LTD, 221 North Rocks Rd, North Parramatta, 2151. Phone 630-0391. Telegrams, Luxwell, Sydney.

Directors: J. D. Wells (mng dir), R. H. Wells, B. T. Sheil.

Products: Luxaflex venetian blinds, aluminium awnings, flyscreens, screen doors, roller shades, drapery hardware and tracks, woven aluminium drapes, canvas goods, folding doors, louvre doors and furniture.

Agency: Russell Lewis & Assocs.

WETTEX AUSTRALIA PTY LIMITED, 42-48 Pacific Highway, North Sydney, NSW. 2060. Phone 92-0846. Telegrams: Wettex Australia.

Directors: D. J. Cartledge, C. G. Pitman, 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, Chamella Chamois, Halex Concentrated Mouthwash.

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.

Subsidiary Company: Login Laboratories: Licensor for Oralton, Bref-Tone and Breath-tone, range of oral pharmaceuticals. World exports from head office, Sydney.

Appointed Licensees: Australia — Kingsted Pharmaceuticals, New Zealand-Mentone Pharmaceuticals.

Agency: Nichols-Cumming Advertising (NSW) Pty Ltd.

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.

Executives: R. C. Jones (natl sales mnggr), I. A. Hill (marketing mnggr, gen. groceries), P. E. Hodgson (div. mnggr, industrial products), D. Richardson (mnggr, res. & development), D. H. Gray (controller).

Operations: Food manufacturer.

Agency: Jackson Wain & Co. Pty Ltd.

I/state repr.: Branches in all State capitals.

WILKINSON SWORD PTY LTD, 76-80 Levenswell 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), G. A. Mason (mnggr — manufacturing), W. Chamberlain (commercial mnggr), Ian C. Hill (prod. mnggr).

Operations: Wilkinson Sword Razor Blades and Wilkinson Sword Garden Tools.

Agency: Masius, Wynne-Williams.

WILLS, W. D. & H. O. (AUSTRALIA) LTD, 71-79 Macquarie St, Sydney, 2000. Phone 2-0578.

Directors: T. J. N. Foley (chrnm), J. F. R. Lawes (deputy chrnm), H. Widdup (deputy chrnm), W. S. Bengtsson, C. B. Noble, G. A. Preston, R. H. Star, J. F. Elfverson, W. R. McComas, J. W. Rickards (dir mktg).

Executive: G. D. Latimer (advgt mnggr).

Agencies: Lintas Pty Ltd, George Patterson, Hansen Rubensohn-McCann Erickson, J. Walter Thompson.

Products: Ardath, Ascot, Benson & Hedges, Capstan, Craven "A", Country Life, Garrick, Hallmark, Kool, State Express, 555, Temple Bar, Turf, Fiesta, Churchmans, Players, Trent, Pall Mall and Escort cigarettes; Capstan, Champion, Benson & Hedges, Log Cabin, Havelock State Express, Van Tromp, Five Star, Imperial Crown, Vice Regal, Temple Bar tobaccos; Tally-Ho cigarette papers; Statesman, Bermuda, Grosvenor Club, La Villacuba, Midway, Monopole, Old Port cigars.

WOOLWORTHS LTD, 534 George St, Sydney, 2000. Phone 2-0653. Telegrams Woolworths Sydney.

Directors: S. E. Chatterton, CBE, Sir Theo Kelly, OBE (chrnm and mng dir), C. R. Hart, J. P. Gowing, F. W. Coss (dir real estate), O. P. Howell-Price (gen. mnggr), D. Wilson.

Executives: J. D. Liddle (dir, buying), C. T. Waldron (dir admin.), P. Simons (dir, expense control), A. Percival (dir, distribution), B. O'Toole (dir, propy devel.), J. R. Fleming (dir, Flemings divn), R. J. Carfoot

(secy), E. D. Craig (controller PR), W. Spark (mrktg controller), M. Russell (sales controller), C. Gale (State mnggr supermarkets NSW), C. R. Hastings (State mnggr Qld), J. Levinge (State mnggr Vic./Tas.), R. L. Clifford (State mnggr SA), R. H. Liddell (State mnggr WA), J. D. Hendry (mnggr NZ).

Operations: Variety stores, supermarkets (Woolworths), food stores (Flemings & Safeways, NSW; BCC, Qld and Northern NSW). Apparel (Rockmans), department stores (Big W, NSW, Vic., SA, WA; Edwards & Lamb, Qld).

Agencies: Marketing and Advertising (food); Fortune, (general).

I/state repr.: Own offices all States.

O'seas repr.: Australasian Chain Stores Ltd, London; Woolworths (Malaysia) Ltd; Woolworths (Hong Kong) Ltd; Woolworths (New Zealand) Ltd; Independent Retailers Syndicate Inc., New York.

WORLD AGENCIES PTY LIMITED, 82 Sussex St, Sydney, 2000. Phone 29-7911. Telegrams 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 (joint mnggr dir), T. M. Atkins (joint md), B. A. Davidson (gen. sales mnggr), E. L. Grimwade (Vic. mnggr), P. R. Kitto (SA mnggr), J. E. McDonald (Qld mnggr), J. A. Macmurchie (WA mnggr).

Products: Aphosa, Benger's food, Dannex, Coppertone, Dedant, Eichorn's remedies, ointment and veterinary remedies, Enzode, Farleys Rusks, Hardy's indigestion powder and tablets, Karmavar, Malgic Adrenalin Cream, Mercolized wax, Neversuck, Nilodor, Nuralgon, Perform, Rustiban, Sal-Urem, Sanatogen, Schumanns Salts, Scrubb's Ammonia, Stemaroids, Swedish Milk Diet, Sylvasun Sunburn Tabs, 2nd Debut, Staisweet, Statavar, Tampax, Terminex, Tynees baby products, Wate-on, Vitapointe, Cushion Grip, Tinaderm, Meggezones, American Slimline Slimming Tablets, Asmonets, Citroids, Kodeen, Copparno, Personna razor blades, Sarcura Soap, Vetapharma.

Agencies: Hansen Rubensohn-McCann Erickson; Thomson, Porritt Partner Advertising; NAS (Sydney); Pritchard Wood Quadrant; Steele, Kelly, Kain, Paton.

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, Lowecator & Wormald fire warning systems; Steelbilt office furniture, equip., steel shelving & lockers; Metalbilt steel rolling shutters & grilles & fire doors; Ransburg electrostatic spray painting process; Digital multiple channel signalling systems; Bangor sliding door track; Safetyman safety and medical equipment; Tracy office systems; Standard chemical.

Agency: E. C. Slatter & Partners Pty Ltd.

WORTH DISTRIBUTORS PTY LTD, 104 Bathurst St, Sydney, 2000. Phone 61-8245. Executive: Leon Worth (mng dir).

Operations: Hosiery.

I/state repr.: Head office Melbourne.

WRIGLEY COMPANY PTY LIMITED, THE, Michigan Ave, Asquith, NSW, 2078. GPO Box 486. Phone 47-1101. Telegrams Spearmint Sydney.

Managing director: L. G. Walley.

Products: PK, Arrowmint, Juicy Fruit, Wrigley's Spearmint chewing gum.

Agencies: J. Walter Thompson, O'Brien Advertising.

S. WYNN & CO. PTY LTD, 348 St Kilda Rd, Melbourne, 3004. Phone 69-5168. Telegrams Wynvale, Melbourne.

Directors: Samuel Wynn (gov. dir), David Wynn (mng dir), F. L. Devine (gen. mnggr).

Executives: W. G. Stevens (marketing services mnggr).

Operations: Winegrowers, Wynns Estate Wine, Coonawarra Estate, Modbury Estate, Yenda Estate, Owens 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 (mnggr).

Products: Yakka Overalls, Keyman Jeans.

Agency: Marketing & Advgt 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. G. Yates, D. F. Fitzgerald.

The BIG DB Melbourne Breakfast No.1 in Men Monday to Sunday

Executives: P. B. 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 supply dept. All types of projectors, cutting-editing tables, spotlights, amplifiers, rectifiers, Xenonlamp-houses 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 instru-

ments.

Optical dept: Spectacle lenses, spectacle frames, umbral sunglasses, magnifiers, binoculars, etc.

Principals: Carl-Zeiss — Oberkochen — West Germany; Zeiss Ikon Arnemann — Kiel West Germany; Strong — USA; Fedi, Fumeo, Dacis — Italy.

ZEVENBOOM, JOHN & CO. PTY LIMITED, 101 Canning St, Nth Melbourne, 3051. Phone 30-3288. Telegrams Boomzev.

Directors: A. J. Moir (chrn), L. E. Rowe, G. Anderson, V. T. Gladstones.

Executives: L. E. Rowe (mngr), G. Anderson (factory mngr), A. R. Pitt (secy).

Product: Brushware.

Agency: W. John Haysom & Co. Pty Ltd.

State 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: 6 Lahore St, The Gap, Qld. 4061; Tasmania Branch: Flat 5, St George's Apartments, Battery Point, Hobart, 7000; Victorian Branch, c/- State Film Centre, 1 Macarthur St, East Melbourne, Vic., 3002; West Australian Branch: 15 Denny Way, Alfred Cove, Perth, 6000.

Secretaries: H. R. Gordon (Federal), H. R. Gordon (State), M. Bodley (ACT), P. Donnelly (Tasmania), R. Power (Victoria), D. B. Binning (West Australia), J. Gilbert (Queensland).

ACTORS & ANNOUNCERS' EQUITY OF AUSTRALIA, 72 Stanley St, Darlinghurst, 2010. Phone 31-7718-9, 31-7721.

Officers: Hal Lashwood (pres.), Hal Alexander (gen. secy), Bob Alexander (assist. secy).

Acting Secretary: V. Arnold, 178 Collins-st, Melbourne, Vic. (63-6689, 63-4876).

ADVERTISING INSTITUTE OF AUSTRALIA, (Mrs) Pat Cooke (Fed. secy & registrar), c/- Australian Association of Advertising Agencies, GPO Box 2397, Sydney, 2001. (26-2355). Fed. Pres., Brian Dowie, Alcoa of Australia, 155 Queen Street, Melbourne, 3000.

Divisional secretaries: (Mrs) K. A. Anderson, PO Box 115, St Ives, 2075; N. R. Stagoll, Gas & Fuel Corporation, 196 Flinders St, Melbourne, 3000; E. J. Bolger, Garnsey Green Clemenger Pty Ltd, 177 Edward St, Brisbane, 4000; Harry A. Hodgen, 48 Greenhill Rd, Wayville, SA, 5034; E. R. Tamlin, 22 Moulden Avenue, Mt. Yokine, WA, 6060.

General Council: President, B. Dowie (Vic.); vice-pres. B. Holt (NSW) and R. A. Mitchell (SA); N. Adams, L. Hyde, P. Barlow, D. Maxwell, J. Carter, R. Clarke, A. L. Rosebery, J. Bowden (NSW); R. B. Cox, G. Hazlehurst, R. Howells, N. Sampson, T. Stace (Vic.); J. N. Penglis, E. Edmonds (Qld); J. S. Kennedy (SA); W. Mansfield, Miss C. Behrend (WA); G. S. Richards, J. H. Skinner, R. F. Graham (NZ); 4As, T. Batten (NSW), I. Brook (Vic.); AANA, E. Evans (Vic.), J. Kilgour (NSW).

Education Board: Chairman, R. H. Gamble (Vic.); N. Adams, J. Carter (NSW); R. B. Cox, E. Evans, E. Maguire, Miss M. Keane

(Vic.); E. Edmonds (Qld); L. Winter, C. Roantree (SA).

Hon. Federal treasurer: John H. Bowden, Australian Association of National Advertisers, AWA Hse, 47 York St, Sydney, 2000 (29-1351).

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 Rambli, 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, F. C. Marks, 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 (chrn), A. F. Albert, W. B. Ahrens, L. Evans, B. Grant, Miss D. Dodd, R. L. Breen, C. V. Smith, R. E. Bare (Melb.), Robert Hughes (Melb.), A. Heenan (NZ).

Executives: J. L. Sturman (gen. mngr), G. H. Pride (secy).

I/State Repr.: R. W. Ralph, c/- Griffin, Ralph, T&G Building, Queen Street, Brisbane; Evans S. Saw, Saw, Wheatley & Co., CML Bldg, St George's Terrace, Perth; c/- Gillott, Moir & Winneke, National Trustee Bldg, 95 Queen St, Melbourne; Burgess,

Cudmore & Pearson, 108 Gawler Place, Adelaide. O'neas: D. B. McKinnon, Conference Chambers, 3-17 Farish St, Wellington, NZ; R. L. Munro, Munro, Warren, Leys & Kermod, Central Chambers, Suva, Fiji.

AUSTRALIAN ASSOCIATION OF ADVERTISING AGENCIES, 5th Floor, Collins Hse, 33 York St, Sydney, 2000 (Box 2397, GPO, Sydney, 2001). Phone 29-8171. Telegrams, Advertising, Sydney.

1970 Federal executive: Pres., W. S. Gilbert (Coudrey Campbell Ewald); deputy pres., Northern Zone, G. A. Cousins (George Patterson-Noble Bartlett Pty Ltd); Southern Zone, C. Roantree (Clem Taylor O'Brien Pty Ltd); treas., J. C. Currie (Berry Currie).

Members: NSW, J. C. Currie, W. S. Gilbert, K. H. Cousins, Victoria, P. G. Clemenger, W. Magno (J. Walter Thompson Aust.), B. Mooney (Claude Mooney Advertising Pty Ltd); Queensland, G. A. Cousins (George Patterson-Noble Bartlett Pty Ltd); SA, C. Roantree (Clem Taylor O'Brien Pty Ltd); WA, L. Bassett (A. J. Williams).

Permanent executives: Bernard Holt (Fed. dir).

State repr.: I. C. Brook, 409-413 Collins St, Melbourne, 3000 (62-1677); Lister, Bruce, Tune & Co., 95 Currie St, Adelaide, 5000 (51-5185); G. S. Hutton & Macfarlane, 400 Queen St, Brisbane, 4000 (2-1533); M. Chiswell, c/- Adcraft Service Pty Ltd, Newspaper House, 125 St George's Terrace, Perth, 6000 (23-2596).

AUSTRALIAN ASSOCIATION OF NATIONAL ADVERTISERS, 47 York St, Sydney, 2000. Phone 29-1352.

1969/70. Federal executive: President, B. W. Warner (Commonwealth Industrial Gases Ltd); Immediate past president, H. St O. Dentry (Australian Consolidated Industries Ltd); deputy presidents, J. Shimmin (Alcoa of Aust. Limited), D. J. Fairall, Lily Cups Overseas Limited; Honorary treasurer, P. T. Matthews (Bank of NSW).

Members: G. A. Derham (Bewater-Scott Aust. Ltd), D. J. Fairall (Lily Cups Overseas Ltd), A. McD. Knowles (Rural Bank of NSW), K. Luscombe (H. J. Heinz Co. Aust. Ltd), D. Pittard (Nicholas Pty Limited), E. J. Quick (World Agencies Pty Ltd), J. C. Shimmin (Alcoa of Aust. Limited), L. Hutton, (Union Carbide Australia Ltd), T. Craddock (State Savings Bank of Victoria), A. Learmonth (Caltex Oil (Aust) Limited), G. A. Tibbs (Trans-Australia Airlines), A. Bowen (St Regis-ACI Pty Ltd, NSW), M. Law (St Regis-ACI Pty Ltd, SA), E. Spence (F. H. Faulding & Co. Ltd).

Administration: J. H. Bowden (Fed. dir), J. L. Crawford (exec. officer), G. M. Kely-nack (NSW secy), 47 York St, Sydney; L. R. Brand (Vic. secy), 445 St Kilda Rd, Melbourne; G. K. Murdoch (Qld secy), c/- Cos-

way Public Relations Pty Ltd, 447 Upper Edward St, Brisbane; D. F. Thomas (SA secy), 54 Currie St, Adelaide; John C. Waterman (John C. Waterman & Associates Pty Ltd), Box W2094, GPO, Perth, WA.

AANA is the representative body of national advertisers in Australia. Its membership comprises manufacturers and marketers of brand goods and services who use advertising in one or more of its various forms.

AUSTRALIAN MOTION PICTURE STUDIOS' ASSOCIATION, 16-18 Mount St, North Sydney, 2060. Phone 92-2943.

Executives: L. J. Becker, B. Chirlian, M. R. Murphy, V. T. Stacey.

Members: Artransa Park Television Pty Ltd, Ajax Films Pty Ltd, Supreme Sound Studios Pty Ltd, Fontana Films 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 114 commercial radio stations.

Main aims of the Bureau are: To undertake research designed to inform on the value of using radio as a principal advertising medium; to provide all stations with statistics and sales aids; to inform member stations of details of successful campaigns and promotional ideas; design sales plans for specialised groups; provide speakers to talk to representative buying groups.

THE AUSTRALIAN WRITERS' GUILD, 2nd floor, 108 Oxford St, Paddington, NSW, 2021. Phone 31-9709. Trade union representing professional writers in the media of radio, television, stage and screen. 400 members and associates throughout Australia.

COUNCIL FOR ADVERTISING RESEARCH IN AUSTRALIA, Collins Hse, 33 York St, Sydney, 2000. GPO Box 2397, 2001. Phone 29-8171.

Permanent officers: Bernard Holt (hon. secy), John Bowden (assist. hon. secy).

FEDERATION OF AUSTRALIAN COMMERCIAL BROADCASTERS, hq 2nd Floor AWA Bldg, 47 York St, Sydney, 2000. (GPO Box 7024, 2001). Phone 29-1738.

1970 executives: President, R. C. Crawford; immediate past president S. R. I. Clark, snr vice-president L. C. Hynes, country vice-pres., L. J. Bradley.

Federal Council: D. L. Foster (2GB), M. E. W. Baker (4BC), L. Bennett (3UZ), A. B. Brown (7HO), A. D. Faulkner (2UE), F. R. Jeffcoat (2UW), G. C. Lewis (6PR).

State chairmen: D. Craig (NSW), R. Baeck (Vic.), L. Beioley (Qld), A. R. Palmer (SA), Gordon Lewis (WA), C. H. Trethewey (Tas.), **Permanent executives:** D. L. Foster (Federal dir), J. H. Sturzaker (ARAB research and promotion officer), R. Logie (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.

FEDERATION OF AUSTRALIAN COMMERCIAL TELEVISION STATIONS, Suite 404, 4th Floor, Caltex House, Kent-st, Sydney. Phone 27-8151. Telegrams, Telefed Sydney.

General manager: A. S. Cowan.

Executive assistant: A. B. Simpson.

Television industry's association formed in 1960, with membership 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.

1969-70 executives: Professor R. E. Aitchison (pres.), Angus Fowler (dep. pres.), Dr A. J. Seyler and D. J. Hutchinson (vice-pres.), N. T. Wedgner (hon. treas.), K. G. Knight (gen. secy), Miss E. Sharman (asst gen. secy), Miss B. Smith (publications board secy), M. H. Stevenson (hon. editor).

Divisional chairman: Sydney, H. Caswell, MBE, H. M. Coughlan (hon. secy); Newcastle, H. Middlehurst, J. Clarke (hon. secy); Melbourne, Dr A. J. Seyler, R. K. Crow (hon. secy); Brisbane, F. Hoe, C. M. King (hon. secy); Adelaide, R. M. Griffith, 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, Sqn Ldr N. R. Bennett (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, Australian Provincial Daily Press Limited, Australian Provincial Press 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 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 (chrn), R. J. Gillespie (Melb.), F. C. Marks, A. W. T. Smith, N. C. H. Smith (Melb.), F. J. H. Snyders, J. W. Tyler.

Executives: C. Pickford (general mngr). Owners, agents and attorneys of owners of the Australian broadcasting and public performance rights in sound recordings.

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. Cardilini (pres.), K. N. Black (secy); NSW, G. M. Mitchell (pres.), A. G. Wallace (secy), Mrs Mitchell (exec. officer); SA, B. Abbott (secy), R. Hille (pres.); WA, H. P. Vandersluys (pres.), I. Revel (secy); Qld, B. Snelling (secy), B. Loft-house (pres.).

TELEVISION SOCIETY OF AUSTRALIA, Box 1712P, GPO, Melbourne, 3001. Phone T. D. Webb, 69-0771 (home number, 20-2904).

Office-bearers: C. L. Faudell (pres.), R. H. Cunningham (vice-pres.), T. D. Webb (hon. secy), Miss A. Vandenberg (exec. secy), K. Lovegrove (treas.).

Council members: I. B. Angus, G. Cornford, J. H. T. Fisher, W. E. Ritter, R. D. Sefton, R. Power, P. Randall, M. Provis, B. Mitchell, J. F. Guinane, T. O'Donohue.

Associated with the Television Society of Great Britain.

TELEVISION SOCIETY OF AUSTRALIA (NSW division), PO Box 333, Crows Nest, 2065. Phone 439-1163.

Office-bearers: Harry Griffiths (pres.).

Council Members: Mary Meares, John Barry, John Sainsbury, Colin Macdonald, John Rogers, Richard Collingridge.

CLUBS

ADVERTISING CLUB OF VICTORIA, Box 2488V, GPO, Melbourne, 3001.

Board of management: Pres., R. E. Barrett (Thomson Publications Aust. Pty Ltd), vice-pres., F. M. Slater (Val Morgan & Sons Pty Ltd).

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. Levingson (Outdoor Advtg Assoc.), B. H. Neal (Time Club), G. P. Ruttle (Theatre Screen Advtg Assoc.), M. Williams (Thomson Publications Contact Club).

CONTACT CLUB LIMITED, Sydney. GPO Box 1792, 2001. Admin secy, Mrs Lorna Maurice. 918-6484.

Executives: Pres., Max A. Cail; vice-pres., D. Jeffreys, J. Singleton; 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.

N. Edwards (pres.), K. Chapman, A. Baz, J. Hicks, J. Kitson, R. Moore, P. Skelton.

Executives: Neil Edwards (pres.), Eric Webb (secy/mngr), John Gaynon (asst secy-mngr).

Operations: Social Club for TV and allied industries.

TELEVISION CLUB OF VICTORIA, c/- NWS-9, 32 Walsh St, Melb. 3000. Phone 30-1667.

1969-70 Executives: R. Bunning (hon. secy), H. Lyon (pres.), K. Carroll (vice-pres.), B. Hynes (imm. past pres.), G. Garrard (treas.).

Committee: R. Weinberg, N. Mezger.

Public Relations: B. Mitchell.

TIME CLUB, THE (Sydney): Hon. secy, Owen Williams (2UW), 365 Kent St, Sydney, 2000. (2-0270).

1969-70 executives: Pres. Ken Johns (AWA), vice-pres., Reg Clarke (MBS), secy Owen Williams (2UW), treas. Alf Britton (2UW), publ. officer R. (Mac) Bumpstead (B&T).

Executive committee: Gene Mann (MBS), David News (2UE), Frank Jeffcoat (2UW), Bob Spring (Parker Representations).

TIME CLUB, THE (Victoria), Hon. secy, Clyde I. Simpson, c/- 3XY Broadcasters, 222 Faraday St, Carlton. Phone 34-5191.

1969-70 Executives: Pres., Rob Ellenby (ABS), secy, Clyde Simpson (3XY), immediate past pres., Brian P. Woodyatt (MBS), treas., John Bahen (Rep. Services).

Committee: Mac Parker (AWA), Mal Ballantine (3DB), Vic Beitzel (3UZ), John Lloyd (3KZ), Bruce Neal (AWA), David Corley (VBN), Dick Casey (3AK).

TIME CLUB (Brisbane). C/- CQBN, Perry House, Elizabeth St., Brisbane, 4000. President, T. Veivers; vice-pres., B. Smith; secy, C. Carswell; treas., A. Malone.

ADVERTISING AND TECHNICAL TRAINING COURSES

SYDNEY

ADVERTISING INSTITUTE OF AUSTRALIA, Mrs Pat Cooke (Fed. secy & registrar), c/- Australian Association of Advertising Agencies, GPO Box 2397, Sydney, 2001. (26-2355).

Divisional secretaries: Mrs K. A. Anderson, PO Box 115, St Ives, NSW, 2075; N. R. Stagoll, Gas & Fuel Corporation, 196 Flinders St, Melbourne, Vic., 3000; E. J. Bolger, Garnsey Green Clemenger Pty Ltd, 177 Edward St, Brisbane, 4000; Harry A. Hodgen, 48 Greenhill Rd, Wayville, SA, 5034; E. R. Tamlin, 22 Moulden Avenue, Mt Yokine, WA, 6060.

Principal objectives of the Institute, which has over 1000 members in Australia and overseas, are to promote a broader idea of the functions of advertising and to encourage the study of advertising in all its aspects.

Institute is actively supported by the AANA and 4As and has revised its syllabus and devised a course of study which is uniform for all technical colleges throughout the Commonwealth.

For students in States where classroom tuition cannot be extended beyond two years, the Institute is developing a correspondence course for the remaining two years to enable students to qualify for their Associate diploma.

Students who are unable, because of geographical or other reasons, to attend technical colleges, may prepare for the Associate examination by private study.

AIR-TV, AUSTRALIAN INSTITUTE OF RADIO AND TELEVISION PRODUCTION, PO Box 28, Toowong, 4066. Phone 78-2675, 36-5005.

Directors: Jim Iliffe, Ivor Hancock.

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 252hours for a basic electronics course to 1175hours 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 Place, Sydney, 2000. All enquiries, Admissions and Information Dept of Technical Education, Railway Square, Broadway, Sydney, 2007. Phone 2-0922.

Department conducts a four-year part-time certificate course in advertising at Sydney Technical College, requiring attendance for six hours a week in the first three stages, and eight hours a week in the fourth stage.

ATTENTION RADIO AND TELEVISION MANAGEMENTS

Let "AIR-TV" take the worry, time and expense out of your staffing problems.

A select number of thoroughly basically trained graduates from Australia's most comprehensive and thorough course in Radio and Television Production and Presentation are now available for employment within the Industry.

For full details, audition tapes, photos, background details, etc., contact The Australian Institute of Radio and Television Production, P.O. Box 28, TOOWONG, Q. 4066. Or phone the Directors Mr Jim Iliffe, 78 2675 or 36 2233 or Mr Ivor McL. Hancock, 78 2893 or 2 2002.

Provides comprehensive education in advertising principles and techniques at both the elementary and advanced levels and is based on the requirements of the Associateship of the Advertising Institute of Australia.

Subjects covered include: copywriting, oral communication, media, psychology, production campaign planning, report writing, marketing and research.

Fees: \$27 a year for the first three stages and \$36 for the fourth stage. Department of Technical Education also conducts a Television Studio Techniques course at North Sydney Technical College. It is a two year, part-time course requiring attendance for six hours each week, and offers lectures and practical instruction in television studio practices. Each term several scripts are selected and produced in the studio to provide students with practical experience, and the opportunity to work under TV operational conditions.

Fees: \$36 a year.

NORTH SYDNEY TECHNICAL COLLEGE (NSW Department of Technical Education), Pacific Highway, Gore Hill, NSW, 2065. Phone 43-5318.

Principal: R. J. Hibbard.

Conducts courses in TV station operation, TV studio techniques, transistors (post trades), industrial electronics (post trades), TV receiver servicing (post trades), telegraph mechanics, radio trades.

Electronics and communications certificate course, very high frequency techniques (post certificate), industrial electronics (post certificate).

For details of courses, terms and fees, contact the supervisor of radio and television (43-5316).

ROUND TABLE MARKETING SEMINARS, 48 Walker St, North Sydney, NSW. 2060. Phone 929-9548, 929-9593.

Executives: T. Tyndall (course leader),

J. Tyndall (course secy).
Marketing management training.

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: Four years; entrance qualification, junior English and maths. Students with senior or equivalent may complete part 1 and associate A examinations of the Advertising Institute of Australia in two years.

Enrolment and fees: Enrolment may be effected at the College office. Fees: \$12 per term over the two years.

ADELAIDE

SOUTH AUSTRALIAN INSTITUTE OF TECHNOLOGY, North Tce, Adelaide, SA, 5000. Phone 23-3866.

Marketing Studies Certificate.

Course is designed to train personnel in fields of advertising, retailing, field selling, overseas trading and physical distribution of goods.

Subjects include business operations, advertising, graphic arts production, copywriting and design, media analysis, advertising programming.

Period of course: Three years part-time, three terms annually, February to November. Enrolment at SA Institute of Technology, early February each year.

On successful completion of course, students may apply for the associate diploma of the Advertising Institute of Australia.

Who's Who in...

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- Radio
- Television
- Radio-TV entertainment
- And associated fields

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A

The complete broadcast product line

RCA

ABRAHAM, Raymond John. Radio engineer. Born Basingstoke, England, March 11, 1935. Joined 7EX as junior technician in March 1954. Appt chief eng. 2QN 1962 then 2WG 1963. Rejoined 7EX as chief eng. July, 1965. Married, 3 children, resident Launceston.

ADAM, Graeme S. Accounts director, T. Hilken Waite Pty. Ltd, Brisbane. Born Bris. 1940, ed. Church of Eng. Grammar School. Acct-exec. O'Brien Publ. 1959-63. Copy dir. T. Hilken Waite, 1963-65. Acct-exec. T. Hilken Waite 1965-66.

ADLERSTEIN, Hans Heinz von. Agency senior TV producer, USP-Benson, Melb. Born July 16, 1910. Former chief producer Assoc. TV; Sydney mngr 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., now director. Married, resident Hunter's Hill, Sydney.

ALBISTON, John Maxwell. Television station chief engineer. 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. mngr. TEAL, acct dir Hansen Rubensohn-McCann Erickson, Berry Currie, Hawkins. Dir Coudrey-Campbell-Ewald Pty Ltd, now joint mng dir. Married, resident Turramurra, Sydney.

ALLSOP, Raymond Cottam. Motion picture, radio and TV consultant. Born Randwick, NSW, March 11, 1898. Associated start of Australian pioneer station 2BL Sydney, and chief engineer. First to make short wave speech to UK and USA (1925) and London, broadcasting to Australia via 2BL. Former member, Broadcasting Control Board, Authority on FM and TV. Major part in producing ASDIC and RADAR for RAN during World War II. Fellow & past pres. IRE (Aust.) now IREE, lieut. comm., RANVR. Married (2 daughters), resident Roseville, Sydney.

AMOORE, Cecil Thomas. TV station chief engineer. Born Brisbane, June 29, 1928. Holds B'cast Ops. Cert., TV Ops. Cert., Assoc. SMPTE. 11 years senior tech. 4BH, 1½ years electrical eng. dept., Queensland Uni., 3½ years supervising tech. in charge of OBs BTQ. Joined RTQ Nov. 1962, as chief engineer. Married, 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. mngr 2GZ, dir 2NZ, first country vp AFCBS; sales mngr MBS; mngr 2GB. 1944, Founder, gov-dir, Anderson Analysis radio listening, TV viewing, press readership market research, chairman Mear Pty Ltd, AIF 1915-1919; 1938-43 lieut col. 9th Field Reg.; G3 (Air) G2 Intell. LO, HQ 2 Aust. Corps. Married, resident Turramurra, 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. Born Fairfield (Vic.) October 5, 1917. Former sales rep., Herald & Weekly Times (1932-56). RAAF (5½ yrs). Joined 3UZ, 1956. Clubs — Melb. Cricket Club, VATC Huntingdale Golf Club, St Kilda FC Social Club. Married, 2 children, resident South Caulfield.

Representing
Radio and
Television

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Pty. Limited**

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Telegrams 'Schedule' Melbourne
Telex 31717

136 Clarence Street, Sydney, NSW
Telephone 29 4180
Telegrams 'Schedule' Sydney

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.

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.

ARCHER, Kenneth Alan. Chief network sales manager. Born Brisbane, Jan. 17, 1928. Science master, Bris. Church of England Grammar School, 1947-53. ABC sales rep., Oct., 1954, apptd sales mngtr, December 5, 1956, asst mngtr, 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 mngtr 2UW 1963. Sales mngtr TVQ 1965-68. Now gen. mngtr 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 Phillips, ABC, 3UZ, W&G, 3DB and Telefil. Formed his own recording studio in October 1965—Bill Armstrong Pty Ltd; senior affiliate IREE (Aust.). Married, resident Caulfield (Vic.).

ASHTON John Alexander. Radio station manager. Born December 7, 1914, Perth, WA. Sgt 2/10 Inf. Btn UK, Middle East. Sales rep. (5 years), sales manager and asst mngtr 6KY-NA, now station mngtr 6PR-TZ-CI. Married, resident South Perth.

ATHOW, Garth Donald. Radio station manager. Born Bris., Mar. 10, 1930. With 4GY 1955, then to 2MW 1956 and apptd studio mngtr 2MW's Southport studio 1958. Now mngtr and resident director of 4LM. Married (2 daughters), resident Mt Isa, Qld.

AUSTIN, Ellis Maxwell. Agency commercial manager. Born Sydney, Nov. 15, 1918. Joined Lintas 1962, now commercial mngtr. Married, 2 children, resident Blakehurst, NSW.

AUSTIN, Iaa. Agency TV-radio prod. mngtr. 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 mngtr 1966, GMV publ. officer 1967. Married (3 children), resident Shepparton.

B

The complete broadcast product line



BAECK, Robert Joseph. Radio station general manager. Born Melb., Vic. Began radio career 3KZ, then to 2MG, 2HD 1945; sales dir 1953-56. Former sales mngtr VBN. Apptd gen. mngtr 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 mngtr 1963; TCN as sales rep., 1965. Joined Television Associates Pty Ltd as sales exec. 1969. Married, resident Ripponlea, 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 Centennial Park, 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. mngtr Vic. Broadcasting Net Ltd. ACIS; AASA. Married, 1 son, 1 daughter, resident Kew, Vic.

BAKER, Maxfield Edmund William. Radio station manager. Born Wonthaggi (Vic.), Jan 22, 1915. Joined 4BC (announcer) 1945, now mngtr. 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 mngtr dir Macquarie Broadcasting Service, 1966. Now asst gen. mngtr 3AW. Married (one son), resident Melbourne.

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 DDO 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. mngtr 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. Now deputy mng dir Compton Advertising, Sydney. AIF infantry and signals, 1939-45. Married, resident Bellevue Hill, Sydney.

BANKS, Norman Tyrell. Director public affairs, producer-compere, commentator foreign affairs and sports, radio and TV interviewer. Born Hampton, Vic., October 12, 1905. MBE for services to broadcasting. 3KZ 22 years, studio mngtr, 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, 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 1933-39, eng. i/c 5RM 1940-42. Joined 5DN 1939, chief eng. 1942. Designed—built three transmitters for 5DN inc. standby 2kw plant plus studio and assoc. equipment inc. remote control. IREE (SA). 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. mngtr, Nicholas Pty Ltd, 1941-19.5. Ex RAAF. Married, 4 sons, resident Mt Waverley, Vic.

BARKER, Wilfred John. TV station general sales manager. Born Hobart, Tasmania, August 1, 1928. Ed. Uni. of Tasmania. Major CMF. Appt Vic. sales mngtr GTV Melbourne, Jan. 1966. Sales manager 1967. Gen. sales mngtr 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 mngtr-chief eng. 1941, mngtr 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 mngtr 4NA 1964-65; asst mngtr & mngtr 2WG 1965-68. Appt mngtr 4CA Cairns April, 1969. Married, resident Cairns, North Queensland.

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 mngtr British Standard Machinery, 1955, advtg mngtr LNC Indus. and NSW assoc. companies. Dir and gen. mngtr 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. mngtr Swift & Bleakley P/L. Mngtr 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. Proprietor, film and TV studio equipment manufacturers and suppliers. Born Sydney, NSW, Nov. 1, 1914. 40 yrs mfg & photographic engineering. Gen. engineering, foreman & mngtr, machine shops to 1942; one yr Radio Physics div., CSIRO. Estab. own business, Richard H. Barton Photographic Engineers, 1943, now proprietor. Resident Chatswood, NSW.

BATCHELOR, John. TV station chief engineer. Born Adelaide 1930. Formerly engineer ABC television, Melbourne, engineer Philips Electrical Industries, Hendon, TV receivers design and production. Now chief engineer NWS. BE, FSASM. Resident Woodforde, Adelaide.

BATTYE, Noel. Career consultant. Born Sydney, NSW. War Service AIF. Former advtg copywriter and advtg exec.; radio stn anncr-mngtr; 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. Specialises in writing, scripting & production of radio dramas. Married, resident Turrumurra, NSW.

BAZ, Alexander John. TV general manager. Born Sydney, Sept. 12, 1913. With Newspaper News & Yaffa Syndicate, 1929-36; pic. ed. feature mngtr, sales prom. mngtr, Aust. Consolidated Press 1936-55. Grad. Barnard-NBC Summer Inst. of Radio and TV, Columbia Univ., NY; mngtr TCN since Jan., 1956. Appt. gen. mngtr 1969. AIF World War 11, 4yrs Darwin, NG. Retired major. Married, 1 daughter, resident Balgowlah Heights, Sydney.

BEARD, Denys. Radio station manager. Born Derbyshire, UK, March 2, 1923. Served Royal Navy 5½ years. Entered radio as cricket commentator-news reader. 4KQ studio mngr 13 yrs, 4BC service mngr 5½ yrs. Now mngr 4KZ Innisfail-Tully, N.Q. Resident Innisfail.

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, Leon Joseph. Manager, TV film studios. Born Sydney, September 15, 1924. Announcer 2KA 1940-43, 2KM, 2CH, RAAF 4yrs. Post-war joined 2UW, thence 2GB 1950 announcer-salesman. 2GB asst mngr 1954. Artransa asst mngr 1955, app, executive producer, Artransa Park Film Studios, 1956. Live program supr and talent dir ATN, 1962-63, appt Artransa mngr 1963. Married, resident Dee Why, NSW.

BECKER, Russell Anthony. Television film distributor. 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 proprietor R. A. Becker & Co., TV film dist. Fellow Inst. of Sales & Marketing Execs (ISM). FISM. Married, two sons, resident Sydney, Brisbane.

BECKINSALE, Ben N. Radio station studio manager. Born Bowen, Qld, Dec., 1940. Anncr 4GY, 1959-61. 4BH anncr 1961, apptd studio mngr 1967. Married, 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.

BELLET, Michael Francis. Radio station manager. Born May 7, 1931, Rockhampton, Qld. 4KQ 5 yrs presentation programming, announcing, then 4AY 13½ yrs breakfast anncr, studio manager and to sales and sport. Now manager 4AM. Married, 2 daughters, resident Atherton, N. Qld.

BENNETT, Cecil George. Agency art director. Born Cairns, 1918. AMF 1941-46. Freelance artist Sydney and Bris. Art dir O'Brien Advertising (Qld) Pty Ltd since 1951. Married (2 sons), resident Bardon, Qld.

BENNETT, Kenneth Sydney. General manager Television Associates. Born Portsmouth, Eng., March 3, 1923. War service Wireless Branch Royal Navy; wireless officer P&O; communications officer DCA 1947-50; PMG 1st class grad. Marconi School

1948; 2CA 1951 anncr-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 gen. mngr since 1950. Born Cairns, Qld. Ed. Brisbane Grammar, Qld. Uni. 2UE 1936, prod mngr 3KZ 1939, 5KA gen mngr 1948, chrmn FACB PR cmtee 1951-55; management cmtee 1953-56, Olympic Games B'casting cmtee chrmn 1955-56. Federal council 1956-64, FACB pres. 1959-60, ARAB cmtee 1960-69, chrmn technical cmtee 1965-69. Clubs, v-p Melb. Rotary, Kelvin, RACV, VRC, VATC, MVRC. Married, 1 daughter, 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, Buckinghams; 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.

BERESFORD, Frank H. Advertising account manager, 19 yrs Sydney agencies, John Clemenger, Hansen Rubensohn, 10 yrs Jackson Wain, Russell Lewis, joined Hayes, Sydney 1969. Now accounts mngr. Married, resident Eastwood.

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, SMIREE. Squadron radar officer RAN, chrmn IREE, past pres. Television Society of Aust. Married, 4 children, resident North Balwyn, Victoria.

BILCOCK, David John. Production company chairman and producer-director. Born Croydon, Vic.,

Oct. 6, 1909. Qual. engineer. Formed film unit for Vic. Country Roads Board, and Owen Bros. Melb. Founded Cambridge Film & TV Prod. Pty Ltd 1949. Now chrmn, Senior Film Productions Pty Ltd, Melb.

BILLSON, (Bill) A. Company director. Born Sydney 1923. Dir Pics Motion Picture Supplies Pty Ltd. Associated photographic industry 25 yrs. Former mngr industrial prod. div., Sixteen Millimetre. Member SMPTE. 7 yrs RAN. Married, 4 children. Member Broken Bay Game Fishing Club.

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.

BLANKET, Leonard. Trade PR and information 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). Various 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.

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'ton. Married, three children, resident Riverside, Tasmania.

BOSISTO, Jon de Villiers. Agency company secretary and director. Born Sydney, Oct. 29, 1935. AASA, ACIS. Joined Nichols-Cumming Advtg 1965 from McMullin, Heale & Co., chartered accountants. Now dir Australian Marketing Development Pty Ltd. Married, resident Glen Iris, Vic.

BOTTOMLEY, David Theodore. Research organisation chairman. Born Somerset, Eng., Dec. 25, 1924. Reseach mngr, McCann-Erickson Advtg, London, 1950-51; USP, Melb. 1951-52; mng dir Aust.

Sales Research Bureau, Melb., since 1953. Aust. rep. Roc International, B.Sc. (Melb.), B.Ed. with Hons (Melb.). Assoc. Royal Aust. Chemical Institute, FAIM, FAI (Aust.). Married, 4 children, resident Surrey Hills, Vic.

BOWDEN, John Henry. Trade association Federal director. Born Tweed Heads, NSW, February 1, 1917. Accountancy, market research, radio audience measurement, advertising space representative. Fellow Advertising Institute of Aust., Aust. Inst. of Management, assoc. Institute of Sales & Marketing Executives; Federal director, Australian Association of National Advertisers. Four years AIF (capt.) Married, two children, resident St Ives, Sydney.

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.

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 (4½yrs). 10yrs as production mngr. Now prod. 2GB talks progrs. First Aust. Army, 2nd AIF. Resident Greenwick, Sydney.

BOYCE, John David. Born Oxford, Sept 2, 1934. Previously research exec. J. Walter Thompson and research mngr of the News Limited group. Now media and research dir of Rodgers Holland Everingham, chrmn of Market Research Society (NSW div.), chairman of media mngrs' c'ttee of AAAA. Married, resident French's Forest.

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 station 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 mng 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 Fairlie 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 Aldwych 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.

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.

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 Flt Lieut. RAF during war. BSc. London Uni., vice-chrmn Melb. c'tee IREE. Married, resident Middle Park, Vic.

BRUNSDON, Ross Victor. Agency associate director. Born Drummoyne, NSW. Display advtg rep. Bris. Courier Mail 1954-58. Acc.-exec. O'Brien Advertising (Qld) 1959-64; assoc. dir 1965 now assoc. dir O'Brien Advtg (Vic.). Married, 3 daughters, 1 son, resident Melbourne.

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, Norman Victor. Agency director. Born Sydney, Oct. 13, 1923. Member IAA Brigade 2 yrs then pilot RAAF Europe. Foundation member TAA, joined East-West Airlines 1951. Sales mngr EWA 1961-67. Now director Peter Ryan & Associates Pty Ltd. Member Sydney Club & Tattersalls. Married, resident Balmoral Beach.

BUCHANAN, Oswald Alexander. Agency director. Born Gippsland, Vic., 1927. Copy and sales 4BC and 4BH; radio mngr Aust. Advtg Agency. Joined agency 1957. Now dir USP-Benson (Qld). Married (2 children), resident Everton Pk., Qld.

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. B&T general sales mngr 1965. 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.

The complete broadcast product line

RCA

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.

CAIRNS, Keith Stewart. TV station manager. Born Lismore, Vic., October 10, 1912. Melbourne Herald editorial staff; deputy chief of staff, 1945-49; chief of staff, The Sun, 1949-53; transferred to Sun administration. Joined Herald-Sun TV 1955. Married (3 children), resident East Ivanhoe, Melbourne.

CAITHNESS, Ian S. Agency director & general manager, Hayes Publicity Service 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, one son, resident Ballarat, Vic.

CAMERON, Colin McLaurin. Radio station manager. Born Orange, NSW, June 16, 1936. Entered radio with 2GZ, then 2MG as anncr-copywriter, 4 yrs night anncr, asst sales mngr and mngr Wellington studios, 2DU. Sales exec. 2UE, 1957-60. Appt 4LG mngr 1960. 3UL mngr since 1961. Past-pres. Warragul Camera Club. Assoc. member AIM AAIM, AWA (Dip. Sales Management). Past sec. Warragul Rotary Club. Married two daughters, resident Drouin East, Victoria.

CAMPBELL, Allan James. OBE, FISM, FRGS, FAIA. Agency chairman and managing director. Formerly publ. mngr Qld Country Press. Hon. chairman of Publ. and exec. member Red Cross Society (Qld), exec. chairman Warana Spring Festival, Qld., hon. publicity officer, RQSPC. Served Army/Air Force 1939-45. Resident Clayfield Bris.

CAMPBELL, Keith Meldrum. Agency managing director. Managing director of K. M. Campbell Pty Ltd. Resident Melbourne, Vic.

CAMPBELL, Kenneth Henry. Agency chairman and managing director. Born Brisbane, Qld, Nov. 27, 1929. Chrmn, mng dir Australian Advertising Agency; 1965 4As Fed. exec. member and Qld State chrmn. Resident Clayfield, 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 Manly, Sydney.

CAMPLIN, Ronald Barry. Radio station managing director. Born Campsie, NSW. Dec. 18, 1932. Entered radio 2CH 1949; 2XL, 1951; 2MG, 1952; apptd to board, 1958. Married, 3 daughters, 1 son, resident Mudgee, NSW.

CANT, Raymond George. Radio station sales manager. Born Henley Beach (SA) May 11, 1913. Joined 5KA sales 1951, appointed sales manager 1956. War service with RAAF. Married (1 child), resident Ballara Park, Adelaide.

CARLYON, Francis Norman. TV station 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. offr 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 Forrest, Canberra.

CARSON, Donald. Agency director. Born Brisbane, Dec. 19, 1932. With Cossey-Waite Advtg 10yrs, most depts. 1959 appt. asst manager Hawkins 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 prog. mngr. Appeared nat'l TV Hit Parade 2½ yrs. Married, (2 daughters, 1 son), resident Taroom, 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 Bondi.

CATON, Mervyn George. Agency associate director. 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. LAI 1956. AAI (double honours) 1960. Played Queensland State age tennis titles, holds several Brisbane

p'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. Acctnt-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. Program mngr. Born Merredin, WA, Oct. 9, 1936. Joined 6PM-AM, 1953, after radio-servicing, 2 yrs 6VA as anncr, salesman. Appointed 6KG stn mngr 1958, aged 22. 6KY anncr, prog. mngr. 2UE asst prog. mngr. Joined 4BC as prog. mngr, February, 1969. Married, resident Brisbane.

CHAPMAN, Maurice Dale. Director, equipment co. Born Adelaide, September 7, 1910. Pre-World War II managed 5AD-PI-MU-SE. War service 1st Arm. Div., later DPR (42-45). Post-war managed 2CH. 1948 joined Magnecord (Chicago), later returned to form Magnecord Aust. Director Barnes Chapman Co. (media representation) and Magnecord (recording equip.). Author two novels, rec. two internat'l literary awards. Married (3 children), resident Neutral Bay, Sydney.

CHARLEY, Philip Nivison. Radio station general manager. Born Sydney. Educated Shore, Sydney. 2CH (1945), thence 3BO, 2GF, 4TO, 2LM, announcing, copywriting, sales. Manager 4ZR, 1953-1955, mngr 2QN since 1955. Apptd gen. mngr 1968. RAAF 1943-44. Married, 3 sons, 1 daughter, resident Deniliquin, NSW.

CHARLTON, Douglas Haig. Radio station manager. Born Mullumbimby, NSW, May 30, 1920. Manager-engineer 7DY, manager-director 7AD, chief engineer, New England Network. Apptd mngr 8DN, 1960. War service RAAF (f/lt pilot), RAF Bomber Command, RAAF Transport Command. AMIRE, AMIET. Married, resident Darwin.

CHEEL, Alfred George. Production director. Born Footscray, Vic., Aug. 18, 1918. 32 yrs advtg exp. Catts Patterson, Richardson Cox, Claude Mooney. Local director Foote, Cone & Belding, Melb. Fellow of Advtg Institute of Aust. FAI. Single, resident St Kilda, Vic.

CHEONG, Keith Cottrell. Agency managing director. Born Melb. June 7, 1935. 6 yrs Myer Melb., 2 yrs advtg mngr Myer Chadstone; 3 yrs acctnt-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.

CHIPP, Raymond Edward. Radio network, Qld sales manager. Former softgoods and corsetry rep. with Dalgety & Co. Ltd. and V. Mayes Pty Ltd. Joined MBS June 30, 1958, sales exec., now Bris. mngr MBS. Married (3 daughters), resident, Brisbane.

CHIPPINDALL, William Giles. Radio station representative. Director Hugh Anderson Pty Ltd, Broadcast Exchange of Aust. Pty Ltd, Melbourne.

CHRISTENSEN, Keith R. TV station general manager. Born Townsville, Qld, Oct. 16, 1925. AASA. Acctnt with Samuel Allen & Sons from 1951. I/C accounting machine div. NCR (Nth Qld) 1961. Sales mngr-acctnt, TNQ 1962. Gen. mngr 1965. Married, 3 sons, resident Townsville, Qld.

CHURCHWARD, Edison Clifton. Radio station service manager. Born Adelaide, February 24, 1906. Architect draughtsman, then gm sales prom. dept. In radio since 1930, 5AD, 6ML, to current 6IX-WB-MD-BY. Married (3 children), resident Dalkeith, Perth.

CLARK, Antony Dennis. Agency senior management supervisor. Born Syd. June 29, 1929. 5 yrs Gordon & Gotch Advtg, 6 yrs asst advtg mngr H. G. Palmer Pty Ltd. Joined HR-McCE, acctnt service dir. Now snt mngmt supervisor and company dir. Advanced prof. training at McCann Erickson Int'l workshops, NY, 1961. Harvard advanced management prog. Uni. of Hawaii, 1966. New York staff of pres. of McCann-Erickson Intl, 1967. Married, resident Strathfield, Sydney.

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. Network managing director. Born Melb., June 24, 1911. Prog. director 3DB-LK (1935-48, excl. war years), mngr 4BK-AK (1949-54), chief executive officer, MBS. Mng dir 2GB, Macquarie B'casting Service, 2CA, Broadcast-

ing Associates (1955), Artransa, dir 2WL, 2LT, 2LF, World Broadcasting System (A'sia), Planned Music (Sydney & Melb.), 5DN, 3AW, managing director Macquarie Broadcasting Holdings Ltd (1965). Mng dir Macquarie Properties (1967); Adelaide Planned Music. Syd & Melb. (1968-69), chairman 4BH and 3AW (1969). FACB president. MBE military div. (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, 1945. Served RAAF 1941-5. Resident Kingsford, NSW.

CLAY, Douglas Mark. Agency managing director. Born Sydney, Sept 10, 1921. Hartford Advtg (1937-41). Gellately Gerrard (1946-51) acc. exec. Joined NAS (Sydney) Pty Ltd 1951 acc. exec., director 1953, man. director 1956. Chairman NAS (Australia) Pty Ltd. Lieut. RAA. Married, resident Roseville, Sydney.

CLEMENGER, John Lloyd. Agency director and TV manager. Born Jan. 30, 1930, Melb. 14 yrs in advtg, John Clemenger P/L. Now joint mngr dir. 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 director. Born Nov. 23, 1927, Melb. 19 yrs in advtg incl. 3 yrs Leyshon Publ. & 16 yrs John Clemenger P/L. Now joint mng 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 gm. Born Warracknabool, Vic., Dec. 23, 1907. Chf engr 3UL 1937-41, mgr-chf engr 1941-48. App. mngr 3SR 1948, ABS network gm 1966. Diploma in elec. engineering, AMIREE. Past pres. Warragool and Shepparton Rotary Clubs. Member Melb. Rotary Club. Married, resident Murrumbidgee, Melb.

COCK, Burgo F. Radio network research officer. Born Oct. 24, 1923, Essex, Eng. Press media mngr, Stuart Advtg (London); radio media mngr, Goldberg Advtg, Sydney. Now research officer, MBS. 5½ yrs RNVSR (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 Castlecrag, Sydney.

COLLINGS, Eric Richard. Radio station manager. Born Rockhampton, Qld, May 17, 1923. Educ. Bris. Boys' Grammar School. 4BK-AK 1939, program mngr, 4BK, 1946, later news-reader, continuity mngr, advtg mngr. Apptd mngr 2VM 1957. Mngr 3YB 1958, apptd mngr 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 Castlecrag, Sydney.

COLLINS, Ronald. TV station promotions and publicity dir. Born Bristol, UK, Aug. 16, 1939. Prom. mngr 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 progs mngr 1960. Apptd dir of prod. 1968. Married, 2 children, resident Beverly Hills, Sydney.

CONNAGHAN, Terence Charles. Management supervisor, HR-McCE. 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 copy-

writer, later marketing planner. Appt acct gp exec. 1963; appt asst media dir, Jan., 1965, media dir, Sept. 1966. Management super. Sept., 1969. Married (5 children), resident French's Forest, Sydney.

COOPER, Frank E. Hope. Agency executive. Born March 4, 1911. Sporting reporter-motoring editor The Argus & A'asian Ltd; advtg mngr Rootes Ltd; sm Filmdads Pty Ltd, screen and TV film productions. War service Royal Aust. Eng. 1939-46. Sales exec. Macquarie B'casting Service. Now acnts 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 mngr. Now asst mngr. Foundation member and publ. dir Apex Club, president Charleville Apex 1963-4. Holds private pilot's licence. Single; resident Charleville, Qld.

CORBETT, Barbara Eleanor. Advertising agency creative director. Creative director, Neville Corbett Advertising Pty Ltd. Married, resident Northbridge, Sydney.

CORBETT, Neville Joseph. Advertising agency governing director. Born June 21, 1924, Townsville, Qld. 3 yrs RAAF air-crew. Now gov. dir Neville Corbett Advertising P/L. Married, resident Northbridge, Sydney.

CORLEY, David. Network sales manager. Born Ballarat, 1933. Ed. Melbourne Grammar School. Joined Vic. Broadcasting Network, 1960. Apptd net. sales mngr 1964. Married, one son; resident East Brighton, Vic.

CORNISH, Robert John. Radio station studio manager. Born Kew, Vic., Oct. 12, 1934. Ed. Trinity Grammar. Anncr-copywriter 3SR; 3UL 4 yrs. Joined 3UZ Aug., 1955. Board of management Advtg Club of Vic. 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 play. Came to Aust. 1958 from London. Joined Hansen Rubensohn-McCann Erickson as copywriter, later HR-McCE creative group head. Appt creative dir 1964. Director of company, 1967. Now with JWT. Married, resident Vaucluse, Sydney.

COVER, Frederick John Raymond. Theatrical agent. Born Kent, Eng., Aug., 1905. Arrived Aust. 1924. Three years on sheep properties; eight years with Union Trustees. Brisbane, six years with Brisbane Theatre and radio appearances ABC; five years technical and acting commercial films, Syd.; three years freelance and film work; theatrical agent since 1948. Served AIF 1941-45. Married, resident Lane Cove, Sydney.

COWAN, Arthur Stephen. TV station association general manager. 1931-42 Crown Law Dept (WA), including secretary to Minister for Justice and Royal Commission secretary; 1942-46 Navy service;

1946-48 UNRRA China with year as director Hong Kong division. 1948-49 Public Service inspector (WA); 1949-54 industrial advocate & asst secy WA Employers Fedn; 1954-60 exec. officer, AFCBS; gen. mngr FACTS from Oct. 1, 1960. ACIS, AASA, magisterial qualifications (WA). Married, 1 son, 1 daughter. Resident Pymble, Sydney.

COX, Ray Basil. Agency director. Born Feb. 18, 1909, at Warracknabeal, Vic. Dir. Noel Paton Pty Ltd Melb., 1952-54. Dir. O'Brien Publ., Melb., 1954-58. Deputy mng dir, O'Brien Publ. (Vic.), 1958. Now mng dir John Higgins Publ. Federal pres., member ed. board and gen. council, Advtg Inst. of Aust., Trustee Advertising Club. Assoc. Market Research Society. Pres. Vic. div. AIA 1957-60. Chairman Vic. div. 4As, 1960-63. ALCM, LLCM, FAI, FISM, FIBA. Married, resident Chadstone, Melb.

CRAIG, Donald. Assistant general manager, broadcasting, AWA. Born Syd. Dec. 31, 1914. Joined AWA 1936 research lab. aviation div., London mngr 1953-59, asst to mngr dir 1959-65, mngr 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 S'rathmore, Victoria.

CRAWFORD, David James. Radio network sales manager. Born Rose Bay, Sydney, April 13, 1919. Joined AWA 1933. Beam Wireless Service and accts to Dec., 1939. RAN 1939-46. Post-war to bcstg dept., Melb., i/c b'casting recdng div. Apptd 2CH sales mngr 1952. Now sales mngr AWA country stations. Past pres., Time Club. Married, resident Coogee, Sydney.

CRAWFORD, Dorothy Muriel Turner. Radio-TV program service director & executive producer. Anncr ABC 1939-43; talks presentation officer ABC 1943-44; partner Crawford Prod., 1945. Now dir & exec. prod. of radio-TV prgms Crawford Prod. P/L. Married, resident Toorak, Vic.

CRAWFORD, Hector William. TV-radio program production company managing director. Born 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 mngr. Married (1 son, 2 daughters), resident Hawthorn, Vic.

CRAWFORD, Robert Curteis. Radio station manager. Born Elsternwick, Vic., May 19, 1911. Educated at Melb. Grammar. ABC anncr 1936-40. AIF

1940-45. Dept. of Infmn SW Div. 1946-47. 3DB anncr 1947-48. Sales mngr Hector Crawford Productions, 1948-49, mngr 1950-53. Apptd 3DB studio mngr 1953 and mngr 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. mngr, Post-Keyes-Gardner Inc., Chicago, 1964-68. Married, 3 daughters, resident Belrose, 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 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, acct exec. Anniviti 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 Cottesloe, 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 Gravey 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 Jacka Brown Advtg Ltd, NZ). Married, resident Hawthorn, Vic.

CUNNINGHAM, Robert Hugh. Company managing director. Born Melb. June 25, 1909. Principal R. H. Cunningham Pty Ltd, importers and distributors of radio and TV electronic components. RAAF. Married, 2 children.

CURRIE, John Charles. Agency managing director. Born Jan. 26, 1931, Syd. With BCA since 1948. Exper. in London for one year. Mng dir Berry Currie Advertising (NSW) Pty Ltd. Married (three children), resident St Ives, Sydney.

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The complete broadcast product line



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, Graham Aston. Agency director and Australasian co-ordinator. Born Perth, WA, July 1, 1937. Comm. advtg, 1954, Richardson & Cox. Mgr of Grant Advertising International, Inc., Hong Kong, 7 years. Transferred to Grant Advertising Australia Pty Ltd, 1969, as dir & Asian co-ordinator. Married.

DAVIES, William Leslie Carrington. TV station director and general manager. Educated Pulteney Grammar School, Adelaide; formerly gen. mngr 5KA Broadcasting Co. Ltd. Now dir/gen. mngr NWS and chairman 2BH, dir, Spencer Gulf Telecasters; mng dir 6KY-NA (Suntimes Broadcasters). Married (1 daughter), resident Netherby, Adelaide.

DAWSON, Tony. Radio station manager. 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. Married, 1 daughter, 2 sons. Resident, Berri, 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; compere New Faces of 1968, Channel 9 net.; 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 asnt 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. Film production company proprietor and film consultant. Born Sydney, NSW. Began film prod. career 1933. Director, prod., cameraman documentaries, feature films, newsreels, TV commercials. With Controlled Productions, C'wealth Film Unit, Supreme Films. TV mngr, USP-Benson (NSW) 1958-64. Directed Shell TV commercial award winners 1959, 1960. Aust. Film Festival and New Guinea Patrol, winner Florence Film Festival Grand Prix Gold Medal. Now has own prod. company, Peter Dimond Films. Resident Paddington, NSW.

DIXON, Nevill Floyd. Radio Network managing director. Born Heidelberg, Vic. Mng dir VBN and all subsidiary companies. 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. Ros-trevor College, Adel. Formerly prod. mngr 5KA.

Joined NWS 1959. Apptd asnt 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 Advtg Pty Ltd, 1958, now governing dir. Educated Pope Pius X College, Sydney, St Joseph's, Bris. Holds Diploma of Comm. Illustration, Certificate of Applied Art, Assoc. of AIM. Fellow AIA. Married (4 children), resident Moggill, Brisbane.

DONOVAN, John Miskel. Broadcasting Control Board vice-chairman. 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, 1959-65; 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 Assn. 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. RAAF 1941-45. Married (1 son, 3 daughters), resident Cheltenham, NSW.

DUDFIELD, James Henry. Agency director. Born Wellington, NZ, 1934. Artist. Resident Cammeray, 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 Hepburn Springs, Vic., Nov. 10, 1932. Advtg mngr Elliott Newspaper group 1950-55. Asst to advtg mngr and PR mngr Rootes (Aust.) Ltd 1955-59. Joined Nichols-Cumming Advtg 1958 as media exec., then apptd assoc. dir. Now admin. dir. Hansen Rubensohn-McCann Erickson, Melb. Married, resident Blackburn Sth, Victoria.

DUTCH, Maxwell Ernest. Director, Maxwell E. Dutch Pty Ltd. Born Syd., May 21, 1933. Sales exec., CFRN TV Edmonton, Canada, 1960-61, and TCN Sydney, 1962. Repr. Fremantle Int. in film sales to Aust. TV stations 1963-66. Began own film dist. outlet, 1966. Represents TEN and ATV-0 in residual sales and Metromedia Producers Corporation in Aust. and NZ. Sales management and marketing course Uni. of Toronto, Canada, 1957. Married, 3 children, resident Newport, Sydney.

DUVAL, John Claude. Agency director. Born Dec. 10, 1912, Sydney. Assoc. Paton Advtg Service, Nat. Cash Register Co.; Unsted Jackson Haines P/L; Bebarfalds, Stromberg Carlson. Now director John C. Duval Advtg Pty Ltd. Married, resident Clontarf, Sydney.

DYER, Robert N. (Bob). Managing director Bob Dyer Productions and producer-star of own TV program. Born Nashville, Tennessee, USA. Vaudeville and radio, USA, from 1930; two world tours, variety, cabaret, radio & TV; UK 1938-39; freelance variety entertainer; Tivoli Circuit, Aust. 1940-45. Resident Aust. since 1940. Married, resident Beauty Point, NSW.

E

The complete broadcast product line

RCA

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 Cobar, NSW, Feb. 12, 1911. Ad-mngr Selfridges 1935; acct-exec. S. A. Maxwell & Staff, 1939; ad-mngr

Gordon & Gotch, Bris., 1942; started own company, Edmonds Advertising, Brisbane, 1944. Formed proprietary company July, 1963. FAI (Aust.), B.Econ. Married, 3 children, resident Kenmore, Brisbane.

EDWARDS, George. TV station national sales mngr. Born Tweed Heads, 1929. Sales exec. nat. Cash Register Co., sales exec. MBS 1958. Appt sales prom. mngr EMI (Aust.), recording & film div. 1963. Apptd Sydney mngr ATV-0 1965. Apptd nat. sales mngr ADS7 June, 1969.

EDWARDS, Maxwell James. Radio station representative. Born Glen Innes, NSW, Nov. 16, 1916. Warehouse rep. and mngr 1934-50; 2UE sales exec. 1950-55. Media rep. and dir Barnes Chapman Co. 1955-61. Now representing 2XL, 5 yrs AIF. Married, one son, resident Mosman, NSW.

ELLERAY, Ronald. TV station secretary. Born June 17, 1921, Bundaberg. Acct-office mngr 4BK-AK from 1948-1959. Secretary and acct Brisbane TV Limited since 1959. Bachelor of Economics, Bachelor of Commerce—University of Qld, Diploma in Commerce; fellow—Chartered Institute of Secretaries, fellow—Aust. Society of Accountants. War service, wireless operator (air gunner) RAAF incl. 2½ yrs overseas. Also 61st Infantry Battalion. Married (1 daughter), resident Ashgrove, Brisbane.

ELLENBY, Robert William. Radio network sales manager. Born Adelaide, SA, June 18, 1924. Five yrs mech. draughtsman BHP, Wyhall, SA; joined SKA, 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 sales mngr Assoc. Broadcasting Services. FAIA (Dip.). Married, resident Mount Waverley, Melb.

ELMER, Max. Radio station executive officer. Born Deloraine, Tas., Nov. 27, 1921. Educated Launceston High. War service RAAF. Joined 3DB 1950. Apptd acct 1956. Apptd exec. officer Aug., 1963. Married, 1 child. Resident North Balwyn, Vic.

EMERTON, Charles Sydney. Radio station operations manager. Born West Wyalong, NSW, April 1, 1915. Mngr 2LT Lithgow 1945-54; 2MO Gunndah 1955-1957; New England Network supervisor 1957-60. Apptd operations mngr 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 prodns. 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. AAI. Married, resident Rose Bay, Sydney.

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 mngr 1940; then director 1946. Three times Tas. State vice-pres. AFCBS; now mng dir TNT. Past pres. Launceston & Tas. Jnr Chamber of Commerce; Past pres. Launceston Chamber of Commerce. Married, resident Launceston, Tas.

EVANS, Eric Walter. Radio station manager. Born Maffra, Vic., Nov. 29, 1909. Entered broadcasting 3HA 1938; chief engineer 3SH 1938, then two years acting mngr; chief engineer 3TR, mngr 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 mngr 1946-54; sales & administration staff 7BU, 1954-55; mngr 7AD, 1955. Three years Army service. Married, 2 daughters, resident Devonport, Tas.

EVANS, Murray. Agency proprietor. Born Melbourne, Vic., May 10, 1917. Founded W. E. Smith Advtg; then acct/exec. J. Walter Thompson. Established own agency, 1952. FAI Councillor of Aust. Institute of Management; four years RAAF (F/lt-pilot). Married, resident Clifton Gardens, Sydney.

EVANS, Rodney Harold. Agency managing director. Born Leichhardt, NSW, June 30, 1919. Comm. Advtg 1933. O'Brien Publicity. Established Rodney H. Evans Advertising Pty Ltd, 1945—this agency during 1969 became known as Grant Advertising Australia Pty Ltd. H. R. Evans remains as managing director. Lt RAN. Married.

EVERSEN, William Dick. Radio station managing director. Entered comm. radio May, 1936, as first employee station 4LG. Anncr then studio mngr 4GR. Established first provincial Qld advtg agency at Toowoomba, Qld (later acquired by Edmonds-Fagg Advtg). Appt 4VL mngr 1957, dir 1960, mng dir 1962. Life member Charleville Show Society. Member local board QATB. Holds Broadcast Operator's proficiency certificate. Married, resident Charville, Qld.

EWART, Donald Malcolm. TV station program producer. Born East Melb., Sept. 13, 1935. Anncr 2QN 1958, 3TR 1959. Initial staff member GLV Oct., 1961, Anncr-compere 1961-62. Continuity mngr 1963. Now prog. prod. WBQ. Single, resident Maryborough, Qld.

EZARD, Bruce. Film editor. Born Sydney, 1947. Entered industry 1964. Supreme Films 1969. Film editor, Cameo Film Productions Pty Ltd. Single, resident Vaucluse, NSW.

F

The complete broadcast product line

RCA

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 1ZB, Auckland, 1938-39; studio mngr, anncr/copywr. 4MB, 1945-46; anncr 4BC, 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 Bardonia, Brisbane.

FARROW, Donald Howard. Account executive, HR-McCE Pty Ltd, Born Melbourne. Joined HR-McCE (Melb.) Sept., 1960. Then prod. asst. 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.

FAUDEL, Charles Leslie. TV technical director. Born Eng., May 23, 1904. Brit. radio exp. 1923-32; TV research & development EMI Ltd, 1932-49; assoc. with war projects, radar, early guided missiles, military TV, etc.; Pye Canada, 1949-51; Pye-Electronic TV, 1951-57. Member EMI team responsible for world's first TV service from BBC's Alexander Palace. Now tech. director, TV Engineering, Melb. 32 Brit. patents on TV electronics. Brit. IRE, SMIRE (Aust.), SMIRE (USA), past pres. TV Soc. of Aust. Married, resident Heathmont, Melbourne.

FAULKNER, Allan David. Radio station general manager. Born Armidale, NSW, Feb. 2, 1910. 10 years chartered accountants office, 5 years mngr Scone branch, 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.

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. TV station publicity and promotions mngr. Born September 1, 1931, Sydney. Ed. Church of England Grammar School. Media acct-exec. Goldberg Advtg, 1949-52. O'seas, 1952-55. Taubmans Paints, 1955. Leonard Advertising, 1956-7. Hugh Berry Co., 1957-1960. Fortune Advtg, 1961-64. Joined ATV-0 Melbourne 1964. Married (1 child). Resident North Balwyn, Vic.

FERGUSON, Noel. Chief engineer of 3MA. Born Mildura. Joined 3MA as asst tech. in 1959-61, rejoined 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. 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, Nicholls-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 accts 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 4½ years. President Time Club, 1961. Member FACB Quarter Century Club. Married, 1 son, 1 daughter, resident Blackburn, Melbourne.

FINDLAY, Keith Algernon. Radio network chairman of directors. Born Launceston, Tas., Nov. 18, 1917. Educated Scotch College, Launceston. With chartered accts, later mngr Findlays, Pty Ltd, Burnie, 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. Radio 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). Married, 1 child, resident South Perth.

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'with 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.

FITZGIBBON, Geoff L. Copy director. Born Sydney 1949. Ed. Mt Gravatt High School. Copywriter adv. consultant services 1967-68. Copy director T. Hilken Waite Pty Ltd 1969.

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 DDQ 1963. Married (6 children); resident Toowoomba, Qld.

FLANNAGHAN, John Dale Crawford. Agency managing director. Born Melbourne, 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. Now mng dir Rodgers Holland Everingham Pty Ltd. Member British Inst. of Management; Inst. of Practitioners in Advtg; Int. Advtg Assoc. Inst. of Dirs. Married, 3 daughters. Resident East Roseville, Sydney.

FLETCHER, Brian Peter. Sales manager. Born Sydney, May 28, 1934. Began advertising career with Ferris Industries, sales promotion mngrr till 1958. Acctnt-exec. McClelland Advtg. Joined Country Press 1960 as acctnt-exec. Artransa, 1963. Appt sales mngrr 1965. Married, resident Narrabeena, 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; appt chief anncr 3XY 1956; appt 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. 4½ yrs 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. Appt chief announcer 1959; studio mngrr 1960, sales mngrr 1961. Asst to managing director Macquarie Broadcasting Holdings 1965. Appt 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. Peter's College, Adel. Chrmn Carols by Candlelight Committee 1960-66. Member Crippled Children's Assn Council 1960-66. Chrmn 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. Peter's, 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.

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. Lectured on TV prod. at Uni. of New England (two years). Apptd Aust. mngrr for P'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. mngrr 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.

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. mngrr 2UE 1936-1942; 2GB 1942 as prog. mngrr. 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 mngrr. Married (two children), resident Launceston, Tas.

FRENCH, Gordon Lindsay. Radio station program mngrr. Born Melbourne, July 7, 1942. Ed. North Qld. ABC-TV 6 years; ATV-0 1 year; SAS-10 3 years as prod. mngrr; joined 3AK July, 1968, as prog. mngrr. Married, 2 children. Resident Melbourne.

FROST, Donald. Trade journal managing editor. Born Sydney, NSW. 2½ yrs Consolidated Press, joined B&T 1953. Now managing editor B&T Weekly and B&T Year Book. Resident Maroubra, NSW.

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. mngrr. Married, resident Toowoomba, Qld.

FULLARTON, Raymond. Advertising manager. Born Lane Cove, NSW, March 25, 1922. Post-war career, 1½ yrs asst advtg mngrr California Productions; merchandising mngrr Streets Ice Cream, one year; six years acctnt-exec. John Clemenger Advtg. Advertising mngrr 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 director 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. Now dir & creative dir NAS (Sydney) Pty Ltd. 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 mngrr 2GB, 2 years

publicity mngrr and sales exec. Artransa. Now dir. NAS (Sydney) Pty Ltd. Four years AIF. Married, resident Haberfield, Sydney.

FURLONG, Ted. Radio station managing director. Born Vic., 1914. 20 years Vic. radio, last 17 years with 3BA. Mngrr 6VA since Jan., 1958. Married; resident Albany, WA.

The complete broadcast product line

RCA

GALE, Jack. Agency associate director. Associate dir and media mngrr 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 mngrr 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. mngrr 2RG and MTN. Married, resident Griffith, NSW.

GARDINER, Desmond Lewis. TV station representative. Born Melbourne, 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 mngrr 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 mngrr; 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.

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 mngrr elec. retailer Bris.; 3 yrs sales rep. TVQ. Now sales mngrr 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 promotions executive. Born Adel. Feb. 12, 1932. Ed. Rostrevor College. Anncr 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 1964. 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 governing director Grace Gibson Radio-TV Productions, Brit. Aust. Programs, Grace Gibson Distributors Pty Ltd. Married, resident Potts Point, Sydney.

GIBSON, Keith. Film laboratory managing director. Born Townsville, Qld, Oct. 1919. Pre-war Filmcraft. Formed KG Film Service 1952. Managing dir KG Film Service Pty Ltd, KG Service (Vic.) Pty Ltd, Gothic Productions Pty Ltd. Married (2 sons), resident Sydney.

GIBSON, Ronald Chester. Radio station studio manager. Born Tamworth, March 29, 1929. With 2MO and 2CK as eng./anncr, 2HR anncr, 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 years 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 4As Fed. pres. Fellow AIA. Chrmn Aust. Advtg Council since 1959. Married; resident Warrawee, Sydney.

GILDER, Donald George. Radio station representative. Formerly with Mooney-Webb Advtg, Melb.; sales exec. AWA broadcasting div., Melb.; sales mnggr 2CH; Vic. sm C'wealth Broadcasting Corp.

Now managing dir Gilder, McGregor and Assoc. Pty Ltd, radio station representatives. 7 yrs RAAF, four years fl./lt in UK. Past pres. Time Club, Melb. Married, resident Box Hill, Melbourne.

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

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

GOODMAN, Barry John. Radio station sales mnggr. Born Wellington, NZ, March 22, 1938. Ed. Wellington College, NZ. Anncr-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 5DN 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. mnggr 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, O'Brien Advertising, Sydney. 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.

GOULSTONE, 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 mnggr. Married (2 sons, 1 daughter), resident Howrah, Tas.

GRAHAM, Simon John. Agency director. Born Melbourne, Jan. 1, 1941. Educated at Melbourne Granmar. With Mooney-Webb Advtg Pty Ltd, advtg mnggr of Spotless Ltd, dir of Trinity Advtg Pty Ltd, gen. mnggr of Browne, Bruce & Grey Advtg Pty Ltd. Now mnggr and dir of Peter Ryan and Associates 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.

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

GRAY, Leon. Media representation company Leon Gray Associates. Born Sydney Dec. 12, 1941. Macquarie B'casting Service 1959. Sydney rep. MNC 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. Now 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 mnggr checking dept; joined Gordon & Gotch as media mnggr & copywriter; Hartford Advtg as media mnggr, secretary, then mnggr. 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 technical 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.

GRIFFITHS, William Royston. Chairman Foote, Cone & Belding Pty Ltd, Adelaide. Born Maryborough (Vic.), Feb. 3, 1912. Paton Advtg, 1926; asst to md Rhodes Motor Co., Melb., 1935-39; nat. ad-mnggr Ford Motor Co. of Aust. 1939-1951. Appt mng dir Webb Roberts McClelland Advtg (now FC&B) 1952. Chairman SA div and member of Fed. exec., 4As for 2 yrs. Married, resident Adel.

GRIMSDALE, Gordon. Film production company managing director. Born Dunedin, NZ. John McGlashan College, Otago Univ. Pilot 15(F) Sqdn RNZAF. J. Inglis Wright Advtg. 2 yrs USA, Bachelor of Theatre Arts, Pasadena Playhouse, Calif. Director-mnggr Pasadena Players. Freelance writer and producer Sydney radio. 8 yrs executive producer ARC. Dir Grimsdale Bushelle & Assoc. Now mng dir, Telemark Productions Pty Ltd. Married, resident Wollstonecraft, 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. Television station Sydney manager. Born Syd. Oct. 13, 1921. Formerly with Macquarie Network. Now Syd. mnggr 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 mnggr 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 Woollahra, Sydney.

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The complete broadcast product line

RCA

HAIGH, Ian Wilfred. Radio station sales manager. Born Colac, Vic., May 8, 1938. Appt sales mnggr 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 (2WB). 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 5th 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.

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. Radio station sales manager. Born Pomona, Qld, August 16, 1932. 4BC sales rep. Jan., 1963. Apptd asst sales mngr April, 1966. Sales mngr Oct. 1967. Married (2 children), resident Wynnum, Brisbane.

HARRIS, Lyle James. Radio station manager. Born Kalgoorlie, WA, March 20, 1931. Joined Whitford Network at 6KG, 1949; appt asst mngr, 1953. Transferred to and 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. Single. Resident South Perth.

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. 5½ yrs RAAF aircrew and staff officer. MIRE, APRA. Quarter Century & Time Clubs. Married (3 children).

HARVEY, Frederick Lockley. Agency general manager and account service co-ordinator. 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 on Email account 1962. Married, resident Clareville Beach, Sydney.

HARVEY, John Vaughan. Radio station program manager. Born Broken Hill, Sept. 30, 1932. Joined 5KA-AU-RM as panel operator 1951, and joined anncing staff 1952. 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 sales and studio manager. Born Glenelg, SA, Jan. 26, 1928. Joined 3MA Apr., 1956; appt sales and studio manager, 1965. Appointed 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.

HAYES, Geoffrey. Agency managing director. Initially with USP-Benson. Joined Hayes Advertising 1954. Apptd dir and gen. mngr 1962, mng dir June, 1965. 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, Armidale 1 yr. Appt mngr 2LM August, 1969. Married, resident Lismore.

HEADING, Rex Gerald. TV station program manager. Born Adelaide SA, Aug. 17, 1929. 11 yrs with 5KA. Now prog. mngr NWS. Resident Bank-sia 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.

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. prom. mngr 1967-68. Joined 3XY 1968 as prog. dir. Married, 3 children, resident Armadale, Vic.

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 sales manager. Born Sydney, 1937. Formerly 2MG, 4AY, mngr 2LF Cowra Studio. Joined 7LA 1966. Now sales 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 mnfr; 3 yrs Nestle Ltd product mngr; 3 yrs Grace Bros, Sydney, food controller, then marketing dir O'Brien Publ., Sydney. Apptd mng dir Marketing & Advtg Pty Ltd, Jan., 1962. Married, resident Pymble, Sydney.

HEYDON, Ian Mackenzie. Agency deputy managing 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. Apptd deputy mnn. dir. RAAF. Married, resident Wahroonga, Sydney.

HEYTMAN, John. Agency director. Born Singapore April 6, 1936. Ed. North Syd. Boys Tech. High. Joined Coudrey-Gotham prod. dept. Now dir Coudrey-Campbell-Ewald. Assoc. Advtg Inst. Married, resident Wahroonga, Sydney.

HIGGINS, Rex Anthony. AASA. Agency secretary accountant. Born June, NSW, Dec. 2, 1925. Auditing and cost accounting; thence acct NAS (Sydney) Pty Ltd. 2 yrs RAAF. Married, resident Clovelly, Sydney.

HIGHFIELD, Robert William. Advertising representative. Born Sydney, NSW, Dec. 10, 1910. Gov. dir R. W. Highfield Pty Ltd; jnt mng dir Metrep Services Pty Ltd (TV reps), Sydney & Melb. Past pres. Sydney Time Club. 5½ 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 mngr GTV September, 1967. Apptd nat. sales mngr, 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.

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

HODGES, Neville. Sales manager. Born Sydney, 1934. Accounts exec., Artransa. Sales mngr, Fontana 1968. Sales mngr, Cameo Film Productions Pty Ltd. Married, 1 child. 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. mngr Ealing, 1946-54. Dir Aust. C'wealth Film Div., 1956. Prod. mngr The Shiralee; Deputy dir Olympic Games film unit. Prod. mngr Supreme Sound Studios, 1958-62; now executive director, David Koffel Film & TV Prod. Member Brit. Film Academy, Brit. Kinematograph Soc. Married, resident Double Bay, Sydney.

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 mngr 1968, mngr 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. mngr 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 mngr Nov., 1957; apptd mngr, May 1961. Married, resident Merewether, Newcastle.

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

HOOKE, Sir Lionel George Alfred. Chairman and managing director, AWA. Born Brighton, Vic., Dec. 31, 1895. Ed. Brighton Grammar School. Shackleton Polar Expedition 1913-14. 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.; Royal Exchange Ass. of London. Chmn Electronics and Telecommunications Industry Advisory Committee. SMIRE (USA), FIREE (Aust.) RN anti-submarine chasers and pilot RN Air Service, World War I. Knighted 1957 New Years 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 mngr for India, South-east Asia and Australia. Ed. Uni. of Chicago. US Navy, Lieutenant 1942-46. Resident Warrabee, 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; mngr 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 mngr/producer Robt Hughes Advtg. Now dir Senior Film Productions Pty Ltd, Melbourne.

HOWARD, John Malcolm. Radio station sales manager. Born Auckland, NZ, Sept 6, 1924. Ed. Auckland Grammar. NZ commercial broadcasting 1949. Prog. prod. and scriptwriting. Apptd senior prog. officer 1ZB Auckland. Member Auckland District Broadcasting Audition Committee. Mngr Auckland Radio Orchestra. Apptd 3DB Melb. April, 1960. Married (4 children), resident Nth Balwyn, Melb.

HOWARD, Kenneth. Radio-TV racing & sports commentator. Born Waverley, NSW, Dec. 2, 1913. 32 yrs b'casting and sporting exp.; 11 yrs TV experience. Comperes 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, trustee Hobart Botanical Gardens, vice-chrmn Tasmanian Tourist Council. 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. Radio network manager. 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, 61X-WB-MD-BY 1955, personal asst to mngr 1955-57, dep. mngr 1957-63, mngr 1963. 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, resident Maryborough, Qld.

HUNTER, John. Agency director. Unilever trainee, then acct exec. with Grant advtg in Thailand. Dir (1964-66) Fortune (Far East) Ltd. Adv. and sales mngr Coca-Cola (Japan). Now dir Peter Ryan and Associates 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; acting mngr 2GF, 1935; asst mngr 4TO 1935-36; engr-anncr, secy & dir Fiji Broadcasting Co., ZIV 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.

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.

HUTCHESON, Anthony B. Agency director. Born Sydney, 1926. Married, resident Balgowlah.

HUTCHISON, Francis Ashton. Agency proprietor. Born London, Eng., July 27, 1899. 54 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.). Controllor of programs Australian Broadcasting Commission. Seconded to Elizabethan Theatre Trust as exec. dir 1960; returned to ABC 1963. Married, resident Turramurra, 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.

The complete broadcast product line

RCA

JACKSON, Norman Bambling. Radio station manager. Born 1923. Joined 4MK as advtg exec. 1962; appt mngr Sept. 1967. Exec. member Mackay branch AIM. Past pres. Mackay Rotary Club; member ABC subscribers c'tee; chrmn North Mackay State High School P&C Assn 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 acnts. 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 mngr 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 mngr 4VL 1951; sales promotion exec. 2UW, 1957; asst sales mngr 2UW, 1958; sales mngr 1959; chief admin. exec. 1962. Now mngr. Four yrs AIF—demob. rank WOII (Ord.). Immediate past pres. Time Club, Syd. Married, 1 son, resident Forestville, Sydney.

JEFFREY, Edward Leslie. Media representative. Born Blackall, Qld, June 17, 1905. 34 yrs b'casting. Salesman 4BC, 1936; transferred 4BH, 1937; mngr 2CK (now 2NX) 1938, opened Melb. branch Oswald P. Sellers, selling agents for Columbia-George Edwards Radio Prod. 1941. Sales mngr 3AW, 1945-47. Foundation member past pres., Melb. Time Club. Member Advtg Club of Vic., Advertising Institute of Australia, FACB Quarter Century Club. Now prop. E. L. Jeffrey radio station repr. Resident Brighton, Melbourne.

JENNINGS, Douglas Thomas. Radio station studio manager. Born Geelong, July 17, 1930. 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 mngr 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. 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. mngr for Castrol Aust. Pty Ltd, April, 1968. Married, 4 children, resident Bayview, NSW.

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

JOHNS, Kenneth. Radio network recording manager. Born Sydney, NSW, Jan. 23, 1917. Beam messenger AWA, 1932; exp. Marconi School of Wire-

less, publicity & sales depts; transferred recording dept, AWA, 1937; now recording mngr. RAN 1941-46. Secy Time Club, Syd. Married, resident Hornsby, Sydney.

JOHNSON, Kenneth Charles. Agency managing director. Born Bondi, NSW, April 15, 1930. B.Ec. (Sydney Uni). 5 years financial journalist Sydney Morning Herald, Financial Review, Adelaide Advertiser. Advertising and PR mngr BHP, Aust. Dairy Produce Board. Now mng dir General Advertising Company of Australia Pty Ltd. Resident Burwood, 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. 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. mngr. Joined Crawford Productions, 1962, as exec. in charge of special projects. Married (2 sons), resident Camberwell, Vic.

JOSE, Denis Adrian Arthur. Director program services, Aust. Broadcasting Control Board. Born Sydney, NSW, May 3, 1908. Anncr, program dir, acting mngr, Qld ABC, 1931-46; ABC Federal program co-ordinator, head office, 1946-49; dir. program services div., ABCB since 1949. 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. 35 yrs advtg, radio, stage. 1932 Paton Advertising, Melb. 1935 anncr copy-writer 2GB, 2WL, 2CA, 2HR, 7LA. During war Tas. AIF entertainment unit, forward areas. Post-war, copy mngr, prog. mngr 2GB, prod. Macquarie Broadcasting, TV host, ATN narrator, documentary films. Now sales promotions exec., prod. MBS, Member APRA, Aust. Photographic Society. Married (3 children), resident Balgowlah.

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

K

The complete broadcast product line



KAIN, Malcolm Ronald. Agency managing director. Born Sydney, NSW, Sept. 21, 1931. Acct/exec. Hugh Berry Advtg; production mngr Warwick-Paton Advtg; asst acct & production exec., acct/exec., McClelland Advtg. Now mng dir Steele, Kain, Kelly, Paton. LAI Aust. Married, resident 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 anncr, 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, chrmn 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 chrmn). Apptd mng dir Goulburn Murray TV Ltd (GMV) 1960. Now chrmn. Served RNVF 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-anncr 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.

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

KINANE, William Owen. Radio station manager. Born Lilydale, Victoria. Joined AWA 1936, serving in accounts, marine and broadcasting depts. Now mngr radio 4WK Warwick. Holds first class comm. ops. Cert. of Proficiency. War service, radio officer Merchant Navy. Member Legacy and golf clubs. Married, one daughter, resident Massie, Qld.

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

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

KINGSFORD-SMITH, John Wilfrid. Film production unit co-managing director and producer. Born Toowoomba, Qld, May 7, 1911. With Filmcraft Labs, 1930; Cinesound 1932-39. Formed Kingcroft Productions, 1946. Managing dir. Held Aust. light plane altitude record, 1938-53. Two awards, at film prod. C'wealth Jubilee Film comp., 1951, 3 o'seas awards. Six yrs RAAF, active service SW Pacific. Discharged Wing/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., Mairden 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 Kinneer Clemenger Pty Ltd, Nth Adel. FAI (Aust.). Chrmn 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 anncr 1959. Now 3DB-LK prog. mngr. Married, 1 son, 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'sia) 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 copy-writing. Now chrmn L. F. Klemke Advertising Pty Ltd. AIF 3½ yrs. Married (one daughter), resident Toorak, Melbourne.

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

KNAPP, Robert. Film director. Started with the Hungarian Army film unit making education documentary films. Went to Czechoslovakia to work with puppeteer Jiri Trnka, specialising in stop-motion and puppetry. Came to Aust. 1956. Prod. film series Wambidgee for ABC. Series won children's section of Aust. Film Institute's 1961 competition. Since 1962 has been working for Eric Porter Productions producing and directing TV commercials. 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 news-caster. Now ops mngr 4IP. Married, resident Ipswich, Qld.

KNUDSEN, Lars. Agency principal. Born Bowen, Qld., 1931. Visualizer. Resident Cremorne, NSW.

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

L

The complete broadcast product line



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 production executive. Born Northbridge, NSW, Jan. 28, 1930. Designer and illustrator until 1955, then entered film industry with Rank Screen Services London as storyboard artist, then film dir until 1959. Now prod. exec. with Telemark Productions. 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 Vacluse, Sydney.

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 compere, selling and prod. Radio Jamaica; sales exec. CKOC Hamilton, Ont.; CKCO-TV Kitchener, Ont., Canada; Ontario & Maritime provinces sales exec. Screen Gems (Canada); apptd Aust'asian sales mngr Fremantle Aust. Pty Ltd, Sydney, April, 1960, now mng dir. Married (1 son, 1 daughter), resident Whale Beach, Sydney.

LARKIN, Joseph Stanley. Radio station 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, Greenhalgh-Leach Productions and Rowl Greenhalgh Productions. Now mng dir Graphik Animation Pty Ltd. Married.

LEAHY, Leo Warren. Television station Sydney sales manager. Born Jamestown, SA, Aug. 11, 1922. Ed. CBC, Adel. Apptd country sales rep. Colgate-Palmolive, 1946-52, then sales rep. Advertiser Newspapers Ltd, 1952-59. Now 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. mngr 1940; editor RSL journal Reveille 1945-47; editor Shopkeepers' Digest 1947-49; Mirror Newspapers Ltd 1949-63, chief sub-editor, news editor, editor Daily Mirror 1955-63; editor Sunday Mirror 1961. Now gen. mngr Television Wollongong Transmissions Ltd (WIN). Lieut. AIF. Married (3 daughters, 1 son), resident Campbelltown, NSW.

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. 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.

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

LEWIS, Gordon Charles. Radio Network general mngr and dir. Born Melb., Vic. Goldberg Advtg, Melb., 1936; chief anncr-copywr 3UL, 1938-39; night anncr, program dept 3SR, 1939; chief anncr-studio mngr-salesman 7HO, 1939-41; studio mngr 3TR, 1941; mngr 3SH 1946; part-time anncr 4BH & freelance ABC, Bris., 1944; mngr 3TR 1952-60. Gen. mngr GLV10, 1960-63. Dir. Aust. TV Facilities Pty Ltd, 1961-63. Gen. mngr 6PR-TZ-CI 1963. FACB Fed. Council 1966-67. WA State chrmn, 1968-69. 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.

LILBURN, Herbert Stephen. Company director and TV consultant. Born Geelong, Vic., April 26, 1934. WBQ chief eng. 1964-65. FNQ tech. cons. 1966, station mngr gen. mngr 1966-67, MVQ Cons. 1968; Man. dir Group Television Service Pty Ltd, Mid-western Television Pty Ltd, dir Mount Isa Television Pty Ltd. Married, 1 son, 2 daughters. Resident Croydun, 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. Agency director. Served RAN. Agency exp. acct/media mngr, AE. Joined Fortune 1957 as mngr Fortune New Zealand, then mngr Fortune Melb. Now dir Fortune (Aust.) based Syd. Married, resident Clovelly.

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

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 mngr 1962-67, apptd 4IP gen. mngr 1967, 4BK-AK gen. mngr 1969. Married, 3 children. Resident Stafford Heights, Brisbane.

LLOYD, John Reginald. Radio station sales manager. Born Melb., May 29, 1925. 8 yrs ad mnggr & asst to mng dir International Tobacco of Aust. 8 yrs advtg agencies, including dir Handbury Advertising, acct mnggr USP-Benson and Paton Advertising Service. Apptd sales mnggr 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, Leon-gatha, Vic. ABS Gippsland unit 3UL 1938 as anncr, sport comm'tor, salesman; rejoined coy as Melb. rep. Appt mnggr 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 & mnggr 1954. Harvard Business School AMP, 1962. Dir and gen. mnggr 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 mnggr, 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. mnggr 2GB & MBS 1946; asst mnggr Artransa, 1947; mnggr Artransa & World B'casting System of Aust., 1950. Advisor SABC in estab. Springbok Radio, 1949-50. Mnggr Artransa Park Television P/L, then gen. mnggr Television Wollongong Transmissions Ltd. Now station mnggr 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 mnggr 1953; sales mnggr 1958; mnggr 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 mnggr Fields Pty Ltd, radio and elec. appliance retailer, Mackay, Qld; joined 4MK 1957 as gen. mnggr; 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; chrnm 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.

LOWNDES, Bruce Kimberley. TV station business mnggr. Born Melbourne, Vic., Oct. 29, 1942. Joined TCN 1961. Cadetship 5 yrs. Apptd asst chief exec. 1967. Management certificate. 1968 overseas study—WIN, NBC, ATV, BLAIR TV. apptd bus. mnggr 1969. Single, resident Double Bay, Sydney.

LOWNEY, Calvin John. Radio station manager. Born Bris., Qld, Jan. 15, 1930. Ed. Church of England Grammar School, Bris. Anncr, 2AD, 1955; acting mnggr, 4LG, 1957; chief anncr, 4GR, 1959; studio mnggr then asst mnggr 2QN, 1962-66; mnggr 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 QTO. Now secy & acct TVQ. Resident Sherwood, Brisbane.

LYNCH, Bernard Vincent. Radio station sales manager. Born Melb., Vic., July 21, 1938. 2QN anncr-continuity mnggr 1960; joined 3SR 1961, studio mnggr 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 mnggr VBN Television Pty Ltd. 5 years RAAF aircrew, 3 years 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.

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The complete broadcast product line

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MACASKILL, Alexander Henry. Radio station talks production manager. Born Auburn, NSW, Feb. 3, 1921. Educated Perth Modern School. Joined 6PM 1938, then to 5AD as anncr, 1946. Apptd program mnggr, 1962; talks production mnggr, 1967. Served AIF 1940-42. Married, resident Brooklin Park, 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, mnggr 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 TV and monitoring service. Married, 2 daughters, 1 son. Resident Harbord, NSW.

Dept of Information, Papua-New Guinea, since 1968. Born Oct. 19, 1909. Anncr 1935-36, sports anncr 1937, stn mnggr 1938-43, senior exec. Commercial Network 1943-50. Asst mnggr station 2GB, 1950-51; prod. mnggr 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). Pre-

senting 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 mnggr dir. Now deputy chrnm of USP-Benson (NSW) Pty Ltd. Married, resident North Sydney, NSW.

MACNAMARA, Lindsay John. Agency governing director. Founded L. J. Macnamara Advertising Service Pty Ltd, now NAS Macnamara (Adel.) Pty Ltd, dir NAS (Aust.) Pty Ltd. FAI (Aust.), senator and life member, Jnr Chamber of Commerce Int'l; Federal pres. 4As 1959-60, 1960-61. Chrnm 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.Ec (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, Col Commdt RAA Educ. Corps 1962; Warden New England Uni. Coll. 1947-54; Publications, Immigration Into Eastern Australia 1788-1851, Outline of Australian Economics (with E. R. Walker). Resident Sydney, NSW.

MADISON, Graeme Michael. Agency joint general manager. Formerly anncr 3BA, 3UZ. Chief anncr 3GL, 3AK. Studio mnggr 7AD. Asst mnggr and assoc. dir Hayes Advertising. Now with C. H. Lucas Advertising Melbourne. Married, 2 children. Resident Beaumaris, Vic.

MAGNO, William M. Agency director & general manager. Born Syd. Oct. 4, 1934. Joined JWT 1952, 18 months later to radio media; headed up and started JWT media research dept; media group planner, acct rep. Kelvinator, Lend Lease. Melb. mnggr 1966; dir 1967. B.Comm. (Uni. of NSW). Married, resident South Yarra, Vic.

MAGOFFIN, Richard David. Radio station exec. officer. Born Charter's 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 mnggr 4AY 1961; manager 4NA June, 1967. Married, resident Nambour, Qld.

MALIN, Robert Barry. Publicity officer, SA Premiers Dept. 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. Lecturer 12 yrs SA Institute of Technology Marketing Course (radio, TV, campaign planning). State exec. AANA, State Council PR Institute, PR Committees, Legacy, Red Cross, SA Crippled Children's Association. Married, 2 children. Resident North Brighton, SA.

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

MARSH, R. B., MLC. Radio station secretary-general manager (2KY); secy Labor Council of NSW; dir Airstales 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 mnggr, then transferred Vic. 1951 as country rep. Returned Sydney 1957 as asst to NSW mnggr, then joined Screen Gems as asst to man. dir 1959-61. Now gen. mnggr 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 Phillips Lamps, Adelaide 5 yrs, 5 AU 10 yrs, 5KA recd dept as 2IC. Now chief eng. 5KA. Assoc. member IREE.

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

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

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

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

McCORMICK, John Lawrence. Representation co. man. dir. Born Fremantle, WA. With 6PR as anncr, copywriter, then sales rep. 4½ yrs, 6GE 2 yrs, then 6KY as copywriter, anncr 1 yr, sales rep. 2 yrs, sales mgr 1 yr, gen. mgr 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 mgr for 5 yrs). Now 2RE station mgr. 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 mgr Interstate Radio Representation Firm. Joined 3AK sales 1967. 1968 traffic mgr, 1969 Sydney mgr. Now Sydney sales mgr 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.

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

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

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 mgr Fidelity Radio Pty Ltd, 3 yrs service mgr, 6 yrs sales mgr 2UW. Now gen. mgr 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 Eastwood, Sydney.

McKENZIE, John William. Television station manager. Born Port Kembla NSW, Aug. 19, 1942. Traffic mgr WIN Wollongong. Joined NRN in October 1954 as office mgr/acct, apptd mgr May 1, 1969. Married, 3 sons. Resident Coffs Harbour.

McLACHLAN, John Alexander. TV station Victorian sales manager. Born Melb. Ed. Melb. High School, Royal Melb. Inst. of Tech. (AASA). Apptd GTV asst acct 1958; acct 1960; film mgr 1961; Vic. sales mgr 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. Member gov. board, Green Room Club, VRC, VATC. Married (3 children), resident Toorak, Melb.

McMANUS, Francis Alexander. TV station general manager. Born Neutral Bay, NSW. With AWA's works, Ashfield; then salesman 2AY, 3BO, 1946-48, mgr 3BO, 1948-54. Sales mgr AWA country stations thence mgr 3BO. Now gen. mgr 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 Castlcrag, 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 mgr 7HO, 1940; mgr 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, Artrana Pty Ltd, Canberra Broadcasters Ltd, Broadcasting Station 2GB Pty Ltd, World Broadcasting System of Australasia Pty Ltd, active service AIF. Commissioned RAA, 1942. Married, resident Sandy Bay, Hobart.

McSPEERIN, Meg. Radio station women's league organiser. Born Yarrowonga, Vic., Jan. 25, 1906. 26 yrs anncr and organiser 2CH Women's League. Awarded MBE, 1969. Married, resident Narrabeen, Sydney.

McTIERNAN, P. J. Gregory. TV station business manager. Born Nowra, NSW, Feb. 28, 1928. Apptd acct TCN, 1957, now bus. mgr. Member Inst. of Chartered Accnts, Aust. Married, resident Chatswood, NSW.

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

MERCER, Robert John. TV station general manager. Born Perth, WA, Nov. 20, 1919. Mng 6KY-NA from 1954. Gen. mgr & dir of company, 1958. Now gen. mgr 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 Normanhurst, Sydney.

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 mgr and finally mng dir. RAAF service 3½ yrs. Married, 3 daughters; resident Balgowlah, Sydney.

MIDDLETON, Kenneth Noel. Controller of technical 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. mgr, 1961 mng Melb office, 1962 appt dir, 1965 gen. mgr 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.

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. ADST. 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; advt 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. Married (4 children), resident North Caulfield, Victoria.

MOORE, George. Agency director. Born UK, May 20, 1916. Artist, Whitcombe & Tombs, NZ; art dir Coulls Somerville, 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 advt 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 mngr 1955; compere 5AD live artist shows. Dir 5AD Kangaroo Club. Member press-radio party NZ tour 1955. Royal tour cmnter 1954 and 1963. Chairman SA Carols by Candlelight C'tree & board of management Somerset Crippled Children's Home; member Crippled Children's Assoc. Council; Asthma Found. of SA Council. Apptd asst mngr Advertiser Net. (5AD-PI-MU-SE) 1966. Married, 1 child, 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 mngr 7AD, studio mngr W&G records 4KZ, Foundation conductor Far North Sinfonieta. Now chief eng. 3YB. Married, resident Warrnambool.

MORGAN, Arthur Byers. Radio station assistant manager. Born Hobart, Dec. 10, 1913. Apptd acct 7HT 1942. Served with AIF 1939-42. Now asst mngr 7HT. Married (4 sons), resident Dynnyrne, Hobart.

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

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

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 mngr for planning & developmt. Installed forces broadcasting stn., Jaquinot 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 mngr motor business, Melb., 1924-30; anncr ABC 1930-32, NSW sporting editor, talks editor 1933-34, Federal talks controller 1934-35, general manager 1935-1965. Apptd secy-gen. Asian B'casting Union, Jan. 1965. 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, apptd 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. chrnm. Market Research Soc. of Aust. 1968-69. Married, resident Killarney Heights, Sydney.

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

MULCAHY, Kenneth Lachlan. Radio station sales manager. Born Lismore, NSW, December 8, 1942. 8 yrs radio; breakfast 2AD, annrc/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 FAI. Sqdn leader, pilot, 230 sqdn RAF, RAAF, 1940-45. Married, 2 daughters; resident Wahroonga, Sydney.

MURPHY, Reginald Michael. TV station production mngr. Born Brisbane, May 17, 1940. 6 yrs BTQ prod. dept. Now prod. mngr TVQ. Married, resident Toowong, Brisbane.

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NASH, Peter Hugh. Administration officer radio station 6PR. Born Melbourne, Victoria, June 24, 1924. 1941 annrc 6KY. Studio mngr, chief annrc 3SR 1947-49; annrc 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.

NICHOLS, Paul N. Office manager. 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.

NICHOLSON, Donald Hilton. Radio station sales manager. Born Syd. Advtg mngr, freelance journ., radio playwright, 1935-39. Advtg and circulation mngr Smith's Wkly 1946-47. Est. own bus. 1947, advtg and graphic arts. Gen mngr DDQ 1961-63, joined 4BH 1964, now sales mngr. Served 5 yrs AIF, Middle East, Islands. Married (1 son). Resident West Chermside, Qld.

NIEMANN, Harold James. Radio station manager. Born Broken Hill, Dec. 25, 1940. Joined 2BH as annrc 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.

NORRIS, Murray Alison. TV station sales manager. Born Syd., Jan. 13, 1915. Agency exp. commercial radio, then sales rep. Melb. Argus Management Vic. country radio stations; sales exec. GTV. Now sales mngr, asst gen. mngr BTQ. Served 6½ yrs RAAF incl. 4½ yrs o'seas. Married (3 children), resident Clayfield, Brisbane.

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

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

The complete broadcast product line



O'CALLAGHAN, Jim. Manager, CBN Sales Pty Ltd. Educated Downlands College. Asst mngr Metro-Goldwyn-Mayer (Old), asst sales mngr Brisbane TV Ltd. Overseas RAAF Service. Married (2 children), resident Bardon, Brisbane.

O'DONOHUE, Kevin Brian Patrick. Radio station manager. Born Sydney, NSW, Oct. 1, 1934. Annrc-newsreader 2AD; 4 yrs feature annrc 2DU; publ. mngr 2BS-DU; joined 2SM 1957 as publ. mngr; apptd exec. officer 1958; station mngr 1962. LAI (Aust.). Member Tattersall's Club. 1968-69 pres. Time Club, 1966-67 NSW FACB chrnm. Married, resident Mosman, Sydney.

O'DONOHUE, Thomas John. Television station dir of eng. 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.

O'DWYER, Brendan Patrick. Manager radio stations 6TZ-C1. Born Hertford, Eng. New Zealand citizen. Joined NZBS 1950, with 2ZB, 3ZB as sales and copy exec., commercial mngr 3XC. Joined 6KY 1962 as prod. and PR officer. Joined 6PR sales dept. 1964, appt mngr 6TZ-C1 Aug. 1966. Married (2 daughters), resident Bunbury, WA.

O'GORMAN, Kevin Bride. Radio station sales promotion manager. Born Melb., Vic., Nov. 12, 1923. Entered radio as ventriloquist, then breakfast, day and evening annrc, 3KZ. Program supervisor, now sales prom. mngr 3KZ. Married, resident Clayton, Melbourne.

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

O'SHEA, Stephen Thomas. Radio station manager. Born Feb. 7, 1929, 3 mths engr 3UL, 3 mths engr 3HA, 2½ yrs engr-annrc-news editor 2WG, 18 mths sales mngr 3NE, 4 yrs sales mngr 2GF, 8 yrs mngr 2NM, now mngr 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. mngr. 2GB, 1949-51; sales mngr Artransa, 1951-53; gen. mngr 3AW 1953-55; joined ATN 1955, now general mngr ATN and Artransa Park TV. Flt, pilot RAAF, Aust., USA, Canada, UK Married, resident Killara, Sydney.

P

The complete broadcast product line



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 mngr 1953-60. Joined sales staff 5DN 1960. Apptd sales mngr April, 1964. Mngr 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 mngr 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 tech-anncr 3MA; 1944 joined 3CV, now mngr. Holds b'cas't stations ops, amateur radio ops. certs. Life gov. Maryborough, Daylesford, Maldon, Dunolly Hosps. Creswick. Married, 3 sons, 1 daughter. resident Carisbrook, Vic.

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

PARKINSON, John A. Advertising director. Sterling Pharmaceuticals Pty Ltd. Born Atherton, Nth Qld, Oct. 26, 1915. 3½ yrs advtg dept of Philips Lamps A'asia Ltd; 35 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 station executor producer. Born Sydney, Jan. 3, 1925. Anncr 2KM, 2CA, 2QN, 3SH, 7HO, 2GB. Chief anncr-studio mngr 7HO, 1951. Prod. Hobart Carols by Candlelight. Exec. prod. 2GB Monitor 1956-58 and 1964-65. Exec. prod. speech programs 2GB, 1965. Pilot RAAF. Married, 3 sons. 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. TV station sales manager. Born Parramatta, NSW, June 15, 1927. Beak wireless and AWA 1942-44, 2MO Gunndah 1944-45,

2TM 1945, 2LT 1946, 4BU 1947-50, 2GZ prog. mngr 1950-55, 3SR chief anncr 1955, 3SR studio mngr 1960. GMV sales rep. 1964, GMV sales mngr 1966. Married (2 children), resident Shepparton, Vic.

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 Balgowlah.

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

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

POWERS, William Joseph. TV station sales manager. Born Philadelphia, Penn., USA, July 23, 1917. Retail, classified rep. US newspaper; joined Melb. Herald, 1947, retail, nat. rep. Apptd spec. sections advtg mngr, 1954; Melb. rep. HSV, 1956; Syd. mngr, 1957. Now sales mngr HSV. US Army, 5th West Pacific area, 1942-45. Married (2 daughters), resident North Balwyn, Vic.

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 HRMcCE 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 production company director. Born Melb. 1932. Photographer, Sun News-Pictorial; film cameraman GTV, ABV; cameraman & dir ATV-0; then Cinesound (Melb.) & Film House; dir Artransa (Melb.). Married, 2 children. Resident Caulfield, Vic.

Q

The complete broadcast product line



QUICK, Edwin John. Joint managing 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. 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

The complete broadcast product line



RADFORD, Bryce Alexander. TV station mngr. Born Kew, Vic., Aug. 7, 1937. Educated Pulteney 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 mngtr Tom Piper Ltd, 11 yrs; gen. mngtr (mktg) T. B. Guest & Co., 6 yrs; Aust. mktg mngtr Hoadley's Choc. Ltd, 4 yrs. Now gen. sales mngtr 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 mngtr. Married, resident Newcastle.

RALPH, Francis Arthur. Agency media director. Media mngtr 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 mngtr. LIA. Captain, AIF, NG, Borneo. Married, 1 daughter; resident Orange, NSW.

RAUWENDAAL, Sidney. Art director. Born New Guinea 1949. Ed. Camp Hill High School. Artist Edmonds Advertising Pty Ltd, 1966-67; artist Gordon & Gotch (A'sia) Pty Ltd, 1967-68. Art dir T. Hilken Waite Pty Ltd 1969.

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

REID, Edith May. Radio station assistant manager. Born Belfast, Nth Ireland, June 12, 1921. Served WAAF 1940-45. Arrived Aust. March, 1952. Entered radio 1958. Apptd asst mngtr 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, acct-mngtr USP-Benson 1966, appt dir 1967. Married, resident French's Forest, NSW.

RENTON, Ian William. Radio station assistant manager. Born Gladstone, July 28, 1936. 7 yrs commercial radio anncing and sales. Married, 2 children, resident North Rockhampton, Qld.

RHEUBEN, Ernest Joseph. Radio station manager. Born Bris., Oct. 30, 1901. 37 yrs in b'casting; 35 yrs as mngtr 4RO. At present dir Rockhampton Television Limited; also dir Chandlers Aust. Limited, Bris. Local dir Yorkshire Insurance Co. Married, resident North Rockhampton, Qld.

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

RICHARDSON, Clifford Eric. Agency managing director. Born Melb., May 2, 1923. Man. dir USP-Benson Australia Pty Ltd. Married, resident North Balwyn, Vic.

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

RICHARDSON, Peter Malcolm. TV station Sydney manager. Born London, Jan. 6, 1929. Ed. Eng. Network service mngtr Macq. Melb. office 1952-54; sales rep., then sales mngtr, Larry Cleland Publs, 1954-57; Sydney. rep. GTV, 1957-64; sales mngtr TEN, 1964-68; now Syd. mngtr GTV. Married, 3 children. Resident Turrumurra, NSW.

RICHMOND, Lesley Margot. Agency associate dir. Born Melb., Vic., 1928. Copywriter 4BH and freelance. Joined agency 1958—now copy dir USP-Benson (Qld). Resident Moorooka, Qld.

RIDLEY, Alan. Radio and TV station general manager. Born Gulargambone, NSW, July 18, 1910. Country rep. 2GZ, 1935, then sales mngtr asst mngtr. Gen. mngtr 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 mngtr George Patterson Pty Ltd, Melbourne.

RINGWOOD, John Albury. Radio station manager. Born June, NSW, Aug. 22, 1941. Anncr 2MG 1962, 2LF 1964, 2UW 1966, asst mngtr at 3BA 1967, sales manager 4GR 1968, mngtr 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, Glenn Campbell. Agency assoc. dir. Born Brisbane, Qld, 1940. Acct exec. with Brisbane and o'seas agencies. Now acct dir USP-Benson (Qld). Married, 1 child. Resident Jindalee, 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 Merseyside, Nth West England. Joined USP-Benson (Qld) in 1963 as art dir, now creative dir. Married, 4 children, resident Chappel Hill.

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

RODGER, Peter Michael. Agency managing director. Born Tientsin, China. Ed. China, US, Canada, West Indies. Sales/advtg mngtr 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.

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 mngtr.

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 Turrumurra, Sydney.

ROSEBERY, Arthur Lionel. Agency principal. Born Edinburgh, Scotland, May 29, 1915. Advtg exp. since 1934. Smr 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, mngtr dir 1964, Jackson Wain (Qld) 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 mngtr; apptd sm 1961. Joined VBN Feb., 1963, as sales exec.; apptd acting sm Feb., 1964. Apptd net. prom. mngtr Oct. 1964. Secoded Dargaville Associates Pty Ltd 1969. Married, resident Sydney, NSW.

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

ROWSON, Ronald. Manager TV film studios. Born UK Jan 27, 1920. Foreign mngtr 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. mngtr 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) mngtr. Fortune (Aust.) Pty Ltd, dir and gen. mngtr 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, 13 yrs Australian commercial radio 2PK, 2DU, 2NX, 2HD. Joined 2SM 1960 as anncr. Apptd news dir 1965. Prom. and publicity mngtr 1969. Married, resident, Narrabeena, 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. mngtr 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 Accts; snr assoc. Chart. Inst. of Secretaries; assoc. Royal Aeronautical Soc.; assoc. member Radio & Elec. Engrs. 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

The complete broadcast product line

RCA

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 chrmn 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.

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

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

SAWYER, Norman. Television station chief engineer. Born Aug. 17, 1932. Diploma, radio eng., Uni. of NSW, 1956. ASTC credit. MIREE C'tee member IREE Adel. branch, chrmn SA div. 1964-66. Cadet eng. 2UE 1949-56. Ops eng. ATN 2 yrs. Eng.-in-charge Jacoby Mitchell & Co., Sydney, 1958. Joined ADS 1959. Spent 6 months o'seas, Continent, England & USA. Appt. asst eng. 1959. Apptd chief eng. 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. Mng 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, 2MG, 5DN. Assoc. with design of film studios, radio and TV stations. Studied broadcasting overseas. Now tech. dir 2GB-Macquarie, consultant CTC, dir Planned Music and dir Tech. Services B'casting Assoc. Past pres. Royal Flying Doctor Service; past pres. IREE; 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. 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 officer. Born Adel., April 18, 1930. Annrc 3HA, 4KQ, news-reader, copywriter, sales rep., sales prom. 5KA. Married (2 children). Resident Tea Tree Gully, Adelaide.

SEMLER, 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.

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. mngr April 1968. Married, 3 children, resident Coffs Harbour.

SIEVERS, Kenneth Roy. Media & market research company managing director. Born Pahiatua, NZ, Sept. 23, 1925. Acct. (NZ) asst secy National Cash Register Co. later accounting machine dip. sales. Now mng dir Anderson Analysis Pty Ltd. Dir Mecar Pty Ltd. Fellow Aust. Institute of Management. Associate, Institute of Sales Management. Married, resident Kirribilli, 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. Patt.), 1964. FACTS. Resident Gordon, NSW.

SIMPSON, Clyde Ian. Radio station sales manager. Born Melb., November 2, 1932. Former secy Cine Service Pty Ltd, now sales mngr 3XY.

SIMPSON, James Quinton. FAI (Aust.). Agency director. Born Sydney, NSW, July 15, 1928. Media dept, Lintas, 1947; media mngr 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 Accts (Senior), Assoc. Chartered Institute of Secretaries; former chief acct Ansett ANA; appt ATV-0 Aug. 1967. War Service AIF 1941-45. Married, 3 children, resident North Balwyn, Victoria.

SIMPSON, Keith. Born 1932. Radio announcer 2BE Bega 1952-1957. 2CH Sydney 1957-59. TV stn rep. QTQ-9 Brisbane and ATV-0 Melbourne 1959-69.

SLATTER, Eric Charles. Agency managing director. Born Sydney, NSW, Sept. 26, 1910. Gen. sales mngr, bldg materials div., CSR, 1950-53, George Hudson, 1953; assoc. dir., prom., Wormald Bros, 1954-56. Managing dir E. C. Slatter & 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 S'rathmore, 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 mngr, GTV. Apptd station mngr 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. Radio station manager. Born Bacchus Marsh, Vic. Ed. Christian Brothers Coll., St Kilda. Sales exec. MBS (Melb.), 1957; sales mngr 3AK, 1960; VBN, 1965; appt. Melb. sales mngr. 1967; now station mngr 3HA. Married, 2 sons. Resident Hamilton, Vic.

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

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

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.

SMITH, Rodney J. Media manager. Born Brisbane, 1952. Ed. Brisbane Boys' Grammar. Checking s'visor T. Hilken Waite Pty Ltd 1968. Media mngr T. Hilken Waite Pty Ltd 1969.

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.

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

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 yrs Rural Bank, NSW. Mng 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. TV station assistant manager. Born Manly, NSW, 2 yrs HR-McCE; 2 yrs NWS. Joined BTV Sept., 1961, as prod. mngr, now asst mngr. Married, resident Ballarat, Vic.

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

STEPHENSON, William Humphrey. Radio station general manager. Born Sydney, NSW, April 24, 1909. Nine yrs office mngr, 2UE, four yrs sales exec. Now general mngr 2SM. 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. Acnts dept, 2GB, 1933, transcription dept, 1940, sales rep., 1946; sales manager 3AW 1949; Vic. mngr MBS 1952. Assttd formation Sellers, Lane, Stevens Pty Ltd, 1953 joined EMI Aust., Jan. 1958, as mngr, radio program and commcl recd 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.

STEWART, Kenneth W. Radio station sales manager. Salesman-copywriter 2WL, 1958. Joined 3HA 1959 as chief copywriter, then to sales. Sales staff 3YB, 1965; sales mngr 3UL, 1967. Sports commentator for past 8 yrs. Married, 2 children. Resident Warragul, Vic.

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

STILL, Frederick William. Advertising agency joint managing director. Born Sydney 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. Appt 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.

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 Epping, NSW.

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

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 manager. Born Melb., Dec. 1, 1924. AWA advtg & sales prom. Advtg mngr and later NSW mngr N. V. Appleton Pty Ltd, gen. sales mngr Aust. Record Co. Ltd. Now mngr Advertiser Network (SAD-PI-MUSE). Member SA Carols by Candlelight c'tee, Crippled Children's Assoc. Children's Home. 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.

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

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 Aldwyck 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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The complete broadcast product line

RCA

TANNEN, Peter Sherman. National creative director. 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 South Yarra, Vic.

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 BOCF, 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 annr 2BE, 2UE, 2HR, 4TO, 4CA, 3BO, 3HA, 6KY, 6PR. 10 yrs agency radio/TV copywriter-prod. Nixon's, O'Brien's, Jackson Wain, Insight. Now radio/TV controller O'Brien Advertising, Syd. Resident Mosman.

TAYLOR, Kenneth Thomas. Radio station manager. Born Grafton, NSW, May 29, 1921. 5 yrs dept mngr and buyer McDowells, radio freelance annr. Apptd gen. sales mngr and artists and repertoire mngr and dir Festival Records Pty Ltd 1953-61. Now 2GB station mngr. 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. mngr 1960-64. BBC 1964-65. Now prog. mngr ADS. Married, resident Marino, SA.

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

TAYLOR, William Rickwood. Agency managing director. Born Melb., Vic., June 27, 1927. Educated Prince Alfred College, studied economics, stat., Adel. Uni. Now managing director, Clem Taylor O'Brien, Adelaide. 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, annr, copy mngr, news ed., service mngr and stn mngr 1958 to 1962. Prepared coy's TV application for RVN Channel 2. Joined ATN Aug., 1962. Resident Sydney.

THOMAS, Frank. Radio sales service manager. Born 1929. Annr, 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; mngr 3AW Radio College; assoc. of Instit. of Sales & Marketing Execs. Married, 2 children. Resident Nunawading, Vic.

THOMAS, Mervyn Albert. Radio station program director. Born Adelaide, SA, Aug. 16, 1922. Office duties, 5DN, 1937-41, prod. transcription depts, 1945-

49; asst program dir, 1949. Program dir since 1951. Torpedo Op., RAN, 1941-45. Pres. Woodville RSL, 1957. Current State v-p of Naval Assoc. Married, 2 children, resident 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. mngr 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. mngr K. O. Geiger & Mascot Shoes; A/E Bayne Mackay Advtg; mngr Jennings-Lee Advtg; dir John Higgins Advtg; now mngr dir John Thompson Advertising Pty Ltd. Married, 2 children. Resident Melbourne.

THOMPSON, Paul Charles. Radio station program manager. Born Bris., April 5, 1943. Ed. Church of England Grammar School, Bris., Qld. Govt Auditor 1961-64. Annr 4VL 1965, 2MW 1966, 4IP 1967, 4GG from Feb. 1968. Apptd prog. mngr Nov. 1968. Resident Surfers Paradise, Gold Coast.

TINDALE, Allan Frank. Agency general manager. Born Sydney, NSW, Jan. 2, 1938. Acctnt exec. Arthur Smyth & Sons, Coudrey-Campbell-Ewald, acctnt dir, John Clemenger (NSW) Pty Ltd, now gen. mngr. Married, resident Mosman, Sydney.

TONKIN, James. Radio station national sales manager. Born Sydney April 5, 1931. Ed. Randwick High, Sydney. Began ad. sales career Mirror Newspapers Limited as sales rep. 1960, then Features mngr. Apptd advtg mngr TV Times 1962, then Sydney mngr 3AK 1965, nat. sales mngr 3AK 1969. Attended mrktg course, Aust. Inst. of Management, Sydney, 1964. Ass. Fellow Aust. Inst. of Management. Resident East Malvern, Victoria. Married, 2 children.

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 mngr 1954; sales mngr TVW Ltd, 1958; sales and prog. mngr TVW Ltd, 1960. Now dir and gen. mngr.

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

TRETHEWEY, Clifford Henry. Manager Tasmanian Broadcasting Network. Born Burnie, Tas. Educated Burnie High School. With 7BU, 1936, designed, constructed, studio and transmitting equip. Asst mngr, 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.

TURNER, Geoffrey Colin. Agency dir and mngr FAI. Born, ed., Melb. Commenced radio career with 3XY 1945, 3UZ 1951. Moved Brisbane 1955. Radio mngr T. Hilken Waite. Joined O'Brien Advtg (Qld) Pty Ltd 1957. Apptd asst mngr 1960., mngr 1963, dir 1964. Qld chrmn 4As 1967-69. Dep. Fed. pres. (Nthrn) 1967-68. Married (2 children), resident St Lucia, Brisbane.

TURNER, Rev. Vernon Kenneth. Radio-TV religious program production unit managing director. Born Oct 2, 1917. Minister Presbyterian Church of Aust. 25 yrs exper. religous 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. DSIR ionospheric research 1951. UK TV 1953-55, HSV 1956-1961. Chief eng. GMV 1961-65. Asst mngr 1962, mngr 1965. Now gen. mngr. Married (2 daughters, 1 son), resident Shepparton, Vic.

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RCA

VANSLEVE, James F. Production manager. Born Brisbane 1952. Ed. Cavendish Road High School. Checking s'visor T. Hilken Waite Pty Ltd 1968. Prod. mngr T. Hilken Waite Pty Ltd 1969.

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 episodes 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.

VIEVERS, Thomas Robert. Radio station assistant sales mngr. Born Beenleigh, Qld, April 6, 1937. 4BC sales rep. since April, 1961. Apptd asst sales mngr 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 mngr. Married, resident French's Forest.

VIRGONA, Vincent. Radio station chief engineer. Born Fitzroy, Vic., Oct. 2, 1911. 38 yrs with 3UZ. Married, resident Eltham, Melbourne.

W

The complete broadcast product line

RCA

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.

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 mngr dir, also a principal, Film Records Pty Ltd. Married, 4 children, resident Brighton, Melbourne.

WAITE, Thomas Hilken. Chairman and managing director T. Hilken Waite Pty Ltd. Managing director, Thomas Waite (Holdings) Pty Ltd, and Thomas Waite Pty Ltd. Born England. Snr rep. Bris. Truth, 1932-38; advtg mngr 1938-41 and 1946-50, snr partner and mngr of Cossey Waite Advtg 1951-61. Diploma ICS Advtg Course, ISM, FIA. Lt RANVR, British and US fleets 1941-46, holds Philippines' Liberation Medal. Cnr 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. Acctnt-exec. George Patterson; sales exec. Granada TV Limited, UK; acctnt-exec. and company dir Alfred Pemberton Ltd (Advertising Agents), London; dep. chrn Froute Cone & Belding, NSW. Resident Vaucluse, Sydney.

WALKER, Rhett Hamilton. Radio station program manager. Born Auckland, NZ, Dec. 21, 1941. US citizen. Before joining 3DB in March, 1969, worked 8 yrs 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, California, as an independent prog. consultant. Holds music degrees from Sorbonne Uni., Paris. Single. Resident East Melb.

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.

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 acctnt dir, Lintas, now exec. chrnm. 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.

WALSH, Raymond D. General mngr RCA technical products division since 1959. Born May 14, 1931. Married, 2 children. Resident Lindfield, Syd.

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

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. 1939-1950 (except war years), then 2CH sales rep. 1953, 2SM sales rep. to 1957. Joined ATN 1957, transferred QTQ as Syd. sales mngr, 1960. Served 5 yrs AIF. Dip. sales, psychology & merch., MBC. Married (1 son, 1 daughter), resident Longueville, Sydney.

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

WATERS, Clive Sylvester. Radio station news editor. Born Richmond, Vic., Oct. 1, 1913. Mngr comm. printing org., chief annrcr, 3XY. Now news editor 3UZ. AFCBS Dir. Ops, Olympic Games, Melb. 1956. Rome 1960. AIF. OC radio station 9AB, Lae. Staff officer, Aust. Coastguard Auxiliary. Married, 4 sons, resident Mentone, Melbourne.

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

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). TV station manager. Born Kempsey, NSW, Dec. 1, 1932. 15 yrs Willmotts, Fortune, W. B. Lawrence; 3 yrs TCN. Now mngr, FNQ. Married, 1 daughter. Resident Cairns, Qld.

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, resident Woolahra, Sydney.

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 general manager. 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 Clemenger, Syd.-Melb., 1957-64. Acctnt 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.

WILLIAMSON, Michael Francis. TV station sports editor. Born Melbourne, June, 1928. 8 yrs Herald & Weekly Times; feature annrcr 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 East Bentleigh, Vic.

WILSON, Harper Robert. Agency director. Born Melb., Vic., Dec. 31, 1912. 3UZ annrcr, prod. writer,

prog. dir 1933-40. AIF, New Guinea. Pres. 4As 1964-65, 1965-66. Dir USP-Benson Aust. Pty Ltd. Married, resident South Yarra, Vic.

WILTSHIRE, John Bowen. Radio station sales manager. Born Melb. Annrcr 3HA, News 3UZ, studio mngr 2WG, now sales mngr 2WG. Married, 2 children, resident Wagga, 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. Now mng dir Amalgamated Pictures & Amalgamated Film Equipment Hiring Services.

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 Indro. repr. business. Married, 2 children, resident Indooroopilly, Brisbane.

WOODLAND, Cecil Alfred. Radio station manager. Born Toowoomba, Qld, June 12, 1933. 5 yrs Noble-Bartlett Advt, Bris.; 2 yrs annrcr/copy 4VL; 9 yrs 3CS, as annrcr/copy, subsequently sales mngr, studio mngr and asst mngr. Apptd 2MW sm, 1964. Apptd mngr, 1968. Married, 3 children; resident Murwillumbah, NSW.

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

WOODWARD, John M. Radio-TV production company manager. Born Sydney. Recording, AWA, 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 acct-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. mng 3AW, 1950, asst mng 1954, acting mng 1955, gen. mng 1957-1966. Snr v-p FACB 1960-62, pres. 1962-63. Chrmn B'casting Control Board since March, 1966. Married, resident Nth Balwyn, Vic.

Y

The complete broadcast product line

RCA

YATES, Frederick Tresise. TV station general manager. Born Melb., Aug. 31, 1926. Journalist radio-TV writer; asst editor Woman's Day; assoc. editor Home Beautiful; assoc. dir and TV mng 1953. General mng 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. mng 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 1942-1962 — Pages 444-447*
- *Broadcasting Control Board's TV program and advertising time standards — Pages 448-455*
- *Broadcasting Control Board's broadcasting program and advertising time standards — pages 456-464*
- *FACB Standards of Broadcasting Practice, including advertising and wordage — Pages 465-471*
- *The Australian Code of Advertising Standards — Page 472*
- *Notes on medical advertising — Pages 473-475*
- *Voluntary medical advertising code — Page 476*
- *TAB TV advertising regulations — Pages 477-483*
- *FACTS cigarette advertising standards — Page 483*
- *Media Council rules of accreditation — Pages 484-491*
- *Television Advertising Board's rules of accreditation — Pages 492-496*

BROADCASTING AND TELEVISION ACT, 1942-1969

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

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AUSTRALIAN BROADCASTING CONTROL BOARD

CONSTITUTION (SECTIONS 7 AND 8)

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

FUNCTIONS (SECTION 16)

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

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

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

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

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

POWERS (SECTION 16)

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

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

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

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

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

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

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

INQUIRIES BY BOARD (SECTIONS 18-25)

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

STATION LICENCES (SECTIONS 80-89)

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

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

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

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

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

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

LIMITATION ON RADIO STATION OWNERSHIP OR CONTROL OF COMMERCIAL BROADCASTING STATIONS (SECTION 90)

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

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

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

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

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

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

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

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

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

TECHNICAL CONDITIONS (SECTIONS 93-98)

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

PROGRAMS (SECTIONS 99-105)

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

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

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

News obtained from newspapers must not be broadcast or televised except in accordance with the terms of an agreement between the licensee and the newspaper, news agency, newspaper association or news service.

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

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

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

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

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

ENCOURAGEMENT OF AUSTRALIAN TALENT (SECTION 114)

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

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

TELEVISION OF SPORT AND ENTERTAINMENT (SECTION 115)

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

POLITICAL OR CONTROVERSIAL MATTER (SECTION 116)

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

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

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

NAMES OF SPEAKERS TO BE GIVEN (SECTION 117)

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

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

OBJECTIONABLE ITEMS (SECTION 118)

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

PUBLICATION OF BROADCAST MATTER (SECTION 120)

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

BROADCASTING PROGRAMS OF OTHER STATIONS PROHIBITED (SECTION 121)

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

MEDICAL TALKS (SECTION 122)

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

CODES FORBIDDEN (SECTION 123)

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

DEFAMATORY BROADCASTS (SECTION 124)

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

RADIO-TV RECEIVER LICENCES (SECTIONS 125-128)

The annual fee for a broadcast listeners' licence is \$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

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

INTRODUCTORY

Sub-sections (1) and (2) of Section 99 of the Broadcasting and Television Act 1942-1969 provide that:

(1) A licensee shall provide programs and shall supervise the . . . televising 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 . . . 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 programs so that they shall conform with those standards.

This document has therefore been prepared, after consultation with licensees and other interested bodies, for the purpose of setting out in a convenient form a statement of general program standards to be observed by licensees. In its preparation the Board has been greatly assisted by similar statements or standards or "Codes" prepared in other countries, particularly the United Kingdom and the United States of America.

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

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

4. Section 16 of the Broadcasting and Tele-

vision Act 1942-1969 provides that the function of the Board shall be, inter alia:

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

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

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

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

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

GENERAL PROGRAM STANDARDS

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

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

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

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

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

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

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

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

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

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

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

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

(b) Dramatic productions should not simulate

the presentation of news or special events in such a way as to mislead or alarm viewers.

(c) While the serious presentation of religious issues is to be encouraged, attacks on any established religious faiths or beliefs should not be permitted.

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

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

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

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

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

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

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

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

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

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

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

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

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

SPECIAL PROVISIONS FOR FAMILY AND CHILDREN'S PROGRAMS

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

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

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

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

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

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

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

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

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

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

(b) The following in particular should be avoided:

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

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

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

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

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

13. Children's programs. It is desirable that each station which proposes to originate children's programs should provide for these programs to be supervised by a person who is specially qualified for this type of work and who would be directly responsible for the

meticulous supervision necessary in the preparation and presentation of all such programs.

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

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

(b) All stories must reflect respect for law and order, adult authority, good morals and clean living. The theme must stress the importance of mutual respect of one man for another, and should emphasize the desirability of fair play and honorable behavior. Cowardice, malice, deceit, selfishness and disrespect for law must be avoided in the delineation of any character presented in the light of a hero.

(c) In programs in which children appear as artists, particular attention should be directed to avoiding the possibility of encouraging precocity in such children, who may be tempted to "show off" in front of the studio or home audience.

(d) Contests and offers which encourage children to enter strange places and to converse with strangers for any purpose present a definite element of danger to children and should be avoided.

15. It is recommended that there be regular sessions for children designed—

(a) To impart a broader knowledge of the history and potentialities of our country and of current affairs;

(b) To foster an appreciation of such cultural pursuits as music, painting, ballet, the theatre and literature.

(c) To encourage interest and active participation in simple scientific investigations such as botanical, geological and other pursuits; and

(d) By the use of the great examples from the Bible, and from history, biography and literature, to impart a real appreciation of the spiritual values and of the qualities of courage, honour and integrity which are essential to the full development of the individual, and of national greatness.

It is further recommended that programs be designed to cater for children's propensities for sport and for hobbies such as handicrafts and the care of animals.

16. Programs Unsuitable for Adolescents. Certain types of programs, either because of their themes or the method of treatment of the themes, may tend to produce in adolescents a false or distorted view of life.

These programs, because they deal with certain types of social and domestic problems, some aspects of crime, or other themes which are suitable only for persons of more mature judgment, should not be televised before 8.30 p.m.

FILMS USED IN TELEVISION

17. It is the responsibility of the Commonwealth Film Censorship Board to examine all films imported into Australia.

In consequence of arrangements made with the Chief Film Censor, all imported films (and such other films and types of films as may be specified from time to time) will be classified for use in television in accordance with the relevant provisions of these Standards.

The classifications to be applied will be as follows:—

(a) Unrestricted for television. (Symbol 'G');

(b) Not suitable for children. (Symbol 'A');

* (c) Not to be televised before 8.30pm. (Symbol 'AO').

(d) Not suitable for television.

Programs classified as "Not suitable for children" ('A') are those which do not comply with the special standards for family and children's programs, and must not be televised during periods to which those standards apply. Programs classified as "Not to be televised before 8.30pm" ('AO') are those to which reference is made in paragraph 16.

* These films may be televised only after 8.30pm, and between 1pm-3pm on school days.

TELEVISION OF RELIGIOUS MATTER

18. Section 103 of the Broadcasting and Television Act 1942-1969 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.

19. The following principles should be applied in the allocating of time for the televising of religious matter (other than sponsored religious matter):—

(a) Time should be allocated for the televising of matter of a religious nature to the extent of at least one per cent. of the normal weekly hours of service, with a minimum of 30 minutes each week, to be scheduled either as a complete unit occupying the whole time allocated; or as a series of programs on one or more days of the week, with a minimum of 5 minutes for each program;

(b) Station time as allocated shall be provided, free of charge, to the Church or religious body concerned, but reasonable charges may be made to cover costs other than those of a program presented in, and using the normal facilities of, a studio under the control of the licensee.

(c) Time should be allocated among the various Churches and denominations as far as practicable in proportion to the number of adherents to each denomination in the area served by the station as shown in the latest Census; such arrangements should be made by mutual agreement between the licensees and representatives of the Churches and denominations and should have regard to the suitability for televising of the services or other religious matter proposed to be televised.

(d) Religious programs should be presented only by responsible persons or bodies, and should not contain statements ridiculing any form of religious belief.

TELEVISION OF POLITICAL MATTER

20. Sections 116 and 117 of the Broadcasting and Television Act 1942-1969 provide in relation to commercial television stations, that:—

116.—(2) . . . a licensee shall not . . . televise a dramatisation of any political matter which is then current or was current at any time during the last five preceding years.

(3) If, during an election period, a licensee . . . televises election matter, he shall afford reasonable opportunities for the . . . televising of election matter to all political parties contesting the election, being parties which were represented in either House of the Parliament for which the election is being

held at the time of its last meeting before the election period.

(4) . . . a licensee shall not, at any time between the end of an election period and the close of the poll on the day on which the election is held . . . televise election matter.

(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 Parliament of a State, the Board is of the opinion that programs . . . televised from a particular television 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 . . . 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 licensee concerned . . . shall cause to be announced the true name of every speaker who, either in person or by means of a sound recording device, delivers an address or makes a statement relating to a political subject or current affairs for . . . televising.

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

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

(4) The announcement shall be made after the address or statement if it contains one hundred words or less or before and after the address or statement if it contains more than one hundred words.

(5) . . . the licensee . . . shall keep a record of the name, address and occupation of the author of each such address or statement and shall furnish to the Board any particulars of the record which the Board by notice in writing requires.

20A. After consultation with the Attorney-General's Department, the Board has prepared the following explanation of the expression "dramatisation of political matter" for the guidance of licensees of both broadcasting and television stations:—

The expression "Dramatisation of political matter" includes any method of presentation or production of broadcast or television material dealing with a subject of a political nature which involves or includes:

(a) a representation by means of characters (whether named or not, and whether presented visually, by still or animated cartoon or picture or otherwise, or aurally, or visually and aurally) of a past or imaginary event, speech or conversation, whether the characters portrayed are real or imaginary people;

(b) any statement, address, or dialogue containing simulated voices.

The expression does not, however, include any visual or aural presentation of dialogue or discussion between actual persons not purporting to represent other persons, or the use of quotations or of factual pictures.

The Board, in providing this explanation, does not purport to give an authoritative ruling on the interpretation of the Act; such a ruling could only be given by a Court in the light of the actual facts of a particular presentation.

PROGRAMS CONTAINING MATTERS OF A MEDICAL NATURE

21. Section 122 of the Broadcasting and Television Act 1942-1969 provides that a licensee shall not televise a talk on a medical subject unless the text of the matter has been approved in writing by the Director-General of Health, or by a medical officer in a State to whom the Director-General has delegated this power, or, on appeal to the Postmaster-General as provided in the Act, by the Postmaster-General. The Director-General of Health has issued notes for the guidance of persons concerned with the preparation of such matter for television purposes.

NEWS AND NEWSREEL PROGRAMS

22. A station which undertakes to provide a news or newsreel service should observe the following principles:—

(a) News should be presented accurately and impartially.

(b) Each news session should be well-balanced and reasonably comprehensive;

(c) Commentary and analysis should be clearly distinguished from news;

(d) Good taste should guide the selection and presentation of news. Morbid, sensational, or alarming details not essential to factual reporting, especially in connection with stories of crime or sex, should be avoided. News should be televised in such a manner as to avoid panic and unnecessary alarm;

(e) Pictorial representation of news should be carefully selected to ensure fairness, and should not be misleading or sensational;

(f) No advertising matter should be offered as news, or included in the contents of a news program or newsreel.

This does not prevent the televising of short advertisements during natural breaks between recognised sections of a news program; but no advertisement in the form of a "story", or which could be mistaken by viewers for a news item, should be accepted.

TELEVISION OF SPORTING EVENTS

23. Section 115 of the Broadcasting and Television Act 1942-1969 provides that:—

The holder of a licence for a commercial television station shall not televise, either directly or by means of any recording, film or other material or device or otherwise, the whole or a part of a sporting event or other entertainment held in Australia, after the commencement of this section, in a place to which a charge is made for admission, if the images of the sporting event or other entertainment originate from the use of equipment outside that place.

The following rules should also be observed in relation to the televising of sporting events:—

(a) All State or local laws concerning descriptions of, or the publication of information relating to, sporting events should also be observed;

(b) Information concerning betting or betting odds, including totalisator dividends, in respect of any race meeting (including a trotting meeting) should not be televised at any time

prior to the conclusion of the last event on the program of that meeting, unless the televising of such information at an earlier time is expressly permitted by the law of the State in which the television station is situated, and then only the type of betting information specified by the State Law may be televised;

(c) Advertisements soliciting business concerning forecasts of results of sporting events should not be televised. This rule does not prevent the televising of programs containing forecasts and summaries of sporting events.

TRANSMISSION OF TELEPHONE CONVERSATIONS

24. The privacy of telephone conversations is protected by the telephone regulations made under the Post and Telegraph Act 1901-1967, and such conversations, whether on wire or radio circuits or both, may not be included in any television program unless, in special circumstances, permission has been granted by the Board in consultation with the Postmaster-General's Department and the concurrence of all parties to the conversation has been obtained.

TRANSMISSION OF PERSONAL MESSAGES

25. Messages intended primarily for individual listeners should not normally be included in television programs (see section 112 of the Broadcasting and Television Act 1942-1969). 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; provided that such messages are verified and approved by a senior officer of the Police Force, or his deputy;

(b) In extreme emergency, and in the absence of any suitable or approved authorising officer, a station manager may assume responsibility for accepting and transmitting messages of an urgent and essential nature which he considers to be in the public interest. A record of such messages should be retained by the station for at least six months after the date of transmission;

(c) Birthday and cheerio calls may be transmitted only during periods selected by the station for the purpose.

No person, whether employed by a television station or not, should transmit any message containing information of a personal nature relating either to himself or to an individual listener, except within the provisions of paragraphs a, b and c above.

26. Programs which are based on the exchange of letters, or include answers to correspondents do not necessarily conflict with the conditions stated above, but such letters or answers as are transmitted should be of general interest, and not limited in their application to any one listener.

USE OF FOREIGN LANGUAGES

27. The use of foreign languages in programs should be kept to a minimum, and should be avoided in the presentation of advertisements. If a language other than English is used in a program the matter conveyed in a foreign language should be preceded or followed by an adequate translation into English, except in the following instances:—

(a) programs designed for use in schools, or for other educational purposes;

(b) brief incidental dialogue in dramatised or similar programs where the development of the program requires the use of a language other than English;

(c) programs of a national nature which are broadcast on special occasions;

(d) periods of local emergency during which it may be beneficial to convey warnings or instruction on safety measures in one or more foreign languages as well as in English.

These rules do not apply to the performance of musical items; or to the broadcasting of religious services.

CONTESTS

28. Any contest included in a program or in an advertisement must offer the opportunity for all contestants to win on the basis of ability and skill, and not merely on chance.

29. All rules and conditions of contests, including commencing and closing dates, should be clearly and fully announced at the beginning of the contest, and thereafter adequately summarized on each occasion. The names of winners should be released as soon as possible after the close of the contest. The conditions of all contests must meet the requirements of Federal and State laws.

30. All spoken or visual references to contests, or prizes or gifts offered in connection with contests, which constitute substantial advertisements either for the sponsor of the program containing the contest or for other persons or organisations, should be regarded as part of, and included in, the total time allowances for advertising as set out in paragraphs 37-46 of these Standards.

31. Where a contest is included in a program which is recorded in advance of the date of transmission, the closing date for the contest must be fixed so as to provide reasonable opportunity for any person viewing the program to send in an entry to the contest before that date.

In the case of a continuing contest which closes immediately on receipt of a correct answer, the licensee must ensure the immediate notification of the fact to avoid useless expenditure of time and money by viewers in the submission of entries which no longer have any chance of winning.

32. All programs should be designed to attract audiences on their merits. Any program planned to draw audience solely in the hope of individual gain or reward is undesirable.

ADVERTISING

33. Section 100 of the Broadcasting and Television Act 1942-1969 provides 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 program standards, television 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 truthful, all advertising matter which is televised should comply with the general program standards set out in preceding paragraphs and be generally acceptable for viewing in the home.

Methods suitable for other media may be quite unsuitable for television, and particular attention is invited to the necessity for examining all advertising techniques to ensure that the spirit and purpose of these Standards are fulfilled. The attainment of quality in presentation applies no less to advertising than to all other parts of the program.

34. It is therefore the responsibility of licensees to ensure that the following practices are observed in the preparation and televising of all advertising matter:—

(a) The content, presentation and placement of all advertising matter must comply with the general program standards. Very great care and judgment should be exercised in respect of advertisements to be televised during times when large numbers of children or adolescents may be likely to be viewing.

All advertisements televised during such periods must conform to the principles stated in paragraphs 10, 11, 12, 14 and 16, and must especially avoid taking advantage of the natural credulity and sense of loyalty of children;

(b) Advertising matter should be presented with courtesy and good taste, disturbing or annoying material such as blatant sound effects, persistent repetition, and words and phrases implying emergency should be avoided; every effort should be made to keep the advertisement in harmony with the content and general tone of program in which it appears;

(c) Advertising matter should contain no claims intended to disparage competitors, competing products, or other industries, professions or institutions;

(d) Advertisements on Sundays must comply with the foregoing standards and are also subject to special conditions set out in paragraphs 45 and 46 of these Standards.

(e) Advertisements containing political matter are subject to the provisions of sections 116 and 117 of the Broadcasting and Television Act 1942-1969 (see paragraph 20).

(f) Advertising matter must be clearly distinguishable from program matter, and advertisements which occur during natural breaks in programs must be separated from the program by means or devices approved by the Board.

ACCEPTABILITY OF ADVERTISING MATTER

35. In the application of section 100 of the Act licensees should observe the following standards for the acceptability of advertising matter and the sponsoring of programs:—

(a) All advertising matter must comply with the laws of the Commonwealth and the States relating thereto;

(b) A licensee should refuse the facilities of his station where he has good reason to doubt the integrity of the advertiser, the truth of the advertising representations, or the com-

pliance of the advertiser with the spirit and purpose of all legal requirements that apply to the advertiser;

(c) A licensee may refuse to permit the use of advertising matter, or the advertising of products and services, which he has good reason to believe would be objectionable to a substantial and responsible section of the community.

(d) The advertising of alcoholic liquor calls for particular care. It should be directed only to the adult audience, and no children or adolescents should be allowed to participate in the presentation of these advertisements. Liquor should not be advertised in proximity to children's sessions, or at other times when the television audience may be expected to include a large proportion of young people.

Such advertisements should not be televised between 4.30pm and 7.30pm, Monday to Saturday inclusive, nor at any time on Sunday. Licensees should ensure that all liquor advertising, and especially that associated with sporting events (when large numbers of adolescents may be viewing) is presented in good taste and with restraint;

(e) Because some products (especially those of a personal nature) are considered unsuitable as topics for conversation in the family circle, licensees should exercise discretion in accepting advertisements for them; if such advertisements are accepted great care should be taken in selecting times appropriate for their transmission. Products of a particular intimate nature which are not freely mentioned or discussed in the home should not be advertised through television.

(f) Advertisements relating to betting or gambling are subject to the provisions of the laws of the State in which the advertisement is to be televised. Such advertisements should not be televised in proximity to children's sessions, at times when the audience may be expected to include a large proportion of young people between 4.30pm and 7.30pm, Monday to Saturday, or at any time on Sunday; and when transmitted at other times should be presented in good taste and with restraint.

Advertisements soliciting business concerning forecasts of results of sporting events should not be televised;

(g) Advertisements for fortune-telling or similar superstitious or pseudo-scientific practices should not be accepted;

(h) The advertising of firearms and associated equipment should be treated with discretion and all such advertisement should make reference to the legal conditions under which firearms may be acquired or owned;

(i) Advertising by institutions or enterprises which, in offering courses of instruction, make exaggerated claims for the opportunities awaiting those who enrol for their courses should be avoided;

(j) Advertisements for moneylenders should be avoided; and advertisements for any form of speculative finance should be closely examined before acceptance to ensure the bona fides of the advertiser and that his advertisement and business comply in all particulars with the law.

ADVERTISING TIME STANDARDS

36. The calculation of time occupied by advertising matter shall be based on a clock hour, being the period of sixty minutes commencing on the hour and terminating immediately prior to the hour next following. For the purpose of these time standards the expression "advertising matter" includes —

(a) all advertisements for goods and services whether by means of words or of visual presentation or both, and whether in the form of

direct announcements, slogans, descriptions or otherwise, as well as any identifiable reference in the course of the program to any goods or services, whether of the advertiser or not; and

(b) all visual and sound effects (including music) associated with such advertisements.

The expression "advertising matter" does not include —

(c) the brief announcement of a sponsor's name and business (billboard) at the beginning and end of a program which is scheduled for a duration of not less than 15 minutes, except under the conditions stated in paragraph 45 (a);

(d) announcements which constitute a public or charitable service; and announcements which refer to forthcoming television programs (program or station promotion) provided they do not contain direct advertising matter, except under the conditions stated in paragraph 42.

WEEK-DAY ADVERTISING

37. The following time standards apply to the televising of advertising matter by a commercial television station on any day except Sunday, Christmas Day and Good Friday.

38. The period between 7pm and 10pm each day shall be designated as prime time for advertising purposes. All other time shall be regarded as non-prime time.

39. (a) In prime time, advertising matter shall not occupy more than 11 minutes in each clock hour; but advertising matter aggregating not more than 12 minutes may be televised during one clock hour if during the clock hour immediately preceding or following, the amount of advertising matter is reduced so that the aggregate for two hours, being within the period specified as prime time, does not exceed 22 minutes, and the aggregate for the three hours of prime time does not exceed 33 minutes;

(b) in non-prime time, advertising matter shall not occupy more than 13 minutes in each clock hour.

40. Advertising matter shall not be televised except preceding or following a program or in natural breaks during a program.

41. Not more than four advertisements shall be televised consecutively in any natural break in a program. This does not apply to advertisements televised immediately preceding or following a program and its billboards, if used, provided that the total time occupied by advertising matter during and between programs does not exceed the amount specified as appropriate to the time of transmission.

42. The transmission of feature films shall not be interrupted on more than four occasions in each hour for the presentation of advertisements. During each interruption to such programs not more than four announcements of any kind whatsoever shall be televised consecutively, and each such announcement shall be counted as advertising matter for the purposes of calculating the amount of time so occupied.

43. Except between 7pm and 10pm on any day programs may take the form of shopping guides, market information, or other material which provides a special service to viewers and in which advertisements provide an informative and integral part. The televising of a group of separate advertisements does not constitute a shopping guide. For such programs the following special conditions shall be observed:—

(a) the time and presentation standards specified in paragraphs 39 and 41 will not apply;

(b) the time occupied by any such program should not exceed 30 minutes at any one time;

(c) the time occupied by an advertisement for any article should not exceed two minutes;

(d) an interval of at least one hour should separate each such program;

(e) not more than three hours should be occupied by such programs in any period of seven days.

44. Backgrounds, scenery, or properties which show the sponsor's name, or his product, or the name of his product, or his trade mark or slogan, should be used only incidentally. They should not obtrude on program interest or entertainment. "On camera" shots of this nature should be brief and not too frequent, having regard to the need for maintaining a proper program balance.

SUNDAY ADVERTISING

45. In addition to the general provisions of paragraphs 33 to 36 inclusive and paragraphs 43 and 44 of these Standards, the following special provisions shall apply to the televising of advertising matter on Sunday:—

(a) between 6am and 12 noon, for programs which have been approved by the Board for transmission during this period,

(i) advertising matter shall not occupy more than 6 minutes in each clock hour;

(ii) not more than four groups of advertisements shall be televised in any clock hour;

(iii) not more than three advertisements shall be televised in any such group;

(iv) billboards, if used, will be counted as advertising matter;

(b) at all other times advertising matter shall not occupy more than 9 minutes in each clock hour, and the provisions of paragraphs 40, 41 and 42 shall apply;

(c) no advertisements relating to alcoholic liquor shall be televised.

46. Advertisements which are televised on Sunday should be presented in good taste and with discretion. Repetition and sensational presentation should be avoided, especially in statements relating to prices. Advertisements which may be appropriate for presentation on weekdays are not necessarily suitable for Sunday transmission. Advertising matter relating to medical and toilet preparations should be kept strictly within the bounds of good taste.

ADVERTISING ON CHRISTMAS DAY AND GOOD FRIDAY

47. If advertisements are televised on Christmas Day or Good Friday they should be selected and presented with discretion. No advertising matter shall be televised before 6pm on either day, and thereafter the standards for advertising on Sunday, specified in paragraph 45, shall apply.

MEDICINE ADVERTISEMENTS

48. Section 100 of the Broadcasting and Television Act 1942-1969 provides that a licensee shall not televise an advertisement relating to medicine unless the text of the proposed advertisement has been approved by the Director-General of Health or by a medical officer in a State to whom the Director-General has delegated this power. Any person may appeal to the Postmaster-General from any decision of the Director-General of Health or of his duly authorized delegates.

49. The Director-General of Health has issued notes for the guidance of licensees and advertisers on this subject.

AUSTRALIAN PROGRAM CONTENT REQUIREMENTS

Section 114(1.) of the Broadcasting and Television Act 1942-1967 requires licensees of commercial television stations to use, as far as possible, the services of Australians in the production and presentation of programs. Since 1960, metropolitan stations have been expected to give effect to this section of the Act by televising Australian programs for a specified proportion of their transmission time. This proportion was originally 40pc; it was increased to 45pc in 1964 and to 50pc in 1965. As part of the overall proportion, licensees have been required to televise between 7.30pm and 9.30 pm an aggregate of not less than two hours each week of programs which are distinctively Australian. This requirement commenced in 1964.

The Australian Broadcasting Control Board requirements for the Australian content of television programs with effect from 3rd July, 1967, and amended to July 1969, 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 rama 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;

(iv) programs produced in British Commonwealth countries will receive credit as if they were Australian programs for half their actual duration, with a maximum credit of 5pc in any 28-day period.

3. Programs of Australian origin shall be televised between the hours of 7pm and 9.30 pm for not less than 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.

4. For the purpose of these requirements the Board will have regard to such station records as are agreed upon, and will base its calculations on periods of twenty-eight days commencing each year on the first Monday after June 30.

In order that the figures shall not be distorted by the suspension of program production which occurs during the holiday season, the Board, in assessing each station's annual performance, will use figures based on forty-eight weeks.

5. These requirements and conditions shall apply to all metropolitan commercial television stations which are in operation at the date of this advice. These requirements and conditions shall also apply to all country commercial television stations which have completed three

years of regular program transmission at the date of this advice, and to each other country commercial television station as from the date on which it completes three years of regular program transmission.

6. The Board may vary any of the requirements set out in paragraphs 1, 3 and 5 if circumstances arise which would prevent a station's adequate compliance with them under reasonable conditions.

7. Subject to paragraph 5, licensees of commercial television stations will be expected to implement the requirements of paragraphs 1 and 3 without delay, and to comply fully with them as from the 28-day statistical period commencing on July 3, 1967. Until full compliance with the revised requirements is achieved each licensee must provide the amount of Australian programs specified in the requirements which have been in force since January, 1965.

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;

In the application of the above loadings the limitations as set out in the following paragraphs should be observed.

Credit loadings will not be allowed for short dramatised segments or sketches which form part of a longer program which itself is not basically in drama form; for example, brief dramatic vignettes which form the basis of subsequent discussion, or sketches in variety programs.

Some Australian religious programs include segments in drama form. A credit loading will be allowed for the amount of time actually occupied by a substantial and complete item of Australian drama (as defined above). Such a program should be shown itemised on the Daily Running Sheet in the manner indicated in the attached sample.

Feature films not intended originally for television will not be allowed credit loadings.

Credit loadings will be allowed only for those parts of a children's program which are produced strictly in accordance with the provisions of paragraph 15 of the Television Program Standards. Programs which are related to educational courses or directed to a wider audience, and items which are purely entertaining or diversionary in nature, even though scripted and produced by Australians, will not receive credit loadings.

Programs produced in British Commonwealth countries will be allowed credit as if they were Australian programs for half their actual duration. The extent of this credit will be limited to a maximum of 5pc in each 28-day period.

BROADCASTING PROGRAM STANDARDS

Drawn up by the Broadcasting Control Board and in force as from October 6, 1958

PART I.—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 de-

sign his programs having in mind the likely composition of the audience at these times of day. Broadcasting can be a considerable force for stimulating the interest and imagination. It is therefore important that, in respect of both programs directed to them and programs which they may reasonably be expected to hear, children should gain impressions of a type which would be beneficial to their balanced development.

11. Special provisions have therefore been made in these Standards in respect of programs to be broadcast during periods when large numbers of children and young persons are likely to be listening. Such programs must be of one or other of the following classes and must comply in all respects with the relevant standards applicable to these classes:

(a) Family Programs, which are suitable for persons of all ages, and which will not produce any undesirable effects in children;

(b) Children's programs, which are specially designed for children in various age groups.

The provisions of this paragraph do not prevent the presentation of normal sporting fixtures or news bulletins during the periods to which they apply.

12. **Family Programs**—These must be selected and presented with great care so that parents may feel secure in allowing children to hear these programs without supervision, and that family groups of all ages may listen with complete confidence. To ensure that this objective is achieved, it is necessary for the foregoing General Program Standards to be scrupulously observed, and in addition for the following special provisions to be complied with:

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

(b) The following in particular should be avoided—

- (i) torture or suggestion of torture;
- (ii) horror or undue suspense;
- (iii) the use of the supernatural or superstition so as to arouse anxiety or fear;
- (iv) other matter likely to lead to undesirable emotional disturbances in children.

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

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

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

13. **Children's Programs**—Programs specially directed to children must comply not only with the General Program Standards and the standards for Family Programs, but also with the following special standards:

(a) All scripts must be carefully written, having in mind the needs of the particular age groups for which the programs are intended; adventure stories in serial form should be so concluded that no episode ends with an incident which would give rise to undesirable emotional disturbance.

(b) All stories must reflect respect for law and order, adult authority, good morals and clean living. The theme must stress the importance of mutual respect of one man for another, and should emphasise the desirability of fair play and honorable behaviour. Cowardice, malice, deceit, selfishness and disrespect for law

must be avoided in the delineation of any character presented in the light of a hero.

(c) In programs in which children appear as artists, particular attention should be directed to avoiding the possibility of encouraging precocity in such children, who may be tempted to 'show off'.

(d) Contests and offers which encourage children to enter strange places and to converse with strangers for any purpose present a definite element of danger to children and should be avoided.

14. It is recommended that there be regular programs for children designed:

(a) to impart a broader knowledge of the history and potentialities of our country, and of current affairs;

(b) to encourage the habit of reading, and illustrate the pleasure and profit which can be obtained from it;

(c) to encourage active participation in sport, and an interest in hobbies; and

(d) by the use of the great examples from the Bible, and from history, biography and literature, to impart a real appreciation of the spiritual values and of the qualities of courage, honor and integrity which are essential to the full development of the individual and of national greatness.

It is further recommended that music included in children's programs should be such as to encourage in children an appreciation of quality in its composition and performance.

15. **Programs Unsuitable for Adolescents**—Certain types of programs, either because of their themes or the method of treatment of the themes, may tend to produce in older children and adolescents a false or distorted view of life. These programs are broadly those which deal with certain types of social and domestic problems, some aspects of crime, or other themes which are suitable only for persons of more mature judgment. Special care should be exercised in selecting the times for broadcasting programs of this type.

RELIGIOUS MATTER

16. Section 103 of the Broadcasting and Television Act 1942-1969 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 meeting) should not be broadcast at any time prior to the conclusion of the last event on the program of that meeting, unless the broadcasting of such information at an earlier time is expressly permitted by the law of the State in which the broadcasting station is situated, and then only the type of betting information specified by the State Law may be broadcast.

(c) Advertisements soliciting business concerning forecasts of results of sporting events should not be broadcast. This rule does not prevent the broadcasting of programs containing forecasts and summaries of sporting events.

FOREIGN LANGUAGES

24. Foreign languages may be used in programs subject to the following conditions:

(a) Not more than 2½ per centum of the station's weekly hours of transmission, as determined by the Board, shall be occupied by programs in which foreign languages are used, provided that the Board may increase this proportion in respect of a station, being one of several stations serving the same area, which in the Board's view would serve a useful purpose by employing foreign languages in a greater proportion of programs.

(b) In such programs the words spoken in a foreign language, including the words in an advertisement, shall be immediately preceded or followed by an adequate translation into English, and the time occupied by such translation shall not be less than 25 per centum of the total time occupied by the words spoken in a foreign language.

(c) Advertisements in a foreign language may be broadcast only during a program which itself is presented in a foreign language; each such advertisement shall contain not more than 100 words, including the matter spoken in a foreign language and the translation into English.

(d) Each station which broadcasts programs

or advertisements in a foreign language shall obtain in advance, and retain for three months after the date of broadcasting, a script of all spoken matter, containing the words in the foreign language and in the English translation, together with a declaration by a responsible person that the English words are an adequate translation of the foreign words.

(e) In addition to the foregoing conditions, all programs and advertisements in a foreign language shall comply in all respects with the provisions of these Standards except that a program which takes the form of a shopping guide, as described in paragraph 49, shall not be broadcast in a foreign language.

The application of these conditions is not intended to prevent the use of words and phrases in a foreign language as part of an advertisement, provided that the words in the foreign language are incidental to the main purpose of the advertisement and that the sense of the words in the foreign language is made clearly understandable to the English-speaking audience by means of an adequate, though not necessarily literal, translation. The proportion of foreign words in such advertisements should not exceed 10 per centum of the total duration of the advertisement. The use of such advertisements is not restricted to programs which are conducted in a foreign language.

25. Paragraph 24 does not apply to the performance of musical items, the broadcasting of religious services, or to the following:

(a) programs designed for use in schools, or for other educational purposes;

(b) brief incidental dialogue in dramatised or similar programs where the development of the program requires the use of a language other than English;

(c) programs of a national nature which are broadcast on special occasions;

(d) periods of local emergency during which it may be beneficial to convey warnings or instructions on safety measures in one or more foreign languages as well as in English.

CONTESTS

26. All programs should be designed to attract audiences on their merits. Any program planned to draw audience solely in the hope of individual gain or reward is undesirable.

27. Any contest included in a program or in an advertisement must comply in all respects with the requirements of the laws applying in the State in which the broadcasting station is situated.

28. All rules and conditions of contests, including commencing and closing dates, should be clearly and fully announced at the beginning of the contest, and thereafter adequately summarised on the occasion of each announcement. The names of winners should be released as soon as possible after the close of the contest. Where a contest is included in a program which is recorded in advance of the date of transmission, the closing date for the contest must be fixed so as to provide reasonable opportunity for any person hearing the program to send in an entry to the contest before that date. In the case of a continuing contest which closes immediately on receipt of a correct answer, the licensee must ensure the immediate notification of the fact to avoid useless expenditure of time and money by listeners in the submission of entries which no longer have any chance of winning.

29. All references to contests, or prizes or gifts offered in connection with contests, which constitute substantial advertisements either for the sponsor of the program containing the contest or for other persons or organizations, should be regarded as part of, and included in, the total time allowed for advertising as set out in Part 2 of these Standards.

CASUAL INTERVIEWS AND TELEPHONE CONVERSATIONS

30. Persons who are interviewed or engaged in conversation with the object of simultaneously or subsequently broadcasting their views should be informed of the purpose of the interview or conversation. It is especially important that this should be done if a cordless microphone, miniature recording device or other technical equipment which is not readily discernible is to be used. The privacy of telephone conversations is protected by the Telephone Regulations made under the Post and Telegraph Act 1901-1967, 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 competent 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 for money-lenders should be avoided. Advertisements of any form of speculative finance should be closely examined before acceptance to ensure the bona fides of the advertiser and that his advertisement and business comply in all particulars with the law.

(k) Direct or indirect advertisements relating to lotteries, or any information concerning them, may be broadcast only if it is permissible to publish such an advertisement under the law of the State in which the station broadcasting the advertisement is situated.

(l) No advertising matter should be associated with any actuality program in which the principal interest centres around a public appearance of any member of the Royal Family.

(m) Advertisements (other than opening and closing announcements) shall not be broadcast during any part of a sponsored program which is devoted to the broadcasting of Divine Worship or other matter of a religious nature. Opening and closing announcements in respect of such a program shall not contain any reference to the price of any goods or services.

(n) Spot advertisements shall not be broadcast during a program which is devoted to the broadcasting of Divine Worship or other matter of a religious nature.

SPECIAL PROVISIONS RELATING TO ADVERTISING ON SUNDAY, CHRISTMAS DAY AND GOOD FRIDAY

34. The following special provisions shall apply to advertisements broadcast on Sunday, Christmas Day and Good Friday.

35. Advertisements which may be appropriate for broadcasting on weekdays are not neces-

sarily suitable for Sunday, Christmas Day and Good Friday. Special care should be taken to ensure that all advertisements, particularly those relating to medical and toilet preparations, are presented with good taste and discretion. Repetition and sensational presentation should be avoided.

36. The price of any article or service shall not be mentioned more than once in each advertisement relating to that article or service.

37. No advertisements relating to alcoholic liquor, betting or gambling shall be broadcast.

38. A program in the form of a shopping guide shall not be broadcast on Christmas Day or Good Friday or at certain times on Sunday (see paragraph 49 (d)).

ADVERTISING TIME STANDARDS

39. General Provisions—For the purpose of calculating the amount of time occupied by advertising matter this expression includes:—

(a) all words relating to goods and services, whether in the form of a direct advertisement, a slogan, a description or any other identifiable reference in the course of the program to any goods or services included in the program whether of the advertiser or not; and

(b) all music and sound effects associated with such advertisements.

In programs containing information which purports to have general application but which in practice refers only to the goods or services of the advertiser whose name is associated with that part of the program, the time occupied by the broadcasting of such information shall be regarded as time occupied by advertising matter.

40. Spot advertisements may be included in any program period set aside for the purpose of broadcasting such advertisements, but should be distributed at reasonable intervals throughout the program, having regard to the entertainment or service to be provided during the period.

41. Programs shall be so arranged that no more than four advertisements occur consecutively.

42. Subject to the preceding paragraph, spot advertisements may be broadcast in groups, if each advertisement complies with these standards, and if no group exceeds 1½ minutes in duration. Each group of advertisements shall be separated from adjacent groups by a substantial item of service or entertainment. In this context an announcement of time or station identification, or both together, will not be regarded as a substantial item.

43. Advertising on Weekdays—In addition to the foregoing general provisions the following standards shall apply to the broadcasting of advertisements on any day except Sunday, Christmas Day and Good Friday.

44. In programs which are sponsored by one or more advertisers, not more than 20 per centum of the program period shall be occupied by advertising matter.

45. Except as expressly provided in paragraph 49, in any program period during which spot advertisements are broadcast, not more than 30 per centum of the program period shall be occupied by advertising matter; and not more than 18 minutes shall be so occupied in any period of 60 minutes.

46. Advertising on Sunday, Christmas Day and Good Friday—In addition to the provisions of paragraphs 39 to 42 the following standards shall apply to the broadcasting of advertisements on Sunday and, if advertisements are broadcast on Christmas Day and Good Friday, on these days also.

47. In respect of the whole of Christmas Day and Good Friday and the period between 6.00 am and 12.00 noon on Sunday.

(a) In programs which are sponsored by one or more advertisers, not more than 10 per cen-

tum of the program period shall be occupied by advertising matter, and the number of advertisements shall not exceed two in any period of 15 minutes.

(b) In any program period during which spot advertisements are broadcast, not more than 10 per centum of the program period shall be occupied by advertising matter, not more than six minutes shall be so occupied in any period of 60 minutes, and the number of groups of advertisements shall not exceed two in any period of 15 minutes.

48. Except as expressly provided in paragraph 49, in any period before 6.00 am and between 12.00 noon and 12.00 midnight on Sunday, not more than 20 per centum of the program period shall be occupied by any form of advertising matter, and not more than 12 minutes shall be so occupied in any period of 60 minutes.

SHOPPING GUIDES

49. A program which takes the form of a shopping guide, market information or similar matter, and so provides a special service to listeners in which advertisements constitute an integral and informative part of the program, may be broadcast. Paragraphs 41, 42, 44, 45 and 48 of the advertising time standards do not apply to such programs provided they comply with the following conditions:

(a) The time occupied by a single advertising announcement shall not exceed one minute.

(b) Not more than nine hours in any period

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:

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.

(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 mes-

sage containing information of a personal nature relating either to himself or to an individual listener, except within the provisions of paragraphs (a), (b) and (c) above.

56. Programs which are based on the exchange of letters, or include answers to correspondents, do not necessarily conflict with the conditions stated above, but such letters or answers as are transmitted should be of general interest, and not limited in their application to any one listener.

HOURS OF SERVICE

57. Paragraph (c) of sub-section (3) of section 16 of the Broadcasting and Television Act 1942-1969 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.

RECORDING OF TELEPHONE CONVERSATIONS

Requirements of the Australian Post Office

TELEPHONE conversations which form part of a broadcast program may be recorded subject to the strict observance of the following requirements of the Australian Post Office:

1. The basis of relaxation of the former prohibition on the recording of a telephone conversation is that both parties must know that it is being recorded. The recording of telephone conversations by means of recording equipment not connected to the telephone service via a Recorder-Connector Type 1, which will provide a suitable warning signal to both parties, will continue to be illegal.

2. The general conditions that will apply in respect of the recording of telephone conversations are:

(a) The Post Office will supply, install and maintain a Recorder-Connector Type 1 on Post Office telephone services, for the prescribed charges, to permit connection of approved devices to record telephone conversations. The Recorder-Connector will inject a warning tone of 200 milli-second bursts of 1400 cycles per second at 15 second intervals to line during recording and will prevent recording if not 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.

(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.

(e) The Post Office reserves the right to vary the conditions under which approval to record telephone conversations is given should changed circumstances warrant such action.

(f) Applications for provision of Recorder-Connectors shall be lodged with the Director, Posts and Telegraphs, in the State concerned.

3. Where a Recorder-Connector is used to record conversations for use in broadcast programs, the Post Office will impose the following additional conditions:

(i) If a tape delay feature is required to excise undesirable matter before reproduction, this is to be arranged by the station concerned.

(ii) If additional filtering is required to erase the warning tone completely from the recorded conversation before reproduction, the station concerned is to arrange this. If the filter is located between the Recorder-Connector and the recording equipment, it must present the same input conditions as the recording equipment.

(iii) Where it is desired to use the studio equipment instead of a standard telephone on conversations being recorded, the station concerned is to submit full details, including a complete circuit, of the method proposed for associating the studio equipment with the telephone line, to the Director-General, Posts and Telegraphs, Melbourne, for approval. The relevant technical conditions described in APO Specification TEQ.9000 (shortly to be replaced by APO Specification 1050 and associated Specifications) must be complied with in this regard.

4. Copies of APO Specifications may be obtained from the First Assistant Director-General (Telecommunications), Postmaster General's Department, Melbourne.

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.

TABLE OF CONTENTS

CLAUSE

1. DEFINITIONS,
- 1(a) ACCREDITATION OF ADVERTISING AGENCIES,
- 1(b) PAYMENT OF COMMISSION TO ACCREDITED ADVERTISING AGENCIES,
2. GENERAL PRINCIPLES REGARDING ACCEPTABILITY OF BROADCASTING MATERIAL,
3. STATUTORY APPROVAL RESPONSIBILITY OF ADVERTISER,
4. ADVERTISING MATERIAL UNSUITABLE FOR BROADCASTING,
- 4A. COMPOSITE ADVERTISING,
5. ADVERTISING OF CONTROVERSIAL MATTER,
6. SUPPLY OF SCRIPTS, DISCS, ETC., TO BROADCASTING STATIONS,
7. PROCEDURE IN RESPECT OF RECORDED COMMERCIALS,
8. TECHNICAL STANDARDS FOR DISC RECORDING OF COMMERCIALS,
9. TECHNICAL STANDARDS FOR TAPE RECORDING OF COMMERCIALS (Other Than Cartridge Tape Recordings),
10. TECHNICAL STANDARDS FOR TAPE RECORDING OF COMMERCIALS ON CARTRIDGE TAPE RECORDING AND REPRODUCING EQUIPMENT,
11. TECHNICAL STANDARDS FOR TAPE RECORDING OF ENTERTAINMENT PROGRAMS AND FEATURES,
12. COMMERCIAL ANNOUNCEMENTS INCORPORATED IN ENTERTAINMENT PROGRAMS AND FEATURES RECORDED ON DISC OR TAPE,
13. ACCURATE INDICATION OF PLAYING TIME OF TRANSCRIBED PROGRAMS,
14. MEDICAL ADVERTISEMENTS AND TALKS FOR LIVE PRESENTATION,
15. DURATION AND WORDAGE OF COMMERCIALS,
16. PRESENTATION OF ADVERTISING COPY,
17. STANDARD SCHEDULE FORM.

1. DEFINITIONS

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

Federation: Means the Federation of Australian Commercial Broadcasters.

Agency: Is 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 services 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.

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

3. STATUTORY APPROVAL RESPONSIBILITY OF ADVERTISER

(a) Medical advertising

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

(b) Financial advertisements

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

- (i) Where live copy is supplied, each station

is to be furnished, before broadcast, with a certificate signed by at least two directors of the corporation concerned, stating that the proposed advertisement is an advertisement that will not be deemed to be a prospectus by virtue of sub-section (1) of Section 40 of the Companies Act.

- (ii) Where the advertisement is recorded by any method the script of the advertisement in duplicate, together with a certificate as set out in sub-paragraph (i) above must be supplied to the Federation office. Such certificate must include a complete list of the call-signs of the stations over which the advertisement will be broadcast. Approval by the Federation of such recording for broadcast will be limited strictly to the stations listed in the certificate. An additional certificate will be required for any stations added subsequently to the original list.

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

TO.....
(Name of radio station)
WE:
being.....
(Name)
of.....
(Address)
and.....
(Name)
of.....
(Address)

DO HEREBY CERTIFY:

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

.....
(Name of company)

and

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

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

SIGNED by the said.....

and in the presence of.....

4. ADVERTISING MATERIAL UNSUITABLE FOR BROADCASTING

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

- (a) Disturbing or annoying material such as blatant sound effects, persistent repetition, and words and phrases implying emergency. Stations must not be requested to "fade out" any undesirable sound effects in recordings owing to the margin for error

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

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

- (a) Prior to recording on disc or tape, two copies of the script shall be submitted to the office of the Federation. The script shall indicate the name of the advertiser and advertising agency, the name of the product advertised, sound effects to be used, the category of the announcement and the track or key number of each announcement. If the script is in order, one copy, duly stamped, will be returned and the other retained in the Federation office. The approval stamp will show a reference number, under which all details of the recording are filed at the Federation office. This number must be quoted in all subsequent dealings with the particular recording.

- (b) A copy of the finished recording shall be submitted to the Federation office for approval, with the total number of copies it is intended to have approved. The label of the recording must show clearly the product name and the track numbers. Such track numbers must be clearly linked to the correct product if more than one product is included in the recording.

- (c) All recorded commercials containing music should, when submitted for Federation approval:

- (i) Bear a mechanical copyright stamp or facsimile of a stamp on the label. Full details of Title, Composer and Publisher are to accompany recording when submitted for approval, or

- (ii) If the music is an original composition owned by a non-member of the Copyright Owners Reproduction Society be accompanied by a written notification to that effect from the agency advising the name of the copyright owner and the fact that approval for recording had been granted, or

- (iii) If the number is non-copyright by being in the public domain, to be accompanied by a letter from the

agency to that effect and naming the number.

- (d) Unless written instructions to the contrary are issued by the agency or advertiser, stations will be at liberty to destroy commercial discs, or erase and return tape recording at the end of a period of 6 months from the last day of broadcast.
- (e) Recordings which contravene the provisions of the Control Board's Standards or the provisions contained herein shall neither be approved by the Federation nor accepted by stations and the responsibility for the production cost of unacceptable recordings shall rest solely with the advertiser or advertising agency.
- (f) Recordings of commercials will not be approved which contain tracks some of which are for radio use and others for some other purpose or use on another medium.

8. TECHNICAL STANDARDS FOR DISC RECORDING OF COMMERCIALS

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

- (a) the number of tracks on any side must not exceed:
 - 5 x 15 secs. or less
 - 5 x 20 secs. or less
 - 5 x 25 secs. or less
 - 4 x 30 secs. or less
 - 3 x 45 secs. or less
 - 3 x 60 secs. or less
- (b) the space between tracks must be not less than 1/16 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 1/2 inch and the innermost modulated groove diameter shall be not less than 4 1/2 inch.
- (f) The label diameter shall be 3 1/2 inch.
- (g) The recording of each track shall be recorded monophonically and shall comply with the technical standards required by the Australian Broadcasting Control Board in respect to noise level and frequency response, distortion, wow and flutter.

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

Because of the difficulty of incorporating commercials recorded on conventional tape into the presentation of station programs, suppliers of commercial material must ensure that it is the policy of stations concerned to accept this form of recording.

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

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

feet (40 seconds duration) and a maximum of 319 feet (8 1/2 minutes duration) of magnetic tape.

- (g) A cartridge shall contain a continuous loop of commercial announcements with a minimum space of 15 inches (2 seconds duration) and a maximum space of 37 1/2 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 3 in. x 3 in.

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 N.A.B. 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 Fidepac 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

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

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

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

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

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

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

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

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

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

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

13. ACCURATE INDICATION OF PLAYING TIME OF TRANSCRIBED PROGRAMS

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

14. MEDICAL ADVERTISEMENTS AND TALKS FOR LIVE PRESENTATION

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

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

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

Tape No.....Owner.....
 Speed.....
 Prog. Ep. No. **Playing** **Commence** **Ends** **Advtg**
 Time **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 | 15 |
| | 15 secs | 25 |
| | 20 secs | 35 |
| | 25 secs | 50 |
| | 30 secs | 65 |
| | 45 secs | 100 |
| | 60 secs | 140 |

(b) Sponsored Sessions

| Length Mins | Max. No. of Words | Sundays 6am to noon, Christmas Day & Good Friday |
|-------------|-------------------|---------------------------------------------------------------|
| | | Max. Duration of Commercials incl. music &/or effects minutes |
| 5 | 75 | 1/2 |
| 7 1/2 | 110 | 1 |
| 10 | 150 | 1 1/2 |
| 15 | 225 | 2 |
| 30 | 450 | 3 |
| 45 | 675 | 4 1/2 |
| 60 | 900 | 6 |

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. |
|------------|--------|-----------------------------------------|------|-----------------------------------------------------------------------------------|
| | | | | 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.....

| Sundays before 6am & from noon to midnight | Max. No. of Words | Max. Duration of Commercials incl. music &/or effects minutes |
|--------------------------------------------|-------------------|---------------------------------------------------------------|
| | 150 | 1 |
| | 225 | 1 1/2 |
| | 300 | 2 |
| | 450 | 3 |
| | 900 | 6 |
| | 1350 | 9 |
| | 1800 | 12 |

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

(c) Counting of Words:

(i) A telephone number counts as one word, e.g.
 29 3121 } both equal one word.
 Epping 789 }

(ii) Place names count as one word, e.g.
 Double Bay } all equal one 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.

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

- Advertisements shall always be truthful about what is offered and shall not be liable to misinterpretation by implication or because of omissions.
- No advertisement shall contain statements or visual presentations offensive to accepted standards of public decency and good taste.
- 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) SUPERSTITION 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 issued by the Commonwealth Department of Health for guidance on the preparation of medical advertisements or talks on medical subjects for broadcasting and television purposes.

THE control of advertising matters and talks on medical subjects is provided for in the following sections of the Broadcasting and Television Act 1942-1969:—

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 of the text of a talk on a medical subject.

It should be noted that the Act does not indicate any standards upon which the Director-General of Health is to give or withhold his approval. The Act leaves the decision to the absolute discretion of the Director-General.

Experience has shown that considerable difficulties will be avoided by the publication of a guide to standards which will help in the preparation of advertisements and talks on medical subjects. These standards are offered for the guidance of those interested and do not limit the absolute discretion vested by the Broadcasting and Television Act in the Director-General.

It is also to be noted that the approval of the Director-General of Health does not remove the requirement that the Broadcasting Program Standards laid down by the Australian Broadcasting Control Board must be observed.

CENSORSHIP OF ADVERTISEMENTS BY DIRECTOR-GENERAL OF HEALTH

● Censorship is required for —
Mixtures, powders, tablets, lozenges or any

product to be taken by mouth for therapeutic use.

Drops or paints, such as eye, ear or nose drops, throat paint, etc.

Ointment, cream, pastes or powders for therapeutic use externally.

Liniments or any product to be rubbed on.

Injections.

Tooth paste or any type of dentifrices claiming cure of decay or mouth conditions.

Hair restorers.

Antiseptic or disinfecting tablets, lotions, gargles or dressings — as applied to the human patient.

Slimming or weight reducing measures.

Foods which claim to assist "regularity" or other health problems.

● But is not required for —

Beauty creams.

Depilatories.

Baby powders or talc powders.

Sterilizing agents for false teeth.

Antiseptics or disinfectants, as applied to floors, walls, etc.

Deodorants.

Foods which claim only to provide a balanced diet or to give calorific value.

GUIDE TO STANDARDS (A) TRUTH GENERALLY

1. No matter shall be included which in any way departs from truth as to the composition, character, or action of a product or method of treatment or its suitability for the purposes for which it is recommended. No untruthful implications should be imported into any advertising matter.

2. When any testimonial is used, it must have been honestly obtained and must be limited to the actual views of the user. No testimonial should be used which has been paid for.

No testimonial given by a foreign doctor should be in any way used so as to imply that the doctor is a British doctor.

No testimonial given by a person holding the title of "doctor", who is not a doctor in medicine should be used without a definite statement of the profession or cult in which this person holds the title.

In the case of any testimonial, the person using it may be called upon to furnish the original.

3. Any statement or testimonial given by a doctor in medicine should be accompanied in the advertising matter by the reference to the original publication in which the statement appeared.

4. Where any reference to a published statement is used the person using it may be called upon to furnish the original reference.

Any reference to a published statement will be disallowed if the passage has been removed from its context so that its original sense is distorted, or so that it is applied to support the advertiser's interests in a manner not contemplated by the original author.

5. Any implication that a product or method of treatment is used or recommended generally by doctors, dentists or hospitals will not be allowed.

6. No manufacturer or distributor of proprietary medicines should without authority use any title, description or address which may lead persons to believe that the product recommended emanates from any hospital or official source, or is otherwise than a proprietary medicine advertised by a particular manufacturer for the purpose specified.

(B) DECENCY AND ETHICS

7. No spoken or pictorial representation may be used which dramatizes distress or morbid situations involving ailments or sickness or which conveys the suggestion that harmful consequences may result from the medicine not being used. No spoken or pictorial representation of vivisection will be allowed.

8. No advertisement should contain any matter which would lead persons to believe from the symptoms described that they are suffering from any serious ailment.

9. No description of any proprietary medicine should be used which describes graphically or repelantly any bodily functions or matters which are generally not considered acceptable topics of conversation in mixed social groups.

For example, and without limiting the scope, the use of the following words or expressions will not be permitted:

Bad breath, bladder disorders, bowels, diarrhoea, excreta, flushing the kidneys, festers, scabs, intestines, piles, urine, body odour, sour stomach.

Advertisements relating to contraceptives will not be permitted.

10. No advertisement should contain any intimation that—

(a) The person advertising is prepared to diagnose by correspondence diseased conditions or any particular diseased condition in a human being;

(b) The person advertising is prepared to receive from any person a statement of his or any other person's ill health with a view to advising as to, or providing for, the treatment of such ill health by correspondence.

11. No person should issue any advertisement claiming to cure chronic or incurable ailments or for use in conditions in which self-medication presents a risk.

12. No person should advertise any prepara-

tion which contains drugs in dangerous quantities, or which contains any drug which by the law of any State in Australia is obtainable only on a doctor's prescription.

13. An advertisement should not contain any guarantee of "money back".

14. No advertisement should contain any matter which could be regarded as claiming that any course of treatment or proprietary medicine is efficacious for the prevention or cure of a serious disease which properly should be under the care of a registered medical practitioner, and in particular, no person should advertise or offer for sale to the public any course of treatment of proprietary medicine which is directly or by implication held out as being effective:

(a) For the treatment of: amenorrhoea, anaemia, any structural or organic ailment of the auditory system, arthritis, barber's rash, blindness, cancer, cardiovascular disease (including high or low blood pressure), consumption and allied conditions, convulsions of any origin, croup, diabetes, diseases of the kidneys, diseases of the central nervous system, enlarged glands, epilepsy, erysipelas, gallstones, glandular ailments of any kind, goitre, haemorrhoids, hernia or rupture, hormonal diseases, lupus, menopausal conditions, menstrual irregularities, peptic ulcer, phlebitis, psoriasis, purpura, pyorrhoea, ringworm, scabies, thrombosis, tuberculosis, ulcers in the mouth, varicose ulcers, venereal disease, whooping cough.

(b) For developing the bust or raising the height.

(c) For removing sexual weakness or impotence or increasing virility or reproductive power.

(d) For procuring miscarriages or abortion.

(e) For the treatment of conditions or habits associated with sexual excess or indulgence or of any ailment associated with those habits.

15. In the case of any preparation stated to contain vitamins, the advertiser may be requested to furnish information as to the name of each vitamin present in the preparation and the quantity (expressed in international units or milligrammes) of each vitamin in a stated quantity of the preparation.

16. Reference to alcohol as a medicine will not be permitted either by direct advertisement or by implication.

17. No derogatory reference whether spoken or visual will be allowed for advertising purposes to any physical or mental affliction or deformity. Any reference to such infirmities must avoid bringing ridicule or offence to the sufferers or their families.

18. Advertising material should contain no claims intended to disparage competitors, competing products or other industries, professions or institutions.

19. Actual methods of treatment shall not be depicted as part of an advertisement relating to any course of treatment or proprietary medicine.

20. The appearance of a patient receiving treatment, or under the influence of a drug or hypnotism will not be approved for advertising purposes.

21. The appearance of a patient implying or testifying to the cure of any condition will not be approved.

(C) TRUTH IN RELATION TO MEDICAL ADVERTISING

22. The word "cure" or any visual implication that the proprietary medicine will

refinitely cure the condition described, will rarely be justified. The use of this word and such pictorial matter will be critically examined.

23. Advertisements should not contain—

(a) General statements not properly qualified;

(b) Statements directly stating or implying that "all" of a certain group of diseases will be cured by the preparation;

(c) Statements directly stating or implying that "all" diseases are due to a particular cause.

For example—

(I) "All skin rashes and blotches, not overlooking rheumatism, neuritis and other similar functional disorders. All these complaints are the direct result of improper eating of foods and the improper combination of foods".

(II) "If your body has the right food, and digests that food properly, then you will be perfectly healthy".

24. Statements should not be used in respect of any preparation that is "the best", "the most successful", "safest", "quickest", or containing any similar use of superlative adjectives involving comparison with other remedies, or departures from strict truth.

Examples of expressions which should not be used are—

"The only preparation" which will achieve a certain result; "A certain" or "unfailing" remedy for any particular purpose; "Nature's own remedy"; "Australia's national remedy"; "One dose will immediately . . ."; "Never fails"; "You can always depend on . . .";

"Used by more persons than any other preparation of its kind"; "There's nothing better than . . ."; "There's nothing like . . ."; "The ideal remedy". One particular form of advertising should not be used. This form attempts to convey the impression that the preparation is a secret held by the manufacturers as a result of years of devoted and persistent research on the part of eminent scientists who are at last able to present the nation with wonderful results.

An alternative method of conveying the same ideas and equally to be avoided is that the formula is one that is "centuries old", "was known to the ancients"—and it is occasionally suggested that it has been lost for centuries and only just now rediscovered.

Variants of this kind of advertising are—
". . . is a new scientific preparation perfected by over 50 years' scientific research";
". . . men of science have for years searched for . . . At last they have found it";
". . . unique formula adopted after years of research by highly skilled chemists";
". . . originated in a centuries-old oriental formula".

25. Certain words, such as "vitality", which are capable of an interpretation possibly not intended by the advertiser should not be used.

26. There shall be no implication that the announcer is a doctor or dentist nor shall the background or set imply in any way that the announcement is being made from the professional rooms of a doctor or dentist or from a hospital.

MEDICAL ADVERTISING

ADMINISTRATIVE ARRANGEMENTS FOR GUIDANCE OF ADVERTISERS AND BROADCASTERS

A: BROADCASTING

to be clearly understood.

A large proportion of television advertising will be by "stills" or by films.

For "stills", approval may be sought when the preliminary sketches have been drawn or when the slides or art work are complete.

For films being manufactured in Australia, in view of the preparation necessary and the cost involved, it is suggested that the advertisers might consult the Director-General at the commencement, when little expenditure has been incurred but when the treatment has been decided on and at one or both of the following intermediate stages in the preparation of material if required:—

(i) When the screen play, shooting script or story board has been finalised.

(ii) When the film has been completed but before the sound track has been added.

Films which have been imported into Australia in completed form will of necessity require to be submitted to the Director-General in that form. These films will have been subject to censorship by the Commonwealth Film Censorship Board on importation.

The approval by that Board for the use on television of films which deal with matters of a medical nature, whether for advertising or other purposes, will be given subject to the subsequent approval of the Director-General of Health in the terms of his authority under the Act.

(i) All approvals for broadcasting scripts will be for a definite period only. The period will be indicated by the Director-General in his approval.

(ii) Broadcasting scripts should reach the Director-General at least ten days before the projected date of broadcasting.

(iii) Broadcasting script must be sent in duplicate so that an approved copy may be returned to the sponsor while the original is held by the Director-General.

(iv) Extra copies should not be sent.

(v) Space should be left at the bottom of each page of script in order that any written approval or stamp by the Director-General may be inserted without covering the actual script.

B: TELEVISION

All material proposed for medical advertising by television will require to be submitted in a form that allows the relationship of the visual and sound contents one to the other

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 herewith 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:

(a) Application for the issuing of a Commissionable Master Order shall be made

to the Television Advertising Board, Suite 404, Caltex House, Sydney, 2000, by certificate signed by a director or public officer of the company seeking the Master Order.

(b) For the purpose of these Regulations a Commissionable Master Order shall be deemed to be one in respect of which—

- (1) The advertising principal is the registered proprietor of two or more brands being advertised; or
- (2) The advertising principal whilst not the registered proprietor supplies satisfactory evidence that the products or brands being advertised have a common ownership; or
- (3) The advertising principal certified in writing that he holds directly or indirectly shares to which are attached more than half the voting power in the company or holds directly or indirectly a controlling interest in firms owning the brands for which advertising is being placed; or
- (4) The advertising principal is the registered proprietor of Australian rights to the brands to be advertised and is able to furnish satisfactory evidence that:—

- (i) All the component parts of the product or products the subject of the brand are wholly manufactured and the product is or the products are assembled by the advertiser within the Commonwealth of Australia; and
- (ii) He is defraying entirely the cost of the advertising; or
- (iii) The advertising is being carried out on behalf of a department of the Government of the Commonwealth of Australia or a statutory or other body, company, governmental agency, organisation or bureau, the advertising for which is at the time of placing the advertising, ordered by or through the Commonwealth advertising division and/or is advertising on behalf of such departments, bodies, agencies, companies, organisations or bureaux as the Television Advertising Board may from time to time determine, should be considered to be Commonwealth of Australia Government advertising; and

(iv) The agent giving the order for advertising discloses the principal for whom the advertising is being carried out and the names of the other agents carrying out such advertising at the same time specifying the products or brands for which each agent is carrying out the advertising; and

(v) The television station accepting the order for advertising accepts the same as a "Commissionable Master Order".

(c) A Commissionable Master Order may be operated on by more than one agent subject to the provisions of sub-paragraph (b) (iv) above being carried out.

(d) (i) The agent signing the Master Order shall be responsible to the television station which accepts the Master Order only for the advertisement in respect of the products or brands for which he is shown on the Master Order as the advertising agent.

(ii) Each other accredited agent named in the Master Order shall be responsible to the television station which accepts the Master Order for all advertising in respect of the product or brands for which he is shown on the Order as the advertising agent, although he has not signed the Master Order, and for that purpose such agent shall be deemed to have appointed the agent signing the Master Order as his agent before so doing.

(iii) The agent signing the Master Order shall be responsible to the television station for all rate adjustments payable in respect of the whole or any part of the Master Order under the advertising contract with the television station.

(iv) Subject to the last preceding sub-clause it shall not be a term or condition of the Master Order that the agent signing the same shall be liable for the payment of any advertising in respect of which any other agent liable under the Master Order shall hereunder be primarily responsible.

10. MEDICAL ADVERTISING:

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

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

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

11. NOMINATION OF PRODUCTS: (Sponsored Sessions)

See Protection Against Adjacent Competitive Advertising.

12. PERSONAL PRODUCT ADVERTISING:

(a) The Program Standards issued by the Australian Broadcasting Control Board prescribe that great discretion and care should be applied in the acceptance and presentation of personal products, some of which may be considered unsuitable for inclusion in programs which may be viewed in the family circle.

(b) The Standards make special reference to advertising on Sundays when advertisements relating to medicines and medical

or toilet preparations should be kept strictly within the bounds of good taste, and demonstrations of goods and services relating to personal hygiene, 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 guidelines" 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 costumeing 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 day-time strip programs (where there is no regular sponsorship on a continuing daily basis); retail sponsored programs (because of the varying items advertised from program to program); programs of indeterminate length and to non regularly recurring sports, specials, special events and newstype programs.

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

16. 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 mindful 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.

6. No advertising may claim special health properties for or reduction of any ingredient from smoke of any cigarette unless backed by scientific authority.

7. Cigarette advertising may use attractive, healthy looking models, or illustrations or drawings of persons who appear to be attractive and healthy, provided that there is no suggestion that their attractive appearance or good health is due to cigarette smoking.

8. Advertisements shall not show well-known past or present athletes or sportsmen smoking cigarettes, nor anyone who has just participated in physical activity requiring stamina or athletic conditioning beyond that of normal recreation.

9. Cigarette advertising must not show or imply habitual or excessive smoking.

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 Accreditation 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 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, application 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 indir-

ectly 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 immediate 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, 1963, 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 sub-paragraph, 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 of 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

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

It is requested therefore that the whole of the advertising for these companies be placed under one master space order known as

issued on behalf of this company by.....
(Signature of director, secretary
or public officer)

Note:—The foregoing represent sample Certificates only and rules 33 and 34 of the accreditation rules should be examined carefully to ensure that the required advertising falls within the scope of either of those rules and, if necessary, the sample certificate should be varied by the applicant in order to ensure conformity with whichever provision of rule 33 or 34 is considered to be applicable to the particular case.

TELEVISION ADVERTISING BOARD

Rules for State Accreditation of Advertising Service Agencies.

DEFINITIONS

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

1. 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:
- Program Standards
 - Policy
 - Receipt of advertising matter
 - 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 498-512)*
- *Advertising agencies (pages 500-504)*
- *Public relations consultants (page 504)*
- *Leading advertisers (pages 505-511)*
- *Television production companies (page 512)*

NEW ZEALAND BROADCASTING CORPORATION

BROADCASTING began in New Zealand with the endeavours of numerous small radio stations which provided some form of service and entertainment to their local communities.

The first of these stations to be licensed was IYA Auckland (1923).

Systematised broadcasting was not initiated until 1925 when the Government granted the Radio Broadcasting Company of New Zealand a five-year licence to establish and operate a national, non-advertising broadcasting service.

When the licence expired on December 31, 1931, control of broadcasting services passed to the New Zealand Broadcasting Board, a statutory public body.

The Broadcasting Act, 1936, abolished the Board and placed broadcasting control in the hands of a government department — the National Broadcasting Service.

The following year, a Broadcasting Amendment Act created the National Commercial Broadcasting Service, and until 1943 the two organisations existed side by side.

A Statutes Amendment Act in 1943 abolished the commercial service as a separate entity and made it part of the National Broadcasting Service.

In 1946, the name was changed to the New Zealand Broadcasting Service, and in 1961 the Broadcasting Corporation Act repealed all previous legislation and established the Broadcasting Corporation, a statutory public body which came into existence on April 1, 1962.

Head Office: Bowen State Building, Bowen Street, Wellington NZ., PO Box 98. Phone 48-200.

RADIO STATIONS

In the following list of medium-wave broadcasting stations of the NZBC, those marked * are advertising stations.

Whangarei: IZN*, PO Box 845 (970 kcs, 2kw); IYX Whangarei (830kcs, 2kw), PO Box 845; repeater transmitters, IZK* Kaitaia (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).

SHORT WAVE SERVICE

Radio New Zealand, PO Box 2396, Wellington (7.5kw), operating simultaneously on two frequencies which are varied as required for best results.

TELEVISION

AKTV-2, Auckland—Opened June 1, 1960. Transmitter: Waitakere Ranges. Studios: Shortland Street. Operating Hours: Mon-Thurs., 2pm-11pm; Fri. & Sat., 2pm-midnight; Sun., 2pm-11pm. Technical facilities: Ch. 2 (54-61mcs, vision 55.25, sound 60-75), 100kw ERP visual, 20kw ERP sound. PO Box 2209, Auckland.

WNTV-1, Wellington: Opened: July 1, 1961. Transmitter: Mount Kaukau. Studios: Waring Taylor St. Operating hours: Mon-Thurs., 2pm-11pm; Fri. & Sat., 2pm-midnight; Sun., 2pm-11pm. Technical facilities: Ch. 1 (44-51mcs, vision 45-25, sound 50.75), 100kw ERP visual, 20kw ERP sound. PO Box 6, Wellington.

CHTV-3 Christchurch: Opened: June 1, 1961. Transmitter: Sugar Loaf Peak. Studios: Gloucester-st. Operating Hours: Mon-Thurs., 2pm-11pm; Fri. & Sat., 2pm-midnight; Sun., 2pm-11pm. Technical facilities: Ch. 3 (61-68 mcs, vision 62.25, sound 67-75), 100kw ERP visual, 20kw ERP sound. PO Box 1484, Christchurch.

DNTV-2, Dunedin: Opened: July 31, 1962. Transmitter: 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: C. H. Stringer.

Deputy Director-General: L. R. Sceats.

Northern Regional Director: J. W. Proudfoot.

Central Regional Director: N. R. Palmer.

Southern Regional Director: J. N. M. 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, Oral-tone-Trim Tabs & Petagrec.

R. K. BARRON ADVERTISING LIMITED, CTA Bldg, 107-109 Customhouse Quay, Wellington, C1. PO Box 2055. Phone 71-969.

Directors: R. Kenneth Barron (mngtr), 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 (chrmn), Neville J. Compton, James Pye-Smith, G. M. Compton.

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, Hurricane Wire Products, Interlock Industries Ltd, A. Levy Ltd, F. Levenbach Catering Ltd, Marlborough Lucerne Meal, Meat & Wool Ltd, Meatpackers (NZ) Ltd, K. Mikimoto Ltd, Joseph Nathan & Co. Ltd, Neptune Engineering, Newson & Co. Ltd, NZ Data Control Bureau Ltd, Pfizer Laboratories Ltd, Pharmaceutical Industries, Protectus Equipment Ltd, Ralta Ltd, Shirtmaster, Spincraft Ltd, H. F. Stevens (Wgtn) Ltd,

Triefus (NZ) Ltd, R. Welsh, Henry H. York & Co. Ltd, Young Bros Builders Ltd.

CARLTON CARRUTHERS du CHATEAU LTD, 101 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. Moffat, R. E. Nicholls.

Chairman of directors: L. L. du Chateau.

Managing director: R. C. 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, Battery Makers of NZ Ltd, Berlei (NZ) Ltd, Cadbury Fry Hudson Ltd, Cerebos Foods Ltd, Dept of Health, EMI World Record Club, Giant Paints 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, New Zealand Post Office, New Zealand Wool Board, NIMU Insurance Co., S. W. Peterson & Co. Ltd, Ponsford, Newman & Benson (1948) Ltd, Prestige NZ Ltd, Prudential Assurance 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. McRae.

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: W. H. Neville, Peter J. Frude, Reg Cole, David Lee (acct-execs), Kevin Woodill (radio-TV exec.).

O'seas repr.: Charles Barker & Sons Ltd, 20 Cannon St, London, EC4; worldwide associate houses.

Accreditations: NPANZ, NZBC (radio-TV).

Clients: Automotive Products Co. (NZ) Ltd, Caltex Oil (NZ) Ltd, Charles Tanqueray & Co. Ltd, CML Assurance, Dalgety-Loan Ltd, R. B. Davies (NZ) Ltd, John Dewar & Sons Ltd, Dominion Motors Limited (BMC), Dominion Motors Tractor and Industrial Equipment Ltd, Fler Broadhead Limited, Guardian Trust & Executors Co. Ltd, D. Henry & Co. Ltd, J. C. Hutton (NZ) Ltd, Johnson & Johnson (NZ) Ltd, John Lysaght New Zealand Ltd, Middows Bros & Taylor Ltd, Mutual Rental Cars Ltd, National Bank, Northern Steamship Co. Ltd, C. B. Norwood Ltd (Massey Ferguson), NZ Army, NZ Building Society, NZ Government Tourist Bureau, NZ Jewellers' Association, NZ Police, E. W. Pidgeon & Co. Ltd, Ramset Fasteners Ltd, Siddons Industries (NZ) Ltd, Stero Safety Co. (NZ) Ltd, Taubmans Products Ltd, Wormald Bros (NZ) Ltd, Insurance Council of New Zealand.

DOBBS-WIGGINS McCANN-ERICKSON LTD, Anvil Hse, Wakefield St, Wellington. Phone 48-651. Telegrams Dobbsad, Also Levens Bldg, St Pauls St, Auckland (24-457), and 271 Madras St, Christchurch (62-980).

Directors: F. G. F. Dobbs, D. E. Wiggins, E. T. Hogg.

Executives: B. D. Armstrong (Auckland), P. Ninness (Christchurch), L. J. Underwood, K. J. Ferguson (Wellington).

Accreditations: NPANZ, NZBC.

DORMER-BECK LIMITED, 54 Ponsonby Rd, Auckland. PO Box 801. Phone 76-2099. Telegrams Dorbeck, Auckland.

Directors: L. M. Beck (chmn), A. G. Robson (mng dir), S. J. Duff, R. C. Dormer, R. Trenchard Smith, B. Ginders, W. F. Shortt.

Executives: A. G. Robson (mng dir), B. Ginders, W. F. Shortt (secy), G. B. Collier, S. H. Gardiner, D. J. Watkins, S. M. Boyle (Wellington mngtr).

Repr.: Dormer-Beck Limited, Wellington & Dunedin. **O'seas:** J. Walter Thompson In-

ternational Ltd.

Accreditations: NPANZ, NZBC.

GOLDBERG ADVERTISING LIMITED, RSA Bldg, 35 High St. PO Box 1759, Auckland, 1. Phone 33-199. Telegrams & cables Goldberg, Auckland. Office at Wellington.

Directors: Bernard Bookman (mng dir), Lewis N. Ross (finance dir), H. J. W. Pye-Smith (also gm).

Associate directors: B. Blake (art dir), D. R. R. Herridge (radio-TV dir), N. M. Nash (group head), G. L. Morris (mngmt).

Executives: J. C. Mount (group head), R. H. Lewis, A. Kirkwood, P. J. Sanders, B. V. Morris (snr acct execs), A. A. M. Ducat (copy chief), P. R. Wilbraham (TV prod.), P. T. Sproule (mechanical prod. mngtr); Rita Bookman (secy), Bernice J. O'Hara (acct).

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.

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, Bartley Coaters Limited, Bay of Plenty Motors Limited, Betocel Holdings (NZ) Limited, Black & Decker (NZ) Limited, R. L. Bowden Limited, The British Leyland Motor Corporation of NZ Limited, Betty Crocker Limited, Chemists' Radio Advertising Committee, Collins Bros & Company Limited, Continental Cigar Company Limited, Electronic Navigation Ltd, Flag Motor Inns Group, Foodstuffs (Auckland) Limited, L. T. Hayman, Hertz Rent-A-Car Limited, Home Products (NZ) Ltd, House & Home Limited, Hutchinson Publicity, Irish Linen Guild, Kent Copiers Pty Ltd, Kirloskar Electric Company Ltd, Lamson Engineering Company (NZ), Limited, Lamson Paragon (NZ) Limited, Logan Park Motor Hotel Limited, R. C. Lyne Limited, McMullen Holdings Ltd, F. R. Markham Limited, Melody School of Music Pty Ltd, Marshall Cavendish Ltd, Nameplates & Signs (NZ) Ltd, Neill, Cropper & Company Ltd, The Nestle Company (NZ) Ltd, The New Zealand International Trade Fair Committee, Park Avenue Motels Limited, Pest Free Services (NZ) Limited/Insulation Advisory Service, Plastic Products Ltd, Potter Industries Ltd, Public Trust Office, Reckitt & Colman (NZ) Ltd, Repco Engineering (NZ) Limited, Revertex Industries (NZ) Ltd, Ripple-Lite Signs (Overseas) Ltd, Shulton Laboratories

(NZ) Ltd, Star Hat Company Ltd, Sunline Homes, W. A. Thompson & Company Ltd, Thorn Radio Industries NZ Ltd, Titchener Noton Limited, W. F. Tucker & Company Ltd, A. E. Upton & Company Ltd, Veterinary Ethicals Limited, Vickers Division of Sperry Rand (NZ) Ltd, J. Weir & Company Ltd, Wilson Meats Ltd, Jan Wood Limited, H. R. Wooten & Company Ltd, John Wyeth & Brother (NZ) Ltd, J. Yock & Company Ltd.

GRAY/SCOTT/INCH & ASSOCIATES LTD, Cnr York St & Parnell Rd, Parnell. 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. mngr), D. W. Lever, C. H. Scott (art dirs).

Accreditations: NPANZ, NZBC.

Sole New Zealand agents, Advertising Marketing International Network, associated agencies in 70 international centres.

CHARLES HAINES LIMITED, Head office, Dominion Bldg, Wellington, PO Box 1490. Phone 70-079. Telegrams Haines Advertising.

Directors: A. O. Aitken (chrnm), R. A. Dalton (mng dir), N. R. Knight (mng dir), 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, Rangitikei St, Palmerston North, PO Box 659 (phone 87-287); T. & G. Bldg, Princes St, Dunedin, PO Box 12 (phone 77-648). Telegrams Haines Advertising (all 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).

HILL-SKINNER ADVERTISING LTD, 154-156 Hereford St, Christchurch (PO Box 819). Phone 65-459. Telegrams Hillskinner & Nasagency.

Director: J. H. Skinner, MBE, FAINZ.

Executives: R. M. Conly (art dir), R. A. Robertson (secy-acct), J. C. Brasell, AAIANZ (asst mngr).

Repr.: NAS Auckland and Wellington. O'seas repr.: NAS Sydney, Melbourne, Brisbane, Perth, Adelaide, London, New York.

Accreditations: NZNPA, NZBC, NZABC.

HURLEY, DENIS ADVERTISING LIMITED, (see Service Advertising Ltd).

ILOTT, J. LIMITED, Cnr Jervois Quay & Harris-st, Wellington. Phone 70-539. Telegrams Ilottads, Wellington.

Directors: Sir John Ilott (chmn), H. I. Austad, MBE (mng dir), J. V. Ilott, H. G. Markham, G. R. Allen, P. A. Smith.

Executives: P. F. Berg, (secy), B. Petries (media mngr), S. Tinkler (creative dir), B. Russ (TV exec.), I. McMinn (radio exec.), M. Dayman (studio mngr).

Associated Research Company: Market Research NZ Limited, H. G. Markham (mngr).

Branches: Commercial Union Bldgs, Chancery St, Auckland. PO Box 991 (phone 33-549). P. A. Smith (mngr); Union House, Cashel St, Christchurch, PO Box 362 (phone 60-385). R. S. Scott (mngr); H. B. Bldg, Princes St, Dunedin, PO Box 188 (phone 78-641). S. A. Crombie (mngr).

Accreditations: NPANZ, NZBC.

INGLIS WRIGHT, J., LTD, AMP Bldg, Customhouse Quay, Wellington, PO Box 1462. Phone 71-039. Telegrams Writeads, Wellington.

Directors: L. M. Enting (mng dir), G. T. Wiggs (chrnm of dirs), B. J. Stewart (Auckland), T. W. Sexton (Auckland), W. B. Griffiths, Robert Foulkes, J. Belich (Wellington), H. W. Thoms (Dunedin), E. A. Taylor (secy), R. Donn (chief acct).

Associate directors: A. J. O'Dea, H. M. Cox, T. E. Christie (Wellington), R. P. Boon (Christchurch).

Executive directors: B. R. Coudrey, 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. mngr), K. C. Martin (Auckland).

Public relations subsidiary: JIW Public Relations Ltd, M. H. L. Davis (genl mngr), W. J. Fox (Auckland mngr).

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.

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/sia.

Accreditations: NPANZ, NZBC.

LINTAS PROPRIETARY LIMITED, 108/110 The Terrace, Wellington, PO Box 10041. Phone 50-879. Telegrams Lintas, Wellington.

Directors (Australia): T. B. Wallace (exec. chrnm), D. Sutherland (mng dir), B. Harris (creative dir), E. Austin (secy).

Executives (New Zealand): W. D. Bryan (gen. mngr), I. S. Colthart (crt mngr), A. E. Merritt & J. O. Rimmer (acct mngrs), B. T. Morgan (acct).

Accreditations: NPA, NZBC.

Incorporated in NSW.

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. Blennerhassett, M. J. Burdan, J. R. Davis.

Accreditations: NPANZ, NZBC.

NEWSON, LODGE & ASSOCIATES LIMITED, 280 Parnell Rd, Auckland, 1. 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), J. B. Penny (prod. dir), John Wright (branch mngr).

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., O'Rourke Enterprises (Reg.), Ross Bullock & Co. Ltd, Southland Savings Bank, Timaru City Council, W. J. Wesley & Sons Ltd, Jack Wilson Sales Ltd (Molyslip), Salisbury Laboratories Iowa, Golcrum Hayward Ltd, Laurie Franks Ltd, Litehouse Equipment Ltd, Runde Stainless Co. Ltd, NZ Construction Co. Ltd, Acceptor Laboratories Ltd, Armstrong & Farr Ltd, The Co-operative Dairy of Otago Ltd, Jones & Hoskyns Ltd, Warren J. Matthews Ltd, Millar Lange Ltd, J. Wattie Canneries Ltd, Southland Jewellers

Assn, C. P. Campbell Ltd, Commissionaire Doors NZ Ltd, Goodwill Trading Co. Ltd.

JAMES SANDERS ADVERTISING LIMITED, Harvey's Bldgs, 5 Albert St, Auckland. Phone 23-519. Telegrams Sanderad.

Directors: J. E. Sanders (mng dir), J. H. Vouillaire, A. G. Malcolm.

Branches: Associate NAS members Wellington and Christchurch.

O'seas Repr.: NAS (Sydney), NAS (Melbourne), NAS (Adelaide), NAS (Brisbane), NAS (Perth). Also NAS London and New York.

SERVICE ADVERTISING LIMITED (formerly Denis Hurley Advertising Limited), 111 The Terrace, Wellington. PO Box 2626. Phone 57-753. Telegrams Servad.

Directors: G. T. Wiggs, W. B. Griffiths, L. M. Enting.

Accreditations: NPANZ, NZBC.

STUART WEARN ADVERTISING LTD, 914 Colombo St, Christchurch. Phone 60-293. Cables Wearnad, Christchurch.

Directors: S. J. Wearn (chrnm), J. S. Wearn (mng dir).

Executives: T. G. Leighs (mngr), R. B. Porter (radio/TV prod.), G. Stolk (art dir), B. D. Milner (media mngr), Anne Stormont (secy).

Auckland office: Hampton Court, Cnr Wellesley & Federal Sts, Auckland (32-437). K. W. Cameron (dir), D. L. Murdoch (mngr). **Repr.:** Wellington. O'seas: Sydney, London, New York.

Accreditations: NPANZ, NZBC.

THOMPSON, WALTER J., ADVERTISING LIMITED, Armishaws Bldg, 102 Albert St, Auckland. 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 Hotsprings Motel Ltd, E. S. Coutts 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.

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.

Assoc. director: J. D. Kelly, W. P. Blackburn.

Executives: P. R. Wood (dir Auckland branch), I. McDougall (mngr Palmerston North branch), D. Lucas (mngr Christchurch branch).

Branches: 65 Upper Queen St, Auckland; Marley House, Broadway, Palmerston North; 196 Gloucester St, Christchurch.

O'seas Repr.: Sole NZ member, Inter-

national Markets Advertising. Representatives in 45 countries.

Member: American Trade Assn, Audit Bureau of Circulations, The Market Research Society of NZ, International Markets Advertising.

Accreditations: NPANZ, NZBC.

WOODWARD ADVERTISING LTD, 111 The Terrace, Wellington. Phone 59-059. Telegrams Woodadvert, Wellington.

Directors: Alan Woodward, Warwick Woodward.

I/state Repr.: Auckland. O'seas: Sydney, Melbourne, London, New York.

Accreditations: NPANZ, NZBC.

Clients: Australian Guarantee Corporation (NZ) Ltd, Coopers Seeds Ltd, 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.

PUBLIC RELATIONS

CREATIVE PUBLIC RELATIONS LTD, 41 Gillies-ave, Auckland, NZ.

Managing Director: W. Haythorn-Thwaite.

JIW PUBLIC RELATIONS LTD, 6th floor, AMP Chambers, Featherstone St, Wellington. Branch office: 48 Wyndham St, Auckland. PO Box 1462, Wellington. Phone: 71-039. Telegrams and cables Writreads.

Directors: G. T. Wiggs, L. M. Enting (Wellington), B. Stewart (Auckland).

Principal executives: M. H. L. Davis (mngr), P. S. Holcroft (senior PRO), W. J. Fox (mngr, Auckland div.).

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

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 (advgt mngr).

Products: Petrols, oils and lubricants.

Agency: Kenyon Brand Riggs Ltd, Wellington.

Repr.: Throughout NZ.

BALM PAINTS (NZ) LTD, ICI Hse, Molesworth-st, Wellington. GPO Box 3646. Phone 70-609. Telegraph — Pigments, Wellington.

Executives: J. M. Robertson (gen mngr), R. K. Lambert (secy), 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 (advgt 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: E. C. Tait (chief mngr), D. G. Wheeler (deputy chief mngr), J. A. Baird (asst chief mngr), J. W. Hilyard (asst chief mngr).

O'seas repr.: Australia, New Guinea, Fiji, Norfolk Island, Nauru and London.

BEECHAM (AUSTRALIA) PTY LIMITED, 950 Great South Road, Penrose, Auckland SE6. Phone 593-154. Cables Beechanz.

Executive: M. J. Rowe (NZ mngr).

Company's operations: Manufacturing chemists. Macleans Toothpaste, Brylcreem, Silvikrin, Eno Fruit Salt, Dinnefords Magnesia, Ribena, Coolcharm Deodorant.

Agency: J. Inglis Wright.

Sales agents: 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), A. Ross Johnstone (marketing mngr), P. R. Dabovich (sales mngr), M. S. Simpson (secy), Peter G. Morris (merchandise mngr), Dawn Forbes (prom. & advgt mngr), I. H. Ralph (market research mngr).

Products: Berlei, Sarong, Hollywood Vasarette, 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.

BP (NEW ZEALAND) LIMITED, 20-24 Customhouse Quay, Wellington 1. PO Box 892. Phone 59-899. Telegrams Beepee.

Directors: J. M. C. Fletcher (chrnm), A. H. Barran (mng dir), J. C. Fair (gen. mngr), J. N. Laurenson, L. C. Nisbet, P. T. Norman, H. J. Russell.

Executives: J. C. Fair (gen. mngr), F. R. Shelton (secy), C. F. Omerod (sales mngr), G. A. P. Lightband (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.

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 (mngr).

Taranaki branch: Private Bag, Inglewood. Phone 881 Tariki. Cables & telegrams Peerless. W. K. Sagers (branch mngr).

Products: Flour millers, marketers of grocery products, specialty flours, 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: L. W. Logan (secy), I. Szigetvary (sales mngr), G. K. Holmes (advertising mngr), J. C. Hinkley (display mngr), D. R. Brickell (factory mngr), G. Mason (chief

eng.), W. M. Smith (personnel officer), D. Robertson (buying officer).

Company's Operations: Manufacturers of chocolates, cocoa, confectionery, biscuits, food drinks and allied products.

Agency: Carlton-Carruthers du Chateau Ltd.

CALDER MACKAY COMPANY LIMITED, 115 Worcester-st, Christchurch. Phone 65-599. Telegrams Camac.

Directors: W. Calder Mackay, OBE (chrnm), Wm G. V. Fernie, CBE, Robert A. Laidlaw, CBE, A. L. Laidlaw.

Executives: C. A. Ballantyne (gen. mngr), D. J. Roberts (secy).

Company's Operations: Furniture and furnishings, retailer, furniture manufacturer, radio-TV dealer.

Branches: Christchurch, Sydenham, Dunedin, Invercargill, Greymouth, Timaru.

O'seas Repr.: Buying house: F. J. Tytherleigh & Co. Ltd, London.

CALTEX OIL (NZ) LIMITED, DIC Buildings, Wellington. PO Box 2297. Phone 46-020. Telegrams Caltex.

Managing director: J. L. Sullivan.

Executives: N. L. Purdie (asst gen. mngr), J. R. Soper (finance & accts mngr), D. Bryce (secy), H. F. Skinner (ops mngr), I. D. England (sales mngr), P. J. Travers (tech. mngr), O. L. Gwilliam (advtg & sales prom. mngr), G. E. Carr (reseller sales mngr).

Company's operations: Manufacture of Caltex Quality petroleum products; petrol, motor oils, lighting power kerosene, diesel fuel, diesel lubricants, fuel oil, greases, petrolatum, mineral turpentine & dry cleaners, paint thinners, medical & technical oils, bitumen and full range of other petroleum products.

Agency: Catts-Patterson Co. (NZ) Ltd, PO Box 6084, Te Aro, Wellington.

Branches: Auckland, Wellington, Christchurch, Dunedin, main provincial centres.

O'seas Repr.: Caltex.

CLARKE, H. W. (NZ) LIMITED, 42-46 Cable St, Wellington. Phone 59-578 (5 lines). Telegrams Gultouch. PO Box 1693.

Directors: G. A. Parsons (chrnm), P. D. Edwards, W. B. Clarke, K. W. Stephen.

Executives: K. W. Stephen (gen. mngr), J. H. Herbert (secy), M. Johnson (secy), G. L. Hercock (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: William M. Chapman (NZ district mngr), Keith H. Sutton (advtg and sales prom. mngr), Robert H. Barber (sales mngr), Graham T. Harvey (NZ acctnt), John S. Murphy (mktg officer).

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 mngr), J. A. Burrows (plant mngr).

Products: Toilet soap, toothpaste, toiletries and household cleansers.

Agency: J. Ilott, Wellington.

Branches: Branch warehouses in Auckland, Christchurch.

T. J. EDMONDS LIMITED (Edmonds White Wings Ltd, 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: N. M. Ellis, C. M. Ellis, M. R. Ellis, J. L. Ellis, G. N. Ellis, O. M. Ellis.

Executives: M. R. Ellis (gen. mngr), J. L. Ellis (sales mngr), G. N. Ellis (prod. mngr), O. M. Ellis (tech. mngr), A. R. Craigie (secy).

Products: Bedding, quilts, sleeping bags bonded waddings, air filters.

Agency: Ilotts Advertising Ltd, Dunedin.

Branches: Offices at Christchurch, Auckland, Wellington, Invercargill, Palmerston North.

O'seas Repr.: Branch office in London.

F&T NEW ZEALAND LIMITED (formerly Felt & Textiles), 85 Customhouse Quay, Wellington. Phone 48-980. Cables and telegrams Feltex.

Directors: I. D. Reid, H. W. Whyte, K. A. Wills, The Hon. J. T. Watts, H. W. Rowden, L. A. Lochrin, A. L. McLean.

Executive: G. E. Pearce (gen. mngr).

Products: Riccarton, Paul Baron, Tattersfield carpets; Nafco floor tiles; Knight footwear; Lyn webbing, cordage; F&T wool tops; F&T Yarns, Don furniture; Tattersfield bedding; Flexafoam.

Agencies: Lintas International Advertising; Jacka Brown Advertising Limited; J. Inglis Wright; Dormer Beck Ltd, Service Advertising Ltd.

O'seas repr.: F&T Industries (Australia) Limited.

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 Murdoch & 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 (secty/acnt).

Products: Wine and spirit merchants, general merchants and importers.

Brands: Haig, Grouse Whisky, Bacardi rum, French, German, Continental, South African and Australian wines.

Agencies: N. Hill-Skinner Advertising Agency Ltd, Dobbs-Wiggins McCann-Erickson.

GEC (NEW ZEALAND) LIMITED, 31 Taranaki-st, Wellington. Phone 54-885. Telegrams Britgen, Gecwell.

Branches: Auckland, Hamilton, Rotorua, Gisborne, Palmerston North, Napier, Christchurch, Dunedin, Invercargill.

Company's Operations: Electrical manufacturers, distributors, wholesalers, etc.

Agency: Kenyon Brand & Riggs Ltd.

I/strate Repr.: National Advertising Services (Auckland and Christchurch).

O'seas Repr.: National Advertising Services (Sydney, Melbourne, Adelaide, Brisbane and Perth).

GILLETTE (NEW ZEALAND) LIMITED, Aglionby St, Lower Hutt. Phone 66-122. PO Box 30369 Lower Hutt.

Director: F. Farmer.

Executives: R. Farmer (mng dir), C. Maud (secy), A. J. Williams (sales mngr), J. B. Napier (brand mngr).

Products: Gillette razors and razor blades, 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. Ilott Ltd.

GLAXO LABORATORIES (NEW ZEALAND) LIMITED, PO Box 624, Palmerston North. Phone 83-129. Telegrams Vitamins. Telex PN3295.

Directors: T. M. Pacey (chrnm), H. W. Palmer, W. J. Hurran, R. Stagg, C. B. Radcliffe, G. H. L. Davies, K. D. Huse.

Executives: R. Stagg (mng dir), C. B. Radcliffe (tech. dir), K. D. Huse (secy), G. M. Hashimoto (marketing mngr), D. J. Jull (tech. services mngr), P. P. O'Brien (prod. mngr), K. Reynolds (factory mngr, pharmaceutical), R. B. French (factory mngr, biologicals), A. D. Mackie (factory mngr, dried milk), E. Jessop (chief chemist), L. J. Maden (purchasing officer), J. A. Copping (advtg mngr & public relations).

Company's operations: Manufacturer of foods, pharmaceutical and veterinary products.

Agency: J. Ilott Ltd.

O'seas repr.: Glaxo Group Limited, London, Glaxo-Allenburys (Aust.) Melbourne.

GREGG'S LTD, 51 Forth St, Dunedin, New Zealand, PO Box 956. Phone 79-191. Telegrams Redgee.

Advertising manager: C. F. Hebenstreit.

Branches: Auckland, Wellington, Christchurch.

Operations: Manufacturers of coffee (incl. Gregg's Instant Coffee), spices, extracts, essences, desserts.

Subsidiary companies: Island Foods Ltd, Rarotonga, Cook Islands (manufacturers of Raro brand fruit products), Central Otago Fruit Co., Roxburgh, Otago (manufacturers of Roxdale brand products).

JAMES HARDIE & COY PTY LTD, O'Rourke Rd, Penrose, Auckland 6, Phone 599-919. Telegrams Fibrolite.

Products: Asbestos cement building materials and pipes.

Agency: Spanjer Murdoch Ltd, Auckland.

J. F. HARGRAVE LIMITED, 92-94 Jervis Quay, Wellington. Phone 42-460. Telegrams Harco. Telex NZ3378.

Directors: J. F. Hargrave (chrnm), 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 mngr), E. H. Pratt (chief purchasing officer), J. P. Snadden (advtg & sales prom. mngr).

Company's operations: Engineers and machinery importers.

GALLEY 235 ——— ——— **COPY B2**

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.

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.

Directors: R. H. Smythe (chrnm), D. O. Walker, T. G. Mason, T. W. Lile, W. J. Sandman, Mrs E. F. McCulloch.

Executives: Joint managers: A. V. McClelland (marketing), J. Merckens (administration and scy), G. M. Rocars (sales mngr), P. S. Best (factory mngr).

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 (chrnm), E. Wilkinson, L. M. Browning.

Executives: J. E. Roberts (gen. mngr), L. M. Browning (secy), J. G. Sinclair (plant mngr).

Company's Operations: Kitchen cleaners and chemical preparations.

Agencies: Goldberg Advertising (Auckland), Dormer-Beck Advertising.

HUDNUT, RICHARD, LIMITED, 21 Federal St, Auckland, 1. PO Box 430. Phone 34-551. Cables Quickpill, Auckland.

Directors: Robert H. O'Rourke, Laurence H. Southwick.

Executives: R. H. Gill (sales mngr), B. G. Barrack (plant mngr), D. R. Hood (secy & office mngr).

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 & Jervis 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. Harris.

Executives: V. J. Harris (secy), O. C. Joyce (indent dept mngr), E. H. Pratt (chief purchasing officer), J. P. Snadden advtg & sales prom. mngr).

Company's operations: Importers, manufacturers, wholesalers.

Agency: Wood & Mitchell Advertising Ltd.

O'seas repr.: London buying house, Arthur F. Parris Ltd. Also at Auckland.

Members of the Hargrave Group.

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 mngr).

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 70-463. Telegrams: Computer. Telex Computer 3654.

Directors: B. R. Law (chrnm), C. B. Oldham, G. A. Redhouse, W. H. Nankervis, OBE, G. D. C. Hicks, W. D. Barclay, T. W. Perry, CMG, V. Hindmarsh, T. W. Hatrick.

Executives: T. W. Hatrick (gen. mngr), V. Hindmarsh (commercial mngr), G. A. Hiam (sales mngr), D. B. Hughes (NZ customer eng. services mngr), B. Burney (NZ computing services mngr).

Products: ICL computers, punched card equipment and computing services bureaux.

Agency: McKay King Advertising Ltd.

Sales offices: Auckland, Wellington, Christchurch, Dunedin.

IVON WATKINS-DOW LIMITED, Box 144, New Plymouth. Phone 88-049. Cables Fruitful. Telex 3215.

Directors: W. G. Watts (chrnm), D. A. Watkins, G. L. Ewart, 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 mngr), G. W. Mason (research & development mngr), P. S. Ferens (bio-prod. mngr), I. D. Beatson (ind. chemicals mngr), I. G. Turner (chem. engineering development mngr), J. T. Gribben (export & application services mngr).

Operations: Agricultural and industrial chemicals and application equipment.

Agency: Dobbs, Wiggins-McCann Erickson.

KODAK NEW ZEALAND LIMITED, 18 Victoria-st, Wellington. Phone 70-939. Telegrams Kodak Wellington.

Directors: G. J. Stansfield, R. F. Riggs, G. T. Reynolds.

Executives: G. J. Stansfield (mng dir), R. F. Riggs (gen. mngr 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).

Products: Sunlight, Rinso, Persil, Lux Liquid, Lux Flakes, Bio-Luvil, Handy Andy, Dial, Vim, Lux Toilet, Knights Castile, Lifebuoy, Reward, Solvol, Dawn, Pepsodent, Signal, Gibbs, Sunilk, Clinic, Sunilk hair-spray, Cold Water Surf, Sunlight Liquid, Reward Deodorants.

LICHFIELD (NEW ZEALAND) LTD, 179 Tuam-st, Christchurch. Phone 69-479. Cables & telegrams 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 pyjamas.

Agency: Shirwin International Advertising Ltd, Christchurch.

O'seas repr.: H. Butt & Son, London; A. L. Shelton, Inc., Hong Kong.

MINNESOTA MINING AND MANUFACTURING (AUSTRALIA) PTY LTD, Archers Rd, Takapuna, Auckland. Phone 495-109.

Executives: F. Leary (mngtr), L. A. Gregg (sales & marketing mngr, Graphics), M. P. Boland (sales & marketing mngr, tapes), D. T. Heron (sales & marketing mngr, copy & visual products).

Operations: Manufacturers and distributors of abrasives, floor maintenance products, adhesives, coatings & sealers, tapes, electrical products, magnetic sound recording tapes, videotapes, Scotchlite brand reflective sheeting, Scotchcal brand marking film, graphic arts products, copying and systems products, chemicals, ribbons, microfilm reader-printers and overhead projectors.

Agencies: Dobbs-Wiggins-McCann-Erickson (tape & medical); Newson Lodge & Associates Ltd (graphic products, copying and visual products).

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 mngr), J. W. Loader (advertising and sales promotion mngr).

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. mngr), F. J. Dowd (asst gen. mngr), W. C. G. Landman (secy), D. B. Johnston (group acctn).

Products: Automotive parts and accessories, tools and equipment, industrial and heavy transport equipment.

Agency: J. Illot 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 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 mngr).

P. R. Shipman (secty, 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 mngr).

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 (mngr for New Zealand), G. A. Hoffmeister (asst mngr for NZ), D. S. Wilson (prod. mngr for NZ).

Services: All forms of life assurance (not industrial), superannuation plans, group assurance, mortgage repayment assurance and income assurance.

Agency: J. Ilott Ltd.

Branches: Branches throughout Australia and New Zealand.

O'Seas Repr: Head office: 447 Collins-st, Melbourne, Aust., Great Britain, Northern Ireland, Eire, South Africa, Ceylon.

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. mngr).

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 NATIONAL AIRWAYS CORPORATION, PO Box 96, Wellington. I. 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, ARAcS (gen. mngr), L. L. Ford, ARANZ, ACIS (dep. gen. mngr) G. K. Grocott (asst gen. mngr).

Operation: Domestic airline.

Agency: J. Ilott Limited.

O'Seas repr.: Air New Zealand, Australia.

NICHOLAS PRODUCTS LIMITED, 956 Great South Rd, Penrose, Auckland, NZ. Est. 1919. PO Box 12-061, Penrose. Cables 'ASPRO'. Phone 597-179 (5 lines).

Directors: R. T. Garlick (chrnm), W. P. Palmer (mng dir), C. E. Kerville, V. H. du Chateau (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; Nicholas Overseas Ltd, UK, Toiletries.

Agency: J. Ilott Ltd.

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 mngr), J. P. Snoek (group finance & admin.), R. P. C. Robinson (group acct, secy).

Products: Radio, television, Philishave, domestic appliances, sound, X-ray and electronic equipment, light fittings, batteries.

Branches: Auckland and Christchurch.

Agency: J. Inglis Wright Ltd.

PLESSEY (NZ) LIMITED, Rata St, Henderson, Auckland 8. Phone 889-134. PO Box 21142, Henderson.

Directors: C. J. Lovegrove (chrnm), J. J. Eades (UK), A. G. Wilson (dep. chrnm), G. F. Perry (mng dir), E. H. Halstead, F. L. Parkin, E. D. Wilkinson.

Executives: R. A. Harris (asst gen. mngr), L. G. Annan (secy), F. P. Walker (commercial mngr), D. A. Charlesworth (company engineer and mngr sales div.), D. R. Egglestone (mngr mfg div.), N. R. Douglas (mngr rent div.).

Company's operations: Communications and light current equipment engineers.

Agency: James Sanders Advertising Agency.

Branches: Auckland, Hamilton, Wellington, Christchurch, Dunedin.

REID NEW ZEALAND RUBBER MILLS LIMITED, Private Bag, Auckland. Phone 599-949. Telegrams and cables Reidrubber.

Directors: F. W. L. Milne (chrnm), D. Laugesen, C. D. Bryson, J. G. Barcham, J. P. Hooper, Sir Bernard Ashwin.

Executives: J. G. Barcham (gen. mngr), 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.

SALMOND & SPRAGGON LIMITED, Hope Gibbons Bldg, Taranaki-st, Wellington, E3. Phone 57-920. Telegrams Spragsam.

Directors: I. R. Salmond (chrnm), G. W. Salmond (dep. chrnm), 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.

JAMES SMITH LIMITED, PO Box 2094, Wellington. Phone 59-925. Telegrams Jas-mithco.

Directors: D. A. Smith (mng dir), B. K. Smith, W. A. Gordon, R. A. Smith, H. W. Smith, Sir Clifford Plimmer, KBE, R. W. Baird.

Executives: A. M. Fergus (secy), B. J. Krause (merchandise mngr).

Company's operations: Department stores in Wellington and Porirua.

O'Seas buying offices: Great Britain, France, Japan, America, Hong Kong.

J. STEELE LTD, 44-48 Rosebank-rd, Avondale, Auckland. Phone 889-146.

Directors: H. C. Steele, R. R. Steele, K. B. Steele, C. M. Bishopric, J. Kiff.

Executives: R. R. Steele (mng dir), H. C. Steele (chrnm).

Products: Steeles Form Fitting Foundations; Gossard; Youthcraft, USA; Elaine of Hollywood; Oblique, USA; Charmfit of Hollywood foundation garments.

Agency: Cassrells Advertising, Auckland.

O'Seas repr.: F. J. Hawkes, London.

STERLING PHARMACEUTICALS (NZ) LIMITED, 2 Sterling Ave, Manurewa. PO Box 248, Manurewa. Phone POP 83-123. Telegrams Sterlab.

Directors: N. F. Leggatt, J. A. 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. F. Thomas (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.

Agency: WHT Advertising & Marketing Ltd.

O'Seas Repr.: Parent company New York and international subsidiaries.

TOURIST HOTEL CORPORATION OF NEW ZEALAND, PO Box 2840, Wellington. Telegrams Welcome. Telex NZ3488.

Directors: D. S. Cox (chrnm), H. Coxhead, L. J. Fisher, A. H. Hamilton, S. L. Moses, R. S. Austin, 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.

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 (acct), C. F. Mawhinney (sales supervisor).

Company's Operations: Coal gas by-products, gas manufacture and supply, gas appliance sales and installation.

O'Seas Repr.: William Coward & Co. Ltd, St. James Square, London.

WRIGLEY COMPANY (NZ) LIMITED, THE, PO Box 14140, Auckland. Phone 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 (mnggr).

Service: Television, commercial and documentary film making. Complete services from origination to finished release prints, including optical and magnetic sound. Color and black and white photography. Mural photo-printing.

HAYWARD FILM PRODUCTIONS LTD., Office: 90 Landscape Rd, Auckland. Cables Newsfilm Auckland. Phone 60-1144.

Directors: Rudall Hayward (dir/camera-man), Ramai Hayward (scriptwriter).

Producers of New Zealand Children's film series.

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, 47 Wakefield St, Auckland 1. Phone 361-986, 361-987. Telegrams & cables Telefilm, Auckland.

Directors: A. H. Reynolds (mng dir), D. B. Whyte (secy).

Equipment and facilities: Complete lighting and sound, 35mm Arriflex, standard and zoom lenses, 16mm Auricon, 4 Bolex, 3 Kodak cameras. Company specialises in documentaries and film for industry, TV commercials and TV program series. 16mm black and white reversal processing, 16mm Ektachrome ME-4 & ECO-2 processing. Black and white color duplicating.

Associate companies: Photo Mechanics Ltd—photographic repair technicians, servicing agents and equipment manufacturers; Reynolds Photographic Ltd—photographic film and equipment retail sales.

STEELETELEFILM LTD., 213 Great South Rd, Green Lane, Auckland, New Zealand. Phone 542-870, 542-740. PO Box 17018, Green Lane, Auckland, NZ.

Executives: Robert Steele (principal), Sigmund Spath (tech. dir), J. D. C. Millar (studio mnggr).

Produces all types of TV and cinema commercials, documentaries and films.

Member NZ Film Producers' Federation.

Radio-TV organisations in neighbouring Asian-Pacific markets

Radio and television services — Japan

RADIO broadcasting in Japan began in 1925 and until the end of World War II, was monopolised by the Japan Broadcasting Corporation, a Government-controlled organisation.

But a public desire for a more liberal and informal form of broadcasting brought about the enactment of three Government laws, the Radio Law, Broadcast Law, and Radio Regulatory Commission Establishment Law which were passed on June 1, 1950.

With the legal basis laid for the liberation of broadcasting from Government monopoly, more than 70 applications for broadcasting licences were submitted.

Sixteen of these radio applicants were granted provisional licences in April, 1951. Commercial television started in 1953.

Confronted with numerous problems arising from the commencement of the new stations, the 16 companies formed an organisation called the National Association of Commercial Broadcasters, or NAB.

At 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 TV services — Singapore

BROADCASTING 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: 7250kcs, 41.38m, 6155kcs, 48.74m; Mediumwave: 990kcs, 303m; 790kcs, 380m (1900-2030 hrs only); FM: 94.2mcs in VHF Band II.

Chinese service: (0500-2400 hrs) Shortwave: 6000kcs, 50m; 9635kcs, 31.14m; Mediumwave: 680kcs, 441m; 790kcs, 380m (2030-2215 hrs only) FM: 95.8mcs in VHF Band II. (2100-2400 hrs) Shortwave: 7170kcs, 41.84m; Mediumwave: 1370 kcs, 219m; FM: 96.8mcs in VHF Band II.

Indian service: (0500-2100 hrs) Shortwave: 7170kcs, 41.84m; Mediumwave: 1370kcs, 219 metres; 790kcs, 380m (1800-1900 hrs only); FM: 96.8mcs in VHF Band II.

English service: (0600-2400 hrs) Shortwave: 5052kcs, 59.38m; 11940kcs, 25.13m; Mediumwave: 630kcs, 476m; 790kcs, 308m (2215-2400 hrs only); FM: 92.4 mcs in VHF Band II (0900-1800 hrs and 2300-2400 hrs).

FM Stereo, Chinese and English (0600-0900 hrs and 1800-2300 hrs) 92.4mcs in VHF Band II.

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, and in the Chinese service, apart from Mandarin, six Chinese dialects, Hokkien, Cantonese, Teochew, Hakka, Foochow and Hainanese are used.

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 6½ 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 four 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.

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 7.30am and 5.30pm, Monday to Friday, and between 8.10am and 11.15pm 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

BROADCASTING was introduced to Malaya on a limited scale in the 1930s by a group of enthusiastic amateurs, and although broadcasting facilities were set up during the war, it wasn't until 1946 that the permanent service Radio Malaya came into being.

At this time the service came under a Pan-Malayan department administered from Singapore. The staff was small and equipment, most of it ex-service surplus, limited.

Outbreak of militant communist terrorism in 1948 made it necessary to expand Radio Malaya, and expansion and improvement were continued in subsequent years.

When Malaya achieved Merdeka (independence) in August, 1957, and became a sovereign independent Federation of Malaya, the Pan-Malayan radio service was an anachronism. On January 1, 1959, the new Radio Malaya was inaugurated in Kuala Lumpur, designed specifically to serve the needs of the Federation.

With the formation of Malaysia in September 16, 1963, the call sign Radio Malaya was changed to Radio Malaysia.

The domestic service of Radio Malaysia broadcasts for 415 hrs, 50 mins 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 medium wave transmitters up to 100 kilowatt strength linked by VHF and microwave systems.

A commercial service, integrated with the national service was introduced in January, 1962, and offers pan-Malayan coverage to advertisers in the four languages.

Overall revenue is derived from the commercial service and receiver licence fees.

Senior officials of the broadcasting service are Dol Ramli (director), Murtadza Za'ba (deputy director), Hashim Hassan (controller of programs), Sen Gupta (chief engineer), Nordin Zainudin (head of news service), and Hugh Boudewyn (commercial manager).

Frequencies, wavelengths and operating hours GMT (of which Malaya is 7½ hours ahead) of the various language services are:

Malay Service: Shortwave: 9710kcs 31m, 9515kcs 31.5m, 5965kcs 49m, 4790kcs 62.6m; Medium Wave: 590kcs 508m, 660kcs 455m, 700kcs 429m, 765kcs 392m, 810kcs 370m, 570kcs 526m, 1005kcs 299m, 550kcs 546m. **Hours:** Daily, 22.30-16.30. 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: 7300kcs 41m, 4985kcs 60.2m; Medium wave: 885kcs 339m, 860kcs 349m, 960kcs 312m, 1140kcs 263m, 1160kcs 259m, 840kcs 357m, 940kcs 319m, 740kcs 405m. **Hours:** Mon. to Fri. 22.30-01.30, 00.30, 06.00, 09.30, 11.00, 14.00, 16.00. **School broadcast:** Mon.-Wed., 01.30-03.00, 06.30-07.30.

Chinese Service: Shortwave: 7110kcs 42m, 6025kcs 49.8m; Medium Wave: 1070kcs 280m, 1040kcs 288m, 1280kcs 234m, 1260kcs 238m, 1220kcs 246m. **Hours:** Mon. to Fri. 22.55-01.30, 04.30-05.45, 08.30-16.30. Sat. & Sun. 22.55-16.30. News, 23.00, 23.30, 24.00, 00.30, 05.20, 05.35, 09.30, 12.30, 13.30, 14.30, 15.20, 16.00. **School broadcast:** Mon.-Wed., 01.30-02.30, 07.30-08.30.

Indian Service: Shortwave: 6135kc/s 48.9m. Medium Wave: 1070kc/s 280m, 1040kc/s 288m, 1280kc/s 234m, 1260kc/s 238m, 1220kc/s 246m. **Hours:** Mon. to Fri. 22.00-00.30, 05.45-07.30, 09.00-15.30. Sat. 22.00-03.30, 05.45-15.30. Sun. 22.00-15.30. News 22.45, 24.00, 06.00, 09.30, 11.30, 15.15.

Schools broadcast: Mon.-Wed./Thurs. 03.00-04.00, 07.30-08.30.

Overseas service of Radio Malaysia operates on shortwave: 11900kcs 25m, 6175kcs 49m, 15280kcs 19m. **Hours:** (GMT) English Service: 06.25-08.55. News: 06.30, 08.30.

Overseas:

Indonesian service: 23.15-01.00, news 23.30-03.00; English: 06.25-08.55, news 06.30-08.30; Indonesian: 09.00-11.00, news 09.02-10.45; Mandarin: 11.05-12.55, news 11.30-12.30; Indonesian: 13.00-17.00, news 13.30-15.45.

Head office address of Radio Malaysia is: Department of Radio, Federal House, PO Box 1074, Kuala Lumpur. Cables: Broadcasts, Kuala Lumpur.

Fiji Broadcasting Commission

THE Fiji Broadcasting Commission followed AWA (A'sia) who introduced broadcasting to the Colony in 1935, operating on a 400 watt transmitter.

Development has resulted from the establishment by Government, in 1953, of an independent statutory body, which was the first of its kind in British Colonial Territories.

The original chairman was R. L. Munro, a Suva solicitor; the first manager being K. G. Collins.

Europeans, part Europeans, Fijians, Indians, Rotumans and Chinese form the present staff of 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: 560kcs (English) 5kw Suva; 710kcs (vernacular) 3kw Suva; 840kcs (Eng. Sunday) 1kw Suva; 890kcs (vernacular) 2½kw Lautoka; 1320kcs (English) 2kw Lautoka; 930kcs (vernacular English) 2kw Sigatoka.

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 Colony

For Rate Card and Advice

ADDRESS:

The Manager,
 Fiji Broadcasting Commission,
 P.O. Box 334,
 SUVA . . . FIJI
 CABLES: "BROADCOM" Suva.

Shortwave: 5955kcs (vernacular) 49m 10kw Suva, 6005kcs (English) 49m 10kw Suva, 3230kcs (English) 90m 10kw Suva, 3284kcs (vernacular) 90m 10kw Suva, 4756kcs (alternative) 60m 50w Suva. 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.

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 (mngtr), C. A. L. C. Bird (acct exec.), R. Bach (copywriter).

NEWSON ADVERTISING & MARKETING LIMITED, PO Box 1138, Suva. Phone 24-823. Cables Newsad.

Directors: B. D. G. Lawlor, R. G. Lodge, V. A. Avery.

Executives: A. V. Barker (gen. mngtr), G. A. Strong (asst mngtr), J. D. Taylor (secy).

Accreditations: AMAA, NZNPA.
O'seas repr.: Newson Lodge & Associates Limited, New Zealand; Amin Australia/US/UK/Europe.

ADMINISTRATION

Present Commissioners are:

Chairman, D. M. N. McFarlane, CBE, LL.B (Melb.), JP; **J. G. Rodger, CBE, MA** (Cantab.), Dip.Ed. (Lond.), Deo Dutt Sharma; **Semesa Sikivou, MA** (NZ), A.E.Ed. (Lond.); **Dr A. A. Asgar, OD, B.Sc** (NSW); **A. E. Muir, MBE;** **R. J. Kapadia, LL.B;** **Adi Saiki Kikau (Mrs);** **W. G. J. Cruickshank, OBE** (dep. chrmn).

Executive staff: G. Matheson Cullen (mngtr), Gordon H. King (deputy mngtr), P. B. Sloan (prog. organiser), P. L. Littin (engineer), Hugh Leonard (chief anncr), Mrs I. Williams (acct), 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.

Radio Hong Kong

THERE 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 3,834,000 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.

Chief engineer: R. A. Winyard.

English service: 545kHz, 550.5m, 20kw.

Chinese service: 640kHz, 468.7m, 20kw.

FM: 91mc, 94mc, 50kw.

Home service, English: 23.00-16.00. N: 00.00, 05.15, 15.00 (BBC newsreel), 12.00. Wrp.: 23.58, 10.58, 13.13, 14.58. Chinese: 23.00-16.00. N: 00.00, 05.30, 10.00, 12.00, 12.30. Wrp.: 23.58, 05.28, 11.58, 15.30. Rel. Far Eastern St. from London.

Languages used: Cantonese, Kuoyu, Chiu-chow, Hakka.

HONG KONG COMMERCIAL BROADCASTING CO.

Head office, D'aguilar Place, D'aguilar St, Hong Kong. Cables, Radioads.

Managing director: G. Ho.

Head of English programs: Nick Demuth.

Head of Chinese programs: T. P. Kwong.

English service operates on 2kw, 1050kHz, 286m.

Chinese service operates on 2kw, 850kHz, 353m (1st); 2kw, 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.

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 organisations, 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, Norway, Denmark, Finland, Sweden, Germany, Switzerland, Great Britain, South Africa, USA, Australia and New Zealand.

A. English programs are broadcast daily from 01.30 to 03.30 (Sun. to 04.30), GMT on 15205kcs (19m.b.) and 9667kcs (31m.b.) and from 12.30 to 16.45 GMT on 9667kcs (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.

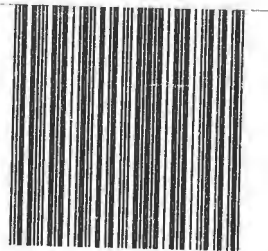
Ceylon has entered into cultural exchange agreements with many countries and does its best to supply them in return a variety of indigenous programs.

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Late Listings

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Operation Direct Dial!

It's a revolution in modern communications

More and more people are dialling S.T.D. Straight through dialling. No booking your call through an exchange, no waiting — you just dial an area code then the number you want.

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S.T.D.

SUBSCRIBER TRUNK DIALLING
AUSTRALIAN POST OFFICE

TWO-YEAR CALENDAR

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