



IN MELBOURNE

1960

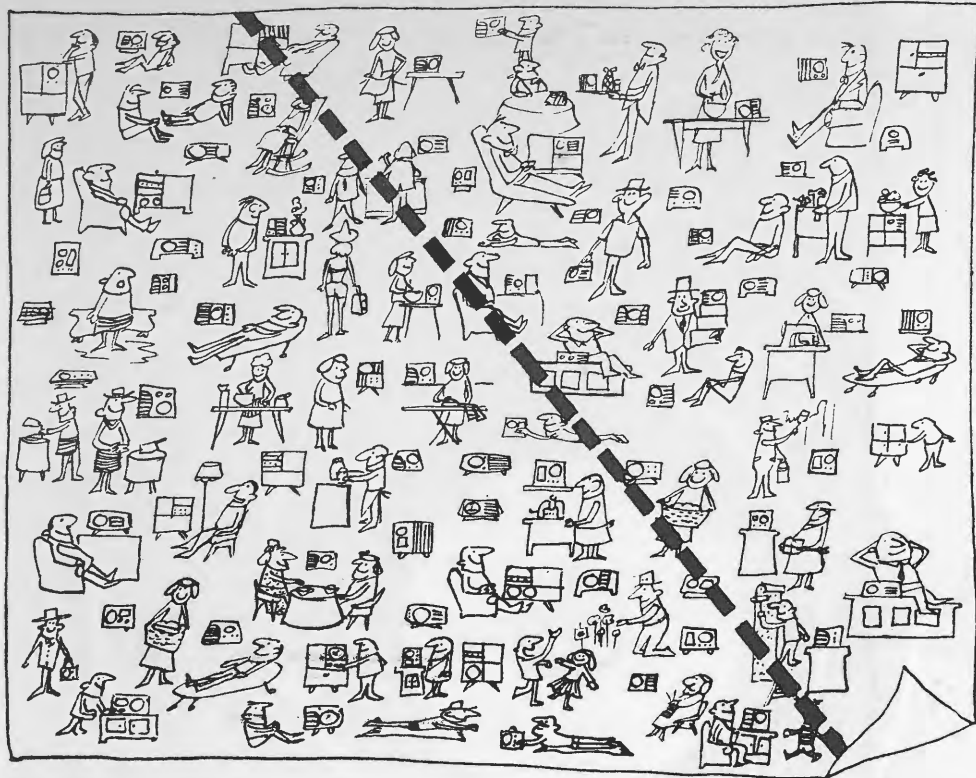
BROADCASTING & TELEVISION YEARBOOK

N2
384.50994
BRO

1960
Third Edition

The
BROADCASTING
and TELEVISION
YEAR BOOK

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



54% is more than $\frac{1}{2}$

We don't mean to sound boastful, but we think we have something special to be proud about. Each week, 54% — more than half — of the total audience to all commercial stations between 7 p.m. and 9 p.m. listen to the Macquarie Radio Network. This, we believe, is strong evidence that advertisers like the useful ideas we have developed to meet modern advertising needs. Big or small, you can find what you need in the way of efficient, effective, high-impact advertising on the stations which are the

MACQUARIE RADIO NETWORK

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



DOUBLE PLAY LONG PLAY STANDARD

IN NINE MODERN PACKS

4500 FT	3000 FT	2400 FT	1700 FT	1200 FT
850 FT	600 FT	400 FT	213 FT	

SWIVEL BOXES

SAFETY CLIPS

Australian Distributors:

MAURICE CHAPMAN COMPANY PTY. LTD.

Head Office: 31 Macquarie Place, Sydney. 27-6857 (3 lines).

Showrooms: 158 Clarence Street, Sydney. BX 5127.

Cables and Telegrams: "CHAPPY".



“Cover yourself,
man! Keep out of
water — hot and
cold!”

“Fluffed” live show or commercial . . . Hot water with sponsor . . . Cold deluge on normally high enthusiasm . . . Dodge this chain reaction by putting your productions on film. On film there’s no risk of actors “fluffing” their lines . . . no risk of mistakes being seen by thousands of viewers. In fact, film gives you complete control of your message, wherever and whenever it appears. More economical, too, for repeats and interstate use. Put your T.V. show or commercials economically, easily and safely on film . . .

**EASTMAN
MOTION-PICTURE
FILM**

KM1791

For complete information write to: Motion Picture Film Department
Kodak (Australasia) Pty. Ltd. Branches in all States



MAGNETIC TAPE

RECORDING EQUIPMENT

On acquiring the Byer interests, Rola brought its full technical and manufacturing resources to bear in the development of new magnetic recording equipment. This, plus the refinement of already highly regarded Byer designed models, has meant that Australian Recording Engineers now have a choice of equipment of unsurpassed performance and versatility.

Above: A view of GTV9 Melbourne's Studio Control Room showing, extreme left and right, the two Rola Professional "100" Series Machines which the station uses to record commercials, musical programmes and master tapes for film and commercial discs.

ELECTRONIC DIVISION
ROLA COMPANY (AUST.) PTY. LTD.
THE BOULEVARD
RICHMOND, E.1
VICTORIA, AUSTRALIA



Australia's finest Professional Recorders

"100" SERIES CONSOLE TAPE RECORDER



Since its introduction last year, the Rola Professional "100" Series Console has attracted considerable attention amongst TV, Broadcast and Recording Company engineers who have found its performance and operational flexibility ideal for their needs.

Following are some of the features of the Rola Professional "100" Series Console:—

FREQUENCY RANGE

The Rola "100" Series standards for frequency range are far higher than those set down for any other professional-type recorder. Compensation controls are provided on both "Record" and "Replay" channels to cover the characteristics of individual tapes at both operating speeds.

SIGNAL TO NOISE RATIO

The Rola "100" Series has a much better signal to noise ratio than that generally specified for top-grade recorders. Below 2% Total Harmonic Distortion, it is not less than 60 dB. "Wow" and "Flutter" characteristics are also excellent and much superior to those hitherto achieved in this type of recorder.

CHANNEL FACILITIES

The Rola "100" Series is normally supplied as a full Track "Record" and "Replay" unit, but can also be made available as a Half Track unit or as a Dual Track "Record" and "Replay" machine for Stereophonic Sound.

OPERATIONAL FLEXIBILITY

The "Record" and "Replay" characteristics of the Rola "100" Series are in accordance with C.C.I.R. specifications, but provision has also been made for replay of tapes recorded to N.A.B. standards. The control circuits employ electrically operated solenoids and relays. These can be remotely controlled if desired. The interlocking is such that accidental tape spillage is impossible.

PRESS BUTTON OPERATION

The control system on the Rola "100" Series is electrically interlocked in such a way that tape breakages automatically stop the machine. The interlock also permits push-button change from one mode of operation to another while the machine is running.

FULL CUEING FACILITIES

Provision has been made in the Rola "100" Series for access to the tape over the "Replay" head during operation. This provides full cueing facilities, enabling the tape to be positioned on, or adjacent to, the "Replay" head during spooling, thus making the machine particularly suitable for tape editing.

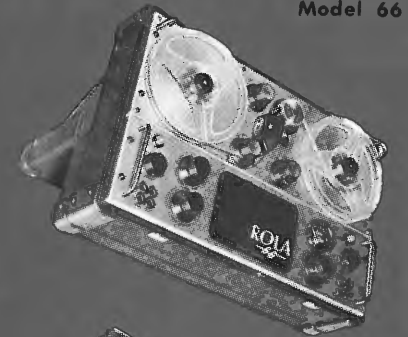
MODEL 66

For outside or in, the Rola Model 66 is a heavy-duty, all-purpose machine. It combines high fidelity, accurate timing, durability and freedom from noise to a degree never before available at the price. For stations presently equipped with the more expensive models, the Model 66 provides a "fool-proof" portable of matching quality.

MODEL 77

The fact that this model is standard equipment in every major broadcasting station in the Commonwealth speaks for itself. Model 77 has been designed to provide the highest degree of operational flexibility possible in a machine of its type and to afford the greatest scope in the planning and production of all types of recorded material.

Model 66



Model 77



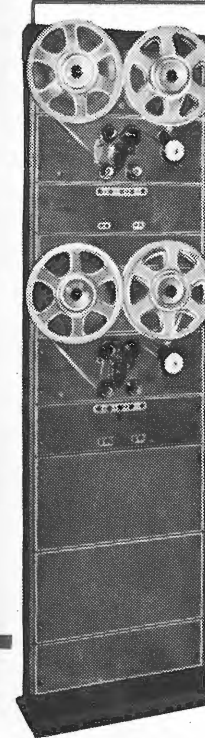
REPLAY, DUPLICATING AND SPECIAL EQUIPMENT

In locations where normal record facilities are not required, Rola "Replay Only" machines can be installed. For the small studio set-up, the Model 33C replay unit offers 600 ohm. output level, the use of up to 7 inch spools, together with all the editing and cueing facilities of the Mk. II series equipment.

The Model 33B Mk. II Professional replay machine will accommodate 10½ inch spools, incorporates an accurate time and footage indicator, and offers "Replay" characteristics equal to the finest Console-type equipment available. Remote control is available for both units and each model is equipped with its own power supply.

A range of Tape Duplicating Equipment has been developed for the economical production of multiple copies from a master tape. Various combinations of tape speeds and head structures on both master and slave units are available to provide an installation suitable for any specific purpose.

Equipment is also available for the insertion of pre-recorded announcements into previously selected slots of programme material. At the end of each announcement, the equipment automatically stops in a pre-cued position ready for the next announcement. A more elaborate equipment offers fully automatic unattended operation for up to 12 hours.





ROLATAPE



"The Tape With the Famous Name"

Rola magnetic recording tape is the production of Research and Development carried out with the thoroughness which has made the Rola name synonymous with the world's finest loudspeakers.

Rolatape is equal in performance to any and superior to most imported tapes.

Rolatape is made in two grades, 1½ mil PVC base General Purpose and 1 mil Polyester L.P.

Below are the performance figures for both grades:—

Frequency response beyond 15,000 c.p.s. at a speed of 7½ inches per second.

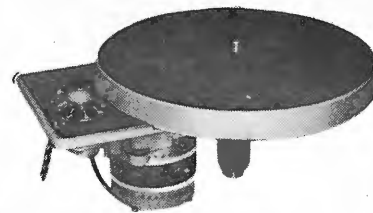
Background noise more than 65 dB below recording level.

Modulation noise more than 50 dB below recording level.

Distortion less than 2%.

Variation in output less than 1 dB over any spool and less than 2 dB between spools.

Base	Spool Size	Footage
PVC	5"	600 ft.
Polyester	5"	900 ft.
PVC	7"	1,200 ft.
Polyester	7"	1,800 ft.



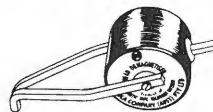
TURNTABLES

This new Rola "Professional" turntable sets new standards of quality and performance. It is fitted with a powerful synchronous motor dynamically balanced for smooth, free running.

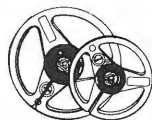
A cleverly designed actuating cam permits exceptionally free and easy change to any of the unit's four speeds, i.e., 16⅔, 33⅓, 45 and 78 r.p.m., and at the same time ensures that the motor is switched off and the idler roller disengaged during the change from one speed to another.

In the Rola "professional", turntable rumble is almost non-existent, and the total flutter and wow is less than 0.1%.

ACCESSORIES



Regular use of the well designed and conveniently dimensioned Rola Head Demagnetiser will ensure maximum Record and Replay performance from your equipment.



Rola 7 in. and 5 in. empty spools are available. These are fabricated from tough, shock-resistant plastic and have perfectly smooth inner surfaces — there are no sharp edges to catch or roughen the tape.

Other Rola accessories include:

- * Remote Control Units
- * Auxiliary Spooling Mechanisms
- * Simultaneous Replay Monitors
- * Bulk Demagnetisers
- * Tape Splicing Equipment
- * Spool Containers

LOCATION MAP

Broadcasting and television stations throughout Australia

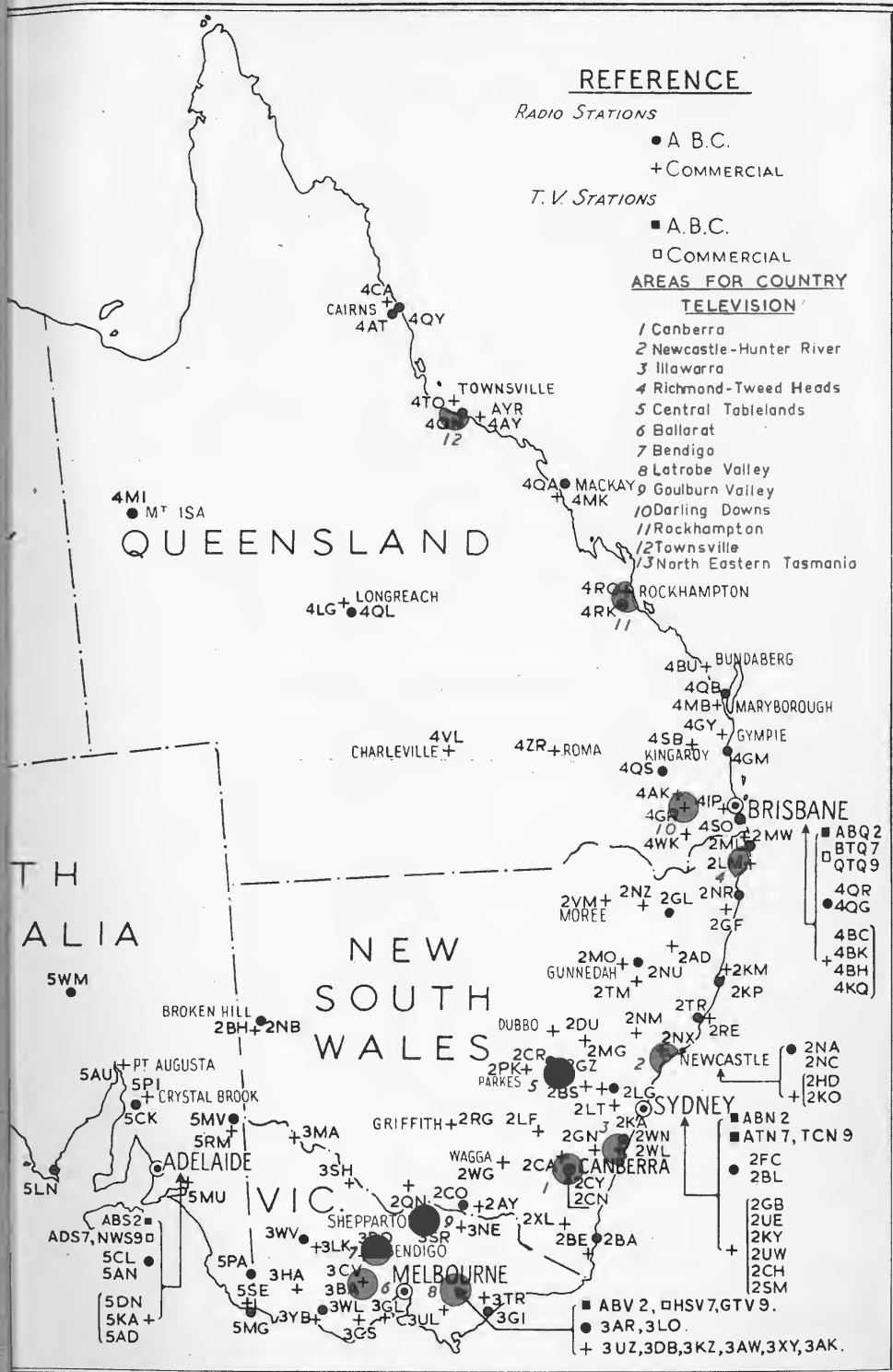


Electronic Division
ROLA COMPANY (AUST.) PTY. LTD.

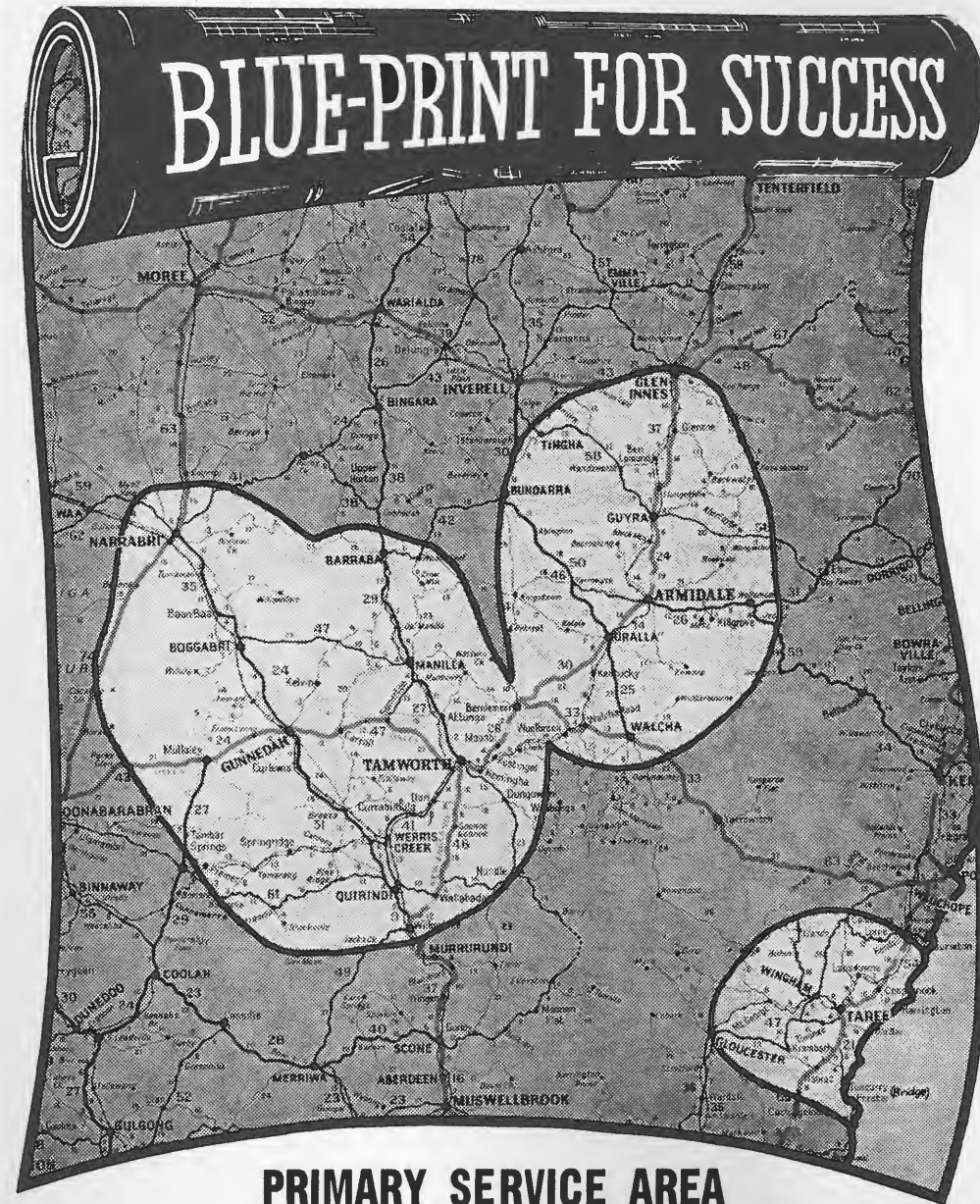
THE BOULEVARD, RICHMOND, E.1, VICTORIA. JB 3921
CALTEX HOUSE, KENT STREET, SYDNEY, N.S.W. BU 6147

1960
Third Edition

**BROADCASTING
TELEVISION
YEAR BOOK**

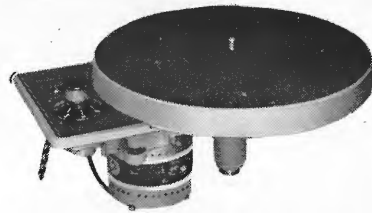


Entries in this Year Book. Allocation of Phase 3 country TV station when the Broadcasting Control Board has made its recommendations



Discuss your marketing and distribution problems with the New England Network's representatives.

SYDNEY: COUNTRY RADIO & TELEVISION PTY. LTD. 30 Carrington Street — Phone BX 3380
MELBOURNE: J. L. HAVRE 422 Collins Street — Phone MU 3011
BRISBANE: STATION 4BH 43 Adelaide Street — Phone B 2002



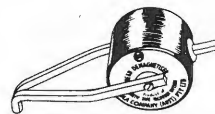
TURNTABLES

This new Rola "Professional" turntable sets new standards of quality and performance. It is fitted with a powerful synchronous motor dynamically balanced for smooth, free running.

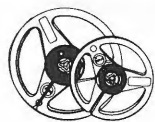
A cleverly designed actuating cam permits exceptionally free and easy change to any of the unit's four speeds, i.e., 16 $\frac{2}{3}$, 33 $\frac{1}{3}$, 45 and 78 r.p.m., and at the same time ensures that the motor is switched off and the idler roller disengaged during the change from one speed to another.

In the Rola "professional", turntable rumble is almost non-existent, and the total flutter and wow is less than 0.1%.

ACCESSORIES



Regular use of the well designed and conveniently dimensioned Rola Head Demagnetiser will ensure maximum Record and Replay performance from your equipment.



Rola 7 in. and 5 in. empty spools are available. These are fabricated from tough, shock-resistant plastic and have perfectly smooth inner surfaces — there are no sharp edges to catch or roughen the tape.

Other Rola accessories include:

- * Remote Control Units
- * Auxiliary Spooling Mechanisms
- * Simultaneous Replay Monitors
- * Bulk Demagnetisers
- * Tape Splicing Equipment
- * Spool Containers

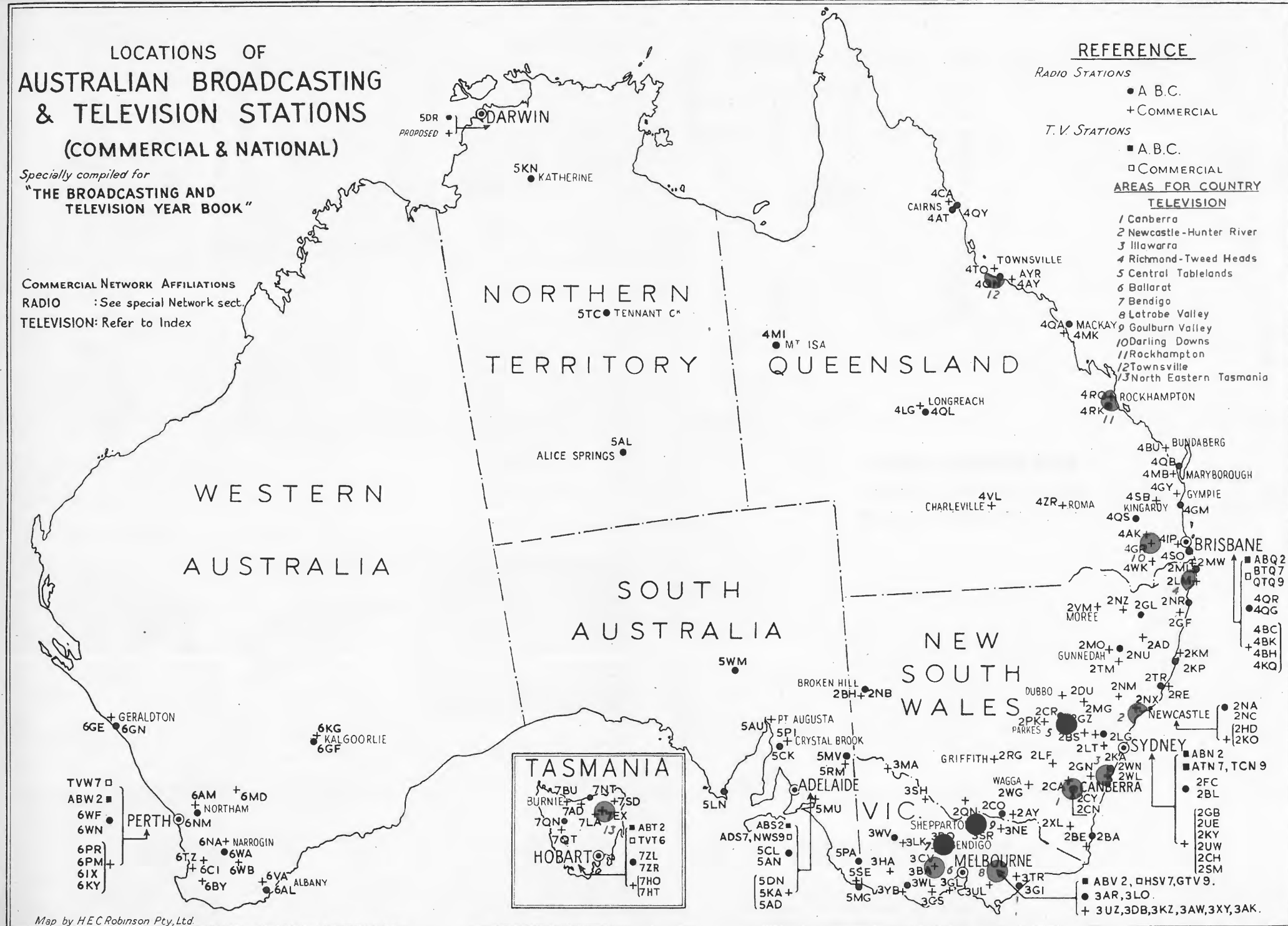
Electronic Division
A COMPANY (AUST.) PTY. LTD.

DULEVARD, RICHMOND, E. I., VICTORIA. JB 3921
HOUSE, KENT STREET, SYDNEY, N.S.W. BU 6147

LOCATIONS OF AUSTRALIAN BROADCASTING & TELEVISION STATIONS (COMMERCIAL & NATIONAL)

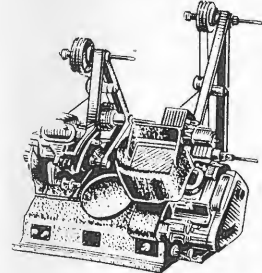
Specially compiled for
"THE BROADCASTING AND TELEVISION YEAR BOOK"

COMMERCIAL NETWORK AFFILIATIONS
RADIO : See special Network sect.
TELEVISION: Refer to Index



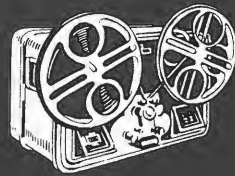
NOTE: For complete details of radio and TV stations, refer to individual station entries in this Year Book. Allocation of Phase 3 country TV station licences (for areas shown in red) will be announced by the Postmaster-General when the Broadcasting Control Board has made its recommendations following the public hearings of the applications (listed on page 44).

**MOVIOLA
EDITING MACHINES**



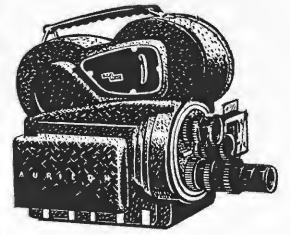
The world's No.1 Editor.

**MAGNASYNC
SOUND SYSTEM**



Recorders, dubbers
& mixing consoles.

AURICON



'CINE-VOICE

**ARRI
PRINTING MACHINES**



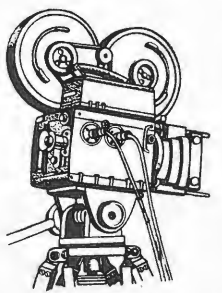
Printing machines for all
types of film production.

PREMIER



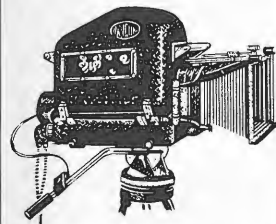
optical magnetic
TRACK READER

AURICON



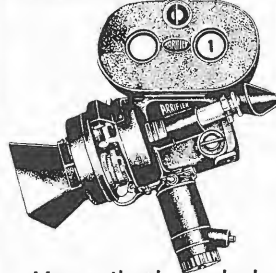
PRO-600

ARRICORD 35mm.



Combined image
& sound cameras.

ARRIFLEX 16mm. & 35mm.

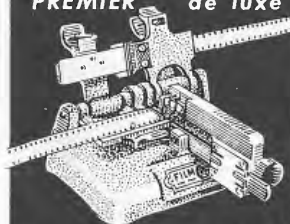


Versatile through the
lens focusing cameras.

AUSTRALIAN DISTRIBUTORS



PREMIER de luxe



FILM JOINER & SCRAPER

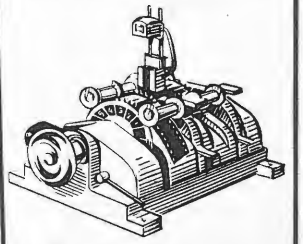
397 KENT ST.,
SYDNEY

241 WILLIAM ST.,
MELBOURNE

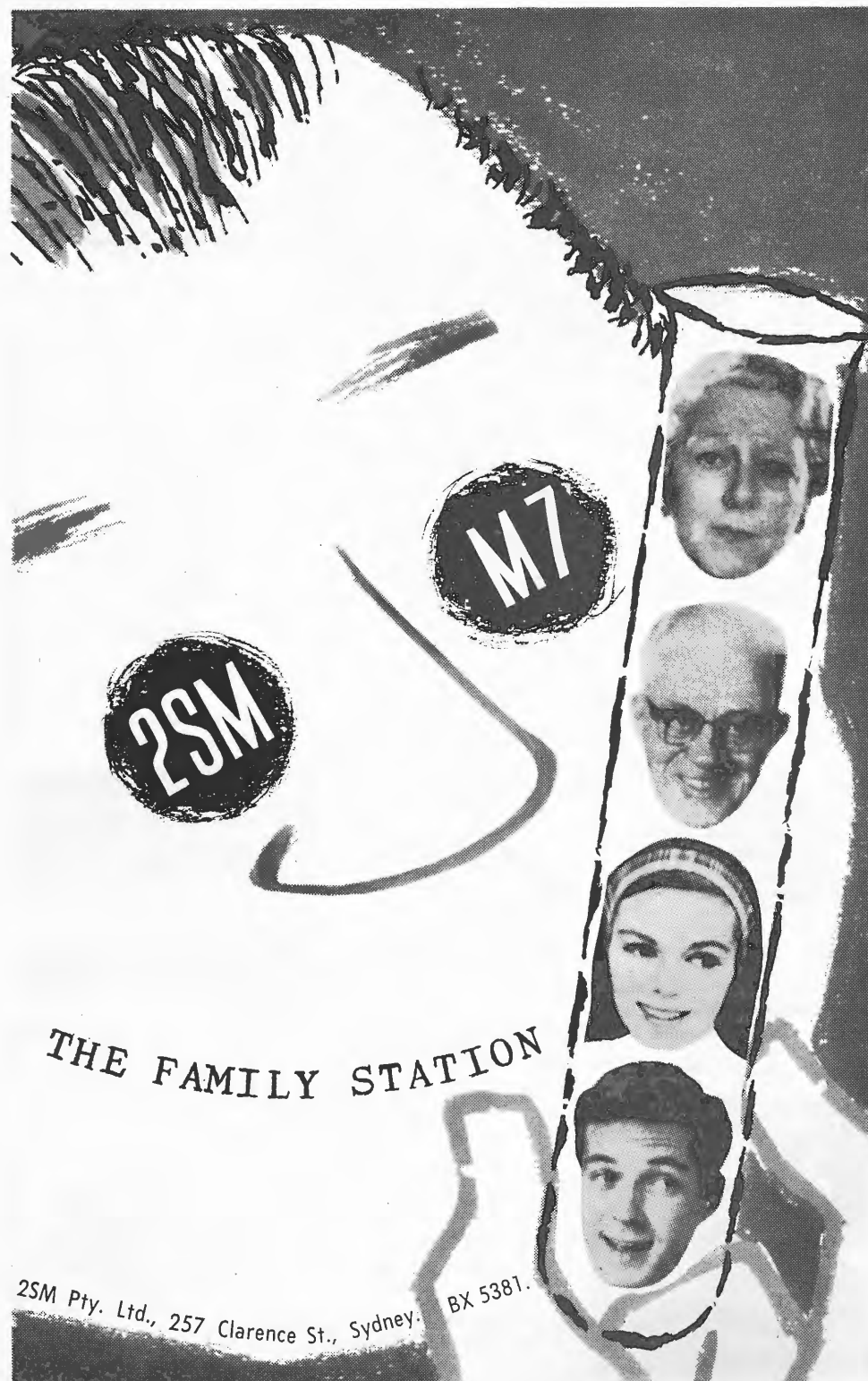
42 HILTON ROAD,
ADELAIDE

92-6 COMMERCIAL RD.,
VALLEY, BRISBANE

**HOLLYWOOD
EDITING EQUIPMENT**



Full range meets
any requirements.



Melbourne: Haig-Muir Pty. Ltd., "Stanhill", 33 Queen's Road. BM 3641.

1960
(Third Edition)

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

THE Broadcasting and Television Year Book is produced by the company and personnel responsible for the weekly appearance of Broadcasting and Television, now in its 10th year and which, as "B&T", has become an institution in the spheres it serves—Australian broadcasting, advertising, television, production and their associated services and among the country's leading advertisers and businessmen. This Year Book, containing a mass of information, all of which has been gathered, compiled and 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.

Published by Greater Publications Pty Ltd, Liverpool House, 257 Castlereagh Street, Sydney, Australia. Postal address, Box 2608, GPO, Sydney. Phone MA8143. Telegrams and cables Broadvision. Victorian advertising representative: William Sangster, Eastbourne House, 62 Wellington Parade, East Melbourne, P.O. Box 56 East Melbourne. Telephone JA6339. UK representative: Publishing & Distributing Co. Ltd, 167 Strand, London, W.C.2. Phone TEM 6534.

Managing Director: Eric Solomon

Managing editor: Leonard Blanket

Advertising manager: Alan Hill

Assistant editor: Donald Frost

Production manager: Julie Baird

(Copies, Australia, 45s. Foreign, 50s)

STILL
AHEAD
OF
OTHERS
IN THE
FIELD
IN OUR
31ST YEAR
OF
BROADCASTING



3DB-LK is first in News Services,
Sports, Promotions, Women's Services,
Breakfast Session, Ideas and RATINGS*

*This is confirmed by the latest Anderson Survey.



HEAD OFFICE: 36 Flinders
St., Melbourne. (MF5451).
Sales Manager: Darrel
Brewin.

SYDNEY REP: I. N. Phil-
lips, 29 Bligh St. (B0329).

ADELAIDE REP: Keith R.
Coles, 32 Currie St.
(LA4926).



POSTMASTER-GENERAL

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

Broadcasting has made tremendous strides in recent years and
television is now a major medium of entertainment and instruction.

The Broadcasting and Television Year Book has established
itself as the most comprehensive collection of radio and television data
yet brought between two covers in Australia and is a standard reference
book for everybody connected in any way with this vitally important and
expanding industry.

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

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

(C. W. DAVIDSON)
Postmaster-General

A **CLEAR** CHANNEL

means Wider Coverage

2GZ and 2NZ dominate their areas because they possess clear channels and because they have the highest power available to any commercial country station. But signal strength alone does not bring dominance — for in rural districts stations must have *believability*, the capacity to win the complete goodwill of listeners.

Both 2GZ and 2NZ have *believability*.

● 2GZ Orange has 193,000 listeners within its .1/MV service area — a mighty market in a free-spending district. These people spend £56 million each year in Central West retail stores — and you can reach them more easily, more economically, by using 2GZ.

● 2NZ Inverell brings you in direct contact with nearly 100,000 listeners in the North-West Slopes, New England Tablelands and Southern Queensland. Their spending power — £23 million annually in local retail stores alone — makes 2NZ a "must" in your next appropriation.

The stations with stature

2GZ
ORANGE

AND

2NZ
INVERELL

BOTH HAVE **CLEAR CHANNELS**

Represented in Sydney by Country Broadcasting Services Limited, 7th Floor, Hosking Place, Penfold Place. BW 1428.

And in Melbourne by Hugh Anderson, Exhibition Street. MF 3674.

ALPHABETICAL INDEX OF ENTRIES

A

Actors & Announcers Equity of Australia	262	Anwin, Ron (media representative)	111
Ad-Craft Service	225	Arnott, Morrow Pty. Ltd.	237
Addis (Australia) Pty. Ltd.	236	Arnott, Motteram Limited	237
Admiral of Australia Pty. Ltd.	190	Arnott, William Pty. Ltd.	237
Advertiser Network	107	Arrow Shirts Pty. Ltd.	237
Advertising Associates Pty. Ltd.	210	Artransa Pty. Ltd.	121, 153
Advertising Magazine	265	Ashby Research Service	267
Advertising Agencies	195-227	Associated Broadcasting Services Ltd.	108
New South Wales	196-210	Associated Film Printers	178
Victoria	210-219	Associated Public Relations Pty. Ltd.	231
Queensland	219-222	Associated Pulp & Paper Mills Limited	237
South Australia	222-225	Association of Australian Record Manufacturers	262
Western Australia	225-226	Associations and Clubs, Industry	261-264
Tasmania	226-227	Atlantic Union Oil Company Pty. Ltd.	237
Advertising Institute of Australia	262	ATV (Aust.) Pty. Ltd. (overseas radio-TV rep. in Aust.)	111
Aerial Manufacturers Pty. Ltd.	188	Audiphone Co. (NSW) Pty. Ltd.	237
AFCBS Agency Rules of Accreditation	338-340	Austral Standard Cables Pty. Ltd.	187
AFCBS Standards of Broadcasting Practice	323-326	Austral Swiss Textiles Pty. Ltd.	238
Ageold Public Relations Pty. Ltd.	230	Australasian Performing Right Association Ltd.	263
Age Radio-TV Supplement	265	Australasian Radio & Television Productions Pty. Ltd.	122, 163
Air Programs Aust.	121, 153, 168, 173	Australian Abrasives Pty. Ltd.	237
Ajax Films Pty. Ltd.	153	Australian Advertising Agency Pty. Ltd.	219
Ajax Syd Miller Animated Films	153	Australian Applied Advertising (Cratchley Advertising Agency Pty. Ltd.)	196
Albert, J. & Sons Pty. Ltd.	131	Australian Association of Advertising Agencies	262
Aldwych Advertising (NSW) Pty. Ltd.	196	Australian Association of National Advertisers	262
Aldwych Advertising (SA) Ltd.	222	Australian Broadcasting Commission (incl. administration, radio & TV stations)	113-117
Aldwych Advertising Pty. Ltd. (Vic)	211	Australian Broadcasting Control Board, The	46
Alexander-Burn Pty. Ltd.	230	Australian Consolidated Industries Limited	237
Alexander, J. R. & Sons Limited	236	Australian Cotton Textile Industries Ltd.	238
Alexandra Advertising	211	Australian Electrical Industries Pty. Ltd.	190, 238
Allan, Stanford (media representative)	110	Australian Federation of Commercial Broadcasting Stations	263
AM Services Pty. Ltd.	211	Australian Film Producers' Association	263
Amalgamated Advertising Pty. Ltd.	196	Australian Gas Light Company, The	238
Amalgamated Television (ATN) (media repr.)	110	Australian Instructional Films Pty. Ltd.	153
Amalgamated Wireless (Australasia) Limited	107, 110, 121, 128, 135, 173, 185, 190, 236	Australian Production Unit	121, 163
Ambassador Film Production Co.	153	Australian Radio Producers' Association	263
Ampex Corporation	185	Australian Record Company	121
Ampol Petroleum Limited	236	Australian Sales Research Bureau Pty. Ltd.	267
Anderson Analysis, The	267	Automatic & Electronic Control Co. Pty. Ltd.	186
Anderson, Hugh (media representative)	110	Automatic Film Laboratories Pty. Ltd.	178
Anivitti Advertising Pty. Ltd.	196	Automatic Fire Sprinklers Pty. Ltd.	238
Ansell & Associates	196, 211	Avondale Studios Pty. Ltd.	153
Ansell Rubber Co. Pty. Ltd., The	236		
Ansett-ANA	236		
Ansett Transport Industries Limited	236		
Antiference (Australia) Pty. Ltd.	188		

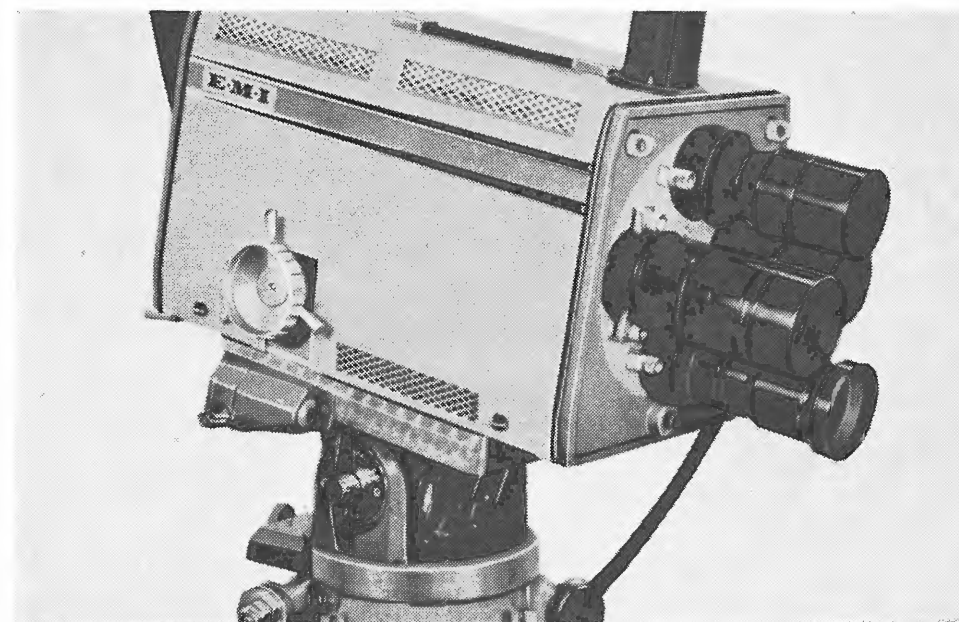
B

Baglin, Douglass Pty. Ltd.	154, 234
Baker, Ron Advertising	196
Balfour, James & Co. Pty. Ltd.	135
Ball, B. J. Ltd.	238
B.A.L.M. Paints Pty. Ltd.	238
Bank of New South Wales	239
Barker, Leonard S. & Associates	230
Barnes Chapman Company Pty. Ltd.	110
Bartlett, Murphy & Mackenzie Pty. Ltd.	196
Barton, R. H., photographic lighting products	186
Battye, Noel Pty. Ltd.	110
Baume, S. E. & Company Pty. Ltd.	196
Bayne Mackay Advertising Pty. Ltd.	211
Beacon Research Company	267
Beck, Ron R. Productions Pty. Ltd.	122
Becket-Thomson Advertising Pty. Ltd.	198, 211
Beecham, William & Associates	231
Behr-Manning (Aust.) Pty. Ltd.	239
Bell Advertising Pty. Ltd.	211
Bell Records	128
Bells & Bows (costumes)	169
Bent, Norman Advertising	198
Berger, Lewis & Sons (Aust.) Pty. Ltd.	239
Berlei Ltd.	239
Berry, Hugh Company Pty. Ltd., The	198, 211
Berwen Paine Advertising Ltd.	223
Best & Co. Pty. Ltd.	212
Best & Swift Pty. Ltd.	198
Bierre, Eric W.	234
Black, Lance Ltd.	239
Blake Films	168
Bland Radio Ltd.	190
Blanks, Charles E. Pty. Ltd.	154
Bleakley, H. Photographics Pty. Ltd.	173
Blunden, Ralph Pty. Ltd.	212
Bond's-Wear Pty. Limited	239
Bonded Film Service	180, 188
Bonnington & Co. Pty. Ltd.	239
Boosey & Hawkes (Aust.) Pty. Ltd.	131
Boots Pure Drug Co. (Australia) Pty. Ltd.	239
BP Australia Ltd.	239
Briggs, Canny, James & Paramor (NSW)	198
Briggs, Canny, James & Paramor (Vic.)	212
Bristol Myers Co. Pty. Ltd.	240
British Australian Programs Pty. Ltd.	122
British Broadcasting Corporation	111
British Celanese Ltd.	240
British General Electric Co. Pty. Ltd.	190, 240
British Insulated Callender's Cables (Aust.) Pty. Ltd.	187
British Medicinals Pty. Ltd.	240
British Motor Corporation (Australia) Pty. Ltd., The	240
British Nylon Spinners (Australia) Pty. Ltd.	240
British Standard Machinery Co. Ltd.	240
Broadcast Exchange of Australia Pty. Ltd.	122, 164
Broadcasting Control Board	46
Broadcasting and Television Magazine	265
Broadcasting and Television Act 1942-1956	320-322
Brown, Austin, Advertising	222

Brown, Charles F. (media representative)	111
Brown, E. T. Limited	241
Brown & Watson Electronics Pty. Ltd.	136
Bushell's Pty. Limited	241
Bush Simpson Ltd.	190
Button Hole Theatre Supplies	169

C

Cadbury-Fry-Pascall Pty. Ltd.	241
Calico Printers' Association Ltd., The	241
Caltex Oil (Australia) Pty. Limited	241
Cambridge Film & TV Productions Pty. Ltd.	164
Cameracraft Productions Pty. Ltd.	166
Camp, Albert J. & Associates	167
Campbell Brothers Limited	241
Campbell, K. M. Pty. Ltd.	212
Cann's Bridal Salon (costumes)	169
Capper, Rita, Advertising	198
Carden Advertising Pty. Ltd.	212
Carinia Co. (records)	128
Carlton & United Breweries Ltd.	241
Carr Fastener Company of Australia Ltd.	241
Carter, R. G. Advertising	212
Casben Productions Limited	241
Castalloy Limited	241
Casting Agencies	167-168
Castle Jackson Advertising Pty. Ltd.	212
Castlereagh Films	156
Caterpillar of Australia Pty. Ltd.	242
CBS Films (late listings)	341
CBC Radio & TV Productions Pty. Ltd.	156
Central Agency (Australia) Ltd.	242
Central Casting Office Pty. Ltd.	167
Central Video Film Service	164
Channel Master Pty. Ltd.	188
Chapman, Maurice & Company Pty. Ltd.	135, 185
Chapman Hendrie Advertising	212
Chappell & Co. Ltd.	131
Charmaine (costumes)	169
Chesebrough-Ponds International Ltd.	242
Chessell & McCredie Pty. Ltd.	198
Christian Broadcasting Association Pty. Ltd.	122
Christian Television Association	156
Christie & Associates	198
Chrysler Australia Limited	242
Cine Service Pty. Ltd.	165, 180
Cineoptics Australia Pty. Ltd.	173, 184
Cinesound Productions Pty. Ltd.	156, 165
Cinzano, F. & Cia (Aust.) Pty. Limited	242
Classic Radio & TV Pty. Ltd.	190
Clarks Australia Limited	242
Clemenger, John Pty. Ltd.	198, 213
Clifford Love & Co. Ltd.	242
Coca-Cola Export Corporation, The	242
Coles, Keith R. (media representative)	111
Colgate-Palmolive Pty. Ltd.	243
Collett, Arthur Advertising	225
Commercial & Industrial Advertising	220
Commercial Radio Productions, Perth	122
Commercial Television Programs, Sydney	157



The Most Versatile Range of Cameras In The Television Industry

The E.M.I. VIDICON RANGE

Every Camera interchangeable for Film or Studio Use.

Now! Small country stations can be equipped practically and economically!

Less staff and technical worries! The Vidicon range provides the perfect solution for satisfactorily equipping small television stations. The five Vidicon cameras are completely interchangeable. The "one-type" circuit is common to the entire range. Less spare parts need to be carried. To facilitate repairs, a printed board circuit is used throughout. For price, versatility and picture quality these cameras are hard to beat.

Types available:

- 201 4 lens turret standard studio type.
- 201/1 Zoom mounting in place of turret. Manually operated.
- 201/2 As 201/1, plus remote control of focus and focal length. Servo control optional.
- 201/3 As 201/2, less view finder. Servo control optional.
- 201/4 Telecine version (as 201/1, less turret and viewfinder, but with remote control focus).

**E.M.I. GUARANTEES YOU
EXPERT INSTALLATION**

The very best! Entire installation is carried out by E.M.I.'s own team of overseas-trained engineers — controlled by a man who has supervised the installation and equipping of many television studios.

For more details phone, write or call **ELECTRONICS DIVISION**

E.M.I. (AUSTRALIA) LIMITED

N.S.W.: 301 Castlereagh Street, Sydney.
QLD.: A. E. Harrold (Radio) Pty. Ltd.,
123-125 Charlotte Street, Brisbane.

VIC.: 167 Flinders Lane, Melbourne.
W.A.: 73 King Street, Perth.
S.A.: 265 Rundle Street East, Adelaide.

Committee of Direction of Fruit Marketing, The	243
Commonwealth Broadcasting Network	107
Commonwealth-Filmcraft Laboratories Pty. Ltd.	180
Commonwealth Savings Bank of Australia	243
Condor Lamps Australasia Pty. Ltd.	243
Consolidated Public Relations	230
Contact Club Pty. Limited	263
Corbett, Neville, Advertising Pty. Ltd.	199
Coronet Records Pty. Ltd.	128
Cossey-Waite Advertising	220
Costume Hire	169
Cosway Public Relations Pty. Ltd.	231
Cottee's Limited	243
Coty (England) Limited	243
Coudrey-Gotham Associates Pty. Ltd.	199
Council for Advertising Research in Australia	263
Country Broadcasting Services Ltd.	110
Country Press Co-operative Company Ltd.	213
Country Press Ltd.	199
Country Radio & Television Pty. Ltd.	110
Crawford, Hector Productions Ltd.	122, 165
Creasy Advertising Service (formerly Creasy & Bleaney Advertising Service)	222
Creative Public Relations Pty. Ltd.	230
Croft, Rex, Advertising	213
Curtis Stevens Advertising Pty. Ltd.	213
Custom Television Co. Pty. Ltd.	190

D

Daily Telegraph TV Guide	265
Dampier Advertising Pty. Ltd.	199
Davis, Lyle, Advertising Pty. Ltd.	199
Dawson, Walter J., Advertising & Sales Promotion	225
Deane, Olga	125
De Crespigny, John, Advertising	213
Deeco Constructions Pty. Limited	135
DHA (NSW) Pty. Limited	243
Dickson Primer Television Services Pty. Ltd.	188
Dingwall & Associates Pty. Ltd.	213
Donovan Joyce Productions Pty. Ltd.	158
Dunlop Rubber Australia Limited	243
Duthie Advertising	220
Duval, John C., Advertising	199

E

Eaton, Max Advertising	225
Edinburgh Laboratories (Aust.) Pty. Ltd.	243
Ediswan-Ekco (Aust.) Pty. Ltd.	190
Edmonds Advertising Service	220
Edmonds-Fagg Advertising	220
Electra Radio Manufacturing Co. Pty. Ltd.	190
Electric Power Transmission Pty. Ltd.	187

Electronics (Aust.) Pty. Ltd.	136
Electrosound Pty. Ltd.	190
Email Limited	244
EMI (Australia) Limited	124, 128, 135, 173, 182, 185, 190
Emmco Sales Pty. Ltd.	190
Enemark Roger Advertising Agency	200
English, Vic. Film-TV. Prod.	157
Essex, Music of Australia Pty. Ltd.	132
Europa Records Pty. Ltd.	129
Evans, Murray Advertising	200
Evans, Rodney H. Advertising Pty. Ltd.	200, 213
Everard Advertising Pty. Ltd.	213
Eveready Company — division of Union Carbide Australia Ltd.	244

F

Faen, J. Advertising	200
Falk, Fred A. & Co. Pty. Ltd.	135
Faulding, F. H. & Co. Ltd.	244
Featured Theatre Ads	157
Felt & Textiles of Australia Ltd.	244
Ferris Bros. Pty. Limited	190, 244
Festival Records Pty. Ltd.	129
Fidelity Radio Pty. Ltd.	124
Fildes, S. R. (TV Representative)	110
Filmads Pty. Ltd.	165
Film Enterprises Pty. Ltd.	168
Films Advisory Bureau (TV Productions)	165
Finn, A. L. Pty. Ltd.	110
Finney & Martin	225
Ford Sherington Limited	245
Fortune (Aust.) Pty. Ltd.	200, 213, 223, 225
Fortune Film & TV Productions Pty. Ltd.	157, 165
Foster, George TV Productions Pty. Ltd.	157
Francesco Cinzano & Cia (Australia) Pty. Limited	242
Freeth, Vincent H.	200
Frequency modulation section	192
F.R.S. Springs Ltd.	245
Fulford Advertising Pty. Ltd.	220
Fullarton, John Studios	234

G

Gardiner, D. (TV Representative)	110
Gellatley, H. R. Advertising	201
Gellert Advertising Service	223
General Motors-Holden's Ltd.	245
George Patterson-Noble Bartlett Pty. Ltd.	221
Gilder, D. G. (media representative)	110
Gill, John Advertising	341
Gillette (Aust.) Pty. Ltd.	245
Glazebrooks Paints Australia Pty. Ltd.	245

Goldberg Advertising (Australia) Pty. Ltd.	201
Goodyear Tyre & Rubber Co. (Australia) Ltd., The	245
Gordon & Gotch (A'sia) Ltd.	201, 213, 220, 226
Gordon, Lee, Records Pty. Ltd.	129
Grace Gibson Distributors Pty. Ltd.	124, 168
Grace Gibson Radio & TV Productions Pty. Ltd.	124
Grade Lew & Leslie Pty. Ltd.	167
Graphic Advertising Pty. Ltd.	220
Gray, Simon Pty. Ltd.	136
Greenhagh Productions Pty. Ltd.	157
Gregory Mayes & Associates Pty. Ltd. (formerly Graves Mayes Pty. Ltd.)	205
Grimsdale-Bushelle (Late Listings)	341
Grosvenor Advertising Pty. Ltd.	201
Group Laboratories (Aust.) Pty. Ltd.	245
Gunz, R. (Photographic) Pty. Ltd.	182

H

Haig Muir Pty. Ltd.	110
Halliday Productions	138
Hallock, John Pty. Ltd.	230, 231
Hamilton & Baker	173, 186
Hamilton, Peter Productions	158
Handfield, John & Esta (Public Relations) Pty. Ltd.	231
Hanimex Pty. Ltd.	173, 246
Hanro (Aust.) Knitting Mills Ltd.	246
Hansen Rubensohn-McCann Erickson Pty. Ltd.	201
Hare, James & Co. Pty. Ltd.	246
Harvin Film Laboratories	180, 184
Havre, John (media representative)	110
Hawkins Advertising Pty. Ltd.	202
Hayes Publicity Service	214
Haysom Company, W. John Pty. Ltd.	214
Healing, A. G. Ltd.	190
Heintz, Alfred, Public Relations Services	231
Heinz, H. J. Company Pty. Limited	246
Hendersons Federal Spring Works Ltd.	246
Hepworth Advertising Agency	202
Hepworth Productions	124
Herco Pty. Limited	246
Herofon Engineering	135
Herring, G. (Australia) Pty. Ltd.	246
Herschells Films Pty. Ltd.	166, 173, 180
Higgins, John Publicity	214
Highfield, R. W. (media representative)	110
Hills Television Service	188
Hill & Knowlton Pty. Ltd.	230
Hilton Hosiery Limited	247
Holbrooks (Australia) Pty. Limited	247
Hoover (Australia) Pty. Limited	247
Horlicks Pty. Ltd.	247
Hoskyns, Shan & Associates Ltd.	231
Hudnut, Richard Pty. Ltd.	247
Huie Animation, Inc., Pty. Ltd.	158
Hughes, Robert Advertising Pty. Ltd.	214
Hughes, Harry (ATN, QTQ Rep.)	110
Hunt, Don & Associates	226
Hunter Products Pty. Ltd.	247
Hurst & Associates Pty. Ltd.	202
Hutchinson Advertising	226

Imperial Chemical Industries of Australia & New Zealand Limited	247
Industrial Public Relations Service (NSW) Pty. Ltd.	230
Industry Associations and Clubs	261-264
Insurance Company of North America	247
International Correspondence Schools (A'sia) Pty. Ltd.	247
International Harvester Company of Australia Pty. Ltd.	248
International Television Film Distributing Company, Inc.	168
International Television Services Pty. Ltd.	158
International Tobacco Company of Australia Pty. Ltd.	248
IPS Advertising	202
Irvine Advertising	214

J

Jackson, Wain & Company Pty. Limited	202
Jackson, Wain (Tasmania) Pty. Limited	227
Jackson, Wain (Victoria) Pty. Limited	214
James Stedman Henderson's Sweets Ltd.	248
Jantzen (Australia) Limited	248
Jardine, Paterson & Company	202
Jasol Chemical Products Ltd.	248
Jeffrey, E. L. (media representative)	111
Jennings-Lee Advertising Pty. Ltd.	214
Jenn's (costumes)	169
Jenyns Patent Corset Pty. Ltd., The	248
Joel, Arthur Advertising Pty. Ltd.	202
Johns & Waygood Ltd.	136, 188
Johnson & Johnson Pty. Limited	248
Johnson, S. C. & Son Pty. Limited	248
Johnston Jones Advertising	220
Joyce, Donovan Productions Pty. Ltd.	124, 158
JT Publicity	221

K

Kay, John & Associates	203
Kay, Maurice, Advertising Pty. Ltd.	203, 215
Kayser Proprietary Limited	248
KBC Limited	249
Kellogg (Aust.) Pty. Ltd.	249
Kelvinator Australia Limited	190, 249
Kennedy, Eric, PR consultant	230
Key Features	125
KGH Pty. Ltd.	190
Kia-Ora Industries Limited	249
Kinelab Pty. Ltd.	180
King, Harold Advertising Service	223
Kingcroft Productions Pty. Ltd.	159
Kirby, James N. Sales Pty. Ltd.	191
Kitchen, J. & Sons Pty. Ltd.	249
Kodak Australasia Pty. Ltd.	173, 184, 186, 249
Koffel, David Film & TV Productions	159
Kraft Foods Limited	249
Kriesler Australasia Limited	191, 249

L

La Mode Industries Pty. Ltd.	249
Larson, Laurie Advertising Pty. Ltd.	215
Late entry listings	341
Lawrence, W. B. Advertising Service Pty. Ltd.	203
Laxettes Pty. Ltd.	250
Legislations, regulations and program standards of broadcasting and television	319-340
Le Grand Advertising	221
Leonard, F. P. Advertising	203
Lever Brothers Pty. Limited	250
Lew and Leslie Grade Agency Pty. Ltd.	167
Linguaphone Institute Pty. Ltd.	250
Lintas Pty. Ltd.	267, 203
Listener In-TV, The	265
Litchfield Television Pty. Ltd.	160
Littleton-Harvey Advertising	221
Lloyd, Ken (media representative)	110
LNC Industries Ltd.	250
Lock, Kingsley (media representative)	110
London Films Australasia Pty. Ltd.	168
Look	265
Lord, F. Manufacturing Pty. Ltd.	184
Lowry & Hennessy	184, 187
Lucas, C. H. Advertising	215
Ludbrook, A. J.	231

M

MAC Advertising	205
MacKay, J. Clifford	203
Macnamara, L. J., Advertising Service Pty. Ltd.	204, 223
Macquarie Broadcasting Service	107, 110, 111
MBS Recording Department	124
MacRobertson's Pty. Ltd.	250
Madison Advertising Service Pty. Ltd.	204
Magnecord Australasia Pty. Ltd.	135
Magnetic Sound Industries (Aust.)	135
Major Broadcasting Network	107
Malcolm-Gurr Associates (Late Listings)	341
Mann, Pierre, & Associates Public Relations Consultants	231
Manufacturers' Research Service	267
Maple Leaf Television Pty. Ltd.	188
Marigny (A'sia) Pty. Ltd.	250
Market Analysis (A'sia)	267
Market & Consumer Research Pty. Ltd.	267
Market research organisations	267-268
Marketing Services (Aust.) Pty. Ltd.	204
Markwell Brothers Pty. Ltd.	250
Marsh Advertising	204
Martin, Alan A. & Son	223
Maspro Industries Pty. Ltd.	174
Mauri Brothers & Thomson Ltd.	250
Maxwell, S. A. & Staff Pty. Ltd.	204
Mayes, Gregory & Associates Pty. Ltd.	205
Maynard, R. S. Advertising	205, 221
McCallum Richardson Advertising Limited	223
McCarthy-Macveigh Advertising Pty. Ltd.	205

McClelland Advertising Company Pty. Ltd.	205
McFerran Advertising Pty. Ltd.	215
McGowen, E. E. (TV Representative)	110
McMahon Advertising	215
McNair Survey Pty. Ltd., The	267
McWilliams Wines Pty. Ltd.	251
Medical Advertising Standards (Radio & TV)	334-337
Mellotron Film Productions	160
Menz, W. & Co. Limited	251
Mercantile Exchange Advertising Agency, The	215
Merchandising Advertising Consultants (MAC Advertising)	205
Merchandising Publicity Pty. Ltd.	221
Metters Ltd.	187
Michau (wigs)	169
Miller, John Advertising	205
Milne & Co. Pty. Ltd.	251
Milwyn Associates Pty. Ltd.	205
Mingay's Weekly	265
Minnesota Mining & Manufacturing (Aust.) Pty. Ltd.	135, 184
Minstrel Records Company	130
Moffat, T. Advertising Service	215
Monahan Huntley & Company Limited	223
Monitoring services, TV	268
Mooney, Claude Advertising Pty. Ltd.	215
Mooney-Webb Pty. Ltd.	216
Mooney-Webb TV & Radio Unit Pty. Ltd.	124, 166
Morgan (Roy) Research Centre, The	267
Morgan, Val & Sons Pty. Ltd.	166
Motley (costumes)	169
Moulded Products (A'sia) Limited	251
Moulton, Alexander Advertising	216
Mount, N. C. S. & Son	226
MSA Productions	160
Muir & Neil Pty. Ltd.	251
Mums Products Pty. Ltd.	251
MUSIC, suppliers of Background, Theme and Mood for Radio & TV	131
Musicians' Union of Australia	264

N

Nairn, Michael & Co. (Aust.) Pty. Ltd.	251
National advertisers	235-260
National Broadcasting Co., USA (Aust. repr.)	111
National of California Pty. Ltd.	251
National Chemical Products Pty. Ltd.	252
National Films of NSW (Regd.)	168
National Theatre Supply Co. Pty. Ltd.	174, 186, 187
NBC International (Aust.) Pty. Ltd.	168
NBC Monitor (Aust. Representation)	111
Neave & Campbell Pty. Ltd.	267
Nestle's Food Specialities (Aust.) Limited	252
New England Network	108
Nicholas Proprietary Limited	252
Nichols-Cumming & Staff Advertising Pty. Ltd.	206, 216

Nicholson's Ltd.	108
Nielsen, A. C. Ltd.	267
Nile Textiles Limited	252
Nixon, N. V. & Co. Pty. Ltd.	206, 216
Norwood, H. W., Advertising	226
Nova Electrical Pty. Ltd.	135
Nut Foods Pty. Ltd.	252

O

Oaten Ward (media representative)	111
O'Brien Publicity Pty. Limited	206, 216, 221
O'Dwyer, D. (TV Representative)	110
Orr, Skate & Associates Pty. Ltd.	216
Overland Film Productions	160
Overseas radio-TV representatives	111
Owen Bros. Animated Films Pty. Ltd.	166

P

Paddle Bros. Pty. Ltd.	252
Pain, Alex & Co.	169
Pain Mfg. Pty. Ltd.	252
Paine, Berwen, Advertising Ltd.	223
Paling, W. H. & Co. Limited	132, 206
Partner Pty. Ltd.	206
Paterson, Laing & Bruce Ltd.	252
Paton Advertising Service Pty. Ltd., The	216
Paton, Noel (NSW) Pty. Ltd.	207
Paton, Noel (Vic.) Pty. Ltd.	217
Patten, Ron, Publicity Pty. Ltd.	299
Patterson, George Pty. Ltd.	206, 217, 224
Patterson, George, Noble Bartlett Pty. Ltd.	221
Pauls Ice Cream & Milk Ltd.	252
Peach, Robert Productions Pty. Ltd.	124
Peerless Film Productions	166
Pelaco Ltd.	253
Pengilly Advertising Service	217
Perceval, J. B. Pty. Limited	207
Performers' Personal Management	168
Perier Productions Pty. Ltd.	160
Pett, Vernon Publicity Company	217
Philip Morris (Aust.) Ltd.	253
Philips Electrical Industries Pty. Ltd.,	130, 135, 174, 191, 253
Phillips, I. W. (media representative)	110
Phoenix Biscuit Co. Pty. Ltd.	253
Photographers (Publicity)	233
Pick-Me-Up Food Products Limited	253
Pivott, R. M.	169
Planet Records (Aust.)	130
Pohlman & Associates Advertising	222
Polkinghorne, Scott & Owen Stevens Pty. Ltd.	234
Pope Electronics Pty. Ltd.	191
Porter, Eric, Productions	160
Potter & Moore (Aust.) Pty. Ltd.	253
Powell Advertising Service Pty. Ltd.	217
Powell, R. & K. Advertising Agency Pty. Limited	207
Powers, Bill (TV Representative)	110
Precision Engineering Co. Pty. Ltd.	174
Prestige Limited	253

R

Product Investigations Pty. Ltd.	267
Prudential Assurance Company Limited, The	253
Public relations consultants	229-231
Pye Industries Ltd.	135, 191, 254
Pye Records Pty. Ltd.	130
Pyrox Limited	136, 174, 186, 191

Radio Associated Services Pty. Ltd.	130
Radio Corporation Pty. Ltd.	130, 191, 254
Radio Facts	
Breakdown of station ownership	38
Breakdown of stations by States, cities and country	38
Growth of radio audience	39
Industry revenue, expenditure, profits	38
Licence returns by States, cities & towns	36-37
Overseas radio representatives	111
Radio programming trends	40
Receiver production	39
Standards of Broadcasting Practice (AFCBS)	323-326
Radio networks	105
Radio production units	119-125
Radio receiver manufacturers	189-191
Radio stations	49
Sydney	51-52
New South Wales Country	55-65
Melbourne	67-71
Victorian Country	74-78
Brisbane	80-81
Queensland Country	85-88
South Australia	91-93
Western Australia	96-98
Tasmania	101-103
Radio station representatives	110-111
Radio-TV listener-viewer publications	265-266
Radio-TV market research organisations	267-268
Radio-TV trade publications	265-266
Raleigh Preserving Co. Ltd.	254
Ranleigh Ware Limited	254
RCA of Australia Pty. Ltd.	130, 186, 187
Receiver Licence Figures, TV (Jan.-Dec., 1959)	128
Record production figures	36-39
Receiver manufacturers (radio & TV)	189-191
Receiver prod. (radio)	39
Reckitt & Colman (Australia) Ltd.	254
Record companies & labels	127-132
Record production figures	126
Record Weekly	265
Recording Products	136
Recording Society of Australia, The	130
Regent Publicity Pty. Ltd.	217
Remington Rand (Australia) Pty. Ltd.	254
Rennie, L. B. & Partners Pty. Ltd.	207
Rex Records Pty. Ltd.	130, 341
Rheem Australia Pty. Limited	254
Richards, Bill, Advertising	217
Richards, Laurie (Photographer)	234
Richardson, Peter (TV Representative)	110

Richardson-Cox Pty. Ltd.	217, 226
Rickards Advertising Service Pty. Ltd.	218, 224
Ring Stacy Associates Limited	224
Rist, J. Advertising	218
Riverina Broadcasters Pty. Ltd.	110
Rocke Tompsitt & Co. Limited	254
Rodgers, William H. & Associates Pty. Limited	207
Rola Co. (Aust.) Pty. Ltd.	136, 174, 186
Rootes (Australia) Limited	255
Rosebery, Arthur L. Advertising	207
Rosella Preserving & Manufacturing Company Limited, The	255
Ross Advertising Service	208
Rotex Agencies Pty. Ltd.	184
Rothmans of Pall Mall (Australia) Limited	255
RTN-Radio Television News	265
Rural Bank of NSW	255
Russack, Lance, Advertising	207
Russell, Fred (media representative)	110
Russell, Lewis & Associates Pty. Ltd.	208
Russell-Morris Advertising Pty. Ltd.	208
Rydge-Anderson Advertising	207

S

SA Brush Co. Ltd.	255
SA Country Newspapers Ltd.	224
Sargood Gardiner Limited	255
Scala Trading Co.	131
Services to radio stations	133, 136
Services to TV stations	171, 188
Schweppes (Australia) Pty. Ltd.	255
Scope Agency Pty. Ltd., The	341
Scott & Bowne (Australasia) Limited	255
Scott, D. N. (media representative)	110
Scotts Detergents (A'sia) Pty. Ltd.	256
Screen Gems	169
Sebels (Australia) Limited	256
Sellers Company Advertising, The	208
Seppelt, B. & Sons Limited	256
Shaw's Dress Suit Hiring Service	169
Shell Company of Australia Limited, The	256
Sherbrooke Advertising	218
Shield Advertising Service	208
Shortridge Advertising Pty. Ltd.	208
Simpson Distributors Limited	256
Singer Sewing Machine Company	256
Sisalkraft Distributors Pty. Ltd.	257
Sixteen Millimetre Australia Pty. Ltd.	169, 176, 184, 186, 187
Skilfast Pty. Ltd.	136
Slatter, E. C. & Poulter Pty. Ltd.	208, 222
Slazengers (Aust.) Pty. Ltd.	251
Sleigh, H. C. Ltd.	257
Small, H. & Co. Pty. Ltd.	257
Smith, Edith (dress suits)	169
Smith & Nephew (Australia) Pty. Ltd.	257
Smith, Ian H. & Partners	226
Smith, Kline & French Laboratories (Australia) Ltd.	257
Smyth, Arthur & Sons Pty. Ltd.	209-218

Solarchrome Color Productions Pty. Ltd.	161
Sound Service Co. Pty. Ltd.	182
Southern Cross Films Pty. Ltd.	161
Southern International Studios	161
Standard Cars Pty. Ltd.	257
Standard Telephones & Cables Pty. Ltd.	136, 176, 186, 188, 191
Standards, radio and television	320-340
Statistics	27-34
Age distribution of the population	32
Growth of the youthful market	31
Growth of the radio audience	39
Population by States, cities and principal capital areas	29
Radio programming trends	40
Radio receiver production	39
Record production	128
Retail establishments and value of retail sales by States	33
Television receiver production	43
Where the personal and family budget goes	32
Steele, Kelly & Company	209
Sterling Pharmaceuticals Pty. Ltd.	257, 258
Stevenson Advertising Service Pty. Ltd.	218
Stromberg Carlson (A'sia) Pty. Ltd.	191
Stuart-Lucy, J. & Co.	268
Sun TV Guide, Look	265
Supreme Sound Studios	161, 182
Survey organisations, radio-TV	267-268
Swain, Keith Advertising	222
Swallow & Ariell Ltd.	258
Swift Australian Company (Pty.) Ltd.	258
Sydney Morning Herald TV Guide	265

T

Tart, Bruce Research Service Pty Ltd.	268
Tasmanian Coastal Network	108
Taubmans Industries Limited	258
Taylor, Clem Advertising Service Ltd.	218, 224
Taylor, Samuel Pty. Ltd.	255
Tea Bureau, The	258
Telecast Agency	168
Telecommunications Co. of Australia	136, 188
Telecraft Studios (Telecraft Productions, Webster Productions)	161
Teleradio Productions (Aust.)	162
Television Advertising Board	264
Television Advertising Specialists	167
Television channel allocations	45
Television Engineering Pty. Ltd.	176, 187
Television Facts	
Country TV plans (phase 3)	44
Growth of the Audience	43
Production Industry	41
Program Imports Policy	41
Provisional frequency assignment plan ..	45
Revenue, 120 station plan, program production	41
Receiver licence figures (Jan.-Dec., 1959)	43
Receiver production figures	43
Station Representatives	110-111

Television monitoring services	268
Television production & film units	151-167
Television program standards	320-340
Television Services	
Antenna manufacturers	188
Cameras, photographic & projection equipment	173-178
Costumes	169
Film Distributors	168-169
Film processing laboratories	178-182
Film Stock	182-184
Miscellaneous	188
Receiver manufacturers	189-191
Lenses, optical needs	184
Recording Equipment	185-186
Steel Towers	187
Studio lighting & lighting control equipment	186-187
Transmission lines & equipment	187-188
Television Society of Australia	264
Television Stations	139-148
Amalgamated TV Services Pty. Ltd. (ATN)	141
Television Corporation Ltd. (TCN)	141
General Television Corporation Pty. Ltd. (GTV)	142
Herald-Sun TV Pty. Ltd. (HSV)	144
Brisbane TV Ltd. (BTQ)	144
Queensland Television Corporation (QTQ)	144
Television Broadcasters Ltd. (ADS)	146
Southern Television Corporation Ltd. (NWS)	146
TVW Ltd. (TVW)	148
Tasmanian Television Ltd. (TVT)	148
Tempo and Television	266
Thom, J. D. (media representative)	110
Thomas, C. J. & Son Pty. Ltd.	258
Thompson & Associates Pty. Ltd.	209
Thompson, Douglas, Pty. Ltd.	230
Thompson, J. Walter Australia Pty. Ltd.	209, 218
Thomson, Don Advertising Pty. Ltd.	209
Thorn Electrical Industries (Aust.) Pty. Ltd.	187, 191
3DB Transcriptions	124
3UZ Recording & Production Service	125
Time Club, The	264
Times Advertising, Pty. Limited	209
T.O. Broadcasts	125
Tolley, A. E. & F. Ltd.	258
Tom Piper Ltd.	258
Tootal Broadhurst Lee Co. Ltd.	258
Traders Advertising Service	209, 218
Trans-Australia Airlines (Australian National Airlines Commission)	259
Trans-Australia Television Pty. Ltd.	169

Transmission Lines Pty. Ltd.	187
Trowell Purdom Advertising	226
Tucker & Co. Pty. Ltd.	259
Turnbull, Clive & Associates	231
Turner Manufacturing Co. Pty. Ltd.	259
TV Monitors	268
TV Times	266
TV Week	266
21 Club of Australia	264
2SM Recording Division	124
2UE Recording Department	125

U

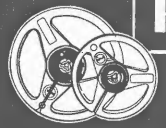
United Distillers Pty. Ltd., The	259
United Press International	111
United Radio Distributors Pty. Ltd.	136
United Service Publicity	210, 219

V

Vacuum Oil Company Pty. Ltd.	259
Variety Artists Guild	264
Vaude-Video Dramatic Agency	168
Velco Sound Systems Pty. Ltd.	136
Victorian Broadcasting Network	108
Victorian Country Broadcasters' Publicity Committee	264
Victorian Industrial Sales & Service Pty. Ltd.	259
Victorian TV Monitors	268
Vincent Chemical Company Pty. Limited ..	259
Vinnicombe Advertising Pty. Ltd.	222
Visatone Television Pty. Ltd.,	162, 166, 167
Voice of America (Aust. Repr.)	111
Vox Public Relations	230

W

WA Broadcasters Pty. Ltd.	108
Wakefield, C. C. & Company Ltd.	259
Walker, Robertson, Maguire Pty. Ltd.	219
Wallens & Company Pty. Ltd.	219
Warwick Advertising Service (NSW) Pty. Ltd.	210
Warwick Advertising Service (Vic.) Pty. Ltd.	219
Waterford, R. J. & Son Pty. Ltd.	188



ROLATAPE

ANOTHER  PRODUCT

The Tape with the Famous Name

Available from Distributors Throughout Australia

Waterworth & Bessell	184
Wattle Recordings	131
Webb-Roberts, McClelland Pty. Ltd.	224
Welch, Roger Advertising	210
Westinghouse Rosebery Pty. Ltd.	191
Weston Company Pty. Limited, The	210
Westrex Australia Pty. Ltd.	178, 186
Wetzel-Visatone Productions Pty. Ltd.	162
W. & G. Distributing Co. Pty. Ltd.	131
White, A. N. Pty. Ltd.	210
White, Eric Associates (NSW) Pty. Ltd.	230
White, Eric Associates (Vic.) Pty. Ltd.	231
White, Eric Associates (Qld) Pty. Ltd.	231
White, Eric Associates (SA) Pty. Ltd.	231
White Manufacturing Co. (Aust.) Pty. Ltd.	260
Whitford Broadcasting Network	108
Whitfords Theatre Ads. Pty. Ltd.	163
Who's Who in Radio-TV-Advertising	269-318
Williams, A. J. Advertising Service	226
Williamson, J. C. Theatres	169
Willmott's Advertising Agency Pty. Ltd.	210
Wills, W. D. & H. O. Australia Limited	259, 260
Wilson Advertising Service Limited	225
Wilson, F. L. & Co. (media representative) ..	110
Wilson, John, TV Productions	166
Wise Film Productions and TV Planning	166
Wise Public Relations Associates	231
Wood, Eric (media representative)	110
World Agencies Pty. Limited	260
Wormald Brothers Industries Limited	260
Wright, Layman & Umney	260
Wrigleys (Australasia) Pty. Limited	260

Y

York, Henry H. & Co. Pty. Ltd. 178, 184, 186

Z

Zenith Radio Co. Pty. Ltd. 191

ALPHABETICAL INDEX OF ADVERTISERS**A**

Advertising Magazine	193, 228
Albert, J. & Son Pty. Ltd.	131
Amalgamated Wireless (Australasia) Limited	14, 120, 134
Ampex International	42
Artransa Pty. Ltd.	152
Associated Broadcasting Services Ltd.	75
Associated Film Printers	160
Australasian Performing Right Association Ltd.	47
Automatic & Electronic Control Co. Pty. Ltd.	180
Avondale Studios Pty. Ltd.	156

B

Baards	40
Baglin, Douglass Pty. Ltd.	167
Bleakley, H. Photographics Pty. Ltd.	7
Bonded Film Services	155
Broadcasting and Television	58, 94, 104, 112, 232

C

Cambridge Film & TV Productions Pty. Ltd.	150
Camp, Albert J. & Associates Pty. Ltd.	201
Central Video Film Service Pty. Ltd.	163
Chapman, Maurice & Company Pty. Ltd.	1
Cine Service Pty. Ltd.	164
Cineoptics Australia Pty. Ltd.	176
Cinesound Productions Pty. Ltd.	158
Circulations Audit Board	82

E

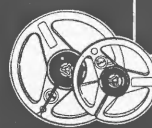
EMI (Australia) Ltd.	17, 123
Electric Power Transmission Pty. Ltd.	177
Electronic Industries Imports Pty. Ltd.	129

F


Featured Theatre Ads.	161
Film Weekly, The, Motion Picture Directory	126

Statistics

- Advertising & market facts
- Radio facts
- Television facts



ROLATAPE

ANOTHER  PRODUCT

The Tape with the Famous Name

Available from Distributors Throughout Australia

TVT
CHANNEL SIX

A
VITAL SELLING
POWER IN TASMANIA

... and one you should keep in mind for your 1960-61 advertising appropriation. TVT6 will be the **ONLY** commercial station in Australia to commence transmissions this year.

TVT6, highest TV station in Australia (4,166 feet above sea level), situated in Tasmania's lovely Capital, will serve almost half the entire island's population.

To Hobart and Southern Tasmania in 1960 comes the greatest development the State has ever known . . . the commencement of a £5,000,000 plan to re-build and remodel an entire city block . . . of the multi-million pound Hobart Bridge . . . of even greater housing projects . . . of new industries, including a gigantic newsprint mill in the Huon Valley . . . and, with the advent of the Bass Strait vehicular ferry, Princess of Tasmania, a great new tourist industry.

As Tasmania takes its greatest strides ever in commercial and domestic development, it opens up a market potential never before experienced — a potential **YOU** can reach through TVT Channel Six.

Tasmanian Television Limited
HOBART, TASMANIA

ESTIMATED population of Australian States and Territories at June 30, 1959.

NEW SOUTH WALES, 3,756,375; **VICTORIA**, 2,814,523; **QUEENSLAND**, 1,440,998; **SOUTH AUSTRALIA**, 920,835; **WESTERN AUSTRALIA**, 719,164; **NORTHERN TERRITORY**, 342,315; **AUSTRALIAN CAPITAL TERRITORY**, 20,942.

Total for Australia: 9,846,140.

Breakdown of population of capital cities:

At June 30, 1959: **SYDNEY**, 2,054,800; **MELBOURNE**, 1,777,700; **BRISBANE**, (1954) 543,000 (1959 census not available); **ADELAIDE**, 562,500; **PERTH**, 389,000; **HOBART**, 109,200; **CANBERRA**, 43,973; **DARWIN** (1954) 9395 (1959 census not available).

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

NEW SOUTH WALES (at June 30, 1959): Newcastle Urban Area, 199,080 (statistical division, Hunter & Manning-Central Coast); Municipality of Cessnock, 38,420 (licences for Cessnock area dropped considerably due to transfer of several townships from greater Cessnock districts to other municipalities and shires); Wollongong Greater, 118,090 (Sth Coast); Broken Hill, 33,420 (Western); Blue Mountains, 23,870 (Central Tableland); Maitland, 28,040 (Hunter & Manning-Central Coast); Wagga Wagga, 21,250 (Sth Western Slope); Goulburn, 21,010 (Southern Tableland); Orange, 19,250 (Central Tableland); Penrith, 23,670 (Cumberland); Lismore, 19,230 (Nth Coast); Albury, 18,550 (Sth Western Slope); Bathurst, 17,060 (Central Tableland); Grafton, 15,400; Lithgow, 14,750 (Central Tableland); Tamworth, 18,400 (Nth Western Slope); Dubbo, 13,370 (Central Western Slope).

VICTORIA (at June 30, 1959): Geelong, 88,160 (statistical division, Central); Ballarat, 53,680 (Western); Bendigo, 41,140 (Northern); Mildura, 12,320 (Mallee); Warrnambool, 14,330 (Western); Shepparton, 12,820 (Northern); Wangaratta, 12,640 (Nth Eastern).

QUEENSLAND (at June 30, 1959): Toowoomba, 46,600 (statistical division, Downs); Rockhampton, 43,400 (Rockhampton); Townsville, 43,800 (Townsville); Ipswich, 42,300 (Moreton); Cairns, 23,400 (Cairns); Bundaberg, 22,200 (Maryborough); South Coast, 22,800 (Moreton); Maryborough, 18,900 (Maryborough); Mackay, 15,100 (Mackay); Redcliffe, 16,730 (Moreton).

SOUTH AUSTRALIA: (1958 census): Port Pirie, 15,150 (statistical division, Lower Northern) Mt Gambier, 13,500 (Sth Eastern).

WESTERN AUSTRALIA: (1958 census): Kalgoorlie, 22,837; Bunbury, 12,234.

TASMANIA: (June 30, 1959): Launceston, 57,120 (Launceston); Burnie, 11,193 (1954 figure, 1959 not available) (Nth Western); Devonport, 10,597 (1954 figure, 1959 not available) (Nth Eastern).

Following statistics show the estimated increase of population in Australian States and Territories between June 1958 and June 1959.

Figures are based on the 1958-59 Census of Population.

Area	1958 (June)	Pc of total population	1959 (June)	Pc of total population
Queensland	,000		,000	
New South Wales	1,417	14.7	1,440	14.3
Victoria	3,689	38.1	3,756	37.3
Tasmania	2,741	27.3	2,814	28.0
South Australia	335	3.4	not given	3.4
Western Australia	896	8.9	920	9.1
Northern Territory	705	7.1	719	7.2
Australian Capital Territory	19	0.2	342	.2
Total Australia	41	0.3	20	.5
	9,846	100.0	10,011	100.0

(Source: Commonwealth Statistician)

ESTIMATED TOTAL ADVERTISING BILLINGS

LAST year figures were available from Australian Association of Advertising Agencies sources concerning advertising billings, and estimated proportion of total billings spent in the various media, but this information was not available this year.

There are no official detailed national billings compiled for all media in Australia. However, the Year Book editorial staff, in consultation with various research and advertising group estimates from information available that total advertising billings increased approximately 11pc during 1959, a significant rise indeed.

Thus, estimated combined expenditure of all Australian accredited advertising agencies for 1959 would be:

Approximately £47.91million.

This excludes advertising prepared and placed by large retail stores, which would increase the overall total by about:

£11million.

A further £12million could well come from advertising placed direct by manufacturers.

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

£70.9million a year.

1959 ADVERTISING & MEDIA HIGHLIGHTS

INVESTMENT of overseas capital in Australian manufacture and distribution continued at a steady pace during 1959.

This, together with the expansion of the domestic market through homebuilding and migration are major factors behind the considerable increase in estimated total advertising billings of 11pc on 1958.

In the advertising agency field, the trend has been towards extension of service to the client by the opening of interstate offices, which several of the larger Sydney, Melbourne and Adelaide agencies have done.

One of the events of the year was the visit of the president of the American Association of Advertising Agencies, Frederic R. Gamble, as a guest at the 1959 4As convention, along with a representative of the NZAAA.

Year's most important agency development was the opening here of giant worldwide US agency McCann Erickson through a merger with Hansen Rubensohn.

An important local agency merger was between Canny, Paramor & Canny of Sydney and Melbourne and Briggs & James of Melbourne under the new title of Briggs, Canny, James & Paramor. United Service Publicity (Melbourne & Sydney) entered the Queensland scene by acquiring an interest in Vinnicombe Advertising, Melbourne.

A co-operative agency development of great interest was the pooling of resources by McClelland in Sydney, Walker-Robertson-Maguire in Melbourne, Macnamara in Adelaide and Duthie in Brisbane under the title of National Advertising Services.

One of the early developments of 1960 was the extension of the Jackson Wain agency to Brisbane by a merger with Johnston Jones Advertising.

In air media development, TV services opened in Brisbane, Adelaide and Perth, providing advertisers with a five-capital coverage, while by mid-1960 Hobart will also have commercial TV.

Radio usage tended more and more towards short spot saturation campaigns in specified areas.



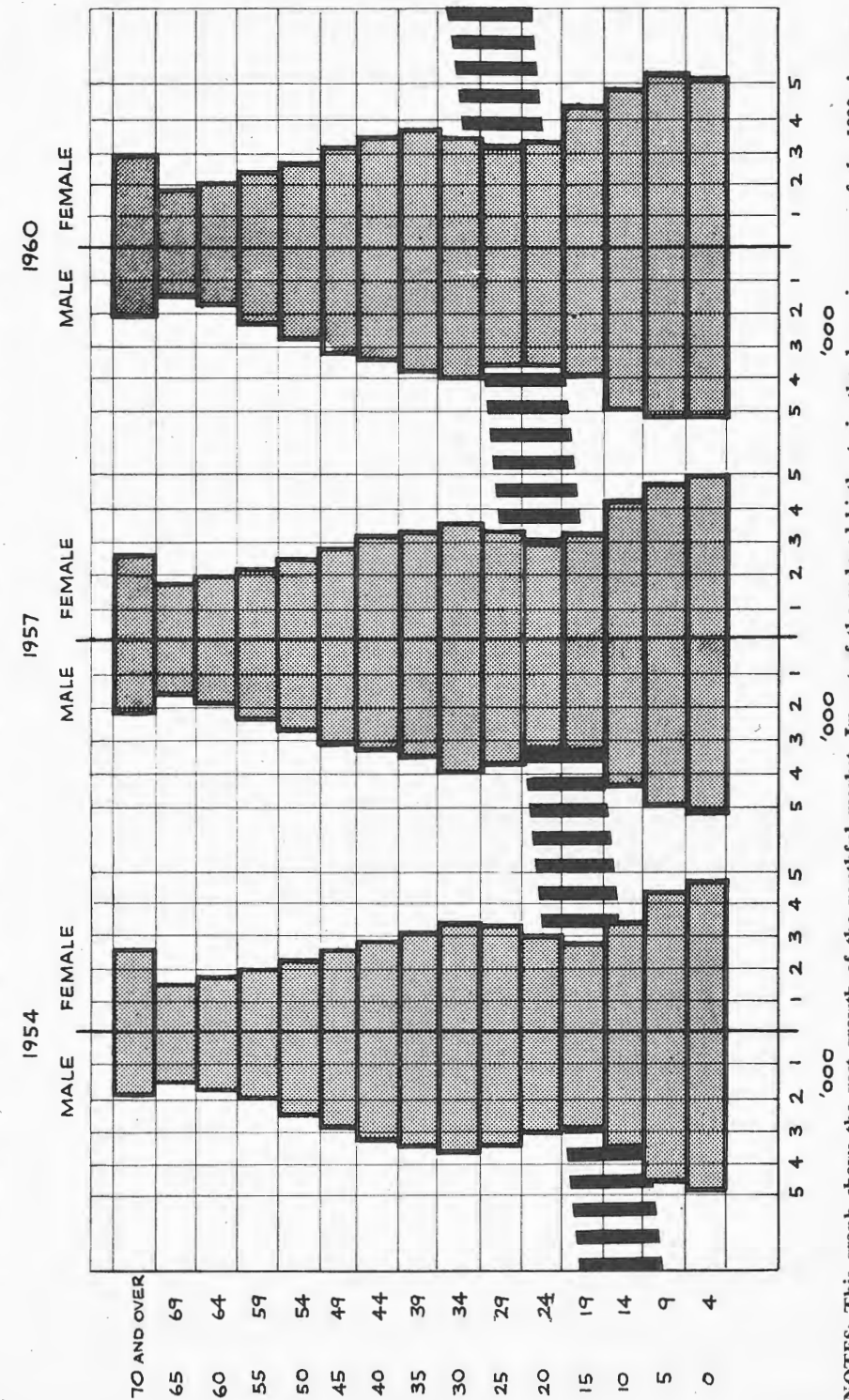
ROLATAPE

ANOTHER  PRODUCT

The Tape with the Famous Name

Available from Distributors Throughout Australia

WATCH THE BRANCHES OF YOUR MARKET TREE GROW 1954 to 1960



NOTES: This graph shows the vast growth of the youthful market. Impact of the reduced birthrate in the depression years of the 1930s is now affecting the 20-29 age group.

WHERE THE PERSONAL AND FAMILY BUDGET GOES

Analysis of consumption, expenditure and personal savings, Australia, 1949 to 1959.

Years ended June	Food	Clothing (1)	Rent (2)	Gas, electricity, fares	Total items (4)	All other expenditure (3)	Total consumption expenditure	All other expenditure as % of total spending	Personal Savings (4)
	£m.	£m.	£m.	£m.	£m.	£m.	£m.	%	£m.
1949	381	239	123	76	819	658	1,477	44.5	227
1950	430	265	129	84	908	775	1,683	46.0	345
1951	512	330	142	96	1,080	962	2,042	47.1	526
1952	635	353	158	117	1,263	1,137	2,400	47.4	451
1953	698	356	186	131	1,371	1,169	2,540	46.0	589
1954	747	390	211	139	1,487	1,319	2,806	47.0	469
1955	807	423	236	147	1,613	1,495	3,108	48.1	436
1956	876	437	264	157	1,734	1,595	3,329	47.9	479
1957	925	442	293	174	1,834	1,674	3,508	47.7	563
1958	970	458	322	180	1,930	1,843	3,773	48.8	277
1959	1,015	(470)	356	189	(2,030)	(1,965)	(3,955)	(49.7)	(393)

Figures in brackets are tentative estimates subject to revision.

- (1) Includes footwear, drapery, etc.
 (2) Gross rent of dwellings, actual and owner-occupied (imputed).
 (3) Includes spending on foreign travel, hardware, electrical goods, furniture, etc.; tobacco, cigarettes, beer, etc.; other purchases in retail stores: motor cars, petrol, etc.; and all other expenditure on personal consumption.
 (4) Includes savings through assurance funds, other personal savings and private remittances to overseas.
 Source: National Income and Expenditure, 1958-59.

AGE DISTRIBUTION OF POPULATION

Australia, 1952 and 1957 (est.) and 1962 (projected)

AGE GROUP (Age last birthday)	1952 ESTIMATE		1957 ESTIMATE			1962 PROJECTION (1)		
	Total	% of Total Population	Total	% Increase on 1952	% of Total Population	Total	% increase on 1957	% of Total Population
	'000		'000			'000		
0-4	937	10.9	1,019	8.8	10.6	1,041	2.2	9.8
5-9	804	9.3	978	21.6	10.1	1,048	7.2	9.9
10-14	634	7.3	852	34.4	8.8	1,014	19.0	9.5
15-19	564	6.5	666	18.1	6.9	879	32.0	8.3
20-34	2,006	23.2	2,047	2.0	21.2	2,096	2.4	19.7
35-49	1,755	20.3	1,953	11.3	20.3	2,139	9.5	20.1
50-64	1,236	14.3	1,313	6.2	13.6	1,521	15.8	14.3
65 & over	698	8.1	815	16.8	8.5	905	11.0	8.5
TOTAL	8,634	100.0	9,643	11.7	100.0	10,643	10.4	100.0

(1) Assumed net immigration of 80,000 p.a.; 1952-54 fertility rates; mortality rates based on 1946-48 Australian life tables, adjusted.

Sources: Commonwealth Statistician, J. Walter Thompson Pty. Ltd.
 Tables and charts supplied by courtesy of the research section, J. Walter Thompson Pty. Ltd.

NUMBER OF RETAIL ESTABLISHMENTS WHICH SOLD GOODS IN FIVE COMMODITY GROUPS AND VALUE OF RETAIL SALES OF GOODS IN EACH GROUP

Areas of Australia, 1956-57

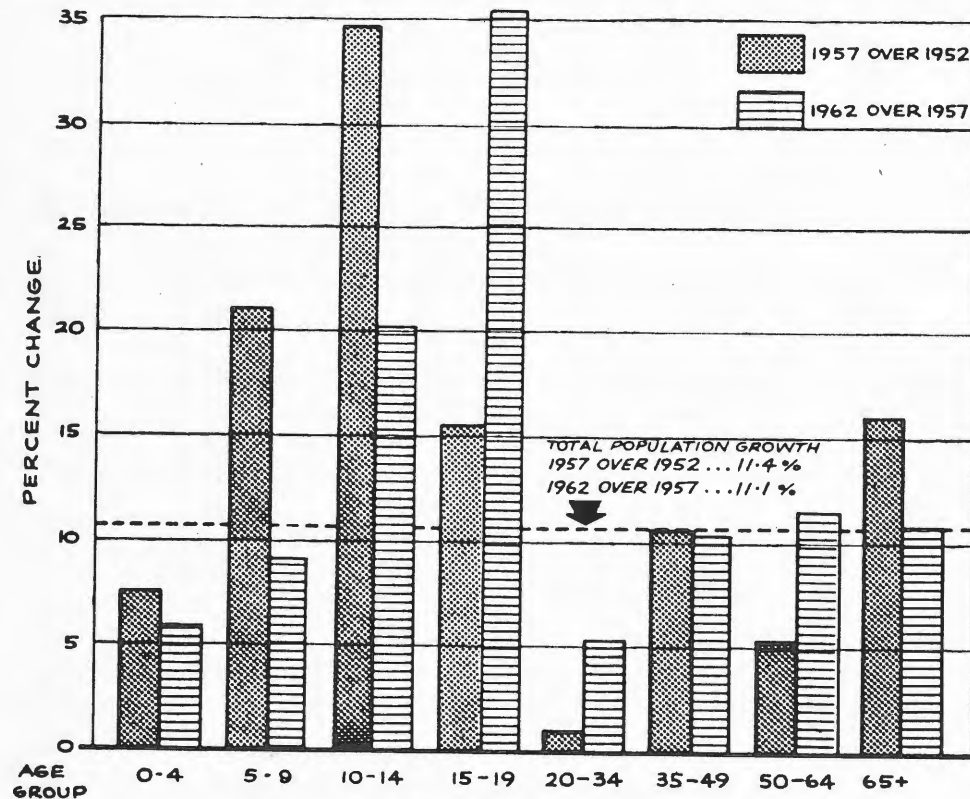
Area	Groceries		Tobacco, etc.		Men's Clothing		Women's Clothing		Radio and TV Sets (a)	
	No.	Sales	No.	Sales	No.	Sales	No.	Sales	No.	Sales
		£'000		£'000		£'000		£'000		£'000
QUEENSLAND										
C	289	4,398	712	2,466	133	6,054	217	9,525	68	1,065
S	1,323	13,048	1,761	2,921	175	708	229	985	83	223
M	1,612	17,446	2,473	5,387	308	6,762	446	10,510	151	1,288
R	2,956	36,323	5,135	7,801	1,177	8,535	1,088	9,814	542	1,890
Total Queensland ...	4,568	53,769	7,608	13,188	1,485	15,297	1,534	20,324	693	3,178
NEW SOUTH WALES										
C	1,034	9,813	2,381	7,391	402	18,034	670	30,318	n.a.	4,125
S	5,252	59,140	8,178	13,881	729	10,362	1,493	17,663	n.a.	5,780
M	6,286	68,953	10,559	23,272	1,131	28,596	2,163	47,981	n.a.	9,905
R (incl. ACT) ...	6,091	65,784	9,758	16,086	1,801	17,938	2,148	23,240	n.a.	3,397
Total N.S.W. ...	12,377	134,737	20,317	39,358	2,932	46,534	4,311	71,221	n.a.	13,302
VICTORIA										
C	436	4,835	1,109	4,435	283	13,974	380	25,351	n.a.	5,655
S	4,589	50,654	6,786	15,220	905	9,901	1,890	15,831	n.a.	6,824
M	5,025	55,489	7,895	19,655	1,188	23,875	2,270	41,182	n.a.	12,479
R	3,108	34,530	5,554	9,574	1,173	9,540	1,302	13,220	n.a.	2,392
Total Victoria ...	8,133	90,019	13,449	29,229	2,301	33,415	3,572	54,402	n.a.	14,871
TASMANIA										
M	367	3,589	551	1,024	56	1,885	83	3,226	42	244
R	906	8,103	1,319	2,019	323	2,305	366	3,311	120	399
Total Tasmania ...	1,273	11,692	1,870	3,043	379	4,190	449	6,537	162	643
SOUTH AUSTRALIA										
C	167	2,150	467	1,720	135	6,168	135	11,702	81	1,145
S	1,720	13,386	2,390	3,791	317	1,442	450	2,350	131	318
M	1,887	15,736	2,857	5,511	452	7,610	585	14,052	212	1,463
R	1,281	11,762	1,446	3,167	663	3,023	646	3,652	382	488
Total S. Australia ...	3,168	27,498	5,003	8,678	1,115	10,633	1,231	17,704	594	1,951
WEST AUSTRALIA										
C	452	5,517	854	1,854	177	4,255	173	6,824	93	759
S	855	8,541	1,323	1,996	182	981	209	1,231	77	282
M	1,307	14,058	2,177	3,850	359	5,236	382	8,055	170	1,041
R	1,131	12,146	1,911	2,948	614	2,291	538	2,754	326	325
Total W. Australia	2,438	26,204	4,088	6,798	973	7,527	920	10,809	496	1,366
Six Capital Cities ...	16,484	175,271	26,512	58,699	3,494	73,964	5,929	125,006	n.a.	26,420
Rest of Australia ...	15,473	168,648	25,823	41,595	5,691	43,632	6,088	55,991	n.a.	8,891
Total Australia ...	31,957	343,919	52,335	100,294	9,185	117,596	12,017	180,997	n.a.	35,311

NOTES: C = City areas of Capital Cities (Metropolitan).
 S = Suburban areas of Capital Cities (Metropolitan).
 M = Metropolitan areas.
 R = Rest of the States.

(a) Almost all television receiver sales in that year were made in New South Wales and Victoria. Information about the number of stores selling radio and/or television sets is not available.

SOURCE: Census of Retail Establishments, 1956-57.

NEW MARKET OPPORTUNITIES ARE CREATED BY THE TOTALS OF THE VARIOUS AGE GROUPS OF POPULATION INCREASING AT DIFFERENT RATES



AGE GROUP	0-4	5-9	10-14	15-19	20-34	35-49	50-64	65+
1957 OVER 1952	7.5	22.4	34.7	16.4	1.9	11.3	5.5	17.1
1962 OVER 1957	6.6	8.0	20.5	38.4	5.0	10.7	13.0	10.8

SOURCE : COMMONWEALTH STATISTICIAN

ROLATAPE

ANOTHER PRODUCT

The Tape with the Famous Name

Available from Distributors Throughout Australia

WESTERN AUSTRALIA

RADIO LICENCES — CITIES AND TOWNS

Locality	Licences	Population	Pc of licences to Pop.
Metropolitan	110,073	382,312	28.79
Country	59,199	322,938	18.33
State	169,272	785,250	24.00
Perth	119,940	448,949	26.12
Albany	4,447	18,185	24.45
Bridgetown	8,957	43,709	20.49
Bunbury	11,541	51,813	22.27
Collie	12,341	53,914	23.32
Cue	226	1,203	18.79
Dardanup	11,861	53,926	21.99
Geraldton	3,296	15,118	21.71
Kalgoorlie	5,411	24,387	22.19
Katanning	3,839	18,810	20.41
Marredin	2,890	15,463	18.69
Moora	1,522	10,417	14.61
Narrogin	4,128	20,950	19.70
Northam	8,341	65,285	12.78
Wagin	4,929	24,240	20.33
Wogan Hills	2,210	16,988	13.01

QUEENSLAND

Locality	Licences	Population	Pc of licences to Pop.
Metropolitan	148,277	555,000	26.72
Country	189,483	862,404	21.97
State	337,760	1,417,404	23.83
Brisbane	184,105	705,767	26.09
Atherton	15,883	73,270	21.68
Ayr	15,984	62,401	25.61
Bundaberg	16,941	63,572	26.65
Cairns	15,249	71,175	21.42
Charleville	1,282	7,236	17.72
Charters Towers	1,910	8,131	23.49
Clevedon	15,973	62,443	25.58
Dalby	21,274	88,135	24.14
Emerald	819	5,051	16.21
Gympie	18,927	84,060	22.52
Hughenden	552	2,728	20.23
Ipswich	47,806	183,080	26.11
Kingaroy	7,376	37,309	19.77
Longreach	1,073	5,025	21.35
Mackay	8,803	40,329	21.83
Maryborough	20,866	76,791	27.17
Oakey	24,383	104,251	23.39
Pialta	16,589	63,937	25.95
Rockhampton	14,589	61,656	23.66
Roma	2,785	10,041	27.74
Southport	31,478	137,836	22.84
Toowoomba	38,921	140,018	27.80
Townsville	14,893	61,032	24.40
Warwick	26,288	107,937	24.35

TASMANIA

Locality	Licences	Population	Pc of licences to Pop.
Metropolitan	27,767	105,110	26.42
Country	48,652	230,308	21.12
State	76,419	335,418	22.78
Hobart	46,624	150,361	31.01
Burnie	16,619	76,385	21.76
Devonport	31,185	139,472	22.36
Kelso	31,350	136,853	22.91
Launceston	26,581	117,269	22.67
Queenstown	2,446	11,411	21.44
Ulverstone	17,179	77,756	22.09
Scottsdale	20,277	90,989	22.29

Broadcast listeners' licences in force as at 31st October, 1959, showing the percentage of licences to population by States as at 31st March, 1959.

Locality	Licences	Population	Percent. of Licences to Pop.
New South Wales (incl. ACT)	820,145	3,789,981	21.63
Victoria	594,024	2,796,959	21.23
Queensland	336,180	1,428,656	21.53
South Australia (incl. NT)	249,303	934,510	26.67
Western Australia	170,197	714,569	23.81
Tasmania	77,661	343,990	22.57
Commonwealth	2,247,510	9,998,665	22.47

To October 31, 1959, there was an increase of 75,161 licences over the total at September 30, 1958.

Populations were: 1957, 9,643,079 (with 21.90pc of licences to population); 1958, 9,747,471 (with 22.28pc of licences to population); and 1959, 9,998,665 (with 22.47pc of licences to population).

RADIO FACTS

STATION BREAKDOWN

As at January, 1960, there were 108 commercial and 57 national broadcasting stations in the medium frequency band in Australia.

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

Applications have been invited for new commercial station licences for Mt Isa, Qld, and Darwin, NT.

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

INDUSTRY REVENUE SINCE 1941-42

Year	Stations operating	Showing profit	Revenue £	Expenditure £	Profit £
1941-42	97	53	1,330,000	1,248,188	81,689
1942-43	96	66	1,298,197	1,157,294	141,003
1943-44	98	87	1,871,851	1,491,967	379,885
1944-45	100	89	2,184,686	1,758,905	425,781
1945-46	100	86	2,279,719	1,851,042	428,678
1946-47	101	85	2,388,567	2,013,363	375,224
1947-48	102	86	2,774,371	2,278,319	496,053
1948-49	102	90	3,212,253	2,619,474	592,779
1949-50	102	84	3,178,360	2,748,594	429,766
1950-51	102	88	3,607,498	3,092,259	515,239
1951-52	103	87	4,329,675	3,729,554	600,121
1952-53	105	93	4,916,557	4,138,013	778,544
1953-54	106	94	5,647,494	4,587,234	1,060,260
1954-55	106	95	6,686,924	5,252,831	1,434,093
1955-56	107	104	7,382,476	5,870,794	1,511,682
1956-57	108	104	7,457,155	5,958,630	1,498,525
1957-58	108	103	8,547,724	6,572,080	1,975,644

STATION OWNERSHIP

Licensees	Number of Licences held						
	NSW (incl. ACT)	Vic.	Qld	SA	WA	Tas.	Total
Private & public companies	35	16	17	4	14	7	93
Church Bodies	1						1
(a) Newspapers	1	4	2	4		1	12
Labor Party	1		1				2
							Total: 108

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



ROLATAPE

ANOTHER  PRODUCT

The Tape with the Famous Name

Available from Distributors Throughout Australia

GROWTH OF THE AUDIENCE

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

Following statistics show the growth of the radio audience to 1959.

Year	National stations	Commercial stations	Licensed receivers
1926	8	9	128,060
1927	8	12	225,240
1929	8	12	301,199
1931	9	27	331,969
1933	12	48	469,477
1935	12	57	721,852
1937	20	80	940,068
1939	24	98	1,131,861
1941	27	96	1,293,266
1943	27	96	1,370,000
1945	29	100	1,415,229
1947	32	101	1,678,276
1949	37	102	1,762,675
1950	39	102	1,841,211
1951	41	103	1,884,834
1952	42	103	1,961,044
1953	44	105	1,985,655
1954	46	106	2,041,615
1955	50	106	2,034,676
1956	53	107	2,088,793
1957	55	108	2,107,253
1958	56	108	2,172,349
1959	57	108	2,263,712

RECEIVER PRODUCTION

Following production figures embrace all types of radio receivers, car, portable, mantel, table and console and radiograms; also tape and wire recorders.

Figures, giving yearly production for all models from 1956-57 to 1959, and monthly totals from January, 1959 to September, 1959, are:

Period	Tape and Wire Recorders	Car	Radios and Radiograms		
			Radio Sets	Mantel, Table and Console	Radiograms
Year:					
1956-57	(d)	62,897	80,327	134,818	88,240
1957-58	3,120	85,325	77,408	116,136	101,884
1958-59	3,070	89,742	121,463	98,996	73,341
Month, 1959:					
January	106	5,827	11,936	4,414	2,867
February	351	7,669	17,406	6,370	6,018
March	206	6,197	12,944	6,736	6,757
April	214	7,271	10,205	6,715	8,621
May	142	4,323	6,927	3,109	5,949
June	180	3,820	5,371	5,052	5,339
July	259	5,355	5,759	4,596	4,755
August	469	5,166	6,649	4,719	4,582
September	534	9,302	7,204	7,172	4,526

Radio programming trends — 1958-1959

FOLLOWING is the Broadcasting Control Board's breakdown (in percentages) of the types of radio programs and the amount of time they are on the air during an average week in Sydney and Melbourne, together with a comparison of programming in 1958 and 1959: Types of Programs:

Types of Programs:	1958		1959	
	Sydney Stations	Melbourne Stations	Sydney Stations	Melbourne Stations
Music:				
pc				
Serious	2.00	3.76	1.8	2.1
Light	14.82	12.22	11.3	12.0
Popular	42.04	36.65	44.8	39.8
Hillbilly	0.49	1.30	0.1	1.0
Total music	59.35	53.93	58.0	54.9
Drama:				
Adventure, crime	3.72	3.36	3.8	3.2
Human interest	4.23	5.09	4.5	5.3
General	0.71	0.80	1.4	0.6
Total drama	8.66	9.25	9.7	9.1
Comedy	0.15	0.31	—	—
Variety, talent	1.86	1.50	0.8	1.8
Quiz, game, panel	0.76	1.02	0.6	0.7
Women's	1.34	2.78	1.3	2.8
Children's	1.44	2.16	1.8	1.5
Sport	2.78	4.10	3.5	4.8
Talks, interviews, documentaries	2.19	3.91	1.7	3.3
News, weather, community service	5.93	6.15	6.1	6.1
Religious matter	3.76	2.09	4.2	3.1
Total program matter	88.22	87.20	87.7	88.1
Advertisements:				
Sponsored programs	4.57	5.41	4.0	5.0
Spot advertisements	7.21	7.39	8.3	6.9
Total advertisements	11.78	12.80	12.3	11.9
	100.00	100.00	100.0	100.0

BAARDS FOR 1960-61

(Broadcasting and TV) Australian Advertising Rates & Data Service

published — March 1960

The most comprehensive Radio/TV
Media Service available in Australia.

All Radio/TV rates and data kept
up to date by Weekly Supplements.

Also contains Production Company's Rates, all
regulations and much valuable information.

AARDS Pty. Ltd., G.P.O. Box 3765, SYDNEY
See Mingay's WEEKLY for trade news
Mingay Publishing Co. Pty. Ltd., G.P.O. Box 3765, SYDNEY.
Branch offices in all mainland capitals.

TELEVISION FACTS

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

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

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

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

Hearings of Phase Three applications for 13 major country centres TV (see color map at front) began in Melbourne on November 10, 1959 (see list of applicants on page 44).

Phase Four will comprise other country centres and is unlikely to be considered before 1962.

SIXTEEN STATIONS

As at January 1, 1960, there were nine commercial television stations in operation — ATN, TCN (Sydney), HSV, GTV (Melbourne), ADS, NWS (Adelaide), BTQ, QTQ (Brisbane) and TVW (Perth) with the 10th TVT (Hobart) scheduled to open in May.

There are also three ABC (non-commercial), ABN Sydney, ABV Melbourne and ABQ Brisbane operating. ABS Adelaide and ABW Perth are expected to be on the air by March 1960, while ABT Hobart is expected to open in May.

REVENUE FIGURES

First revenue and expenditure figures for Australian TV were for 1956-57, when four stations were operating for periods varying from five and a half months to 11 months.

Gross income of the four stations was £1,190,950, expenditure £1,742,164 and gross earnings from advertising matter £692,744.

During the first full year of operation the four stations' gross earnings stood at £2,978,502, total expenditure, £3,035,399, and gross earnings from advertising matter, £1,784,665.

Net result was a loss of £56,897.

Licence fees payable totalled £18,246.

Gross revenue for the 10 commercial TV stations from January 1, 1960 to December 31, 1960, is estimated by an authoritative source at £11,370,000, comprising:

- Four Sydney and Melbourne stations — £9 million.
- Brisbane, Adelaide, Perth and Hobart stations — £2,370,000 (with estimated revenue at May, 1960, when TVT goes on the air).

120-STATION PLAN

The Broadcasting Control Board has prepared a provisional frequency assignment plan envisaging a minimum of 120/VHF TV stations throughout the country (see page 45).

Following are the ten channels available for television in Australia:

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

PRODUCTION INDUSTRY

Production of commercials is at the moment concentrated in Sydney mainly, and Melbourne.

Sydney facilities include Artransa's £500,000 studios, Cinesound, Supreme Sound, Avondale, Southern International, Solarchrome and Visatone, plus a growing specialist animation industry in which prominent names are Eric Porter and Rowl Greenhalgh.

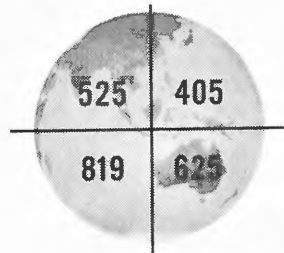
Melbourne has several efficient, highly regarded and technically up-to-date units such as Cambridge Film and TV Productions, Herschell's, Cine Service, Central Video, Artransa and Hector Crawford Productions while its animators are led by such names as Owen Bros and John Wilson Productions.

Production units have also started in Brisbane and Adelaide and one is also planned for Perth.

GOVERNMENT POLICY ON PROGRAM IMPORTS

In August, 1955, the Federal Government permitted all TV stations £60,000 a year each (entirely restricted to stations, two thirds of it in dollars) to buy programs abroad, which restrictions were later lifted.

As from August 1957 there have been no restrictions, dollars or sterling, to import of TV programs and anybody can apply for an import licence through the Commonwealth Bank. TV commercials, however, can be normally only imported for study purposes, and not for telecasting as advertising matter.



THE NEW AMPEX

VR-1000B VIDEOTAPE* TELEVISION RECORDER

AVAILABLE IN ANY OF THE WORLD'S 4 TELEVISION STANDARDS

AVAILABLE WITH INTERSWITCH* Provides Switching between 3 Standards

© M. AMPEX CORPORATION



THE ESTABLISHED WORLD STANDARD



Australian Representative: Geoffrey E. Healy, NRMA House, Ridge Street, North Sydney

GROWTH OF THE TV AUDIENCE

NUMBER OF TV RECEIVER LICENCES

These statistics show the rate of increase in Sydney and Melbourne of television licences from December 1958 to November 1959.

Month Ended (1958)	NSW	Vic.	Qld	SA	WA	Tas.	Total
December (1958)	231,157	222,272	—	—	—	51	453,480
January (1959)	240,378	227,267	—	—	—	51	476,696
February	249,620	234,576	—	—	—	65	484,261
March	262,606	243,000	—	—	—	70	505,676
April	276,647	253,170	—	1,145	—	70	531,032
May	289,557	261,328	—	3,801	—	70	554,686
June	300,871	270,073	360	6,124	—	74	577,502
July	312,639	276,612	1,284	8,590	2	81	599,218
August	324,270	284,187	6,202	11,656	335	82	626,732
September	333,135	289,569	11,647	17,277	2,712	84	654,424
October	340,993	296,262	16,617	23,021	4,971	88	681,952
November	350,536	301,138	22,660	28,995	7,231	87	710,647
December	358,544	307,950	27,590	31,060	9,621	90	737,855

Following is broad, statistical information on television viewing in Sydney, Melbourne, Brisbane and Adelaide compiled by the BRC Television Audience Rating Service.

Hours of telecasting on any channel and time tuned in per average set (in private homes with TV sets) — 1959.

	Syd. (Dec.)	Mel. (Nov.)	Bris. (Dec.)	Adel. (Nov.)	Syd. (Oct.)	Mel. (Nov.)	Bris. (Dec.)	Adel. (Nov.)
Sun.	11.3	11.2	7.2	6.7	4.3	4.6	4.3	3.1
Mon.	14.4	10.6	6.8	6.0	4.8	3.9	3.8	3.7
Tues.	14.8	10.6	9.5	8.6	4.6	3.7	4.2	4.6
Wed.	14.4	11.7	6.7	6.2	4.5	4.0	3.8	3.6
Thurs.	14.3	10.6	6.7	8.6	4.5	3.5	4.0	3.9
Fri.	15.0	10.2	7.0	7.2	4.9	4.0	4.1	3.8
Sat.	14.3	10.4	9.8	8.3	5.1	4.1	4.5	3.9
Total Week	98.5	75.3	53.8	51.6	32.7	28.1	28.8	26.5

Estimated maximum number of viewers in Sydney, Melbourne, Brisbane and Adelaide during November/December, 1959

2. Maximum Audience All Channels:

	Sydney (Dec. '59)	Melbourne (Nov. '59)	Brisbane (Dec. '59)	Adelaide (Nov. '59)
Men	324,000	376,000	32,000	36,000
Women	404,000	392,000	35,000	36,000
Children Under 16	290,000	285,000	44,000	33,000
Total	915,000	905,000	102,000	100,000

2. Best Ranking Programs:

	Sydney (Dec. '59)	Melbourne (Nov. '59)	Brisbane (Dec. '59)	Adelaide (Nov. '59)
Men	198,000	273,000	24,000	33,000
Women	291,000	259,000	26,000	34,000
Children Under 16	174,000	190,000	39,000	31,000
Total	625,000	654,000	84,000	93,000

TV RECEIVER PRODUCTION

Period	Over 17inch	17inch and under	Total
1957-58	194,773	87,657	282,430
1958-59	276,049	42,850	318,899
1959-April	21,666	1,743	23,409
May	29,019	2,590	31,609
June	37,646	3,693	41,339
July	42,654	3,571	46,225
August	39,332	3,306	42,638
September	38,736	3,680	42,416

COUNTRY TELEVISION PLANS

FOLLOWING the establishment of commercial and national television stations in six capital cities, the Australian Broadcasting Control Board on November 10, 1959, began public hearings of applications for commercial TV station licences for the 13 country areas in Phase 3 as shown in the map at the front of this Year Book.

The applications, heard at South Melbourne Town Hall, began with those for the Canberra area and will continue in the order shown on this page.

When all the applications have been heard, the Broadcasting Control Board will make its recommendations to the Government, which could then conceivably allocate the licences before the end of the year.

A total of 45 applications for the licences were originally listed, but a number of these subsequently merged with others to make joint applications.

The following list was correct to publication time:

Canberra: Community TV (Canberra) Ltd, Canberra Television Ltd, Australian Capital Television Ltd, Television Australia Ltd.

Newcastle-Hunter River: Newcastle Broadcasting and Television Corporation Ltd, T.P.N. Ltd, Commercial Television Newcastle Ltd, Northumberland Television Ltd, Northern Telecasters Ltd.

Illawarra: I.T.N. Ltd, Television Wollongong Transmissions Ltd, Television Corporation Ltd (two applications), Wollongong and Illawarra Television Ltd, South Coast Telecasters Ltd.

Richmond-Tweed Heads: Richmond Tweed TV Ltd, Television Corporation Ltd, North Coast Television Ltd, Lismore Telecasters Ltd, a company to be formed.

Central Tablelands: Country Television Services Ltd, P. A. Yeomans, Pan-Australian Television Corporation Ltd, Central Western Television Ltd, Orange and District Telecasters Ltd, a company to be formed.

Ballarat: Western Victoria Television Pty Ltd, General Television Corporation Pty Ltd, Ballarat Telecasters Ltd and R. H. Wilson. As this Year Book went to press it was understood that Western Victoria TV and Ballarat Telecasters were joining forces, and that the Ballarat Telecasters' application would be withdrawn. Application in the name of the new company is understood to be under the title of Ballarat and Western Victoria Television Ltd.

Bendigo: Bendigo and Central Victoria Telecasters Ltd, General Television Corporation Pty Ltd.

Latrobe Valley: General Television Corporation Pty Ltd, Eastern Victoria Television Pty Ltd.

Goulburn Valley: General Television Corporation Pty Ltd, Goulburn-Murray Television Pty Ltd, Rural Telecasters Ltd.

Darling Downs: Darling Downs TV Ltd, Toowoomba and Darling Downs Television Ltd.

Rockhampton: Rockhampton Television Ltd.

Townsville: Telecasters North Queensland Ltd.

North-Eastern Tasmania: Tasmanian Television Ltd, on behalf of a company to be formed, Northern Television Ltd, Television (Northern Tasmania) Ltd.

The Postmaster-General has indicated to Parliament that decisions on establishing ABC stations (non-commercial) to provide a service in these above areas would be made when the commercial licences have been allocated.

PROVISIONAL FREQUENCY ASSIGNMENT PLAN

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

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

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

The Broadcasting Control Board

THE Government's decision to introduce legislation to provide for the establishment of the Australian Broadcasting Control Board was announced September 28, 1948 and introduced in October, 1948.

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

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

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

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

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

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

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

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

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

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

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

part-time members. Present members are:

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

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

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

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

Mair was re-appointed March 15, 1955.

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

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

Control Board's head office is at 497-503 Collins-st, Melbourne, Cl. Phone 62-0151. Telegrams, Conboard.

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

They are:

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

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

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

Western Australia, **E. L. Greig**, C/o Superintendent, Radio Branch, 485 Wellington-st, Perth.

South Australia, **P. B. Traynor**, C/o Superintendent, Radio Branch, 131 King William-st, Adelaide.

Tasmania, **A. W. Munro**, C/o Senior Radio Inspector, Telegraph Service and Radio Branch, GPO, Hobart.



COPYRIGHT MUSIC of the WORLD!

Available to
Australian & New Zealand
Music Users

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

*The Hits of Today are
the Standards of Tomorrow.*

*All contained in the
APRA Repertoire.*

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

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

and all other forms of public musical performance.

More than 1,000 Composer, Author
and Publisher Members in Australia
and New Zealand.

Australasian Performing Right Association Limited

(Inc. in N.S.W.)
Attorneys & Trustees for Composers, Authors,
and Publishers of Music.
(With International Affiliations)

66
Pitt St.,
Sydney.



Box 4007.
G.P.O.,
Sydney.

AGENTS ALL AUSTRALIAN STATES, NEW ZEALAND
AND FIJI

fastest growing
most dynamic
most talked about
radio station
in sydney

2UE *

* A 'UNITED' STATION

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

Opened: Feb. 15, 1932.

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

Directors: Sir Lionel Hooke.

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

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

Rates Resume—standard rates for all time channels (26 times): Slogans £1 10s; 25wds £2; 50wds £2 19s; 100wds £3 19s; 1min £4 15s; 15mins £9 13s; 30mins £16 18s; 60mins £31 8s.

2GB

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

Opened: Aug. 23, 1926.

Transmitter Site: Homebush. **Power:** 5kw. **Frequency:** 870kcs. **Operating Hours:** Mon-Fri., 5.30am-11.15pm; Sat. 5.30am-12 mid; Sun., 6am-11pm.

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

Executives: B. C. Button (mngtr), L. N. Schultz (tech. dir).

Network Affiliation: Macquarie (key station). **Interstate Representation:** MBS, 382 Latrobe-st, Melbourne (FJ3671); MBS, 201 Tynte-st, North Adelaide (M8461); 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, 82 Elizabeth-st, Hobart (Hobart 6008). **O'seas:** Fremantle Overseas Radio & Television Inc., 366 Madison-ave, New York, USA. (Murray Hill 7-4344).

Rates resume (base rate): From 5.30am-close, 15wds, £2 10s; 25wds, £5; 50 wds, £6; 100wds, £7; 1min, £8. Sessions, 15mins, £21 30mins, £37 10s (9am-6pm sessions less 33½ p.c.).

2KY

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

Opened: Oct. 31, 1925.

Transmitter Site: Haslam's Creek, Lidcombe. **Power:** 5kw. **Frequency:** 1020kcs. **Operating Hours:** 5.30am-midnight daily.

Directors: N. Thom, MLC, R. A. King, MLC, J. D. Kenny, MLC, R. Jackson, MLC, F. Bowen, E. Wright, G. Blayney.

Executives: R. A. King (general mngtr), L. R. Hood (asst gm), L. Spinner (chf eng.), F. Witt (program mngtr).

Network Affiliation: Associated with 2HD.

Rates resume (26 times): 50wds, £1 4s 9d (day) £2 3s 6d (night); 100wds, £1 13s 9d (day), £2 17s 6d (night); 15mins, £5 17s 6d (day), £10 0s 9d (night); 30mins, £9 19s 6d (day), £17 11s (night).

2SM

Licensee: Broadcasting Station 2SM Pty Ltd, 257 Clarence-st, Sydney. Phone BX5381. Telegrams, Twosm.

Opened: Dec. 24, 1931.

Transmitter Site: Pennant Hills. **Power:** 5kw. **Frequency:** 1270kcs. **Operating Hours:** Mon-Fri 5.30am-11pm; Sat 5.30am-midnight; Sun., 7am-11pm.

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

Executives: W. H. Stephenson (mngtr), K. B. O'Donohue (exec. officer), R. N. Ayling (sales mngtr), D. M. Harnett (program mngtr), John Brennan (studio mngtr).

Interstate Representation: Ron Haig-Muir Pty Ltd, Stanhill, 34 Queen's Rd, Melbourne, S.C.2.

Rates resume (26 times): 50wds, £2 2s (day), £3 13s (night); 100wds, £2 13s (day), £4 15s (night); 15mins, £8 2s (day), £14 19s (night); 30mins, £14 1s (day), £26 3s (night).

2UE

Licensee: Radio 2UE Sydney Pty Ltd, 29 Blich-st, Sydney. Phone B0329. 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, C. V. Stevenson, A. D. Faulkner (alternate dir. to J. Lamb).

Executives: A. D. Faulkner (gen. mngr), D. L. Foster (asst. mngr), B. McClenaughan (sales mngr), W. H. Robinson (chief engineer), K. Stone (program mngr).

Network Affiliation: Major. **Interstate Representation:** H. Anderson, 130 Exhibition-st, Melbourne (MF3674), K. Cole, 32 Currie-st, Adelaide (LA4296).

Rates resume (base rate): 50wds, £5 12s 6d (bfast & morn.), £4 15s (aft. & evening), 18s (10pm-5.30am); 100wds, £7 1s (morn.), £5 16s (aft. & evening), £1 (10pm-

5.30am); 15mins, £10 7s (day & evening); 30mins, £19 14s (day & evening); 60mins, £37 4s (day & evening).

2UW

Licensee: Commonwealth Broadcasting Corporation Pty. Ltd, 365 Kent-st, Sydney. Phone B 0270. Telegrams Twouw.

Opened: Feb. 13, 1925.

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

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

Executives: L. C. Hynes (general mngr), F. E. Levy (manager), F. Jeffcoat (sales mngr), Les Hay (asst sm), T. A. E. McNeill (chief engineer), V. Lisle (program mngr).

Network Affiliation: Commonwealth Broadcasting Net. **Interstate Representation:** D. G. Gilder, 18 Queen-st, Melbourne (62-5793); Ron Anwin, c/- 4BC, 30-38 Wharf-st, Brisbane (2-0333); Charles F. Brown, 40 Pirie-st, Adelaide (W5393).

Rates resume (26 times): 50wds, £5 15s (5.30am-10.30pm); £1 3s (10.30pm-5.30am); 100wds, £6 10s (5.30am-10.30pm); £1 5s (10.30pm-5.30am); 15mins, £12 15s (5.30am-6pm), £16 10s (6pm-10.30pm), £4 10s (10.30pm-5.30am); 30mins, £18 (5.30am-6pm); £28 15s (6pm-10.30pm), £6 15s (10.30pm-5.30am).

For details of ABC stations 2FC and 2BL. see special ABC section page 113.

2AD Armidale

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

Opened: Feb. 5, 1936.

Transmitter Site: Armidale. **Power:** 1.2kw. **Frequency:** 1130kcs. **District Covered:** Industrial, pastoral, rural, timber industry. **Operating Hours:** Mon-Sat. 6am-10.30p.m., Sun. 8am-10p.m.

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

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

Network Affiliation: New England Net. **Interstate Representation:** Country Radio & Television, 30 Carrington-st, Sydney (BX3380); J. Havre, 422 Collins-st, Melbourne (MU3011); Broadcasters (Aust.) Pty Ltd, 43 Adelaide-st, Brisbane, B.4 (B2002); MBS, South Aust.

Rates resume (26 times): Bfast and evening, 50wds, 16s 6d; 100wds, £1 1s; 15mins, £3 17s 6d; 30mins, £6 19s.

2AY Albury

Licensee: Amalgamated Wireless (A'sia) Ltd, cnr Dean & MacAuley-sts, Albury. Telephone Albury 289. Telegrams Twoay. All correspondence to Box 57, P.O., Albury.

Opened: Dec. 17, 1930.

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

Director: Sir Lionel Hooke.

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

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

Rates resume (26 times): 50wds, £1 0s 6d (6am-2pm, 10pm-close), 13s 6d (2-6pm), £1 10s 6d (6-10pm); 100wds, £1 7s 6d (6am-2pm, 10pm-close), 17s (2-6pm), £1 18s (6-10pm); 15mins, £4 1s 3d (6am-2pm, 10pm-close), £2 10s (2-6pm), £5 12s 6d (6-10pm); 30mins, £7 6s 3d (6am-2pm, 10pm-close), £4 10s (2-6pm), £10 2s 6d (6-10pm).

2BE Bega

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

Opened: 1937.

Transmitter Site: Bega. **Power:** 1kw. **Frequency:** 1480kcs. **District Covered:** Dairying, pastoral, fishing. **Operating Hours:** Mon-

Sat. 7am-10pm; Sun. 8.30am-12.45pm, then 6-10pm.

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

Network Affiliation: Macquarie co-op. **Interstate Representatives:** F. L. Wilson & Co, 30 Carrington-st, Sydney (BX 3358); Stanford Allan Pty Ltd, 247 Collins-st, Melbourne (63-7081); MBS, 201 Tynte-st, Nth Adelaide (M8461).

Rates resume (26 times): 50wds, 9s 3d (bfast), 6s 9d (day), 11s 3d (night); 100wds, 12s 3d (bfast), 9s (day), 14s 3d (night); 15 mins, £1 9s (day), £2 1s 3d (night); 30mins £2 11s (day), £3 12s (night).

2BH Broken Hill

Licensee: News Ltd, Adelaide. Studios, Cummins-st, Broken Hill. Phone 2241. Offices, Queensland Insurance Bldg, Argent-st, Broken Hill. PO box 432. Phone 3451. Telegrams, Twobh.

Opened: June 30, 1934.

Transmitter Site: Broken Hill. **Power:** 200 wts. **Frequency:** 660kcs. **District Covered:** Pastoral, mining. **Operating Hours:** Mon-Sat. 6.30am-11pm; Sun. 8am-10pm.

Directors: Sir J. Stanley Murray, R. Beavis Taylor, A. C. R. Colin Hay, R. Murdoch.

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

Network Affiliation: Macquarie. **I/State Repr.:** MBS, 201-205 Tynte-st, North Adelaide (M8461); MBS, 382 Latrobe-st, Melbourne (FJ3671); Macquarie, 136 Phillip-st, Sydney (B0360).

Rates resume (base rate): 6.30am-9am, 15wds, 10s, 25wds, 13s, 50wds, 17s, 100wds, £1 6s; 9am-5.30pm, 15wds, 8s, 25wds, 11s, 50wds, 16s, 100wds, £1 3s, 1min, £1 7s, 15 mins, £3 7s, 30mins, £4 18s; 5.30pm-11pm, 15wds, 12s, 25wds, 15s, 50wds, £1 2s, 100wds, £1 12s, 1min, £1 18s, 15mins, £4 13s, 30mins, £8. Applicable discounts from 2½pc on £20 to 30pc on £1500.

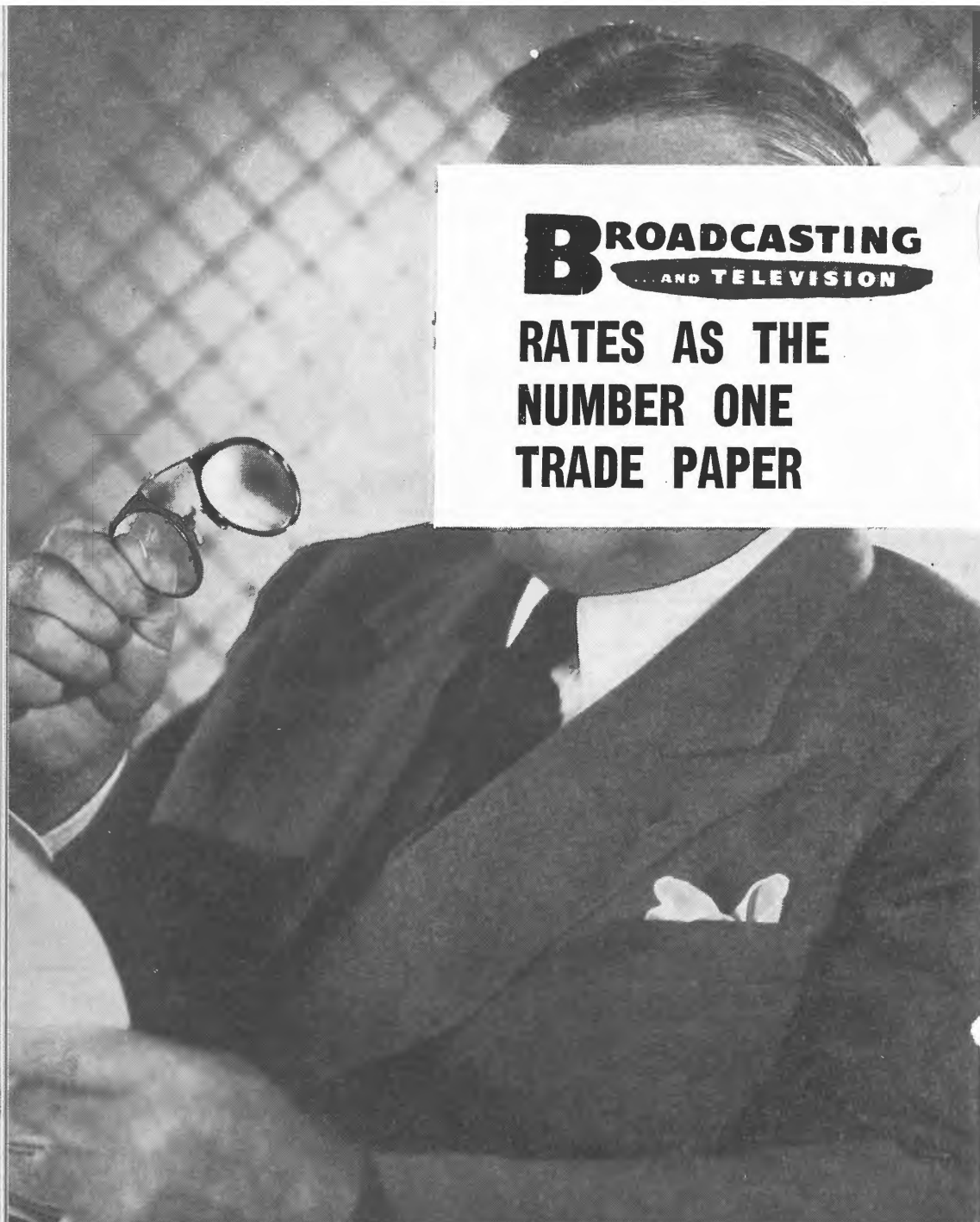
2BS Bathurst

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

Opened: Jan. 1, 1937.

Transmitter Site: Eglinton. **Power:** 2kw. **Frequency:** 1500kcs (200 metres). **District Covered:** Industrial, pastoral, rural. **Operating Hours:** Mon-Fri. 6am-11.30pm; Sat. 6am-midnight; Sun. 7.30am-11pm.

Directors: E. N. Williams (managing director).



BROADCASTING AND TELEVISION

**RATES AS THE
NUMBER ONE
TRADE PAPER**

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

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

2TM Tamworth

Licensee: Tamworth Radio Development Co. Pty Ltd, Radio Centre, Calala, Tamworth. PO box 207. Phone M274. Telegrams Twotm.

Opened: Feb. 27, 1935.

Transmitter Site: Goonoo Goonoo Rd. **Power:** 2kw. **Frequency:** 1300kcs. **District Covered:** Industrial, pastoral, rural. **Operating Hours:** Mon.-Sun., 6am-11.30pm.

Directors: E. Higginbotham (manag. dir.), T. Whitcomb, H. Joseph, O. Bennett, H. M. Sheffer.

Executives: E. Higginbotham (mngtr), D. Charlton (chief engineer).

Network Affiliation: New England Net., Macquarie Co-op. **Interstate Representation:** Country Radio & Television, 30 Carrington-st, Sydney (BX3380); John Havre, 422 Collins-st, Melb. (MU3011); 4BH, 42 Adelaide-st, Brisbane (2-2002).

2VM Moree

Licensee: Moree Broadcasting and Development Co. Ltd, Heber-st, Moree. Phone Moree 101. Studios: Balo-st, Moree.

Opened: Jan. 12, 1957.

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

Directors: E. Higginbotham, H. Sullivan (chairman), B. O. Roberts (mng dir.), H. Logan, W. Tait, F. Watson, R. K. Hunter, A. E. Nicholson.

Executives: Rex Morrisby (mngtr), L. Baker (engineer).

I'State Repr: Country Radio & Television, 30 Carrington-st, Sydney; J. L. Havre, 65a Franklin-st, Melbourne; MBS, 201 Tynnte-st, Adelaide; Broadcasters (Aust.) Pty Ltd, 43 Adelaide-st, Brisbane.

Rates resume (26 times): 50wds, 9s 6d (day), 15s (night); 100wds, 11s 6d (day), 19s (night); 15mins, £2 1s 6d (day), £3 10s 6d (night); 30mins, £3 6s 6d (day), £6 6s (night).

2WG Wagga

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

Opened: June 29, 1932.

Transmitter Site: Brucedale. **Power:** 2kw. **Frequency:** 1150kcs. **District Covered:** Rural. **Operating Hours:** Mon.-Sat. 6am-11pm; Sun. 7am-10.45pm.

Directors: E. V. Roberts, Mrs W. J. Hucker — managing partners.

Executives: E. F. Thomas (acting mngtr), L. de Vere Wynne (sales mngtr), A. Williams (chief eng.), M. D. Kerrigan (Sydney sales mngtr).

Network Affiliation: Macquarie co-op. **Interstate Representation:** Riverina Broadcasters, 30 Carrington-st, Sydney (BX3202); R. Haig-Muir Pty Ltd, 34 Queens-rd, Melbourne (BM3641).

Rates resume (26 times): 50wds, 18s 9d (morn.), 11s 3d (aft.), £1 10s (night); 100wds £1 5s (morn.), 15s (aft.), £2 (night); 15mins, £4 7s 6d (morn.), £2 12s 6d (aft.), £7 (night); 30mins, £7 13s 3d (morn.), £4 12s (aft.), £12 5s (night).

2WL Wollongong

Licensee: Wollongong Broadcasting Pty Ltd, Edward-st, Wollongong. Phone B4203-4. Telegrams Twowl.

Opened: July 18, 1931.

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

Executives: R. Jackson (mngtr), J. A. Byron (asst. mngtr), A. J. Yeldon (station engineer), B. Surtees (program mngtr).

Network Affiliation, Interstate Representation: See 2GB.

Rates resume: 50wds, £2 (bfast), £1 15s (day), £2 10s (night); 100wds, £2 10s (bfast), £2 5s (day), £3 5s (night); 15mins, £6 (day), £7 10s (night); 30mins, £11 (day), £14 (night).

2XL Cooma

Licensee: Cooma Broadcasters Pty Ltd, 132 Sharp-st, Cooma. Phone Cooma 1234. PO box 58.

Opened: Aug. 30, 1937.

Transmitter Site: Cooma. **Power:** 2kw. **Frequency:** 920kcs. **District Covered:** Industrial (covering Snowy River project), pastoral, rural. **Operating Hours:** Mon.-Fri. 6am-11pm; Sat. 6am-midnight; Sun. 6.30am-10.30pm.

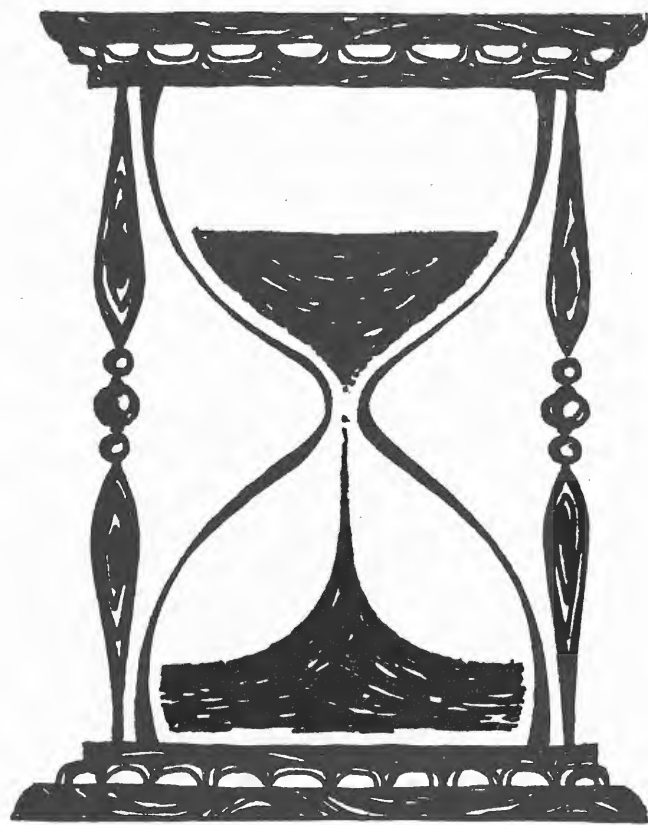
Directors: R. Z. King (chairman), J. S. Scott (manag. dir.), G. J. Arthur.

Executives: J. S. Scott (mngtr), B. R. Minards (prog. & studio mngtr).

I'State Repr.: Barnes Chapman Company 31 Macquarie-place, Sydney (27-6857); Oaten-Ward, 379 Collins-st, Melbourne (MU4725).

Rates resume (26 times): 50wds, 17s (bfast), 14s (day), £1 (night); 100wds, £1 (bfast), 17s (day), £1 5s (night); 15mins, £3 (day), £4 10s (night); 30mins, £6 (day), £8 10s (night).

For NSW regional stations of the ABC see special ABC section page 113.



HOUR AFTER HOUR in Victoria — in fact for 24 selling hours of every day — 3XY reaches a selective audience of listeners who really listen day after day.

DAY AFTER DAY more local and more national advertisers choose Victoria's only 24 Hour Station because 3XY holds its Radio audience, and guarantees bigger sales results year after year.

YEAR AFTER YEAR more and more Victorians are sold on 3XY because of its high quality programming and awareness of the desires and needs of listeners!

IN MELBOURNE THE TREND IS TO

3 X Y

Radio stations

● Victoria (Melbourne)

PHONE STC FIRST
MY 1406

Standard Telephones and Cables Pty. Ltd.
SYDNEY • MELBOURNE
BRISBANE

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

AN **ITT** ASSOCIATE

Night or Day —

*First Station
In Australia's
Second Market!*



**RADIO
MELBOURNE**

3AW

382-384 LATROBE ST. MELBOURNE C.I.
Telephone — FJ 3671

3AK

Licensee: Melbourne Broadcasters Pty Ltd, 262 Flinders Lane, Melbourne, C.I. Studios & offices, 17 Grey-st, St. Kilda (XJ0541).

Opened: Nov. 29, 1931.

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

Directors: C. W. Derham (gen. mgr), V. Margetts, L. C. Pugsley.

Executives: W. Bowie (mgr), A. Henry (chief engineer), P. Cavanagh (program mgr).

Executives: D. T. Worrall (chairman 3DB mngmt board), R. C. Crawford (manager), D. J. S. Brewin (sales mgr), E. M. Hooper (chief engineer).

Network Affiliation: Major Interstate Representation: I. W. Phillips, 29 Bligh-st, Sydney (BW3948); Keith Coles, 32 Currie-st, Adelaide (LA4926). **O'ceas Representation:** Joshua B. Powers Inc, 345 Madison-Ave, New York; Max Thompson, 88 Castlenau, London, SW13; The Melbourne Herald, 110 Fleet-st, London.

3KZ

Licensee: 3KZ Broadcasting Company Pty Ltd, 34 Elizabeth-st, Melbourne. Phone MF6311. Telegrams Threekz.

Opened: Dec. 8, 1930.

Transmitter Site: Lower Plenty. **Power:** 5kw. **Frequency:** 1180kcs. **Operating Hours:** Mon-Fri. 6am-11.30pm; Sat. 6am-1am (Sunday); Sun. 8am-11pm.

Directors: S. Morgan (mng dir.), W. V. Morgan, M. G. Sloman.

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

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

Rates resume (26 times): 50wds, £4 5s (bfast), £3 15s (day), £4 7s (night); 100wds, £6 (bfast), £4 15s (day), £6 5s (night); 15mins, £12 8s 6d (day), £16 10s (night); 30mins, £22 7s (day), £30 10s (night).

3AW

Licensee: 3AW Broadcasting Co Pty Ltd, 382-384 Latrobe-st, Melbourne. Phone (34-3671). Telegrams Threew.

Opened: Feb. 22, 1932.

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

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

Executives: M. F. E. Wright (general mgr), J. R. Page (sales mgr), J. W. Ryan (chief engineer), R. B. Quinn (program mgr), H. Harris (secy).

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

Rates resume (base rate): 50wds, £5 10s (bfast & night), £4 (day & 10.30-11pm); 100wds, £7 (bfast & night), £5 (day & 10.30-11pm); 15mins, £10 (day & 10.30-11pm), £18 (night); 30mins, £18 (day & 10.30-11pm); £33 10s (night).

3DB

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

Opened: Feb. 21, 1927.

Transmitter Site: Heidelberg. **Power:** 5kw. **Frequency:** 1030kcs. **Operating Hours:** Mon-Sat., 5.30am-1am; Sun., 7am-1am. In part relay to 3LK.

Directors: Sir Lloyd Dumas, E. T. H. Richardson, G. A. Caro, S. C. G. Macindoe, Sir John Williams, P. F. Jones, D. J. Riddle.

3UZ

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

Opened: Mar. 8, 1925.

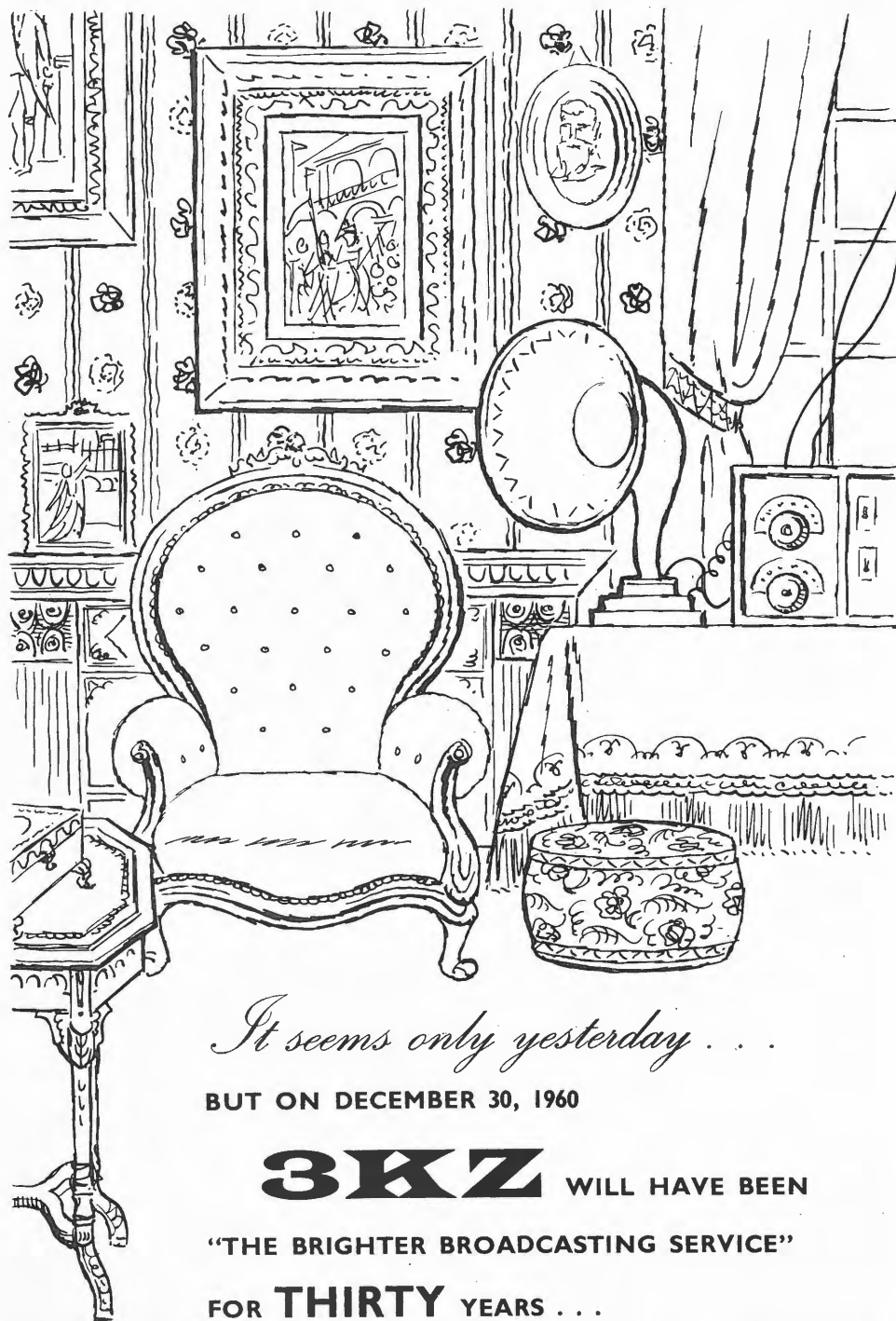
Transmitter Site: Heidelberg. **Power:** 5kw. **Frequency:** 930kcs. **Operating Hours:** Mon-Fri. 5.30am-mid.; Sat. 5.30am-1am (Sunday); Sun. 7.30am-11.30pm.

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

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

Interstate Representation: Noel Battye Pty Ltd, 52 Phillip-st, Sydney (27-4515).

Rates resume (26 times): 50wds, £4 10s (bfast), £4 (day), £4 10s (night); 100wds, £6 10s (bfast), £5 (day), £6 10s (night); 15 mins, £12 10s (day), £19 5s (night); 30mins, £24 (day), £35 (night).



It seems only yesterday . . .

BUT ON DECEMBER 30, 1960

3KZ WILL HAVE BEEN

"THE BRIGHTER BROADCASTING SERVICE"

FOR **THIRTY** YEARS . . .

30 YEARS OF ENTERTAINING—SELLING

3XY

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

Opened: Sept. 8, 1935.

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

Directors: V. G. H. Harrison, G. A. McPhee.

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

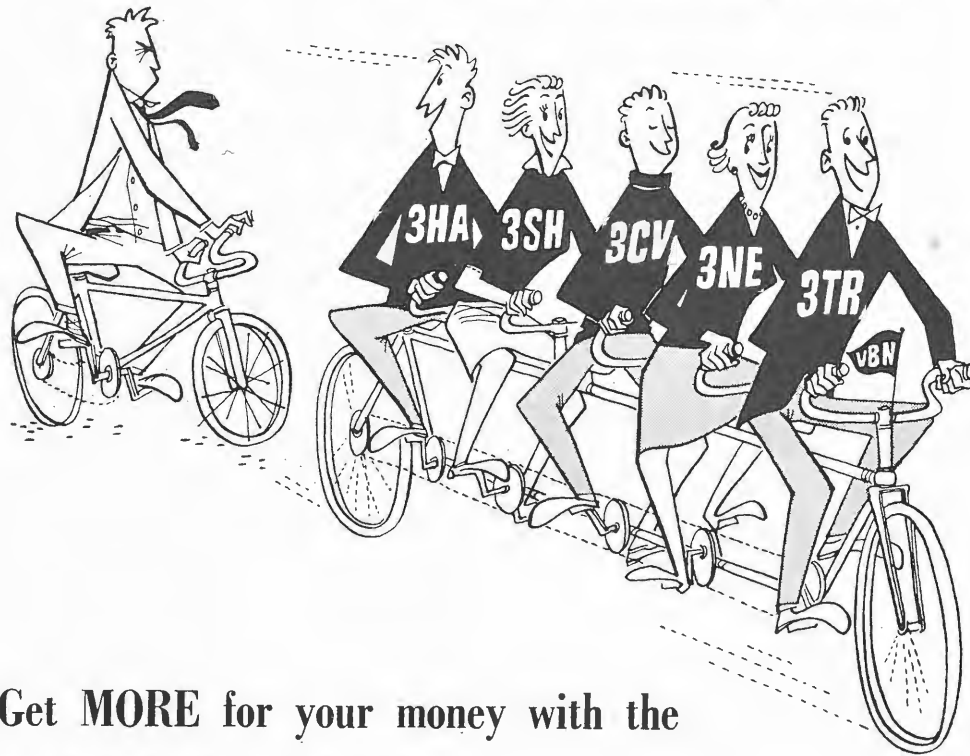
Interstate Representation: The Barnes Chapman Company Pty Ltd, 31 Macquarie Place, Sydney (27-6857).

Rates resume (26 times): 50wds, £3 14s (bfast), £3 2s (day), £4 6s (night); 100wds, £5 15s (bfast), £4 9s (day), £5 15s (night); 15mins, £11 6s (day), £15 15s (night); 30mins, £19 8s (day), £27 13s (night).

For details of ABC stations 3AR and 3LO see special ABC section, page 113.

it pays to buy . . .

the giant economy size!



Get MORE for your money with the

V.B.N.

IN COUNTRY VICTORIA!

In all directions, the V.B.N. team will cover the territory for you more speedily, effectively AND economically! So "gear up" with this grand 5 in 1 buy — the V.B.N. combined rate, and enjoy the full cycle of results! Head for value — via V.B.N.



Encircles Victoria . . .

VICTORIAN BROADCASTING NETWORK

Head Office: 239 COLLINS ST., MELB. . . Phone 63-7131

Sydney: V.B.N. SALES & SERVICES PTY. LTD. (Mr. Fred Russell), 117 PITT ST. BW7603

Radio stations

● Victoria (Country)

PHONE STC FIRST

MY 1406

*Standard Telephones
and Cables Pty. Ltd.*

SYDNEY • MELBOURNE
BRISBANE

AN **ITT** ASSOCIATE

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

3BA Ballarat

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

Opened: July 31, 1930.

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

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

Executives: E. J. W. Whykes (mngtr), K. R. Ridgway (chief engineer), T. W. Negri (program mngtr), C. K. Taylor (sales mngtr).

Network Affiliation: Macquarie Co-op Interstate Representation: See 2GB.

Rates resume (26 times): 50wds, 19s 6d (opening-2pm), 13s (2-6pm & 10.30pm-close), £1 6s (6-10.30pm); 100wds, £1 6s (opening-2pm), 17s 6d (2-6pm & 10.30pm-close), £1 15s (6-10.30pm); 15mins, £3 18s 9d (opening-2pm), £2 12s 6d (2-6pm & 10.30pm-close), £5 5s (6-10.30pm); 30mins, £7 4s 6d (opening-2pm), £4 16s 3d (2-6pm & 10.30pm-close), £9 12s 6d (6-10.30pm).

3B0 Bendigo

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

Opened: June 4, 1931.

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

Director: Sir Lionel Hooke.

Executives: F. A. McManus (mngtr), E. J. Pattison (asst mngtr), W. Moore (chief engineer).

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

Rates resume (26 times): 50wds, £1 0s 6d (6am-2pm; 10pm-close), 13s 6d (2pm-6pm), £1 10s 6d (6pm-10pm); 100wds, £1 7s 6d (6am-2pm; 10pm-close), 17s (2pm-6pm), £1 18s (6pm-10pm); 15mins, £4 1s 3d (6am-2pm; 10pm-close), £2 10s (2pm-6pm), £5 12s 6d (6pm-10pm); 30mins, £7 6s 3d (6am-2pm; 10pm-close), £4 10s (2pm-6pm), £10 2s 6d (6pm-10pm).

3CS Colac

Licensee: Colac Broadcasting Company Pty Ltd, 241 Murray-st, Colac. Phone Colac 9061.

Opened: Oct. 7, 1939.

Transmitter Site: Cororooke-rd, West

Colac. Power: 1kw. Frequency: 1130kcs. District Covered: Rural. Operating Hours: Mon.-Fri. 6am-10.30pm; Sat. 6am-11pm; Sun. 8.30 am-11pm.

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

Executives: C. S. Faulkner (gen. mngtr), Neil Reeman (sales mngtr), C. A. Cullinan (chief engineer), C. Woodland (studio mngtr).

Interstate Representation: D. N. Scott, O'Brien Hse, 56 Young-st, Sydney (BU 2763); E. L. Jeffrey, Phoenix Chambers, 374 Little Collins-st, Melbourne (68-9192).

Rates resume (26 times): 50wds, 8s 6d (bfast & lunch), 8s 3d (morn. & aft.), 13s (night); 100wds, 12s 6d (bfast & lunch), 11s 6d (morn. & aft.), 17s (night); 15mins, £2 3s 9d (bfast & lunch), £2 0s 3d (morn. & aft.), £3 3s (night); 30mins, £3 8s 9d (bfast & lunch), £3 3s 3d (morn. & aft.), £5 5s (night).

3CV Maryborough

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

Opened: Mar. 31, 1938.

Transmitter Site: Carisbrook. Power: 1kw. Frequency: 1440kcs. District Covered: Industrial, rural. Operating Hours: Mon.-Sat. 6am-11pm; Sun. 8.30am-10.30pm.

Directors: D. F. Syme (chairman & mng. dir.), N. F. Dixon, J. R. Bishop, H. R. Syme.

Executives: N. F. Dixon (general mngtr), K. J. Parker (mngtr), R. J. Baeck (sales mngtr), R. Wade-Ferrell (local sales mngtr), W. Harper (snr technician).

Network Affiliation; Interstate Representation: See VBN.

Rates resume (26 times): 50wds, 14s (bfast & day), 19s 6d (night); 100wds, 17s (bfast & day), £1 5s (night); 15mins, £2 11s (day), £4 14s (night); 30mins, £4 8s (day), £8 2s (night).

3GL Geelong

Licensee: Geelong Broadcasters Pty Ltd, 4 James-st, Geelong. Phone X4131.

Opened: Dec. 3, 1930.

Transmitter Site: Geelong. Power: 1kw. Frequency: 1350kcs. District Covered: Industrial, pastoral, rural. Operating Hours: Mon.-Fri. 6am-11pm, Sat. 6am-11.30pm, Sun. 8am-10.30p.m.

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

Executives: J. A. McKenzie (gen. mngtr), Reg Gray (sales & studio mngtr), J. C. Matthews (chief engineer).

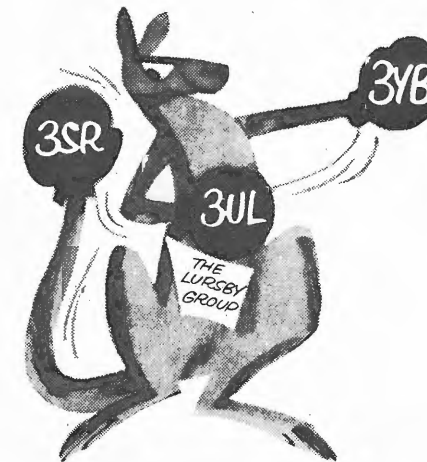
VIC.
COUNTRY RADIO
IN YOUR PLAN ?

FIRST
CONTACT THE

LURSBY

MAN!

* Read it backwards for the three most FORWARD stations in Country Victoria!



The group with the 3-way wallop!

Yes, you got it — 3YB, 3SR, 3UL! The trio that has 66 one-thousand-or-more-population towns and 410,000 people within its S.O.I. (Sphere of Influence). That's coverage — and in the richest, best-buying parts of the State! Cost per impact with the LURSBY group, within the S.O.I., is only 1.7 pence per 1,000. Check it! You won't find any lower-priced way of getting to this market!

Call the LURSBY man! Let him show you the facts and figures that bear out these statements.

The LURSBY man is:

MELBOURNE — Rob Ellenby,
Associated Broadcasting Services Ltd.
365 Elizabeth St. FJ 9357.
SYDNEY — Ken Lloyd,
76 Clarence Street. Telephone BX 1267.

Interstate Representation: Hugh Anderson, 130 Exhibition-st, Melbourne (MF3674), George Hill, 48 Alfred-st, Milson's Point, Sydney (XB7642).

Rates resume (26 times) (10.30pm-close less 20pc): 50wds, 18s (6am-9am), 16s 3d (9am-6pm, 10.30pm-close), £1 7s (6pm-10.30pm); 100wds, £1 4s (6am-9am), £1 2s 6d (9am-6pm, 10.30pm-close), £1 16s (6pm-10.30pm); 15mins, £3 10s (9am-6pm, 10.30pm-close), £5 7s (6pm-10.30pm); 30mins, £6 2s 6d (9am-6pm, 10.30pm-close), £8 16s (6pm-10.30pm).

3HA Hamilton

Licensee: Western Province Radio Pty Ltd, 37 Grey-st, Hamilton. Phone Hamilton 316-7. Telegrams Threeha.

Opened: Oct. 24, 1931.

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

Directors: D. F. Syme (chairman & manag. dir.), N. F. Dixon, J. R. Bishop, R. I. Lowenstern, H. R. Syme, W. J. Stephenson.

Executives: N. F. Dixon (gen. mngr), D. P. James (mngr), R. J. Baeck (sales mngr); J. Sydow (chief engineer), G. Charlesworth (program mngr), K. Barnes (sales).

Network Affiliation: VBN. **Interstate Representation:** VBN, 239 Collins-st, Melbourne (63-7131); Fred Russell, 117 Pitt-st, Sydney (BW7603).

Rates resume (26 times): 50wds, £1 3s (bfast & day), £1 15s (night); 100wds, £1 10s (bfast & day), £2 6s (night); 15mins, £4 8s (day), £6 5s (night); 30mins, £7 5s (day), £11 (night).

3LK Lubeck

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

Opened: Dec. 24, 1936.

Transmitter Site: Lubeck. **Power:** 2kw. **Frequency:** 1090kcs. **District Covered:** Industrial, rural, pastoral. **Operating Hours:** Mon.-Fri. 5.30am-11.30pm; Sat. 5.30am-12.30am (Sunday); Sun. 7am-11.30pm. In part relay with 3DB.

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

3MA Mildura

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

Opened: May 25, 1933.

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

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

Executive: M. Folie (mngr).

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

Rates resume (26 times): 50wds, 11s 3d (bfast), 9s 3d (day), 17s 6d (night); 100wds, 14s 6d (bfast), 12s (day), £1 2s 3d (night); 15mins, £2 10s 9d (bfast), £2 2s 3d (day), £3 18s 3d (night); 30mins, £4 9s 3d (bfast), £3 14s 3d (day), £6 17s 3d (night).

3NE Wangaratta

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

Opened: Mar. 27, 1954.

Transmitter Site: Bowser. **Power:** 1-2kw. **Frequency:** 1600kcs. **District Covered:** Industrial, pastoral, rural. **Operating Hours:** Mon.-Fri. 6am-11pm, Sat. 6am-12pm, Sun. 7am-11pm.

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

Executives: D. C. De La Rue (mngr), K. T. Gleeson (chief engineer), R. W. Carmichael (studio mngr).

Network Affiliation: VBN. **Interstate Representation:** VBN, 239 Collins-st, Melbourne (Central 4124); Fred Russell, 117 Pitt-st Sydney (BW7603).

Rates resume (26 times): 50wds, 16s (bfast & day), £1 1s (night); 100wds, 19s (bfast & day), £1 1s 6d (night); 15mins, £2 16s 6d (day), £5 4s (night); 30mins, £4 16s (day), £8 8s (night).

3SH Swan Hill

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

Opened: Aug. 27, 1931.

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

Directors: D. F. Syme (chairman & manag. dir.), N. F. Dixon, J. R. Bishop, H. R. Syme, W. J. Stephenson, R. I. Lowenstern.

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



VICTORIA

With 4% of Australia's Productive Land, Country Victoria Produces 25% of Australia's Primary Income!

10% OF AUSTRALIA'S TOTAL RETAIL SALES ARE MADE IN COUNTRY VICTORIA

Cover this vital, expanding market . . . fully and economically with

COUNTRY RADIO

Surveys show that country radio gives a more dominant coverage of rural Victoria than any other media. Surveys also reveal that country people in this, Australia's fourth richest market, prefer their own local stations. This certain coverage, combined with such listener loyalty, gives a powerful selling tool that cannot be matched for effectiveness or low cost per impact.

To **SELL** to the country—**GO** to the country

Plan through these top-rating stations:-

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

Inserted by the Victorian Country Broadcasters Publicity Committee

Network Affiliation: VBN. **Interstate Representation:** VBN, 239 Collins-st, Melbourne (63-7131); Fred Russell, 117 Pitt-st, Sydney (BW7603).

Rates resume (26 times): 50wds, 12s (bfast & day), 18s 6d (night); 100wds, 15s (bfast & day), £1 3s 6d (night); 15mins, £2 7s (day), £4 2s 6d (night); 30mins, £4 4s (day), £7 15s (night).

3SR Shepparton

Licensee: Associated Broadcasting Services Ltd, Wyndham-st, Shepparton. Melbourne office, 365 Elizabeth-st (FJ9357).

Opened: Jan. 5, 1931.

Transmitter Site: Shepparton. **Power:** 2kw. **Frequency:** 1260kcs. **District Covered:** Rural. **Operating Hours:** Mon-Fri. 5.30am-11.30pm, Sat. 5.30am-12mid, Sun. 7am-11pm.

Directors: Sir William Bridgeford (chairman), E. K. Smart, H. Pacini, L. E. Friend, R. V. Philpott, S. J. A. Kemp (manag. dir.), F. O. Cameron.

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

Network Affiliation: Associated with 3YB, 3UL. **Interstate Representation:** K. P. G. Lloyd, 76 Clarence-st, Sydney (BX1267).

Rates resume (26 times): 50wds, £1 7s (day to 2.30pm), £1 3s (aft.), £1 14s 6d (night); 100wds, £1 14s 6d (day to 2.30pm), £1 8s 6d (aft.), £2 6s (night); 15mins, £4 5s 6d (day to 2.30pm), £3 16s (aft.), £6 3s 6d (night); 30mins, £7 2s 6d (day to 2.30pm), £6 3s 6d (aft.), £10 9s (night).

3TR Sale

Licensee: Latrobe Valley & Gippsland Broadcasters Pty Ltd, Stawell-st, Sale. Phone Sale 2222, 2223. Telegrams Threetr.

Opened: Sept. 29, 1930.

Transmitter Site: Myrtlebank. **Power:** 2kw. **Frequency:** 1240kcs. **District Covered:** Industrial, rural. **Operating Hours:** Mon-Fri. 5am-midnight; Sat. 5am-1am Sun.; Sun. 7am-11pm.

Directors: D. F. Syme (chairman & manag. dir.), N. F. Dixon, J. R. Bishop, H. R. Syme, R. I. Lowenstern.

Executives: G. C. Lewis (mngnr), R. J. Baek (sales mngnr), E. W. Evans (chief engineer), M. Sclater (service mngnr), J. Woods (prog. mngnr), G. Ord (chief anncr).

Network Affiliation: VBN. **Interstate Representation:** VBN, 239 Collins-st, Melbourne (63-7131); Fred Russell, 117 Pitt-st, Sydney (BW7603).

Rates resume (26 times): 50wds, £1 3s (bfast & day), £1 15s (night); 100wds, £1 10s

(bfast & day), £2 6s (night); 15mins, £4 8s (day), £6 5s (night); 30mins, £7 5s (day), £11 (night).

3UL Warragul

Licensee: Associated Broadcasting Services Ltd, Victoria-st, Warragul. Melbourne office, 365 Elizabeth-st (FJ9357).

Opened: May 18, 1937.

Transmitter Site: Warragul. **Power:** 1-2kw. **Frequency:** 880kcs. **District Covered:** Rural. **Operating Hours:** Mon-Fri. 5.30am-11.30pm, Sat. 5.30am-midnight, Sun. 7am-11pm.

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

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

Network Affiliation: Associated with 3SR, 3YB. **Interstate Representation:** K. P. G. Lloyd, 76 Clarence-st, Sydney (BX1267).

Rates resume (base rate): 50wds, £1 (day to 2.30pm & 6pm-close), 16s (2.30pm-6pm); 100wds, £1 6s (day to 2.30pm & 6pm-close), £1 4s (2.30pm-6pm); 15mins, £3 6s (day to 2.30pm & 6pm-close), £2 16s (2.30pm-6pm); 30mins, £5 10s (day to 2.30pm & 6pm-close), £4 10s (2.30pm-6pm).

3YB Warrnambool

Licensee: Associated Broadcasting Services Ltd, Cnr Liebig & Lava-sts, Warrnambool. Melbourne office, 365 Elizabeth-st (FJ9357).

Opened: Jan. 18, 1936.

Transmitter Site: Bushfield. **Power:** 1kw. **Frequency:** 1210kcs. **District Covered:** Rural. **Operating Hours:** Mon-Fri. 6am-11.30pm; Sat. 6am-12mid, Sun. 7am-11pm.

Directors: Sir William Bridgeford (chairman), E. K. Smart, H. Pacini, L. E. Friend, R. V. Philpott, S. J. A. Kemp (manag. dir.), F. O. Cameron.

Executives: Eric Collings (mngnr), O. V. Henry (sales mngnr), H. S. Fuller (chief engineer), N. Bradley (program mngnr).

Network Affiliation: Associated with 3SR, 3UL. **Interstate Representation:** K. P. G. Lloyd, 76 Clarence-st, Sydney (BX1267).

Rates resume (26 times): 50wds, 15s 6d (day to 2.30pm), 13s 6d (aft.), 19s (6pm-close); 100wds, £1 3s (day to 2.30pm), 17s 6d (aft.), £1 5s (6pm-close); 15mins, £2 13s 6d (day to 2.30pm), £2 2s (aft.), £3 3s (6pm-close); 30mins, £4 5s 6d (day to 2.30pm), £3 8s 6d (aft.), £5 4s 6d (6pm-close).

For Victorian regional stations of the ABC see special ABC section, page 113.

beth-sts, Brisbane, GPO box 398-F. Phone 31-2621. Telegrams Fourkq.

Opened: May 7, 1947.

Transmitter Site: Tingalpa. **Power:** 1 to 2kw. **Frequency:** 690kcs. **District Covered:** Industrial. **Operating Hours:** 24-hour service.

Directors: G. Whiteside, J. M. Schmella. **Executives:** L. H. Andrews (gm), L. W. Beioley (sales mngnr), R. Watson (chief engineer), G. C. Hardman (studio mngnr).

Network Affiliation: 2KY, 2HD. **Interstate Representation:** Noel Battye, 52 Phillip-st, Sydney (27-4515); R. Haig-Muir, Stanhill, 34 Queens-rd, Melbourne (BM3641).

Rates resume (26 times): 50wds, £2 (bfast), £1 10s 6d (day), £2 11s 6d (night); 100wds, £2 (day), £3 8s (night); 15mins, £6 14s 6d (day), £11 1s (night); 30mins, £11 12s 6d (day), £20 11s 6d (night).

Opened: Sept. 29, 1930.

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

Executives: Reg Goss (mngnr), B. Klemm (sales mngnr), J. Kingsford (chief engineer), D. Magoffin (program mngnr).

Network Affiliation: Major. **Interstate Representation:** I. W. Phillips, 29 Bligh-st, Sydney (BW3948); Hugh Anderson, Poster Hse, 130 Exhibition-st, Melbourne (MF3674). **O'seas Representation:** London, George Webb, Ludgate Hse, 107-110 Fleet-st, E.C.4.

Rates resume (26 times): Night only: 50wds, £3 13s 9d; 100wds, £4 18s 6d; 15mins, £12 8s 6d; 30mins, £22 1s 6d.

4KQ

Licensee: Australian Labor Party, Qld branch, Labor House, cnr Edward & Eliza-

For details of ABC stations 4QG and 4QR see special ABC section, page 113.

Audited circulation is foolproof protection . . .

In an appeal to advertiser members, A. Gilbert Pike, secretary of the Audit Bureau of Circulations, implores advertisers to join with the bureau in protecting their own interests.

"Surely," states Pike, "it must be obvious that a refusal to join the Audit Bureau of Circulations or Circulations Audit Board by publishers can only mean they are making fictitious circulation claims; and, of course, their rate structure is in accordance with these claims.

"Advertisers can assist themselves and, of course, the ABC or CAB, by refusing advertising support to any publication not listed in the circulation summaries.

"If every advertiser and advertising agency religiously adopted this measure it would not be long before these publishers either ceased publication, or submitted their publication to audit, thus revealing their true circulation figures."

ABC and CAB formula is foolproof, and circulation figures certified by these independent audit authorities are beyond doubt.

Astute space buyers in trade and business publications safeguard their advertising expenditure by refusing to do business with publications which do not submit their circulation claims to ABC or CAB audit.

4AK Darling Downs

Licensee: Brisbane Broadcasting Pty, 288-298 Queen-st, Brisbane. Phone 31-1381. Telegrams Fourbk.

Opened: Aug. 31, 1935.

Transmitter Site: Oakey. **Power:** 2kw. **Frequency:** 1220kcs. **District Covered:** Rural, pastoral, industrial. **Operating Hours:** In relay with 4BK.

Executives: R. Goss (mngtr), B. Klemm (sales mngtr), P. L. Grant (chief engineer), D. Magoffin (program mngtr).

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

Rates resume (26 times): Night only: 50wds, £3 13s 9d; 100wds, £4 18s 6d; 15mins, £12 8s 6d; 30mins, £22 1s 6d.

4AY Ayr

Licensee: Ayr Broadcasters Pty Ltd, 386 Flinders-st, Townsville. Phone 4191-2-3. 176 Queen-st, Ayr. Capitol Building, Lanner-cost-st, Ingham. Phone 631. Box 213. Phone 219, 228. Telegrams Fouray.

Opened: Oct. 1, 1934.

Transmitter Site: Ayr. **Power:** 1-2kw. **Frequency:** 960kcs. **District Covered:** Urban, rural. **Operating Hours:** Mon-Sat. 5am-11.30pm; Sun. 6am-11.30pm.

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

Executives: G. T. Schmid (mngtr), F. L. Nathan (sales mngtr), technicians J. Oost (Townsville), R. Savill (Ayr).

Interstate Representation: E. L. Jeffrey, 374 Little Collins-st, Melbourne (63-9192); R. W. Highfield, 65 York-st, Sydney (BX2737); R. Anwin, c/- 4BC, Wharf-st, Brisbane (31-1311).

Rates resume (26 times): 50wds, 16s (5.30am-6pm), 19s 6d (6pm-close); 100wds, £1 0s 6d (5.30am-6pm), £1 5s 6d (6pm-close); 15mins, £3 6s (5.30am-6pm), £4 5s (6pm-close); 30mins, £5 19s (5.30am-6pm), £7 9s (6pm-close).

4BU Bundaberg

Licensee: Bundaberg Broadcasters Pty Ltd, 55 Woongarra-st, Bundaberg. Phone 505. 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: A. J. Christensen (chairman), G. L. Marsh, N. G. McCormack.

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

Network and Interstate Affiliation: See Macquarie-2GB.

Rates resume: 50wds, 14s (bfast), 9s 6d (day), 15s (night); 100wds, £1 (bfast), 13s (day), £1 1s (night); 15mins, £2 7s 6d (day), £3 10s (night); 30mins, £4 5s (day), £6 (night).

4CA Cairns

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

Opened: May 2, 1936.

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

Director: Sir Lionel A. Hooke.

Executives: J. M. Dower (mngtr), K. Duncan (sales mngtr), K. Nutt (chief engr), K. Smith (program mngtr).

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

Rates resume (26 times): 50wds, 17s 6d (6am-2pm; 10pm-close), 11s 6d (2pm-6pm), £1 6s (6pm-10pm); 100wds, £1 1s 6d (6am-2pm; 10pm-close), 14s (2pm-6pm), £1 12s (6pm-10pm); 15mins, £3 6s (6am-2pm; 10pm-close), £2 5s (2pm-6pm), £4 19s (6pm-10pm); 30mins, £5 17s 6d (6am-2pm; 10pm-close), £4 (2pm-6pm), £8 16s (6pm-10pm).

4GR Toowoomba

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

Opened: Aug. 16, 1925.

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

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

Executives: E. E. Gold (mngtr), D. E. Gold (acting mngtr), A. Bidgood (chief engineer), R. Stevenson (program mngtr).

Network Affiliation: Queensland & Macquarie Networks. **Interstate Representation:** R. Highfield, 65 York-st, Sydney (BX2737); E. L. Jeffrey, Box 1914R, Melbourne (63-9192); Ron Anwin, c/- 4BC, Wharf-st, Brisbane (31-1311); Charles F. Brown, 40 Pirie-st, Adelaide (W5393).

Rates resume (26 times): 50wds, 17s 3d (6am-8.30am), 16s (8.30am-2pm), 10s 6d (2pm-

4MK

MAKES EVERY PENNY

Sell in

MACKAYAustralia's Largest
Sugar CentreANNUAL
PRIMARY INCOME

£18,000,000

44,000 people are
waiting to buy your
products through**4MK**THE VOICE OF
THE BARRIER REEF

Buy your time from

A. L. FINN PTY. LTD.
66 King Street, Sydney**RON HAIG-MUIR PTY. LTD.**
34 Queens Road, Melbourne**RON ANWIN**
4BC, Brisbane

5.30pm; 10pm-close), £1 3s (5.30pm-10pm); 100wds, £1 3s 3d (6am-8.30am), £1 1s 3d (8.30am-2pm), 13s 9d (2pm-5.30pm; 10pm-close), £1 10s (5.30pm-10pm); 15mins, £3 15s (8.30am-2pm), £2 8s (2pm-5.30pm; 10pm-close), £5 5s (5.30pm-10pm); 30mins, £6 10s (8.30am-2pm), £4 5s (2pm-5.30pm; 10pm-close), £9 4s (5.30pm-10pm).

4GY Gympie

Licensee: Gympie Broadcasting Co Ltd, 98 Mary-st, Gympie. Phone 334, 669.
Opened: Nov. 3, 1941.

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

Director: S. L. Fittell (managing director).
Executive: A. H. Buzacott (mgr).

Network Affiliation: Macquarie. Interstate Representation: 4BH, 43 Adelaide-st, Brisbane (22-002); for Sydney & Melbourne see 2GB.

Rates resume (26 times): 50wds, 13s (bfast), 8s (day), 15s 6d (night); 100wds, 18s (bfast), 11s (day), £1 2s (night); 15mins, £2 (day), £3 7s (night), 30mins, £3 15s (day), £6 5s (night).

4IP Ipswich

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

Opened: Sept. 2, 1935.

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

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

Executives: W. J. Johnson (mgr), K. Fairweather (asst. mgr).

Interstate Representation: Barnes Chapman Co, 31 Macquarie Place, Sydney (27-6857); John Havre, 422 Collins-st, Melbourne, C.I. (MU3011).

Rates resume (26 times): 50wds, 14s 9d (day), 18s 6d (night); 100wds, 19s 6d (day), £1 4s 3d (night); 15mins, £3 7s 6d (day), £4 4s 6d (night); 30mins, £5 18s (day), £7 8s 3d (night).

4LG Longreach

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

Opened: May 5, 1936.

Transmitter Site: Cramsie. Power: 2kw. Frequency: 1100kcs. District Covered: Pastoral, rural, industrial. Operating Hours: Mon.-Fri. 6am-2pm, then 5pm-10pm, Sat. 6am-11pm, Sun. 8.30am-9.45pm.

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

Executives: G. Billett (mgr), J. Short (sales mgr), D. Reed (tech.-in-charge).

Network Affiliation: Macquarie co-op.

Interstate Representation: A. L. Finn Pty Ltd, 66 King-st, Sydney (BX6161); R. Haig-Muir, Stanhill, 34 Queens-rd, Melbourne (BM3641); R. Anwin, C/- 4BC, Wharf-st, Brisbane (31-1311); Gold Coast repr.: 4KQ Surfers Paradise; Ken Bennett, MBS, Adelaide.

Rates resume (26 times): 50wds, 10s 6d, 13s 9d; 100wds, 13s 6d, 18s; 15mins, £2 7s 9d, £3 3s 3d; 30mins, £4 3s 6d, £5 11s.

4MB Maryborough

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

Opened: Aug. 16, 1932.

Transmitter Site: Riverview. Power: 2kw. Frequency: 1160kcs. District Covered: Industrial, pastoral, rural. Operating Hours: Mon.-Sat. 6am-10.30pm; Sun. 7am-10.30pm.

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

Network Affiliation: Queensland Net. Interstate Representation: R. Anwin, C/- 4BC, Wharf-st, Brisbane (31-1311); R. W. Highfield, 65 York-st, Sydney (BX2737); E. L. Jeffrey, 370 Little Collins-st, Melbourne (63-9192); Charles F. Brown & Assoc., Adelaide (Phone W5393).

Rates resume (26 times): 50wds, 12s (6am-8.30am), 10s 6d (8.30am-2pm), 8s (2pm-5.30pm), 14s 6d (5.30pm-close); 100wds, 16s 6d (6am-8.30am), 13s 6d (8.30am-2pm), 11s (2pm-5.30pm), £1 (5.30pm-close); 15mins, £2 8s (8.30am-2pm), £1 18s (2pm-5.30pm), £3 9s (5.30pm-close); 30mins, £4 4s (8.30am-2pm), £3 7s (2pm-5.30pm), £6 (5.30pm-close). Saturation schedule on application.

4MK Mackay

Licensee: Mackay Broadcasting Service Pty Ltd, 38 Gordon-st, Mackay. Phone 2434. Telegrams Fourmk.

Opened: Jan. 12, 1931.

Transmitter Site: Mt. Bassett, Nth Mackay. Power: 2kw. Frequency: 1380kcs. District Covered: Sugar, rural. Operating Hours: Mon.-Sat. 5.30am-10.30pm; Sun. 6am-10pm.
Directors: H. J. Manning (chairman), J. H. Williams (secretary).

Executives: Maitland E. Low (gen. mgr), Lloyd O. Williams (chief engineer).

Interstate Representation: A. L. Finn Pty Ltd, 66 King-st, Sydney (BX6161); R. Haig-Muir, 34 Queens-rd, Melbourne (BM3641); Ron Anwin, c/o 4BC, Wharf-st, Brisbane (31-1311).

Rates resume (26 times): 50wds, 15s 9d (day to 6pm), £1 5s (night); 100wds, £1 (day to 6pm), £1 12s 6d (night); 15mins, £3 5s 9d (day), £5 6s (night); 30mins, £5 18s 9d (day), £9 2s 6d (night).

4RO Rockhampton

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

Opened: July 2, 1932.

Transmitter Site: Pink Lily. Power: 2kw. Frequency: 1000kcs. District Covered: Primary, mineral. Operating Hours: Mon.-Sat. 5.30am-11pm; Sun. 7am-10.30pm.

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

Network Affiliation: In association with 4BC, 4GR, 4MB. Interstate Representation: R. W. Highfield, 65 York-st, Sydney (BX2737); E. L. Jeffrey, 370 Little Collins-st, Melbourne (63-9192); 4BC, Adelaide & Wharf-sts, Brisbane (31-1311); Charles F. Brown & Assoc., Selborne Chambers, 40 Pirie-st, Adelaide (W5393).

Rates resume (26 times): 50wds, 16s (6am-8.30am), 14s 6d (8.30am-2pm), 10s 9d (2pm-5.30pm), £1 (5.30pm-close); 100wds, £1 1s 6d (6am-8.30am), 19s 9d (8.30am-2pm), 14s 6d (2pm-5.30pm), £1 7s 9d (5.30pm-close); 15mins, £3 6s (8.20am-2pm), £2 10s (2pm-5.30pm), £4 11s 3d (5.30pm-close); 30mins, £5 16s (8.30am-2pm), £4 7s 6d (2pm-5.30pm), £7 19s (5.30pm-close).

4SB Kingaroy

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

Opened: Mar. 11, 1938.

Transmitter Site: Wooroolin. Power: 2kw. Frequency: 1060kcs. District Covered: Agri-

cultural, 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 (mng'r and sales mng'r), J. R. Martin (chief engineer).

Network Affiliation: Queensland Network. **Interstate Representation:** R. W. Highfield, 65 York-st, Sydney (BX2737); E. L. Jeffrey, 370 Little Collins-st, Melbourne (63-9192); 4BC, Wharf & Adelaide-sts, Brisbane (31-1311).

Rates resume (26 times): (hours 8am-11am, 1.30pm-6pm Mon.-Fri.; 8am-noon Sat.; 7am-1pm, 2pm-5pm Sun.): 50wds, 11s 6d; 100wds, 15s 6d; 15mins, £2 14s 3d; 30mins, £4 15s. All rates prior to 9.30am carry 20pc loading.

4TO Townsville

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

Opened: Oct. 5, 1931.

Transmitter Site: Cluden. **Power:** 1.2kw. **Frequency:** 780kcs. **District Covered:** Industrial, pastoral. **Operating Hours:** Mon.-Sat. 5.30am-11.30pm; Sun. 7am-11pm.

Director: Sir Lionel A. Hooke.

Executives: F. R. Pearce (mng'r), N. Clibborn (sales mng'r), G. Ericksson (chief engineer).

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

Rates resume (26 times): 50wds, £1 0s 6d (6am-2pm; 10pm-close), 13s 6d (2pm-6pm), £1 10s 6d (6pm-10pm); 100wds, £1 7s 6d (6am-2pm; 10pm-close), 17s (2pm-6pm), £1 18s (6pm-10pm); 15mins, £4 1s 3d (6am-2pm; 10pm-close), £2 10s (2pm-6pm), £5 12s 6d (6pm-10pm); 30mins, £7 6s 3d (6am-2pm; 10pm-close), £4 10s (2pm-6pm), £10 2s 6d (6pm-10pm).

4VL Charleville

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

Opened: Feb. 12, 1936.

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

Directors: J. F. Stephenson (mng'g dir.), J. R. Lanagan (chairman), D. S. Boyce, T. J. Butler, C. H. Curtis, L. W. Haseler, A. C. Little, R. B. Lynch, C. E. Watt.

Executives: W. D. Eversen (mng'r), F. W. Davidson (chief eng.), A. E. Copeland (chief annr), R. F. Davidson (acct), C. W. McKenzie (prog. supervisor).

Interstate Representation: R. Anwin, C/- 4BC, Brisbane (31-1311); R. W. Highfield, 65 York-st, Sydney (BX2737); E. L. Jeffrey, 370 Little Collins-st, Melbourne (63-9192).

Rates resume (26 times): 50wds, 9s 3d (6.30am-6pm), 12s 3d (6pm-10.30pm); 100wds, 12s (6.30am-6pm), 16s (6pm-10.30pm); 15mins, £2 2s 6d (6.30am-6pm), £2 16s 3d (6pm-10.30pm); 30mins, £3 14s 3d (6.30am-6pm), £4 18s 9d (6pm-10.30pm).

4WK Warwick

Licensee: Warwick Broadcasting Co Pty Ltd, 4WK Bldgs, Palmerin-st, Warwick. Phone Warwick 8,1133. Telegrams Fourwk.

Opened: May 6, 1935.

Transmitter Site: East Warwick. **Power:** 2.1kw. **Frequency:** 880kcs. **District Covered:** Rural. **Operating Hours:** Mon.-Sat. 6am-10.30pm; Sun. 7am-10.30pm.

Chairman of Directors: Sir Lionel Hooke.

Executives: W. O. Kinane (mng'r), R. J. Currie (asst. mng'r), M. D. McNab (sales mng'r), G. L. Lang (tech.-in-charge), W. F. Wynn (studio supervisor).

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

Rates resume (26 times): 50wds, 11s 6d (day), £1 3s (night); 100wds, 14s (day), £1 8s (night); 15mins, £2 5s (day), £4 10s (night); 30mins, £4 (day), £8 (night).

4ZR Roma

Licensee: Maranoa Broadcasting Co Ltd, McDowall-st, Roma, P.O. 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. 6.30am-10.30pm; Sun. 8am-10.30pm.

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

Executives: C. R. Taylor (mng'r), C. Jenkins (engineer), N. M. Davidson (adv'tg mng'r).

Network Affiliations: Associated with 4BC, 4GR, 4RO, 4MB, 4SB. **Interstate Representation:** R. Anwin, 4BC, Wharf-st, Brisbane (31-1311); R. W. Highfield, 65 York-st, Sydney (BX2737); E. L. Jeffrey, Little Collins-st, Melbourne (63-9192); MBS, Adelaide.

Rates resume (26 times): 50wds, 8s 6d (opening-6pm), 11s 3d (6pm-10.30pm); 100wds, 11s 3d (opening-6pm), 15s (6pm-10.30pm); 15mins, £1 19s 6d (opening-6pm), £2 12s 6d (6pm-10.30pm); 30mins, £3 9s (opening-6pm), £4 12s (6pm-10.30pm).

For Queensland regional stations of the ABC see special ABC section, page 113.

5AD Adelaide

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

Opened: Aug. 2, 1930.

Transmitter Site: Cavan. **Power:** 2kw. **Frequency:** 1310kcs. **District Covered:** Rural, pastoral, industrial. **Operating Hours:** Mon.-Fri. 5.30am-11.15pm; Sat. 5.30am-12 mid; Sun. 6.30-10.45pm. Relays to 5PI-MU-SE.

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

Executives: B. A. Williams (mng'r), V. A. Jacques (sales mng'r), J. L. Schaumloffel (chief engineer), R. W. Sullivan (program director).

Network Affiliation: Major. **Interstate Representation:** Hugh Anderson, 130 Exhibition-st, Melbourne (MF3674); I. W. Phillips, 29 Bligh-st, Sydney (BW3948); Country Radio & Television, 30 Carrington-st, Sydney (BX3380) (5PI-MU-SE, night only). **O'seas Representation:** Harold Maughan, Ludgate Hse, 110 Fleet-st, London, EC4; Joshua B. Powers Inc, 345 Madison Avenue, New York, 17, NY.

5DN Adelaide

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

Opened: Feb. 24, 1925.

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

Directors: Sir Edgar Bean (chairman), J. D. Patience, R. Murdoch, R. B. Taylor, B. C. Button.

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

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

Rates resume: 50wds, £2 10s (bfast), £1 12s 6d (day), £3 (night); 100wds, £3 10s (bfast), £2 5s (day), £4 10s (night); 15mins, £5 10s (day), £11 (night); 30mins, £8 5s (day), £17 10s (night).

5KA Adelaide

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

Opened: Mar. 25, 1927.

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

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

Executives: K. Ross Parham (general mng'r), R. G. Cant (sales mng'r), G. E. Mathews (chief engineer), J. S. Fox (program mng'r).

Interstate Representation: A. L. Finn & Co, 66 King-st, Sydney (BX6161); E. L. Jeffrey, 370 Little Collins-st, Melbourne (63-9192).

Rates resume (26 times): 50wds, £2 2s (bfast), £1 16s (day), £2 14s (night), £1 16s (late night), 9s (all night); 100wds, £3 (bfast), £2 8s 6d (day), £4 6s (night), £2 8s 6d (late night), 16s (all night); 15mins, £10 8s (night); £5 10s (late night), £2 12s 6d (all night); 30mins, £16 10s (night), £8 16s (late night); £3 16s (all night).

5AU Port Augusta

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

Opened: May 25, 1938.

Transmitter Site: Pt. Augusta. **Power:** 500wts. **Frequency:** 1450kcs. **District Covered:** Industrial, pastoral, rural. **Operating Hours:** Sun.-Fri. 5.45am-11pm; Sat. 5.45am-12 mid. In relay with 5KA.

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

Executives: All executive matters handled by 5KA.

Interstate Representation: See 5KA.

Rates resume (26 times): 50wds, 9s (day), 14s 9d (night); 100wds, 12s 6d (day), 19s (night); 15mins, £1 12s (day), £2 7s 6d (night); 30mins, £2 16s 6d (day), £3 17s (night).

5MU Murray Bridge

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

Opened: Sept. 16, 1934.

Transmitter Site: Murray Bridge. **Power:** 500wts. **Frequency:** 1460kcs. **District Covered:** Pastoral, rural. **Operating Hours:** Mon.-Fri. 5.30am-11.15pm, Sat. 5.30am-midnight; Sun. 7.45am-10.45pm. In relay with 5AD.

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

Network Affiliation: Major.

IN
SOUTH AUSTRALIA
THE STATIONS
FOR
SATURATIONS

For maximum STATEWIDE
spot penetration at
minimum cost . . .
covering 860,000 people . . .
You must use

5AD
PI·MU·SE

Representatives:
Sydney

I. W. Philips,
29 Bligh Street.

Melbourne

Hugh Anderson Pty. Ltd.,
130 Exhibition Street.

5PI Crystal Brook

Licensee: Midlands Broadcasting Services Ltd, C/- 5AD, Box 392, GPO, Adelaide. Phone 88.

Opened: Jan. 7, 1932.

Transmitter Site: Crystal Brook. Power: 2kw. Frequency: 1040kcs. District Covered: Industrial, pastoral, rural. Operating Hours: Mon.-Fri. 5.30am-11.15pm, Sat. 5.30am-midnight, Sun. 7.45am-10.45pm.

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

Network Affiliation: Major.

5RM Murray Valley

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

Opened: Sept. 30, 1935.

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

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

Executives: H. F. Lloyd (resident engineer).

Interstate Representation: See 5KA.

Rates resume (26 times): (night available only on special occasions): 50wds, 17s 6d (day); 100wds, £1 10s (day); 15mins, £3 10s (day), £6 1s (night); 30mins, £6 4s (day), £8 10s (night).

5SE Mt. Gambier

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

Opened: July 3, 1937.

Transmitter Site: Mt Gambier. Power: 500wts. Frequency: 1370kcs. District Covered: Pastoral, rural. Operating Hours: Mon.-Fri. 5.30am-11.15pm, Sat. 5.30am-midnight, Sun. 7.45am-10.45pm. In relay with 5AD except between 12.15pm-1pm and 2.15pm-5pm Mon.-Fri.

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

Network Affiliation: Major.

For South Australian stations of the ABC see special ABC section, page 113.

Over 1,000 sponsors of radio or TV programs, or buyers of radio or TV spots, are subscribers to "Broadcasting and Television". They wisely rely on it to keep them up-to-date with all new developments in radio and TV advertising.

"Broadcasting and Television", every Thursday, not only *informs* in terms of news, but provides a constant source of *guidance* for those making daily use of air media — advertising and merchandising techniques — and is in its specific field the publication . . .

**MOST-READ,
MOST-USED
AND MOST-QUOTED**

ANNUAL SUBSCRIPTION: £4.15.0 PER YEAR IN AUSTRALASIA,
£5.5.0 EMPIRE COUNTRIES, £5.15.0 FOREIGN.

6BY Bridgetown

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

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.

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

6CI Collie

Licensee: Nicholsons Ltd, 86 Barrack-st, Perth, studios 340 Hay-st. Phone (23-3044). Telegrams Sixpr.

Opened: May 29, 1948.

Transmitter Site: Collie. Power: 2kw. Hours: Mon-Fri. 6am-2.30pm, then 5pm-Sun. 7am-1pm, then 5-10.30pm.

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

Rates resume (26 times): 50wds, 15s 6d (8.45am-6pm), £1 6s 6d (6pm-10.15pm); 100wds, 17s 9d (8.45am-6pm), £1 12s 6d (6pm-10.15pm); 15mins, £3 2s 9d (8.45am-6pm), £6 17s (6pm-10.15pm); 30mins, £5 8s 6d (8.45am-6pm), £12 3s 3d (6pm-10.15pm).

6GE Geraldton

Licensee: Great Northern Broadcasters Ltd, Eleanor-st, Geraldton. Phone Geraldton 187. Telegrams Sixge.

Opened: Oct. 6, 1937.

Transmitter Site: Bluff Point. Power: 2kw. Frequency: 1010kcs. District Covered: Pastoral, rural, crayfishing. Operating Hours: Mon-Fri. 6.30am-1.30pm, 5pm-10.30pm, Sat. 6.30am-3pm, 5pm-10.30pm, Sun. 11am-10pm.

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

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

Network Affiliation: Whitford Broadcasting Network (6PM-AM). Interstate Representation: D. N. Scott, 56 Young-st, Sydney (BU2763); E. L. Jeffrey, 374 Little Collins-st, Melbourne (63-9192-3).

Rates resume (26 times): 50wds, 12s (day), 18s 6d (evng); 100wds, 14s (day), £1 4s (evng); 15mins, £2 8s (day), £4 (evng), 30mins, £4 7s (day), £7 2s (evng).



HOOK

LINE

and

SINKER

Audiences fall
for 6IX's Feature
Line-up . . .

day time listening
is UP!

Night time ratings
are FANTASTIC!!

West Australians
are sold on . . .



6KG Kalgoorlie

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

Opened: Sept. 16, 1931.

Transmitter Site: Parkeston. **Power:** 2kw. **Frequency:** 860kcs. **District Covered:** Rural. **Operating Hours:** Mon.-Fri. 6.30am-2pm, then 5-10.30pm; Sat. 6.30am-3.30pm, then 5-10.30pm; Sun. 11am-2.30pm, then 5-10pm.

General Manager: D. E. Muir.

Executives: G. C. Chapman (mngr & prog. mngr), J. H. Tozer (sales mngr), H. A. Taylor (chief engineer).

Network Affiliation: Whitfords Broadcasting Net. **Interstate Representation:** D. N. Scott, 56 Young-st, Sydney (BU2763); E. L. Jeffrey, 374 Little Collins-st, Melbourne (63-9192-3).

Rates resume (26 times): 50wds, 14s (day), £1 2s (evng); 100wds, 17s (day), £1 7s 6d (evng); 15mins, £2 15s (day), £4 10s (evng); 30mins, £4 15s (day), £8 (evng).

6MD Merredin

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

Opened: July 5, 1941.

Transmitter Site: Merredin. **Power:** 2kw. **Frequency:** 1100kcs. **District Covered:** Light industrial, pastoral, rural. **Operating Hours:** Mon.-Fri. 7am-2.20pm, then 5.10.30pm; Sat. 7am-11pm; Sun. 9am-12.30pm, then 5-10.30pm. In relay with 6IX.

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

6NA Narrogin

Licensee: Westland Broadcasting Co Ltd, 17-19 James-st, Perth. Phone BF1636. Telegrams Sixky.

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 12noon-2pm Mon.-Thurs, 11.30-2pm Fri.

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

Rates resume: Same as 6KY except during local transmission when rates are two-thirds of those shown on rate card (see 6KY).

6TZ Bunbury

Licensee: Nicholsons Ltd, 86 Barrack-st,

Perth, studios 340 Hay-st, Perth. Phone 23-3044. Telegrams Sixpr.

Opened: Oct. 11, 1939.

Transmitter Site: Waterloo. **Power:** 2kw. **Frequency:** 313 metres, 960kcs. **District Covered:** Industrial, pastoral, rural. **Operating Hours:** Mon.-Fri. 6am-10.15pm; Sat. 6am-11pm; Sun. 7am-10.30pm.

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

Rates resume (26 times): 50wds, 15s 6d (8.45am-6pm), £1 6s 6d (6pm-10.15pm); 100wds, 17s 9d (8.45am-6pm), £1 12s 6d (6pm-10.15pm); 15mins, £3 2s 9d (8.45am-6pm), £6 17s (6pm-10.15pm); 30mins, £5 8s 6d (8.45am-6pm), £12 3s 3d (6pm-10.15pm).

6VA Albany

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

Opened: Mar. 10, 1956.

Transmitter Site: Albany. **Power:** 2kw. **Frequency:** 780kcs. **District Covered:** Industrial, rural. **Operating Hours:** Mon. to Fri. 6.30am-2pm, then 4-10pm; Sat. 6.30am-midnight; Sun. 10am-2pm, then 5-10pm.

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

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

Interstate Representation: D. N. Scott, 56 Young-st, Sydney (BU2763); E. L. Jeffrey, 374 Little Collins-st, Melbourne (63-9192-3).

Rates resume (26 times): 50wds, 9s (to 6pm; 10pm-mid), 16s (6pm-10pm); 100wds, 11s 3d (to 6pm; 10pm-mid), £1 1s (6pm-10pm); 15mins, £1 19s 6d (to 6pm; 10pm-mid), £3 13s (6pm-10pm); 30mins, £3 7s (to 6pm; 10pm-mid), £6 8s (6pm-10pm).

6WB Katanning

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

Opened: Sept. 26, 1936.

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

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

For Western Australian stations of the ABC see special ABC section, page 113.

7HO Hobart

Licensee: Commercial Broadcasters Pty Ltd, 80-84 Elizabeth-st, Hobart, GPO Box 542F. Phone 33671. Telegrams Sevenho.

Opened: Aug. 13, 1930.

Transmitter Site: Mt Nelson. **Power:** 2kw. **Frequency:** 860kcs. **District Covered:** Industrial, rural. **Operating Hours:** Mon.-Fri. 5.30am-11.30pm, Sat. 5.30am-midnight, Sun. 5.30am-11pm.

Directors: G. F. Davies, L. Nettlefold, S. Sims, E. G. McRae.

Executives: A. Brown (mngr), B. Carr (prog. mngr), G. Bell (chief eng.), E. Richman (sales mngr).

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

Rates resume (base rates): 50wds, £1 3s (5.30am-9am), £1 2s (9am-5.30pm), £1 14s (5.30pm-close); 100wds, £1 8s (5.30am-9am), £1 7s (9am-5.30pm), £2 (5.30pm-close); 15mins, £4 (9am-5.30pm), £7 (5.30pm-close); 30mins, £7 (9am-5.30pm), £13 (5.30pm-close).

7HT Hobart

Licensee: Metropolitan Broadcasters Pty Ltd, 141 Elizabeth-st, Hobart, GPO Box 572F.

Phone B5083. Telegrams Sevenht.

Opened: Apr. 19, 1937.

Transmitter Site: Droughty Point, Derwent River Shore. **Power:** 2kw. **Frequency:** 1080kcs. **District Covered:** Industrial, fruitgrowing, rural. **Operating Hours:** Mon.-Fri. 5.30am-11.30pm, Sat. 5.30am-12midnight, Sun. 7am-11pm.

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

Executives: R. M. Vertigan (mngr), F. B. Klein (chief engineer), M. McCann (record lib.).

Network Affiliation: Major. **Interstate Representation:** A. L. Finn, 66 King-st, Sydney (BX6161); Hugh Anderson, 130 Exhibition-st, Melbourne (MF3674).

Rates resume: 50wds, 15s (bfast), 13s (day) 19s (night); 100wds, 19s (bfast), 17s (day), £1 3s (night); 15mins (by 208 times), £2 16s (day), £4 6s (night); 30mins (by 52 times), £5 (day), £8 (night).

7AD Devonport

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

Opened: Aug. 6, 1932.

Transmitter Site: Don Heads. **Power:** 500wts. **Frequency:** 900kcs. **District Covered:**

*Factual!!
7BU-7AD-7SD
Have an exclusive
Tasmanian audience of
100,000 consumers*

Industrial, rural. **Operating Hours:** Mon.-Sat. 7am-11pm; Sun. 10am-10.30pm.

Directors: K. A. Findlay (chairman), D. K. Findlay, T. Lord.

Executives: M. T. Evans (mngr), A. D. Maney (sales mngr), A. Hewitt (eng).

Interstate Representation: A. L. Finn, 66 King-st, Sydney (BX6161); R. Haig-Muir, Stanhill, 34 Queens-rd, Melbourne (BM3641); MBS, 201 Tynte-st, Adelaide (M8461).

Rates resume (26 times): 50wds, 9s 6d (day to 5.45pm), 14s 6d (night); 100wds, 12s 6d (day), 19s 3d (night); 1min, 14s (day), £1 1s 3d (night); 15mins, £2 1s 6d (day), £3 3s 3d (night); 30mins, £3 14s 6d (day), £5 11s (night).

7BU Burnie

Licensee: Burnie Broadcasting Service Pty Ltd, Mount-st, Burnie, PO Box 120. Phone Burnie 125. Telegrams Sevenbu.

Opened: Oct. 19, 1935.

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

Directors: K. A. Findlay (chairman), D. K. Findlay, T. Lord.

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

Interstate Representation: A. L. Finn, 66 King-st, Sydney (BX 6161); R. Haig-Muir, Stanhill, 34 Queens-rd, Melbourne (BM3641); MBS, 201 Tynte-st, Adelaide (M8461).

Rates resume (26 times): 50wds, 9s 6d (day to 5.45pm), 14s 6d (night); 100wds, 12s 6d (day), 19s 3d (night); 1 min, 14s (day), £1 1s 3d (night); 15mins, £2 1s 6d (day), £3 3s 3d (night); 30mins, £3 14s 6d (day), £5 11s (night).

7EX Launceston

Licensee: 7EX Pty Ltd, 74 Charles-st, Launceston. Phone 2-1777-8. Telegrams Sevenex.

Opened: Feb. 5, 1938.

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

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

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

Exhibition-st, Melbourne (MF3674).

Rates resume (26 times): 50wds, 16s 9d (6.30am-9am), 14s 9d (9am-5.45pm), £1 1s (5.45pm-close); 100wds, 19s 6d (6.30am-9am), 17s 6d (9am-5.45pm), £1 7s (5.45pm-close); 15mins, £3 3s (9am-5.45pm), £3 18s (5.45pm-close); 30mins, £5 5s (9am-5.45pm), £7 8s (5.45pm-close).

7LA Launceston

Licensee: Findlay & Wills Broadcasters Pty Ltd, Broadcast Hse, Quadrant. Phone 2-1551, 2-1552. Telegrams Sevenla.

Opened: Dec. 13, 1930.

Transmitter Site: West Tamar. **Power:** 2kw. **Frequency:** 1100kcs. **District Covered:** Industrial, rural. **Operating Hours:** 6am-11pm daily.

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

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

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

Rates resume (base rate): 50wds, £1 (bfast), 17s (day), £1 6s (evening); 100wds, £1 5s (bfast), £1 (day), £1 13s (evening); 15mins, £3 10s (day), £4 5s (evening); 30mins, £6 (day), £8 (evening).

7QT Queenstown

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

Opened: May 29, 1937.

Transmitter Site: South Queenstown. **Power:** 500wts. **Frequency:** 720kcs. **District Covered:** Mining, pastoral. **Operating Hours:** Mon.-Fri. 7am-1pm, then 4pm-10.30pm; Sat. 7-9am, then 12noon-10.30pm; Sun. 5-10.30pm.

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

Executives: H. Ebrall (mngr & chief engineer), V. Finn (sales mngr), P. Haigh (program mngr).

Interstate Representation: MBS, 136 Philip-st, Sydney (B0360); MBS, 382 Latrobe-st, Melbourne (FJ3671); MBS, 201-205 Tynte-st, North Adelaide (201-205).

Rates resume (base rate): 50wds, 6s 8d (day to 5.30pm), 10s (night); 100wds, 10s (day to 5.30pm), 15s (night); 15mins, £1 15s (day to 5.30pm), £2 12s (night); 30mins, £3 (day to 5.30pm), £4 10s (night).

7SD Scottsdale

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

Opened: Sept. 5, 1954.

Transmitter Site: North Scottsdale. **Power:** 500wts. **Frequency:** 540kcs. **District Covered:** Industrial, rural. **Operating Hours:** Mon.-Fri. 7am-1pm, then 4.30-10.15pm; Sat. 7-9am, then 4.30-10.15pm; Sun. 10am-1pm, then 5-10.15 pm.

Directors: K. A. Findlay (chairman), D. K. Findlay, T. Lord.

Executives: B. Scetrine (mngr & engineer),

T. Allen (sales mngr), G. Murison (prog mngr).

Network Affiliation: Tas. Coastal Net. **Interstate Representation:** A. L. Finn, 66 King-st, Sydney (BX6161); R. Haig-Muir, Stanhill, 34 Queens-rd, Melbourne (BM3641).

Rates resume (26 times): 50wds, 9s 6d (day to 5.45pm), 14s 6d (night); 100wds, 12s 6d (day), 19s 3d (night); 1min, 14s (day), £1 1s 3d (night); 15mins, £2 1s 6d (day), £3 3s 3d (night); 30mins, £3 14s 6d (day), £5 11s (night).

For Tasmanian stations of the ABC see special ABC section, page 113.

The Australasian Radio and TV Media Authority

BROADCASTING ... AND TELEVISION

ADVERTISERS • ADVERTISING • STATIONS • PRODUCTION • EQUIPMENT

MEMBER
CIRCULATIONS
AUDIT BOARD



IS THE FIRST CHOICE OF ADVERTISING AGENCIES

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

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

Published weekly by Greater Publications Pty. Ltd., Liverpool House, 257 Castlereagh Street, Sydney. Postal address: Box 2608, G.P.O., Sydney, MA 8143. ANNUAL SUBSCRIPTION RATES: Australia £4.15.0, Empire countries £5.5.0, other countries £5.15.0, payable in advance, all postage paid.

Radio Networks

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



ROLATAPE

The Tape with the Famous Name

Available from Distributors Throughout Australia

ANOTHER  PRODUCT

when you
think of

NATIONAL COVERAGE

Think of

major

THE MAJOR BROADCASTING NETWORK

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

NATIONAL

MACQUARIE BROADCASTING SERVICE, 136 Phillip-st, Sydney. Phone B0360.

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

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

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

Interstate Representation: Branch offices, 382 Latrobe-st, Melbourne (FJ3671); 201-205 Tynte-st, North Adelaide (M8461). Key stations all other States. O'seas: see 2GB.

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

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

MAJOR BROADCASTING NETWORK, 29 Bligh-st, Sydney. Phone B0329.

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

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

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

INTERSTATE

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

Executives: Sir Lionel A. Hooke (manag. dir.), A. E. R. Fox (assist. general mngr), R. K. Harris (country broadcasting service supt),

D. J. Crawford (country stations sales mngr).

Stations: 2CH, 2AY, 2GN, 2GF, 3BO, 4CA, 4TO, 4WK.

AWA began broadcasting activities in 1931 with 2AY, 2GN, 3BO, 4TO. Added to these were 2GF (1933), 2CH and 4WK (1935), and 4CA (1936).

Stations offer Sydney and regional coverage in NSW, Victoria and Queensland.

COMMONWEALTH BROADCASTING NETWORK, 365 Kent-st, Sydney. Phone B0270. Cnr Wharf & Adelaide-sts, Brisbane. Phone B0333.

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

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

I/State Repr.: R. Anwin, cnr Wharf & Adelaide-sts, Brisbane (2-0333); R. W. Highfield, Asbestos Hse, York-st, Sydney (BX2737); E. L. Jeffrey (all stations excepting 2UW), 370 Little Collins-st, Melbourne (MU3115); 2UW, D. Gilder, 18 Queen-st, Melbourne (62-5793); Charles F. Brown (all stations), 40 Pirie-st, Adelaide (W5393).

Network established March, 1937.

Stations offer Sydney, Brisbane and Queensland regional coverage.

Although all the stations are under the one management and controlled by L. C. Hynes as network general manager, they do not operate as a network outside Queensland.

The stations sell time individually in the main buying centres.

REGIONAL

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

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

I/State Repr.: Hugh Anderson, 130 Exhibition-st, Melbourne (MF3674); I. W. Phillips, 29 Bligh-st, Sydney (BW3948); Also Country Radio & Television Pty Ltd, Lisgar Hse, 30 Carrington-st, Sydney (BX3380) — 5PI-MU-SE night only. O'seas: H. I. Marshall, Ludgate Hse, 110 Fleet-st, London, EC1; Joshua B. Powers Inc, 345 Madison-Ave, New York 17, NY.

Network offers Adelaide and SA rural coverage.

ASSOCIATED BROADCASTING SERVICES LTD, 365 Elizabeth-st, Melbourne. Phone FJ 9357.

Executives: S. J. A. Kemp (mng dir.), R. W. Ellenby (sales mnggr).

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

I/State Repr.: K. P. G. Lloyd, 76 Clarence-st, Sydney (BX 1267).

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

Argus had operated the network since 1936.

Stations offer Victorian regional coverage.

NEW ENGLAND NETWORK, C/o Tamworth Radio Development Co. Pty Ltd, Radio Centre Calala, Tamworth. Phone Tamworth M274. Telegrams Twotm.

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

I/State Repr.: 4BH, 43 Adelaide-st, Brisbane, Phone 2-2002; Country Radio & Television Pty Ltd, 30 Carrington-st, Sydney (BX3380); John Harve, 422 Collins-st, Melbourne (MU3011).

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

NICHOLSON'S LTD, 340 Hay-st, East Perth. Phone 23-3044 Telegrams: Sixpr, Perth.

Directors: J. L. Paton (chairman), E. F. Downing, E. M. Barker, J. W. Stoddart.

Executives: R. McC. Russell (mnggr), W. Attwill (asst to mnggr & program dir.), W. Fuhrmann (sales mnggr).

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

I/State Repr.: Victorian Broadcasting Network, 239 Collins-st, Melbourne, 63-7131; Fred Russell, 117 Pitt-st, Sydney, BW7603.

Stations offer Perth and sth west regional coverage.

TASMANIAN COASTAL NETWORK, Box 120, PO, Burnie. Phone Burnie 125. Telegrams, Sevenbu.

Executives: Tas Lord (gen. mnggr & gen. mnggr, 7BU), M. T. Evans (mnggr, 7AD), B. Scettrine (mnggr, 7SD).

Member Stations: 7BU, 7AD, 7SD.

I/State Repr.: A. L. Finn, 66 King-st, Sydney (BX6161); R. Haig-Muir, 34 Queen-st, Melbourne (BM3641); MBS, 201 Tynte-st, Adelaide (M8461).

Network offers Tasmanian regional coverage with estimated 100,000 listeners.

VICTORIAN BROADCASTING NETWORK, 239 Collins-st, Melbourne. Phone 63-7131. Telegrams: Radiocentre.

Member Stations: 3HA, 3TR, 3SH, 3NE, 3CV.

Directors, VBN Ltd: D. F. Syme (chairman & mng dir), H. R. Syme, J. R. Bishop, R. I. Lowenstern, W. J. Stephenson, N. F. Dixon.

Executives: Nevill Dixon (general mnggr), Bob Baeck (sales mnggr), David de la Rue (mng dir & mnggr, 3NE), Donald P. James (mnggr 3HA), Harry Lithgow (mnggr 3SH), Gordon Lewis (mnggr 3TR), Ken Parker (mnggr 3CV).

I/State Repr: Fred Russell, 117 Pitt-st, Sydney, BW7603. Country Repr: Cec Corley, 239 Collins-st, Melbourne, 63-7131.

Network stations are strategically placed to cover all four corners of Victoria and between them, the greater part of the State. VBN was established in 1931 with 3HA, adding 3TR in 1936, 3SH in 1937, 3NE in 1954 and 3CV in 1958.

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

Executive: B. Samuel (general mnggr).

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

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

Network offers Perth and WA rural coverage.

WHITFORD BROADCASTING NETWORK, 115 St George's Terrace, Perth. Phone 21-2201.

Executives: D. E. Muir (gen. mnggr), H. A. Taylor (chief engineer), J. H. Tozer (sales mnggr), L. J. Harris (mnggr, 6GE), G. C. Chapman (mnggr, 6KG).

Member Stations: 6PM, 6AM, 6KG, 6GE. I/State Repr.: D. N. Scott, 56 Young-st, Sydney (BU2763); E. L. Jeffrey, 370 Little Collins-st, Melbourne (MU3115).

Network offers Perth and WA regional coverage.

Radio and television representatives

• And of overseas radio and TV organisations



ROLATAPE

ANOTHER  PRODUCT

The Tape with the Famous Name

Available from Distributors Throughout Australia

SYDNEY

AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED, 47 York-st, Sydney. Box 2516, GPO (B0233). (2AY, 2GN, 2GF, 3BO, 4TO, 4CA, 4WK). David Crawford (country stations' sales mngr).

ATN, Television Centre, Epping. WL0111. Telegrams, Telecentre. (QTQ9, NWS9).

BARNES CHAPMAN CO PTY LTD, 31 Macquarie Place. 27-6857. (3XY, 4IP, 2XL, ARC Recording Div.). M. D. Chapman, M. J. Jones, M. J. Edwards, J. T. Taylor (dirs).

BATTYE, NOEL PTY LTD, 52 Phillip-st. 27-4515 (3UZ, 4KQ, 6KY-NA, 2RG, 2HD, Grace Gibson Radio & TV Prod.). Noel Battye, Dillah Battye (dirs).

COUNTRY BROADCASTING SERVICES LTD, Hosking Hse, Penfold Place. BW1428. Telegrams: Twogz Sydney. (2GZ, 2NZ, 2LM). A. Ridley (gen mngr), W. R. Smith (sales).

COUNTRY RADIO & TV PTY LTD, 30 Carrington-st. BX3380. Telegrams: TwoTM Sydney. (2TM, 2AD, 2MO, 2RE, 2VM, 5PI-MU-SE, 3MA). R. R. Parker (mngr).

FINN, A. L. PTY LTD, 66 King-st, BX-6161. Telegrams, Leofinn Sydney. (3KZ, 4LG, 4MK, 5KA-AU-RM, 7HT, 7BU, 7AD, 7SD, Hector Crawford Radio & TV Prod.). A. L. Finn (gov dir). P. Halse (radio mngr).

HIGHFIELD, R. W., 65 York-st. BX2737. Telegrams: Sydrep Sydney. (4BC-SB, 4GR, 4MB, 4RO, 4AY, 4VL, 4ZR).

LLOYD, KEN, 76 Clarence-st. BX1267. (Assoc. B'casting Services Ltd, 3SR, 3YB, 3UL).

LOCK, KINGSLEY, 60 Hunter-st. BW9370. (2KO).

MACQUARIE BROADCASTING SERVICE, 136 Phillip-st. B0360. (2CA, 2LF, 2LT, 2MW, 2NX-NM, 2PK, 2WL, 3AW, 4BH, 4BU, 4GY, 5DN, 6IX-WB-MD-BY, 7HO, 7LA, 7QT, 2DU, 2BS, 2MG, 3BA, 2BH). S. R. I. Clark (mng dir.), F. J. Coombes (dir. of sales).

McGOWEN, E. E., C/o TCN advertising-sales division, 249 George-st, Sydney. BU2881. (ADS7, BTQ7).

ODWYER, D., 19 Hunter-st, Sydney. 28-2860. (TVW7).

PHILLIPS, I. W., 29 Bligh-st. BW3948. (3DB-LK, 4BK-AK, 5AD-PI-MU-SE).

POWERS, BILL, 76 Clarence-st, Sydney. BX1222. (HSV).

RICHARDSON, PETER, 5 Plunkett-st, East Sydney. FA0311. (GTV.)

RIVERINA BROADCASTERS PTY LTD, 30 Carrington-st. BX3202 (2WG, 2QN). Rep. David Kerrigan.

RUSSELL, FRED, 117 Pitt-st. BW7603. (VBN Ltd. 3HA-TR-SH-NE-CV and Nicholson's B'casting Service Ltd, 6PR-TZ-CI).

SCOTT, D. N., 56 Young-st. BU2763. Telegrams: Donscott Sydney. (7EX, 6PM-AM-KG-GE, 6VA, 3CS).

WILSON, F. L. & CO., 30 Carrington-st, Sydney. BX3358. (2BE.)

MELBOURNE

ALLAN, STANFORD, 247 Collins-st, 63-7081. (2BE.)

AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED, 167 Queen-st, Melbourne (MU9161). (2CH, 2AY, 2GN, 2GF, 3BO, 4TO, 4CA, 4WK). J. L. Finch (sales mngr).

ANDERSON, HUGH, 130 Exhibition-st. MF3674-6 (2UE, 2KO, 2GZ, 2NZ, 2LM, 3GL, 4BK-AK, 5AD-PI-MU-SE, 7EX, 7HT).

FILDES, S. R., 390 Lonsdale-st, Melbourne. 67-1868. (TVW7).

GARDINER, D., C/o HSV, cnr Dorcas & Wells-sts, Sth Melbourne. MX4731. (ADS7, BTQ7).

GILDER, D. G., 18 Queen-st. Telegrams: Twouw Melbourne. MU2819. (2UW.)

HAIG-MUIR PTY LTD, 34 Queens-rd, SC2, BM3641-2. Telegrams: Haig-Muir Melbourne. (2HD, 2QN, 2SM, 2WG, 4KQ, 4LG, 4MK, 6KY-NA, 7BU, 7AD, 7SD, Grace Gibson Radio & TV Prod.). R. F. Haig-Muir (mng dir.), J. G. Stuart (sales mngr).

HAVRE, JOHN, 422 Collins-st. MU3011.

HUGHES, HARRY, C/o GTV9, 22 Bendo-st, Richmond, JB4121, Telegrams Geeteevee. (ATN7, QTQ9).

JEFFREY, E. L. Box 1914R, GPO, Melbourne. 63-9192-3. Telegrams: Jeffradio Melbourne. (4BC-SB, 4GR, 4MB, 4RO, 4AY, 4ZR, 4VL, 2KM, 2KA, 3CS, 5KA-AU-RM, 6PM-AM-KG-GE, 6VA.), E. L. Jeffrey (princ.).

MACQUARIE BROADCASTING SERVICE, 382 Latrobe-st. FJ3671. (2GB, 2CA, 2DU, 2BS, 2RG, 2LF, 2LT, 2MG, 2MW, 2NX-NM, 2PK, 2WL, 3BA, 4BH, 4BU, 4GY, 5DN, 6IX-WB-MD-BY, 7HO, 7LA, 7QT.) Roy Heath (Melb. mngr).

OATEN WARD, 379 Collins-st. MU4725. (2XL.)

THOM, J. D., 395 Collins-st. MB1792. (3MA.)

BRISBANE

AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED, cnr Cordelia & Melbourne-sts, Brisbane (4-1631). (2CH, 2AY, 2GN, 2GF, 3BO, 4TO, 4CA, 4WK.) J. P. Banney (sales mngr).

ANWIN, RON, 30-38 Wharf-st. 31-1311. (2UW, 4AY, 4GR, 4LG, 4MB, 4VL, 4ZR, 4RO, 4MK, 4SB, 2MW.)

WOOD, ERIC, 329 Adelaide-st. 2-2735. (2HD, 5KA-AU-RM.)

ADELAIDE

BROWN, CHARLES F., Selborne Chambers, 40 Pirie-st, Adelaide. W5393. (2UW, 4BC, 4GR, 4RO, 4MB.)

COLES, KEITH R., 32 Currie-st, Adelaide. LA4926. (3DB-3LK.)

MACQUARIE BROADCASTING SERVICE, C/o 5DN, 201-205 Tynte-st, North Adelaide. Box 133OG, GPO, Adelaide. M8461. (Representing Macquarie stations throughout Australia.) Ken Bennett (inngr).

MURPHY, K., C/o ADS7, 125 Strangways-terrace, Nth Adelaide. M8591.(BTQ7.)

OVERSEAS RADIO-TV REPS
IN AUSTRALIA

ATV (Australia) Pty Ltd, 136 Phillip-st, Sydney. B0360. Directors, Val Parnell, Lew Grade, J. D. Patience, S. R. I. Clark, Neil McIntyre. Executives: John Darnton (sales mngr), H. W. Chester (secy). Sale and distribution of telefilms for ATV London, ITC London, New York and London. O'seas repr.: ATV, London; ITC, New York.

British Broadcasting Corporation, London, W.I. A'sian repr, James F. Mudie, MBE, 250 Pitt-st, Sydney, B0657, BM3894.

National Broadcasting Company, RCA Bldg, New York, USA. NBC International (Australia) Pty Ltd, Hellenic Hse, 251 Elizabeth-st, Sydney. Phone MA6994. Telegrams Natinter. Thomas S. O'Brien, manag. dir. Distribution and sale of TV programs and newsreels, broadcasting management services.

NBC Monitor radio program. Repr. by 2GB, 136 Phillip-st, Sydney, B0360, and interstate network stations.

United Press International (Inc. New York). Sth Pacific hq 505 Caltex Hse, 167 Kent-st, Sydney, BU4134. Bureau mngr. Eric Riel. RTT receiving station and news desk, 2 Kiogle-st, Wahroonga, JW2137. Radio & TV newsreel services, UPMT (United Press Movietone).

Voice of America, Washington, USA. Repr. by US Information Service, 46-48 Margaret-st, Sydney (BX 7071, cables, Usinfo, Sydney).

BROADCASTING ... AND TELEVISION



IS THE FIRST CHOICE OF AUSTRALIAN TIMEBUYERS

**BUT FOR EVERY TIMEBUYER
THERE ARE OTHER DECISION
MAKERS BEHIND THE SCENES
WHO READ B&T AS WELL**

Rarely indeed does one man alone determine when and where to place radio or TV business. That's why it makes sense to reach every decision maker possible with your message, because every voice that helps to finalize a sale should know your story.

It's the chief reason your advertising will do so well in BROADCASTING AND TELEVISION. B&T reaches almost everybody who is anybody in air. All the timebuyers, of course, but more decision makers, too, at every level (in both the agency/advertiser category) than any other air media publication.

Australian Broadcasting Commission



ROLATAPE ANOTHER  PRODUCT

The Tape with the Famous Name
Available from Distributors Throughout Australia

THE Commonwealth Government took the first steps that ultimately led to the establishment of the Australian Broadcasting Commission as long ago as 1929.

The Government entered into a three-year contract with the Australian Broadcasting Company to supply programs for what were known as Australia's A class stations.

The company was made up of motion picture, theatrical and music publishing interests.

Stuart F. Doyle was the company's chairman; Sir Benjamin Fuller its vice-chairman and these two, with Frank Albert, made up the company's directorate.

C. F. Marsden was the company's supervising manager.

The Postmaster General's Department provided the technical facilities for the company's broadcasts.

At the end of the Government's first contract with the company in 1932 Parliament enacted the Australian Broadcasting Commission Act and this brought the Commission into existence on July 1 of that year.

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

Important developments in the ABC since World War II have included:

The establishment of an independent news service from June 1, 1947; and the establishment early in 1946 of the Sydney Symphony Orchestra with the aid of subsidies from the NSW State Government and the Sydney City Council.

This arrangement led to the formation of full-time symphony orchestras in the other States financed on the same basis by grants from State Governments and local government authorities.

Broadcasting of the proceedings of the Commonwealth Parliament began in July, 1946 following the passing of the Parliamentary Proceedings Broadcasting Act (1946).

The act established a joint Parliamentary committee which determines the transmitters from which the broadcasts are given, the hours of transmission and which House is to be broadcast on a particular day.

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

The ABC's television service began with the opening of station ABN (Channel 2) Sydney on November 5, 1956.

The Melbourne station ABV (Channel 2) began two weeks later and the service began in Brisbane on November 2, 1959. It is expected that the Adelaide and Perth stations will begin transmission in March and that the Hobart station will open in May, 1960.

Radio Australia, the Australian shortwave service to other countries began early in the Second World War.

Its objective was to provide news and explain the Australian viewpoint.

During most of the war the service was controlled by the Department of Information but in 1951 the Commonwealth Government decided that its programs should be taken over by the ABC.

Radio Australia broadcasts 23 news bulletins daily to Asia and the Pacific, North America, the British Isles and Europe and Africa.

Languages in which Radio Australia broadcasts are given include Indonesian, Mandarin, Thai and French. Cantonese and Japanese broadcasts are being introduced. ABC also introduced in 1959 a program designed to help Indonesians speak English.

STATIONS

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

AUSTRALIAN CAPITAL TERRITORY

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

NEW SOUTH WALES:

(Sydney.)

2BL (740kcs, 10kw), 2FC (610kcs, 10kw).
Regional.

2BA Far South Coast, Bega (810kcs, 10kw); 2CO Riverina & NE Victoria, Albury (670kcs, 10kw); 2CR Western Districts, Orange (550kcs, 10kw); 2LG Lithgow (1570 kcs, 200w); 2ML Murwillumbah (560kcs, 200w); 2NA Newcastle (1510kcs, 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).

VICTORIA:

(Melbourne.)

3AR (620kcs, 10kw), 3LO (770kcs, 10kw).
Regional.

3GI Gippsland, Sale (830kcs, 10kw); 3WV Western Victoria, Horsham (580kcs, 10kw); 3WL Warrnambool (1570kcs, 200w).

QUEENSLAND

(Brisbane.)

4QG (790kcs, 10kw), 4QR (590kcs, 10kw).
Regional.

4AT Far North, Atherton (600kcs, 500w); 4QA Pioneer District, Mackay (720kcs, 2kw); 4GM Gympie (1570kcs, 200w); 4QB Wide Bay, Maryborough (910kcs, 2kw); 4QL West-

ern Queensland, Longreach (540kcs, 10kw); 4QN Northern Queensland, Townsville (630kcs, 50kw); 4QS Darling Downs, Toowoomba (750kcs, 10kw); 4RK Central Queensland, Rockhampton (840kcs, 10kw); 4QY Far North, Cairns (940kcs, 2kw); 4SO Southport (1590kcs, 200w).

SOUTH AUSTRALIA:

(Adelaide.)

5AN (890kcs, 2kw); 5CL (730kcs, 5kw).
Regional.

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

WESTERN AUSTRALIA:

(Perth.)

6WF (690kcs, 5kw), 6WN (810kcs, 10kw).
Regional.

6GF Goldfields, Kalgoorlie (720kcs, 2kw); 6GN Geraldton (830kcs, 2kw); 6WA Wagin (560kcs, 50kw); 6NM Northam (600kcs, 200w); 6AL Albany (650kcs, 400w).

TASMANIA:

(Hobart.)

7ZL (600kcs, 10kw), 7ZR (940kcs, 10kw).
Regional.

7NT North Tasmania, Launceston (710kcs, 10kw); 7QN West Coast, Queenstown (630kcs, 200w).

NORTHERN TERRITORY:

5AL Alice Springs (1530kcs, 50w), 5DR Darwin (650kcs, 20w).

PAPUA:

9PA Port Moresby (1250kcs, 500w).

In addition, it is expected that the following stations will come into operation during 1960: 4MI Mount Isa, 5KN Katherine (SA) and 5TC Tennant Creek (SA).

SHORT WAVE SERVICES

VLG, VLH, VLR (all Lyndhurst, Vic, LG-LH, 10kw, LR, 5kw), VLI (Sydney, NSW, 2kw), VLM, VLQ (Brisbane, Qld, 10kw), VLT (Port Moresby, Papua, 2kw), VLW-VLX (Perth, WA, LW 2kw, LX 10kw).

(Note: Frequencies on which these short wave stations transmit are varied as required for best results.)

FM SERVICES (see page 192)

TELEVISION STATIONS

ABN Sydney

Opened: Nov. 5, 1956.

Transmitter and Site: Pacific Highway, Gore Hill. Marconi transmitter (through AWA). Manned and operated by PMG's Department.

Studios: Located with transmitter at Gore Hill (JF0433).

Facilities: Two studios each 80ft x 60ft, one studio 20ft x 30ft.

Equipment: Includes OB van with three Pye cameras and four Raytheon VHF links; three Marconi camera chains, two EMI CPS camera chains, two EMI 16-35mm Telecine channels and one Fernseh telerecording unit with two Siemens magnetic tape sound recorders, Houston Fearless rapid processing unit.

Operating hours: Mon.-Fri., 4-10.55pm; Sat., 1.30-10.30pm; Sun., 4-10.30pm. Also on air 11am-12.15pm twice monthly for church services. Winter schedule 2.30-10.30 pm. During school terms, educational telecasts, 2-2.50pm, Mondays to Fridays.

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

Antenna: 500ft, 820ft above sea level.

ABV Melbourne

Opened: Nov. 19, 1956.

Transmitter and Site: Barnes' Lookout, Mt. Dandenong. Marconi transmitter (through AWA). Manned and operated by PMG's Department.

Studios: Located Gordon-st, Elsternwick. LF8181, 8191.

Facilities: Two 80ft x 60ft, one 20ft x 30ft studios.

Equipment: OB van with three Pye cameras and four Raytheon VHF links, five Marconi Image Orthicon and two EMI CPS chains, two EMI 16-35mm Telecine channels and one Fernseh telerecording unit with two Siemens magnetic tape sound recorders. Houston Fearless rapid processing unit.

Operating hours: Same as ABN Sydney except school telecasts, which are 3-3.30pm, Mondays to Fridays.

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

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

ABQ Brisbane

Opened: Nov. 2, 1959.

Transmitter and Site: Mirrinbul, Mt Coot-tha. Marconi transmitter and aerial (through AWA). Manned and operated by PMG's Department.

Studios: Located 612 Coronation Drive, Toowong.

Facilities: One studio 50ft x 30ft.

Equipment: OB van with three Marconi cameras and two STC mobile link systems; one Marconi camera chain; two Pye Dual Channel Telecine channels with slide and opaque facilities; Marconi Master Control equipment.

Operating hours: Mon.-Fri., 4-10.45pm; Sat., 1.30-10.30pm; Sun., 5-10.15pm. winter schedule 2.30-10.15pm, 11-12.15pm. Twice

monthly for Church services. During school terms educ. telecasts 2.20-3pm, Mon. to Fri.
Technical Facilities: Channel 2 (63-70 megs, vision 64.25 megs, sound 69.75 megs). 100kw ERP visual, 20kw ERP sound.

Antenna: 500ft, situated 1370ft above sea level, Mt. Coot-tha; 150ft link tower on top of studio building houses permanent link to transmitter site and base link equipment for OB's on remotely rotatable mounts.

ABS Adelaide

Expected opening date: March 11, 1960.

Transmitter and Site: Mt. Lofty. Marconi transmitter and aerial (through AWA). Manned and operated by PMG's Department.

Studios: Located Main North East-rd, Collinswood.

Facilities: One studio 50ft x 30ft.

Equipment: OB van with three EMI cameras and two STC mobile link systems; one EMI camera chain; two Pye Dual Channel Telecine channels with slide and opaque facilities; Marconi master control equipment.

Operating hours: As for ABQ Brisbane (excepting educational telecasts).

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

Antenna: 440ft, situated 2700ft above sea level, Mt Lofty; 150ft link tower on top of studio building houses permanent link to transmitter site and base link equipment for OB's on remotely rotatable mounts.

ABW Perth

Expected opening date: March, 1960.

Transmitter and Site: Bickley. Marconi transmitter and aerial (through AWA). Manned and operated by PMG's Department.

Studios: Located Terrace-drive, Rose Hill.

Facilities: One studio 50ft x 30ft.

Equipment: OB van with three EMI cameras and two STC mobile link systems; one EMI camera chain; two Pye Dual Channel Telecine channels with slide and opaque facilities; Marconi master control equipment.

Operating Hours: As for ABQ Brisbane.

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; 250ft link tower on top of studio building houses permanent link to transmitter site and base link equipment for OB's on remotely rotatable mounts.

ABT Hobart

Expected opening date: May, 1960.

Transmitter and site: Mt. Wellington. Philips transmitter with Rhode and Schwarz aerial. Manned and operated by PMG's Department.

Location of studios: Harrington-st, Hobart.

Facilities: One studio 40ft x 30ft.

Equipment: OB van with three Marconi cameras and two STC mobile link systems; one Marconi camera chain; two Pye Dual Channel Telecine channels with slide and opaque facilities; Marconi master control equipment.

Operating hours: As for ABQ Brisbane.

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

Antenna: 300ft, situated 4465ft above sea level, Mt. Wellington. 200ft link tower on top of studio building, houses permanent link to transmitter site and base link equipment for OB's on remotely rotatable mounts.

COMMISSIONERS AND EXECUTIVES

Present Commissioners of the ABC are: **Sir Richard Boyer, KBE, MA** (chairman), **E. R. Dawes CMG** (vice chairman), **Sir John Medley Kt, DCL, LLD, MA, Hon. Dame Enid Lyons, GBE, A. G. Lowndes, MSc, Mrs. E. F. Byth, OBE, BA, H. B. Halvorsen, FCA (Aust.)**.

General manager, **Charles Moses, CBE**.

Assistant general manager (general), **A. N. Finlay, MC**.

Assistant general manager (programs), **Dr. K. Barry**.

Assistant general manager (administration), **T. S. Duckmanton**.

Controller, news services, **W. S. Hamilton**.

Controller, technical services (TV), **L. D. Hadfield**.

Controller, finance, **R. G. Gifford**.

Director of publicity, **Charles Buttrose**.

Director of music, **Herbert Cannon**.

Director of light entertainment, **B. Weber**, acting.

Director of drama and features, **Neil Hutchison**.

Director of talks, **Alan Carmichael**.

Director of youth education, **C. R. Bull**.

Director of rural broadcasts, **John Douglass**.

Director of administrative services, **J. Stanton**.

Federal sporting supervisor, **B. F. Kerr**.

Federal supervisor of religious broadcasts, **Dr J. Munro**.

Federal concert manager, **R. G. Lamb**.

Supervisor of children's session, **John Appleton**.

Managing editor, publications, **J. G. Paton**.

Supervisor of buildings planning, **S. Darling**.

Chief film officer, **N. Edwards**.

Federal supervisor of production facilities, **J. Hall**.

ABC State managers: Victoria, **J. R. E. Chapple**; Queensland, **D. E. Felsman**; South Australia, **J. S. Miller**; Western Australia, **E. K. Sholl**; Tasmania, **F. W. Reed**; Papua and New Guinea, **D. R. Channell**.

Home and interstate offices and overseas representatives:

SYDNEY, Broadcast House, 264 Pitt-st. Cables and telegrams ABCOM. Box 487 GPO, Sydney. Telephone B0657. News Department: Woolworth's Building, Kellett-st, King's Cross. Cables & telegrams Broadnews. Telephone FA7701.

MELBOURNE (HQ), Majella, 473 St. Kilda-rd. Telephone BM3311. Telegrams Broadcast, Melbourne. News Dept.: Broadnews, Melbourne.

BRISBANE, 612 Coronation Drive, Toowong. Telephone 7-3161. Telegrams Broadcast, Brisbane.

ADELAIDE (HQ), Hindmarsh Square. Telephone 8-0272. Telegrams Broadcast Adelaide.

PERTH (HQ), St. George's Terrace. Telephone 23-1811. Telegrams Broadcast, Perth.

HOBART (HQ), City Mutual Life Building, 26 Elizabeth-st. Telephone B7821. Telegrams Broadcast Hobart.

LONDON, T. W. Bearup (representative), Australian Broadcasting Commission, 54 Portland Place, W.1. Cables Austcast, London.

NEW YORK, Miss Nell Fleming (representative), Australian Broadcasting Commission, Room 3320, 630 Fifth Avenue, New York 20. Cables Austcast New York.

SOUTH-EAST ASIA, F. A. Jones (representative), Australian Broadcasting Commission, 302 Orchard-rd, Singapore 1. Cables, Austcast Singapore.

PAST COMMISSION MEMBERS

The original members of the Commission were: The late Sir Charles Lloyd Jones (chairman), Herbert Brookes (vice chairman), R. B. Orchard, Dr. R. S. Wallace and Mrs. Elizabeth M. R. Couchman.

Sir Charles Lloyd Jones resigned from the chairmanship as from June 30, 1934 and was succeeded by W. J. Cleary.

The original term of appointment of the members of the Commission was three years and this period expired on May 25, 1935.

Orchard and Mrs. Couchman were re-appointed but Dr. Wallace did not seek re-appointment. J. W. Kitto, OBE, was appointed for three years in his place. On December 31, 1939 Brookes, Orchard and Kitto retired.

E. C. Rigby was appointed vice-chairman. R. J. F. (now Sir Richard) Boyer and Sinclair J. McGibbon were appointed in their place.

The terms of Rigby, Mrs. Couchman and McGibbon expired on June 30, 1942 and their places were taken by P. G. J. Foley of Perth (who became vice chairman), Mrs. Ernestine Hill, of Adelaide, and J. D. G. (now Sir John) Medley of Melbourne.

Cleary and Boyer were reappointed for further periods. Mrs. Hill resigned as from September 30, 1943 and Foley died on November 7, 1943.

Cleary resigned as chairman as from March 31, 1945 and was succeeded by Boyer.

E. R. Dawes of Adelaide succeeded Foley as vice chairman on December 6, 1944 and Mrs. I. M. Kent of Perth was appointed in place of Mrs. Hill.

J. S. Hanlan, of Sydney, was appointed to the Commission on April 1, 1945.

Following an amendment to the Broadcasting Act (1942-48) the constitution of the commission was altered to include departmental representatives from the Treasury and the Postmaster-General's Department.

In accordance with this amendment P. W. Nette, First Assistant Secretary, Department of the Treasury and P. E. R. Vanthoff, MVO, Deputy Director of Posts and Telegraphs (now retired), were appointed Commissioners from March 15, 1949.

J. S. Hanlan died on September 13, 1949 and C. W. Anderson succeeded him on October 25, 1949. With the appointments of Nette and Vanthoff the number of Commissioners was increased from five to seven.

Mrs. Kent's term of office expired in December, 1950, and she was succeeded by Dame Enid Lyons, GBE.

Anderson ceased to be a member on April 30, 1952 and J. C. Stewart was appointed in his place on June 3, 1952.

Nette also ceased to be a member on June 7, 1952 and M. W. O'Donnell was appointed Treasury representative in December, 1952.

Following enactment of the Broadcasting and Television Act (1956) another change was made in the Constitution of the Commission.

Representatives of the Postmaster-General's Department and the Department of the Treasury were replaced by private citizens — H. B. Halvorsen and A. G. Lowndes.

The term of office of J. C. Stewart expired on June 30, 1956. Mrs. E. F. Byth succeeded him.



ROLATAPE

ANOTHER  PRODUCT

The Tape with the Famous Name

Available from Distributors Throughout Australia



phone **CLIVE WATERS**

*He will look after
your recording problems*

3UZ MF4I4I

SINCE the recording of the first experimental radio program by Columbia (now EMI) in 1930, the Australian transcription industry has made giant strides, and today the yearly value of transcribed radio program productions is between £750,000-£1million.

Studios and recording equipment now in use by Australian program recording companies—showing immense technical advances on the improvised facilities of the early 1930s—are valued at £250,000. Overall, the industry is recording about 135 quarter hours per week.

Possibly the best known pioneer of the Australian program production industry, and one of radio's greatest and best loved dramatists and personalities was the late George Edwards and his wife, Nell Stirling, who teamed with Columbia to record under the now famous title of Columbia-George Edwards Productions.

In 1950, the first association was formed to look after and protect the interests of recording companies. It was the Radio Recording Producers Association.

Although extremely helpful in stabilising prices and solving other worries, the Association lacked full support and later became dormant.

Then in 1956, top industry executives, headed in Sydney by R. V. Southey (EMI) and in Melbourne by Noel Dickson (ART), formed the now powerful industry organisation the Australian Radio Producers Association.

Its members, representing almost the entire Australian program production industry, are: EMI (Australia) Pty Ltd, Australasian Radio (& Television) Productions, Ron R. Beck Productions, Hector Crawford Productions, Donovan Joyce Productions, and Artransa.

President is R. V. Southey, vice-president, H. Crawford, and secretary, J. Graham (Holt, Graham and Newman—solicitors).

Association hq is in Melbourne, 178 Collins-st (MF1051).

Apart from the home front, Australian transcription industry derives an important portion of its yearly income from program sales to English speaking countries throughout the world, including New Zealand, England, USA, Canada, Ceylon, and South Africa.

The high esteem in which Australian programs are held overseas, speaks clearly of the high technical standard of local productions and the outstanding ability of local artists, producers and technicians.

AIR PROGRAMS OF AUSTRALIA, 12 Castlereagh-st, Sydney (BW6271). Cables Air

Programs. Program producers and distributors.

Directors: Walter J. Hucker (man. dir.), Wendy J. Hucker.

Wide range production facilities and is completely equipped with own original and duplicating tape recording equipment.

AMALGAMATED WIRELESS (AUSTRALIA) LIMITED: Recording Department, 47 York-st, Sydney (B0233) and 167 Queen-st, Melbourne (MU9161). Cables: Expanse. Producers of transcriptions, commercials and records.

Executives: A. E. R. Fox (AWA assistant general manager, in charge of broadcasting division); K. Johns (recording manager); J. Colin Craigen, J. Spicer (studio manager, Melbourne).

Facilities: Three Sydney and one Melbourne studios specially designed and equipped for all dramatic, oral and musical recording. Extensive sound effects library. Mobile OB equipment.

Representatives: AWA, Brisbane, Wellington, London, Pan-American Broadcasting Co., New York; RCA-Victor, Canada; Artransa Pty Ltd, Johannesburg.

ARTRANSA PTY LTD: 132 Phillip-st, Sydney, (B 0360).

Executives: R. T. Lord (mngnr), S. Baker (radio sales mngnr), J. Bradley (radio prod. mngnr), R. Lester (sales exec.).

Studios: Both studios have Emitape recorders, disc recording machines, extensive sound effects library.

Repr: P. Britnell, Artransa Pty Ltd, 22 Bendigo-st, Richmond, Vic. (JB1149-1140); Paul Talbot, Fremantle Overseas Radio & TV Inc, 366 Madison Ave, New York, USA; John Walker, Artransa Pty Ltd, Box 10676 P.O., Johannesburg, South Africa; Intelradio, London.

AUSTRALIAN PRODUCTION UNIT, 504 Little Collins-st, Melbourne. (61-2139). Radio and TV feature and commercial producers.

Directors: R. M. Roberts.
Executives: Barbara McIntosh and John Cooper (staff prods).

AUSTRALIAN RECORD COMPANY LTD (PROGRAM DIVISION), 29 Bligh-st, Sydney. (BW 5741). Telegrams, Discosound, Sydney. Producers of radio features and commercials.

Executive: B. Westwood (prod.).
Studios: Two studios equipped with latest American and European equipment for

recording programs, musical items, commercials, sound sequences for documentaries and TV commercials. Other facilities include multiple dubbing, tape-to-disc transfer, tape duplicating and complete sound and musical library.

AUSTRALASIAN RADIO & TELEVISION PRODUCTIONS PTY LTD. Head office, 352 Collins-st, Melbourne (MY1188), Studio & Despatch, 65 Palmerston-cres., Sth Melbourne, MX5148. Cable address: (Head office) Display, (Studio) Fanfare. Feature program producers.

Directors: Noel Dickson (chairman and man. dir.), P. M. Daniell, J. Joyce (secy).

Chief Producer: Roly Barlee.

Repr.: EMI (Aust.) Ltd, 301 Castlereagh-st, Sydney; Frank Mason & Co. (Aust.) Pty Ltd, 62 Rundle-st, Adelaide; R. Anwin, 30 Wharf-st, Brisbane (for Qld country stations); Frank Mason & Co Ltd, 33 Norfolk-st, Strand, London; Harry S. Goodman Productions, 19 East 53rd St, at Madison Ave, New York, USA; All Canada Radio Facilities Ltd, 80 Richmond-st West, Toronto, Canada.

BECK, RON R., PTY LTD, 69-71 Reservoir-st, Sydney (MA9833). Ronbeck, Sydney. Radio and TV program producers.

Directors: J. Maddocks Cohen (chairman), R. R. Beck (man. dir.), B. W. M. Beck. **Executives:** Rosemary Sheekey (prod. dir.), B. Beck (mngtr), L. Thomas (chief engr), R. J. Graham (secy).

Studios: Custom built equip., plus AWA, MBH pickups, AWA transcription units. Specialises in OB production. Has £35,000 worth of OB equipment, including two vans, PA system, recorders, microphones, panel equipment, and stereophonic sound recording equipment.

BRITISH AUSTRALIAN PROGRAMMES PTY LTD, 60 Hunter-st, Sydney (BW 4661). Recording studio.

Directors: Grace Gibson (govng dir.), R. R. Parr, Betty Barnard (secy).

Executives: J. M. Woodward (mngtr and chief eng).

Studios: Equipped with variable pitch lp rec. equip., US magnecord tapes, full sound effects and musical library.

Repr.: R. Haig-Muir, Haig-Muir Pty Ltd, Stanhill, 34 Queens-rd, Melbourne, Vic. (BM 3641); Eric Wood, Box W1918 GPO, Brisbane, Qld (2-2735); Noel Battye, Battye Pty Ltd, Phillip-st, Sydney, NSW (Sydney

sales rep., 27-4515); Charles Michelson, 45 West 45th St, New York, USA.

BROADCAST EXCHANGE OF AUSTRALIA PTY LTD, 32 Market-st, Melbourne (MU6171). Beadisc. Radio feature and commercials producers.

Directors: Hugh Anderson, W. G. Chip-pindall, P. D. George.

Executives: H. V. Barrow (gen. mngtr), Monty Maizels (prod. mngtr).

Studios: Two studios, equipped with 11 tape and German Neumann disc recorders, echo chamber, wide sound effects & music library.

Handles all aspects of jingles and singing commercials from composition and orchestration to the finished job.

CHRISTIAN BROADCASTING ASSOCIATION PTY LTD, 12-14 Pine-ave, and 420 Lyons-rd, Five Dock, NSW (83-7321). Religious program producers.

Directors: Rev. Vernon Turner, Eric Bird.

Studios: Two recording studios, fully equipped with Byer tape and disc recorders, 30 channel mixing central control desk, complete musical and sound effects library, including a Christie theatre organ and recording quality piano.

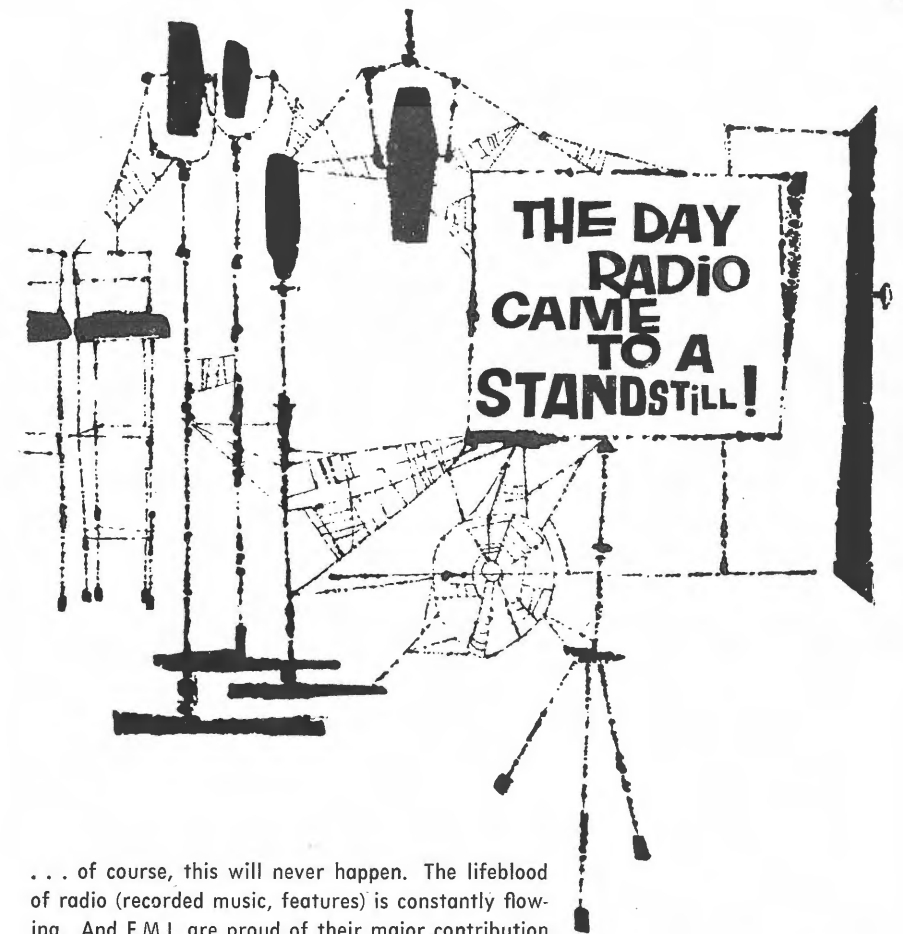
COMMERCIAL RADIO PRODUCTIONS, Baker Hse, Irwin-st, Perth (23-4397, WM4321). Advertising specialists, producers of radio and sound film.

Directors: Guy Drew (gen. mngtr).

CRAWFORD, HECTOR, PRODUCTIONS LTD, 40 Little Collins-st, Melbourne (MF4911). Cables, Crawfordisc. Program producers.

Directors: Hector Crawford (man. dir), Dorothy Crawford, John Ormiston Reid, A. Leo Finn, Ian Crawford.

Rep.: A. L. Finn, 66 King-st, Sydney, NSW (BX6161); L. S. Wise Ltd, 196 Gilles-st, Adelaide, SA (W5818); J. A. Mercer, Ad-Craft Advertising Service, 8 Esplanade, Perth, WA (23-2596); All Canada Radio Facilities Ltd, Victory Bldg, 80 Richmond-st, Toronto, Ontario, Canada; Artransa Pty Ltd, Belray Bldg, Fox & Troye Sts, Johannesburg, South Africa (22-9410), International Library Service, Carlton Hse, Lower Regent-st, 19 don, UK; Harry S. Goodman Productions, 19 East 53rd-st, at Madison-ave, New York, USA; Kaymac Distributors (Rhodesia) (Pvt) Ltd, Islip Hse, Jameson-ave, Salisbury, Rhodesia



... of course, this will never happen. The lifeblood of radio (recorded music, features) is constantly flowing. And E.M.I. are proud of their major contribution to this flow—helping to keep radio on the air with labels like: H.M.V., DECCA, CAPITOL, LONDON, VOGUE, M.G.M., DISNEYLAND, etc., featuring stars of the calibre of Maria Callas, Frank Sinatra, Gieseking, Barbirolli, Winifred Atwell, Beecham, Gigli, Cziffra, Julie London, Victoria de los Angeles, Carmen Dragon, Joan Hammond, Von Karajan and Klemperer.

indeed, few people realise what a large proportion of the day's broadcasting programme material originates from E.M.I.

E.M.I. have the most comprehensive service for radio stations and advertising agencies. E.M.I. will write, record and produce radio commercials for you. The E.M.I. recording studios are the finest available with the world's largest library of theme music and sound effects.



*It's Just Plain Horse Sense
to Choose E.M.I.*



RECORDING DIVISION

E.M.I. (AUSTRALIA) LIMITED
301 CASTLEREAGH STREET, SYDNEY
TEL.: 20912

EMI (AUSTRALIA) LIMITED, Emitron House, 301 Castlereagh-st, Sydney (BA 2501) Cables Emitron Sydney. Program producers.

Directors: John M. Burnett (chairman and man. dir.), Joseph F. Lockwood, Clifford Metcalfe, Richard G. C. Parry-Okeden, Vivian J. Chalwin, George A. C. Kiernan and Joseph W. R. Hughes.

Executives: Norval W. Scott (secy), R. V. Southey (recdg dir.), K. Stevens (sales mngr, transcriptions & com'cial recordings).

Studios: Three recording studios, each with own control room fitted with special consoles equipped with six turntables and eight microphone channels.

Largest studio used for orchestral and instrumental recordings, second for dramatic and serial presentations and third for recording talks, commercials or auditioning. Equipped with one electronic echo chamber, eight tape recorders, including OB equipment and facilities for recording from land-line to tape.

Repr.: John Havre, 422 Collins-st, Melbourne (MU3011); EMI (Aust.) Ltd, 167 Flinders-lane, Melb. (MF2211); EMI, 265 Rundle-st, Adelaide (W4741); EMI, 73 King-st, Perth. O'seas: Electric & Musical Industries, Hayes, Middlesex, UK (parent co.).

FIDELITY RADIO PTY LTD, 365 Kent-st, Sydney (BX 6291). Cables, Fidrad. Producers and marketers of radio programs and commercials.

Executive: Alfred G. C. Ward (mngr).

Studios: Equipped with all disc and tape recording equipment.

Repr.: Don Gilder, 18 Queen-st, Melbourne. (MU2819); Charles F. Brown & Associates, 40 Pirie-st, Adelaide (W5393); Harry S. Goodman Productions, 19 East 53rd-st, at Madison-ave, New York, USA.

GRACE GIBSON RADIO & TV PRODUCTIONS PTY LTD, City Mutual Bldg, 60 Hunter-st, Sydney (BW 4661). Gragibson, Sydney. Radio program producers, TV film distrib.

Directors: Grace Gibson (govng dir.), R. R. M'D. Parr, Betty Barnard (secy & mngr).

Library of over 30,000 1/4 hr transcriptions, large library Aust., US scripts. Extensive studio accommodation, wide range production equipment.

Repr.: Haig-Muir, 34 Queens-rd, Melb. (BM3641); Eric Wood, box W1918, GPO, Bris. (2-2735); Noel Battye (sales rep.), 51 Phillip-st, Sydney (27-4515). O'seas: Charles Michelson, 45 West 45th-st, New York, USA.

GRACE GIBSON DISTRIBUTORS PTY LTD, 60 Hunter-st, Sydney (BW4661). Telegrams Gragibson.

Executive: R. James (mngr).

Distributors of radio and TV programs.

Agency: Roger Enemark Advertising.

Directors & Interstate & O'seas Repr.: See Grace Gibson Radio & TV Prod. (this page).

HEPWORTH PRODUCTIONS, 148 Phillip-st, Sydney (BW 7102). Program producers.

Director: R. C. Hepworth.

DONOVAN JOYCE PRODUCTIONS PTY LTD, Caltex Hse, 167-187 Kent-st, Sydney (BU 4667). Cables, Rejoice, Sydney. Program producers.

Directors: Donovan Joyce, Nance Joyce. Usually deals direct with stations and networks in Australia and abroad.

MBS RECORDING DEPARTMENT, 136 Phillip-st, Sydney (B 0360).

Executives: L. N. Schultz (tech. services dir.), K. Freeman (facils. mngr).

Studios: Four recdg studios, four Emitape and six Ampex machines, five disc recorders, complete sound effects library including electronic gunshot machine, reverberation equip.

Repr.: See 2GB-Macquarie.

MOONEY-WEBB TV & RADIO UNIT PTY LTD, (associate company of Mooney-Webb Pty Ltd and Webb Publicity Pty Ltd), 349 Collins-st, Melbourne (62-6074).

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

Executive: A. Winton (prod.).

ROBERT PEACH PRODUCTIONS PTY LTD, 65 Palmerston-crescent, South Melbourne. Phone MX4162, MX5147.

Directors: Robert Peach (mng dir.), Helen Peach (secy).

Executives: Sheila Breheny (office mngr), Ken Richards (senior eng.).

Studios: Full facilities for production and recording of dramatic and musical transcriptions; complete service for recorded commercials and sound for film; projection and audition rooms; comprehensive music and sound effects libraries, also many unique electronic effects devices; mobile unit for recording on location.

3DB TRANSCRIPTIONS, 36 Flinders-st, Melbourne (MF 5451). Cables Threedb, Melbourne. Program and commercial producers.

Repr.: See 3DB.

2SM RECORDED COMMERCIAL PRODUCTION UNIT, 257 Clarence-st, Sydney. Phone BX5381.

J. W. Brindle, in charge of recording division creative staff.

Extensive studio accommodation, auditorium and tape and disc recording facilities. Specialises in singing commercials and jingles and will despatch recorded material to all

States. Three studios, full range of equipment.

T.O. BROADCASTS, 45 Victoria-st, Waverley, NSW. Phone 39-2255.

Manager: Rev. Kiaran O'Connell.

Religious transcription service and also Australian representative for The Hour of St Francis, Los Angeles, USA; (non-profit organisation which provides religious material for world radio airing).

2UE RECORDING DEPARTMENT, 4th Floor, 29 Blich-st, Sydney (B0329).

Executives: Jack Pettett (mngr).

Studios: Extensive tape and disc recording facils, multiple tape dubbing, full sound effects and music library, Hammond organ and Solovox.

Specialises in planning and prod., straight and singing radio commercials.

Repr.: See 2UE radio station entry.

3UZ RECORDING AND PRODUCTION SERVICE, c/o 3UZ, 45 Bourke-st, Melbourne. Phone MF 4141.

Record department manager: Clive S. Waters.

Studios: 3UZ broadcast and recording studios, including auditorium with 200 seating capacity, and Hammond organ.

Handles all aspects of commercials from origin of themes to booking of artists and despatch of recorded commercials to all parts of Australia and overseas.

In addition to the above list of specialist radio production units, almost every commercial radio station is in the position to offer its clients facilities for recording of programs and radio commercials and would undoubtedly be only too pleased to give advice on any recording problem.

MISCELLANEOUS SERVICES

KEY FEATURES, 5 Telopea-st, Wollstonecraft, NSW (JF 5186).

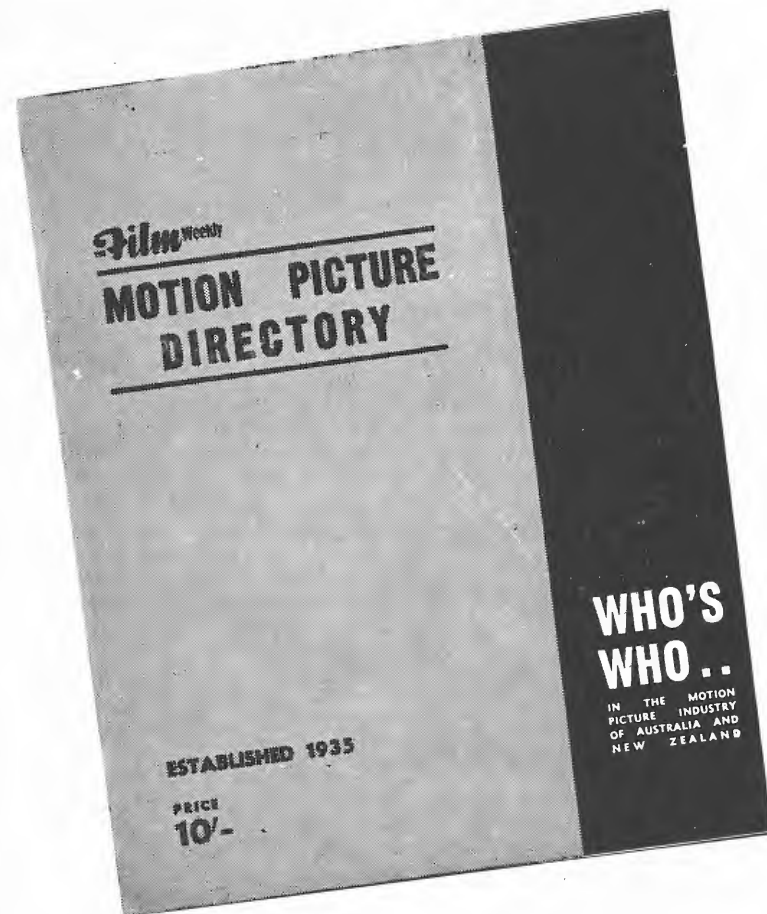
Directors: Frank Cayley, Marea Cayley.

Company's Operation: Supplies syndicated advertising copy service to Australian and overseas stations. Also handles special copywriting assignments, historical research and writes entertainment scripts for press, radio & TV.

OLGA DEANE, Flat 7, Baradine, King-st, Randwick, NSW. Phone FX3551.

Unique service to sporting, theatrical, radio, television and social personalities. Compiles and illustrates press, scrap and memory books.

AUSTRALIA'S FILM INDUSTRY AT A GLANCE . . .



An indispensable office aid for every radio and television executive.

Used as the standard authority on every question pertaining to the Australian motion picture industry and its allied fields . . . covers theatre lists . . . comprehensive history of Australian production . . . theatre licensing . . . easy reference figures on the trade in Australia . . . etc.

10/-

(POST FREE)

THE Film Weekly

BOX 2608, SYDNEY

Record companies and labels

● *Production statistics*



ROLATAPE

ANOTHER  PRODUCT

The Tape with the Famous Name

Available from Distributors Throughout Australia

BIGGEST boost to disc sales during 1959 was the initial marketing of stereophonic recordings. Wide publicity — centred mainly around stereo broadcasts — created exceptional early demand and led to production of 68,624 stereo discs in three months. Production of all types of discs was on a high level, although figures for the third quarter of 1959 were below those for the corresponding period the previous year.

— Number —

Period	Single Play		Extended Play		Long Play— 33 $\frac{1}{3}$ RPM		Stereo records included in previous columns (a)
	78 rpm and 45 rpm	45 rpm 33 $\frac{1}{3}$ rpm and 16 $\frac{2}{3}$ rpm & 7-inch & 10-inch	7-inch	10-inch	10-inch	12-inch	
Year: 1957-58	4,816,280	1,325,363	501,345	1,751,697	8,439,685	(b)	
1958-59	3,735,476	1,281,821	331,252	1,781,787	7,130,336	(b)	
3 months ended							
September, 1959	911,934	326,702	74,467	495,629	1,808,732	68,624	
September, 1958	1,154,317	350,634	87,717	443,822	2,036,490	(b)	
Month, 1958: September	399,897	128,099	32,704	160,141	720,841)	
October	399,328	156,013	38,952	219,390	813,683)	
November	328,592	146,960	32,877	204,139	712,568)	
December	305,657	98,190	34,094	169,675	607,616)	
1959: January	245,650	99,443	16,784	115,826	477,703)	
February	294,713	126,922	38,572	136,993	597,200	(b)	
March	298,595	88,448	28,302	125,844	541,189)	
April	241,500	83,812	21,893	127,788	474,993)	
May	209,443	62,571	15,415	123,716	411,145)	
June	257,681	68,828	16,646	114,594	457,749)	
July	328,138	107,531	27,234	150,515	613,418	20,340	
August	284,905	108,543	22,391	160,046	575,885	23,694	
September	298,891	110,628	24,842	185,068	619,429	24,590	

(a) Mainly 33 $\frac{1}{3}$ rpm 12-inch; (b) Not collected separately.

RECORD COMPANIES AND THEIR LABELS

AMALGAMATED WIRELESS (AUSTRALASIA) LTD, 47 York-st, Sydney. Phone B 0233.

Director: Sir Lionel Hooke (mng dir.)
Executives: A. E. R. Fox (asst gen. mngtr), B. Witte (records distribution mngtr).

Labels: Radiola, Radiola-Telefunken.
I/State Distributors: Branches, 167 Queen-st, Melbourne; cnr. Cordelia & Melbourne-sts, Brisbane; Newton McLaren Ltd, 17 Leigh-st, Adelaide; Nicholsons Ltd, 86 Barrack-st, Perth; Wills & Co, 7 Quadrant, Launceston; Noyes Bros Pty Ltd, 252 Argyle-st, Hobart.

BELL RECORDS PTY LTD, 81 York-st, Sydney. Phone BX2235-6. Telegrams Dingdong Sydney.

Directors: J. A. Laing-Peach (mng dir), J. E. Madgwick (also secy), R. L. Walker (also PRO).

Labels: Bell.
I/State Repr.: Agents all States. O'seas: Bell Records Inc, 630 5th Avenue, New York, USA.

CARINIA CO, Daking Hse, Rawson Place, Sydney. Phone MA3234, BA3193.

Executive: M. Kulakowski (mngtr).
Labels: Elite Special, Baidophon, Carinia
I/State Repr.: Agents all States.

CORONET RECORDS PTY LTD, 11-19 Hargrave-st, E. Sydney. GPO Box 4630 Phone FA 4111. Telegrams Coronet, Sydney.

Labels: Coronet, Pacific.
Agency: George Patterson Advertising.
I/State Repr.: Coronet Records, 12 Swan-st, Richmond, Vic; L. S. Wise Ltd, 196 Gilles-st, Adelaide, SA; Col Hopgood Pty Ltd, Coronet Hse, 9-11 Mary-st, Brisbane; Athol M. Hill, 842 Hay-st, Perth.

EMI (AUSTRALIA) LTD, Emitron Hse, 301 Castlereagh-st, Sydney. Phone BA2501.

Executives: R. V. Southey (recording studio mngtr), K. East (sales mngtr), F. O'Grady (wholesale record div., mngtr), R. Wills (artists & repertoire mngtr), K. Stevens (transcription and commercial recording sales mngtr), J. Loufer (promotion mngtr).

Labels: HMV, Columbia, Capitol, Parlophone, MGM, Regal-Zonophone, Decca, London, Vogue, Felsted, Disneyland, 20th-Fox.

I/State Repr.: 167 Flinders Lane, Melbourne (MF2211); 265 Rundle-st, East Adelaide (W4741); 73 King-st, Perth (21-5144).

EUROPA RECORDS PTY LTD, 4th floor, Adams Chambers, 484 George-st, Sydney. Phone BM2635, MU4986.

Label: Durium.

FESTIVAL RECORDS PTY LTD, 223-229 Harris-st, Pyrmont, N.S.W. Phone MW4021. Telegrams Festival, Sydney.

Directors: E. J. Walker (chairman), D. H. B. Adams, N. R. Pulver, W. T. Russell, W. V. Lightfoot.

Executives: G. E. Marshall (gen. mngtr), R. H. Chatto (secy & business mngtr), C. H. Beavis (prod. mngtr), K. Taylor (A&R mngtr & gen. sales mngtr), R. E. Atkinson (PRO).

Labels: Festival (original recordings by Decca Records, Inc., New York), Coral, Brunswick, Vox, Metronome, Vocalion. Also Aust. agent for Rex Records Pty Ltd.

I/State Repr.: James Balfour & Co Ltd, 13 Market-st, Sydney (BX4929); Stanley-st, South Brisbane (J2484); A. P. Sykes, 204 Flinders-lane, Melbourne (MF3671); Clarkson Ltd, 150 Grenfell-st, Adelaide (W0494); Leroya Industries Pty Ltd, 672 Hay-st, Perth (21-4054); Amsco Agencies, 24 Wellington-st, Launceston (B1787). O'seas: G. A. Woller, & Co Ltd, Chancery-Lane, Auckland (45-970).

GORDON, LEE, RECORDS PTY LTD, 151 Bayswater-rd, Rushcutters Bay, NSW. Phone FA9364-7. Telegrams Leedon.

Directors: A. A. Heffernan (mng dir), M. R. Moore (also sales mngtr), Lee Gordon.

Labels: Leedon.
Agency: Fortune.

Distributor: Festival Records, 223-229 Harris-st, Pyrmont, NSW (MW4021).

Interstate distribution handled through

COLLARO



For Fidelity Reproduction
in Studio or Home!

4 SPEED
TRANSCRIPTION
UNIT

Also available in STEREO

Here's an entirely new type 4-speed mechanism ensuring absolutely uniform speed with reproduction free from frequency modulation. The heavy turntable is fitted with a ground and tapped spindle running on a ball

which takes the total thrust of the turntable resulting in correct speed with no detectable "wow" or "rumble". The 'Studio' transcription arm is of tubular metal which has a very low resonance and is so designed as to be capable of playing 16" discs. Any type of 'Studio' turnover crystal cartridge can be fitted — including stereo heads.

NEVER BEFORE SUCH HIGH QUALITY—AT SUCH A LOW COST

ELECTRONIC INDUSTRIES IMPORTS PTY. LTD.

139-143 Bouverie St.,
Carlton, Vic.
Telephone: 34-4161

N.S.W.
121 Crown St. East,
Sydney—FA 0531

Sole Australian Distributors:
S.A.
90 Grote St.,
Adelaide—LA 5295-6-7-8

QLD.
376 Ann St.,
Brisbane—2-6462

W.A.
68a Railway Pde.,
West Perth—28-3111

James Balfour & Co. Pty Ltd, 13 Market-st, Sydney (NSW country); C. A. Pearce & Co. Pty Ltd, 70 Bowen-st, Brisbane; A. P. Sykes, 204 Flinders-lane, Melbourne; Leroya Industries Pty Ltd, 672 Hay-st, Perth; Clarkson Limited, 150 Grenfell-st, Adelaide; Amsco Agencies, 24 Wellington-st, Launceston.

MINSTREL RECORDS COMPANY PTY LIMITED, 304 Bronte-rd, Waverley, Sydney. Phone FW7522. Telegrams Minstrel.
Manager: A. D'Ambra.
Labels: Cetra, Vis, Minstrel, Fonit.
I/State Repr.: All States, O'seas: N.Z.

PHILIPS ELECTRICAL INDUSTRIES PTY LIMITED, head office, 69 Clarence-st, Sydney. Phone BX1661. Telegrams Argenta. Record department, Caltex Hse., Sydney (BU2646).

Labels: Philips, Polydor, Deutsche Gramophon, Fontana.
Agency: Thompson & Associates.
Branches: 192-194 Parry-st, Newcastle West; Commercial Banking Company of Sydney Bldg, Petrie-st, Civic Centre, Canberra (J4498); 590 Bourke-st, Melbourne (MU6091); 148 Edward-st, Brisbane (B2666-7); 119 Grenfell-st, Adelaide (W2241); 391-5 Murray-st, Perth (21-3131-2); Cnr Brisbane & Elizabeth-sts, Hobart (2-2120).

PLANET RECORD CORPORATION PTY LTD, Avenue B, Eastern Market Bldg, Melbourne. Phone MF5931. Telegrams Planrex, Melbourne.

Directors: R. K. Crawford, M. H. Herman, F. J. Hannan, J. C. Tynan.
Labels: Planet, Galaxy, Jazz (Inc.), Choir, Star, Baton.
I/State Repr.: K. McCulloch (Tas.), J. Scammell (Adelaide), Athol Hill (Perth), C. A. Pearce (Brisbane).

PYE RECORDS PTY LTD, Pye Hse, 566 Elizabeth-st, Melbourne. Phone FJ3694.
Directors: P. M. Threlfall, John D. Patience.
Executive: Harry Sutcliffe (general mngr).
Labels: Pye Records.

RADIO ASSOCIATED SERVICES PTY LTD, 590 George-st, Sydney. Phone BM3652. MA4209.

Directors: Rex Shaw (manag. dir), Roger Ford, Jean Ford, R. Randell, N. Randell.
Executives: Rex Shaw (music director), Talbot Jones (chief technician).
Labels: Prestophone, Olympic.
O'seas Repr.: NZ, England, Canada, USA.

RADIO CORPORATION PTY LTD, 161-173 Sturt-st, Sth Melbourne. Phone MX6911.

Labels: Nixa, Hifirecord, Clef, Mercury, Verve, Cook, Vanguard, Emarcy, Wing.
Agencies: United Service Publicity, Ansell & Associates.
I/State Repr.: Branches, 12 Palmer-st, Sydney (FA0311); 18 Little Edward-st, Spring Hill, Brisbane (6658/2-0450); 101 Flinders-st, Adelaide (W5601). Electronic Industries, 68 Railway Pde, West Perth (28-3111).

RECORDING SOCIETY OF AUSTRALIA LTD, THE, Box 572, GPO, Sydney.

Executives: Prof. A. P. Elkin (pres.), G. G. Allen (secretary), J. A. Priddice (treasurer).
Label: Brolga.
 Non-profit making organisation. Records music and spoken word, also publishes monthly magazine Brolga Review.

REX RECORDS PTY LTD. See entry under Late Listings, page 341.

RCA OF AUSTRALIA PTY LTD, 221 Elizabeth-st, Sydney. Phone MA 8541. Telegrams, Ircapp Sydney.

Directors: R. E. Tolnay (manag. dir.), K. F. Fidden (exec. dir), J. H. Farrar.
Executives: C. Pickford (mngr, record div.), G. Richmond (mngr, records factory), H. F. Bendell (secretary), A. J. Turner (acct).
Label: RCA.
 Also dist. hi-fi, theatre and sound equip.
Agency: Lyle Davis Advertising.
I/State Repr.: RCA offices all States
O'seas: Radio Corp. of America.

SCALA TRADING CO., 59 Coolaroo-rd, Lane Cove, NSW. Phone JB4766. Telegrams Tamyln, Sydney. PO Box 7, Lane Cove.
Directors: G. A. Roseth (mngr), G. Polgar.
Labels: Argo, Spotlight, Austroton, Harmona, Qualiton, Supraphon, Chant du Monde.

WATTLE RECORDINGS, 131 Cathedral-st, Sydney. Phone FA7989.
Executive: Peter Hamilton (manag. dir).
Labels: Wattle, Clef.
I/State Repr.: A. P. Sykes, 202 Flinders-lane, Melbourne; Wills & Co., 7 Quadrant, Launceston; Grand Specialities, 75 Stirling-st, Perth; James Balfour Pty Ltd, 118 Stanley-st, Brisbane; A. W. G. Davey & Sons, 955 Port-rd, Adelaide.

W&G DISTRIBUTING CO PTY LTD, 185 A'Beckett-st, Melbourne. Phone FJ3651.
Executives: R. J. Gillespie (manag. dir), K. Chard (NSW sales mngr).
Labels: W & G, Magnasound, Swaggie, Gem, Diaphon.
I/State Repr.: 30-40 Gibbens-st, Camperdown, NSW (LA3265). Also represented Qld SA, WA.

Suppliers of recorded background, theme and mood music for radio and TV

ALBERT, J. & SON PTY LTD, mood music library department, 139 King-st Sydney, NSW. Phone BW 2141.

Library manager: Henry Adler.
 Recorded library of background, mood and theme music for transcriptions, radio and television use.

I/State repr.: J. Albert & Son Pty Ltd, 294-298 Little Collins-st, Victoria (MF 2888).

BOOSEY & HAWKES (AUSTRALIA) PTY LIMITED, National Building, 250 Pitt-st, Sydney. Phone MA 9046. Telegrams Sonorous.

Directors: L. A. Boosey, Geoffrey Hawkes, George S. Cooper (mng dir), G. K. Harrison (also secy), R. A. Douglas.

Complete library of background, mood and theme music for use in transcriptions, radio and TV.

O'seas repr.: Boosey & Hawkes Ltd, 295 Regent-st, London; and Boosey & Hawkes Inc., 30 West 57th-st, New York, 19.

CHAPPELL & CO. LTD, 250 Pitt-st, Sydney, NSW. Phone MA7529. Telegrams

J. ALBERT & SON PTY. LTD.
 139 King Street, Sydney.

Music Publishers

and Distributor of the world-famous

FDH MOOD MUSIC

offer you now the

KP MUSIC LIBRARY

of

RECORDED BACKGROUND MUSIC

for

Radio — Television — Films

A THEME TO FIT EVERY MOOD

Write for Catalogues to:-

The Manager,

MOOD MUSIC LIBRARY,

 **ROLATAPE** ANOTHER  PRODUCT

The Tape with the Famous Name

Available from Distributors Throughout Australia

Symphony, Sydney.

Executives: Ernest Lashmar (man. for Australia and New Zealand); W. B. Ahrens (publicity and record library manager); Frank Donlevy (professional man.).

Complete library of background, theme and mood music for radio and TV.

ESSEX MUSIC OF AUSTRALIA PTY LTD, 6th Floor, Griff Hse, 324 Pitt-st, Sydney. Phone 61 8523.

General manager: Sidney Roy Farr.
Library of background and incidental theme music.

PALING, W. H. & CO. LIMITED, 338 George-st, Sydney. Phone BL 2331. Telegrams Paling Sydney.

Complete catalogue of background, mood and theme music for radio and television. Also Paxton electrical recordings for radio and TV.

SYDNEY

AMALGAMATED WIRELESS (AUSTRALISIA) LTD, 47 York-st, Sydney. Box 2516 GPO. Phone B0233.

All types broadcast, transmission, studio and recording equip.

(Interstate, o'seas repr. see AWA entry services to TV Stations.)

BALFOUR, JAMES & CO. PTY LTD, 13 Market-st, Sydney. Phone, BX5861, BX3777, Telegrams, Balfour, Sydney, S. V. G. Cohen (mngt).

National distributors (except Vic.) Elcon tape recorders.

CHAPMAN, MAURICE & COMPANY PTY LTD, Kyle Hse, 31 Macquarie Place, Sydney. Phone 27-6857. Maurice D. Chapman (dir.).

BASF Magnetophon recording tape, BASF perforated magnetic tape.

DEECO CONSTRUCTIONS PTY LIMITED, 45 Day-st, Lidcombe North, NSW. Phone YX1496. A. L. Dixon, J. E. Dixon (dirs.), R. M. Canvin (general mngt).
Radio-TV masts, communications equip.

EMI (AUSTRALIA) LTD, Emitron Hse, 301 Castlereagh-st, Sydney. Phone 2-0912. Telegrams, Emitron, Sydney.

All types broadcasting-studio recording equipment, plus Emitape and Emifilm.

FALK, FRED A. & CO PTY LTD, 28 King-st, Rockdale, NSW. Phone, LX 4783. Telegrams, Gramofalk, Sydney.

Dual recordchangers and players, Platter-racks (record storage stands), portable gramophones.

HEROFON ENGINEERING, 510 King-st, Newtown, NSW. Phone LA4703.

Manufacturers of Filmag sound unit. Syncrosound perforated tape recorder, magnetic sound readers, Bulkerasers.

MAGNECORD AUSTRALASIA PTY LTD, Kyle Hse, 31 Macquarie Place, Sydney.

Phone 27-6857. Maurice D. Chapman (dir.).
Magnecord magnetic recording equipment

MAGNETIC SOUND INDUSTRIES (AUST.) (div. of P. R. Clark Holdings Pty Ltd), 387 George-st, Sydney. Phone BX4440, BX4587.

Distributors, Elcon, AWA, Tecnicorder, Grundig Tanberg, Ferrograph, Quad Gerard. Expert repair service.

MINNESOTA MINING & MANUFACTURING (AUSTRALIA) PTY LIMITED, 2 Wentworth-ave, Sydney. Phone 20-930. Telegrams Minnesotamin, Sydney.

Directors: P. F. Seifert (mngt dir.), W. H. Siegeworth (prod. dir.), J. D. Dunmire (sales dir.).

Scotch brand magnetic recording tape, splicing tapes for magnetic tape.

Agency: Jackson Wain.

I/State Repr.: Branches in all capital cities. **O'seas:** 26 Customs-st, East, Auckland NZ. Phone 48-497.

NOVA ELECTRICAL PTY LTD, 311 Sussex-st, Sydney. Phone BM6138, BM2350.

Novatape tape recorders & equipment, heads, special amplifiers for domestic & professional use, amplifying systems, mixers & control desks. Tradenames, Novatape, Studio, Sonic Midget.

PHILIPS ELECTRICAL INDUSTRIES PTY LTD, head office, 69 Clarence-st, Sydney. Phone BX1661. Telegrams, Argenta.

Branches: 367 Kent-st, Sydney (BX3471); 192-194 Parry-st, Newcastle West; Commercial Banking Company of Sydney Building, Petrie-st, Civic Centre, Canberra (J4498); 590 Bourke-st, Melbourne (MU6091); 148 Edward-st, Brisbane (B2666-7); 119 Grenfell-st, Adelaide (W2241); 391-5 Murray-st, Perth (213131-2); Cnr Brisbane and Elizabeth sts, Hobart (22120).

O'seas: Offices throughout the world.

All types studio recording equipment.

PYE INDUSTRIES LTD, Carrington-rd, Marrickville, NSW. Phone (LL 0411). Telegrams Tecnico Sydney. P. M. Threlfall (manag dir.).

Pye Tecnicorda tape recorders.



ROLATAPE



ANOTHER **ROLA** PRODUCT

The Tape with the Famous Name

Available from Distributors Throughout Australia

RECORDING PRODUCTS, 155 Booth-st, Annandale, NSW. Phone MW2193. S. L. Lane (mngt).

Audex Royal recording blanks, play-back and master discs. AWA sole Aust. distributor.

SKILFAST PTY LTD, 5 Bermill-st, Rockdale, NSW. Phone LX5655. Telegrams, Skilfast. F. E. Watmough (mngt).
Radio-TV masts.

STANDARD TELEPHONES & CABLES PTY LIMITED, 252-274 Botany-rd, Alexandria. Phone MX0444. Telegrams Relay Sydney. A. H. Cameron (general mngt). Also located at Moorbank-ave, Liverpool, NSW (UB7331).

Radio transmission equip.

I/State Repr.: Branch, 174 King-st, Melbourne (MY1406); M. J. Bateman Pty Ltd, 12 Milligan-st, Perth; STC (Q), 113 Boundary-st, West End, Brisbane; Cornell Electronics Limited, 122 Pirie-st, Adelaide, Unbehaun & Johnstone Ltd, 58 Gawler Place, Adelaide; W. & G. Genders Pty Ltd, Launceston, Devonport, Hobart & Burnie, Tas. **O'seas:** International Telephone & Telegraph Corporation, London & USA.

TELECOMMUNICATIONS COMPANY OF AUSTRALIA PTY LIMITED, 20 Herbert-st, Artarmon, NSW. Phone JF2171.

L. L. Cunane (NSW branch mngt).

All types MW and SW transmitting equipment.

Agency: Hansen Rubensohn.

UNITED RADIO DISTRIBUTORS PTY LTD, 175 Phillip-st, Sydney. Phone BW3718-3926.

Distributors of Ferrograph magnetic tape recorders, amplifiers, Goodman's loud-speakers, radio-TV components.

MELBOURNE

BROWN & WATSON ELECTRONICS PTY LTD, 281-283 Latrobe-st, Melbourne, C1, Vic. Phone MU3286. Cables, telegrams, Browat.

Recording equipment.

Sydney Rep.: L. G. Walker & Co., 243 Elizabeth-st, Sydney. **I/State Rep.:** Tough Instrument Service Co., 993 Hay-st, Perth.

GRAY, SIMON, PTY LTD, 28 Elizabeth st, Melbourne, C1. Phone MF8211, MF8166. Aust. Distr. Gramplan BBC type disc recording amplifiers and cutter heads, Neumann automatic disc recording machines

and Neumann condenser microphones, Leak audio amplifiers, Wharfedale loudspeakers, Ortofon pick-ups and Ortofon recording equipment, Harcroft sapphire recording cutters, Tandberg tape recorders, EMT studio equipment.

JOHNS & WAYGOOD LIMITED, City-rd & Cecil-st, Sth Melbourne, SC5. Phone MX1241. Telegrams Johnsway.

Directors: F. Peter Johns (mngt dir.), J. T. Reid, W. Mark Pollard, S. H. Bull, W. C. Farrar.

Supply and erection of steel radio masts, television towers and allied equip.

PYROX LIMITED, Cnr Queensberry & Drummond-sts, Melbourne, N3, GPO box 492h. Phone FJ9121, FJ9125. Telegrams Pyrox. G. W. Sharwood (general mngt).

Pyrox Magictape taperecorders.

I/State Branch: 69-71 Edward-st, Pyrmont, Sydney (MW4417).

ROLA COMPANY (AUST.) PTY LTD, head office, The Boulevard, Richmond, Vic. Phone JB3921. Magnet wire and magnet div., Princes Highway, Harrisfield, Vic. (746-9378); Sydney office, 167 Kent-st, Sydney (BU6147).

Managing director: A. L. C. Webb; **Associate directors:** S. K. Blair (marketing), E. J. S. Adams (production), H. J. Brown (engineering), D. N. Wood (finance), NSW regional assoc. dir, J. B. Harbort.

Manufacturers of loudspeakers, TV components, winding wires, permanent magnets, tape recorders & recording tape, tape duplicating equip., PVC and polyester recording tapes, t'scription turntables.

VELCO SOUND SYSTEMS PTY LTD, 520 Bridge-rd, Richmond, Vic. Phone JB2511. Telegrams Soundsystems. R. A. Durand (mngt).

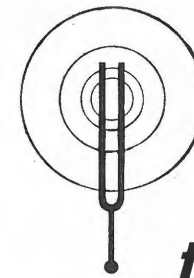
Elcon TR6 tape recorders, TR6R radio-corders (combined radio receivers-tape recorders).

PERTH

ELECTRONICS (AUST.) PTY LTD, Perth, WA. Phone 3-4862, 6-2061. Telegrams, Tapeit.

Recording equipment.

See also Services to Television Stations page 171.



time selling is sound selling!

Executives in radio, recording and television companies — and now the sponsors too — know that it takes high quality audio equipment to process the sound that sells.

That's why the most successful companies have standardised on the recording and reproduction equipment sold, installed and serviced in all capital cities by Simon Gray Pty. Ltd. the specialists as far as sound is concerned.

NEUMANN

Condenser Microphones and Automatic Disc Recording Machines

GRAMPIAN

Disc Recording Cutterheads and associated Amplifiers

LEAK

World-famous Audio Amplifiers

WHARFEDALE

Loudspeakers

ORTOFON

Transcription Pickups

TANDBERG

Tape Recorders

E.M.T.

Studio Equipment, such as Reverberation Generators, Wow and Flutter Meters, and Miniature Transistor Tape Recorders

. . . and many other famous products

Australian National Distributors:

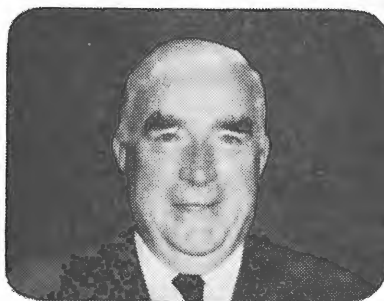
Simon Gray Pty. Ltd.

28 ELIZABETH ST., MELBOURNE, C.1, VIC. Telephones: MF 8211, 8166

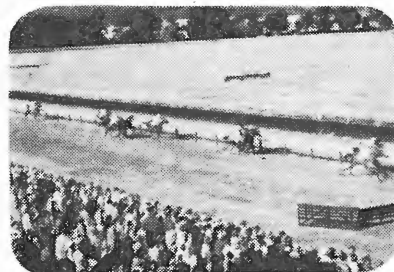
Service and Sales facilities in all Capital Cities

1959

*Completes another
year of exclusives
on Channel Nine*



Mr. R. G. Menzies
Report to the Nation
25th August, 1959.



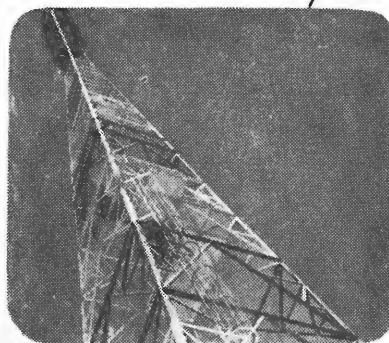
Ballarat Races
24th June, 1959.



In Bendigo Tonight
29th July, 1959.



Melbourne to Sydney
TV Link
9th January, 1959.

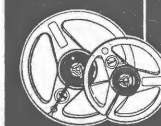


* In just over three years of telecasting we have proved to Advertisers, Agencies and the viewing audience that our technical production and programming equals that of any country in the world. As we are now averaging 10 hours telecasting daily, the years ahead will see more and more of our technical advancement.

Victoria's Top TV Station

Television stations

- **Sydney**
- **Melbourne**
- **Brisbane**
- **Adelaide**
- **Perth**
- **Hobart**



ROLATAPE

ANOTHER  PRODUCT

The Tape with the Famous Name

Available from Distributors Throughout Australia

3 of the best reasons why
ATN is

on top

in Sydney TV . . .

top facilities!

top live shows!

top film programmes!



ATN
CHANNEL **7** SYDNEY

the station that's selling
. . . really selling!

When it comes to Television in Australia, ATN leads in every facet. The most complete, modern studio facilities, the largest staff — production and technical — naturally lead to the tops in high-rating live and film programmes.

Prove it for yourself . . . ask your ATN Sales Rep. to show you how . . . and why . . . ATN has always been on top!

**ATN TELEVISION CENTRE . . .
EPPING, N.S.W. - TEL.: WL 0111**

Program and spot rates listed with each of the four TV stations are for the guidance of advertisers and agencies and are subject to periodic alterations. Full details of all charges are available on request to the stations concerned or their State or interstate representatives.

ATN Channel 7 Sydney

Opened: Dec. 2, 1956.

Licensee: Amalgamated Television Services Pty Limited, Head Office and Studios, Television Centre, Epping, NSW. Phone WL0111. Offices also at Sydney Morning Herald Bldg, Wattle & Jones-sts, Ultimo (B0944).

Interests represented: Sydney Sun, Sydney Morning Herald, 2GB, 2UW, Macquarie, Artransa, AWA, Email, G.B.S. Falkiner, Sir Norman Nock, E. W. Salkeld, Washington H. Soul Pattinson, T. G. Murray, Mrs. C. Murray, W. H. Paling, ARC, Australian United Investment Co, Gearin O'Riordan Ltd, Anglo-Australian Corp, Beale & Co Ltd, C. N. McKay, H. V. McKay, Mrs. H. M. Stevenson.

Directors: R. A. Henderson (chairman, also managing director, Sydney Morning Herald & Associated Newspapers), A. H. McLachlan and James Fairfax (representing SMH & Assoc. Newspapers), Sir Lionel Hooke (AWA managing director), J. D. Patience (chairman, 2GB and Artransa), A. F. Albert (chairman, Commonwealth Broadcasting Corp.), E. G. F. Horne (chairman Email),
Transmitter and site: Marconi, Pacific Highway, Gore Hill (about 5 miles from city).

Facilities: Three large studios, administrative and maintenance depts. all air-cond. Studio A, 90 x 70ft, equipped with revolving and elevated stage, B, 70 x 50ft, C, presentation studio, video tape and kinescope recording, negative processing, direct positive processing facilities. Automatic console-operated incandescent lighting both studios. Studios located on 30 acre site at Mobbs Lane, Epping, about 12 miles from city.

Equipment: Air-cond. Marconi remote b'cast unit, with three camera chains, three microwave links and own generator. Six additional studio cameras plus usual studio equip., including crane dollies and four pedestals. Telecine equip., taking in three Vidicon chains, three Multiplexers, three slide projectors, two Gray four-stage opaque projectors, two Bell & Howell 16mm TV projectors, two RCA projectors, two Ampex video tape recorders.

Technical facilities: Channel 7 (181-188 megs). Vision 182.25 megs. Sound 187.75 megs. 100kw ERP 20kw audio.

Antenna: 820ft above sea level.

Executives: J. H. Oswin (gen. mngr), L. A. Mauger (asst gen. mngr), R. A. Becker (station mngr), B. Wright (PR and special events dir), R. S. Pedder (business mngr), M. H. Stevenson (chief engineer), K. W. Brown (sales mngr), W. Frecker (prod. mngr), W. G. Wells (prog. mngr), A. J. Glover (news dir), M. W. Davies (asst chief engineer), R. V. Best (ops mngr).

Operating Hours: Mon.-Wed.-Fri, 7-9am, 11.45am-11.30pm; Tues.-Thurs., 7-9am, 11.45am-3pm, 4pm-11.30pm; Sat., 10am-12 midnight; Sun., 12noon-11pm.

Interstate Rep.: Harry Hughes, C/o GTV, 22-46 Bendigo St, Richmond, Vic. JB 4121.

Rates resume (base rate): 10sec ID, £45 (night), £20 (day); 20sec SB, £75 (night) £40 (day); 60sec participations, £43 (day), £140 (night); 15mins, from £70 at B times to £176 at AAA times; 30mins, from £105 to £264; 60mins, £176 to £440 (less applicable discounts).

TCN Channel 9 Sydney

Opened: Sept. 16, 1956.

Licensee: Television Corporation Ltd. (registered office), 168 Castlereagh-st Sydney (B 0666).

Interests represented: Australian Consolidated Press Ltd, Associated Newspapers (UK), Philips Electrical Industries, 2SM, Paramount Film Service Ltd, 2KY, Church of England Property Trust, Diocese of Sydney.

Directors: Sir Frank Packer. (chairman, also managing director, Consolidated Press), Robert L. Graham (representing Paramount Film Service), R. A. King (2KY), F. N. Leddy (governing director, Philips), D. F. S. McLean and C. A. Eadie (Assoc. Newspapers, UK), Maj.-Gen. Rev. C. A. Osborne, Rev. Father M. R. Prendergast, R. C. Packer, L. K. Martin.

Transmitter and site: Philips, located Artarmon-rd, Willoughby, about 4½-miles from city.

Studios: Located with transmitter on 3½ acre site. JF0444.

Facilities: Two studios, 35ft x 50ft and 90ft x 50ft.

Equipment: Includes remote broadcast unit, with provision for three image orthicon cameras, equipped with three microwave links each with 50 mile range. Studio equip. includes six image orthicon cameras. Telecine comprises two 35mm and two 16mm film scanners, one slide scanner and a multi-

plexed vidicon chain, 16mm kinerecorder, plus 16mm magnetic sound recorders capable of being synchronised with kinerecorder or 16mm film scanners. (Video equip. Fernseh German; audio, Philips).

Technical facilities: Channel 9 (195-202 mcs). Vision 196.25 mcs. Sound 201.75 mcs), 100kw ERP visual, 20kw ERP sound (FM).

Antenna: Philips three-stage helical, 820ft above sea level.

Executives: K. G. Hall (chief executive), Alex Baz (mngtr), John Briton (chief engineer), Ian Faircloth (sales mngtr), Bruce Gynnell (program director), Les Free (assist. chief engineer), R. F. Phillis (bus. mngtr), Philip Rutledge (publicity manager).

Operating Hours: Sun., 2pm-11pm; Mon., 2pm-11.45pm; Tues., 2pm-midnight; Wed.-Thurs., 1.30-11.30pm; Fri., 1.30pm-midnight; Sat., 9.30am-midnight.

I/State Repr.: W. J. Lynch, 247 Collins St, Melbourne. MF 8336. **O'seas:** Charles Michelson Inc., 45 West 45th St, New York 36, NY (Plaza 7-0695), Frank Coven, Associated Newspapers Ltd, Northcliffe Hse, London, E.C.4.

Rates resume (26 times): 15mins, from £180 (in AAA times — 7.30pm-10pm Sundays to Saturdays), to £90 (in A times — 5pm-6.30pm Mon.-Fri., 11pm-close Sun.-Sat., and 12noon-6.30pm Sun. and Sat.); 30mins, from £272 (AAA) to £134 10s (A); 60mins, from £453 (AAA) to £224 10s (A); 10sec anncmts, 48 10s (Zone 1, 6.30pm-close, Sun.-Sat.), £18 (Zone 2, all other times); 20secs, £81 10s (Zone 1), £36 (Zone 2); 30secs, £103 (Zone 1), £43 (Zone 2); 60sec participations, from £157 (7pm-10pm Sun.-Sat.) to £43 (daytime-afternoon films).

GTV Channel 9 Melbourne

Opened: Jan. 19, 1957.

Licensee: General Television Corporation Pty Ltd, Studios and offices, 22-46 Bendigo Street, Richmond. Phone JB 4121.

Interests represented: Electronic Industries Ltd, David Syme & Co. Ltd, Hoyts Theatres Ltd, Greater Union Theatres, Nilson's Broadcasting Service Ltd, Efftee Broadcasters Pty Ltd, Val Morgan and Sons, Radio Corp. Pty Ltd.

Directors: H. P. Abrahams, A. J. Moir.

N. B. Rydge, E. Turnbull, Sir Arthur Warner, G. A. Warner, L. M. Stuart, L. R. Machin, J. T. Brock, C. B. Bednall.

Executives: Colin Bednall (gen. mngtr), Norman Spencer (prog. mngtr), Rodney Biddle (chief engineer), Nigel Dick (sales mngtr), Peter Richardson (Sydney mngtr).

Transmitter and site: Siemens & Halske, 10/2kws, located Observatory Lookout, Mount Dandenong (approximately 20 miles from city).

Standby sound and vision transmitter: Pye 5/1kws with provision to increase to 10/2kws. Emergency power generator on the site.

Facilities: Two studios, 5000sq. ft and 2000sq. ft, large carpentry and scenery workshops, extensive storage area for properties, and dressing areas for artists. Studios fitted with Pye equipment. Rehearsal studios 7000sq. ft. Ballet rehearsal room 1500sq. ft.

Facilities under construction: Three additional studios — a sound-recording studio with associated projection and sound transfer equipment; film commercial and featurette studio, audience participation, variety and live drama studio.

Equipment: Ten Pye image orthicon cameras, four available to outside broadcast unit. Triplicate telecine systems for 16mm motion picture film and 35mm slides, and duplicate equipment for 35mm motion picture film; duplicate General Precision Laboratories 16mm Kinescope recording systems with variable density or variable area sound recording, one-hour magazine and Stencil Hoffman synchronised magnetic tape.

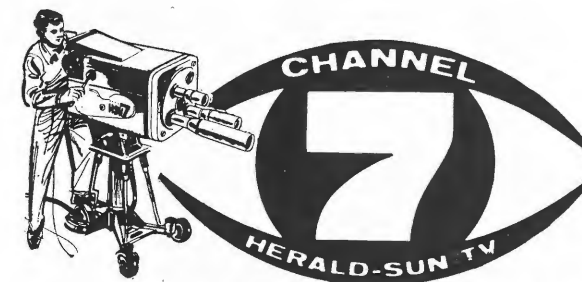
Still and motion picture rear projection equipment and two screens; two Mole Richardson large microphone booms, Pye outside broadcast unit with portable diesel generator, duplicate Raytheon studio to transmitter microwave links and five Raytheon portable microwave relay links for outside broadcasts; Ampex videotape recorder with erase head and footage counting.

Technical facilities: Channel 9: (195-202 mcs Vision, 196.25 mcs. Sound, 201.75 mcs), 100kw visual, 20kw ERP sound.

Antenna: 2290ft above sea level.

Operating hours. Mon.-Tues., 2pm to midnight; Wed.-Thurs., 1pm to midnight; Fri., 2pm to 12.30am; Sat., 3pm to midnight; Sun., 1pm to 11.30 pm.

Interstate Repr.: Peter Richardson, 5 Plunkett St, East Sydney (FA 0311). **O'seas:**



THE PICK OF THE PROGRAMMES PLUS THE MEANS TO PUBLICISE THEM

HSV7, Melbourne's top television station, offers top-line overseas and local TV shows, plus the means of promoting and popularising them through The Herald and The Sun — Australia's largest selling daily newspapers — and Listener In-TV. Write or telephone MX 4731 in Melbourne, or BU 5451 in Sydney for full information on how you can profit now by using HSV7.

STUDIOS: The corner of Dorcas and Wells Streets, South Melbourne. Telephone MX 4731.

HERALD-SUN TV PTY. LTD.: Registered Office: 44-74 Flinders Street, Melbourne, C.I., Victoria.





ROLATAPE

ANOTHER  PRODUCT

The Tape with the Famous Name

Available from Distributors Throughout Australia

K. S. Hibbard, 83 New Bond Street, London, W.1.

Rates resume (10pc discount rate): 10sec, £36 (night), £18 (day); 20sec, £63 (night), £31 10s (day); 15mins, from £45 in B prog. units to £153 AAA prog. units; 30mins, from £72 in B prog. units to £234 AAA prog. units; 60mins, from £108 in B prog units to £382 10s AAA prog. units.

HSV Channel 7 Melbourne

Opened: Nov. 4, 1956.

Licensee: Herald-Sun TV Pty Ltd, Studios and offices, cnr Dorcas & Wells-sts, South Melbourne. Phone MX 4731. Telegrams Hertel.

Interests represented: Company formed by the Herald & Weekly Times Ltd. To help meet initial capital requirements Herald & Weekly Times subscribed 637,500 £1 shares and the London Daily Mail 112,500.

Directors: Sir John Williams, G. A. Caro, P. F. Jones, J. C. Waters, D. J. Riddle, E. F. Moyle.

Transmitter and site: Marconi, located Mt. Dandenong.

Studios: Cnr. Dorcas & Wells-sts, Sth. Melbourne. Total area, approx. 15,000 sq ft.

Facilities: No. 1 studio, 60ft x 50ft; No. 2, 40ft x 30ft.

Equipment: Marconi, with some American units. Seven cameras, including remote broadcast unit.

Technical Facilities: Channel 7 (181-188 megs). Vision 182.25 megs. Sound 187.75 megs. 100kw ERP visual.

Antenna: Self-supporting tower, 324ft. Antenna 16 stack high gain.

Executives: E. F. Moyle (finance dir), K. S. Cairns (mngtr), W. P. Randall (prog. mngtr), E. Trenchard Smith (advtrg mngtr), J. H. T. Fisher (chief eng.), M. Albiston (asst chief eng.), A. H. Miller (acctnt).

Operating Hours: Sun., 1.30pm-2.30pm, then 4pm-11pm; Mon., 2.45pm-11pm; Tues., 2.30pm-11pm; Wed., 2pm-11pm; Thurs., 2.30pm-11.15pm; Fri., 2.15pm-midnight; Sat., 3.15pm-11.30pm.

I/State Repr.: W. J. Powers, 76 Clarence-st, Sydney (BX1222). **O'seas:** Charles Michelson Inc., 45 West 45th-st, New York 36, NY (Plaza 7-0695); Frank Coven, Associated Newspapers Ltd, Northcliffe House, London, EC4 (Fleet-st 6000).

Rates resume (26 times-rotational basis): 60sec, £122 (night), £59 (day); 30sec, £86 (night), £36 (day); 20sec, £65 (night), £30 10s (day); 10sec, £38 (night), £18 (day); 15mins, from £49 to £154; 30mins, from £72 to £232; and 60mins from £120 to £385.

BTQ Channel 7 Brisbane

Opened: Nov. 1, 1959.

Licensee: Brisbane TV Limited, temporarily at Victory Chambers, Adelaide-st, Brisbane. Phone 31-0111.

Interests repr.: Courier-Mail, Sunday Mail, The 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, A. J. Deakin, C. Farragher, D. S. Forbes, J. H. Hoare, R. Leonard.

Executives: R. R. Macartney (mngtr), M. A. Norris (sales mngtr), E. F. Allen (chief engr), W. Irving (prog. mngtr).

Transmitter and site: Marconi, Mt Coot-tha. **Facils.:** Two studios, OB van. **Tech. facils.:** Channel 7 (181-188 megs, vision, 182.25 megs, sound, 187.75 megs). 100kw ERP visual.

Studio equipment: Four cameras, three in main studio using 4½inch image orthicon camera tubes, fourth (vidicon) in presentation studio. Two vidicon telecine chains used in conjunction with four 16mm film projectors and two slide projectors. Optical or magnetic sound tracks can be reproduced. Third vidicon chain for opaques. OB unit uses single 4½inch image orthicon camera, with provision to operate two additional cameras of this type (transferred from studio use).

Operating Hours: Sun., 4pm-10.40pm; Mon. & Wed., 4.45pm-10.40pm; Tues., 1pm-3.30pm, then 4.45pm-10.40pm; Thurs., 1pm-3pm, then 4.45pm-10.35pm; Fri., 4.45pm-11.10pm; Sat., 4.30pm-10.40pm.

I/State Repr.: McGowen, E. E., c/o TCN advertising-sales division, 249 George-st, Sydney (BU2881); Melbourne, Gardner, D., c/o HSV, cnr Dorcas and Wells-sts, Sth Melbourne (MX4371); Brisbane, Murphy, K., c/o ADS7, 125 Strangways-terrace, Nth Adelaide (M8591).

Rates: (26 times): 10sec ann'mts, £15 10s (A time, 6.30-10.15pm), £13 10s (B time, 5-6.30pm); 20sec, £30 (A time), £26 (B time); 15mins, £56 (A time), £48 (B time); 30mins, £84 (A time), £71 (B time).

QTQ Channel 9 Brisbane

Opened: Aug. 16, 1959.

Licensee: Queensland Television Limited, ANZ Bank Chambers, 43 Queen-st, Brisbane. Registered office c/o Valentine & McInnes, 334 Queen-st, Brisbane. Phone 2-3121.

Interests repr.: 68 Queensland shareholders, gen. mngtr, NBC International (NY), Asso-

We were talking about Television stations...



and everyone remarked on TCN's share of the Sydney market, their top-rating programmes and the number of National advertisers on Channel 9.

ciated TV (London), Truth & Sportsman Ltd, Amalgamated Television Services Pty Ltd.

Directors: Douglas Wadley (chairman), Allan James Campbell, Rupert Albert Henderson, James Henry Oswin, Clive Ogilvy, Ernest Oliver, Tim Osborne, Mackay Ross, Verdun Stephens, Warwick Whatmore.

Executives: J. W. McKay (gen. mngr), Bede Williams (sales mgr).

Transmitter site: Mt. Coot-tha, Brisbane.

Antenna: EPT Pty Ltd, Tower, RCA Supergain Antenna.

Facilities and equipment: Offices, studios and transmitter will be combined in a single building which will initially house one studio 50 x 70ft, with provision for the later addition of a second larger studio. A separate master control room with associated centralised telecine and transmitter equipment will be located on a lower ground floor, the administrative offices will be on the first floor. Four cameras suitable for either studio or mobile use. One complete mobile unit. Two telecine chains.

Technical facilities: Channel 9 (195-202 megs). Vision 196.25 megs. Sound 201.75 megs. 100kw ERP visual, 20kw ERP sound (FM).

Studio equipment: Four three-inch image orthicon cameras, three in the main studio, one in the presentation studio, all transferable to the OB unit if desired. 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. Video tape for telerecording.

Operating Hours: Sun., 3.30pm-10pm; Mon.-Fri., 5pm-10.30pm; Sat., 2pm-10.30pm.

I/State Repr.: Stafford Warner, Television Centre, Epping (WL0111); Melbourne, Harry Hughes, c/o GTV9, 22 Bendigo-st, Richmond (JB4121).

Provisional rates (26 times): 1 hour AA time (6.30pm-10pm), £137; A time (5pm-6.30pm and 10pm-11pm), £116 10s; B time (all other) £99; ½hr AA time £84, A time £71 10s; B time, £60 10s. 10sec spots range from £15 10s day to £13 night; 20sec from

£30 day to £25 night. Part. spots from £48 AA time, £41 A time to £35 B time.

ADS Channel 7 Adelaide

Opened: Nov. 1, 1959.

Licensee: Television Broadcasters Limited, 125 Strangways Tce, North Adelaide, M8591. Telegrams and Cables: Adseven, Adelaide.

Interests repr.: Advertiser Newspaper Ltd, Midlands Broadcasting Service Ltd, 5KA Broadcasting Company Limited, Philips Electrical Industries Pty Ltd, Associated Newspapers Ltd.

Directors: Sir Lloyd Dumas (chmn), D. G. McFarling, Rev. A. Erwin Vogt, F. N. Leddy, D. F. S. McLean, A. S. Blackburn, VC, Sir George Ligertwood.

Executives: K. A. Macdonald (gen. mngr), D. M. Gooding (chief engr), W. K. Murphy (sales mngr), Neville Thomson (program mngr), B. L. Sallis (secy).

Transmitter & Site: Philips, Summit-rd, Mt. Lofty. **Facilities:** Two studios, 16mm telecine, video blimps, OB van. **Tech. facts:** channel 7 (181-188 megs, vision, 182.25 megs, sound 187.75 megs), 100kw ERP visual, 20kw ERP sound. **Antenna:** Philips Helix, 500ft.

Studio & OB equipment: Five three-inch image orthicon cameras in two studios, three transferable to the OB van if required. Two vidicon telecine chains used in conjunction with four 16mm film projectors and a slide projector. Optical and magnetic sound tracks can be reproduced. Provision made for video tape recorder.

Operating Hours: Sun., 5.15pm-11.05pm; Mon. & Thurs., 4.30pm-10.40pm; Tues., 12noon-3.30pm, then 4.30pm-10.40pm; Wed., 4.30pm-11.10pm; Fri., 4.30pm-11.10pm; Sat., 5pm-10.40pm.

I/State Repr.: E. E. McGowen, c/o TCN advertising-sales division, 249 George-st, Sydney (BU2881); D. Gardiner, c/o HSV, cnr Dorcas & Wells-sts, Sth Melbourne (MX4371).

Rates: (26 times): 10sec ann'mts, £15 10s (A time, 6.30-10.15pm), £13 10s (B time, 5-6.30pm); 20sec, £30 (A time), £26 (B time); 15mins, £56 (A time), £48 (B time); 30mins, £84 (A time), £71 (B time).

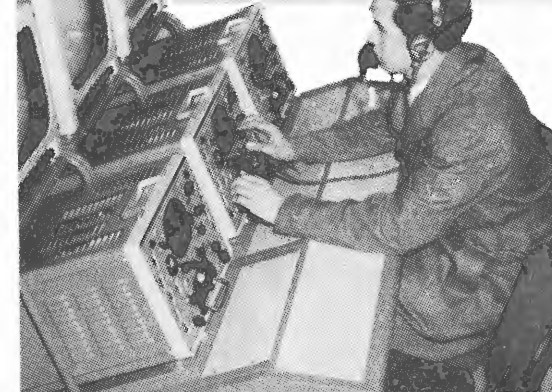
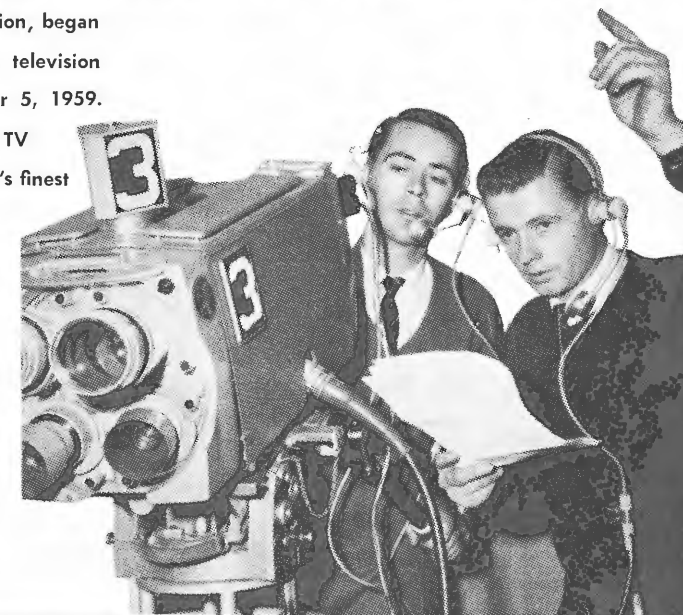
FIRST STATION IN THE STATE

NWS-9, The News Station, began full regular commercial television on Saturday, September 5, 1959.

Australia's most modern TV station, using the world's finest equipment, telecasts the pick of world rated entertainment to Australia's fastest growing TV audience.

● NWS-9 gives S.A. everything on TV.

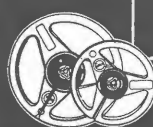
● NWS-9 gives you everything in S.A.




NWS-9
CHANNEL

ADELAIDE, S.A.

SELLS ON SIGHT!



ROLATAPE

ANOTHER  PRODUCT

The Tape with the Famous Name

Available from Distributors Throughout Australia

NWS Channel 9 Adelaide

Opened: Aug. 31, 1959.

Licensee: Southern Television Corporation Limited, 202-208 Tynite St, North Adelaide. Phone M 9322. Telegrams Newsnine.

Directors: Sir J. Stanley Murray (chairman), K. R. Murdoch, E. M. Waterman, Sir Edgar Bean.

Executives: W. L. C. Davies (gen mgr), T. McCarthy (personal asst to gen mgr), John Batchelor (chief engr), Rex G. Heading (prog. mgr), John Hatcher (film mgr), Colin Bainger (secy).

Transmitter & site: Pye, Mt. Lofty. **Facils:** Main studio 4800 sq ft at Nth Adel. Full range OB equip., studio facils. **Tech. facils:** Channel 9 (195-202 megs, vision, 196.25 megs, sound, 201.75 megs). 100kw ERP visual, 20kw ERP sound.

Studio and OB equipment: Four 4½ inch image orthicon type cameras, two permanently installed in the large studio, other two for use where required and for OB telecasts. Two vidicon telecine chains used in conjunction with 16mm film projectors and slide projector. Optical or magnetic sound tracks can be reproduced. Third vidicon chain employed as a scanner for opaques. Video tape for telerecordings.

Operating Hours: Sun., 4.30pm-10.35pm; Mon., 12.30pm-1pm, then 4.30pm-10.35pm; Tues. & Wed., 4.45pm-11.05pm; Thurs., 1pm-2.30pm, then 4.45pm-11.05pm; Fri., 4.45pm-12mid.; Sat., 5pm-12mid.

I/State Repr.: Stafford Warner, Television Centre, Epping (WL0111).

Rates (26 times): 10sec ann'mts, £15 10s (night, after 6.30 pm), £13 (day, before 6.30pm); 20sec, £30 (night), £25 (day); 60mins, £137 (AA time, 6.30-10pm), £116 10s (A time, 5-6.30pm-10-11pm), £99 (B time, all other time); 30mins, £84 (AA time), £71 10s (A time), £60 10s (B time).

TVW Channel 7 Perth

Opened: Oct. 16, 1959.

Licensee: TVW Limited, temporarily at 125 St. George's Terrace, Perth, GPO Box L898. Phone 21-2155.

Interests represented: West Australian Newspapers Limited holds 45pc of capital, remainder held by 2068 public shareholders, 99pc by West Australians.

Directors: C. G. Friend (chairman), R. A

Long, M. L. Fry, J. E. Macartney.

Executives: J. W. Cruthers (gen. mgr), G. H. Davey (chief engr), B. S. Treasure (sales mgr), Lloyd Lawson (prog. mgr).

Transmitter Site: Bickley (16 mls east of Perth). **Tech. facils:** Channel 7 (181-188 megs.). 100kw ERP.

Studio and OB equipment: One studio equipped with three 4½ inch image orthicon cameras, two vidicon telecine chains (used in conjunction with four 16mm film projectors and two slide scanners). Optical or magnetic sound tracks can be reproduced. Third vidicon as scanner for opaques.

Operating Hours: Mon. & Tues., 5.30pm-10.10pm; Wed., 2pm-4pm, then 5.30pm-11.10pm; Thurs., 5.30pm-10.55pm; Fri., 5.30pm-11.10pm; Sat., 5.45pm-11.40pm; Sun, 5.45pm-10.40pm.

I/State Repr.: D. O'Dwyer, 19 Hunter-st, Sydney (28-2860); S. R. Fildes, 390 Lonsdale-st, Melbourne (67-1868).

Rates resume (spot advertising only): 60sec, £48 (Segment 1, 5pm-6.59pm), £57 (Segment 2, 6.59pm-8pm, 3, 8pm-9pm, and 4, 9pm-10pm), £48 (Segment 5, 10pm-close); 20sec, £24 (5pm-6.59pm), £34 (6.59pm-10pm), £24 (10pm-close); 10sec, £12 (5pm-6.59pm), £17 (6.59pm-10pm), £12 (10pm-close).

TVT Channel 6 Hobart

Projected full transmission: May, 1960.

Licensee: Tasmanian Television Limited. Temporary offices, 84 Elizabeth St, Hobart. Phone 3 3621. Telegrams Teeveetee. New studios and offices, 52 New Town Rd, New Town.

Interests represented: Commercial Broadcasters Pty Ltd, Robert Nettlefold Pty Ltd, Davies Bros Limited.

Directors: G. F. Davies (chairman), L. Nettlefold, Sir Geoffrey Walsh, L. C. Murdoch, E. G. McRae (mng dir).

Executives: W. S. Morrison (chief engineer), Peter R. Richman (asst to the mgr).

Transmitter and site: Pye. Located at Pinnacle, Mt Wellington.

Antenna: 4360ft above sea level.

Studio equipment: Plans for Station studio cameras, two to be employed in the main studio, with two telecine chains to be used in conjunction with 16mm projectors and two slide projectors.

Technical facilities: 180.75 mcs sound; 175.25 mcs vision.



"terrific picture"

"Two big, fully equipped studios"



"Their scenery and prop facilities are first class."



"Video tape facilities - saves a lot of money."



"They're a good team to work with - nothing is too much trouble."



It all adds up to the fact that in Adelaide Channel 7 has the facilities, technical know-how and enthusiasm to help you give your commercials the maximum selling impact.

IN ADELAIDE SEVEN MEANS SELL

Television Broadcasters Ltd.

125 Strangways Terrace, North Adelaide · M 8591

MELBOURNE D. L. Gardiner, HSV 7 'Phone MX 4731
ADELAIDE Keith Murphy, ADS 7 'Phone M 8591
SYDNEY E. McGowen, TCN 9 'Phone BU 2881
QUEENSLAND BTQ 'Phone 31 0111





No nonsense! Seen our reel?

CAMBRIDGE
FILM and T.V.
Productions Pty. Ltd.

*221 Pelham Street,
 Carlton, Melbourne
 FJ 2204, FJ 4678*

Join the band of happy clients:

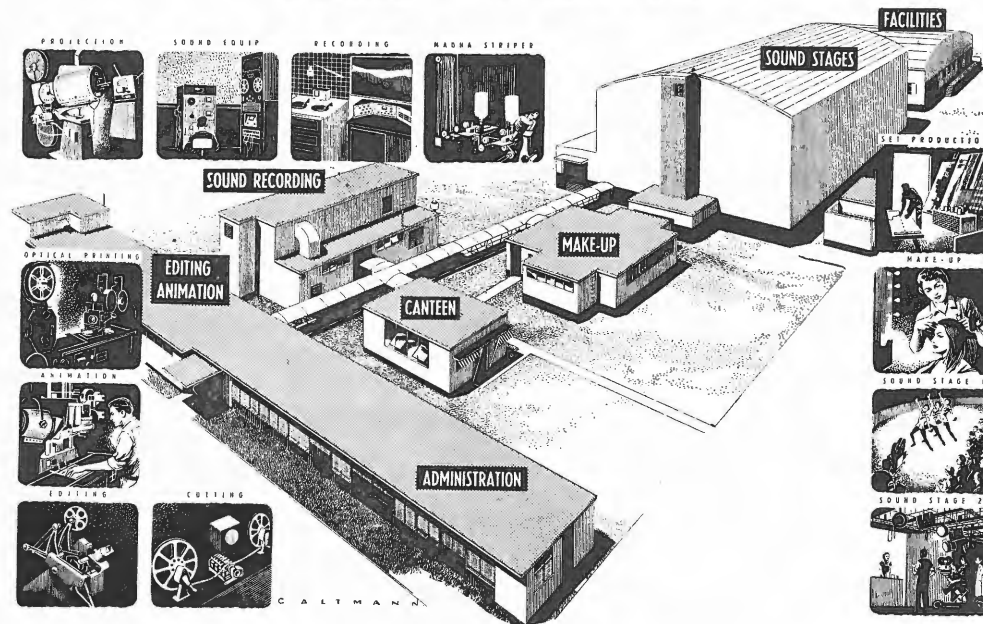
*Nicholas, Kodak, Pope Products, Grosby,
 Van Cooth, K.L.G., Brockhoff, Heinz, B.P.,
 Ford Motor Company, Rowntrees.*

TV production and film units

- **Sydney—Melbourne (pages 153-166)**
- **Brisbane—Adelaide (pages 166-167)**
- **Perth (page 167)**

-
- **TV advertising specialists (page 167)**
 - **Casting agencies (pages 167-168)**
 - **TV film distributors (pages 168-169)**
 - **Costume hire (page 169)**

Here are complete film facilities



AT ARTRANSA PARK STUDIOS YOU WILL FIND:

- ★ 3 Sound Stages . . . two 75 x 50 and one 60 x 40.
- ★ B.N.C., Standard Mitchell and Arriflex 35mm. Camera Units.
- ★ Full 16mm. Camera Units.
- ★ Complete location production facilities.
- ★ Sound recording 35, 17½, and 16mm., ¼" tape and disc.
- ★ 3 theatres with full projection facilities for 35 and 16 mm.
- ★ Editing and cutting in 35, 17½, and 16mm.
- ★ Special Effects Department, including Oxberry Optical Printer.
- ★ A large animation and Graphics Department.
- ★ Set design and construction workshops.
- ★ Wardrobe, make-up, dressing-rooms, canteen, couriers.
- ★ Temperature controlled film vaults and library storage.
- ★ Camera and darkroom for stills in black-and-white or colour.
- ★ Administration and office facilities.

Artransa

Studios: "Artransa Park",
French's Forest,
Sydney, N.S.W.
(JY9311).
Telegrams: "Artransa, Sydney".

Head Office: 132 Phillip Street,
Sydney, N.S.W. (B0360).
Melbourne Office: 22 Bendigo Street,
Richmond, Vic.
JB 1149

SYDNEY

AIR PROGRAMS OF AUSTRALIA, 12 Castlereagh-st, Sydney (BW6271). Teleg. Air-programs.

Directors: W. J. Hucker, Mrs. W. J. Hucker.

Uses outside studios; own production equipment, including tape duplicating recording unit.

AJAX FILMS PTY LTD, Grace Bros Bldg, Broadway, Sydney. Phone MA5852, MA5744.

Directors: Brian Chirlian (mng dir.), Susan Chirlian.

Equipment and Facilities: Studio, theatre, cutting room for 16 and 35mm films, 16 and 35mm camera equipment.

Documentary, commercial film producers.

AJAX-SYD MILLER ANIMATED FILMS (address and repr., see Ajax Films entry).

Directors: Brian Chirlian (mng dir.), Syd Miller (dir. and animator).

Specialises in creative animation.

Equipment and facils, same as Ajax Films, plus animation cranes, tables and 16 and 35mm camera equip.

AMBASSADOR FILM PRODUCTION CO: Studios and offices, Room 11a, 2nd Floor, Royal Arcade, Pitt-st., Sydney (MA5837).

Directors: Mrs. Ilse Franks (man. dir.), Rolf Bauman.

Specialists, TV commercials and educational films, using mechanical miniature stages and mobile character puppets.

Hires stages and prepares any size puppets to order.

ARTRANSA PTY LTD, Head office, 132 Phillip-st, Sydney (B0360). Studios, Artransa Park, French's Forest, NSW (JY9311).

Directors: J. D. Patience (chmn), S. R. I. Clark (mng dir.), H. W. Chester, H. Mackisack, N. H. McIntyre, L. Schultz, D. Fegan, R. T. Lord (also mngtr).

Executives: D. L. Hall (asst. mngtr), L. Becker (exec. prod.), G. M. F. Walch (gen. sales mngtr).

D SERVICES

Thompson Overseas Service

Studios: Two sound stages (75ft x 50ft), one stage (60ft x 40ft), and special effects, studio for handling small sets, stop motion prod. and titling. Depts for animation, stills, make-up and wardrobe, canteen, film library and vault.

Equipment & Facilities: Complete range 35 and 16mm prod. equipment, including Mitchell, Arriflex, Auricon and Cine Special cameras; Reeves Magnastriper, Magnasync and Westrex Sound, Oxberry optical printer.

Repr.: Paul Talbot, Fremantle Overseas Radio and TV Inc, 366 Madison-ave, New York, USA; John Walker, Artransa Pty Ltd, Box 10676 PO, Johannesburg, South Africa; Fremantle O'seas Radio & TV, Inc, Warwick-st, London, UK.

AUSTRALIAN INSTRUCTIONAL FILMS PTY LTD: TV Studios and offices, 6 Underwood-st, Sydney (BU 6557). Cables Austfilm.

Directors: Lex Halliday, Jean Halliday.
Staff: Philip J. Pike (prod. mngtr. and chief cameraman), Donald B. Stranger (sound), M. Arditto (despatch).

Equipment and Facilities: Full range 16-35mm blimped equip., sync. tape recording in studios or on location; mobile generator; puppets; theatre for 16-35mm screenings.

Also has documentary, industrial and educational divisions.

Producer of Desert Conquest, which represented Australia at the Venice, Berlin and Edinburgh Film Festivals in 1958.

PECT STREET
E PARK, SYDNEY

Here are film fa



BAGLIN, DOUGLASS PTY LTD: Studios and offices, 100 Pacific Highway, St Leonards. Phone JF 6311.

Directors: Douglass Baglin, Pat Purcell, John Early.

Executives: K. Clarke (studio manager), R. Israel (cameraman and dir), B. Cummins, I. South and M. Sheather (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 equipment for feature productions — 6 cameras including 16mm special effects

and stop motion, titling bench, rear projection, comprehensive range of still cameras for use in production stills, three darkrooms for production of large scale photo murals for background use during production — capacity 20ft x 20ft. Complete lighting gear. Associates in all States.

BLANKS, CHAS E, PTY LTD: Head office and studios, 28-30 Foveaux-st, Sydney. (MA 8305).

Directors: Charles E. Blanks (mng dir.), Clarence R. Blanks, Charles E. Blanks Jnr, O. R. Smee, M. Macourt, S. Tabakoff, J. T. Reddie.

Executives: J. F. Hogan (secty), G. S. Whitehead (NSW mngr), H. H. Davidson (film dir), J. Walker (cameraman).

Studios: Recording and sound units, theatre, Produces TV films, slides, records, cinema films.

I/State branches: 281 Collins-st, Melb. (MF8830); 9 McLachlan-st, Valley, Bris. (L1926); Watt-st, Newcastle (B1888); 1074 Hay-st, Perth (BA2197); Monks & Banks Ltd, 261-263 Halifax-st, Adel. (W2549); and Chas.

Ring FA 5447 or FA 2897

**For Special Services to Advertising Agencies
on all Television Production**

35mm and 16mm

- Camera
- Sound
- Lighting
- Studio
- Processing
- Editing
- Optical Effects
- Animation & Cartoons

Studios: "Artransa Park",
French's Forest,
Sydney, N.S.W.
(JY9311).
Telegrams: "Artransa, Sydney".

SOUND STUDIOS
ST., PADDINGTON, N.S.W.

BONDED FILM SERVICES

Specialists in
FILM HANDLING FOR
TV. & MOTION PICTURES
CUSTOMS · CENSORSHIP
STORAGE · SHIPPING
LIBRARY SERVICING
· SCREENINGS ·

FA 4131/5

**43-47 PROSPECT STREET
MOORE PARK, SYDNEY**

E. Blanks, 60 John-st, Launceston (B1529).

CASTLEREAGH FILMS: 149 Castlereagh-st, Sydney. (BM2830).

Directors: T. P. Deamer.

Equipment & Facilities: City 35 and 16mm theatrette, seating 40. Same facils. as Peter Hamilton Productions.

Has produced cinema films for NSW Railways and Electricity Commission (color).

CBC RADIO & TELEVISION PRODUCTIONS PTY LTD: 365 Kent Street, Sydney (B 0270).

Directors: M. F. Albert, A. F. Albert, L. C. Hynes.

Executives: Harry Dearth (director of drama), Ellen De Voss (service manager). Script writers: Alexander Macdonald, Keith Smith.

CBC Television Theatre, 464 George St, Sydney. Phone B 0270.

Advertising and sales: Albert J. Camp & Associates Pty Ltd, Temple House, 2 Bligh Street, Sydney. Phone: 28 8351.

Producers of television and radio programs, and live and filmed television commercials.

CHRISTIAN TELEVISION ASSOCIATION, Walker-st Nth Sydney. (XB3986).

Directors: The Most Rev. H. R. Gough (pres.), (Archbishop of Sydney); Rev. R. C. Coleman (chmn); E. H. Gifford (sec.); H. Howlett (prod. dir.).

Uses outside facils, and produces religious programs for Protestant churches.

CINESOUND PRODUCTIONS PTY LTD. Studios and offices, 541 Darling-st, Rozelle, NSW. (82-0611). Branches: Melb., Bris., Adel., Perth.

Directors: Norman B. Rydge (chairman and man. dir.), N. M. Barrell, John Goulston C. W. Rundle.

Staff: K. H. Moreman (secy), A. J. Helgeson (gen. mngr), Richard Allport (dir.), Bede Whiteman (dir), W. Carty (dir), N. Batty (edit-in-chief), Lloyd Shields (chief cameraman), Allyn Barnes (sound eng.).

Studios: (40ftx50ft and 60ftx40ft). Equipped with two sound stages and three theatrettes for 16 and 35mm screenings.

Equipment and Facilities: Mitchell and Bell & Howell 16 and 35mm cameras, Wall single system and Auricon sound cameras, extensive lighting and cutting facilities and Oxberry animation table.

Avondale Studios PTY. LTD.

MANAGEMENT

CREATIVE STAFF

TECHNICAL STAFF

*All in the Film Business in
AUSTRALIA and OVERSEAS
for many,
MANY
YEARS*

Henderson St., Turrella,
Sydney, N.S.W.
Tel.: LX 8246

Telegrams & Cables:
AVONFILM, SYDNEY.

FILM PRODUCERS PRODUCTION FACILITIES

TV Commercials and Programme Material — Industrial Advertising, Documentary, Licenced WESTREX RECORDING Sound System. 8-way Magnetic Recording Channels. Microgroove and Standard Disc recording. Affiliated Colour and B & W Laboratories. 100' x 40' Stage and Special Effects Stage Transportable Generators and Lighting Animation, Stills and Optical Printing, Compact placement of all Services.

Cinesound, claimed one of the world's longest-established newsreel production companies, produces weekly theatrical newsreel, five TV newsreels. Also TV commercials, cinema advertising films, feature films and documentaries.

COMMERCIAL TELEVISION PROGRAMS, Sydney. Studios, offices and equipment same as Southern Cross Films.

Director: R. M. Bacon.

ENGLISH, VIC., FILM & TV PRODUCTIONS, 264-266 Sussex-st, Sydney. Phones BM2980, BM2988.

Director: Vic English.

Consultant to advertising agencies, specialising in scripts and production service covering film and live TV commercials and programs. Uses outside studios and production facilities as required.

Has produced TV commercials for Penfolds, Lindemans and Tintara Wines, British Paints, Hillman, Ford and Borgward cars, Paramount, Itas, Continental and Skyway Shirts, Ampol and Total petroleum products.

FEATURED THEATRE ADS: (See entry under Koffel, David Film & Television Productions and Filmads Pty Ltd.)

FORTUNE FILM & TV PRODUCTIONS PTY LTD: 2 Wentworth-ave (BA2946), and 30 Queens-rd, Melbourne (BM2504).

Directors: C. K. Landell-Jones, J. E. Hansen.

Staff: R. D. Hansen (prod.-dir.), J. E. Hansen (editor), B. Hawkins (Melb. TV prod.).

Equipment & Facilities: Cine-Kodak 16mm special camera, one 16mm Bolex with zoom lens, complete cutting, editing, matching equip. Facils. for animation and special effects.

Clients include Lincoln Electrics, Comwith Railways, Elect. Commn, Ansett Airways, Chamber of Mfrs.

FOSTER, GEORGE, TV PRODUCTIONS PTY. LTD, 380 Oxford-st, Bondi Junction. FW1052. Also at Suite 7, Porter-Villa Centre, Dee Why (XW7864).

Directors: Maurice Camberg (mng dir.), George Foster (gen. mngr).

Specialises in devising and producing TV programs and commercials.

Company handles several TV programs, including Tell the Truth (in which Foster stars as compere), The Big Bear Show and The Lucky Show.

GREENHALGH, ROWL PRODUCTIONS PTY LTD: Office and Studios, 24 Hill St, North Sydney (92 3815).

RG **ROWL GREENHALGH PRODUCTIONS PTY. LTD.** (TELEVISION AND THEATRE) 24 HILL STREET, NORTH SYDNEY PHONE 92-3815

TV Slides Perfect Density Accuracy & Legibility

*... and the fastest
service in the
TV industry.*

WHITFORDS THEATRE ADS. PTY. LTD.

102 Sussex St., Sydney — BX 2255
David John Whitford,
Chief Executive Officer.

Directors: R. Greenhalgh (art director), J. Kennedy (camera technician), J. C. Warren.

Staff: Includes seven animators, background artist and layout man. Titling section, inking and painting dept.

Equipment and Facilities: Arriflex 35mm, Debric 35mm, Bolex H16. Special animation camera table.

Concentrates on TV animation and TV titling. Has produced TV commercials for leading clients in all States.

HAMILTON, PETER, PRODUCTIONS, 131 Cathedral-st, Sydney (FA7989).

Director: Peter Hamilton.

Studios: One studio (14x20), animation and titling and editing rooms.

Equipment & Facilities: Cameras include 16mm reflex Bolex with 100mm zoom lens, 35mm Askania Eymo and Debric single system, battery-operated portable tape recorder, Ferrograph recorder and synchronous sprocketed recorder.

Has produced animated TV spots for Broadway Tailors, Road Safety Film for D.O.I.

HUIE ANIMATION INCORPORATED PTY LTD, 83 Regent-st, Sydney. Phone MX2568.

Directors: J. Z. Huie, J. B. Huie, F. G. Huie.

Equipment and Facilities: Full animation equipment.

Produces animated films for TV, cinema and industry.

Most recent clients include Simpson Products, Kool cigarettes, White Wings and Sydney Morning Herald.

INTERNATIONAL TELEVISION SERVICES PTY LTD, 28 Martin Place, Sydney (BW3006, BW3285). Independent producer of animation, TV commercials, film advertising and documentaries. Uses outside facilities. Represents Greenhalgh animation studios.

Directors: R. E. Lane (chrmn and mng dir), John Watson, W. S. Newton.

DONOVAN JOYCE PRODUCTIONS PTY LTD: Offices, Caltex House, 167-187 Kent-st Sydney (BU4667). Cables, Rejoice, Sydney

Directors: Donovan Joyce, Nance Joyce.

Staff: Donovan Joyce (man. dir. and dir. of prod.), Nance Joyce (project editor), Joy Niness (casting dir.).

Uses outside facilities.

CINESOUND

541 Darling Street,
Rozelle, N.S.W.
Phone: 82-0611.

Majestic Theatre Bldg.,
154 Flinders Street,
Melbourne, Vic.
Phone: MF 8658.

- Feature Production.
- Documentary Production.
35 m.m. Eastman Color, B. & W.
16 m.m. Kodachrome Ektachrome, B. & W.
- T.V. Programmes.
Wednesday at St. Stephen's.
Australian History Series.
- Theatrical Advertising Films.
- Full Production and Theatre Facilities.
- Editing and Cutting in 35 & 16 m.m.
- Special effects and animation, including Oxberry. Animation Table and Bell & Howell. Optical Printer.
- Sound Recording and Optical Tracks 35, 17½ and 16 m.m.

CINESOUND FOR EXPERIENCE, NOT EXPERIMENT.

Unit wholesales to radio and TV stations and networks direct and generally does not deal with advertisers. Sells to all foreign English-speaking markets, including government instrumentalities.

KINGCROFT PRODUCTIONS PTY LTD: Offices and studios, 94 Oxford-st, Sydney (FA2770).

Directors: J. Kingsford Smith, A. B. Gange.

Staff: John Kingsford Smith (prod.dir.), Jack Gardiner (dir.-photog.-editing), Peter Menzies (camera-cutting), David Wakeley (assistant).

Equipment & Facilities: Eight late model 16 and 35mm cameras, Magnasyc recorder, 16 and 35mm projectors, complete lighting, Bell & Howell continuous printing machine, 35mm optical printer, animation and titling jigs.

Studio: One (40x24ft.)

KOFFEL, DAVID, FILM & TV PRODUCTIONS. Studios and offices: head office 106-110 Goulburn-st, Sydney. MA9551-2-3, MA1673, MA1643, Teleg. Featurads, Sydney.

Subsidiary of David Koffel Pty Ltd, also operating Featured Theatre Ads, and assoc. with David Koffel (Victoria) Pty Ltd, operating Filmads Pty Ltd, Vic. and Reilly Advertising Co Pty Ltd, Vic. Vic. office, T&G Building, 145 Collins-st, Melb. (MF4857). Teleg. Filmads, Melb.

Managing director, David Koffel; gen. mngr, Harry Diamond. Vic. mngr, G. P. Ruttle.

Staff includes directors, script-writers, editors and research personnel.

Company has operated since 1939.

Produces all types of 16 and 35mm prod. including advertising films for cinema and TV, documentaries, public relations films, TV slides, theatre slides.

Equipment and facilities: Prod. studios and cutting rooms, Bell & Howell, Debric, Arriflex and Bolex cameras, sync. magnetic tape recorders. Complete lighting equip. and titling bench, theatre seating 50 persons equipped for 16-35mm screenings including CinemaScope.

Offices all States.

Controlling company, David Koffel Pty Ltd, is sole Australian member of the International Screen Advertising Services whose members include Pearl & Dean (overseas) Limited, London, and companies in 52 countries.

ANIMATION



Australia's leading Animation specialists for over 25 years. Let us quote for your next Animated Commercial. Be surprised at our High Quality Animation, allied to our new low budget prices.



Eric Porter Productions

14 HENDERSON ROAD, TURRELLA, SYDNEY. LX 6249

FOCUS on



and you focus your production budget on Australia's finest example of technical skill, creative talents and equipment, plus personalised "follow-through" service.

VISATONE TELEVISION

PTY. LTD.

20 HILL ST., NORTH SYDNEY
XB8042 - XB6292 - XB9465

LITCHFIELD TELEVISION PTY LTD:
C/- Artransa Pty Ltd, Artransa Park,
French's Forest, NSW (JY9311). Cables
Tellitch Sydney.

MELLOTRON FILM PRODUCTIONS:
590 George St, Sydney. Phones BM 3020,
BM 3652, MA 4209.

Directors: Frank Buchert, Martin Poeszeus
and Rex Shaw (also musical dir. and secy).
Produces all types of TV films and com-
mercials, documentary type programs and
has a specialised animation service. Also
handles still photography.

**MSA PRODUCTIONS (TV subsidiary of
MSA (Overseas) Pty Ltd, Beaucaire Hse, 103
York-st, Sydney. Phone BX2215.**

Directors: Lyle H. Martin, John T. Bryden-
Brown, Norman F. Little.

Executives: L. H. Martin (mng dir), J. T.
Bryden-Brown (exec. prod.), N. F. Little
(prod.), D. Dillon (asst prod.).

Handles all types of TV production, using
outside facilities. Produced Open House
half hour TV series at TCN for local and
overseas release.

OVERLAND FILM PRODUCTIONS:
590 George St, Sydney. Phones BM 3020,
BM 3652, MA 4209.

Director: Heinz Salkow.

Secretary: Rex Shaw.

Specialises in educational, documentary
and commercial TV films in 16mm black
and white and color.

**PERIER PRODUCTIONS PTY LTD &
PERIER FILMS PTY LTD.** Studio and of-
fices, 24 Jamison-st, Sydney (BU 6527,
BU 4049).

Directors: R. E. Perier (mng dir.), S. E.
Murdoch (also scripter), Mrs. M. Flynn (also
bus. mgr).

Equipment and Facilities: Full camera
range, sound recording, time lapse, 35mm
and 5x4 still camera range.

Specialises 35mm color transparencies,
strip and slide film production, also in
documentary, instructional, entertainment
films, TV features. Over 25yrs film prod.
exper.

PORTER, ERIC, PRODUCTIONS, Avon-
dale Studios, 14 Henderson-st, Turrella,
NSW. Phone LX8248.

Directors: Eric Porter, L. Joyce Porter.

Specialises in production of animated and
live action TV films and documentaries.

**SOLARCHROME COLOR PRODUC-
TIONS PTY LTD,** St. Johns-rd, Glebe,
NSW. Phone MW3759.

Directors: N. R. Bletcher, A. E. Higgins.
Studios: Large studios incorporating a
workshop, costume department, storage
areas.

Equipment & Facilities: Complete studio
equipment including four 35mm and two
16mm cameras and lighting.

SOUTHERN CROSS FILMS PTY LTD.
34 Boronia-rd, Seaforth, NSW (XJ 2747)
LU 4778).

Directors: Douglas Hardy (tech, and crea-
tive dir), G. Cattle (chart. acct).

**SOUTHERN INTERNATIONAL STUD-
IOS,** Ebley-st, Bondi Junction, Sydney
(FW1112-3-4-5). Cables, Cinestudio.

Directors: Chips Rafferty, Lee Robinson,
Reginald Lynam.

Staff: George Hughes (studio mgr), J.
Cavill (secy), Keith Loone (cameraman), Don
Connolly (sound).

Equipment & Facilities: Mitchell and Ar-
riflex cameras, Stancil-Hoffman recording
system, Westrex editor, mobile generating
plants, complete lighting, production vehi-
cles, sound stages, theatrettes, dubbing thea-
tres, cutting rooms, stills division.

Produces all types of feature films, docu-
mentaries, TV commercials and programs.

SUPREME SOUND STUDIOS, 11-15
Young-st, Paddington, NSW. Phone FA5447,
FA2897. Proprietor, M. R. Murphy; chief
cameraman John Leake.

Studios: Large studios complete with
sound stages, and various departments, in-
cluding costume, make-up, storage, work-
shop.

Equipment & Facilities: Includes com-
plete lighting and sound equip., 35mm
RCA, 16mm Maurer, Bell & Howell, Arri-
cord, Arriflex and Newall cameras.

Company is concentrating on prod. of TV
commercials and documentary films and
half-hour series.

**TELECRAFT STUDIOS, also WEBSTER
PRODUCTIONS and PETER DABBS
PTY LTD:** Webster Hse, Riley and Devon-
shire-sts, Sydney.

Directors: Studios, Peter Dabbs (mng dir.);
Webster Prod., Anthony Simpson, Peter
Dabbs, Albert Webster.

Equipment and Facilities: 35mm Bell &
Howell and Mitchell cameras, 16mm Bolex

FILM PRODUCTION FOR TV and for CINEMA

DAVID KOFFEL
FILM & TELEVISION
PRODUCTIONS

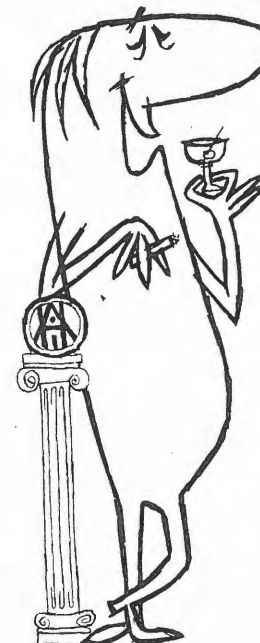


Complete production facilities
studio, sound-recording, etc. Twenty
years' experience in advertising film
production.

TV SLIDES — 24 HOURS SERVICE

— Associated Companies —

- **FEATURED THEATRE ADS**
 - **FILMADS PTY. LTD.**
 - **REILLY ADVERTISING CO. PTY. LTD.**
- Hexham House, 106-110 Goulburn St., Sydney.
Telephone: MA 9551 (7 lines).
- T. & G. Building, 145 Collins St., Melbourne.
Telephone: MF 5918, MF 4857.
- Australian Member I.S.A.S. — International
Screen Advertising Services.



.. MY DEAR FELLOW-OUR
LATEST 'PLASBO' PLA-
STICENE BOW-TIE
COMMERCIAL-SEE IT.
H.A.I. OF COURSE.
WORDS WORDS WORD
S QUALITY AND SELL
WORDS CREATIVE,
JUST TOO UTTERLY
PASTICHE.. AND
THEN OF COURSE
WORDS WORDS AND
SUPERLATIVE,
WORDS WORDS DRIP-
DRY AND THEN YOU
KNOW, WORDS, WOR
DS IDEAS THAT
SELL, CONCISE
WORDS WORDS,
MILDER, WORDS
AND JUST BRILL-
IANT. WORDS WOR
DS ETCETERA,
WORDS WORDS,
WORDS COMPETITIVE

HUIE ANIMATION INC. PTY. LTD.
83 REGENT ST., SYDNEY. MX 2568

Complete LABORATORY SERVICE
and now ...

16 mm
EASTMAN COLOR

ASSOCIATED FILM PRINTERS PTY. LTD.
43-47 Prospect Street, Moore Park, Sydney.

----- FA 4131/5

camera, 16 and 17½mm sound rec. units, sound stage 85ft x 40ft, full lighting, prod. and rec. facilities.

Currently prod. TV commercials, Eastman color theatre commercials, industrial color films.

TELERADIO PRODUCTIONS (AUST.) PTY LIMITED, 350 Kent-st, Sydney. Phone 29-2028.

Directors: Thomas Johnson Gurr (mng dir), V. Chapman, R. J. Gurr.

Uses outside facilities as required.

Operation: Creative scripting and production of TV commercial films documentary films, live TV programs, TV spectaculars, packaged TV programs, recorded radio announcements.

Acts as television and radio consultants to advertising agencies in all States.

O'seas Repr.: London, New York, Hollywood, Toronto, Zurich, Johannesburg, Auckland.

See also **MALCOLM-GURR ASSOC.**, Late Listings, P. 341.

VISATONE TELEVISION PTY LTD. Offices and studio, 20-22 Hill-st, North Sydney. XB8042, XB6292, XB9465.

Directors: Ken G. Sledge (mng dir), Peter A. Balson, R. Neville Tucker, Jasper E. Lloyd (also sales mngt).

Staff: W. J. (Jim) Pearson (film dir.), Jack Fletcher (chief cameraman), Hans Wetzel (tech. dir.), R. (Bob) Walker (editor), Vern Driver (lighting), Ross Hawthorn (prod. mngt.).

Equipment and Facilities: Fully geared to produce all types of TV, documentary and cinema film in 16 or 35mm (synchronous sound).

Studio: 50ft x 30ft.

Most recent clients include Shell, Rothmans, Remington, Gillette, Philips, Julius Marlow, Heinz, Lever Bros, Bennett & Wood, Imperial Carpets, Hy Peak, King Gee, Sunmantle, Napro, Disprin, Steelo, Queen Bees Wax, J. Kitchen & Sons, Birds-Eye.

WETZEL-VISATONE PRODUCTIONS PTY LTD, 22 Hill-st, North Sydney. Phone XB9465.

Directors: Hans Wetzel, K. G. Sledge. Producers of motion pictures for feature and TV release and documentary films.

Full facilities for 35 and 16mm filming. Also mobile field unit for operation any-

where in Australia and South Pacific area, as well as studio facilities of Visatone Television Pty Ltd.

WHITFORDS THEATRE ADS PTY LTD. Studios and offices, 102 Sussex-st, Sydney (BX2255).

Directors: A. Whitford (chairman), David John Whitford (chief exec officer), A. J. Williams, G. A. McPhee, T. R. Miners, H. M. Rich.

Staff: J. R. Schofield (secy), A. R. J. Fellows (sales mngt).

Equipment & Facilities: Whitford's is equipped with all latest facilities for production of all types of slides.

Clients include Consolidated Press, Jantzen, AWA, Atlantic, Vacuum Oil, BALM, Max Factor, TCN and ATN.

MELBOURNE

AUSTRALIAN PRODUCTION UNIT, 504 Little Collins-st, Melbourne (61-2139).

Director: R. M. Roberts.

Staff: Barbara McIntosh and John Cooper (staff prods.).

Producers of radio and TV features and commercials. Clients include United Service Publicity and James McEwan & Co.

AUSTRALASIAN RADIO & TELEVISION (PRODUCTIONS) PTY LTD (operating in conjunction with Herschells' Films Pty Ltd, Agnes-st, Jolimont, Vic.). Head office: 352 Collins-st, Melbourne (MY1188). Sydney office: 283 Elizabeth-st (BM3007). Studios, GTV Television Centre, 22-46 Bendigo-st, Richmond, Vic.

Directors: Noel Dickson (chairman, man. dir.), P. M. Daniell (partner, Kent, Brierley & Fisher, accountants), and J. Joyce (secretary, Frank Mason & Co, Aust).

Equipment & Facilities: Cameras: 35mm Bell & Howell; Cineflex; 1000ft 35mm de Vry; de Brie in sound blimp; 16mm Paillard-Bolex; two cartoon cameras; 16mm sprocketed tape recorder; 16 and 35mm film sound recorders; electric sound painter for direct sound onto prints. Complete sound stage, full processing equipment and optical printer.

Central	Co-operation
Video	Value
Film	First-class
	quality
Service Pty. Ltd.	Super Sound

Full 35mm. and 16 mm. production facilities ● Over 35,000 watts studio lighting ● Australia's finest sound recording.

Melbourne, Vic.	Adelaide, S.A.
441 St. Kilda	86 Franklin Street,
Road,	26-4466
(six lines)	LA 2848
	LA 5367

27 Years

Technical Perfection and Production Experience guarantee all our Commercial, Industrial and Documentary Films.



SOLARCHROME

Color Productions Pty. Ltd.

St. John's Road, Glebe, N.S.W. Phone: MW 3759.

35mm



16mm

TV



b&w



color

ANIMATION FOR TV, EDUCATIONAL AND INDUSTRIAL FILMS, ALSO T.V. GRAPHICS FILM TITLES AND GENERAL ART WORK

OWEN BROTHERS FOR ANIMATION

Owen Brothers
ANIMATED FILMS PTY. LTD.
64 ELIZABETH ST. MELB.
PHONE MF 8303

BROADCAST EXCHANGE OF AUSTRALIA PTY LTD, 32 Market-st, Melbourne (MU6171), Beadisc, radio feature and commercial producers.

Directors: Hugh Anderson, W. G. Chip-pindall, P. D. George.

Executives: H. V. Barrow (general manager), Monty Maizels (production manager).

TV sound recording equipment: Specialists in production and engineering of complex oral or live orchestral sound tracks required for first stages of either animated or sound over television commercials, or for flip cards and documentary films.

Equipment and facilities: Two sound studios, eleven tape recorders, some battery operated. Neumann condenser microphones. Neumann disc recorders. Echo chamber and comprehensive library of sound effects. Specially licensed up to date musical stock recordings for film use. Siemens series 2000 16mm projector, with 8mm synchronised perforated tape recorder for post recording use.

Jingles or singing commercials: Melody and lyrics specially composed, orchestrated, produced and recorded. Many nationally used singing commercials already written and produced by BEA.

CAMBRIDGE FILM & TV PRODUCTIONS PTY LTD, 221 Pelham-st, Carlton, N.3, Vic. (FJ2204, FJ4678).

Directors: W. V. Morgan (chairman), Val Morgan Jnr, E. V. Gleeson, D. J. Bilcock, N. Duncan.

Staff includes George Morcom (gen. mngr), D. J. Bilcock (prod.dir.), D. S. Sherriff (secy), Len Heitman (chief cameraman), Dennis Trewin (dir.), Serge Sesin (head animator), and John Scheffer (puppeteer).

Facilities: Fully geared to handle all types of motion picture, cartoon, stop motion puppet animation and TV slide production.

CENTRAL VIDEO FILM SERVICE PTY LTD, 441 St Kilda-rd, Melbourne. Phone 26-4466.

Directors: Douglas H. Lee, Robert E. Mathews.

Sales executives: Tom Lisner (Victoria), and William S. Arnold and Milton Ingerson, 86 Franklin-st, Adelaide. LA2848, LA5367.

CINE SERVICE PTY. LTD.

Producers of 35 mm and 16 mm . . .

INDUSTRIAL FILMS

EDUCATIONAL FILMS

TELEVISION COMMERCIALS

12th year of service to the industry

*Australian Agents for all
Union Laboratory Equipment*

CINE SERVICE PTY. LTD.

368 Post Office Place, Melbourne.

MU 1373, MU 1917, MU 3623

Produces TV and theatre commercials, documentary films, sales training and instructional films. Full lip sync., 35 and 16mm.

Facilities: Complete sound studio for 35 and 16mm production, sound recording and mixing on either 17½mm or 16mm sprocketed tape, 8mm sprocketed tape, ¼inch standard tape, all speeds. Over 35,000 watts studio lighting, large complete workshop for manufacture of own sets and props, full animation and editing facilities, dollies, zoom lens, projection equipment for 35 or 16mm, synchronised for either 24 or 25 frames per second.

Also operates Central Video TV School, 6 Rundle-st, Adelaide, SA. LA2640, (Gloria Jarvis) and at Melbourne headquarters (Zoe Kasinowski).

CINE SERVICE PTY LTD, Studios, offices and laboratories, 368 Post Office Place, Melbourne. (MU1373).

Directors: Vernon F. Wagstaff (man. dir.).

Staff: Includes Geoffrey G. Thompson (production supervisor).

Produces and processes all types 16 and 35mm films and commercials, specialises in duplication of Kodachrome sound films.

At present equipping complete floor for TV commercial production. (See also Films Advisory Bureau).

CINESOUND PRODUCTIONS PTY LIMITED, Majestic Theatre Building, 178a Flinders-st, Melbourne. Phone MF8658. Head office, Sydney.

Melbourne representative, G. Lloyd.

Fully equipped for all types of TV production in association with Chas. E. Blanks Pty Ltd.

CRAWFORD, HECTOR, PRODUCTIONS PTY LTD. Head office, 38-40 Little Collins-st, Melbourne (MF4911). Subsidiary company Crawford TV Workshop. Cables, Crawfordisc.

Directors: Hector Crawford (man. dir.), Dorothy Crawford, John Ormiston Reid, A. Leo Finn, Ian Crawford.

TV Production Executive: Donald Crosby.

Repr.: NSW, A. L. Finn, 66 King-st, Sydney, BX6161; SA, L. S. Wise Ltd, 196 Gilles-st, Adelaide, W5818; WA, J. A. Mercer, Ad-Craft Advertising Service, 8 Esplanade, Perth, BF2404; Canada, All-Canada Radio Facilities Ltd, Victory Bldg, 80 Richmond-st, Toronto, Ontario; South Africa, Artransa Pty Ltd, Belray Bldg, Fox & Troyests, Johannesburg; Britain, International

Library Service, Carlton House, Lower Regent-st, London; USA, Harry S. Goodman Productions, 19 East 53rd-st, at Madison Ave, New York; Rhodesia, Kaymac Distributors (Rhodesia) (PVT) Ltd, 707 Islip Hse, Jameson-ave, Salisbury, C4, Rhodesia.

Studios: Two studios, one for film and drama production, the other for TV production. Larger studio would accommodate symphony orchestra and full chorus.

FILMADS PTY LTD, T. & G Buiding, 145 Collins-st, Melbourne. Telephone MF4857, MF5918. Telegraphic address: Filmads, Melbourne.

Operated by David Koffel Pty Ltd, which also controls David Koffel Film and TV Productions, Featured Theatre Ads, and affiliated with David Koffel (Vic.) Pty Ltd, operating The Reilly Advertising Co. Pty Ltd.

Sydney address: Hexham House, 106-110 Goulburn-st. Telephone: MA9551-2-3-4-5, MA1673, MA1643. Telegraphic address: Featurads, Sydney.

General manager, David Koffel; Vic. manager, G. P. Ruttle.

Equipment and facilities: Comprehensive range of modern equipment. Producers of all types of 35mm and 16mm productions, including advertising films for cinema and television, documentaries, public relations films, TV slides, theatre slides.

David Koffel Pty Ltd is Australian member of the International Screen Advertising Services, whose members include Pearl & Dean (Overseas) Limited, London, and companies in 52 countries.

FILMS ADVISORY BUREAU (TV PRODUCTIONS), 368 Post Office Place, Melbourne (MU1719).

Directors: Geoffrey G. Thompson (principal), Vernon F. Wagstaff (technical adviser).

Set up as a source to provide industrial, business, educational and advertising interests with information on the use of motion picture film. Closely associated with Cine Service, it is also a production unit.

Clients of both the Bureau and Cine Service include RAAF, RAN, Dept of Army, British Farm Equipment, ICI, International Harvesters, British Petroleum, H. C. Sleight, APPM, Dept. of Supply, PMG.

FORTUNE FILM & TV PRODUCTIONS PTY LTD, 2 Wentworth-ave (BA2946) and 30 Queens-rd, Melbourne (BM 2504).

Directors: K. Landell-Jones, J. E. Hansen. **Staff:** R. D. Hansen (prod.dir.), J. E.

Hansen (editor), B. E. Higgins (photographics dir.).

Equipment and facilities: Cine-Kodak 16mm special camera, 35mm camera, one 16mm Bolex with zoom lens, complete cutting, editing, matching equipment, lighting units, cables, sound recording equipment, theatre and projection equipment; facilities for animation and special effects.

Clients include Lincoln Electrics, Commwith Railways, Elec. Comm., Ansett Airways, Chamber of Mfrs, National Harvester, Dunlop, Dept Labor and Industry.

HERSCHELLS FILMS PTY LTD (production division), 31 Agnes-st, East Melbourne. Phones MF1956-7-8; studio, Bendigo-st, Richmond.

Directors: Roy A. Driver (managing dir.), F. F. Knight (chairman), A. L. King.

Executives: F. W. Thomas (secretary), Nandor Jenes (film dir.), G. Lumsden (laboratory supervisor); cartoon TV films and film strips. Also microfilming of records.

Equipment & facilities: 35-16mm sprocketed tape and film recording, complete production equip., including 16 and 35mm cameras, lighting and editing machines. Own studios and 50-seat theatre for 16 and 35mm film screenings.

MOONEY-WEBB TV & RADIO UNIT PTY LTD (associate company of Mooney-Webb Pty Ltd and Webb Publicity Pty Ltd): 349 Collins-st, Melbourne (62-6074).

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

MORGAN, VAL, & SONS PTY LTD, 64 Elizabeth-st, Melbourne (MF6431).

Directors: W. V. Morgan (man. dir.), S. Morgan, V. C. Morgan, E. V. Gleeson, H. G. Holt.

Equipment & Facilities: Complete facilities for production TV and theatre slides, recorded announcements, all TV and theatre films, including animation. Own theatre.

Repr.: SA, K. B. Hicks, manager, Val Morgan & Sons Pty Ltd, 348 King William-st, Adelaide (W1481); WA, Cyril Cornish Theatre Ads, 288 Hay-st, Perth (B2727); NSW A. L. Finn Pty Ltd, 66 King-st, Sydney (BX6161).

Mainly engaged in theatre screen advertising, company publishes Morgan's Street Directory and is associated with GTV, and Morgan Cambridge Films Pty Ltd.

OWEN BROS ANIMATED FILMS PTY LTD, Offices and studios, 64 Elizabeth-st, Melbourne (MF8303).

Directors: W. J. Owen (man. dir. and animation and photography dir.), H. R. Owen (art dept. dir.).

Staff: James Owen (mngt and acct), I. N. Lamb (secy).

Equipment & Facilities: Modern animation 16 and 35mm equipment.

Backed by years of animation experience. Produces TV commercials, graphics and general artwork.

VISATONE TELEVISION PTY LTD.

Represented by John Havre, 422 Collins-st, Melbourne. Phone MU 3011. For facilities, see Visatone's Sydney entry, this section.

WILSON, JOHN, PRODUCTIONS PTY LTD (animation), TV City, 22 Bendigo St, Richmond. (42-3148.)

Executives: Geoff Pollock (prod mngt), Gus McLaren (art dir.), Alex Stitt (layout & design), Frank Hellard (chf animator), Vic Anastasi (cameraman).

Equipment: Full animation production eqpt. worth £10,000, inc. US Acme camera and Movieola editing machine.

BRISBANE

CAMERACRAFT PTY LTD, 20 Ivory-st, Brisbane. Phone L-2131-2. Telegrams Camera-craft Brisbane.

Directors: H. W. Poulsen (mngt dir.), K. F. Hall (dir. of film div.), E. W. G. Hutton, G. A. Black, A. S. Luckman.

Services: Advtg illustration and comm. photo. (still), film prod. Documentary, PR, TV commercials.

Under special arrangement, represents Artransa in Brisbane, selling its facilities and services to local clients. Handles live action shooting and some sound recording, with animation and editing being referred to Artransa's Sydney studios. Represented in Sydney by Artransa, Artransa Park, French's Forest (JY9311).

VISATONE TELEVISION PTY LTD.

Represented by Peter L. Williams, 37 Tribune-st, South Brisbane. Phone J1078. For facilities, see Visatone's Sydney entry this section.

WISE FILM PRODUCTIONS & TV PLANNING (a subsidiary of Wise Public Relations Associates), Roubin Building, 117 Queen-st, Brisbane. Phone 2-7388.

Complete TV production service.

ADELAIDE

PEERLESS FILM PRODUCTIONS, Lascelles-ave, Beaumont, South Australia. Phone UX 1583.

Principal: J. Campbell-Dobbie.

TV ADVERTISING SPECIALISTS

CAMP, ALBERT J. & ASSOCIATES PTY LTD, Temple House, Bligh-st, Sydney (28-8351. Teleg. Stelko, Sydney).

Directors: Albert J. Camp (chmn and mngt dir.), Philip G. Ryan, Elma Mutch (secy).

Television advertising, consultants and specialists in retail store promotions. Day-time TV shows, live programs and spectacles.

Main clients: Nock & Kirby, Bebarfalds, Marcus Clark's, Camberg's, Aust. Bowlers' Centre, NSW Bookmakers' Co-op., Brit. Patent Perforated Paper Co.

CASTING AGENCIES

CENTRAL CASTING OFFICE PTY LTD, 17 Castlereagh-st, Sydney. Phone BW5097, BW5452. John Cover, James Joyce.

O'seas Repr.: Gordon Harbord, 53 St. Martin's Lane, London, WC2.

LEW AND LESLIE GRADE AGENCY PTY LTD, Tivoli Theatre, Castlereagh-st,

Full range of facilities for production of all types of TV films and commercials and sound recording.

Under special arrangement, represents Artransa in Adelaide, selling its facilities and services to local clients. Handles live action shooting and some sound recording, with animation and editing being referred to Artransa's Sydney studios.

Represented in Sydney by Artransa, Artransa Park, French's Forest (JY9311).

VISATONE TELEVISION PTY LTD.

Represented by EMI (Australia) Limited, 265 Rundle-st, Adelaide. Phone W4741. For facilities, see Visatone's Sydney entry this section.

PERTH

VISATONE TELEVISION PTY LTD.

Represented by Kevin W. Radford, 143 William-st, Perth. Phone 21-2071. For facilities, see Visatone's Sydney entry this section.

Produce Your

T.V. COMMERCIALS ECONOMICALLY

When we shoot your films there are no "hidden costs". There are no

expensive "extras" for unnecessary equipment and personnel. Our staff of experienced cameramen will give you competent, imaginative, professional films quickly and economically. Our modern equipment and facilities are comprehensive enough to cope with any situation in 16 m.m. productions including T.V. Commercials and documentaries.

DOUGLAS BAGLIN PTY. LTD.

100 Pacific Highway, St. Leonards. JF 3611
(near Medical Centre)



Sydney. Phone MA5756. Stanley Redfern (mngt).

I/State Repr.: Tivoli Theatre, Bourke-st., Melbourne (MF2111); O'seas: Lew & Leslie Grade, Regent-st, London; Eddie Elkort, New York.

PERFORMERS' PERSONAL MANAGEMENT, Suite 37, 96 Phillip-st, Sydney. Phone BW7978.

Directors: Pamela Page, Val Cox, Mark Kelly.

Theatrical agency for personal representation of artists. Handles auditions, contracts, business affairs.

TELECAST AGENCY, Suite 111, 29 Bligh-st, Sydney. Phone BW4111. Nora Burnett (director).

VAUDE VIDEO DRAMATIC AGENCY (incorporating Variety and Modelling), 154 Castlereagh-st, Sydney. Phone MA 4623-5637.

Directors: J. Llewellyn; manager, Valda Llewellyn; and deputy manager, Fay Sharpe.

TV FILM DISTRIBUTORS

AIR PROGRAMS OF AUSTRALIA, 12 Castlereagh-st, Sydney (BW6271).

Directors: W. J. Hucker, Wendy J. Hucker. Distributor of overseas film series for TV. Aust. repr. MPA-TV, Imperial World Films



**N.B.C. International (Aust.)
Pty. Ltd.**

**HELLENIC HOUSE
251 ELIZABETH ST.
SYDNEY - N.S.W.**

Telephone: MA 6994

Inc., Ambassador Films, European Film Producers.

BLAKE FILMS PTY LTD, Adams Chambers, 5th Floor, 482-484 George-st, Sydney. Telegrams Blakefilms Sydney. Phone MA 8736.

Directors: E. J. Blake, E. J. Fletcher.
Secretary: Miss R. E. Saxelby.

Distributes feature and short length films.

Interstate repr.: T. Hayes, mngt, Ray Films, Melbourne; IFD, Perth and Brisbane. O'seas: W. Buchheim, Paris.

FILM ENTERPRISES PTY LTD, 16 Barrack-st, Sydney. Phone BX1158.

Directors: R. Pivott (managing dir.), 6 Wattle-st, Killara (JX1418).

Aust. distributor for British Lion, Independent Film Distributors Ltd; and Aust. repr. Lion International Films (London).

GRACE GIBSON DISTRIBUTORS PTY LTD, 29 Bligh-st, Sydney. BW4661. Teleg. Gragibson.

Directors: Grace Gibson (gov. dir.), R. R. M'D. Parr, Betty Barnard.

Executive: Reg. James (mngt).

Distributor US TV film series.

INTERNATIONAL TELEVISION FILM DISTRIBUTING COMPANY INC., 47 King St, Sydney. Head office, 6223 Selma Ave, Hollywood 28, California, Cables, Hopco, Sydney; Intertel, Hollywood.

Directors: Harold J. Dennis, Mark L. Hopkinson.

Distribution of TV series and full length features for leading independent producers.

LONDON FILMS AUSTRALASIA PTY LTD, Universal Bldg, Pelican-st, Sydney. Phone BM2081.

Telegram, Londofilm, Sydney.

Directors: H. Boxall, Sir David Cunyng-hame, V. Korda, J. A. L. Gunn, M. McFadden, R. R. Mooney.

Executive: E. J. E. Post (secretary).

Distributor feature films.

Interstate Repr.: Universal Pictures (all States); O'seas: London Films International Ltd.

NATIONAL FILMS OF NSW (Reg), City Tattersalls Chambers, 198-200 Pitt-st, Sydney. Phone BM3080.

Executives: G. D. Taylor (general mngt), F. N. Taylor (mngt).

Distributor specialised TV films.

NBC INTERNATIONAL (AUSTRALIA) PTY LTD, Hellenic Hse, 251 Elizabeth-st, Sydney, NSW. Phone 6994. Telegrams Natinter.

Directors: A. R. Stern (chrnm), T. S. O'Brien (mngt dir), F. W. Millar.

Distributors and selling agents of kinc-

scopes and filmed TV programs covering major news events, public service and entertainment.

Associated with National Broadcasting Company, RCA Bldg, New York City, USA.

PIVOTT, R. M., 6 Wattle-st, Killara, NSW. JX 1418.

Australian TV program sales representative for Associated Rediffusion Ltd, Television Hse, Kingsway, London, W.C.2.

SCREEN GEMS, 251a Pitt-st, Sydney. Phone BM6511. Telegrams, Columfilm. J. Joel (gen. mngt).

Suppliers filmed TV programs, feature films, cartoons, short subjects.

O'seas Repr.: Screen Gems, Inc. (parent company), 711 Fifth Ave, New York 22, USA (Plaza 1-4432). Ralph M. Cohn (pres), James W. Dodd (foreign co-ordinator).

SIXTEEN MILLIMETRE AUSTRALIA PTY LTD, 49 Market-st, Sydney. Phone B 0663. Branches, 178a Flinders-st, Melbourne (MF 2931); 206 Boundary-st, Brisbane (21438); 313a King William-st, Adelaide (LA 1083); 59 Stirling-st, Perth (B 2693); 84 Charles-st, Launceston.

Distributors of 35 and 16mm films produced by the Department of Interior and Australian War Memorial. Handles Australian Dairy series.

TRANS-AUSTRALIA TELEVISION PTY LTD, 51-57 Goulburn St, Sydney. MA 9891. Teleg. Infildis, Sydney.

Directors: Errol S. Heath (managing dir.), R. A. Peterson (secretary).

Distributor TV features and shorts.

COSTUME HIRE

SYDNEY

BELLS & BOWS (general and fancy): 75 The Boulevard, Strathfield. (UM6900).

BUTTONHOLE THEATRE SUPPLIES (general): 177 George-st, Sydney. BU3611.

CANN'S BRIDAL SALON (wedding and evening gowns, dress suits, tails, for sale and hire), 105-107 Liverpool-st, Sydney (MA7435).

CHARMAINE (children's): 4 Loftus-st, Dulwich Hill (LM7937).

JENN'S (children's): 112 Darlinghurst-rd, Kings Cross (FA5182).

MICHAU (wigs): Manchester Unity Bldg, Castlereagh-st, Sydney. (MA3958).

MOTLEY: 12 Comber-st, Paddington. (FA3589).

SHAW'S DRESS SUIT HIRING SERVICE: 148 Phillip-st, Sydney. (BW9107).

EDITH SMITH (dress suits): 147a King-st, Sydney (BW3292).

J. C. WILLIAMSON THEATRES LTD (general). 51 Castlereagh-st, Sydney (BW4451).

MELBOURNE

ALEX PAIN & CO: 142 Russell-st, Melbourne. (MF4096).



**We have
products
available for the
TV Markets of
the World.
Let's hear
from YOU!**

**TRANS AUSTRALIA
TELEVISION PTY. LTD.**

51-57 Goulburn Street,
Sydney, Australia.

Services to TV stations

- **Cameras, photographic and projection equipment (pages 173-178)**
- **Film processing laboratories (pages 178-182)**
- **Film stock (pages 182-184)**
- **Lenses and optical needs (page 184)**
- **Recording equipment (pages 185-186)**
- **Studio lighting (pages 186-187)**
- **Steel towers (page 187)**
- **Transmission lines and equipment (pages 187-188)**
- **Miscellaneous (page 188)**
- **Antenna manufacturers (page 188)**



"SCOTCH" is the brand of Video Tape used exclusively in both Ampex and R.C.A. Equipment for TV Recording, Sound Recording Tapes and Perforated Films also branded "SCOTCH" are of the same high professional quality.

TRADE MARK
SCOTCH
 BRAND

MINNESOTA MINING AND MANUFACTURING (AUSTRALIA) PTY. LIMITED
 — MAKERS OF "SCOTCH" BRAND MAGNETIC PRODUCTS.

PHONE **STC** FIRST

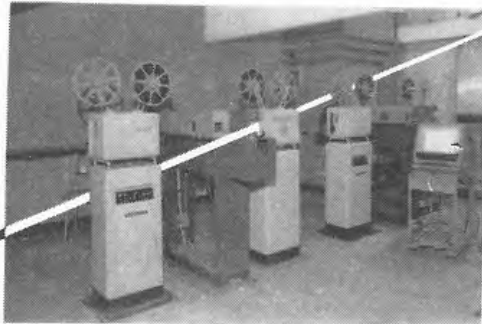
Standard Telephones and Cables Pty. Ltd.
 SYDNEY • MELBOURNE
 BRISBANE

AN **ITT** ASSOCIATE

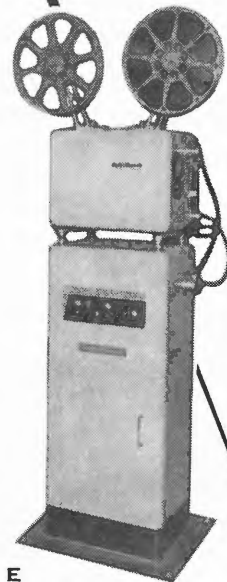
S.T.C. — the Australian Unit of the world-wide IT & T Organisation provides advanced manufacturing and installation services for all Television and Broadcasting studio and transmission equipment.

AUSTRALIA'S LEADING TV STATIONS

CHOSE *Bell & Howell* *



When dependability and reliability
are vital — men who know
prefer **BELL & HOWELL** — the
time-proven projection equipment.



SOLE
DISTRIBUTOR

* *Bell & Howell*
**TELEVISION VIDICON
FILM-CHAIN PROJECTOR**

DESIGN 614 CBVM

- * G. B. Bell & Howell FILMOSOUND
Model 631 Sound Projector
- * G. B. Bell & Howell Model 640
Optical-Magnetic Sound Projector
- * Bell & Howell Model 302
Optical-Magnetic Sound Projector

SIXTEEN MILLIMETRE AUSTRALIA PTY. LTD.
SYDNEY MELBOURNE
BRISBANE ADELAIDE
PERTH

**CAMERAS, PHOTOGRAPHIC AND
PROJECTION EQUIPMENT**

AIR PROGRAMS OF AUSTRALIA, 12
Castlereagh-st, Sydney (BW6271). Telegrams
Airprograms.

Directors: W. J. Hucker, Mrs W. J. Hucker.
Handles wide range of TV equipment.
Aust. representative for Gates Radio Co. of
America. Also export distributor for Aus-
tralian equipment companies, including
Rola Co.

**AMALGAMATED WIRELESS (AUSTRALIA)
LTD**, Sydney, Melbourne, Brisbane,
Perth, Wellington (NZ). (See entry under
Recording Equipment).

**H. BLEAKLEY PHOTOGRAPHICS PTY
LTD**, Bleakley Hse, 397-399 Kent-st, Sydney.
Phone BX5761. Telegrams, Bleacoy.

Directors: R. A. Irish (chairman), J. H.
Bleakley (manag dir), D. B. Bleakley, S. S.
Coldham.

Manager, P. Blashki; sales manager, John
Barry.

Branches: 241 William-st, Melbourne,
67-5540; 42 Hilton-rd, Adelaide, LU9001; 294
St Paul's Terrace, Brisbane, 5-3726; 388
Beaufort-st, Perth.

All type TV & film production equip.,
including Arriflex and Arricord (sound)
16-35mm cameras, printing, developing, edit-
ing machines, lighting, magnetic & optical
sound systems, processing chemicals. Also
telephoto, zoom and anamorphic lenses &
accessories for animation and specialised
photography, industrial motion analysis
cameras, Auricon, Magnasync, Zoomer &
Hollywood Film Company equip.

CINEOPTICS AUSTRALIA PTY LTD,
Paillard Hse, 329-335 Pacific Highway, Ar-
tarmon, NSW. Phone JF5121-2-3. Telegrams
Cinop Sydney.

**T. D. Watson, Margery Hardie, I. F. E.
Watson** (directors), N. R. M. Mitchell
(general C'wealth sales mgr), E. Holden
(service & tech. dept mgr and advisor).

Qld Repr.: Wm Hughes, 13 Bonython-st,
Winsor, Brisbane (U1457).

National distributors of Paillard Bolex
motion picture equipment.

EMI (AUSTRALIA) LTD, Sydney and
Melbourne. (See entry under Recording
Equipment.)

HAMILTON & BAKER, Sydney. (See
entry under Studio Lighting.)

HANIMEX PTY LTD, 14 King-st, Syd-
ney, BX7281. Melbourne branch, 16 Bond-st.
MA2815. Brisbane, Cnr. Edward and Mary-
sts. 2-4398. Adelaide, 3 Francis-st. W5761.

Co-managing directors: J. Howie, J.
Hannes.

Executives: G. Wilson (gen. mgr), M.
Middleton (industrial sales mgr).

Suppliers all types cinematographic and
TV equip; agents for Siemens projectors,
splicers and rewinders, Union film printing
and processing equipment, Sonnenschein
batteries, HKS animated viewers, editing
and titling units.

HERSCHELLS FILMS PTY LTD, 31
Agnes-st, East Melbourne. Phone MF1956.
Studio, Television City, 22 Bendigo-st, Rich-
mond, Vic. (JB6010).

Directors: Roy A. Driver (managing dir-
ector), F. F. Knight (chairman), A. L.
King.

Secretary: F. W. Thomas.

Service Engineer: Tony Agapitos.

Australian agents for Debric 16mm incan-
descent and arc sound projectors; Robot
automatic film splicing machines; Debric
camera and laboratory equipment; N.V.
Kinotechniek laboratory equipment; Hous-
ton Fearless laboratory equipment; Moviola
editing equipment; Lawley Dual 16/35mm
film processors; film racks; film measurers.

Distributors of Waterworth film strip pro-
jectors; Aldis film strip projectors; Premier
auto splicers; 16mm instructional films:—
Brent Laboratory, Topical Films, Gateway
Films and Pathe Pictorials.

16mm and 35mm preview theatre; portable
screen service; projector sales; accessories,
spare parts and service department.

KODAK (AUSTRALASIA) PTY LTD,
registered office, Southampton Crescent,
Abbotsford, N.9, Victoria. Phone JB3511.

Branches: 379 George-st, Sydney (B0235);
252 Collins-st, Melbourne (63-7711); 252 St

Paul's-tce, The Valley, Brisbane (L1911); 34 North-tce, Adelaide (LA5851); 174 Hampden-rd, Hollywood, Perth (86-2464); 45 Elizabeth-st, Hobart (B2686).

Distributors of 16mm Cine-Kodak cameras and projectors, Cinevox 16mm projectors, 35mm still cameras and projectors; also range of still cameras and studio and dark-room equipment, sensitised photographic materials and chemicals for professional use.

MASPRO INDUSTRIES PTY LTD, 23-29 Addison-rd, Marrickville, NSW. Phone LA4351. Governing director I. G. Phillips, manager W. G. Juel.

I/State Repr.: Geo. A. Fox & Co., 66 York-st, Sth Melbourne (MX5279); Lou. J. Murray & Co., 330 Upper Roma-st, Brisbane (31-1182); Donald Bolton, Hayward Bldg, Charles-st, Adelaide (W2982); J. G. Gardner & Co., 7 Harvest-tce, Perth (21-3232); The Reliance Trading Co., 265 Macquarie-st, Hobart (2-3996).

Manufacturers and suppliers of 16mm and 35mm spools and containers.

(See advertisement page 179.)



• **TV STUDIO SPOTLIGHTS, STAGE LIGHTING UNITS AND ACCESSORIES**

250 W to 5 Kw.
(Fresnal and Plano Condensers)

• **BASE LIGHTING UNITS**

Include Scoops, Hilo Bars, Quad Boxes, Strip Lights, Gator Clamps, "C" Clamps, Cross Bars, Grid Pipes and Fittings, Over-head Battens and Foot Lighting.

• **DIMMERS**

1 Kw to 3 Kw per plate Stage Dimmer Units.

• **SNOOTS & BARN DOORS**

Repairs and maintenance to mechanical equipment.

Hamilton & Baker
9 WILMOT STREET, SYDNEY

Phone: BM 6441

G.P.O. Box 2346

NATIONAL THEATRE SUPPLY CO PTY LTD, Sydney, Brisbane, Adelaide, Gaumont Kalee Theatre Supplies, Melbourne, Perth. (See entry under Studio Lighting.)

PHILIPS ELECTRICAL INDUSTRIES PTY LIMITED, Head Office, 69 Clarence-st, Sydney. Phone BX1661. Telegrams Argenta.

Branches: 367 Kent-st, Sydney (BX3471); 192-194 Parry-st, Newcastle West; Commercial Banking Company of Sydney Bldg, Petrie-st; Civic Centre, Canberra (J4498); 590 Bourke-st, Melbourne (MU6091); 148 Edward-st, Brisbane (B2666-7); 119 Grenfell-st, Adelaide (W2241); 391-5 Murray-st, Perth (21-3131-2); cnr Brisbane and Elizabeth-sts, Hobart (2-2120).

O'seas Repr.: Philips' offices throughout the world.

Suppliers all types of TV equipment, including cameras, sound and complete range of TV test equipment and valves.

PRECISION ENGINEERING CO. PTY LTD, 2-6 Neild-Ave, Paddington, Sydney. Phone FA8061. Telegrams Pecolim.

Agent: Coronet Instructional Films.

Cinevox 16mm projectors (Prefect & Premier models), allied projection and magnetic tape recording equip.

PYROX LIMITED, 14-36 Queensberry-st, Melbourne, N3. Phone FJ9121. Telegrams Pyrox. G. W. Sharwood (general mngr).

Branches: 47-51 Parramatta-rd, Concord, NSW. Phone UJ0251.

All types television transmitter and studio equipment. Agents for Siemens & Halske, Fernseh GmbH, Eugen Bauer 16-35mm projectors, Germany. Station planning engineering and installation services to television stations. Pyrox-Victor 16mm projectors.

ROLA COMPANY (AUST.) PTY LTD, The Boulevard, Richmond, EI, Victoria. Phone JB3921. Sydney office: 167 Kent-st, Sydney. BU6147.

Manufacturers of Rolatape, magnetic recording tape, studio and portable type monophonic and stereophonic tape recorders, tape duplicators, remote control equipment, and professional type turntables.

TELEVISION ENGINEERING PTY. LTD.

Sole Agents



Pye Ltd., Cambridge. World famous for TV Studios Cameras, Film Equipment, Outside Broadcast Mobile Units, Links, Transmitters and Industrial TV.



Raytheon Manufacturing Company Inc., Microwave Vision and Sound Links for studio to transmitter and outside broadcasting applications.



General Precision Laboratory Inc., Kinescope Recorders, 16mm. and 35mm. with Maurer direct optical sound, Stancil-Hoffman interlock system magnetic sound.

A complete and proven engineering service for TV station planning, installation, training and maintenance.

Contractors to — GTV 9, NWS 9, HSV 7, TVW 7, TVT 6, ABV 2, ABN 2, ABQ 2, ABS 2, ABW 2, ABT 2.

TELEVISION ENGINEERING PTY. LTD.

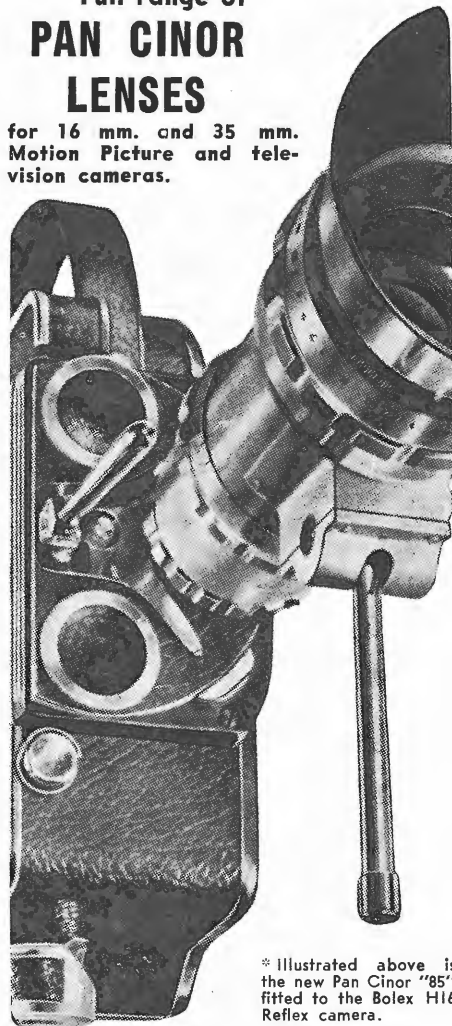
Jago Street, Richmond, Victoria

Telephones: JB 5247 & JB 5269

A Division of Electronic Industries Ltd.

FOR TV AND FILM STUDIOS

Full range of

**PAN CINOR
LENSES**for 16 mm. and 35 mm.
Motion Picture and tele-
vision cameras.

* Illustrated above is
the new Pan Cinor "85"
fitted to the Bolex H16
Reflex camera.

Also Sole Australasian Distributors for

KERN LENSES

Continuously variable focal length from 17.5 mm. to 85 mm. Maximum aperture f.2 Wide range finder built in to viewfinder. Bolex H16 Reflex camera has continuous through-the-lens view finding and focussing, variable shutter, back-wind, 3-lens turret.

Inquiries invited:—

CINEOPTICS AUSTRALIA PTY. LTD."Paillard House", 329-335 Pacific Highway,
Artarmon, N.S.W. JF 5121.Sole Aust. Concessionaires for Paillard Bolex
Cine Equipment and Hasselblad Cameras.

**SIXTEEN MILLIMETRE AUSTRALIA
PTY LTD**, 49 Market-st, Sydney. Phone
B0663.

Branch Offices: Melbourne: 178a Flinders-
st (MF2931); Brisbane: 206 Boundary-st
(2-1438); Adelaide: 313a King William-st
(LA1083); Perth: 59 Stirling-st (B2693);
Launceston: 84 Charles-st.

Sole Aust. distributor for Rank Precision
Industries; Bell & Howell Company
(Chicago); Ferrania; Gaumont-Kalee; Taylor,
Taylor & Hobson; Sangamo Weston; Moviola
Manufacturing Co.; Magnasync Manufactur-
ing Co.; Animation Equipment Corporation;
Linhof K. G. Prazision-Kamera-Werke.

Also represents: Mitchell Camera Corpora-
tion; Filmline Corporation; Reeves Corpora-
tion; SOS Cinema Supply Corporation; Akeley
Camera & Instrument Co.; Producers Sales
Corporation (Acme Camera Co. — Photo-
Sonics Inc.); Prestoseal Manufacturing
Corpn.

Supplies all types of TV studio equip-
ment, including cameras, optical and mag-
netic sound projectors, printers, automatic
splicers, exposure meters, lenses.

Studio department caters for needs of TV
stations, production units, processing labora-
tories, professional studios and handles dis-
tribution of Ferrania 16-35mm film.

Representative: Bill Billson.

STANDARD TELEPHONES & CABLES

PTY LTD, 252-274 Botany-rd, Alexandria
NSW. MX0444. Teleg. Relay. T. N. Bore
(mng dir); A. H. Cameron (gen. mngr).

All types TV studio, transmission and
radio link equip, incl. microphones, cam-
eras, aerials, OB vans and links, studio con-
trol and monitoring equip.

Represented all States.

TELEVISION ENGINEERING PTY

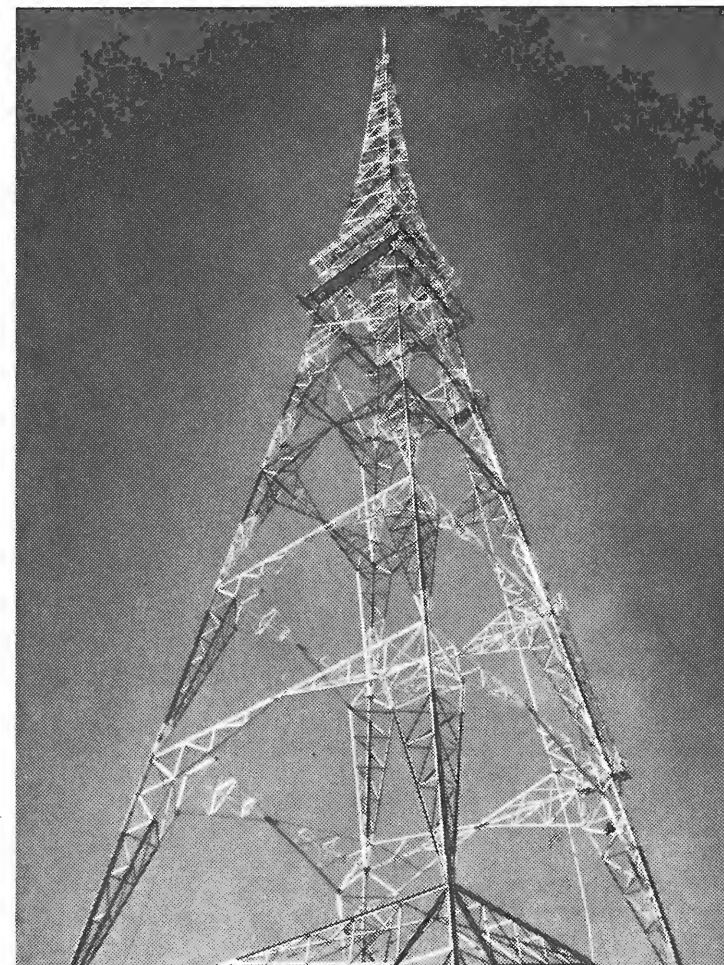
LTD, in association with Electronic Indus-
tries Ltd, and Pye Ltd, England. Head
office: Jago-st, Richmond, Melbourne. Phone
JB5247, JB5269.

Technical director: C. L. Faudell.

Consulting engineers, station planning,
TV transmitters, studio equipment, cameras,
telecine, outside broadcast units and micro-
wave links.

Agents for Pye TV equipment, Raytheon
Links, GPL Recorders.

Supplied studio, film, mobile equipment
and links to GTV. Mobile units and links



One of the many TV Towers designed, fabricated
and erected by Electric Power Transmission Pty. Ltd.
in all capital cities of Australia.

Accuracy of design, perfection in manufacture and
rapidity of erection are the reasons for E.P.T.'s
success in this field.

Proud of their past achievements, E.P.T. is in a posi-
tion to take a large part in spreading TV services
throughout the Commonwealth.

ELECTRIC POWER TRANSMISSION PTY. LTD.

226-228 Sussex Street,
Sydney, N.S.W.
Telephone: BX 5491

and film equipment to ABN, ABV. Film and other items to ABQ, ABS, ABW, ABT. Complete station equipment to NWS, TVW and TVT.

HENRY H. YORK & CO PTY LTD,
Sydney, Melbourne, Brisbane, Adelaide,
Perth. (See entry under Film Stock.)

WESTREX AUSTRALIA PTY LTD,
Broughton Hse, 181 Clarence-st, Sydney.
Phone BX5051. Telegrams Westrex Sydney.

Managing director: W. E. Kollmyer.
Executives: Robert Hill (dir.), F. S. McKay
(secretary), D. H. McDonald (sales mngr),
H. L. Sigal (merchandise mngr).

Branches: Mitchell Hse, 358 Lonsdale-st,
Melbourne (MU6044), district mngr, J.
Reilly; 70a Stanley-st, South Brisbane
(4-1521), district mngr, R. Murrie; 68 Gren-
fell-st, Adelaide (W6267), district mngr, E. J.
Risely; 447 Murray-st, Perth (21-7725), dis-
trict mngr, W. G. Wylks; 38 Elizabeth-st,
Hobart (2-4357), R. M. Barker.

Suppliers of a complete range of sound,
projection and studio equip., including
Westrex 16-35mm recording equip., Mitchell

& Wall cameras, Houston developing
machines & Westrex densitometers, Westrex
16 and 35mm film editors.

FILM PROCESSING LABORATORIES

ASSOCIATED FILM PRINTERS, 43-47
Prospect Street, Moore Park, NSW. Phone
FA4131 and at 8 Campbell-st, Artarmon.
NSW. Phone JF5875.

Directors: P. H. Budden, J. Evans, R.
Vaughan, J. Goulston.

Manager: T. R. Wildie.
Processors and printers, 16 and 35mm film,
negative, positive, reversal and color; mfrs
16mm film equipment.

AUTOMATIC FILM LABORATORIES
PTY LTD, 513-515 Dowling-st, Moore Park,
NSW. Phone FA4131.

Directors: N. Barrell, J. Evans, J. Goul-
ston.

Executives: D. V. Dove (general mngr),

Motion Picture & Television Technical Services

Kinelab

30 Experienced Technicians

10,000 sq. ft. of modern rush & bulk

Processing Plant — every facility

for producers & distributors of

Theatrical, Industrial & Television Films

KINELAB Pty. Ltd. *The laboratory with the scientific background*

2 Cadogan Street, Sydenham.

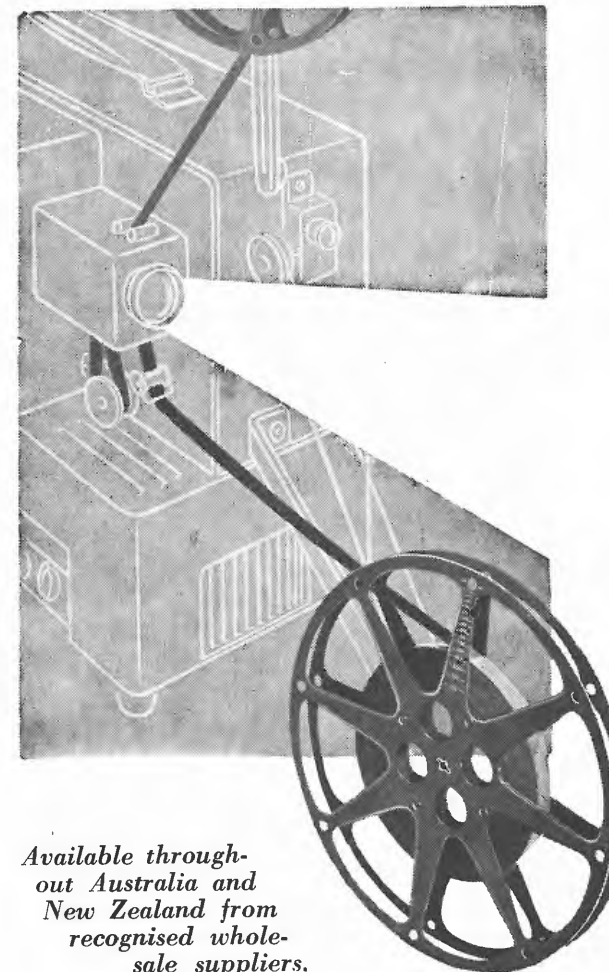
Telegrams: "Geeking" Sydney. Phone LA 5034 (3 lines), after hours WX 3517.

MASPRO

16 mm

SPOOLS & CANISTERS

**Protect
Valuable
FILM
with Constant
Balance and
"Trueness"**



*Available through-
out Australia and
New Zealand from
recognised whole-
sale suppliers.*

**The choice of leading film distributors, libraries,
laboratories, government departments
—and now TV!**

Now MASPRO provides a full range of 16 mm. spools and canisters, wholly manufactured in Australia. They accord with the latest specifications of the American Standards Association, and are approved by the Standards Association of Australia. This means that MASPRO spools are made of high-grade spring steel; won't warp, won't buckle . . . absence of sharp edges protects film from damage . . . accurate footage calibration on both sides . . . simpler threading because of more accessible slots . . . perfect balance for true, smooth running . . . easier handling.

MASPRO cans will please you, too . . . not only the handsome design, but their film-protecting ruggedness that's safe in store or in transit.

MASPRO INDUSTRIES PTY. LTD.

23-29 ADDISON ROAD, MARRICKVILLE, N.S.W.

Cables: "Massproduction". Telephone: LA 4351 (3 lines).

K. H. Moremon (secretary), P. Markham (feature production), A. James (local & TV production).

Film processing laboratory.

BONDED FILM SERVICES, 43 Prospect-st, Moore Park, NSW. FA4131.

Directors: J. Evans, P. Budden.

Manager: J. M. Swain.

Film waxing.

See also Miscellaneous Services.

CINE SERVICE PTY LTD. Office, studios & laboratories, 368 Post Office Place, Melbourne. Phone MU1373.

Managing director: Vernon F. Wagstaff, production supervisor, G. G. Thompson.

Processes all types of 35-16mm films and commercials, specialising in duplication of Kodachrome sound films.

COMMONWEALTH-FILMCRAFT LABORATORIES PTY LTD, 35-45 Missenden-rd, Sydney. Phone LA3208.

Directors: G. R. Vaughan, J. S. Bruce, P. H. Budden.

Joint General Mngrs: T. A. Greaves, P. H. Budden.

Film processing laboratory — black & white and color.

HARVIN FILM LABORATORIES, Laboratory, 283-285 Enmore-rd, Marrickville, Sydney. Phone LA7040. Showrooms, 15 Park-st, Sydney. Phone BM6911.

Manager: V. B. Toy.

Reversal processing, 16mm. Also supplies Gavaert raw films.

HERSCHELLS FILMS PTY LTD, Production division: 31 Agnes-st, East Melbourne, Victoria. Telephone MF1956-7-8. Studio: Television City, 22 Bendigo-st, Richmond, Victoria. Telephone JB6010.

Directors: Roy A. Driver (mng dir.), F. F. Knight (chmn), A. L. King.

Laboratory supervisor, George Lumsden. Complete 16-35mm processing service, incl. recording, cutting, developing, contact printing. Specialists in TV kine processing and printing.

KINELAB PTY LTD, Offices, recording studios and processing laboratory, 2 Cadogan st, Sydenham (LA5034—Cont. P. 182).

TELEPHONES: FB 4458
FB 4479

TELEGRAMS:
"AECNTROL"

TV Studio Lighting



Specialising in the design, manufacture and installation of all types of

**CONTROLLED LIGHTING PANELS
and DIMMER BOARDS**

*Contractors to leading TELEVISION STUDIOS &
Theatres*



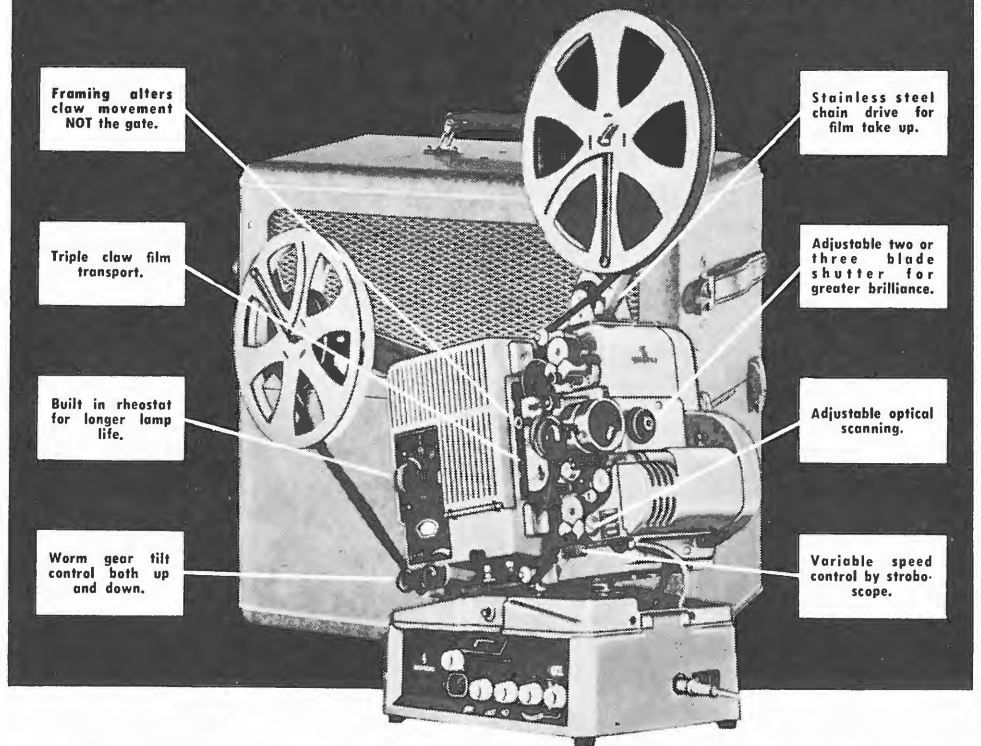
The Automatic & Electronic Control Company

PTY. LTD.

64 MONCUR STREET

WOOLLAHRA, SYDNEY

A GREAT ENGINEERING ACHIEVEMENT!



Framing alters
claw movement
NOT the gate.

Stainless steel
chain drive for
film take up.

Triple claw film
transport.

Adjustable two or
three blade
shutter for
greater brilliance.

Built in rheostat
for longer lamp
life.

Adjustable optical
scanning.

Worm gear tilt
control both up
and down.

Variable speed
control by strobo-
scope.

THE SUPERB NEW SIEMENS "2000" 16mm SOUND PROJECTOR

The entirely new Siemens "2000" 16mm. Sound Projector is truly a great engineering achievement. It embodies every worthwhile feature a motion picture projector can have, and is built to last a lifetime.

Perhaps the most important new feature in the latest model of the Siemens "2000" is the fact that both the Optical and the Optical/magnetic projectors are of single case design. This means lighter weight and greater portability.

Other important modifications are the new push-pull amplifier for greater efficiency, provision for adding complete magnetic recording and replay facilities without changing the basic amplifier and at considerably reduced cost, and the new elliptical twin-cone speaker housed in the projector carrying case.

The new Siemens "2000" is the only Optical sound projector available which can be later converted to provide full magnetic, recording and reproducing facilities. The cost of this conversion, added to the cost of the Optical Sound projector, is no more than it costs to purchase the complete Optical/magnetic projector in the first instance. The amplifier is designed to accommodate a pre-wired section, and

provision is made for the fitting of magnetic recording, erase and reproduction heads.

ALL THIS AND SO MUCH VERSATILITY
Your Siemens "2000" will screen silent films. Screen and reproduce optical sound films. Record and reproduce on double sprocketed striped film.

Record and reproduce optical sound film with a magnetic track.

Make multiple recordings on the same track. Fade in or out recordings or speech by means

of a mixer unit and special bias control. SIEMENS "2000" is the automatic choice for those who demand the best . . .

1. Worm gear tilt control both up and down.
2. Built in rheostat for longer lamp life.
3. Triple claw film transport.
4. Framing alters claw movement, NOT the gate.
5. Stainless steel chain drive for film take up.
6. Adjustable two or three blade shutter for greater brilliance.
7. Adjustable optical scanning.
8. Variable speed control by stroboscope.

HANIMEX

Distributors and manufacturers of fine
cine equipment. 14 King Street, Sydney.
Phone BX 7287

Directors: G. L. King (managing dir.), O. D. Bissett, K. G. Hall, T. Jackson, D. F. H. Packer, H. M. Sheffer, P. S. Yates.

Staff of 30 includes G. Barnes (sales mngr), R. L. Kellett (chief engineer), R. Knight (laboratory supervisor).

Provides complete sound recording, cutting and laboratory processing and consulting service for TV stations, film production companies and independent producers.

SUPREME SOUND STUDIOS, 11-15 Young-st, Paddington. Phones FA5447, FA2897.

Proprietor: M. R. Murphy.
Service includes 16-35mm negative & positive developing, contact printing, reduction printing, enlarging, optical effects, animation & stop motion. Cutting equip. includes editolas & moviolas, 16-35mm Bell & Howell foot splicers, synchronisers, and edge-numbering 16-17½-35mm.

SOUND SERVICE CO PTY LTD, 6 Alameda-st, Parkdale, SII. Victoria. Phone XY1700.

Directors: G. A. Gamon (managing dir.), Alma D. Gamon.

Executive: T. L. Phelan (secretary).
Reversal processing (16mm); 16mm and 35mm B&W machine processing; color printing.

Laboratory equipped with complete 16mm & 35mm European & American processing facilities.

I/state repr.: Australian Instructional Films Pty Ltd, 6 Underwood-st, Sydney. (BU 6557).

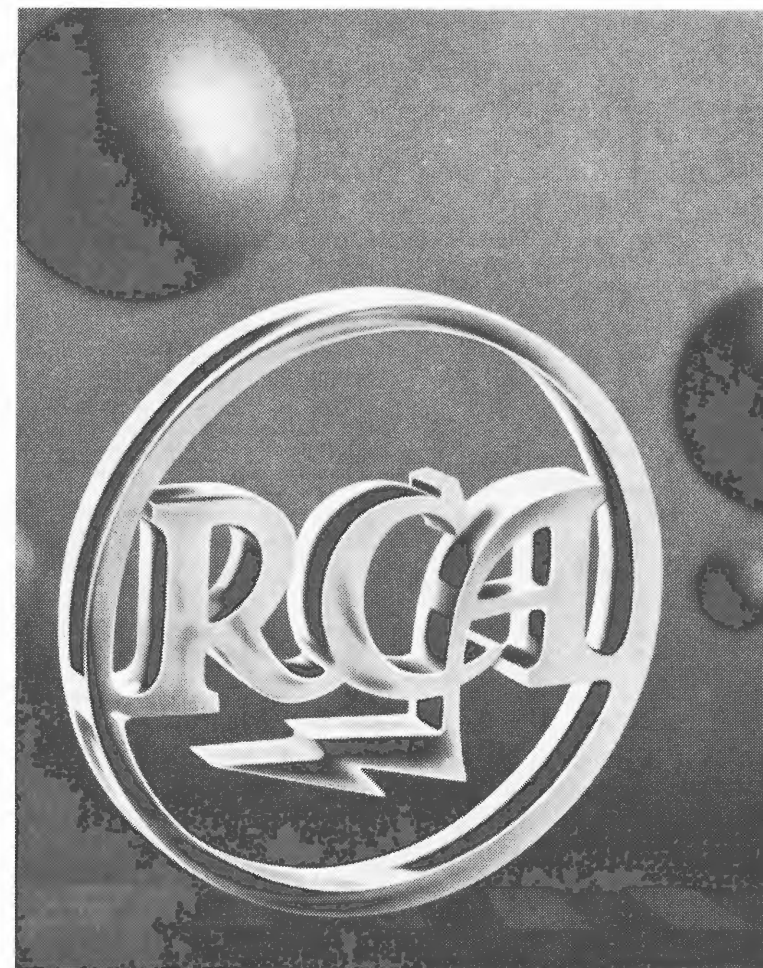
FILM STOCK

EMI (AUSTRALIA) LTD, Emitron Hse. 301 Castlereagh-st, Sydney. Phone 2-0912. Telegrams Emitron, Sydney.

EMI standard sprocketed 35, 17½ and 16mm cine film coated with magnetic oxide; also video recording tape.

R. GUNZ (PHOTOGRAPHIC) PTY LTD, 24 Wentworth-ave, Sydney (MA9781). Aust. mngr.: J. Savage.

Branches: 107 Collins-st, Melbourne (MF-5473), Melb. repr., R. Baumann.



YOU CAN RELY ON

ferrania *The Dependable Film!*

FERRANIA PANCHROMATIC REVERSAL FILM

TYPE	Daylight	D. I. N.	A. S. A.	WESTON	G. E.	SCHEINER
28	Daylight	17	40	32	48	28

Good Resolving Power ✓

TYPE	Daylight	D. I. N.	A. S. A.	WESTON	G. E.	SCHEINER
32	Daylight	21	100	80	125	32

Fineness of Grain ✓ High Sensitivity ✓

TYPE	Daylight	D. I. N.	A. S. A.	WESTON	G. E.	SCHEINER
37	Daylight	25	250	200	300	38

Sole Cine Distributor ...

SIXTEEN MILLIMETRE AUSTRALIA PTY. LTD.
SYDNEY MELBOURNE BRISBANE ADELAIDE PERTH

Agents in Australia for Ferrania: Rotex Agencies Pty. Ltd., Sydney.

I/State Repr.: 140 Adelaide-st, Brisbane, 2-6992 (G. Adler); 51 Grenfell-st, Adelaide, W5978 (J. Benda).

Supplier of raw film stock, made and imported from long-estab. German company, Adox Fotowerke GmbH. Film is specially designed for TV use.

HARVIN FILM LABORATORIES, Sydney. (See entry under Film Processing Laboratories.)

KODAK (AUSTRALASIA) PTY LTD, registered office — Southampton-crescent, Abbotsford, N.9, Victoria. Branches all States.

Distributors of a wide range of 35mm and 16mm Eastman color and black-and-white films.

Negative, duplicating negative, duplicating positive, sound recording, telerecording and release positive. Also Kodak Pathe magnetic recording film — 35mm, 17.5mm and 16mm.

MINNESOTA MINING AND MANUFACTURING (AUSTRALIA) PTY LIMITED, 2 Wentworth-ave, Sydney. Tel. 2-0930.

Directors: P. F. Seifert (mng dir), W. H. Siegworth (prod. dir), J. D. Dunmire (sales dir).

Scotch brand perforated magnetic recording film, 16mm, 17½mm, 35mm. Scotch brand perforated splicing tape for the splicing of magnetic film. Scotch brand video recording tape.

ROTEX AGENCIES PTY LTD, 299 Castlereagh-st, Sydney. Phone MA6351. Sydney managing director, D. Pagan.

Branches: 187 Flinders Lane, Melbourne MF2982.

Sole Australian agent for Ferrania raw film. (Wholesale distributors, Sixteen Millimetre Aust. Pty Ltd. See entry, Cameras, Photographic and Projection Equipment section).

HENRY H. YORK & COMPANY PTY LTD, 62 Clarence-st, Sydney. Phone BU-1207. Telegrams Yorkuse Sydney.

Branches: 17 Brereton-st, West End, Brisbane (4-2581); Whitehorse-rd, Nunawading, Vic. (WU3641); 456 Port-rd, Hindmarsh, SA (LU8570), 2 Harwood-place, Perth (28-1606).

O'seas Repr.: Agfa A.G., Leverkusen-Bayerwerk, Western Germany.

Suppliers Agfa Magnetron recording tapes, type FSP (standard & lp); Agfa MF3 sprocketed magnetic TV & movie film, 8-16-17.5-35mm; Agfa automatic magnetic striping machines for 8-16-35mm, Agfa black and white, Agfacolor negative, positive & reversal films.

Advertising agency: George Patterson Pty Ltd, 252 George-st, Sydney (BU6361).

LENSES, OPTICAL NEEDS

CINEOPTICS AUSTRALIA PTY LTD, Paillard Hse, 329-335 Pacific Highway, Artarmon, NSW. JF5121-2-3.

N. R. M. Mitchell (C'wealth gen. sales mngr).

Camera lenses. (See entry under Cameras, Photographic Equipment.)

LOWRY & HENNESSY PTY LTD, 62 Alexander-st, Crows Nest, NSW (JF6021), and 55a Erskine-st, Sydney (BX1584). Mngr S. W. Lowry.

Repairs and service to all types of film cameras (still and movie), exposure meters and enlargers. Special optical equipment and devices made to order.

LORD, F., MANUFACTURING PTY LTD, 33 Higginbotham-rd, Gladesville, NSW. Phone WY1880.

Manufacturers of 16-35mm lenses, mirrors, filters. Lens resurfacing, repolishing, re-cementing, re-blooming, removal of fungus, damaged blooming. All mechanical repairs to lenses and allied equipment.

SIXTEEN MILLIMETRE AUSTRALIA PTY LTD, 49 Market-st, Sydney. Phone B0663.

Branch Offices: Melbourne, Brisbane, Adelaide, Perth and Launceston. (See entry under Cameras, Photographic and Projection Equipment.)

WATERWORTH & BESSELL, Park-st, Hobart, Tasmania. GPO Box 113D. Phone B2986.

Manufacturers of Waterworth strip film projectors, also camera and projector lenses

RECORDING EQUIPMENT

AMPEX CORPORATION, Australian representative, Geoffrey E. Healy, 8th Floor, NRMA House, 22 Ridge-st, North Sydney. 92-8603.

Distributor of Ampex videotape TV recorders and magnetic audio tape recorders. Has supplied two video tape recorders to ATN and GTV (one on order), and one to NWS and QTQ.

O'seas Repr.: Hq, Ampex Corporation, Redwood City, California.

AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED, 47 York-st, Sydney. Phone B0233.

Branches: Cnr Cordelia & Melbourne-sts, South Brisbane (4-1631), branch mngr, J. Young; 167 Queen-st, Melbourne (MU9161), branch mngr, H. E. Rowe; 544 Murray-st, Perth (21-5945), branch mngr, F. E. Audsley; Anvil Hse, Wakefield-st, Wellington Cl, NZ (43-191), branch mngr, E. E. Pernase.

All types of radio-TV studio and transmission equip., including microphones,

aerials, transmitters, sound recording equip., Marconi and RCA cameras.

CHAPMAN, MAURICE, & COMPANY PTY LTD and MAGNECORD AUSTRALASIA PTY LTD, Kyle Hse, 31 Macquarie Place, Sydney. Phone 27-6857. Telegrams Chappy Sydney.

Director: Maurice D. Chapman.

Maurice Chapman & Co: Suppliers of BASF Magnetophon recording tape, BASF perforated magnetic tape.

Magnecord: Suppliers of microphones, loudspeakers, amplifiers, magnetic recording and striping equip., pre-amplifiers, and measuring equip.

EMI (AUSTRALIA) LTD, Emitron-hse, 301 Castlereagh-st, Sydney. Phone 2-0912. Telegrams Emitron, Sydney.

Directors: J. M. Burnett (chairman & managing director), J. F. Lockwood, C. Metcalfe, R. G. C. Parry-Okeden, V. J. Chalwin, G. A. C. Kiernan, J. W. R. Hughes.

Branches: 167 Flinders Lane, Melbourne, MF2211 (branch mngr, R. H. Miniken); 265 Rundle-st, Adelaide, W4741 (branch mngr,

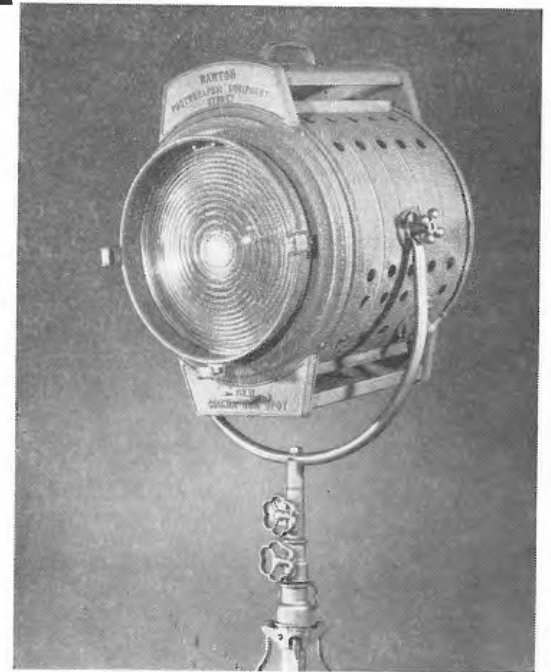
BARTON TV AND FILM STUDIO LIGHTING EQUIPMENT

... from 500 watts to 5000 watts
— now completely manufactured in
Australia, with all accessories available.

Write for the new Lighting Catalogue, available from the distributors —

Kodak

KODAK (Australasia) PTY. LTD. . . . BRANCHES IN ALL STATES



N. M. Moseley); 73 King-st, Perth (branch mngr, R. Axford), 21-5144.

O'seas Repr.: EMI, Middlesex, UK.

All types TV studio and transmission equip., including cameras, monitors, film scanners, micro-wave links, studio and sound equipment, full station planning facilities. Experienced engineers and installation staff. Comprehensive range professional tape recorders, magnetic EMI tapes. $\frac{1}{4}$ in. instrumentation, 16, 17 $\frac{1}{2}$, 35mm sprocketed test tapes. Agents for Molericharson lighting, Dale Diesel Generators, AEC lighting and control equipment.

Agency: Goldberg Advertising.

NATIONAL THEATRE SUPPLY COMPANY OF A'SIA PTY LTD, Sydney, Brisbane, Adelaide. Gaumont Kalee Theatre supplies, Melbourne, Perth. (See entry under Studio Lighting.)

PYROX LIMITED, 14-36 Queensbury-st, Melbourne, N3. Phone FJ9121. Telegrams Pyrox. G. W. Sharwood (gen. mngr).

Branches: 47-51 Parramatta-rd, Concord, NSW. Phone UJ0251.

Pyrox Magictape recorders, Siemens & Halske 16mm magnetic recording and dubbing equipment.

RCA OF AUSTRALIA PTY LTD, 221 Elizabeth-st, Sydney. Phone MA8541.

R. E. Tolnay (mng dir), K. F. Fidden (exec dir), J. H. Farrar (dir), H. Bendell (secty), R. Walsh (sales eng.). (See entry under Studio Lighting.)

ROLA COMPANY (AUST.) PTY LTD, The Boulevard, Richmond, E.I., Victoria, Phone JB3921.

Rototape, magnetic tape and tape recording facilities. (See entry under Cameras, Photographic and Projection Equipment.)

SIXTEEN MILLIMETRE AUSTRALIA PTY LTD, 49 Market-st, Sydney. Phone B0663.

Branch Offices: Melbourne, Brisbane, Adelaide, Perth and Launceston. (See entry under Cameras, Photographic and Projection Equipment.)

STANDARD TELEPHONES AND CABLES PTY LIMITED, 252-274 Botany-rd, Alexandria. Phone MX0444. Telegrams Relay Sydney.

T. N. Bore (managing dir.), A. H. Cameron (general mngr), E. R. Reddel

(secretary), C. A. Rutter (dir. of manufacture), Lt/Gen. Sir Vernon Sturdee (dir.).

Suppliers of radio and telephone communications, industrial rectifiers and high frequency heating equip.

WESTREX AUSTRALIA PTY LTD, Sydney, Melbourne, Adelaide, Brisbane, Perth, Hobart. (See entry under Cameras, Photographic Equipment.)

HENRY H. YORK & CO PTY LTD, Sydney, Melbourne, Brisbane, Adelaide, Perth. (See entry under Film Stock.)

STUDIO LIGHTING AND LIGHTING CONTROL EQUIPMENT

AUTOMATIC AND ELECTRONIC CONTROL COMPANY PTY LTD, 64 Moncur-st, Woollahra. FB4458. Teleg. Aecontrol.

Directors: John S. Wilson, Eric N. Johnston.

Lighting control equipment. Supplied control units for TCN-GTV-Artransa.

I/State Repr.: EMI (Aust) Ltd, all States.

BARTON, R. H., PHOTOGRAPHIC LIGHTING PRODUCTS, 5-7 Prospect-st, Erskineville. Phone LA1224, R. H. Barton (proprietor).

Specialises in manufacture of all types of TV studio photographic lighting equipment and facilities. Has supplied equip. to ATN, TCN, QTQ and other TV stations, Artransa, Avondale Studios, ATEL, Visatone, Fox-Movie.one, Dept of Interior Films, NSW Dept of Technical Education.

HAMILTON & BAKER, 9 Wilmot-st, Sydney. Phone BM6441. Telegrams, Lumax, Sydney. Gen. mngr R. C. Bucci.

Manufacturers of all types of TV studio stage lighting equipment including Fresnel and condenser lens type spots and floods, scoops, stands and dollies for floor lamps, C clamps, scaffold clamps, Hi Lo Bars, dimmers, film rewinders, film measurers.

H&B lighting is used by TCN and other Australian TV stations.

KODAK (AUSTRALASIA) PTY LTD, Southampton Crescent, Abbotsford, N.9., Victoria. Branches all States.

Distributors of extensive range of Barton motion-picture and television studio photographic lighting equipment and facilities.

LOWRY & HENNESSY PTY LTD, Sydney. (See entry under Lenses, Optical Needs.)

NATIONAL THEATRE SUPPLY COMPANY OF A'SIA PTY LTD, 49 Market-st, Sydney. Phone B0663.

General mngr, R. C. Smith.

Branches: Brisbane, 164 Melbourne-st, Sth Bris. (4-5831-2) mngr, J. A. Welch; Adelaide 315 King William-st (LA3742), mngr., J. P. Wright; Melbourne, Gaumont-Kalee Theatre Supply Co, 178a Flinders-st, (MF 2935-6), mngr, M. Lightfoot; Perth, 59 Stirling-st, B 2693. Mngr, D. Broad.

Australian agent for Gaumont-Kalee products, including sound systems & projectors, Hewitt studio lighting, Bell & Howell cameras and studio equip, and magnetic film & magnetic tape recorders. cinemeccaia 70/35. ToddAO equip.

RCA OF AUSTRALIA PTY LTD, 221 Elizabeth-st, Sydney. Phone MA8541. Telegrams, Ircapp.

R. E. Tolnay (mng dir.), K. F. Fidden (exec dir), J. H. Farrar (dir), H. Bendell (secty), R. Walsh (sales eng.).

Branches: 173 Ann Street, Brisbane (2-7884), J. Mantle, Bris, rep; 266-270 Queen-st, Melbourne (M3522), T. Minear; 621 Wellington-st, Perth (21-5016), N. Robinson; Featherstone Place, Adelaide (W6970), L. C. Jones.

Suppliers of sound recorders, RCA high fidelity sound reproduction equip., PA systems, projectors, Magnaro and Hylite arclamps, Row lighting dimmers, spots, Angenicux lenses. Mnfs RCA records.

SIXTEEN MILLIMETRE AUSTRALIA PTY LTD, 49 Market-st, Sydney. Phone B 0663.

Branch Offices: Melbourne, Brisbane, Adelaide, Perth and Launceston. (See entry under Cameras, Photographic and Projection Equipment.)

TELEVISION ENGINEERING PTY LTD, Melbourne. (See entry under Cameras, Photographic and Projection Equipment.)

THORN ELECTRICAL INDUSTRIES (AUST.) PTY LTD, 498 Albion-st, West Brunswick, Vic., N.12. (FM 5313). Teleg. Eleclampo.

Executives: L. C. Scarborough (gen. mngr),

P. Sussems (sales mngr, TV dir).

Manufacturers of Atlas and Ekco incandescent lamps and fluorescent tubes.

STEEL TOWERS

BRITISH INSULATED CALLENDER'S CABLES (AUST) PTY LTD, 351 Edgecliff-rd, Edgecliff, NSW. Phone FB3325.

Steel towers.

ELECTRIC POWER TRANSMISSION PTY LTD, 226 Sussex-st, Sydney. Phone BX5491.

Dr. F. Oriolo (mng dir.).

Steel towers and allied equip.

METTERS LTD, Showroom, Grenfell-st, Adelaide, factory & offices, 101 Henley Beach-rd, Mile End, SA. Phone LU6241. Telegrams Metters, Adelaide. J. B. Clarkson (mng dir).

Radio-TV masts.

I/State Repr.: Branches, 154 Elizabeth-st, Sydney (B0958); 847-851 Hay-st, Perth (21-9461); Cnr Adelaide & Creek-sts, Brisbane (31-1151). O'seas: Metters of London, Elbury Chambers, 74 High-st, Rickmansworth, Herts, Eng.

TRANSMISSION LINES AND EQUIPMENT

AUSTRAL STANDARD CABLES PTY LIMITED, PO box 10, Footscray West, W 12, Victoria. Phone MW9241-5. Telegrams Auscables. Also at PO Box 50, Liverpool, NSW. Phone UB 7742. Registered Office, 390 Lonsdale-st, Melbourne. MY 5911. L. E. Anderson, gen. mngr.

TV lead-in cables, high frequency cables, equipment wires, coaxial cables, multi channel carrier cables, Multiway and switch board wires and cables.

ELECTRIC POWER TRANSMISSION PTY LTD, 226 Sussex-st, Sydney. Phone BX5491. Telegrams Transelectric. 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. (XJ0517).

JOHNS & WAYGOOD LIMITED, City-rd and Cecil-st, Sth Melbourne., SC5. MX1241 Teleg. Johnsway.

Directors: F. Peter Johns (mng dir.), J. T Reid, W. Mark Pollard, S. H. Bull, W. C Farrar.

Supply and erection of TV towers and supply of allied equip.

STANDARD TELEPHONES & CABLES PTY LTD, 252-274 Botany-rd, Alexandria, NSW. Phone MX0444. Teleg. Relay. Also at Moorebank-ave, Liverpool, NSW (UB7331) A. H. Cameron (gen. mngr), T. N. Bore (mng dir).

Radio-telephone communications equip., TV studio transmission equip., incl. cameras, transmission lines, OB vans and links, studio control and monitoring equip.

I/State Repr.: See entry services to radio.

TELECOMMUNICATION COMPANY OF AUSTRALIA PTY LIMITED, PO Box 7, Alberton, SA.

Branches: 590 Bourke-st, Melbourne. (MU6091); 20 Herbert-st, Artarmon, NSW (JF2171).

Suppliers of TV transmitters and associated equipment.

Agency: Hansen Rubensohn - McCann Erickson Advertising.

MISCELLANEOUS SERVICES

BONDED FILM SERVICES, 43 Prospect-st, Moore Park, NSW. FA4131.

Directors: J. Evans, P. Budden.

Manager: J. M. Swain.

Bond storage, censorship in bond arranged for all TV films. Customs clearance and servicing to motion picture and TV industries Screenings. Specialists in waxing 16 and 35mm film.

TV ANTENNA MNFRS

AERIAL MANUFACTURERS PTY LTD, 20 Tebbutt-st, Leichhardt, NSW. Phone LM6759. J. W. Maple, W. B. Oliver (dirs).

TV aerials, all types mountings and fittings.

ANTIFERRENCE (AUSTRALIA) PTY LIMITED, Inc in Canberra. NSW office, 131 Regent-st, Sydney. MX1104-1197-2314. Vic-

torian office, 360 Smith-st, Collingwood. JA1303-1813-1856.

Executives: Desmond O'Neill (Aust. sales mngr), T. E. Beirne (Aust. sales promotion mngr), R. O. Alexander (Vic. mngr).

Antiferrence TV aerials and accessories.

CHANNEL MASTER PTY LIMITED, 752 Pittwater-rd, Brookvale, NSW. Phone XF 0221. Telegrams Channelmast. G. I. Ferris (chairman & mng dir.).

Channel Master TV antennae & accessories.

Agency: Murray & Ogle.

I/State Repr.: Distributors all States.

DICKSON PRIMER TELEVISION SERVICES PTY LTD, 73 Day-st, Sydney (GPO Box 3880). Phone B 0273, BX 5791. Teleg. Primercoy Sydney. G. H. Howard (dir), P. Kirkham (chief engineer).

Telepower antenna and accessories, TV installations and servicing.

I/State repr.: State offices, 83 Whiteman-st, South Melbourne (MX 6991); 17-19 Furness Ave, Edwardstown, SA (76 4446); 281 Newcastle-st, Perth (28 3511); 3 Richardson-st, New Farm, Qld (58 2041). Branch offices at Newcastle, Gosford, Wollongong, Bathurst, Frankston, Geelong, Dandenong, Kadina, Bunbury, Northam, Southport, Toowoomba, Ipswich and Caloundra.

HILLS TELEVISION SERVICE (member of Hills group of companies), 295-305 Princes Highway, St. Peters, NSW. LA5515 NSW mngr, R. A. Souter.

I/State branches: 189-197 Burwood-rd, Hawthorn, Vic. (WA1251), R. A. F. Sledge (mngr); 1055 Ann-st, Valley, Brisbane (5-3176), J. J. Dean (Qld sales mngr); 586-596 South-rd, Edwardstown, SA (LF5391), G. Thomas (SA sales mngr).

Mfrs Hills TV antennae electronic equipment, installation and set service.

MAPLE LEAF TV SERVICES, 6 King-st, Balmain, NSW. Phone WB 1673. J. W. Maple (dir). TV aerial installations, TV receiver service.

WATERFORD, R. J. & SON PTY LTD, 2a Mimosa-st, Bexley, NSW. Phone LW3011, LW3633. R. J. Waterford, R. F. Waterford (dirs.).

NSW distributor, Matchmaster (TV Sales) Pty Ltd (antennae and accessories); Vic. distr, Jasper Coote Pty Ltd, Melb.

Receiver manufacturers (radio & television)



ADMIRAL OF AUSTRALIA (PTY) LIMITED, Gow-st, Bankstown, NSW. Phone UY5343. Telegrams, Larimda, Sydney. O. J. Richter (gen. mngr), Rod Gurr (advtg promotion mngr).

Admiral TV receivers, radios, stereophonic radiograms, refrigerators, air conditioners, dishwashers.

Agency: O'Brien Publicity.

AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED, 47 York-st, Sydney (GPO box 2516). Phone B0233. Telegrams Expanse.

Radiola radio-TV receivers.

AUSTRALIAN ELECTRICAL INDUSTRIES PTY LIMITED, 93-95 Clarence-st, Sydney (GPO Box 2517). Phone B0251. Telegrams Austric, Sydney.

Radio-TV receivers, other electrical products

Agencies: Hansen Rubensohn-McCann Erickson Advtg, Lyle Davis Advertising.

BLAND RADIO LTD, 498 South-rd, Edwardstown, SA. Phone LF6177. Telegrams Blandradio, Adelaide. F. P. Pickham (mng dir.).

Operatic radio-TV receivers, radiograms, amplifiers, HF transceivers, Operatic Playmate portables & car radios.

BRITISH GENERAL ELECTRIC CO. PTY LTD, 104 Clarence-st, Sydney. Phone B0277. Telegrams Britishgeneral. W. W. Gunn (NSW mngr), J. Gibson (radio-TV mngr), R. J. Edwards (advtg mngr).

Radio-TV receivers, other electrical appliances.

Agency: Bartlett, Murphy & MacKenzie.

BUSH SIMPSON LTD, 410 Torrens-rd, Kilkenny, S. Aust. Phone JL5331-2. Teleg. Supasetz. Principal execs: N. B. Rydge, J. M. Simpson, K. S. Russet, C. G. Cusack.

TV receivers.

I/State Repr.: Sydney: Bush Simpson Ltd, 49 Market-st (BM6292-3). Melb.: 1431 Malvern-rd, Malvern (BY2664). Brisb.: 13 Dogget-st, Fortitude Valley (58-2118-9). Perth: 59 Stirling-st (B2693).

CLASSIC RADIO & TELEVISION PTY LTD, 80-90 Waverley-rd, East Malvern, Vic. Phone UL1051. Telegrams Classgram. Neil Petch (mng dir), W. A. Copland (general mngr).

Classic radio-TV receivers.

Agency: Alexandra Advertising.

CUSTOM TELEVISION PTY LIMITED, Phillips-rd, Kogarah, NSW. Phone LW2598. TV receivers.

EDISWAN-EKCO (AUST) PTY LIMITED, Nelson-rd, Yennora, NSW. Phone YU7211. Telegrams Ekcoswan, Sydney. C. L. Caiger (general mngr).

AEI/Ekco TV receivers, Mazda cathode ray tubes.

ELECTRA RADIO MFG CO PTY LTD, Phillips-rd, Kogarah, NSW. Phone LW1645. Radio receivers.

ELECTRO SOUND PTY LTD, 6 Nelson-st, Annandale, NSW. Phone LA5169, LA3631. Telegrams Electrosound. F. Morgan (general mngr), D. E. Hill (sales mngr).

Electrosound, Electrosound-Saba radio-TV receivers.

Agency: Times Advertising.

EMI (AUSTRALIA) LTD, Emitron-Hse, 301 Castlereagh-st, Sydney. Phone 2-0912. Telegrams, Emitron Sydney. J. M. Burnett (chairman & mng dir.).

HMV radio-TV receivers.

Agency: Goldberg Advertising.

EMMCO SALES PTY LTD, radio-TV division, Joynton-ave, Waterloo. Phone MX0411.

Airzone TV & radio receivers.

FERRIS BROS PTY LIMITED, 252 Dowling-st, East Sydney. Phone 35-4356. Teleg. Caradio.

Directors: G. I. Ferris (chmn & mng dir.), W. M. Ferris (tech. dir.), B. M. Dixon.

Ferris car radios and TV receivers.

Agency: Murray & Ogle Pty Limited.

HEALING, A. G. LTD, 167 Franklin-st, Melbourne. Phone FY0281. Telegrams Healing.

Healing radio-TV receivers.

Agency: Orr Skate & Associates.

KELVINATOR AUSTRALIA LIMITED, 136 Euston-rd, Alexandria, NSW. Phone LA4301, LA7123.

Kelvinator radio-TV receivers.

KGH PTY LIMITED, Harris Hse, Newland-st, Bondi Jctn, NSW. Phone FW4844-5-6-7. Telegrams Kaygeatch Sydney. K. G. Harris (mng dir).

Titan radio-TV receivers, car radios, radio grams, talkophones, farm radios.

Agency: Mac Merchandising Advertising Consultants Pty Ltd.

KIRBY, JAMES N., SALES PTY LTD, 205 Salisbury-rd, Camperdown, NSW. Phone LA0455. Telegrams, Micrometer. Crosley radio-TV receivers.

Agency: L. B. Rennie & Associates.

KRIESLER AUSTRALASIA PTY LIMITED, 43 Alice-st, Newtown, NSW. Phone LA0400. Teleg. Kriesler.

General manager, L. E. A. Walcot.

Kriesler radio-TV receivers.

Agency: Jackson Wain & Co.

PHILIPS ELECTRICAL INDUSTRIES PTY LIMITED, head office, 69 Clarence-st, Sydney. Phone BX1661. Telegrams Argenta.

Branches: 367 Kent-st, Sydney (BX3471);

192-194 Parry-st, Newcastle West; Commercial Banking Company of Sydney Building,

Petrie-st, Civic Centre, Canberra (J4498);

590 Bourke-st, Melbourne (MU6091); 148

Edward-st, Brisbane (B2666-7); 119 Grenfell-

st, Adelaide (W2241); 391-5 Murray-st, Perth

(21-3131-2); cnr Brisbane and Elizabeth-sts,

Hobart (2-2120). O'seas: Philips offices

throughout the world.

Radio-TV receivers.

Agency: Hansen Rubensohn - McCann

Erickson Advtg.

POPE ELECTRONICS PTY LTD (division of Pope Products Ltd), 54-72 Kingsgrove-rd, Belmore, NSW; PO Box 40 Belmore. Phone 78-0111. Teleg. Popelex.

Director and gen. mngr: E. D. Moore.

Motorola TV receivers, domestic and car radios.

Agency: L. J. Macnamara Advertising, Adelaide.

PYE INDUSTRIES LTD, Carrington-rd, Marrickville, NSW. Phone LL0411. Teleg. Pyind, Sydney.

Directors: P. M. Threlfall (mng dir), C. O. Stanley, J. D. Patience, G. A. Wooller. E. T. Price, R. V. Bridekirk, F. W. Davey.

I. G. Carseldine (secy).

Products: Pye TV and radio receivers, record players, vacuum cleaners, floor polishers, grass cutters.

Agency: McClelland Advertising.

I/State Repr.: Branches in Melbourne, Brisbane, Perth, Adelaide.

PYROX LTD, 14-36 Queensberry-st, Melbourne. Phone FJ9121. And at 167-187 Kent-st, Sydney. BU4483.

Agents for Biaupunkt radio-TV receivers Sony transistors and transistor radios.

RADIO CORPORATION PTY LTD, 161-173 Sturt-st, Sth Melbourne. Phone 69-0300. Teleg. SCHUH Melbourne.

Astor TV, radio and car radio receivers, home appliances and records.

Agencies: Ansell & Associates and United Service Publicity. NSW: Bartlett, Murphy, Mackenzie Pty Ltd. Qld: Vinnicombe Advtg Pty Ltd.

I/State Branches: NSW, 12 Palmer-st, Sydney. FA0311 (C. C. Zahara, mngr); Qld, 18

Little Edward-st, Brisbane. 22-101 (G. W. Lindsay, mngr); SA, 101-5 Flinders-st, Adelaide. 8-5601 (H. Woodcock, mngr).

Distributors: WA, Astor Dept, Sandovers, 495 Newcastle-st, West Perth. 28-1171. Tas.,

Astor Dept, Homecrafts (Tas.) Pty Ltd, 220 Elizabeth-st, Hobart.

STANDARD TELEPHONES & CABLES PTY LTD, 252-274 Botany-rd, Alexandria, NSW. Phone MX0444. Telegrams Relay Sydney. T. N. Bore (mng dir.), A. H. Cameron (general mngr).

Mfrs. STC radio-TV receivers, refrigerators and other home appliances.

Agency: George Patterson Advertising.

STROMBERG CARLSON (AUSTRALASIA) PTY LTD, 118-124 Bourke-rd, Alexandria, NSW. Phone MX2257. Telegrams Strom. A. H. Freedman (mng dir.).

Stromberg Carlson radio & TV receivers.

THORNS ELECTRICAL INDUSTRIES (AUST.) PTY LTD, 498 Albion-st, West Brunswick, Vic. Telephone FM5313. Teleg. Eleclampo.

P. Sussems, sales mngr, TV division. Atlas TV receivers.

Agency: Fortune (Aust.) Pty Ltd.

WESTINGHOUSE ROSEBERY PTY LTD, radio-TV division, Joynton-ave, Waterloo. Phone MX0411.

Westinghouse TV and Radio receivers.

ZENITH RADIO COMPANY PTY LTD, Rhodes-st, West Ryde. Phone WY0391. Jose Alberti (general mngr), F. T. Newman (sales mngr).

Calstan radio-TV receivers, radiograms, amplifiers, electronic & test equipment.

I/State Repr.: McKinnon Nicholls Pty Ltd, 468 Collins-st, Melb. (MB1501); J. R. Ullman, 70 Bennett-st, East Perth (21-2116);

Flourescent Lighting & Television Development Pty Ltd, 27 Hope-st, Brisbane.

FREQUENCY MODULATION

FM in Australia is on an experimental basis only, although FM broadcasting has been operating since 1947.

The public inquiry into the possible manner of introduction of VHF-FM broadcasting, held during August-September 1957 in Sydney and Melbourne by the Broadcasting Control Board, is dealt with separately in this section.

Commercial broadcasters are divided on the possible commercial benefits of an FM broadcasting licence, claiming that FM masts and transmission equipment costs are very high, and that it would be difficult to establish an FM station's popularity where listeners can already receive an AM station.

FM advocates, on the other hand, claim that the VHF-FM band is the only solution to the present impasse in the expansion of Australian radio broadcasting services, because there are no more AM channels in the Eastern States to allocate to new stations, even though there is a need.

As against the present allocation of 107 channels for broadcasting in the medium frequency (AM) band, use of VHF-FM would provide about 75 more channels for broadcasting.

FM also offers greatly improved reception quality, particularly for music, plus complete freedom from static and atmospheric interference, which could be an important point in helping to popularise FM listening among high-fidelity enthusiasts, especially in Queensland, where the static level is high.

There are four experimental FM stations in operation by the Wireless Branch of the PMG's Dept., Sydney, Melbourne, Adelaide and Brisbane, and they operate from about 11am-11pm daily, generally broadcasting national station music programs.

Each experimental FM station has a very sparse audience but it is known that several hundred imported German receivers are in the hands of interested listeners.

Frequencies and operating power of the four stations are as follows: Sydney, 92.1megs, 2kw; Melbourne, 91.1megs, 2kw; Brisbane, 91.1megs, 1kw; Adelaide, 97.3megs, 3kw. Their radiated power (ERP) is in excess of these figures by use of high-gain antennas.

In addition to these stations, a private experimental licence for FM transmission, the only one granted, has been given to electronics engineer, Ray Allsop, of Sydney, frequency 102.1megs.

He plans to build his station in the Blue Mountains area.

THE Australian Broadcasting Control Board's public inquiry (Sydney, August 19-21; Melbourne, September 9-11, 1957) into

the possible manner of introduction of VHF-FM broadcasting proved the scene of hot controversy.

Sydney witnesses, which included top radio executives, advertising, press and private interests were unanimous in urging the introduction of FM for city and country areas.

However, at the Melbourne inquiry, the Australian Federation of Commercial Broadcasting Stations, and four out of five Melbourne stations which gave evidence, voted strongly against it.

Main theme of arguments against FM was that its immediate introduction would be ill-timed in the light of the development of TV and economic strain on communities absorbing it.

Hearing narrowed down the alternatives to FM to the reallocation of existing AM frequencies and expansion of channel sharing.

Advertising interests emphasised that in the eyes of advertisers and their advertising agents the new system would only be as attractive as its audience; that advertisers would not be interested in FM until its value as an advertising medium could be assessed on a cost-per-1000 listeners reached basis.

Appearances were: **Sydney:** Sir Richard Boyer (chairman) and Charles Moses (general manager, ABC); S. R. I. Clark (managing director 2GB-Macquarie) and L. N. Schultz (technical director, 2GB); George Barlin (manager, Canberra Broadcasters); E. W. MacAlpine (director and assist. managing director, Consolidated Press); W. Selby Adams (telecommunications officer, Truth & Sportsman); Ray Allsop (electronics consultant); Rev. V. K. Turner (Christian Broadcasting Association); John Bowden (general secretary) and Harry Allen (chairman, NSW executive, AANA); and John Humphrey (federal director, 4As). **Melbourne:** J. Campbell (PMG's Dept); J. E. Ridley and Arthur Cowan (president and executive officer respectively of the AFCBS); J. P. Salvado (engineer, Electronic Industries); E. H. Horner (electronics and allied div., Chamber of Manufactures); D. Worrall (3DB-LK); L. Bennett (general manager 3UZ, also representing 3XY and 3KZ); C. Derham (Melbourne Broadcasters, 3AK); R. Haig-Muir (Haig-Muir Pty Ltd); L. G. Mather, retired manager of 2WL.

Witnesses who indicated at the inquiry that their organisations sought FM licences were: Sydney: Truth and Sportsman and Consolidated Press (newspaper groups) Christian Broadcasting Association (religious group), ABC. Melbourne: Melbourne Broadcasters (3AK), Electronic Industries Ltd (manufacturing group).

Many broadcasting industry witnesses have had FM licence applications before the Broadcasting Control Board for several years.



MOST EFFECTIVE PENETRATION

in the
world of advertising

Because it concentrates its editorial coverage on all sections of advertising in Australia, **ADVERTISING**, the magazine of marketing, ensures that your sales message reaches time and space buyers throughout the Commonwealth at the time when they are most receptive. To sell to business and industry, advertise in the CAB publication businessmen pay to read.

For all advertising enquiries:

SYDNEY

MELBOURNE

Alan Hill, MA 8143. Bill Sangster, JA 6339.



Original storyboard . . . USP.
 Studio . . . Supreme Sound,
 Director . . . Peter Dimond
 Animation and additional
 ideas . . . Jean Tych



COMPLETE ADVERTISING AND MARKETING SERVICE IN EVERY STATE OF AUSTRALIA

Could we afford not to mention that USP won First Prize, Silver Medallion, in the Advertising Section of the Australian Film Institute's awards for 1959?

The judge's comments were "This in our view is a more effective and more entertaining piece of salesmanship (using simple cell animation) than any of the other advertising entries, up to 30 times as long." The film in question is a 60-second animated commercial made for the Shell-Company of Australia Limited; the result of creative and technical effort by a number of people both inside and outside the Agency. We take this opportunity of congratulating all concerned.

UNITED SERVICE PUBLICITY PTY. LTD.

420 St. Kilda Road, Melbourne.
 33 York Street, Sydney.
 326 Elizabeth Street, Brisbane

Advertising agencies

- **New South Wales (pages 196-210)**
- **Victoria (pages 210-219)**
- **Queensland (pages 219-222)**
- **South Australia (pages 222-225)**
- **Western Australia (pages 225-226)**
- **Tasmania (pages 226-227)**

NEW SOUTH WALES

ALDWYCH ADVERTISING (NSW) PTY LTD, 118a Hereford-st, Glebe. Phones MW1414, MW2192, MW4727. Telegrams Aldwych Sydney. Head office Melbourne.

Directors: G. L. Bride, F. M. Small (manag. dir, Sydney company).

Executives: P. Knibbs, G. Fearnside, S. K. Morris (acct-execs), M. G. Pearce (secty), P. Matchett (prod. mngr), Miss N. Conway (media), Miss J. Clark (copy).

Accreditations: AFCBS, ANC, PPAB, TAB, AAB.

I/State Rep.: See Melbourne entry.

Main Radio-TV Clients: Dunlop Rubber Co. of Aust., Bruce Small Pty Ltd, National Tyre Service Pty Ltd, Vic. Retail Cycle Traders' Association.

AMALGAMATED ADVERTISING PTY LTD, Caltex Hse, 167 Kent-st, Sydney. Phone 27-6452 (3 lines).

Directors: E. D. Widocks, T. Wrightson.

Executive: P. Harris (gen. mngr).

Accreditations: ANC, AAB, AFCBS.

Main Radio-TV Clients: Inglis Electrix Pty Ltd, Bush Simpson Ltd, British Auto motive Industries Pty Ltd, A. W. Barrs Pty Ltd, Dux Coaching College.

ANIVITTI ADVERTISING PTY LTD, 74 Castlereagh-st, Sydney. Phone BW1268.

Directors: C. F. Anivitti, D. Anivitti, W. Schofield.

Executives: D. Mellor, L. Hopwood.

Accreditations: ANC, ANPA, PPAB, AFCBS, TAB.

Main Radio-TV Clients: Moffat-Virtue Ltd, Seetcovers Ltd, The Snowzone Co., Deposit & Investment Ltd, Hallstroms Pty Ltd, Semper Seal Chemical Co., McMurtrie Ltd.

ANSELL & ASSOCIATES PTY LTD, 12 Palmer-st, Sydney. FA0311. Head office Melbourne.

Directors: R. D. Ansell, L. F. Klemke, T. B. McDonald.

Executives: Mrs E. Perry (secty), D. Harper (media mngr), Myke Dyer (TV dir).

Representation, accreditations, main radio-TV clients — see Melbourne entry.

AUSTRALIAN APPLIED ADVERTISING (CRATCHLEY ADVTG AGENCY PTY LTD), Commercial Bank Bldg, Pitt &

Bathurst-sts, Sydney. Phone MA8661.

Directors: S. A. Cratchley (gov. dir), R. Kain (manag dir), D. T. Cratchley, J. Hawley (art), I. McDermott (PR).

Executives: Miss E. Windeyer (media), K. Courtney (accounts), D. T. Cratchley (prod.).

O'seas Repr.: E. W. Player Ltd, 32 Fleet-st, London, EC4.

Accreditations: ANC, PPAB, AFCBS, TAB.

Main Radio-TV Clients: Kwit Detergents, K-T Cleaner, Shield Rum, Vanderfield & Reid Ltd, 158 Polish, Webster's Biscuits, Felca watches, Balgay jams, Daimler cars, Skoda cars, Rota-Cota, Starlite 7 Venetians, Estafoam, Betty Sydney cake mix, Shade-maker blinds, Dairy Farmers' milk and ice-cream, Waval-Thermal, Masterfoods.

BAKER, RON, ADVERTISING, 1 Burns-st, Beecroft, Sydney. Phone WJ3246.

Proprietor: Ronald J. Baker.

Accreditations: AFCBS (TAB pending).

Main Radio-TV Clients: Lawrence Bros, Medical Manufacturing, Peanut Industries, St George & Cronulla Building Societies, Parramatta Building Societies.

BARTLETT MURPHY & MACKENZIE PTY LTD, 33 York-st, Sydney. Phones BX4272-3-4-5. Telegrams Bartletads.

Directors: A. N. Kemsley, R. M. MacKenzie, L. V. Bartlett, R. F. Keane, J. P. Goulstone.

I/State Repr.: United Service Publicity, 420 St. Kilda-rd, Melbourne (BM4211); Orr, Skate & Associates, 100 Collins-st, Melbourne (MF1181); Le Grand Advertising, 293 Queen-st, Brisbane (2-8375); Austin Brown Advertising, 350 King William-st, Adelaide (W6044); H. W. Norwood Advertising, 375 Hay-st, Perth (BA3931); A. J. Williams Advertising Service, 38 Mount-st, Perth (BA5214).

O'seas: C. J. Lytle (Advtg), London.

Accreditations: ANC, PPAB, AFCBS, TAB.

Main Radio-TV Clients: British General Electric Co. Pty Ltd, Gowing Bros Ltd, Marrickville Margarine Co., Moss & Co., Mercantile Mutual Insurance, National Brush Co., Nut Foods Ltd, Stack & Co., Slazengers.

BAUME, S. E., & COMPANY PTY LTD, Federation Insurance Bldg, Ash-st, Sydney. Phone BL4181. Telegrams Sebaumco.

Directors: S. E. Baume (manag dir), Dan Thomson.

AGENCYMEN!**ADVERTISERS!**

All typefaces used throughout this production were supplied by . . .

J. SYDNEY HORTON PTY. LTD.

526 KENT STREET, SYDNEY

MA 5461

Typesetters to the Trade for over 40 years

Executives: Dan Thomson (director-manager), C. Williams (secretary and media mngr).

Accreditations: ANC, AFCBS, PPAB, TAB.
Main Radio-TV Clients: Peerless Products, British Paints.

BECKET - THOMSON ADVERTISING PTY LTD, Shell Hse, Carrington-st, Sydney. Phone BX3354. Head office Melbourne.

Directors: A. W. Thomson (manag. dir), H. R. Thomson, C. S. Fairbairn.

Executive: C. S. Fairbairn (Sydney mngr).
I/State, O'seas Representation: See Melbourne entry.

Accreditations: ANC, PPAB, AFCBS, TAB.

BENT, NORMAN, ADVERTISING, 67 Mount-st, North Sydney. Phones XB2912, XB2921 XB7406.

Directors: Norman Bent, Joan Bent (partners).

Executives: Joan Bent (mngr radio-TV & fashion depts), I. Nicholas (prod. mngr).

O'seas Repr.: Richard T. Brandt Inc., Cleveland, Ohio, USA.

Accreditations: ANC, PPAB, AFCBS, TAB.

Main Radio-TV Clients: Buckinghams Ltd, Claude R. Ogden & Co. Pty Ltd.

BERRY COMPANY, THE HUGH, PTY LTD, 390 Pitt-st, Sydney. Phone MA8361. Telegrams Unsullied.

Branches: Melbourne, Adelaide.

Directors: H. G. Berry (chairman), W. C. Currie (manag dir).

Executives: J. Madden (media mngr), B. Ferguson (TV mngr), R. Vickers (marketing & research mngr).

Accreditations: AAB, ANC, ABC, AFCBS, PPAB, NPA of NZ, TAB.

Main Radio-TV Clients: BALM Paints, W. D. & H. O. Wills, Kodak (A/sia) Pty Ltd, Revlon (Aust.) Pty Ltd.

BEST & SWIFT PTY LIMITED, 280 Castlereagh-st, Sydney. Phone MA5787. Telegrams Swiftads.

Governing Director: R. A. Swift.

Executives: Miss J. Wheeler (dir & media mngr), N. U. Curlewis (accnts dir), W. Eagle (prod. mngr), M. Willis, Miss N. Barford (acct-execs).

I/State Repr.: Best & Company Pty Ltd, 422 Collins-st, Melbourne (MU5771).

Accreditations: AFCBS, ANC, PPAB, TAB.

Main Radio-TV Clients: Central Agency (Aust.) Ltd, Adams Hotel, Hyman Don &

Son Pty Ltd, Tucker & Company, B. Singer & Company, Parnall (Aust.) Pty Ltd.

BRIGGS, CANNY, JAMES & PARAMOR PTY LTD, 24-26 Kent-st, Sydney. Phone BU7101. Telegrams: Brigade Sydney. Merger from Jan. 1, 1960, of Briggs & James Advertising and Canny, Paramor & Canny.

Branch: Melbourne. Associate houses all other States.

Directors: B. D. Canny, J. W. Paramor, A. J. Briggs, R. H. James (joint managing directors), N. Chaston, W. Knight, L. R. Macnicol, N. Palethorpe, D. Williamson, A. Hutton.

Accreditations: ANC, PPAB, AFCBS, TAB.

Main Radio and TV Clients: Adelyn Pty Ltd, Airlines of New South Wales Pty Ltd, Australian Fixed Trusts Pty Ltd, The Australian Gas Light Co., Australian Gypsum Products Pty Ltd, Chemical Holdings Pty Ltd, C.L.S. Pty Ltd, Consolidated Beverage Co. Ltd, Herald & Weekly Times Ltd, Hilton Hosiery Ltd, Marchants Ltd, Marigny (A'sia) Pty Ltd, Masonite Corporation (Aust.) Pty Ltd, Nicholas Pty Ltd, Pepsi-Cola International, Riley-Williams Pty Ltd, Rootes (Aust.) Ltd, Rowntree & Co. (Aust.) Pty Ltd, Scripto Pens of Aust. Pty Ltd, B. Seppelt & Sons Ltd, Thermal Traders Pty Ltd, Triumph Shirt Co. Pty Ltd, Waltons Ltd, W. D. & H. O. Wills (Aust.) Ltd, Winns Ltd.

CAPPER, RITA, ADVERTISING, 42-44 Oxford-st, Paddington, NSW. FA8942, FA9267.

Principal: Rita Capper.

Accreditations: ANC, PPAB, AFCBS, TAB.

CHESELL & MCCREDIE PTY LTD, 136 Pitt-st, Sydney. Phone 25-1581. R. G. McCredie, G. N. Chessell (joint mng dirs), L. H. Taylor, Miss J. Cowie (secy & media mngr).

Accreditations: ANPA, ANC, PPAB, AFCBS, TAB.

CHRISTIE & ASSOCIATES, Federation Insurance Bldg, Ash-st, Sydney. Phone 25-2727/28.

Executives: D. W. L. Christie (princ.), W. G. Knibb (mngr), J. M. Paynter (media & accnts), R. Walker (acct-exec).

Accreditations: ANC, AFCBS, TAB, PPAB.

CLEMENGER, JOHN, PTY LTD, 379-381 Kent-st, Sydney. Phone BX6261. Telegrams

Clemenger Sydney. Head office Melbourne.

Executives: J. K. Carr (mngr), C. E. Cross (TV dir), L. R. Llewellyn, C. W. Osborne, E. A. Colley (acct execs), J. Gilders (media mngr), J. E. Sanford-Readhead (art dir), J. H. Walshaw (prod. mngr), R. Walduck (secty).

Accreditations: AFCBS, ANC, ABC.

Main Radio-TV Clients: Westinghouse Appliances, Crystal Shirts and Pyjamas, 4711 Eau de Cologne, London Baby Carriages Pty Ltd, Luna Park, Kia-Ora Canned Foods & Cordials, E. J. Dwyer Pty Ltd, Parson Bros Food Specialities, Robert Paxton Pty Ltd, Coral Starch, Carmichael Stoves, Parkinson Stoves, Standard Cars, Viscount Cigarettes, R. B. Davies Pty Ltd.

CORBETT, NEVILLE, ADVERTISING PTY LTD, 484 Elizabeth-st, Sydney. MX3039, MX3715.

Directors: N. J. Corbett, B. E. Corbett.

Executives: N. J. Corbett (gov. dir), B. E. Corbett (creative dir), I. Intermann (secty), J. Helmich (prod.), J. Latta (art dir).

Accreditations: ANC, AFCBS, PPAB, TAB.

Main Radio-TV Clients: Decore Products Pty Ltd, Hamiltions Ewell Vineyards Ltd, Rigney's Shoes.

COUDREY-GOTHAM ASSOCIATES PTY LTD, 42-44 Pitt-st, Sydney. Phone BU1866. Telegrams Sagittarius.

I/State Repr.: Associate office in Melbourne, Brisbane, Adelaide. **O'seas:** Associate houses in UK, Europe, USA, NZ, Hong Kong, Singapore, India, South Africa, Japan.

Directors: C. J. Coudrey (manag dir), W. D. Coudrey, W. S. Gilbert, J. E. Roy.

Executives: L. Mort (radio-TV), G. Moore (art dir), W. G. Hill (media mngr), R. Tyler (prod. mngr), A. McGuinn, J. Heynan, G. Griffiths (acct-execs).

Accreditations: AFCBS, ANC, PPAB, TAB.

Main Radio-TV Clients: C. C. Wakefield & Co. Ltd, Smith & Nephew Ltd, Dr Williams Medicine Co., Speedo Knitting Mills Pty Ltd, Air India International, NZ Govt Tourist Dept, Tucker & Co. Pty Ltd, BOAC.

COUNTRY PRESS LTD, Newspaper Hse, 44 Pitt-st, Sydney. Phone BU5754. Telegrams Copress.

Directors: E. W. Robinson, J. W. Parker, J. A. Bradley, H. Joseph, A. T. Shakespeare.
Executives: E. L. Sommerlad (gen. mngr),

E. B. Webster (secty), S. W. Bates (media mngr), R. F. Cox (radio-TV mngr), D. E. Simpson (prod. mngr), D. F. Thomson, G. De Groen (acct-execs), E. E. Massingham (checking dept mngr), Miss M. A. Coogan (press clipping services mngr).

Accreditations: AFCBS, TAB, AAB, PPAB.

Main Radio-TV Clients: Rural Bank of NSW, Australian Country Party, East-West Airlines Ltd, Wilcox Mofflin Ltd, Dangar Gedye & Malloch Ltd, Road Safety Council of NSW, P. J. Taylor Pty Ltd, Arthur E. Clarke Pty Ltd, Grahame Industries Pty Ltd, Bulletin Newspaper Co. Pty Ltd.

DAMPIER ADVERTISING PTY LTD, 428 George-st, Sydney. Box 7044, GPO. Phones BL4587-8, BL2791. Telegrams Buccaneer.

Managing Director: Roy Jenkins.

Executives: Peter Watts (prod. mngr), R. A. McCartney (radio-TV).

Accreditations: ANC, PPAB, TAB, AFCBS.

Main Clients: Peters Consolidated Milk Industries Ltd, Penguin Ice Cream Ltd, Peters Ice Cream (SA) Pty Ltd, Alaska Ice Cream Ltd, Peters Creameries Pty Ltd, Fresh Food & Ice Pty Ltd, The Hunter Valley Co-operative Dairy Co. Ltd, Charles McDonald Pty Ltd, Wesco (Australia) Pty Ltd, Rhine Castle Wines Pty Ltd, Town Talk Ties Pty Ltd, Mackellar County Council.

DAVIS, LYLE, ADVERTISING PTY LTD, Gowings Bldgs, Market & George-sts, Sydney. Phone BM6121. Telegrams Lyledavis Sydney.

I/State Representatives: Briggs, Canny, James & Paramor Pty Ltd, 153 Latrobe-st, Melbourne.

Directors: Lyle Davis, P. G. Thorpe, W. N. Tillbrook.

Accreditations: ANC, PPAB, AFCBS, NPA of NZ.

Main Radio-TV Clients: Australian Electrical Industries Pty Limited, Australian Wine Board, Boyded Pty Ltd, Casben Productions Limited, Jeldi Manufacturing Pty Ltd.

DUVAL, JOHN C., ADVERTISING, 61 Market-st, Sydney. Phone BM2858.

Directors: John C. Duval, R. L. Duval.
Executives: K. D. Johnson (copy), K. Jones

(prod.), C. Howarth (copy), Miss J. Young (media).

Accreditations: ANC, AFCBS, TAB.

Main Radio-TV Clients: Bayer McDonald & Day Pty Ltd, French Knit Pty Ltd, Industrial Public Relations Service of Aust. Pty. Ltd, E. F. Wilks & Co. Pty Ltd.

ENEMARK, ROGER, ADVERTISING AGENCY PTY LTD, 52 Clarence-st, Sydney. Phone BX3584.

Director: Roger Enemark (principal).

Accreditations: AFCBS, TAB, ANC, PPAB.

Main Radio-TV Clients: Bardahl Oil Corp., Allen & Hanburys (Aust.) Ltd.

EVANS, MURRAY, ADVERTISING PTY LIMITED, 52-54 Phillip-st, Sydney. Phones 27-5471-2-3.

Governing Director: Murray Evans.

Directors: Mrs F. B. Evans, A. L. McIntyre (acct-exec.), W. W. Clark (prod. mngr).

Executives: R. Rees (art dir), D. Baird (acct-exec.), R. Walls (media mngr), Miss C. M. Jones (secty), George Davies (promotion dir).

Accreditations: ANC, PPAB, AFCBS, TAB.

I/State Repr.: Castle Jackson Advertising Pty Ltd, 100 Collins-st, Melbourne (MF5058); Graphic Advertising Pty Ltd, 115 Queen-st, Brisbane (2-3481); Berwen Paine Advertising Ltd, 2-4 Hutt-st, Adelaide (W6616).

O'seas: Newson Stenberg Advertising, Auckland, NZ; Cloran, Heegar & Partners Pty Ltd, Johannesburg, S. Africa.

Main Radio-TV Clients: Bingo Jellies and Custard Powder, Pace Mowers, Streets Ice Cream, RedEX, Yates Seeds.

EVANS, RODNEY H., ADVERTISING PTY LTD, 241-243 Castlereagh-st, Sydney. Phone 26-6728 (6 lines). Branch in Melbourne.

Directors: Rodney H. Evans (manag. dir), W. Pitt, K. C. Heasman (also media mngr).

Executives: O. L. Sands (gen. mngr), L. C. Jones (prod. mngr), J. D. Jeffreys, R. A. Lorimer, F. Merchant, G. Brooke, R. Shelley, D. Cobcroft, N. Currie. Melb. office: Ken Moses (Vic. gen. mngr), R. Robertson.

Accreditations: ANC, PPAB, AFCBS, TAB, Country Press, ABC.

O'seas Repr.: Newson Stenberg Advertising, Auckland, NZ; C. Dupuy, Paris; C. J. Lytle, London; Smits Advertising Bureau, Amsterdam; Cockfield Brown, Montreal; Fuller & Ross & Smith, Cleveland, US;

member Affiliated Advertising Agencies' Network (hq Chicago, US), with 56 affiliates throughout USA, Canada, Far East, Africa, Europe.

Main Radio-TV Clients: Amalgamated Wireless (A'sia), Apollo Therapeutic Salon, Blainey's Pty Ltd, Brolite Pty Ltd, H. J. Cooney Pty Ltd, Dalgety & Company Ltd, Fesq & Co., Gordon Edgell & Sons Limited, Metters Ltd, Merica, Elna Sewing Machines, Sisalkraft, G. C. Singleton & Co.

FAEN, J., ADVERTISING, Daking Hse, Rawson Place, Sydney. Phone MA8029.

Directors: J. Faen (manag. dir), R. Faen. **Executives:** R. Faen (accounts), P. Thompson (secty), B. Bailey (prod. mngr).

Accreditations: ANC, AFCBS, TAB.

Main Radio-TV Clients: Scottish Tailoring Co., Lido Ties, Waks Bros, Kednor Pty Ltd, Trans-Regal Enterprises Pty Ltd.

FORTUNE (AUST.) PTY LTD, Wentworth-ave, Sydney. Phones BA2946, BA2617, BA4558. Telegrams Fortaust.

Directors: C. K. Landell-Jones (manag dir), M. H. Landell-Jones, J. Dewhurst, J. E. Edwards, L. F. Sims, C. S. Lindsay.

Executives: I. D. McIntyre (secty), C. E. Luxford (acct), F. H. Freeburn (art), G. Bradd (prod.), N. Wellington (media), J. Phipers (checking and records), L. F. Sims (Melb. mngr), J. N. Galloway (Adel. mngr), A. S. Skirving (Bris. mngr), M. J. Strong (Perth mngr).

Accreditations: ANC, PPAB, AFCBS, TAB.

I/State Repr.: Branches, Melbourne, Brisbane, Adelaide, Perth. **O'seas:** Schurgin Associates, 2338 Dime Bldg, Detroit, US; Pictorial Publicity Co. Ltd, 125 High Holborn, London.

Assoc. Company: Fortune Film & TV Productions Pty Ltd (R. D. Hansen, prod-dir).

Main Radio-TV Clients: Ansett-ANA, Atlantic Union Oil Co., G. Herring (Aust.) Ltd, International Harvester Co., Metters Electrical Div., Nathan & Wyeth Pty Ltd, Nu-Look Clothing, The Big Show, Woolcard Fabrics Pty Ltd.

FREETH, V. H., PTY LIMITED, 21 Pier-st, Sydney. Phone MA6816. Telegrams Alfredo.

Directors: C. F. Sykes, J. E. Turner, W. H. Bentley.

Executives: K. R. Ringham, I. Oliver, D. Camplin, D. Willcock (acct/execs), Miss A.

Lucas (media mngr), T. L. Varnay (prod. mngr), C. C. Robertson (secty).

Accreditations: ANC, AFCBS, PPAB, TAB, ABC.

Main Radio-TV Clients: Bennett & Wood Ltd, Life Savers, Coty (England) Ltd, Exide Batteries of Aust., Mums Products, Waugh & Josephson Ltd, Michael Nairn & Co., The Walcott Pty Ltd.

GELLATLEY, H. R., ADVERTISING, 387 Kent-st, Sydney. Phones BX6444-5-6.

Director: H. R. Gellatley.

Executives: V. C. P. Violet (mngr), C. M. Brown (radio-TV mngr & acct-exec.).

Accreditations: ANC, AFCBS, PPAB.

Main Clients: War Veterans, Smith, Copland & Co. Pty Ltd, Empire Speedways Pty Ltd, Christies Pty Ltd, Chevron Mercers, Mutual Trading Co.

GOLDBERG ADVERTISING (AUSTRALIA) PTY LTD, 188 George-st, Sydney. Phone BU4281. Telegrams Goldads.

Directors: A. Goldberg, H. Woolf (managing), E. J. Quick, W. J. Brooks, H. MacLeod, N. A. Richardson.

Executives: E. J. Quick (general mngr), W. J. Brooks (secretary), H. MacLeod (production mngr), A. Richardson (chief acct/exec.), I. Buckman (media mngr), B. Gilchrist (copy chief).

I/State Representation: Frank Goldberg Pty Limited, Stanhill, Louise-st, Melbourne. **O'seas:** Goldberg Advertising (Aust.) Pty Ltd, 5 Suffolk-st, Pall Mall, London; The Goldberg Advertising Agency Ltd, Wellington, NZ; Goldberg Advertising (Auckland) Ltd. Associate houses throughout the world.

Accreditations: ANC, AFCBS, NSW Country Press, Qld Country Press, Vic. Country Press, APPA, TAB.

GORDON & GOTCH (A'SIA) LTD, 821 Botany-rd, Rosebery. Phone MU046. Telegrams Gotch Sydney.

Executives: D. K. Robinson (advtg-mngr), W. D. Carter (acct/exec.), H. F. Prior (prod. mngr).

Accreditations: ANC, PPAB, AFCBS, NPA of NZ.

Branches: Melb., Bris., Adel., Perth.

O'seas Repr.: Branches, London, Canada; reps S. Africa, USA.

GROSVENOR ADVERTISING PTY LTD (Arthur Smyth Holdings Pty Ltd), Kembla

Bldg, 58 Margaret-st, Sydney. BX4838. Telegrams Groad.

Directors: H. R. Bowker, E. L. Gadsby, I. M. Heydon, E. W. Rogers, P. F. Smyth, K. J. Unsted.

Executives: K. J. Unsted (gen. mngr), E. L. Gadsby (mngr), D. Hughes and J. Milasi (acct-execs), E. W. Rogers (secty), W. H. Cumming (acct), I. E. Harris (media mngr), G. Foster (prod. mngr).

Accreditations: ANC, AAB, AFCBS, PPAB, TAB.

Main Radio-TV Clients: Lever Bros, J. Kitchen & Sons, World Brands, Rexona, Hoover (Aust.), W. D. & H. O. Wills (tobacco)

HANSEN RUBENSOHN-McCANN ERICKSON PTY LTD, Caltex Hse, 167-187 Kent-st, Sydney. Telegrams Rubadco. Phone B0554. **Branch:** Melbourne.

Executives: S. Rubensohn (gov. dir), J. Bristow (mng dir), A. Grimes (dir), W. A. Lockley (gen. mngr), W. Diamond (group dir), D. Coop (group dir), F. Harvey (group dir), Peter C. Stephenson (senior exec.), A. J. Whitmore (art dir), C. R. W. Scruby (radio and TV dir), Miss J. Kerr (media mngr), Miss O. Davis (secty).

Accreditations: AFCBS, ANC, PPAB, TAB.



- DAYTIME TV SALES PROMOTIONS
- LIVE & FILM SPOTS
- SPECIAL SERVICE TO AGENCIES

288-351

Temple House, 2 Bligh St., Sydney.

Main Radio-TV Clients: AEI, Bristol-Myers, Caltex Oil, Sydney County Council, NSW Electricity Commission, Fison's Chemicals, R. M. Hardy, Health Department, J. R. Love, Nestle's, Nile Distributors, Phillips, Samuel Taylor, Sterling Pharmaceuticals, Sungravure, Victa Mowers, World Agencies, Metropolitan Water Board, Coca-Cola Export Corp., Bayer's Aspirin, NSW Egg Board, Andrew's Liver Salts, TAA, Simmons Mattresses.

ENEMARK, ROGER, ADVERTISING AGENCY PTY LTD, 52 Clarence-st, Sydney. Phone BX3584.

Principal: Roger Enemark. **1/State Repr.:** Principals, McManus-st, North Sydney. Phone XB6106. Telegrams Hawkads.

Directors: E. R. G. Hawkins, G. L. Hawkins, E. I. N. McCredie.

Executives: E. Boxall (gen. mngr), J. Ahad (secty & assoc. dir), J. Gunson (art dir), Miss J. Barnett (copy chief & assoc. dir), F. Duck, Miss J. Miles (media mngr), Miss T. Nichols (in charge, home economics sect.), B. Cooper, T. Nichols, A. Bruce, G. Curtis (acct-execs).

Accreditations: ANC, PPAB, AFCBS, TAB. **Branch:** 455 Adelaide-st, Brisbane. Phone 2-0531 (J. Keegan, mngr).

1/State Repr.: Chapman-Hendrie Advtg, 262 Queen-st, Melbourne. Phones MU9601-2-3-4.

Main Radio-TV Clients: Peek Frean (A'sia), Cottees Passiona Ltd, Harry Peck (A'sia), Hanimex, Bonds (Dri-Glo towels), Warner Lambert (Waterbury's, Listerine), Slazengers (Ripple Sole), F. Clarke (stainless steel sinks), Arthur G. Wilson Pty Ltd.

HEPWORTH ADVERTISING AGENCY, 148 Phillip-st, Sydney. Phone BW7102.

Director: R. C. Hepworth.

Accreditations: AFCBS, AAB.

Main Radio-TV Clients: Grocery lines, clothing manufacturers, retail stores.

HURST AND ASSOCIATES PTY LTD, 381 Pitt-st, Sydney. Phone 61-1349.

Directors: G. Hurst, B. J. Purcell.

Executives: G. J. Hurst, W. P. Hurst, G. Healey.

Accreditations: ANC, AAB, AFCBS, TAB, PPAB.

Main Radio-TV Clients: Prouds, Arzberg & Schonwald, Felix Knives, WMF Cutlery.

IPS ADVERTISING, 5th Floor, Caltex Hse, 167 Kent-st, Sydney. BU4911 (3 lines). Telegrams Presnews.

Director: H. K. Wood.

Accreditations: ANC, AAB, AFCBS, TAB, PPAB.

Main Radio-TV Clients: Champion's Vine-

gar (Aust.) Pty Ltd, Saunders Malt Extract, Dishmaster (Aust.) Ltd, Fibrous Plaster Assoc.

JACKSON, WAIN & CO. PTY LTD, 40 Miller-st, North Sydney. Phone XB5881. Telegrams Jacksonwain, Sydney.

Directors: J. W. Jackson, H. M. Wain, J. H. L. Browne, H. L. Cousins, J. Mach, F. E. Grace, G. H. Brown, T. G. Reece.

Executives: H. Bentley, A. Cansdale (media), E. R. Dwyer (prod.), B. Doonan, D. Garner, D. G. Harley (radio-TV prod.), R. D. Hodgson (secty), P. James, M. Miller, K. Reid, J. Swindley, A. Walker.

Accreditations: TAB, NPA of NZ, NPA of Aust., AFCBS, ANC, PPAB, AAB.

Main Radio-TV Clients: Sunbeam Corp. Ltd, Qantas Empire Airways Ltd, Rothmans of Pall Mall (Aust.) Ltd, Kriesler A'sia Pty Ltd, Warner-Lambert Pty Ltd, White Wings Pty Ltd, H. Small & Co. Pty Ltd, Agricultural Services Pty Ltd, Australian Consolid. Press Ltd, Arthur P. Stewart (Akubra Hats) Pty Ltd, Edinburgh Laboratories (Aust.) Pty Ltd, Norman Baker & Longhurst Pty Ltd, W. Angliss & Co. (Aust.) Pty Ltd, Minnesota Mining & Mfg (Aust.) Pty Ltd, Procter & Gamble Geneva S.A., Supertex Ind. Ltd, Rexall Drug Co. Ltd, Formica Plastics Pty Ltd.

JARDINE, PATERSON & COMPANY, 62 Margaret-st, Sydney. Phones BX6935-6-7.

Managing Partners: W. L. Jardine, F. Paterson.

Executives: J. G. Paterson, G. M. Keene (junior partners).

1/State Repr.: W. John Haysom Company, 64 Elizabeth-st, Melbourne (MF8554). **O'seas:** Young & Rubicam Inc., 285 Madison-ave, New York, USA; Young & Rubicam Ltd, Roxburghe Hse, Regent-st, London, W.1. (Hyd 6757).

Accreditations: ANC, AFCBS, PPAB, NPA of NZ, TAB.

Main Radio-TV Clients: Stamina Clothing Co., Orient Steam Navigation Co., Wearproof Hosiery, P. & O.S.N. Co., Orient & Pacific Lines.

JOEL, ASHER, ADVERTISING PTY. LTD, 12 Bridge-st, Sydney. Phone 27-6986. Telegrams Ageold.

Directors: Asher A. Joel, D. Joel, J. Joel, L. R. Jones (assoc. dir).

Executives: G. Paxman (advtg mngr), P. Silas (art dir), G. Stone (acct-exec).

Accreditations: ANC, ABC, TAB.

Main Clients: Australian Hotels Association, Australian Clay Products Association, Boral (Aust.) Ltd, Paynter & Dixon Indus-

tries, Swains Industries Pty Ltd, Wool Export Goulburn Ltd, J. Goldstein, Good Housekeeping Shops Pty Ltd, South Pacific Breweries, Optical Prescriptions, Watson Victor, Andrew Thom Ltd, Newcastle Water Board, Walton Sears Credit Corporation Ltd.

KAY, JOHN, & ASSOCIATES, 515 Pacific Highway, Crows Nest, NSW. Phones JF6136, JF6192.

Executives: John Kay (principal), H. Pearl (acct-exec.), B. Harkness (prod.), J. Stanesby (media), P. Vaughn (copy), M. R. Kay (accnts).

Accreditations: AFCBS, TAB, ANC, AAB, PPAB.

KAY, MAURICE, ADVERTISING PTY LTD, Caltex Hse, 167 Kent-st, Sydney. Phones BU1789, BU3668.

Directors: Maurice C. A. Kay, John E. Head, Peter L. Crosthwaite.

Accreditations: TAB, AAB, AFCBS, ANC, PPAB.

Main Radio-TV Clients: Bowater-Scott Australia Pty Ltd, Tooheys Ltd, Mildura Winery Ltd, Valvoline Oil Co., International Vending Machines.

LAWRENCE, W. B., ADVERTISING SERVICE PTY LTD, Savoy Hse, Bligh-st, Sydney. Phone BW5881. Telegrams Warble, Sydney.

Directors: W. B. Lawrence (manag dir), J. B. Greer, V. A. Mahoney, T. Wood, F. Sutton.

Accreditations: ANC, TAB, AFCBS, PPAB.

Main Clients: Dowd Associated, Anthony Squires, E. E. Whitmont & Sons, Global Tours, Vegetable Oils, Biber Furs, Vilene, J. Farren Price, D. & W. Murray, John Brown Knitwear, Belclere Hearing Aids, Osti Knitting Industries, Bevan & Co. (Moy-gashel), Federated Clothing Industries Council, K. G. Murray.

LEONARD, F. P., ADVERTISING PTY LIMITED, 156 Castlereagh-st, Sydney. Phone 61-6374. Telegrams Leonadvert, Sydney.

Directors: F. P. Leonard, R. L. Leonard, T. A. Stephens.

Executives: K. V. Pettengell, G. C. Bock (acct-execs), Anne MacDonald (acct), D. R. Stenner (prod.).

Accreditations: PPAB, AFCBS, ANC, AAB, TAB.

Main Radio-TV Clients: R. H. Armstrong & Co. Pty Ltd, Ford Sherington, Ronson Pty Ltd, H. H. Halls Ltd.

LINTAS PTY LTD, Unilever Hse, 1 Macquarie-st, Sydney. GPO Box 3922. Phone B0551.

Senior Executives: T. B. Wallace (manag dir), L. G. Lewellen (acct & secty), H. S. Weekes (prod. dir), A. J. Walker (media dir), K. A. Fowles (radio-TV dir), A. D. Brett (research dir), N. K. Mills (acct dir), B. Harris (copy dir), F. W. L. Mann (acct dir), J. Gates (acct dir).

Accreditations: ANC, AFCBS, PPAB, TAB, AAB.

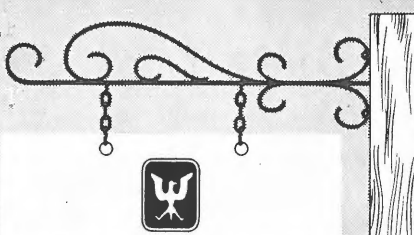
Main Radio-TV Clients: Lever Bros, J. Kitchen & Sons, World Brands, Rexona, Hoover (Aust.), W. D. & H. O. Wills (tobacco segment of account), J. Drysdale & Sons, Har-Electric Pty Ltd, Hubbard & Company, McNiven Bros Ltd, Jensen & Nicholson, Potter & Birks (Harriet Hubbard Ayer).

MACKAY, J. CLIFFORD, 2 Winslow-st, Milsons Point. Phone 92-9145.

Executives: J. C. Mackay (managing), P. P. Ryan (acct/exec.).

Accreditations: AFCBS.

Main Radio-TV Clients: Suttons Pty Ltd, Baptist Broadcasting & TV Commission, Chamber of Automotive Industries, Kalie Bros.



**HAWKINS
ADVERTISING
PTY. LTD.**

- counsel
- service
- management

XB 6106

Mc Manus St, North Sydney

MACNAMARA, L. J., ADVERTISING SERVICE PTY LTD, AMP Building, 50 Miller-st, North Sydney. XB5670. Teleg. Maceljay Sydney.

Director: L. J. Macnamara (governing).

Executive: R. J. Williamson (mngtr).

Accreditations: ANC, PPAB, AFCBS, NPA (NZ), TAB.

Main Clients: Pope Electronics Pty Ltd, G. T. Harrison Shoes Ltd, Pope Products Limited (Sydney branch), SA Brush Co.

MADISON ADVERTISING SERVICE PTY LTD, 50 Miller-st, North Sydney. Phone XB0345. Teleg. Madisads.

Directors: R. W. B. McDuire (mng dir), D. F. Fitzgerald (dir).

Executives: G. J. Hemmings (prod. mngtr), Miss W. Arnott (secty), R. S. Smith (acct exec.).

Accreditations: ANC, AFCBS, TAB.

Main Radio-TV Clients: A. Wander Ltd (Ovaltine), Leonard Norman Pty Ltd (Ranch Tobacco), Buckle Motors (Sales) Pty Ltd, (Goggomobil cars), Trimol Laboratories Ltd (Zesy Plant Food), Jubilee Motors Pty Ltd (Ford cars), John McGrath Motors (Pty) Ltd (Ford cars).

MARKETING SERVICES (AUST.) PTY LTD, 103 York-st, Sydney. Phones BX2215-6-7.

Directors: John T. Bryden-Brown, Norman F. Little, Lyle H. Martin.

Executives: John T. Bryden-Brown (manag dir), Norman F. Little (creative dir), Lyle H. Martin (radio-TV mngtr), Arthur Kelly (acct-exec.), L. Beckett (traffic & media).

I/State Repr.: Merchandising Publicity (Qld), Handbury Advertising (Vic.), Ring Stacy Ltd (SA), Don Hunt & Associates (WA).

O'seas: Allardyce Palmer Ltd (London & Paris), Oscar Davis Service Co. (Tennessee, US).

Accreditations: AFCBS, TAB, ANC, AAB, APPA.

Main Radio-TV Clients: Revelair Fans, Dalrymples, Norman G. Booth, Hollerith.

MARSH ADVERTISING, 44 Margaret-st, Sydney. Phones BX1245-6.

Accreditations: ANC, TAB, AFCBS, PPAB.

O'seas Repr.: London, Paris, Milan, New York, Los Angeles, Vancouver, Venezuela, Singapore.

MAXWELL, S. A., & STAFF PTY LTD, Tomasetti Hse, 507-9 Kent-st, Sydney. Phones BX2421-2, BX2297.

Directors: S. A. Maxwell, W. V. Maxwell, J. O. Dexter, I. A. Maxwell, D. Maxwell.

Executives: J. W. Dav's (radio-TV mngtr), J. Kennedy (ass. campaign dir), R. Elkin (art dir), E. J. Horscroft (TV prog.), E. S. Stephens (acctnt), P. Ferguson (acctnt).

I/State Repr.: Associates houses all States. **O'seas:** Erwoods Ltd, London; Woodward Advtg Ltd, NZ.

Accreditations: ANC, AFCBS, PPAB, NPA of NZ, TAB, AAB.

Main Radio-TV Clients: Rice Marketing Board, Ricegrowers' Co-operative Mill, Chamber of Fruit & Vegetables NSW, McDowells Ltd, Cyclops & Lines Bros, NSW Trotting Club, Beynon & Beynon, John Byers & Sons Ltd.

MAYES, GREGORY, & ASSOCIATES PTY LTD, 420 Elizabeth-st, Sydney. Phone MX4021. Telegrams Gravad.

Directors: Gregory Mayes, Roy Boardman, Robert Cameron.

Executives: G. D. Mayes (manag dir & acct-exec.), R. Cameron (acct-exec.), H. Grace (prod.), R. Boardman (secty & acctns).

Accreditations: AFCBS, AAB, ANC, TAB, ABC, PPAB.

Main Radio-TV Clients: Carpet Manufacturers Ltd, Andersons Seeds Ltd, William Cooper & Nephews (Aust.), Hills Hoists.

MAYNARD, R. S., ADVERTISING, 39 Park-st, Sydney. Phone MA3721, MA2816. Telegrams Maynardad.

Branches: Brisbane.

Directors: J. A. Maynard, C. A. McMillan.

Accreditations: ANC, AFCBS, TAB, PPAB, NPA or NZ.

Main Clients: Commercial Banking Co. of Sydney, Lloyd Triestino Line, Perpetual Trustee Co. Ltd, Grazcos Co-op. Ltd, Buza-cott (Aust.) Ltd.

MCCARTHY-MACVEIGH ADVERTISING PTY LIMITED, 310 George-st, Sydney. Phone 25-5706. Telegrams MacMac.

Directors: V. C. McCarthy (chairman), D. V. & D. P. McCarthy (joint manag dirs).

Executives: Miss B. McCarthy (artist), T. Hamilton (acctnt/exec.).

Accreditations: ANC, PPAB, AFCBS, TAB. **Main Radio-TV Clients:** Chamberlain Industries Pty Ltd.

MCCLELLAND ADVERTISING COMPANY PTY LTD, head office, 53 Elizabeth

Bay-rd, Elizabeth Bay, Sydney. Phones FL3041, FL3430. Telegrams WTAD. Art Studio, 244 William-st (FA3619, FA3582). City Depot, 88 Pitt-st (BL1201).

Directors: W. T. McClelland (chairman), D. M. Clay (manag dir), J. M. B. Green (also secty), E. T. Kennedy, N. Adams, L. A. Fuller-Quinn.

Executives: Ian Barker (snr acct exec.), R. Aitken, R. March, C. L. Hall, B. Fletcher (acct-exec), F. R. Howes (prod. mngtr), G. J. M. Jackson (radio-TV dir), J. Chesney (art dir), N. Carey (studio mngtr), Brian Ford (snr visualiser), Peter Bonner (radio-TV copywriter), D. Connor (copy), R. Higgins (acctnt).

O'seas Repr.: Grant Advertising, Inc. (hq Chicago and 35 offices throughout the world); Kenyon Brand & Riggs Limited, NZ.

Accreditations: ANC, AFCBS, TAB, PPAB, ABC.

Main Radio-TV Clients: W. K. Buckley Ltd, Email Ltd, Hunter Douglas Australia Pty Ltd, The Knox (Canberra) Drug Co., National Chemical Products Pty Ltd, Greens Products Limited, Houghton & Byrne Pty Ltd, Custom Credit Corporation Pty Ltd, S. Smith & Sons (Aust.) Pty Ltd.

Member (together with L. J. Macnamara Advtg, Adelaide; Walker-Robertson-Maguire Advertising, Melbourne, and Duthie Advertising, Brisbane) of National Advertising Services, an organisation set up by the agencies to offer clients an advertising service in four States.

MERCHANDISING ADVERTISING CONSULTANTS PTY LTD (MAC Advertising), 116 Clarence-st, Sydney. Phones BX2385, BX2173.

Directors: Rex McGowan, Ivor McIvor.

Accreditations: AFCBS, ANC, AAB, TAB, PPAB.

MILLER, JOHN, ADVERTISING PTY LTD, 545 Pacific Highway, Crows Nest, NSW. Phones JF4097, JF2053.

Directors: John Miller (principal).

Accreditations: ANC, PPAB, AFCBS, TAB.

Main Radio-TV Clients: Illawarra Appliance Stores, Commonwealth Electronics Pty Ltd, Velvet Action Pty Ltd, Wilson Fabrics, Tylors (Aust.) Pty Ltd.

MILWYN ASSOCIATES PTY LTD, 50 Miller-st, North Sydney.

Directors: E. M. Spink (manag dir), R. J. Creaser.

Executives: B. Preston (prod. mngtr), M. Chandler (media), J. Barclay (acctns).

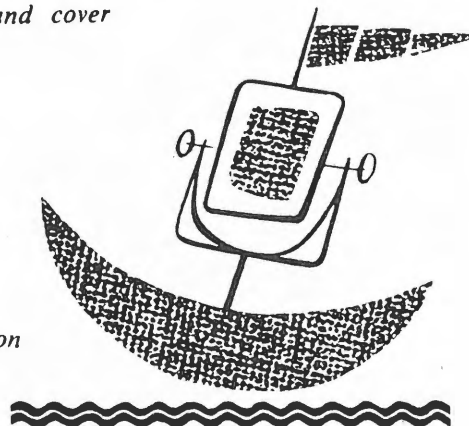
O'seas Repr.: Affiliates UK, USA.

over the waves . . .

Ride the crest of the airwaves and cover your growing markets in the Asian Continent and the S. E Asian territories. If they cannot read, they can still acknowledge the spoken word, warm and persuasive . . . that's one very good reason why you need to advertise over the Commercial Service of Radio Ceylon for the most extensive coverage, and in the languages of the market.

Address your enquiries to:

**The Director, Commercial Services of Radio Ceylon,
P. O. Box 1510 Colombo, Ceylon.**



Accreditations: ANC, AFCBS, PPAB, TAB.
Main Radio-TV Clients: Bushells Ltd, J. A. D. Gibson & Co., John Woods & Co., Strong-Lite Aluminium, ANZ Dist. Co. Pty Ltd.

NICHOLS-CUMMINGS AND STAFF ADVERTISING PTY LTD, 35 Clarence-st, Sydney. Phone BX5741. Telegrams Nichans. Head office Melbourne.

Directors: J. J. Cumming, V. N. Hunt, G. J. Doorley.

Accreditations: TAB, AFCBS, PPAB, ANC.
Main Clients: Ayrman & Co. Pty Ltd, British Pharmaceuticals, Emmco Pty Ltd, Goldberg Footwear Pty Ltd, Hestia Brassiere & Co. Pty Ltd, Login Corporation Pty Ltd, Singer Sewing Machine Co.

NIXON, N. V., & CO. PTY LTD, 508 Pacific H'way, St Leonards, NSW (JF3011); and at 406 Colins-st, Melbourne. Telegrams Nixonads.

Directors: C. W. Judd (Sydney mngr), B. Gapes (resident Sydney), N. V. Nixon (manag dir), A. D. Gibson, R. A. South, L. B. Gole.

Executives: B. A. Goulston (accnts supvsr), C. J. Newton (media), W. F. Larkins, W. Gibson (acct execs), J. Taylor (radio), P. Donovan (prod.), J. Glyde (art dir), J. Pheloung (art).

Accreditations: ANC, AFCBS, TAB.
Main Radio-TV Clients: Ampol Petroleum Limited, Broadway Tailors Pty Ltd, American Health Studios & Silhouette International, Britstand Distributors Ltd, Barnes Darling Pty Ltd, Better Brakes Pty Ltd, Hotel Metropole.

O'BRIEN PUBLICITY (NSW) PTY LIMITED, O'Brien Hse, 56 Young-st, Sydney. Phone BU1355. Telegrams Gofer.

Branches: Melbourne, Brisbane.
Directors: E. H. O'Brien (gov. dir), R. J. Murphy, V. O'Brien, F. G. Grant.

Executives: J. Beveridge, R. Gordon, G. Phillips, Miss M. Pochee (acct execs), Miss D. Frost (media mngr), N. Lamont, J. Pond (TV), P. Hill (prod. mngr), Miss L. Excell (acct), R. Blundell (art).

I/State Repr.: Arthur A. Collett Advertising, AMP Bldg, William-st, Perth (21-6584); Alan A. Martin & Son, 13 Grenfell-st, Adelaide.

O'seas: Associates' houses in Auckland, Wellington, London, New York, Chicago,

San Francisco, Los Angeles, Singapore, Hong Kong.

Accreditations: ANC, AFCBS, PPAB, NPA, of NZ, TAB.

Main Radio-TV Clients: Admiral of Aust., ICI, L. J. Hooker Ltd, Holbrooks (A'sia), The Weston Company of Australia Ltd, British Farm Equipment, Silovac Electrical Products, Wrigley's, Cahills Restaurants, Gartrell White, E. Cinzano et Cia, Mark Foys, Rex Investments Ltd.

PARTNER ADVERTISING PTY LTD, 179 Elizabeth-st, Sydney. Phone BM3750.

Directors: Henry D. Mendelson (managing), J. Mendelson, D. A. Wilson.

Executives: J. E. Cleave (production), D. Heweston (art director), Miss C. Cohen (media).

Accreditations: AFCBS, ANC.
Main Radio-TV Clients: Wolf Electric Tools, Swan Air Conditioning, Selray Carpets, Rex Chairs.

PATON, NOEL, (NSW) PTY LTD, 60 Hunter-st, Sydney. Phone BW4141. Telegrams Advertect.

Directors: G. B. Massingham (director in charge, NSW division).

Executives: R. Logan, G. Allan, H. Gellie (acct execs), J. Holland (radio-TV).

Accreditations: ANC, PPAB, AFCBS.

PATTERSON, GEORGE, PTY LTD, 252 George-st, Sydney. Phone BU6361. Telegrams Pressager.

Directors: G. H. Patterson (chairman), L. W. Farnsworth (manag dir), Sir John Ilott, A. D. Hannam, M. L. Anderson, D. L. Hall.

Executives: K. Cousins (gen. mngr), Mrs S. Tree (copy dir), J. Hopwood, D. L. Wrathall (art dir), H. R. Wearing (media dir), R. Y. Hillman, D. J. Hughes, J. J. Evans (acct execs), R. D. Nethercote, G. E. Seagrove, A. C. S. Parker, M. N. Black, C. Godsell, I. Macdonald (acct/execs), N. L. Merchant (radio prod. mngr), Miss M. Terry (radio media mngr), R. Selsby (TV-media mngr), Stirling Macoboy (dir, radio-TV prodn).

Branches: Melbourne, Brisbane and Adelaide. Associate houses in all other States.

Accreditations: ANC, AAB, PPAB, AFCBS, TAB, NPANZ.

O'seas: George Patterson Pty Ltd, 33 Lower

Regent-st, London, SW1; J. Ilott Ltd, Wellington, New Zealand.

Main Radio-TV Clients: William Arnott Pty Ltd, Colgate-Palmolive, Commonwealth Bank of Aust., Gibb & Beeman, Gillette, Hospitals Contribution Fund of NSW, Medical Benefits Fund of Aust., Miles Laboratories, Reckitt & Colman, STC, Sterling Drug Co., Australia Hotel, Clements Tonic, Tea Bureau, Lewis Berger & Sons, Goodyear Tyre & Rubber Co., Big Sister Foods Ltd, John Fairfax & Sons, Smith & Nephew Ltd, Foster Clarke (Aust.) Ltd.

PERCEVAL, J. B., PTY LIMITED, Assembly Hall, 44 Margaret-st, Sydney. Phone BX1904. Telegrams Servicivity.

Director: J. B. Perceval (manag dir).
Executives: W. Hook, B. Scribner (contact execs), Miss N. Dudgeon.

Accreditations: ANC, PPAB, AFCBS, TAB.
Main Radio Client: William Arnott Pty Limited.

POWELL, R. & K., ADVERTISING AGENCY PTY LIMITED, 35 Clarence-st, Sydney. Phones BX7363-7364.

Directors: R. Powell, P. H. Truelove, R. S. Keesing, R. E. Smith (media mngr).

O'seas Repr.: Charles Haines Advertising Ltd, NZ; P. N. Barrett Pty Ltd, Capetown, S. Africa; Albert Frank-Guenther Law Inc., New York, USA; Masters Ltd, Singapore.

Accreditations: ANC, PPAB, AFCBS, TAB, NPA of NZ.

Main Radio-TV Client: Bank of New South Wales.

RENNIE, L. B., & PARTNERS PTY LTD, 230 Elizabeth-st, Sydney. Phone MA9151.

Directors: L. B. Rennie (manag dir), J. O. Amos, K. T. Baker, A. T. Jackson (also acct-exec), A. Rennie.

Executives: N. M. Harding (secretary), R. Dickinson (prod.).

Accreditations: ANC, AAB, PPAB, AFCBS, TAP.

Main Clients: James N. Kirby Organisation industrial and technical accounts.

RODGERS, WILLIAM H. & ASSOCIATES PTY LIMITED, Scot Chambers, Penfold-place, Sydney, 28 2171-2-3-4-5-6.

Directors: W. H. Rodgers (mng dir), A. Miller (dir. & acct exec.).

Executives: J. de Holden Stone, T. Tate, B. G. Marshall, Ian Hamilton, Ian Macrae.

Walter Elliott (director of special promotions).

Accreditations: ANC-ANPA, AFCBS, TAB.
Main Radio-TV Clients: Auto Auctions Pty Ltd, Penfolds Wines Pty Ltd, Pacific Motor Auctions Pty Ltd, Pepsi-Cola Co. (Q'land), R. M. O'Keefe & Co., Schweppes (Australia) Pty Ltd, Stromberg-Carlson Distributors Ltd, W. C. Douglass Ltd, Wilkins Servis Pty Ltd.

ROSEBERY, ARTHUR L., ADVERTISING, 321 Pitt-st, Sydney. Phone MA5586-7.

Director: Arthur L. Rosebery (principal).
Accreditations: ANC, AFCBS, TAB, PPAB.

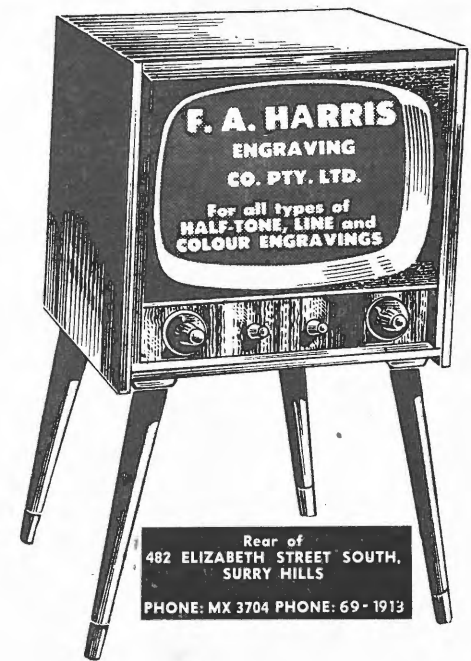
Main Clients: Ayerst Laboratories, Commonwealth Engineering Co. Ltd, Grayworths Home Appliance Pty Ltd, E. J. Hart Pty Ltd, Imperial Carpets Pty Ltd, Pullman Footwear Pty Ltd, S. T. G. Pty Limited, NSW Produce Co. Pty Ltd.

ROSS ADVERTISING SERVICE, 125 York-st, Sydney. Phone BX7582.

Director: L. P. Ross.

Executives: Miss F. Ross (production), C. Luxford (asst), Miss M. Power (media & accounts).

Accreditations: AFCBS, AAB, ABC.



RUSSACK, LANCE, PTY LIMITED, 231-233 Commonwealth-st, Sydney. MA6577-8.
Directors: H. L. Russack, O. W. Beck, M. R. Currie, R. C. B. Curtis, D. W. Clark.
Executives: Miss C. Courtney (acctnt), K. Porter (prod.), Miss M. Currie (media).
O'seas Repr.: Rider Advertising, NZ.
Accreditations: ANC, AFCBS, PPAB, TAB.


RUSSELL LEWIS AND ASSOCIATES PTY LTD, Butler Airways Hse, Blackburn & Elizabeth-sts, Sydney. Phone MA6771. Telegrams Rulads Sydney.
Directors: L. M. Lewis, R. B. Russell.
Accreditations: TAB, ANC, PPAB, AFCBS.
Main Radio-TV Clients: Grace Bros Pty Ltd, Tiltador Pty Ltd, Innoxia (England) Ltd, Savoy Corporation Ltd.

RUSSELL-MORRIS ADVERTISING PTY LTD, 49 Clarence-st, Sydney. Phone BX1756, BX1080. Telegrams Rasmusorads.
Directors: H. P. Clarke (manag. dir.), W. P. Clarke (also acctnts/exec), G. P. Clarke (also media exec).
Accreditations: ANC, PPAB, TAB, AFCBS.
Overseas acc: Sth African Broadcasting Corp.
Main Radio-TV Clients: British Medicinals Pty Ltd, Prouds Pty Ltd, Frank R. Wolstenholme Pty Ltd, Pierre Couve Pty Ltd,

For Highest Quality

**STEREOS,
MATS,
NICKELS**

Contact

SERVICE 
**STEREOS
PTY.
CO.**

41-43 Turner St., Redfern
69-3624

Marshall Batteries, Clae Marine Engines Pty Ltd, Amplion (A/asia) Pty Ltd.

SCOPE AGENCY: Late Listings, P. 341).

RYDGE-ANDERSON ADVERTISING, 250 Pitt-st, Sydney. Phone 61 1165.
Directors: R. A. Rydge, M. Anderson.
Accreditations: AAB, AFCBS, ANC, TAB.
Main Radio-TV Clients: Trans-Regal Pharmaceuticals Pty Ltd, Nelson & Co., Authorised TV Retailers, Top Ryde Regional Shopping Centre.

SELLERS COMPANY ADVERTISING, THE, 74 Pitt-st, Sydney. Phone BL2011. Telegrams, Selos.

Directors: Oswald P. Sellers (manag. dir.).
Executive: R. J. Phillips (man.).
Accreditations: ANC, AFCBS, TAB, PPAB.
Main Clients: W. W. Campbell & Co. Ltd, W. A. Flick & Co. Pty Ltd, J. A. D. Gibson & Co. Pty Ltd, Crawford & Co. (A'asia) Pty Ltd, Sutttons Motors (Home-bush), Wheat Industries (Aust.) Pty Ltd.

SHIELD ADVERTISING SERVICE, Kembla Bldg, 58 Margaret-st, Sydney. Phone 29 5681.

Directors: W. Mundell, H. R. Walker.
Accreditations: ANC, AFCBS, PPAB, TAB.
Main Radio-TV Clients: ABBCO Amalgamated Transport, Byrne & Davidson Pty Ltd, Conkey & Sons Ltd, G. Gramp & Sons, The Producers' Co-op Distributing Society, Esterbrook Pen Co. Inc., Villager Co. Pty Ltd, Festival Records Pty Ltd, Lea & Perrins Aust. Pty Ltd.

SHORTRIDGE ADVERTISING PTY LTD, 60 Hunter-st, Sydney. Phone BW7806, BW2198.

Directors: C. W. Shortridge, N. H. McIntyre.
Executives: R. J. Burnham (acctnt/exec), D. G. Troost (media/acctnts).
I/State Repr.: Carden Advertising, 251 William-st, Melbourne (MU9091).
O'seas: Anderson & Cairns Inc., New York.
Accreditations: ANC, AFCBS, TAB, PPAB.
Main Radio-TV Clients: Blundell, Spence & Co. (Aust.) Pty Ltd, South Australian Celery Growers, Victorian Sprout Growers, Chemical Holdings Pty Ltd, Wiggins Parts Pty Ltd.

SLATTER, E. C., & POULTER PTY LTD, 400 Sussex-st, Sydney. Phone BA4631-3.
Directors: E. C. Slatter (manag. dir.), S. T. Poulter.
Executives: J. Simpson (media mngr), J. P.

Quayle (secretary), N. M. Hughes (art dir), R. A. Stone (prod. mngr).

Accreditations: ANC, AFCBS, PPAB, TAB.
Main Radio-TV Clients: Wormald Bros Industries Ltd, Marvo-Linn Pty Ltd, Domino Chemical Works Pty Ltd, Norman G. Booth Pty Ltd, Australian Mercantile Land & Finance Co. Ltd, Feast-Watson Pty Ltd, Mulford & Co. Pty Ltd, Headliners Pty Ltd, Frank G. O'Brien Ltd, Electrical Equipment of Australia Ltd, Encyclopaedic Publications Pty Ltd.

SMYTH, ARTHUR & SONS PTY LTD (Arthur Smyth Holdings Pty Ltd), 375 Kent-st, Sydney. BX7433. Teleg. Smythads.

Branch: 2 Coates Lane East, Melbourne.
Directors: H. R. Bowker, E. L. Gadsby, I. M. Heydon, E. W. Rogers, P. F. Smyth, K. J. Unsted.
Executives: K. J. Unsted (gen. mngr), H. F. Cashmore, A. G. Wilson, J. A. Fraser, I. M. Heydon (acctnt/execs), E. W. Rogers (secty), W. H. Cumming (acctnt), R. D. Jackson (prod. mngr), G. E. Pollock (media mngr), K. E. Taylor (art dir.).
Accreditations: ANC, AAB, AFCBS, PPAB, NZNPA, TAB.

Main Radio-TV Clients: Nuffield (Aust.) Pty Ltd, Clifford Love & Co. Ltd, King Gee Clothing Co. Pty Ltd, Marco Productions Ltd, York Motors Pty Ltd.

STEELE, KELLY & COMPANY, Temple Hse, 2 Bligh-st, Sydney. Phone 28 8351. Teleg. Stelko Sydney.

Directors: Richard Steele, F. T. Kelly.
Executives: A. Barry, M. Murdoch (acctnt/execs), A. McLean (prod. mngr), J. Shearer (media).
Accreditations: ANC, AFCBS, PPAB, TAB.
Main Radio-TV Clients: Northern Drug & Chemical Co., AST (A'sia), Caesar Fabrics Ltd, Gumption Products, Palings Ltd, British Patent Perforated Paper Co.

THOMPSON & ASSOCIATES PTY LTD, 69 Macquarie-st, Sydney. Phone BU4067-8-9, BU4060.

Directors: V. E. Thompson (mng dir.), J. C. Sambrook, E. J. Kelly, H. H. Cameron, J. Harper.
Executives: Miss N. J. Muir (secty), Miss M. English (media mngr), S. T. Over (prod. mngr), J. L. Harper (radio-TV).
Accreditations: ANC, PPAB, AFCBS, TAB.
Main Radio-TV Clients: Sanitarium Health Food Co., Voice of Prophecy, Faith for Today, Total Oil Products (Aust.) Ltd, Yardley of London (Aust.) Pty Ltd, Chemi-

cal Holdings Pty Ltd, Hillcastle Pty Ltd, Holeproof (NSW) Ltd, Alex Hale, James Sandy Pty Ltd.

THOMPSON, J. WALTER, AUSTRALIA PTY LTD, 65 York-st, Sydney. Phone BX2701. Telegrams Thomertwal.

Directors: A. N. Weekes, R. Walker, L. J. Sharman, L. R. Coleman, T. R. Carruthers, E. J. Moloney, E. L. Jarvis, R. E. Alcock.
Executives: P. Jacklin, H. von Adlerstein, J. Edmond, J. Say, J. Wright (all of radio-TV division).

Branches: Melbourne.
O'seas Repr.: Head office, JWT, 420 Lexington-ave, New York, USA, and branches throughout the world.

Accreditations: ANC, PPAB, AFCBS, TAB.
Main Clients: Addis Aust., Bonnington & Co., Chesebrough-Ponds, Consolidated Press, Eveready (Aust.), Horlicks, Jantzen, Kellogg (Aust.), Kraft Foods, Lever Bros, Kelvinator, Reckitt and Colman Ltd, Scott & Bowne, Wrigley's, Felt & Textiles of Aust.

THOMSON, DON, ADVERTISING PTY LTD, 6-8 Paul-st, Milson's Point, Sydney. Phone XB6016.

Directors: T. W. D. Thomson, Coralie M. Thomson, M. R. Pope.
Executives: M. R. Pope, R. W. Russell (acctnt/execs).
Accreditations: ANC, AFCBS, TAB, PPAB.
Main Radio-TV Clients: W. A. Flick & Co, House & Garden Centre, Motor Cycle Clubs, Timbrol Ltd, Nu-Comfort Pty Ltd, Barton Addison Pty Ltd, Broadway Motors Pty Ltd, Casco Chemicals Pty Ltd.

TIMES ADVERTISING PTY LIMITED, Wimble Building, 35 Clarence-st, Sydney. Phones BX1637, BX1638.

Director: Douglas Pollard (managing).
Principal Executives: M. George (art dir), K. Reik (media), K. Emerson (prod.).
Accreditations: ANC, AAB, TAB, PPAB, AFCBS.

Main Radio-TV Clients: Textra Shirts Pty Ltd, Magnetic Sound Industries, Wilfred Owen (Aust.) Pty Ltd, Villawood Textile Co. Ltd, Electrosound Pty Ltd.

TRADERS ADVERTISING SERVICE, 74 Pitt-st, Sydney. Phone BL2011. Telegrams Selos.

Branches: Melbourne.
Executives: K. L. West (mngr), J. Barnes (radio-TV mngr).

Accreditations: ANC, AFCBS, TAB, PPAB.
Main Clients: Bushells, Debiens Motor Auctions, Leeton Co-operative Canneries, William Butler Tobacco Co., Hoadley's Chocolates Ltd, National Radiators (Mfg) Pty Ltd, Cambridge Laboratories Pty Ltd, V. G. Hodges & Co. Pty Ltd (Newcastle), R&N Trading Co. Pty Ltd (Newcastle).

UNITED SERVICE PUBLICITY PTY LTD, 33 York-st, Sydney, NSW. Phone BX4272. Teleg. Salesrise. Head office Melbourne.

Directors: J. F. Barnes (chairman), G. C. Hayler and A. N. Kemsley (mng dirs), H. R. Wilson (gen. mng), C. D. Morris, K. W. Judd, J. P. Goulstone, C. E. Richardson, C. D. Uren, J. C. Tosh, L. G. I. Moore, L. J. Preston (secty), F. J. Cave (consultant).
Associate Directors: A. P. Stevens, R. J. Kerin, M. H. Ingamells.

I/State Repr.: United Service Publicity Pty Ltd, 420 St. Kilda-rd, Melbourne (BM2411); Le Grand Advtg, 293 Queen-st, Brisbane (B8375); Austin Brown Advtg, 350 King William-st, Adelaide (W6044-5); H. W. Norwood Advtg, 375 Hay-st, Perth (B3931).

Accreditations: ANC, PPAB, AFCBS.
Main Radio-TV Clients: Australian Paper Manufacturers, Biro, Swan & Gollin, British Nylon Spinners, Cyclax, Cyclone, Carnation Milk, Drug Houses of Aust., Frigid-aire, IDEC, Vauxhall, Group Laboratories, H. J. Heinz, Kayser, Julius Marlow, MMBW, Mutual Funds, Philip Morris, Radio Corporation, Aust. Road Safety Council, Shell, T&G Mutual Life Society, United Distillers.

WARWICK ADVERTISING SERVICE (NSW) PTY LTD, 60 Hunter-st, Sydney. Phone BW4141. Telegrams Advertect. Head office Melbourne.

Directors: G. B. Massingham (director in charge, NSW division).

Executives: R. Logan, G. Allan, H. Gellie (acct/execs), Mrs. Clark (radio-TV).

Accreditations: ANC, PPAB, AFCBS, NPA of NZ.

WELCH, ROGER, ADVERTISING, 30 Carrington-st, Sydney. Phone 29 4662-3.

Executives: Roger Welch, Lars Knudsen, Garry Brisbane.

Accreditations: ANC, AFCBS, PPAB, TAB.

WESTON COMPANY PTY LIMITED, THE, Chamber of Commerce Bldg, 36 Grosvenor-st, Sydney. Phone BU1142. Telegrams Publicity Sydney.

Directors: W. O. Richards (manag. dir.), J. W. Maund, F. Bennett.

Executives: D. P. Young, J. R. Goddard, W. O. De Vere, R. N. C. Campbell, B. Hutcheson (acct-exec), F. W. Still (radio TV mng), G. Garthside (prod.), P. West, D. Goddard, S. A. Robertson (press media mng).

Accreditations: ANC, PPAB, AFCBS, TAB.
Main Radio-TV Clients: Beckers Pty Ltd, Inglis (Pty) Ltd, David Jones Ltd, Pain Mfg Pty Ltd, Scott & Bowne (A'sia), Tillock & Co., Washington H. Soul Pattinson & Co.

WHITE, A. N., PTY LTD, 66 King-st, Sydney. Phone BX2477. Telegrams Adwhite Sydney.

Directors: W. A. McDermott (managing dir.), M. J. Dunne (secretary).

Media: A. T. Kelly.

Production: B. Long.

Accreditations: ANC, PPAB, AFCBS, TAB, ABC.

Main Clients: Helena Rubinstein, Associated Beauty Aids Pty Ltd, Reckitt & Colman (Australia) Ltd, Canadian Pacific Railway Co., Canadian Pacific Airlines Ltd, Smith Kline & French Laboratories, AMF Sterling Ltd.

WILLMOTTS ADVERTISING AGENCY PTY LTD, 36 Grosvenor-st, Sydney. Phone BU5891. Telegrams Wilad, Sydney.

Directors: R. Willmott, B. C. Ogilvie, F. E. Weekes.

Executives: D. L. Stevens (secty & public officer), J. R. Witcombe, A. W. Webb (acct execs), J. Bragg (prod. mng), J. A. Page (media mng).

O'seas Repr.: Associate houses throughout the world.

Accreditations: ANC, NPA of NZ, AFCBS, PPAB, TAB.

Main Radio-TV Clients: Johnson & Johnson, James Stedman Henderson, Renault cars.

VICTORIA

ADVERTISING ASSOCIATES PTY LTD (formerly R. E. Mahlook Advertising), 109 Sturt-st, Sth Melbourne. Phone 69 2177.

Directors: R. E. Mahlook, Mrs L. A. Mahlook.

Executives: R. Peel (acct exec.), E. Reade

(copy), G. Hoskin (radio-TV mng), D. Grover (media and acct mng).

Accreditations: ANC, ACB, TAB, AFCBS.
Main Radio & TV Clients: Shaeffer Pen Co, Major 8, Holland Cycles, Mutual Store, Cedel (Aust.) Pty Ltd, Fractional Fitting Shoe Stores.

ALEXANDRA ADVERTISING, 9th floor, 422 Collins-st, Melbourne. Phone 67 8405.

Director: G. G. Alexandra (mng dir).
Executives: Miss R. Dobson (prod.), J. Cohen (acct-exec), Miss G. Moran (media).

Accreditations: ANC, TAB, AFCBS.
Main Radio-TV Clients: Classic Radio & TV Pty Ltd, Lewton Appliances, Emmanuel Business Consultants, Portmans Pty Ltd, Nicholsons, Senior Service Stores Pty Ltd, Lonsdale General Electric.

ALDWYCH ADVERTISING PTY LTD, 450 St Kilda-rd, Melbourne. Phone BM3281. Telegrams Aldwych.

Branches: Sydney, Adelaide.

Directors: G. L. Bride (mng dir.), L. Glick, T. Beattie, A. J. Holmes, W. Murphy, J. S. Munro.

Executives: P. Yates (SA mng), F. Small (NSW mng).

Accreditations: ANC, AFCBS, TAB, PPAB.

Main Radio-TV Clients: Dunlop, Godfrey Phillips (Albany), Yakka, Actil, Massey-Ferguson, Holeproof, M. A. Gibson (Hoover).

AM SERVICES PTY LTD, 83 Exhibition-st, Melbourne. Phone MF6158, MF3153.

Directors: Max L. Gosewinckel (mng dir), Robert A. Francis.

Accreditations: AAB, ANC, PPAB, AFCBS, TAB.

ANSELL & ASSOCIATES, Ampol Hse, cnr Elizabeth & Grattan-sts, Melbourne. Phone FJ 9001.

Directors: R. D. Ansell, B. McDonald, L. F. Klemke.

Executives: Mrs E. Parry (secty), M. Dyer (TV prod.), K. Painter, B. Dixon (acct execs), D. Harper (media mng). C. Deague (prod. exec.).

Accreditations: ANC, AFCBS, PPAB, TAB.

Main Radio-TV Clients: Gilbey's Limited, Radio Corporation Pty Ltd, Alan Coffey Motors, Spotless Dry Cleaners, Linacre's Motor Auctions, Sutex Industries Ltd, Electronic Industries Imports Pty Ltd, Simmonds Accessories Pty Ltd.

BAYNE MACKAY ADVERTISING PTY LTD, 405 Collins-st, Melbourne, C.I. Phone MB5037.

Directors: Bayne Mackay (gov. dir.), Jean Mackay (secty & dir.).

Executives: L. D. Edwards (mng & acct/exec), K. R. Tomkins (snr acct/exec.), J. Lilley (acct/exec.), M. Wilson (media).

Accreditations: ANC, PPAB, AFCBS, TAB, AAB.

Main Radio-TV Clients: Beaurepaire Tyre Service Pty Ltd, Malcolm Reid & Co. (Vic.), Eric Weber & Co. Pty Ltd, Maryvale Motors, Eclipse Motors, Barastoc Products, Vic. Institute of Launderers, Cameron & Sutherland (Sales) Pty Ltd, Ormond Chemical Co., Knitmaster Pty Ltd, Unique Sash Balance Pty Ltd, Pound Motors Pty Ltd.

BECKET - THOMSON ADVERTISING PTY LTD, Stanhill, 34 Queens-rd, SC2, Melbourne. Phone BM2581-3.

Branches: Sydney.

Directors: A. W. Thomson (mng dir.), H. R. Thomson.

Accreditations: ANC, AFCBS, PPAB, TAB.
O'seas Repr.: Auckland, London, New York.

Main Radio-TV Clients: R. White Pty Ltd (shoes), Seppelt & Sons Ltd, H. R. Varley & Sons Pty Ltd, Tee Vee Drinks Pty Ltd, Amcal Chemists.

BELL ADVERTISING PTY LTD, 18 Queen-st, Melbourne. MB5361-2.

Directors: B. V. Bell (mng), R. C. Hing (art dir.).

Executives: J. E. Dovsky (acct/exec.), Mrs McCartney (media).

Accreditations: ANC, PPAB, ABC, TAB, AFCBS.

Main Radio-TV Clients: Wing Lee Pty Ltd, Southdown Press Pty Ltd (New Idea, TV Week), World Travel Service Pty Ltd, Wiltshire File Co., Simplon Distributing Co., (Matador Knitting Machines), Wiltshire Cutlery Co. Pty Ltd, Surety Television Services Pty Ltd.

BERRY COMPANY, THE HUGH, PTY LTD, Kodak Hse, 252 Collins-st, Melbourne. Phone 63 7911-2-3-4. Telegrams Unsullied. Head office Sydney.

Directors, I'State, O'seas Repr.: See Sydney entry.

Executives: I. F. Drysdale, R. B. Duncan, L. H. Tripp (mngmt cttee and snr acct execs), D. J. Neish (acct exec.), B. Jones (radio-TV), H. D. Bickham (prod. mgr), F. T. Cross (media mgr).

Accreditations: ANC, ANPA, TAB,
Main Radio-TV Clients: See Sydney entry.

BEST AND COMPANY PTY LTD, 86-88 Jolimont-st, East Melbourne. MF4507-8.

Directors: E. W. Best (mng dir), G. A. Bond, J. O. Wicking.

Accreditations: ANC, ANPA, TAB, AFCBS,
Main Clients: Davies, Coop & Co. Limited, Repco Limited, Patons Brake Replacements Pty Ltd, Imperial Chemical Industries of Aust. & NZ Ltd.

BLUNDEN, RALPH PTY LTD, 406 Lonsdale-st, Melbourne. Phone 67 7084. Telegrams Blundenads.

Director: E. R. Blunden.
Accreditations: ANC, ACB, AFCBS, TAB, PPAB.

Main Radio-TV Clients: Australian Wool Bureau, Timber Packs Pty Ltd, Preston Motors Pty Ltd.

BRIGGS, CANNY, JAMES & PARAMOR PTY LTD, 153 Latrobe-st, Melbourne. Phone FB1511. Telegrams: Brigade Melbourne.

Branch: Sydney. Associate houses all other States.

Directors: A. J. Briggs, R. H. James, D. B. Canny, J. W. Paramor (joint mng dirs), R. Banks, R. Brown, A. C. Cheel, R. C. Davey, K. Tanner, A. Young, A. Whittaker.

Accreditations: ANC, PPAB, AFCBS, TAB.
Main Radio-TV Clients: Adelyn Pty Ltd, Australian Fixed Trusts Pty Ltd, Australian Gypsum Products Pty Ltd, Chemical Holdings Ltd, Gas & Fuel Corporation of Victoria, Grosby Shoe Co. Pty Ltd, Herald & Weekly Times Ltd, Hilton Hosiery Ltd, Kelso Manufacturing Co. Pty Ltd, Manchester Unity IOOF, Masonite Corporation (Aust.) Pty Ltd, Nicholas Pty Ltd, Riley-Williams Pty Ltd, Rootes (Aust.) Ltd, Rowntree & Co. (Aust.) Pty Ltd, Scripto Pens of Aust. Pty Ltd, Spartan Paints Pty Ltd, Triumph Shirt Co. Pty Ltd, W. D. & H. O. Wills (Aust.) Ltd.

CAMPBELL, K. M. PTY LTD, 123 William-st, Melbourne, C.I. Phone MB1901-2. Telegrams, Melcam Melbourne.

Directors: K. M. Campbell (mng dir)
M. E. Campbell.

Accreditations: ANC, PPAB, AFCBS, TAB.
Main Radio-TV Clients: E. S. & A. Bank Ltd, Groves McVitty & Co. Pty Ltd, La Mode Industries Pty Ltd, Melbourne Sports Depot Pty Ltd, Table Talk Biscuits Pty Ltd, Burnie Board & Timber Pty Ltd, Spicers (Australia) Pty Ltd, Commonwealth Fertilizers & Chemicals Limited.

CARDEN ADVERTISING PTY LTD, Carden Hse, 251 William-st, Melbourne. Phone MU9091-2-3. Telegrams, Carvert Melbourne.
Accreditations: AAB, ANC, PPAB, AFCBS, TAB, NPANZ.

CARTER, R. G., ADVERTISING SERVICE, 26-32 King-st, Melbourne. MB2750-5351.

Director: R. G. Carter (principal).
Executives: J. Crane (mgr), L. E. Carter (acct/exec.).

Accreditations: ANC, PPAB, TAB, ABC, AFCBS.

Main Clients: Andasteel Constructions Pty Ltd, K. S. P. Chandler Ltd, K. G. Luke (Aust.) Pty Ltd, Anode Latex Co. Pty Ltd, Dowell Industries (Aust.) Pty Ltd, Cheetham Salt Limited, Geo. Hume Pty Ltd, STC (Vic. only), Suttons Pty Ltd, L. J. Morgan Pty Ltd.

CASTLE JACKSON ADVERTISING PTY LTD, 100 Collins-st, Melbourne, C.I. Phone MF5058.

Directors: D. G. Castle, D. F. Jackson, Miss Gladys I. Latimer.

Executives: B. Broberg (art dir), Miss Jean Taylor (radio-TV), A. J. Connell (acct-exec.), R. E. Abbott (prod. mgr).

I/State Repr.: Murray Evans Advertising, 52 Phillip-st, Sydney (BU4641).

Accreditations: AFCBS, ANC, AAB, TAB, PPAB.

Main Radio-TV Clients: Anderson Hosiery Mills, Ball & Welch Ltd, J. C. Hutton Pty Ltd, Robert Harper & Co. Ltd, Vulcan Electrics Pty Ltd, Copolovs, Hancock's Golden Crust Pty Ltd, Fred Hesse, Hynes Bros Fireplaces Pty Ltd, School of Elegance, J. W. Stamp & Co. Pty Ltd.

CHAPMAN - HENDRIE ADVERTISING, 262 Queen-st, Melbourne. Phone MU9601. Telegrams Adchap.

Directors: John F. Hendrie (principal).
Executives: Bruce Heron, 2 i/c to principal John Hendrie), A. Jenkinson (acct exec.), R. Tinsley (prod.), Mrs N. Hosie (media mgr).

Accreditations: ANC, AFCBS, PPAB, TAB.
Main Radio-TV Clients: Nugget Polish Pty Ltd, Hunters Products Pty Ltd, Business Equipment Pty Ltd.

CLEMENGER, JOHN, PTY LTD, 473 Bourke-st, Melbourne, C.I. Phone MU6351. Telegrams Clemenger, Melbourne.

Branches: Sydney.
Directors: John Clemenger (governing dir), Marie E. Clemenger.

Executives: Peter G. Clemenger (press mgr), J. L. Clemenger (TV mgr), D. J. Brennan (TV prod. mgr), G. H. Rodsted (press prod. mgr), R. B. Walduck (media mgr), Geoff Dale, D. H. Warren, N. K. Allerton, P. Rankin, Geoffrey Wild (acct execs).

Accreditations: ANC, AFCBS, TAB, PPAB.
Main Clients: Kia-Ora Industries Ltd, Godfrey Phillips (I'National) Pty Ltd, Email Ltd, Parsons Pty Ltd, Aust. Motor Industries, National Brand Pty Ltd, EI Du Pont de Nemours, Sitmar Shipping Lines, Worth Hosiery.

COUNTRY PRESS CO-OPERATIVE COMPANY LTD, 169 Exhibition-st, Melbourne. Phone FB1879.

Directors: J. V. S. Ward, S. R. McPherson, M. K. Armstrong, P. B. Hiscock, G. C. Adams.

Executive: K. B. Laurie (secty & mgr).
Accreditations: PPAB.

CROFT, REX, ADVERTISING, 4 The Boulevard, Ivanhoe, Melbourne. Phone JX1662.

Director: Rex Croft (proprietor).
Executives: Neil Smith (acct-exec.), Mrs R. Croft (media), Miss P. Edwards (secty), B. Beynon (prod.).

Accreditations: TAB, ANC, PPAB.
Main Clients: Frederick L. Cook & Williams, R. N. Everard, Daniel Harvey Ltd, Moorabbin Timber Co., Paul Strad Pty Ltd, Art Training Institute.

CURTIS STEVENS ADVERTISING PTY LTD, 15 Temple Court, 422 Collins-st, Melbourne. MU4616, MU4629.

Directors: E. M. Curtis (mng dir), D. A. Stevens, C. M. Curtis, E. M. Stevens.
Accreditations: ANC, AFCBS, TAB.

DE CRESPIGNY, JOHN, ADVERTISING, 110 Wellington-pde, East Melbourne. JA1679, JA1682.

Partners: J. C. C. de Crespigny (mng ptrn), Margaret C. de Crespigny (merch. dir).
Accreditations: ANC, AFCBS, TAB, PPAB, AAB.

Main Radio-TV Clients: Ballarat Products Ltd (Sunshine Biscuits Co. Div.), William Crosby & Co. Pty Ltd (Air Travel Dept), New Holland (A'sia) Pty Ltd, British United Dairies Pty Ltd (Tooralac Milk Products).

DINGWALL & ASSOCIATES PTY LTD, 71 Queens-rd, Melbourne, SC3. Phones LA2222, LA6911.

Directors: A. W. Dingwall (also acct-exec.), G. T. Niere (media mgr).

Executives: B. J. McCarthy (art dir), E. J. Canning (acct-exec.), Trevor Robbins (copy, TV dir).

Accreditations: AFCBS, ANC, TAB.
Main Radio-TV Clients: Boundy Manufacturing Co., Bramac, Crestknit, Marlee Carpets, Orchestrelle, John Zevenboom & Co., Henry Palmer & Co.

EVANS, RODNEY H., ADVERTISING PTY LTD, 253 Lonsdale-st, Melbourne. Phone 32 1578-9. Teleg. Rodev, Melbourne.

Manager: K. Moses.
Accreditations: ANC, PPAB, AFCBS, TAB.
Directors, clients, representation: See Sydney entry.

EVERARD ADVERTISING PTY LTD, 420 St. Kilda-rd, Melbourne. Phone BM-1880. BM2451.

Directors: Richard J. Everard (managing director).

Accreditations: ANC, AFCBS, PPAB, TAB.

FORTUNE (AUST.) PTY LTD, 505 St. Kilda-rd, Melbourne. Phone BM2504. Telegrams Fortaust. Head office, Sydney.

Executives: L. F. Sims (dir. & Melb. mgr), C. S. Lindsay (dir.), H. Senior, L. I. Dayman, K. West, C. G. Bentley, L. Whaite, J. I. Eggleston, I. Liepa (media), B. Raymond (prod.).

Directors & Accreditations: See Sydney entry.

Main Radio-TV Clients: Ansett-ANA, International Harvester, Nathan & Wyeth, Dairy Industry Bureau, Woolcord Fabrics Pty Ltd, Apex Permanent Building Society, Apex Realty Co., H. S. K. Ward, Le Mans Motors Ltd, Torino Motors Pty Ltd, Le Mans Cycles Ltd, Stramit Industries Pty Ltd.

GORDON & GOTCH (A'SIA) LTD, 511 Little Collins-st, Melbourne, C.I. Phone MU7411. Head office Melbourne.

Directors: G. Sutherland Smith, S. W. Byrne, H. C. Fahle, W. E. Jackson, T. F. McMullen.

O'seas Repr.: London, Canada, USA, Sth Africa.

Accreditations: ANC, PPAB, AFCBS, TAB.

HANSEN RUBENSOHN - McCANN ERICKSON, Coates Bldg, 20 Collins-st, Melbourne. Phone 63 9024. Melb. manager, V. Tutching.

Directors, Accreditations Repr.: See Sydney entry.

HAYES PUBLICITY SERVICE, 197 King-st, Melbourne. Phone 67 6341-2-3-4-5. Telegrams Hapus.

Proprietor: George Hayes.

Executives: Miss P. Power (media mngr), M. W. Davies, G. P. Hayes (acct/execs), Gordon Massey (TV-radio mngr), K. Enlsow (acct).

I/State Repr.: Coudrey-Gotham Associates Pty Ltd, 42-44 Pitt-st, Sydney. Alan A. Martin & Son, 46 Morphett-st, Adelaide.

O'seas: Pritchard Wood & Partners, London.

Accreditations: ANC, PPAB, AFCBS, TAB.

Main Radio-TV Clients: Canberra Television Services Pty Ltd, Grazcos Co-operative Ltd, Leggett Rubber Industries Pty Ltd (LI-LO inflatable rubber products), Liberal & Country Party of Victoria, Milledge Bros Pty Ltd, McLaren Laboratories Pty Ltd, I. & R. Morley Pty Ltd, Optical Prescriptions Spectacle Makers Pty Ltd, The State Savings Bank of Victoria, H. W. Woods Pty Ltd (Relaxa-Tab, Woods Tablets of Cod Liver Oil, Do-Do Tablets and A. R. Tabs).

HAYSOM, W. JOHN PTY LTD, 362 St. Kilda-rd, Melbourne. SCI. MX3211-2-3.

Directors: W. John Haysom, Mabel V. Haysom.

Executives: J. B. Wykes, John Maine (associate dirs), Lex Marshall (art dir.), D. Ackeroyd (acct/exec.), C. Brookman (copy chief), N. Sampson (prod. mngr), Ida McAuley (secy).

I/State repr.: A. N. White Advertising, ACA Bldg, 66 King-st, Sydney (BX2477).

Accreditations: ANC, PPAB, AFCBS, TAB.

Main Radio-TV Clients: The Church Hour, Fisher's Wax, Newman's Chocolates and Candies, Victorian Tuberculosis Association, Federal Trusts, Hecla Electrics.

HIGGINS, JOHN PUBLICITY, 17 Queen-st, Melbourne. MB5224, MB1389.

Directors: John Higgins, N. M. Higgins.
Executives: John Caughey, K. Clencie (acct execs), Peter Dunne (art dir), Miss L. Pattinson (media mngr), Paul Shaw (prod. mngr), Miss V. Orford (accnts).

I/State repr.: Webb-Roberts-McClelland, SA.

Accreditations: ANC, AFCBS, TAB, PPAB.

Main Radio-TV Clients: Commonwealth

Motors Pty Ltd, Clive King Pty Ltd (hardware), Wonder Heat Pty Ltd, Hanro (Aust.) Knitting Mills Ltd, McIlwraith McEachern Ltd, Fletcher Jones, Overland Development Corp., H. B. Sales Pty Ltd, Redex (Vic.) Pty Ltd, North American Vending Machine Co. Pty Ltd.

HUGHES, ROBERT ADVERTISING PTY LTD, 7 Latrobe Court, rear, 151 Latrobe-st, Melbourne. FB1713. Telegrams Husad Melbourne.

Directors: R. L. Hughes, N. E. Satchwell, I. M. Hughes.

Executives: N. R. Delbridge (copy dir.), G. Goldson (media mngr), G. Bland (prod. mngr), K. Hounslow (radio-TV mngr).

Accreditations: TAB, AFCBS, ANC, PPAB.

Main Radio-TV Clients: Campbell Davies Pty Ltd, Simpson Manufacturing Pty Ltd, Tarax Drinks Pty Ltd, Potter & Moore (Aust.) Pty Ltd, Laxettes Pty Ltd.

IRVINE ADVERTISING PTY LTD, 235 Toorak-rd, Sth Yarra, Vic. Phone BJ4241.

Managing Director: Malcolm Irvine.
Manager: Geoff Young.

Accreditations: ANC, AAB, AFCBS, PPAB, TAB.

Main Radio-TV Clients: Swallow's Biscuits Pty Ltd, Swallows Haywood Pty Ltd, Diners Club, Highway TV Services, Industrial Public Relations, Royal Victorian Institute for the Blind.

LIMITED, 505 St. Kilda-rd, Melbourne. Phone 26-1647. Telegrams Jacksonwain Melbourne.

Directors: J. M. Newell (man. dir.), J. W. Jackson, H. M. Wain, P. E. Funston.

Executives: R. Eldridge, A. A. Johnson, B. Scott, K. Thompson, C. Whitman.

Main Clients: Aust. Dairy Prod. Brd., American Tafon Co. Pty Ltd Chamberlain Ind. Pty Ltd, Colvan Potato Produc., Dae Health Lab., DHA Pty Ltd, Govean Ind. Pty Ltd, Kyabram Preserving Co. Ltd, National Skin Institute, Sher Power Tools Pty Ltd, Tongala Milk Prod., Tuckfield's Teas, Victor Scott Pty Ltd, The Walpamur Co. (Aust.) Ltd, Wilcox Mofflin Ltd, William Adams Tractors Pty Ltd, Windsor Smith Shoes.

Accreditations: TAB, NPA of Aust., AAB, AFCBS, ANC, PPAB.

JENNINGS-LEE ADVERTISING PTY LTD, Century Bldg, 125 Swanson-st, Melbourne, C.I. Phone 63 7931.

Directors: R. Jennings, V. Lee, J. P. Thompson (assoc. dir.).

Executives: Miss V. Lee (exec-director), J. P. Thompson (mngr), R. Lingard (media mngr).

Accreditations: ANC, PPAB, AFCBS, TAB.

Main Radio-TV Clients: Floor Coverings Pty Ltd, Leviathan Ltd, H. R. Varley & Sons, Finlay Bros, Boots Rural Products, Silhouette Figure Form, Lloyd Harnett Motors.

KAY, MAURICE, ADVERTISING PTY LTD, 390 Lonsdale-st, Melbourne. Telephone 67-9826-7. Head office: Cal'ex House, 167 Kent-st, Sydney (BU1789).

Melbourne manager: H. Robinson.

Directors: Maurice C. A. Kay, John E. Head, Peter L. Crosthwaite.

Accreditations: TAB, AFCBS, ANC, PPAB.

Main Radio-TV Clients: Bowater-Scott Australia Pty Limited, Mildura Winery Ltd, Valvoline Oil Co., International Vending Machines Pty Ltd.

LARSON, LAURIE ADVERTISING PTY LTD, 35 Rathdown-st, Carlton, Vic. Phone FJ5663, FJ5655.

Directors: L. O. Larson (mng dir.), I. M. Nisbet (finance dir), Mrs L. Larson, Russell Jackson (assoc. dir).

Accreditations: AFCBS, TAB, ANC.

Main Radio-TV Clients: Buesst & Bills Bros, Sheldon's Home Service Laundry, Gay-bright Paint Centres, Mitre 10 Pty Ltd.

LUCAS, C. H., ADVERTISING, 57 Elizabeth-st, Melbourne, C.I. Phone MB5081.

Directors: C. H. Lucas (principal), B. Digby, W. F. Bishop (assoc. dirs).

Executives: S. Fassler, R. Hart, M. Hurrell (acct/execs), Miss B. Norris (media mngr), B. Digby (prod. mngr).

Accreditations: AFCBS, TAB, ANC, PPAB.

Main Radio-TV Clients: Harvey-Nudex Pty Ltd, Willis & Sons, J. W. Handley, Belling & Lee (Aust.), J. R. Hall Machinery Pty Ltd, Passiona Bottling Co (Melb.), Ltd, R. Johnston & Co. Pty Ltd, Western District Co-op Co. Ltd, Bran Ross Pty. Ltd.

McFERRAN ADVERTISING PTY LTD, 90 Queen-st, Melbourne. Phone MB2188-9, MU1928. Telegrams McFerranad.

Directors: W. R. McFerran, A. R. McFerran, A. F. McFerran.

I/State Representation: R. S. Maynard Advertising, 39 Park-st, Sydney (MA3721), and AMP Bldg, Edward-st, Brisbane (B6579); Clem Taylor Advertising, 106 North Terrace, Adelaide (LA4121); Arthur Collett Advertising, 194 St. George's Terrace, Perth.

O'seas Representation: Scott-Turner & Associates, 17-18 Dover-st, London, W.1.

Accreditations: ANC, PPAB, AFCBS, NPA of NZ, ABC, TAB.

McMAHON ADVERTISING, 42 William st, Melbourne. MB1836.

Accreditations: AFCBS.

MERCANTILE EXCHANGE ADVERTISING AGENCY, THE, 380 Collins-st, Melbourne. Phone MU2944.

Managing Proprietor: T. C. Gardner.
Accreditations: AAB, ANC, PPAB, NPA of NZ.

MOFFATT, T., ADVERTISING SERVICES, Rutland Court, 409 St. Kilda-rd, Melbourne S.C.2. Phone 26-2501.

Principal: Thomas Moffatt.

Executives: T. Moffatt, Barry R. West, Harry Deutsch (acct/execs), Margaret Pavarno (media mngr), Harry Hertz (prod. mngr).

Accreditations: ANC, AAB, AFCBS, TAB, PPAB.

Main Radio-TV Clients: Armstrong York Engineering Pty Ltd, S. Smith & Sons (Aust.) Pty Ltd, Min-a-Vit Pty Ltd, Maxwell's Radio Pty Ltd, Southern Construction Co. Pty Ltd.

MOONEY, CLAUDE ADVERTISING PTY LTD, 390 Lonsdale-st, Melbourne. Telegrams Claudad.

Directors: Claude C. Mooney (gov. & mng dir.), Frank Micklam, Norman E. Currey.

Executives: N. K. Strack (finance), F. W. Sieveking (art), L. Scrase (media), J. H. Coalston (radio-TV), L. Burmeister (prod.), B. Hellier (copy), B. Mooney, W. Tunbridge and K. Burt (acct/execs).

O'seas Repr.: F. C. Pritchard Wood & Partners Ltd, 197 Knightsbridge, London, SW7; C. J. La Roche & Co., Inc., 575 Lexington-ave, New York, 22 NY; Dorland Advertising Ltd, Haymarket Hse, 28 Haymarket-st, London, SW1.

Accreditations: ANC, PPAB, AFCBS, TAB.
Main Radio-TV Clients: H. C. Sleigh Ltd, Group Laboratories (Aust.), Pty Ltd, Stephen King Pty Ltd, Centreline Sports Trousers, Keith Courtenay Pty Ltd, Pro-Vita Products Pty Ltd, Four Square Stores.

MOONEY-WEBB PTY LTD (associated with Webb Publicity Pty Ltd, retail advertising service), 349 Collins-st, Melbourne. Phone 62-6071.

Directors: E. J. Webb (also mngr), I. Gorman (also fashion dir.), L. H. Webb.

Executives: K. Lovett, A. Winton (acct/execs), R. Trevaskis (media), P. Eaton (acct).

Accreditations: ANC, AFCBS, TAB.

Main Clients: Alexander's Clothing Stores, Apex Motors, W. K. Burnside, Beau Monde, Edments Ltd, Craig-Davis Homes, Mooney Valley Racing Club.

MOULTON, ALEXANDER, ADVERTISING, 27a Royal Arcade, Melbourne. MF2647-8-9.

Accreditations: ANC, AFCBS, PPAB.

Main Clients: G. J. Coles & Co, Klein & Cowen, Lyall Robertson Pty Ltd, Leonard Chemicals Pty Ltd, Loy Bros Pty Ltd, Fashion Spex, Nettleberg Fur Salon, Hotel Metropole.

NICHOLS-CUMMING & STAFF ADVERTISING PTY LTD, 432 St. Kilda-rd, Melbourne. BM1601. Telegrams Nichans.

Branch: Sydney. 35 Clarence-st. Phone BX5741.

Directors: J. J. Cumming, V. N. Hunt, J. A. Paton, J. D. Wilkinson (media dir.), G. J. Doorley (resident dir., Sydney), R. M. Martin (secy).

Executives: E. Cosway (prod. dir.), A. Olszanski, J. Dunstan, L. Winter (media mngrs), Miss M. Martelli (copy dir.), G. Paton, D. Fox, D. Hilliard, M. Fitzgerald (acct/execs), K. J. Hillyer, R. Lindsay (Sydney) (acctng mngrs), B. Anderson (TV mngr).

Accreditations: AFCBS, ANC, NPA of NZ, PPAB, TAB.

NIXON, N. V. & C. PTY LTD, 406 Collins-st, Melbourne, C.I. Phone 67-6691. Telegrams Nixonads Melbourne.

Directors: (Melbourne), N. V. Nixon (mng dir.), A. D. Gibson (TV & admin.), R. A. South (copy), L. Gole (art). (Sydney), C. W. Judd, B. Gapes.

Executives: B. P. Morris (accnts super.), K. McDonald (accnts), W. Bond (media) and D. Youl (prod.).

Branches: 508-514 Pacific Highway, St. Leonards, NSW; Strand Buildings, 130 Queen-st, Brisbane; 108 Gawler-place, Adelaide.

Accreditations: ANC, PPAB, AFCBS, TAB, NPA of NZ.

Main Radio-TV Clients: A. W. Allen Ltd, Black & Decker, Queen's Bridge Motors, J. P. Sennitt, Victoria Hotel, Glaxo Laboratories, Paddle Bros, R. R. Wickers, W. Phelan & Sons, Telecovers Pty Ltd, Dunlop Rubber, Ampol Petroleum.

O'BRIEN PUBLICITY (VICTORIA) PTY LTD, 422 Collins-st, Melbourne, C.I. Phone 67-5941. Telegrams Gofer Melbourne. Head office Sydney.

Directors: J. J. Mullins, R. B. Cox.

I/State Representation: O'Brien Publicity, 56 Young-st, Sydney (BU1355), and Empire Hse, cnr Wharf & Queen-sts, Brisbane (B9359).

Accreditations: ANC, AFCBS, PPAB, NPA of NZ, TAB.

Main Radio-TV Clients: ICIANZ Ltd, Raleigh Preserving Co., Trufood of Aust., Lipton (O'Seas) Ltd, Turner Manufacturing Co. Ltd, British Farm Equipment.

ORR SKATE & ASSOCIATES PTY LTD, Head office Gilbert Court, 100 Collins-st, Melbourne, C.I. Phone MF1181. TV Division, Television City, 22 Bendigo-st, Richmond. Phone JB1293. Telegrams Osads.

Directors: R. C. Skate, R. D. Orr.

Executives: B. Duthie (acct), D. Angus (art dir.), K. Warren (media mngr), J. J. Malady, O. R. Millar (acct/execs), J. Firth (prod. mngr).

Accreditations: ANC, AFCBS, PPAB, TAB, AAB.

Main Radio-TV Clients: S. Smith & Sons (Yalumba Wines), A. G. Healing, Ansett Transport Industries Ltd, Creamoata Ltd, Victorian Egg Board, Perfect Circle of Aust.

PATON ADVERTISING SERVICE, THE, PTY LTD, 16-18 Albert-rd, South Melbourne. Phone MX5721. Telegrams Patonads.

Directors: I. M. Paton (chmn), J. McCahon (mng dir.), L. A. Reason, W. R. Vawser, R. M. Lowrey, J. S. Sharp, K. J. King.

Executives: J. Lloyd, G. E. Hodgson, Miss M. Petering, K. Brawn, I. Honey (acct/

Public relations consultants



SYDNEY

AGEOLD PUBLIC RELATIONS PTY LTD, 251 George-st, Sydney (27-6555-6). Teleg. Ageold Sydney.

Directors: Asher A. Joel, S. Joel, L. R. Jones (assoc. dir.).

KENNEDY, ERIC, CONSULTANT, 53 Elizabeth Bay-rd, Elizabeth Bay, Sydney. FL3041. Teleg. Rickenpress, Sydney.

Directors: Eric Kennedy, Joan Kennedy.

Executives: Eric Kennedy, Harvey Stevens, Neville Friedlander (consultants), Joan Kennedy (secty and researcher), Sheila Clancy (ed. asst).

INDUSTRIAL PUBLIC RELATIONS SERVICE (NSW) PTY LTD, R.A.S. Showground, Sydney. Box 4962, GPO Sydney. FA9966, FA2622. Teleg. Exhibitions, Sydney.

General Manager: J. E. Beveridge.

HILL & KNOWLTON PTY LTD, 507 Kent-st, Sydney. Box 4229, GPO Sydney. MA9861. Teleg. Hillknol, Sydney.

CONSOLIDATED PUBLIC RELATIONS, 35 Clarence-st, Sydney. BX 5741. Teleg. Nichans, Sydney.

HALLOCK, JOHN, PTY LTD (formerly Public Relations Associates). 372a Pitt-st, Sydney. BM6179, BM6170. Teleg. Prapress, Sydney.

Directors: W. H. Heicher (man. dir.), D. Herbrand, W. Austin, A. Hulls.

Executives: A. Hulls (gen. mngr), D. F. Beard (Melb. mngr), W. Austin (Perth mngr), B. Dewhurst (Bris. mngr), R. Anthony (Adel. mngr).

O'seas Offices: 158 The Terrace, Wellington, NZ (48-950), R. Forster, NZ mngr; 30 Fleet-st, London, EC4 (FLE-7275), J. Fowler, London mngr; 7126 Juno-st, Forest Hills, 75 (Liggett-4-2166), L. K. McCann, New York mngr.

THOMPSON, DOUGLAS, PTY LTD, 17 O'Connell-st, Sydney. BW1016, BL5381, BL5382.

Directors: Douglas L. Thompson, Kenneth L. Ware.

WHITE, ERIC, ASSOCIATES (NSW) PTY LTD, 15 Grosvenor-st, Sydney. Box 4976, Sydney. 27-5791. Teleg. Whitepress, Sydney.

Directors: Eric White, A. H. Myers, D. Osborne.

VOX PUBLIC RELATIONS, 43 Phillip-st, Sydney. BU6347. Teleg. Provox, Sydney.

Principal: Miss Anne McCauley.

MELBOURNE

ALEXANDER-BURN PTY LTD, 120 Collins-st, Melbourne. MF1296-7. Teleg. Laburn, Melbourne.

Directors: Lawrence A. Burn (mng dir.), V. E. Burn.

Executives: Diana F. Langley (fashion dir.), Betty C. Meagher (secty).

BARKER, LEONARD S., & ASSOCIATES, 473 King-st, Melbourne, Cl. FY3934-5. Teleg. Tekpress.

Director: L. S. Barker.

CONSOLIDATED PUBLIC RELATIONS, 432 St. Kilda-rd, Melbourne. BM1601. Teleg. Nichans, Melbourne.

CREATIVE PUBLIC RELATIONS PTY LTD, The Town House, 65 Queens-rd, Melbourne. LA1421-2-3, and at Collins Hse, 33 York-st, Sydney. BX7328.

Directors: R. Stephens, Lloyd P. Goode, G. Wilson.

Executives: R. Stephens, G. Wilson, P. Hendy, G. Gleghorn, J. Ward, Miss J. R. Pola (NSW mngr), Miss O. Salute and Miss P. Sturges.

Main Clients: H. J. Heinz Co., Philip Morris, Electronic Industries Ltd, Glazebrooks Paints & Chemicals Ltd, John Holland Constructions, Societe Francaise des Textiles Pty Ltd.

HALLOCK, JOHN, PTY LTD, 238 Elizabeth-st, Melbourne. FB2289. D. F. Beard, mngr.

Directors & head office: See Sydney entry.

HANDFIELD, JOHN & ESTA, (PUBLIC RELATIONS) PTY LTD, Gloucester-hse, 396 Flinders-lane, Melbourne. MB3384. Teleg. Jonanesta.

Directors: John Carey Hopton Handfield, Esta Maria Handfield.

Executives: Roy Waters, Harry Dexter (acctnt-execs).

HEINTZ, ALFRED, PUBLIC RELATIONS SERVICES, 445 St. Kilda-rd, Melbourne. BM1382, BM1396, BM3995.

Principal: Alfred Heintz.

MANN, PIERRE, & ASSOCIATES PUBLIC RELATIONS CONSULTANTS, 390 Lonsdale-st, Melbourne, Cl; 67-7427. Teleg. Buildup, Melbourne.

Proprietor: Pierre Mann.

TURNBULL, CLIVE, & ASSOCIATES, 51 Victoria-pde, Collingwood, N5, Victoria. JA1636.

Director: Clive Turnbull.

WHITE, ERIC, ASSOCIATES (VIC) PTY LTD, 383 Collins-st, Melbourne. MB3536. Teleg. Whitepress, Melbourne.

Directors: P. Golding, L. K. Kerr, Eric White.

BRISBANE

COSWAY PUBLIC RELATIONS PTY LTD, Wilson-hse, 35 Charlotte-st, Brisbane. 2-2256.

Directors: P. Cossey (chairman), T. Waite, W. L. Rudder (man. dir.).

Executives: A. B. Brook (PRO), F. L. McLennan.

HALLOCK, JOHN, PTY LTD, Suite 8, Piccadilly Arcade, Adelaide-st, Brisbane (2-8151); B. Dewhurst, mngr.

Directors & head office: See Sydney entry.

WHITE, ERIC, ASSOCIATES (QLD) PTY LTD, Prudential-Bldg, 6 Queen-st, Brisbane. 2-2765.

Directors: B. F. H. McCrea, M. McColm, Eric White.

WISE PUBLIC RELATIONS ASSOCIATES (business promotion consultants),

Roubin Bldg, 117 Queen-st, Brisbane. 2-7388. **Proprietor & Manager:** Andrew L. G. Wise.

ADELAIDE

ASSOCIATED PUBLIC RELATIONS PTY LTD, 104 Park Terrace, North Unley, SA. Box 1346H, GPO, Adelaide. UA7130.

Executives: J. R. Muller (mngr), F. Hill, D. Ward.

HALLOCK, JOHN, PTY LTD, 20 Grenfell-st, Adelaide (51-4567). R. Anthony, mngr.

Directors & head office: See Sydney entry.

HOSKYN, SHAN, & ASSOCIATES LTD, North British-bldg, 91-95 Currie-st, Adelaide. LA 2948.

Directors: Shan Hoskyns (govern. dir.), Boyd Davies, Bob Cheek, Mrs. H. A. Hoskyns.

Executives: Boyd Davies, Bob Cheek (acctnt-execs).

Main Clients: Chrysler Aust, Hills Hoist, SA Honey Board, Brookers (Aust) Ltd.

LUDBROOK, A. J., 12 Sprod-ave, Toorak Gardens, SA. F6245.

Part time PRO to the Wine Industry of SA, corres. and advtg repr. for trade journals.

WHITE, ERIC, ASSOCIATES (SA) PTY LTD, Elizabeth-hse, 231 North Terrace, Adelaide (06-3860).

Directors: J. Llewellyn, P. Golding, L. K. Kerr, Eric White.

PERTH

BEECHAM, WILLIAM, & ASSOCIATES, 104 St. George's Terrace, Perth. Box E256, GPO Perth. 21-7027. Teleg. Publicist, Perth.

Director: William Beecham.

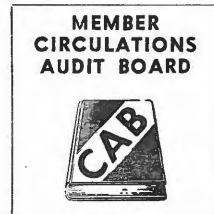
Main Clients: Cinema Industry Development Organisation, Printing & Allied Trades Employers' Assn of WA; Houghton, Sandalford & Valencia Vineyard; General Amusements Pty Ltd.

HALLOCK, JOHN, PTY LTD, MLC Building, 171 St George's Terrace, Perth (21-9282). W. Austin, mngr.

Directors & head office: See Sydney entry.

BROADCASTING ... AND TELEVISION

Published by GREATER PUBLICATIONS PTY. LTD., Box 2608 G.P.O., Sydney



IS THE FIRST CHOICE OF ADVERTISING EXECUTIVES

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

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

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

Commercial and publicity photographers

- *Sydney*
- *Melbourne*



Commercial photographers listed here have established specialised photographic publicity services for radio, television, agencies and advertisers and are fully geared to cover all industry events from social functions and dinners to contract signings, stunts and promotions. They are equipped to make photographic records of special radio and TV programs, to take general publicity pictures, and to cater to those requiring studio stills.

SYDNEY

BAGLIN, DOUGLASS PTY LTD, 100 Pacific Highway, St Leonards. JF 6311.

Directors: Douglass Baglin, Pat Purcell, John Early.

Handles all types of PR, trade and press photography, with own photographic studio and processing and enlarging facilities, and also advertising illustrations in color and B&W and trick illustrative photography. Color processing facilities.

BIERRE, ERIC W., 132 William-st, Sydney. Phone FA5111.

Handles all types of PR and trade photography, with own studio and printing facilities.

FULLARTON, JOHN STUDIOS, 21 Macquarie Place, Sydney. Phone BU 3434.

Directors: John Paul Fullarton, Leone Marcia Fullarton.

Executive: Brian Lancaster-Sutcliffe.

All types of PR, trade and press photography, with own studio and full processing and enlarging facilities.



WE TAKE
PRIDE IN
BEING THE

Leading Photographers

FOR THE
BROADCASTING
AND
TELEVISION
INDUSTRY



SCOTT POLKINGHORNE & OWEN STEVENS

24 Jamison Street, Sydney

Phone: BU 5081-2

SCOTT POLKINGHORNE & OWEN STEVENS PTY LTD, 24 Jamison-st, Sydney. Phone BU 5081-BU 5082.

Directors (and cameramen): Scott Polkinghorne, Owen Stevens.

Handles all types of PR, trade and press photography, with own photographic studio and full processing and printing facilities.

Main clients include Sydney radio and TV stations, agencies and advertisers.

MELBOURNE

RICHARDS, LAURIE, 4 Tower-ave, Alphington, Victoria. Phone JW 1528.

Principals: Laurie Richards, Constance Lesley Richards.

Specialises in PR, trade and press photography, with own processing and printing facilities.

National, interstate and large-scale State advertisers

ADDIS (AUSTRALIA) PTY LIMITED, 135-139 Church-st, Ryde, NSW. Box 8, PO, Ryde. Phone WY0225. Telegrams Sidda. Branches, 318 King-st, Melbourne.

Directors: H. C. Nankervis (chairman & manag. dir.), A. R. Dobb (secretary), R. H. Chown.

Executives: C. South (sales mngr), W. Bolt (prod. mngr).

Products: Toothbrushes, denture brushes, nail and hairbrushes; household brushware and associated plastic products.

Agency: J. Walter Thompson Ltd.
O'seas Repr: Addis Ltd, England.

ALEXANDER, J. R. & SONS LIMITED, 4 Manfull-st, Edwardstown, SA. Phone UM3434.

Directors: B. G. Griff, A. Lane, M. McMahon, J. Skinner.

Executive: J. Skinner (mng dir.), G. A. A. Ellis (mngr), W. L. Curran (secretary).

Products: Supreme boot, floor polishes.

Agency: Berwen Paine Advtg.

I/State Repr.: Simpson Manufacturing Co. Ltd, Vic.; Williams & Wood Ltd, WA; Gollin & Co. Ltd, Qld; Cleansers Ltd, NSW.

AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED, 47 York-st, Sydney, GPO Box 2516. Phone B0233. Telegrams, Expanse.

Products: Broadcasting station & studio equipment, communication transmitters & receivers, mobile radio equipment, marine transmitters & receivers, direction finders, automatic alarm apparatus, radar, air navigation beacons, distance-measuring equipment, instrument-landing systems, aeradio stations, phone terminal equip., microwave links, radio program recordings, gramophone records, defence communication equip. Transmitting & receiving radio valves, bcst & TV receivers.

I/State Repr.: Branch, 163-173 Queen-st, Melbourne (MU9161).

O'seas: Anvil House, 138 Wakefield-st, PO Box 830, Wellington, NZ; General Bldgs, 99 Aldwych, W.C.2. London, England.

Agency: Rodney H. Evans.

AMPOL PETROLEUM LIMITED, Buchanan-st, Balmain, NSW, Box 5342, GPO, Sydney. Phone WB0233. Telegrams, Ampolco, Sydney.

Directors: Manag. dir, W. G. Walkley;

chairman, L. J. Thompson; deputy chairman, P. J. Adams, A. E. Harris.

Executives: W. M. Leonard (general mngr), A. E. Harris (asst gm), Allan T. Purdey (secretary).

Products: Petroleum.

Branch offices: Elizabeth-st, Tighes Hill, Newcastle, NSW; 557 Dean-st, Albury, NSW; Ampol (Alba) Petroleum Pty Ltd, 792 Elizabeth-st, Melbourne, Vic.; Ampol Petroleum (Qld) Pty Ltd, T. & G. Building, Flinders-st, Townsville; Ampol Petroleum (Qld) Pty Ltd, Kingsford Smith Drive, Meeandah, Brisbane, Qld; 2 Elder Road, Birkenhead, SA; 197 Adelaide-ter., Perth, WA; 336 Elizabeth-st, Hobart, Tas.

O'seas: 53 King William-st, London, EC4.
Agency: N. V. Nixon.

ANSELL RUBBER CO. PTY LTD, THE, River-st, Richmond, E.I., Vic. Phone JB4131. Telegrams Ruballoon, Melbourne.

Directors: H. N. Ansell, E. L. Ansell.

Executive: G. More (gen. mngr).

Products: Domestic & utility rubber gloves, hot water bags, children's & ladies' overshoes, rubber mats, rubber soles and heels.

Agency: J. Walter Thompson.

I/State Repr.: Ansell Distributors (NSW) Pty Ltd, 45-47 Farr-st, Marrickville, NSW; 44 Grenfell-st, Adelaide; Tasmanian Chemicals, 60 Harrington-st, Hobart; P. Falk & Co. Ltd, 317-319 Murray-st, Perth; Kenneth Mitchell Agencies Pty Ltd, 100 Alfred-st, Valley, Brisbane.

ANSETT-ANA (subsidiary of Ansett Transport Industries), 289 William-st, Melbourne. Phone MY 5711.

Directors: R. M. Ansett (chmn), R. R. Walker, R. L. Cooper, J. A. Westlau.

Executives: J. A. Westlau (gen mngr), Capt. Peter Gibbs (ops mngr), F. Pascoe (commerc. mngr), J. A. Ellis (finance mngr & secty), I. G. Webster (sales mngr).

Service: Airline operators.

Agency: Fortune.

I/State Repr.: Branches all States. **O'seas:** London, Eng.

ANSETT TRANSPORT INDUSTRIES LIMITED, 465 Swanston-st, Melbourne. Phone FJ0401. Teleg. Ansett.

Subsidiaries: Ansett Airways Pty Ltd, Pioneer Tourist Coaches Pty Ltd, Ansett Hotels Pty Ltd, Ansair Pty Ltd, Ansett Road Express Pty Ltd, Ansett Travel Service, Aus-

tralian National Airways Pty Ltd, Ansett Roadlines of Australia Pty Ltd, National Instrument Co Pty Ltd, Aviation Engineering & Supplies Co Pty Ltd, Butler Air Transport Ltd, Queensland Airlines Pty Ltd.

Directors: R. M. Ansett (chairman & mng dir.), T. L. Simpson, R. Moore, Air Marshal Sir George Jones, J. N. Lord.

Executives: R. R. Walker (asst to mng dir.), R. L. Cooper (secretary), K. B. Osborne (advtg mngr).

Services: Air & road transport, hotel operations, bus body building, road freight, general merchants.

Agencies: Orr, Skate & Assocs; Fortune; Briggs, Canny, James & Paramor; Dormer Beck, NZ.

Repr.: Branches all States and NZ.

ARNOTT, MORROW PTY LTD, 83-107 Coronation Drive, Brisbane. Phone B2584. Telegrams Ambis, Brisbane.

Executive: R. E. Douglas (sales mngr).

Products: Arnott's biscuits.

Agency: Geo. Patterson-Noble Bartlett Pty Ltd.

ARNOTT, MOTTERAM LIMITED, 279 Grote-st, Adelaide. Phone LA3176-7-8-9.

Directors: P. Motteram, G. H. Arnott, W. Motteram (joint manag. dirs), H. D. Arnott, L. R. Arnott, J. P. Motteram, H. E. Arnott.

Products: Biscuits.

Agency: George Patterson Pty Ltd.

ARNOTT, WILLIAM PTY LTD, George-st, Homebush, NSW. Phone UM0421. Telegrams Saobis.

Products: Biscuits.

Agencies: J. B. Perceval, George Patterson.

ARROW SHIRTS PTY LTD, 23 Goodwood-st, Richmond, E.I., Vic. Phone JB2151.

Executives: Alan A. Wynne (gen. mngr).

Products: Arrow shirts, sport shirts, Arajamas, Arastrides.

Agency: Paton Advtg Service.

I/State Repr.: Colonial Sales Corp. Pty Ltd, all states.

ASSOCIATED PULP AND PAPER MILLS LIMITED, 360 Collins-st, Melbourne, C.I., Vic. Phone MU5851. Telegrams Aspulpaco, Melb.

Subsidiaries: Papermakers Ltd, Ballarat Paper Mills Pty Ltd, Papyrus Pty Ltd.

Directors: W. D. Brookes (chairman), H.

B. Somerset (manag. dir.), M. L. Baillieu, H. Hey, E. Cohen, A. W. Stewart.

Executives: R. L. Stock (secretary), E. E. Jones (sales mngr).

Products: Printing & writing papers, art & chrome papers, special wrappings, vegetable parchment, greaseproof, glassine, coated boards.

Agency: K. M. Campbell Pty Ltd, Melb.

I/State Repr: Branches, 25 O'Connell-st, Sydney; 2 Queen-st, Brisbane; 45 King William-st, Adelaide; **O'seas:** Robert Bryce & Co. Ltd, PO Box 1804, Wellington, C.I., also at Auckland, Christchurch, Dunedin, NZ.

ATLANTIC UNION OIL COMPANY PTY LIMITED, 66 Pitt-st, Sydney, NSW. Phone B0152. Telegrams Atlantic, Sydney.

Directors: W. B. Phillips (manag. dir.), W. W. Ryan, D. F. McKinlay, J. J. O'Connor.

Executives: V. E. Smythe (secretary), J. G. Lee (Aust. advtg mngr), G. H. Morris (purchasing mngr), A. Dixon (ops), G. A. Johnstone (sales, retail & primary producer), A. la Fontaine (industry sales & tech. services).

Products: Petroleum.

I/State Repr.: Branches, Vic., Qld, SA. **O'seas:** Affiliated companies throughout world.

AUDIPHONE CO. (NSW) PTY LTD, THE, (incl. Audiphone Utilities Pty Ltd), 140 Castlereagh-st, Sydney. Phone BW7387, MA4924.

Directors: C. Phillips (mng dir.), J. W. Douglass, C. Rich.

Executives: P. Button (sales mngr).

Products: Hearing aids.

Agency: Goldberg Advtg.

I/State Repr.: Branches all States.

AUSTRALIAN ABRASIVES PTY LIMITED, 302-306 Parramatta-rd, Auburn, NSW. Phone YX2361. Teleg. Abrasives, Sydney.

Directors: K. L. Grant (mng dir), J. C. Adams (asst mng dir), S. Graham.

Executives: N. Nolan (secy), H. Emmett (fact. supt), A. L. Templeton (sales prom. mngr), A. R. Thurbon (advtg mngr).

Product: Grinding wheels, diamond wheels, segments, rubbing bricks & sticks, mounted points, sharpening stones.

Agency: All advtg direct.

I/State Repr.: Distributors & wholesalers all States.

AUSTRALIAN CONSOLIDATED INDUSTRIES LIMITED, 500 Bourke-st, Mel-

bourne, C.I. Phone 67-6881. Telegrams Austconind Melbourne.

Directors: J. A. Forrest, A. E. Smith, S. G. Garnsworthy, J. F. T. Grimwade, W. F. King, C. N. McKay, G. G. Russell, D. H. Sargood.

Executives: A. E. Smith (gen. mngr), G. Haile, H. J. Quinn (asst gen. mngr), C. D. Thomas (gen. secty).

Products: Laminex, Agee Pyrex, Garnite plastics, Crown Lightingware, Hytest Axes and Tools, Redondo Tiles, Superglas Tumblers.

Agency: Nichols-Cumming & Staff & Hansen Rubensohn-McCann Erickson.

I/State Repr.: Branches all States. **O'seas:** New Zealand, Singapore, Bangkok, London, USA.

AUSTRALIAN COTTON TEXTILE INDUSTRIES LTD, Actil-ave, Woodville, SA. Phone M6101. Telegrams Actil, Adelaide.

Director: A. G. Hargreaves (manag. dir.).

Executive: H. W. Price (advgt mngr).

Products: Actil sheets, pillow cases, Terry nursery squares, Actil-shrunk FASCO fabric.

Agency: Aldwych Advgt.

AUSTRALIAN ELECTRICAL INDUSTRIES PTY LIMITED, 93-95 Clarence-st, Sydney. Phone B0251. Telegrams Austric.

Directors: Sir Jack Stevens, KBE (chairman), F. J. E. Tearle, R. W. C. Campbell (gen. mngr admin.), H. H. George (gen. mngr, engineering), W. C. Balmford, S. E. Barratt, C. E. Crome, A. S. V. Smith, J. L. Taylor.

Executives: D. M. White (secretary).

Products: Heavy elec. plant & turbines, elec. & diesel elec. traction equip., switchgear & tmission equip., elec. lamps, lighting equip., motors, Hotpoint appliances, radio & TV receivers, valves, wires & cables, electronic apparatus, electro medical equip.

Agencies: Hansen Rubensohn-McCann Erickson and Lyle Davis Advgt.

I/State Repr.: Branches, Vic., Qld, SA, Tas. WA. Agent: Atkins (WA) Ltd.

AUSTRALIAN GAS LIGHT COMPANY, THE, 477-487 Pitt-st, Sydney. Phone B0955. Telegrams Gas, Sydney.

Directors: C. G. Crane (chairman), A. T. Anderson (deputy chairman), R. G. Parry Okeden, G. G. G. Russell, F. W. Hill, P. A. Cullen.

Executives: W. W. Pettingell (gen. mngr), H. F. Benning (secretary).

Products: Gas and gas by-products.

Agency: Briggs, Canny, James & Paramor Advgt, Sydney.

O'seas Repr.: William Coward & Co. Ltd, London.

AUSTRAL SWISS TEXTILES PTY LTD, 40 Campbell-st, Sydney. Phone MA5561. Telegrams Janilaine.

Directors: A. Daniel, J. T. Lansky.

Products: Knitted Jerseys.

I/State Repr.: All States. **O'seas:** Auckland, NZ.

AUTOMATIC FIRE SPRINKLERS PTY LTD (Independent Industrial Investments Pty Ltd), 618 Botany-rd, Alexandria Phone MU2476. Telegrams, Autosprink.

Executives: D. W. Roberts (gen. mngr), R. C. Horne (sales mngr), A. R. Meredith (secty).

Service: Fire protection engineers.

Agency: Nichols Cumming.

I/State Repr.: Branches all States. **O'seas:** Assoc. company, NZ.

BALL, B. J. LTD, 414-418 Kent-st, Sydney. Phone BX6693. Telegrams, Paperball.

Directors: W. A. Ball (chairman, mng dir.), R. H. Lane, H. J. Unwin, W. C. A. Starling, E. A. Wood, J. Gordon.

Executives: J. Hurt (mngr paper dept.), N. Graham (machinery division mngr), J. T. Adams (advgt mngr).

Products: Writing & printing papers & boards, wrapping & packaging papers, stationery, ropes & twines, printing machinery & equip., sports netting.

Agency: Hugh Berry Co.

I/State Repr.: Branches, Brisbane, Melb., Adelaide, Perth. **O'seas:** Branch, London.

BALM PAINTS PTY LTD, ICI House, 1 Nicholson-st, Melbourne, C.2. (GPO Box 4352). Phone FB2861. Telegrams, Pigments Melbourne.

Managing director: N. G. Wilson.

Products: Dulux Paints & Duco lacquers.

Branches: Cabarita-rd, Concord, NSW (UF042); Williamtown-rd, Pt Melbourne (MJ1451); Lipson-st, Pt Adelaide (J1131); Ipswich-rd, Rocklea (47-2141); Jones-st, O'Connor (L3548); Elizabeth-st, Launceston (2-4844).

Agency: The Hugh Berry Company Pty Ltd.

BANK OF NEW SOUTH WALES, 341 George-st, Sydney. Phone B0244. Telegrams Wales, Sydney.

Directors: J. Cadwallader, Hon. R. C. Wilson, MLC, D. B. Lewington, S. G. Rowe, V. C. Fairfax, J. W. Dunlop.

Executives: H. C. C. Marshall (gen. mngr), R. J. Abercrombie (asst gen. mngr), P. T. Matthews (advgt mngr).

Service: Banking.

Agency: R. & K. Powell Advgt, Sydney.

I/State Repr.: Branches all states. **O'seas:** Agents throughout world.

BEHR-MANNING (AUSTRALIA) PTY. LIMITED, Nyrang-st, Lidcombe, NSW. Phone YX7111. Teleg. Behrover Sydney.

Directors: H. C. Campfield (mng dir), F. J. Pegg (secty), G. C. Plater (marketing dir), A. E. Fowler (sales dir).

Executives: P. Handel (supply mngr and dir).

Products: Bear tapes, coated abrasives, adhesives, coatings & Proofkote.

Agency: George Patterson.

I/State Repr.: Branches in Qld, SA, Vic & WA. **O'seas:** Norton Behr-Manning Overseas Inc, Worcester 6, Mass, USA.

BERGER, LEWIS & SONS (AUST.) PTY LTD, Rhodes, NSW. Phone UF044. Telegrams, Bergers.

Directors: A. J. Hughes (mng dir.), L. J. Pearson (chmn), C. J. Callaby (dpty mng dir.), E. B. Young (tech. dir.), R. A. Davies (financial dir.).

Products: Berger Breeze, Bergermaster, Kem-Cote enamels, BP Prepared Paint, Pavol, Silverglo, Roofmaster.

Agency: George Patterson.

I/State Repr.: Branches all States. **O'seas:** Branches Wellington & Auckland NZ, Lewis Berger & Sons, Great Britain; Sherwin & Williams, USA.

BERLEI LTD, 39 Regent-st, Sydney. Phone MX5061. Telegrams, Berlei, Sydney.

Directors: J. G. Hurley, H. W. Arthy (joint mng dirs.).

Executives: D. R. Walter (gen. sales mngr).

Products: Foundation garments.

Agency: Hawkins Advgt, Warwick Advgt.

BLACK LANCE LTD, 86 Greville-st, Prahran, Vic. Phone LA1507.

Director: R. J. Hughes.

Products: Black Lance knitwear & swim-suits.

Agency: Noel Paton Pty Ltd.

I/State Repr.: Branches all states.

BOND'S-WEAR PTY LIMITED, 100 Mallett-st, Camperdown, NSW. Phone LA2701-9. Telegrams Gabondo, Sydney.

Directors: W. H. Slade (chairman), A. C. Cameron, L. T. Fielding, J. V. Ratcliffe, W. R. Slade.

Executives: N. J. Barraclough (gen. mngr), A. V. Ho-d (secretary), R. F. Stephenson (Aust. sales mngr).

Products: Underwear, half hose, distributors for Dri-Glo Towels, Fiesta Hosiery.

Agencies: J. Walter Thompson (Bond's prod.), Hawkins Advgt (Dri-Glo towels).

BONNINGTON & COY PTY LTD, 179 Harris-st, Pyrmont, NSW. Phone MW1790.

Directors: L. Bonnington (manag. dir.), G. C. Bonnington (works mngr), C. Bonnington (NZ).

Products: Proprietary medicines, throat jubes, poultry food.

Agency: J. Walter Thompson.

I/State Repr.: All states.

BOOTS PURE DRUG CO. (AUSTRALIA) PTY LTD, 376 Eastern Valley Way, Roseville, NSW. Phone JY1212. Telegrams Boots-drug.

Directors: F. M. Needham (manag. dir.), F. A. Osborne (Aust. sales mngr), G. K. Suter (Vic. mngr).

Products: Wholesale chemists & druggists.

Agencies: J. Faen Advgt, Sydney.

I/State Offices: 33-35 Stewart-st, Richmond, El, Vic. (JB1141); 22 Henley Beach-rd, Mile End, SA (LU8151); 720 Kingsford Smith-dr, Hamilton, Qld (MW2191); 416 Newcastle-st, Perth (28-2821). **O'seas:** Boots Pure Drug Co. Ltd, Station-st, Nottingham, England.

BP AUSTRALIA LIMITED, 131 Queen-st, Melbourne, C.I. Phone 60-0531. Telegrams, Austbeepee.

Directors: R. Weir (chmn), W. H. Tucker, J. Darling, J. G. Wilson, N. R. Seddon (mng dir.), A. C. Jennings (dir of marketing).

Executives: S. G. Mitchell (gen. sales mngr), A. F. Marchesi (marketing services mngr), R. R. Taylor (advgt dept mngr), R. B. Jones (PR dept mngr).

Products: BP Super and COR Standard

petrols, Energol lubricants and full range of petroleum products.

Agency: Carden Advertising Pty Ltd.
I/State Repr.: Branches all States. O'seas: British Petroleum Co., Eng.

BRISTOL MYERS COMPANY PTY LTD, 223 Pacific Highway, North Sydney, NSW, PO box 460NS. Phone XB1051. Telegrams Mytoldo.

Directors: J. S. Burke, Dr B. Oxenham.
Executives: Dr. B. Oxenham (manag. dir.), J. S. Burke (finance dir), A. R. Martin (secretary), K. N. Simpson (asst. to mng dir.).

Products: Proprietary medicines, toilet goods, cosmetics.

Agency: Hansen Rubensohn - McCann Erickson.

I/State Repr.: Branches all states. O'seas: Bristol Myers Co., Delaware, USA.

BRITISH CELANESE LTD, C/- Snow, Gunning & Evans Pty Ltd, 232 Flinders Lane, Melb. Phones Central 5853, Central 2245. Telegrams Snogunev.

Products: British Celanese fabric.
I/State Repr.: Snow, Gunning & Evans Pty Ltd, all States. O'seas: British Celanese (O'seas) Ltd, hq, London.

BRITISH GENERAL ELECTRIC CO. PTY LTD, 104 Clarence-st, Sydney. Phone B0277. Telegrams Britishgeneral.

Directors: T. E. Morgan (chmn & manag dir.), A. P. Curtis, C. Drabble, R. J. Darton, Sir John Butters, Sir Leslie Gamage, D. G. Acworth.

Executives: A. P. Curtis (gen. sales mngtr), W. W. Gunn (NSW mngtr), R. J. Edwards (advgt mngtr).

Products: Heavy elect. plant and power station equip., wires, cables, telephones, instruments, heating and cooking apparatus, contractors' supplies, elec. motors, fans, BGE & GEC appliances, elec. ranges, Osram lamps.

Agency: Bartlett, Murphy & MacKenzie Pty Ltd.

I/State Repr.: Branches, all States. O'seas: General Electric Co. Ltd, London.

BRITISH MEDICINALS PTY LTD, 87-91 Clarence-st, Sydney. Phone, BX6021. Telegrams, Britmed.

Directors: W. J. Rogers (gov. dir.), M. Gibson, G. Goodhew (mng dir), Mrs McKillop, R. Street, F. Rogers.

Products: Ford Pills, Dr. MacKenzie's Menthoids, Curlypet & Curlypet Shampoo, Youth-O-Form, Dr Noble's Nuxoids, Dr Brodie's Kanatox, Pressor Salt, Dormagen, Modertenson, Ter Vunga, Same-Day Tablets.
Agency: Russell Morris Advgt.
I/State Repr.: All States.

BRITISH MOTOR CORPORATION (AUSTRALIA) PTY LTD, THE, Nuffield (Aust.) Pty Ltd, The Austin Motor Company (Aust.) Pty Ltd, Fisher & Ludlow (Aust.) Pty Ltd, Joynton-ave, Zetland, NSW. Phone FF0321. Telegrams Britcorp.

Directors: Sir Leonard Lord, KBE (chmn), G. W. Harriman (dep. chmn), G. A. Lloyd, H. J. Graves (joint mng dirs), N. W. Lawrence (sales dir), J. R. Woodcock, J. S. Strong, J. B. Tait, QC, J. N. Kirby, CBE.

Executives: H. L. Sainsbury (secty), R. L. Abbott (chief prod. eng.), T. W. Poole (gen. ser. mngtr), G. R. Robins (prod. mngtr), R. J. Gillingham (supply mngtr), L. Shimmin (parts mngtr), I. W. Milbank (advgt mngtr).

Products: Automobiles.
Agency: Arthur Smyth & Sons, Grosvenor.

BRITISH NYLON SPINNERS (AUSTRALIA) PTY LTD, 224 Queens-rd, Melbourne. Phone MU6521.

Directors: J. R. Burt (chmn), B. C. Cornell (mng dir), J. L. Birrell (comm. dir), J. G. Holmes (prod. dir), F. P. Johns.

Marketing Department: Melbourne office, 224 Queen-st, Melbourne. Phone MU 6521.
Services: Nylon filament yarns, nylon staple fibre.

Agency: United Service Publicity, Melbourne.

I/State Repr.: Branch, 387 Kent-st, Sydney. O'seas: British Nylon Spinners Ltd, Pontypool, Monmouthshire, UK.

BRITISH STANDARD MACHINERY CO. LTD, 520-530 Gardener's-rd, Mascot, NSW, PO Box 62, Mascot. Phone MU2411. Telegrams Britishstandard.

Directors: A. W. Girling (mng dir), W. H. Reardon, L. A. Dyke, C. M. Taylor, J. A. Winters, H. R. Cassidy (secty).

Executives: L. J. Brownhall (sales mngtr), R. E. Miller (acctnt), M. T. Pritchard (chief engr), V. E. Deadman (supply mngtr).

Products: Earthmoving, logging, road construction equip., crawler tractors, materials handling equipment, gen. engineering.

Agency: N. V. Nixon.
I/State Repr.: Distributors all states.

BROWN, E. T., LIMITED (Brownbuilt Steel Equipment Co., Reg'd), 14-24 Alexandra Parade, Clifton Hill, N.8, Vic. Phone JW2115. Telegrams Steelequip, Melb.

Directors: J. H. Roxburgh (chairman), F. P. Johns, J. D. Davies, P. J. Newton (gen. mngtr), W. E. Hodgson.

Executives: J. C. E. Morris (secretary), N. E. Christopherson (advgt mngtr).

Products: Steel shelving, lockers & office equipment.

Agency: Aldwych Advgt.
I/State Repr.: Branches in NSW, Qld & SA.

BUSHHELLS PTY LIMITED, 121-127 Harrington-st, Sydney, NSW. Phone BU1583. Tea, coffee and coffee essence packers and distributors.

Agencies: Traders, Milwyn, Weston Co. (Sydney).

CADBURY-FRY-PASCALL PTY LTD, Claremont, Tas. GPO Box 636A, Hobart, Tas.

Directors: J. P. D. Lloyd (chairman), H. V. McKernan (vice-chairman), R. A. Smith, V. G. Burley.

Products: Chocolate, food drinks, confectionery.

Agency: George Patterson, O'Brien Publicity, Melb.

Branches: All states. O'seas: Cadbury Bros. Ltd.

CALICO PRINTERS' ASSOCIATION LTD, THE, 89 York-st, Sydney. Phone BX4030. Telegrams, Cepeafab.

Executives K. A. Pittman (gen. mngtr).
Product: Grafton Anti-Shrink, Potter's, Cepea, Calpreta textiles.

Agencies: J. Walter Thompson (Grafton, Cepea), Goldberg (Potter's), N. V. Nixon (Calpreta).

I/State Repr.: Branches, Vic., WA, Qld. O'seas: Parent company, Manchester, Eng; repr. throughout world.

CALTEX OIL (AUSTRALIA) PTY LIMITED, 167-187 Kent-st, Sydney, NSW. Phone B0555. Telegrams Caltex.

Executives: J. Voff (manag. dir.), C. G. Holdaway (gen. mngtr), K. Nisbet (Aust. sales mngtr), J. H. T. Dowsett (mngtr, advgt & sales prom.).

Products: Petroleum fuels & lubricants for transport, industry & agriculture.

Agency: Hansen Rubensohn - McCann Erickson.

I/State Repr.: Branches, Townsville (mngtr, R. M. Boyd), Brisbane (G. J. Keir),

Newcastle (A. E. Smee), Sydney (D. Braham), Melbourne (A. S. Cameron), Hobart (H. M. Bateman), Adelaide (J. H. McLauchlan), Perth (K. W. D. Kelly). O'seas: California Texas Oil Corporation, 380 Madison-ave, New York, 17, USA.

CAMPBELL BROTHERS LIMITED, Campbell-st, Bowen Hills, N.7., Qld. Phone 5-3331. Telegrams Campbells, Brisbane.

Directors: A. E. Sharp (chairman), M. C. Campbell, K. C. Campbell, L. J. McCray, E. D. Summerson.

Executives: D. H. Vickers (secretary), J. R. King (gen. mngtr), R. H. Patterson (asst gen. mngtr), D. L. Whitehouse (field sales mngtr).

Products: Household, industrial soaps, soluble silicates & detergents, commercial acids & alkalis, refractories & insulating materials.

CARLTON & UNITED BREWERIES LTD, 16 Bouverie-st, Carlton, N.3., Vic. Phone FJ0431. Telegrams Carlubrew.

Executives: R. F. G. Fogarty (gen. mngtr).

Products: Beers & stouts; Fosters Lager; Abbots Lager, Double Stout & Invalid Stout; Victoria Bitter; Melbourne Bitter.

Agency: Paton Advgt Service.

CARR FASTENER COMPANY OF AUSTRALIA LIMITED, Tapley's Hill-rd, Royal Park, Alberton, 1, SA. Phone J1108. Telegrams Carrfast.

Directors: F. A. Pattenden (manag. dir.), E. A. Marrett (gen. mngtr).

Executives: R. W. Martin (secretary), A. J. White (radio components, TV sales & service), D. G. Pollard (gen. sales & service), A. Knowles (chief engineer).

Products: Fasteners for radio & TV components & other products.

Agency: L. J. Macnamara Advgt, Adelaide.
I/State Repr.: Sales offices Paran Place, Glen Iris, Vic.; 7 West-st, Petersham, NSW.

CASBEN PRODUCTIONS LIMITED, 80-84 Waterloo-rd, Greenacre, NSW. Phone UL1711. Beachwear, swimsuits.

CASTALLOY LIMITED, 314 Waymouth st, Adelaide. Phone LA3438. Telegrams Castalloy, Adelaide.

Directors: E. H. Scovell (chmn), L. H. Green, F. H. Phipps (mng dir.), F. C. Melbourne, J. B. Goodes (secretary).

Executives: D. B. Watkinson (sales mngtr), J. R. Badenoch (works mngtr).

Products: Cook-King kitchen utensils, CSA power transmission fittings, general aluminium alloy foundries.

Agency: Creasy Advtg Service.

I/State Repr.: Cook-King: F. W. Green & Co. Pty Ltd, Perth, Sydney; Green-Sales Aust. Ltd, Melb.; A. T. Graham, Brisbane. CSA conductor accessories; Transmission Lines Pty Ltd, Melb.; Rablec Pty Ltd, Perth; Thew & McCann, Sydney; K. H. Dore & Sons, Brisbane. **O'seas:** B. R. Homersham Ltd, Christchurch, NZ; Carl F. Radke, Hendra, Qld, for Papua & NG.

CATERPILLAR OF AUSTRALIA PTY LTD, 265 Exhibition-st, Melbourne. Phone FB1351. Telegrams Caterpillar.

Managing Director: Mark A. Clements.

Products: Diesel engines, tractors, motor graders, earthmoving equipment.

Agency: George Patterson Pty Ltd.

CENTRAL AGENCY (AUSTRALIA) LTD, 48 Druitt-st, Sydney. Phone BX7171. Telegrams Spool, Sydney.

Directors: J. K. Hill (mng dir).

Executives: T. N. Roy and R. Brown (assts to mng dir), J. Gray (NSW mng), J. Beckenham (asst NSW mng), W. Johnston (mng, thread advisory), P. King (advtg mng).

Products: Distributors for J. & P. Coats and Clark Co (sewing & embdy threads), ICIANZ Ltd (Lightning zip fasteners).

Agency: Best & Swift.

I/State Repr.: Depots, Melb., Bris. Agents, Hollis Hopkins & Co (Pty) Ltd, Townsville, Qld; G. & R. Wills & Co Ltd, & Goode Durrant & Murray Ltd, Perth & Adelaide. **O'seas:** Hq, Central Agency (Australia) Ltd, 89 Wellington-st, Glasgow, Scotland.

CHESEBROUGH-POND'S INTERNATIONAL LTD, Dandenong-rd, Clayton, Vic. PO Box 21, Oakleigh SE12. Phone 746-7221. Telegrams Vasoponds, Melbourne.

American directorate.

General manager: E. J. Austin.

Products: Mfrs of Vaseline toilet preparations and Pond's cosmetics.

O'seas Repr.: Chesebrough-Pond's, USA, with branches, companies, agencies in countries throughout the world.

Agency: J. Walter Thompson.

CHRYSLER AUSTRALIA LIMITED, Maple-ave, Keswick, SA. Phone LF1651. Telegrams Chryslerco, Adelaide.

Directors: R. S. Thomson (chmn), W. D. Ferguson (mng dir), D. H. Brown (dep. mng dir), A. J. Chitica, J. H. O'Brien, S. H.

Richardson, Nicholas Kelley Jr, P. N. Buckminster, K. H. Kingsley, R. R. Oliver (secy).

Products: Motor vehicles, air conditioning units, industrial engines, spare parts and accessories, plastics and aircraft components.

Agency: Webb, Roberts, McClelland Pty Ltd.

I/State Repr.: All States.

CINZANO, F. & CIA. (AUSTRALIA) PTY LIMITED, Birmingham-st, Alexandria, NSW. Phone MU3588. Telegrams Cinzano, Sydney.

Directors: R. Moore (chairman), J. Fitzgerald, A. Despas (gen. mng).

Products: Cinzano Vermouth, Liqueurs & Bitters, Santa Vittoria Champagne & Gran Liquore, Gambina Marsala, Peppermint Creme de menthe.

Agency: O'Brien Publicity.

CLARKS AUSTRALIA LIMITED, 99-109 Gray-st, Adelaide. Phone LA4311. Telegrams Clarksaut, Adelaide.

Directors: C. F. B. Wyborn (chairman), F. W. Harrison (manag. dir.), J. F. Astley, C. L. Bonython, L. T. Ewens, C. R. Rischbieth, E. W. Williamson, K. C. Wilson.

Products: Children's Teenage footwear.

Agency: Ring Stacy Assocs Ltd.

I/State Repr.: Branch, 310-312 Pitt-st, Sydney (mng, A. M. Coates). Agents: Hugh Urquhart Pty Ltd, Vic.; S. Dann, Qld; C. & J. Colmer, WA; Co-ordinated Marketing Services Pty Ltd, NSW country areas.

CLIFFORD LOVE & CO. LTD, 75-79 Clarence-st, Sydney. Phone BX1001. Telegrams Unkltohy.

Directors: C. J. D. Love (chairman), C. W. Love, H. John, J. Todhunter, H. R. Osborne, J. M. Burrell.

Executives: P. W. A. Kelso (interstate sales mng, advtg mng), G. C. Sharp (NSW sales mng), H. G. Henderson (Vic. mng), E. A. Collett (acct), D. V. Williams (Qld mng).

Products: Groceries, Uncle Tobys Oats, Wades Cornflour, Clements Cornflour, Brown & Polsons Cornflour, Lilywhite starch, Uncle Toby custard powder.

Agency: Arthur Smyth & Sons Ltd.

I/State Repr.: Branches: Melb, Bris.

COCA-COLA EXPORT CORPORATION, THE, (Inc. in USA Liability Limited). 186 Willoughby-rd, Crow's Nest, NSW. Phone JF1311. Telegrams CocaCola, Sydney.

Executives: J. R. Ennis (A/sian regional mng), J. F. Stevens (asst regional mng).

Products: Coca-Cola, Fanta soft drinks.

Agency: Hansen Rubensohn-McCann Erickson.

I/State Repr.: All states. **O'seas:** Coca-Cola Export Corp., 515 Madison-ave, New York 22, NY, USA.

COLGATE-PALMOLIVE PTY LTD, 22 Colgate-ave, Balmain, NSW. Phone WB0211. Telegrams Palmolive, Sydney.

Directors: J. Langley (mng dir), W. Sumner (tech. dir), W. Bradford (gen. sales mng), L. Yeomans (secy-treas), E. H. Little (USA), R. A. Hart (USA), G. H. Lesch (USA), G. H. Patterson, H. Morgan.

Executives: P. Fuller (comptroller), K. Begley (advtg mng).

Products: Toilet soaps, cleansers, toilet articles.

Agency: George Patterson.

I/State Repr.: Branches all States. **O'seas:** Branches throughout world.

COMMITTEE OF DIRECTION OF FRUIT MARKETING, THE, (Inc. Queensland Tropical Fruit Products), Northgate-rd, Northgate, Qld. Phone 60-5151. Telegrams Growcan.

Directors: W. N. Buchanan (chairman), J. S. Fullerton, B. Flewell-Smith, A. G. Dunlop, V. J. Battersby, H. I. Summerville.

Executives: J. F. S. Brown (canneries mng) N. E. Thygesen (secretary-acct).

Products: Golden Circle canned fruit.

Agency: Merchandising Publicity.

I/State Repr.: All States. **O'seas:** Australian Food Products, Fenchurch-st, London, Eng.

COMMONWEALTH SAVINGS BANK OF AUSTRALIA, Martin-place, Sydney. Phone B0155.

Chief superintendent: H. G. T. Searle. Advertising manager, J. Doig.

Company's operations: Savings bank.

CONDOR LAMPS AUSTRALASIA PTY LTD, 69-73 Clarence-st, Sydney. Phone 29-2148. Telegrams Condorlite.

Product: Filament & fluorescent lamps.

Agency: Thompson & Associates.

Interstate Repr.: Condor Lamps A/sia Pty Ltd, 592 Bourke-st, Melbourne, Vic.

COTTEE'S LIMITED, 237 Marion-st, Leichhardt, NSW. Phone IM2426. Telegrams

Cottee's.

Directors: H. W. Cottee, E. N. Cottee, E. T. Wrighter (gen. mng).

Products: Jams, jellies, cordials, peanut products, desserts, packet soups, cordial concentrates.

Agency: Hawkins Advtg Pty Ltd, Sydney.

I/State Repr.: Branches, 160 Whitehorse-rd, Blackburn, Vic.; Evans-rd, Rocklea East, Qld; Scarborough-rd, Osborne Park, WA; Harrow-rd, St. Peters, SA.

COTY (ENGLAND) LIMITED, 35-41 Hutchinson-st, Surry Hills, NSW. Phones FL5031. Telegrams Paricoty.

Executive: A. J. Weeks (Aust. mng).

Products: Cosmetics.

Agency: Vincent H. Freeth, Sydney.

D.H.A. (NSW) PTY LIMITED, 750-800 Princes Highway, Tempe, NSW. Phone LL0422. Teleg. Elliott Sydney.

Directors: Clive Catt (chmn & mng dir), J. B. Storrar (dep. chmn), A. P. Benson (asst mng dir), N. V. Kerr, F. W. Macpherson.

Services: Wholesale chemists.

Agency: George Patterson.

I/State Repr.: Sandas Pty Ltd, Melb.

DUNLOP RUBBER AUSTRALIA LIMITED, 108 Flinders-st, Melbourne, C.1. Phone MF0371. Telegrams Pneumatic.

Directors: Sir Daniel McVey (chairman), Sir Robert Knox (vice-chairman), Sir Giles Chippindall, G. E. Beharrell, Lord Baillieu.

Executives: R. R. Blackwood (gen. mng), R. H. Simkin (asst gen. mng), E. E. Dunshea (gen. secretary), D. H. Priestly (controller of manufacture), T. J. O'Brien (advtg mng).

Products: Tyres, batteries, motor accessories, industrial products, flooring, footwear, waterproof coats, Dunlopillo latex foam cushions, sporting goods, plastic tubing & sheeting, general rubber goods.

Agencies: Aldwych Advtg and N. V. Nixon & Co. Pty Ltd.

I/State Repr.: Branches, Wentworth-ave, Sydney; Centenary Place, Brisbane; 153 Flinders-st, Adelaide; 424 Murray-st, Perth; 27 Argyle-st, Hobart; 18 Paterson-st, Launceston. **O'seas:** Dunlop companies throughout world.

EDINBURGH LABORATORIES (AUST.) PTY LTD, 103 York-st, Sydney. Phone BX4336. Telegrams, Lantigen.

Directors: A. W. Uther (chairman), N.

L. Manning (mng dir.).

Executives: R. C. Sack (mngtr), G. Noble (sales mngtr).

Products: Lantigen B, C & E; Edinburgh Cough Mixture, Tonic, Cold Tablets, Camphor Cream; Edinol; Delagar bath pearls.

Agency: Jackson Wain.

I/State Repr.: Branches, Adelaide, Melb., Brisbane; Claydon & Carpenter Pty Ltd, Perth.

O'seas: Lantigen (Eng.) Ltd, Bagshot, Surrey, Eng; The Fluenzol Pty Ltd, Wellington, NZ; and other overseas reprs.

EMAIL LIMITED (Westinghouse Rosebery Pty Ltd, Airzone Pty Ltd), Joynton-ave, Waterloo, NSW. Phone MX0411. Telegrams Email, Sydney.

Directors: A. Burton Taylor (mng dir.), E. G. F. Horne (Aust. chairman), Sir Lionel Hooke, J. W. G. Henderson, J. M. Macfarlane, W. Ian Potter.

Executives: R. M. Davies (gen. mngtr merch.), H. Mills (gen. mngtr finance), W. A. Elder (secretary), C. Millingen (sales mngtr, radio-TV div.).

Products: Westinghouse and Airzone TV & radio receivers (sales & service).

Agencies: Westinghouse — John Clemenger Pty Ltd; Airzone — Coudrey-Gotham Associates Pty Ltd.

Westinghouse distributors: NSW: Westinghouse Rosebery Pty Ltd, radio & television div., Joynton-ave, Waterloo. Victoria: Westinghouse Rosebery Pty Ltd, cnr Cato-st & Auburn-rd, Hawthorn, E.2. Vealls Electrical & Radio Pty Ltd, 490 Elizabeth-st, Melbourne, C.I. Queensland: Howards Limited, 317-327 Adelaide-st, Brisbane. South Australia: Clarkson Limited, 146-162 Grenfell-st, Adelaide. Western Australia: Westinghouse Rosebery Pty Ltd, 124-128 Wittenoom-st, East Perth.

Airzone distributors: NSW: Bloch & Gerber Ltd, 46-48 York-st, Sydney; Buzacott (Aust.) Pty Ltd, 11 Market-st, Sydney. Victoria: Brooks Robinson Pty Ltd, 59-65 Elizabeth-st, Melbourne, C.I. Queensland: Irvines Ltd, 129 George-st, Brisbane. South Australia: Unbehaun & Johnstone Limited, 54 North Terrace West, Adelaide. Western Australia: H. C. Little & Co. Pty Ltd, 895 Hay-st, Perth.

EVEREADY COMPANY — DIVISION OF UNION CARBIDE AUSTRALIA LIMITED, Harcourt-pde, Rosebery, NSW. Phone MU044. Teleg. Eveready Sydney.

Executives: D. W. Rowed (gen. mngtr), G. K. Herring (asst gen. mngtr), C. H. Hart (sales mngtr), D. A. Jackson (asst sales mngtr), W. A. Shirley (advtrg & sales prom. mngtr).

Products: Eveready flashlights & batteries.

Agency: J. Walter Thompson (Aust).

I/State Repr.: Branches, Brisbane, Melbourne, Adelaide, Perth.

O'seas: Union Carbide International Company, New York.

FAULDING, F. H. & CO. LTD, 13 James Place, Adelaide, SA. Phone LA0121. Telegrams, Fauldingco.

Director: A. F. Scammell (manag. dir.).

Products: Solyptol antiseptic, soap & baby powder; Barrier Cream; Gard; Milk Emulsion; Ascotin; antibiotics & ethical products.

Agency: Clem Taylor Advtrg Service, Adel.

I/State Repr.: Branches, 249 Chalmers-st, Redfern, NSW (MX2271); 123-129 Lonsdale-st, Melb. (FB045); 126-132 Barry-pde, Brisbane (2-3051); 313 Murray-st, Perth (21-9111).

FELT & TEXTILES OF AUSTRALIA LTD, Bank House, Bank Place, Melbourne, C.I. Vic. Phone MU7371. Telegrams Feltex.

Directors: R. J. Webster, H. W. Rowden (mng dir.), L. A. Lochrin (dir., NSW), G. Packer, W. Scott, F. H. Wright, A. Spowers, Sir Frank Berryman.

Executives: H. P. Weber (gen. mngtr), R. B. Wainwright (finance div.), L. B. Jacobs (research & development div.), R. I. Oehr (secretary).

Products: Floorcoverings, woollen materials, plastics, bedding, footwear, wool tops.

Agencies: J. Walter Thompson Aust., Orr, Skate & Assocs, Wallens & Co, USP.

I/State Repr.: Branch at Feltex House, 261 George-st, Sydney, NSW. **O'seas:** Felt & Textiles of NZ Ltd, 201 Lambton Quay, Wellington, NZ; Felt & Textiles of Sth Africa Ltd, 98 Gale-st, Durban, Sth Africa; Bradfelt Ltd, 42 Bruton Place, Berkley Square, London, W1; Bradfelt Inc., 33 West 42nd-st, New York, NY, USA.

FERRIS BROS PTY LIMITED, 752 Pittwater-rd, Brookvale, NSW. Phone XF0221. Telegrams Caradio.

Directors: G. I. Ferris (chmn & mng dir), W. M. Ferris (tech. dir), B. M. Dixon.

Executives: H. W. Jones (asst mngtr & secy), F. B. Allison (radio eng.), J. L. Ferris (mech. eng.), D. Redman (asst mng dir), E. Hankey (acctnt), A. E. Brewer (purchasing & planning).

Products: Ferris car radios and TV receivers.

I/State Repr.: Ferris Bros, 576 Elizabeth-st, Melb., and 22 Thurlow-st, Newmarket, Bris. Distributors in SA, WA & Tas.

FORD SHERINGTON LIMITED, 119 Kippax-st, Sydney, NSW. Phone BA2101. Telegrams Globegoods, Sydney.

Directors: R. Moore (chairman), W. G. Sherington (mng dir), A. Platt, F. H. Sherington, C. A. Sherington, W. J. Mitchell.

Executive: J. C. Neal (secretary).

Products: Globite, Fordite, Regal, Airway Travel Goods.

Agency: F. P. Leonard Advtrg, Sydney.

I/State Repr.: Branches Bris., Melb., Adelaide, Perth. **O'seas:** W. A. Sparrow & Co. Ltd, London, Eng.; Ford Sherington Pty Ltd, Port Elizabeth, Sth Africa.

F.R.S. SPRINGS LIMITED, 174 Parramatta-rd, Camperdown, NSW. Phone LA6037. Telegrams Fris.

Directors: J. H. Roxburgh (chairman), E. M. Sandy, F. E. Headlam, E. S. Playfair.

Executives: E. Y. Barnes (gen. mngtr), A. F. Love (NSW mngtr), L. H. Johnson (secretary), R. C. McCann (sales & advtrg mngtr).

Products: Cozee Innerspring mattress, Res tonic spiral & Frisco mesh-top spring bases, FRS mattress support, Holdfast spring washers, upholstery, tension, torsion & compression springs, spring seating.

Agency: Don Thomson Advtrg.

I/State Repr.: Branch, Vic; A. D. Parkinson, Perth; Geo. G. Clarke Ltd, Brisbane.

GENERAL MOTORS-HOLDEN'S LTD, Fishermens Bend, Port Melbourne, Vic. Phone MJY331. Telegrams Genmotaust.

Director: H. W. Gage (mng dir).

Products: Holden, Chevrolet, Vauxhall, Bedford, Pontiac cars, trucks, utilities, panel vans, Frigidaire household & commercial refrigerators and other domestic appliances, Nasco parts & accessories, Idec diesel equip., bearings.

Agencies: George Patterson, & United Service Publicity.

I/State Repr.: Branches, all States. **O'seas:** General Motors O'seas Operations, New York, USA, & throughout world.

GILLETTE (AUSTRALIA) PTY LIMITED, 287-301 Victoria-rd, Rydalmere, NSW. Phone YW1245. Telegrams Gilrazor, Sydney.

Directors: G. H. Patterson, F. J. Guthrie (manag. dir.), F. V. Webster (deputy manag. dir.), T. Tanner.

Products: Gillette razors, blades & shaving brushes, Toni, Prom, Adorn Home Perms, White Rain Lotion Shampoo.

Agencies: George Patterson, Hugh Berry Co. Advtrg.

I/State Repr.: Branches, Melb., Bris., Adelaide, Perth. **O'seas:** Companies throughout the world.

GLAZEBROOKS PAINTS AUSTRALIA PTY LTD, 269-297 Williamstown-rd, Port Melbourne, Vic. Phone MJ1531. Telegrams Permglaze, Melb.

Directors: J. C. Farrin-Webb (chairman), E. H. Clark, E. Cohen, E. C. Coverdale, E. L. Jones, J. M. Keddie (mng dir), S. Thorp (alt. for E. C. Coverdale).

Executives: K. Beach (secy), F. R. Oakley (gen. sales mngtr).

Products: Tanox Super Gloss Paint, Permglaze Enamels, Spreed Satin Latex Paint.

Agency: Claude Mooney Advtrg.

GOODYEAR TYRE AND RUBBER CO. (AUSTRALIA) LTD, THE, Grand-ave, Granville, NSW. Phone YL0322. Telegrams Goodyear.

Directors: L. V. Winslow (vice-chairman & manag dir), J. P. Miles (sales dir), F. D. Blackstock (finance dir.), L. T. Ostergren (prod. dir.).

Executives: J. E. Sharpless (sales mngtr), M. L. Johnstone (industrial prod. sales mngtr), R. H. Macpherson (retread, repair mats sales mngtr), J. Godwin (aviation prod. sales mngtr), N. M. Martin (battery sales mngtr), J. A. C. Thompson (advtrg dept mngtr).

Products: Goodyear tyres, tubes, batteries retread materials, accessories, aviation and industrial products.

Agency: George Patterson Pty Ltd.

I/State Repr.: Branches, all States. **O'seas:** Goodyear International Corp., 1144 East Market-st, Akron, Ohio, USA.

GROUP LABORATORIES (AUST.) PTY LTD, Chesterville-rd, Moorabbin, S.20, Vic. Phone XL3701. Telegrams Grouplabs, Melb.

Directors: S. A. F. Pond (chairman), P. G. Spencer (general manager), J. V. B. Silvester (sales).

Executives: L. J. Williams (admin.), C. W. M. White (prod.).

Products: Brylcreem, Eno Fruit Salt, Silvikrin, Macleans Tooth Paste, Beecham's Pills, Ashton & Parsons Infants' Powders.

Agencies: J. Walter Thompson, Nichols Cumming & Staff Advtg. Claude Mooney Advtg. United Service Publicity.

I/State Repr.: Branches, Sydney, Brisbane, Adelaide, Perth. **O'seas:** Beecham Group Limited.

HANIMEX PTY LTD, Head office, Old Pittwater-rd, Brookvale, NSW. Telegrams Hanimex Sydney. Phone BX7281.

Directors: J. D. Hannes, J. S. Howie.

Executives: G. D. Wilson (gen. mngr), M. Middleton (indust. sales mngr).

Products: Hanimex, Argus, Pentaflex 16.

Agency: Hawkins Advtg.

I/State Repr.: Offices and warehouses in Newcastle, Albury, Melbourne, Brisbane, Adelaide, Perth, Hobart. **O'seas:** Offices in NZ, US, UK, Japan and West Germany.

HANRO (AUST.) KNITTING MILLS LTD, Hargreaves-st, Bendigo, Vic. Phone Bendigo 3-0241. Teleg. Benknit.

Directors: D. Fletcher Jones (chmn), A. V. Gray, R. J. Stilwell, A. H. Lawrence, P. H. McKean, A. T. Muller.

Executives: P. H. McKean (mng dir), A. T. Muller (asst mngr), J. T. Lyons (secty).

Products: Hanro ladies' and children's knitted underwear, ladies' knitwear, men's knitted outerwear.

Agency: Johns Higgins Publicity, Melb.

I/State Repr.: Hanro offices, 325 Flinders Lane, Melb. & 74B King-st, Syd.; G. Heithersay, Adel., Townshend & Co, Perth, Grant Marshall Bris., D. J. Lowe, Hobart.

HARE, JAMES, & CO PTY LTD, 117 Maling-rd, Canterbury, Vic. Phone WF1181. Teleg. Jameshare, Melb.

Directors: J. G. Hare (chmn), G. A. Hare (mng dir).

Products: Goya, Tru-flo, Bandbox, Headspin.

Agency: Aldwych Advtg.

I/State Repr.: Branches, 13 Randle-st, Sydney; Rex Buildings, Wickham-tce, Valley, Bris.; 66 Rundle-st, Adel.; 450a Fitzgerald-st, Perth; 101 Murray-st, Hobart. **O'seas:**

James Hare & Co Pty Ltd, 92 Newcavendish-st, London, W1, Eng.

HEINZ, H. J., COMPANY PTY LIMITED, Princes Highway, Dandenong, Vic. Phone Dandenong 1257. Telegrams Heinzco, Dandenong.

Directors: J. A. W. Ross (mng dir), H. G. Dennett (dep. mng dir), W. N. Owen (sales & mktg. dir), W. W. Watt (comptroller), L. S. Crowe (mfg. dir), K. B. Wood (secty), F. V. Kellow (mktg. mngr), R. W. Spicer (mng quality control & rsch.).

Products: Food lines.

Agency: United Service Publicity.

I/State Repr.: Branches, 99 Devonshire-st, Sydney; 307 Queen-st, Brisbane; 27 Eliza-st, Adelaide; 263 Adelaide-tce, Perth, WA. **O'seas:** H. J. Heinz Co., PO Box 57, Pittsburgh 30, Penn., USA; Leamington, Ontario, Canada; Harlesden, London, NW.10, Eng.; H. J. Heinz Co (Holland), NV.

HENDERSONS FEDERAL SPRING WORKS LTD, Alfred-st, North Melbourne, N.I, Vic. Phone FY2411.

Directors: Val G. F. Henderson (chmn), C. H. Henderson, H. D. Henderson, J. G. Henderson, F. C. B. Henderson, H. R. Henderson, D. G. Henderson.

Products: Springs, forgings, engineering, caravan parts, mattresses, seats, shock absorbers.

Agency: Carden Advtg.

HERCO PTY LIMITED, 81-87 Ryedale-rd, West Ryde, NSW. Phone WY3209. Teleg. Herchem Sydney.

Directors: S. Herczog (gov. dir), A. Lawrence, J. M. Greenwood.

Executives: B. B. Nestel (secty & mngr).

Products: Herco toilet preparations.

Agency: Goldberg.

I/State Repr.: T. G. Cullum Pty Ltd, Qld; Schaffer & Co (Vic.) Pty Ltd, Vic.; Allied Sales Pty Ltd, NSW; DHA (WA) Pty Ltd, Perth; DHA (Tas.) Pty Ltd, Tas.; Maxwell Porter & Son Pty Ltd, Adel. **O'seas:** SA Transoceanic Co, Johannesburg, South Africa.

HERRING, G. (AUSTRALIA) PTY LTD, Gibbes-st, Willoughby, NSW. Phone JY1311. Telegrams, Willscour.

Director: M. C. A. Ney (mng dir).

Executives: J. T. Armitage (gen. mngr), G. G. B. Cannon (sales mngr), G. C. Cannon (field supervisor).

Products: Beutron buttons.

Agency: Fortune Advtg.

I/State Repr.: Branch, Melb.; agent, Brisbane. **O'seas:** Factories, Hong Kong, NZ, Kobe.

HILTON HOSIERY LIMITED, 271-5 William-st, Melbourne, C.I. Phone FM5252. Telegrams Hiltonco Melb.

HOLBROOKS (AUSTRALASIA) PTY LIMITED, Danks-st, Waterloo, NSW. Phone MX1421. Telegrams Vinegar, Sydney.

Directors: S. G. Rowe (chmn), F. S. Bradhurst (mng dir), D. Stewart, J. A. Green, J. Edwards, T. M. Higgins, A. C. O. Havers, J. A. S. Cleminson, G. M. Samuelson.

Executives: S. C. Heighway (secty), A. G. Hale (works mngr), S. A. Montgomery.

Products: Holbrooks Worcestershire Sauce, vinegar, table and cocktail delicacies.

Agency: O'Brien Publicity.

HOOVER (AUSTRALIA) PTY LIMITED, Cnr Rothsay-ave & Belmore-st, Meadowbank, Phone WY0301. Telegrams Hooverall.

Directors: P. C. Boon (manag dir), S. Roberts, J. W. Young, P. C. Raphael (prod. dir).

Executives: J. Halifax (works mngr), S. W. Hill (secretary), J. A. Dale (sales mngr), J. W. Carlton (advtg mngr), P. Sharp (tech. service mngr).

Products: Hoover cleaners, washing machines, polishers, steam irons & FHP motors.

Agency: Lintas Pty Ltd.

I/State Repr.: Distributors all States. **O'seas:** Branches throughout world.

HORLICKS PTY LTD, 103 Alexander-st, Crow's Nest, NSW. Phone JF6111. Teleg. Horlick Sydney.

Subsidiary company: Airwick Pty Ltd.

HUDNUT, RICHARD, PTY LTD, 508-528 Riley-st, Surry Hills, NSW. Phone MX2355. Telegrams Quickpill.

Directors: E. H. Bobst, A. E. Driscoll, P. R. van der Stricht, W. B. Howard (manag. dir.), E. T. Simpson, H. W. Kay.

Executives: H. Gilet (sales mngr), B. Pledge

(advtg mngr), J. Eades (plant supt), R. P. Puxley (acctnt).

Products: Richard Hudnut Hair Beauty Preparations, Gemey and Three Flowers Cosmetics.

Agency: Jackson, Wain & Co. Pty Ltd.

I/State Repr.: Branches, all States. **O'seas:** Richard Hudnut, Morris Plains, New Jersey, USA.

HUNTER PRODUCTS PTY LTD, 8 Bute-st, Footscray, Vic. Phone MW 6091. Teleg. Oxppl.

Directors: L. D. Hunter, Snr. (gov. dir), L. D. Hunter, Jr. (mng dir), A. T. Hunter (gen. mngr), V. K. Hateley, M. L. Hunter, B. A. Hunter, D. R. Wilson.

Products: Janitor, Time, Quick Starch.

Agency: Chapman Hendrie.

I/State Repr.: Branches all States.

IMPERIAL CHEMICAL INDUSTRIES OF AUSTRALIA AND NEW ZEALAND LIMITED, 1 Nicholson-st, Melbourne, C2, Vic. Phone FB0201.

Products: Ammunition, explosives, metals, slide fasteners, synthetic ammonia, general, indust. & agric. chemicals, pharm. and vet. products, alkalis, water treatment chemicals, salt, dyestuffs, coated fabrics, plastic film, fibres, plastics.

I/State Repr.: Branches, 69 Macquarie-st, Syd., PO Box 3582S; 363 Adel.-st, Bris.; 171 St. George's-tce, Perth; 81 Cameron-st, Launceston; 185 Victoria-sq, Adel. **O'seas:** Companies throughout the world.

INSURANCE COMPANY OF NORTH AMERICA, 82 Elizabeth-st, Sydney. Phone BW4077. Teleg. Norama.

Executives: E. W. H. Cowper (resident secty, A'sia), C. W. Le Page (asst mngr, A'sia).

Services: Fire, accident & marine insurance. **Agency:** Coudrey Gotham.

I/State Repr.: Branches, Melb., Bris., Adel., Perth. **O'seas:** Auckland, NZ; home office, Philadelphia, PA, USA.

INTERNATIONAL CORRESPONDENCE SCHOOLS (AUSTRALASIA) PTY LTD, 140 Elizabeth-st, Sydney, NSW. Phone MA 6566. Cables Intertext.

Directors: W. R. Gresham (mng dir.), G. R. Wray (registrar, advtg mngr), G. W. Anley (secy), D. Hammond (dir of studies).

Service: Home study instruction by mail
Agency: Willmott's Ltd.
I/State Repr.: Branches, all States, Aust & NZ. **O'seas:** ICS Ltd, Kingsway, London Eng.; ICS World Limited Inc., PA, USA.

INTERNATIONAL HARVESTER COMPANY OF AUSTRALIA PTY LTD, 171-205 City-rd, South Melbourne, S.C.4, GPO Box 4305, Melbourne. Phone 62-0261. Telegrams, Harvester, Melbourne.

Products: McCormick International Tractors & Farm Equip., International Trucks. International Construction and earth moving equip.

I/State Repr.: Branches, all States.

INTERNATIONAL TOBACCO COMPANY OF AUSTRALIA PTY LTD, 631-645 Swanston-st, Carlton, N.3., Vic. Phone FJ5178. Telegrams Interbacco, Melbourne.

Products: Du Maurier, Peter Jackson, City Club, Albany-Albany King Size, First Lord cigarettes.

Agencies: Du Maurier-Paton Advtg, Melbourne; Peter Jackson-W. S. Crawford Ltd, London; City Club and First Lord-Notley Advtg, London; Albany-T. Booth Waddicor & Partners Ltd, London; Walker, Robertson, Maguire Advtg, Melbourne.

JAMES STEDMAN HENDERSON'S SWEETS LTD, Sweetacres, Rothschild-ave, Rosebery, NSW. Phone, FF2381. Telegrams Sweetacres.

Directors: R. Moore (chairman), R. G. Costin (gen. mngr), S. N. Stedman, F. W. Court, R. S. Goward.

Executives: J. A. Williams (sales mngr), B. G. Barr (advtg mngr).

Products: Confectionery & chocolates.

Agency: Willmott's Advtg.

I/State Repr.: Nestle's Food Specialities, all States. **O'seas:** Factory, Auckland, NZ.

JANTZEN (AUSTRALIA) LIMITED, Parramatta-rd, Lidcombe, NSW. Phone YX2041. Telegrams, Jantzen, Sydney.

Directors: W. Scott (chairman), J. N. Walker (manag. dir.), C. Francis, N. Routlev.

Executives: W. F. Strang (secty), B. S. Cuttle (merch. mngr), P. L. Smith (sales mngr), R. W. Bunt (advtg mngr).

Products: Jantzen swimwear, sunclothes, knitwear, slacks, skirts.

Agency: J. Walter Thompson.

JASOL CHEMICAL PRODUCTS LTD, 33 Pirie-st, Adelaide, SA. Phone W6144. Telegrams Losaj.

Directors: F. E. G. Edwards (manag. dir.), J. A. Lawton (prod. mngr).

Products: Antiseptics, disinfectants, liquid soaps & cleaners & insecticides.

Agency: Ring Stacy Associates Ltd.

JENYNS PATENT CORSET PTY LTD, THE, 309-315 George-st, Brisbane, Qld. Phone 2-2246. Telegrams Corsets, Brisbane.

Directors: H. C. Jenyns (manag. dir.), K. J. Bain (secretary), R. G. Jenyns, S. B. Scott.
Executive: G. M. Mitchell (sales mngr).

Products: Surgical & fashion foundation garments.

Agency: Geo. Patterson-Noble Bartlett.

I/State Repr.: N. H. McIntyre, 321 Pitt-st, Sydney; Ship'on & Co. Pty Ltd, 37 Swanston-st, Melbourne; R. S. B. Francis, 55 King William-st, Adelaide; J. V. Gracey & Co., Wellington Chambers, William-st, Perth; J. S. Handbury, 147 Liverpool-st, Hobart.

JOHNSON & JOHNSON PTY LIMITED, 200 York-st North, Sydney, NSW, Box 3331 GPO. Phone BU2501. Telegrams Zoplast, Sydney.

Directors: W. H. Northam (manag. dir.), W. J. Allman, R. A. Bowie, R. B. Crawford, C. H. Marsden, R. W. Mayhew, A. J. Murray, R. A. Walters, A. J. White.

Products: Johnson's Baby Products, TEK Tooth Brushes, Band-Aid Adhesive Bandages, Personal Products, Surgical Dressings.

Agencies: Willmott Advtg, O'Brien Publicity.

I/State Repr.: Branches, all States.

JOHNSON, S. C., & SON PTY LIMITED, Queen-st, Rosebery, NSW. Phone FF2321.

Directors: G. O. Potter (manag. dir.), H. W. Weathersbee, H. C. E. Wilton, E. F. Peil, H. C. Higson.

Executives: M. W. Young (Asian sales mngr), T. G. Strover (Aust. sales mngr), D. H. Cartledge (secretary).

Product: Johnson's Wax.

Agency: J. Walter Thompson.

I/State Repr.: Branches all States. **O'seas:** Agencies throughout world.

KAYSER PROPRIETARY LIMITED, 238 Flinders Lane, Melbourne. Phone 63-7071. Telegrams Kayser.

Products: Hosiery, lingerie, gloves, bras.
Agency: United Service Publicity.

K.B.C. LIMITED, 32-42 Woodlands Terrace, Woodlands Park, SA. Phone UM 3651-2-3. Telegrams Bocomolds.

Director: D. F. Cooper (manag. dir., gen. mngr).

Products: KBC Handyman Drills & power tool kits and $\frac{1}{2}$, $\frac{3}{8}$ and $\frac{1}{4}$ in. heavy duty and single speed drills, mixers, and bean cutters.

KELLOGG (AUST.) PTY LTD, Stephend, Botany, NSW. Phone MU9541. Telegrams, Kellogg, Sydney.

Executives: R. J. Dawson (manag. dir.), R. W. Whitfield (marketing mngr), R. L. Jones (advtg mngr), D. Dulley (gen. sales mngr), K. D. Slip (sales & advtg staff asst).

Products: Ready-to-eat cereals.

Agency: J. Walter Thompson.

I/State Repr.: Branches in all States. **O'seas:** Agents throughout the world.

KELVINATOR AUSTRALIA LIMITED, Anzac Highway, Keswick, SA. Phone LF1661. Telegrams Kelvinator, Adelaide.

Director: A. B. Barker (manag. dir.).

Executives: R. F. Pascoe (treasurer), R. E. Huxham (sales mngr), R. T. Burns (sales prom. mngr).

Products: Kelvinator refrigerators, home freezers, auto washing mach., air conditioners, water coolers, radio & TV receivers.

Agency: J. Walter Thompson.

KIA-ORA INDUSTRIES LIMITED, 201 High-st, Prahran, S.1, Vic. Phone LA1451. Telegrams Chillie, Melbourne.

Directors: J. L. Dixon (chmn), E. F. Fauser (mng dir), H. Holmes, K. R. Green, L. Richardson, R. A. Hayes, R. H. Gamble (assoc. dir).

Executives: J. Davenport (gen. plant mngr), J. G. Spall (sales mngr, sthn div.), L. Till (sales mngr, n'thn div.), R. A. Cuming (sth. div. merch. mngr), J. Hays (nth. div. merch. mngr).

Products: Fruit juice cordials, canned foods, paper products.

Agency: John Clemenger.

KITCHEN, J., & SONS PTY LTD, 1-33 Macquarie-st, Sydney. Phone B0551.

Director: W. D. Phillips (manag. dir.).

Executives: R. J. Lawrence (advtg mngr), R. N. Stockwell (gen. sales mngr).

Products: Detergents, toilet soaps; Persil,

Surf, Velvet, Solvol, Coronet, Handy Andy.
Agency: Lintas Pty Ltd.

I/State Repr.: Branches, all States.

KODAK (AUSTRALASIA) PTY LTD, Kodak Hse, 379-381 George-st, Sydney. Phone B0235, 252 Collins-st, Melbourne. Phone 63 7711.

Directors: E. J. Rouse (chmn), H. F. Foote (works dir), J. E. Page (finance dir), R. J. Mitchell (sales dir), E. A. Teasdale.

Executives: R. Dudley (Syd. mngr), A. Wonson (Melb. mngr), J. F. Reed (TV div. Melb).

Products: Suppliers of Eastman 16 & 35 mm TV and cinema film proj. and studio lighting equip.

I/State Repr.: Branches in all States.

KRAFT FOODS LIMITED, Salmon-st. Port Melbourne, Vic. Phone MJY111. Telegrams, Kraftco, Melbourne.

Directors: H. G. Osborne (chairman, manag. dir.), E. O. Pelling (vice-chairman), T. W. Easton (prod. dir.), J. E. Sexty (sales dir.), G. R. Hunter (NSW div. mngr), I. McK. Milne (dir., secy).

Executives: W. Dickson (gen. prod. mngr), Dr. K. Farrer (research mngr), W. H. Fry (personnel officer), E. W. Hill (factory mngr), J. McCulloch (export mngr), G. Nicholls (advtg mngr).

Products: Cheese products, Bonox, Vegemite, hot packs, ice cream mix, mayonnaise, meat & fish pastes, confectionery.

Agencies: J. Walter Thompson, Carden Advtg.

I/State Repr.: Brisbane; Adelaide (Wm Begg & Sons); Darwin; Newcastle, Sydney, Hobart, Perth, Launceston. **O'seas:** Agencies throughout world.

KRIESLER AUSTRALASIA PTY LIMITED, 43 Alice-st, Newtown, NSW, PO Box 108, Newtown. Phone LA0400. Telegrams Kriesler, Sydney.

Directors: P. G. Tuit (chairman), L. E. A. Walcot (dir. & gen. mngr), R. Weingott (merch. dir.), J. G. Robinson (asst gen. mngr, admin.), W. Bailey (asst gen. mngr, factory), R. L. Ainsworth (sales dir).

Agency: Jackson, Wain & Co Pty Ltd.

Products: Radio and TV receivers.

I/State Repr.: Distributors, all States.

LA MODE INDUSTRIES PTY LTD, 13-43 Victoria-st, Fitzroy, Vic. Phone JA5064.

Directors: W. S. Reid (chairman), J. T. Teague (manag. dir.), N. O'Donoghue, D. Bell, J. Wigley (secretary); L. McMurtrie, H. Essery, N. Taylor, K. Grasle, G. Braden, E. James (assoc. dirs).

Products: Corsetry, lingerie, menswear, knitwear.

Agency: K. M. Campbell Pty Ltd.

I/State Repr.: Branches, 71 York-st, Sydney; 14 Stephens Place, Adelaide; 72 Eagle-st, Brisbane; 59 King-st, Perth; 109 Collins-st, Hobart.

LAXETTES PTY LTD, 121 Cremorne-st, Richmond, E.1, Vic. Phone JB2571-2.

Executives: J. D. Lobb (manag. dir.), N. E. Moore (mngt).

Product: Laxettes.

Agency: Robert Hughes Advtg.

LEVER BROTHERS PTY LIMITED, 1 Macquarie-st, Sydney. Phone B0551.

Executives: M. C. S. Adams (mngt dir.), A. W. McCall (gen. sales mngt), N. M. Snashall (advtg mngt).

Products: Soaps & detergents.

Agencies: Lintas Pty Ltd, J. Walter Thompson.

I/State Repr.: Branches, Melb., Bris., Adelaide, North Fremantle.

LINGUAPHONE INSTITUTE PTY LTD, Fleming Place, Melbourne. Phone MU9337. Telegrams Thorough.

Directors: J. A. Lothian (gen. mngt, manag. dir.), L. A. Lothian, T. C. Lothian.

Products: Language gramophone records.

O'seas Repr.: 33 Mercer-st, Wellington, NZ.

LNC INDUSTRIES LTD, 177-185 William-st, Sydney. Phone FA7001-3. Teleg. Larken-ve, Rovercar, Volcar.

Subsidiaries: Grenville Motors Ltd, Lanock Motors Ltd, Larke, Neave Investments Pty Ltd, LNC Trading Co Ltd, Devon Securities Ltd, Clegg's Motors Pty Ltd, Edward-st Motors Pty Ltd.

Directors: E. M. Robson (chmn), E. R. Lane (mngt dir), W. R. Locke (mngt dir), G. R. Allman, W. J. Locke, D. M. Clark (secty).

Executives: A. H. Russell, G. R. Lane, R. H. Greenwood & D. I. Donaldson (sales mngts), D. M. Barrie (advtg mngt).

Products: Motor vehicle distributors; Rover cars and Land-Rover vehicles; Volkswagen cars & comm. vehicles; Perkins diesel engines.

Agency: Jackson Wain.

O'seas Repr.: Tozer Kemsley & Millbourn Ltd, 84 Fenchurch-st, London, EC3, Eng.

MacROBERTSON PTY LIMITED, Argyle-st, Fitzroy, Vic. Phone JA 3171. Teleg. Old Gold.

Directors: N. N. Robertson (chmn & mngt dir), E. F. Robertson, G. R. Brewer, H. Taylor, C. W. A. Tuppen.

Executives: J. M. Kirkpatrick (secty), L. Cranbourne (prod. mngt), L. J. Sylvester (gen. sales mngt).

Products: Chocolates & confectionery; Old Gold, Snack, Columbines, Cherry Ripe.

I/State Repr.: Branches, Syd., Newcastle, Wollongong, Bris., Townsville, Rockhampton, Adel., Perth, Hobart, Launceston, Ballarat. **O'seas:** Frame & Co Ltd, London; John Mackintosh & Sons Ltd, Norwich, Eng.

MARIGNY (A/SIA) PTY LTD, 177 Collins-st, Melbourne. Phone 63-6232. Telegrams, Marigny, Melbourne.

Directors: J. F. Wren, C. H. Facer.

Executives: R. J. Moore (gen. mngt).

Products: Ladies' hairdressing supplies.

Agency: Briggs, Canny, James & Paramor.

MARKWELL BROTHERS PTY LTD, 11-15 Victoria Place, South Brisbane. Phone 4-2571-2-3. Telegrams Markbris.

Directors: F. J. Markwell, R. L. Markwell.

Executives: J. D. Goodrick (sales mngt).

Service: Distributors: Maico, Matchless, Francis Barnett, NSU & JAWA Motor Cycles & Scooters, Alvis & Maico and NSU Prince Cars, Ursus tractors & agric. equip.

Agency: General Publicity.

MAURI BROTHERS & THOMSON LTD, 2-6 Barrack-st, Sydney. Phone BX2601. Telegrams, Pinnacle.

Directors: Donald Junor (chairman, mngt dir), F. L. Henriques, D. W. Robertson, A. Murray Jones, A. K. Butler.

Executives: C. L. London, R. N. Taylor, K. M. Middleditch, M. Roos, F. H. Daniell, W. H. Craike (vice-presidents).

Products: Vinegar, yeast, extract of malt, bread manufacturers' ingredients, crown seals, stainless steel equipment, cork, importers, manufacturers and agents for plant and equipment for breweries, bread manufacturers, soft drink manufacturers.

Agency: IPS Advertising.

I/State Repr.: Branches all States. **O'seas:** Branch Nth & Sth Islands, New Zealand. Repr. London & New York.

McWILLIAMS WINES PTY LTD, Bulwarra & Pymont Bridge-rds, Pymont, NSW. Phone MW2801.

MENZ, W., & CO. LIMITED, 29 Roper-st, Adelaide. Phone W5211. Telegrams Menz-andco, Adelaide.

Directors: H. V. Menz (chairman), W. O. Menz, W. J. Menz (gen mngt), A. V. Adamson, L. T. Grummet (secretary).

Executive: H. W. J. Axford (distrib. mngt).

Products: Biscuits, chocolate, confectionery.

Agency: L. J. Macnarama Advertising Service Pty Ltd.

I/State Repr.: S. Hoffnung & Co. Ltd, Brisbane; S. Hoffnung & Co. Ltd., Scanlens Food & Confectionery Co Pty Ltd, & M. J. Ferran Pty Ltd, Sydney; E. A. Walker Pty Ltd, H. G. Watson Pty Ltd, Melbourne; E. S. Lazarus & Co Ltd, Perth; F. R. Bye Ltd, Launceston, F. G. Rich & Co Pty Ltd, Hobart, Tas.

MILNE & CO. PTY LTD, 26 Anderson-st, Southwark, SA. Phone LU8131. Telegrams Milnanco.

Directors: A. M. Russell (mngt dir), H. C. Hucks, D. M. Brook, F. Bruel, R. K. Kent.

Executive: R. K. Kent (secretary).

Products: Milne's whisky, gin, brandy, rum and gin squash; Gilt Edge whisky.

Agency: Ring Stacy Assocs Pty Ltd.

I/State Repr.: Curcier Adet & Co. Pty Ltd, Vic.; Tucker & Co. Pty Ltd, NSW; Thos. Brown & Sons Ltd, Qld; Lionel Samson & Sons Pty Ltd, WA.

MOULDED PRODUCTS AUSTRALASIA LIMITED, 165 Cremorne-st, Richmond, E.1., Vic. Phone JB1551. Telegrams Duperite, Melbourne.

Directors: F. L. Fitzpatrick (chairman), H. F. Walsh, J. D. Rogers, H. K. Gilchrist, J. F. Hope, P. J. Derham, G. Jennings, J. W. Kelly, J. A. Macdonald.

Executives: B. Brown (sales manager-consumer division), P. J. Derham (manager-industrial division), J. A. Macdonald (secretary), R. A. Stuart (advertising manager).

Products: Nylex brand plastics.

I/State Repr.: Branches, 555 Collins-st, Melbourne; 137 Clarence-st, Sydney; National Park-st, Newcastle, NSW; 35 Charlotte-st, Brisbane; Sturt-st, Townsville, Qld; Grange-rd, Adelaide; Scarborough Beach-rd, Perth;

38 Charles-st, Launceston; 29a Barrack-st, Hobart.

MUIR & NEIL PTY LTD, 479 Kent-st, Sydney, NSW. Phone MA2406. Telegrams Muirneil.

Directors: J. R. B. Neil (manag. dir.), R. S. W. Neil (sales mngt).

Products: No-DoZ Awakeners, Iodised Balmosa, Carnation Corn Caps, Roboleine, Carnation Toilet Tissue.

Agency: The Hugh Berry Co. Pty Ltd.

I/State Repr.: Branch, 46 Cliff-st, South Yarra, S.E.1, Melbourne. **O'seas:** Branch, 105-107 Wellesley-st West, Auckland, C.I, NZ.

MUMS PRODUCTS PTY LTD, 625 Dowl-ing-st, Sydney. GPO Box 3764. Phone FA1135. Telegrams Mumsjelly, Sydney.

Directors: R. S. Myles (manag. dir.), A. L. Blythe, G. B. Oliver.

Executive: J. A. Harvey (secretary).

Products: Mums fruit jelly crystals, custard powder, baking powder.

Agency: Vincent H. Freeth Pty Ltd.

NAIRN, MICHAEL & CO. (AUST.) PTY LTD, Skarratt-st, Auburn, NSW. Phone YX1261. Teleg. Nairn, Sydney.

Directors: W. V. Armstrong (chmn), H. T. A. Doran, A. W. Melrose, M. A. Spencer-Nairn (alternate H. Quinton), Sir Michael G. Nairn, Bart. (alternate G. J. Crookes).

Executives: J. R. Dougall (secretary), A. M. Burgess (merchandise mngt), J. A. Wild (admin. mngt).

Products: Linoleum, adhesives and polishes.

Agency: V. H. Freeth Pty Ltd.

I/State Repr.: Branches all States. **O'seas:** Michael Nairn & Co. Ltd, Kirkcaldy, Scotland.

NATIONAL OF CALIFORNIA PTY LTD, 301 Prince's Highway, Carlton, NSW. Phone LW4001 Telegrams, Natcal, Sydney.

Directors: B. T. Sheil (mngt dir.), C. L. Bonython, W. G. Tate, C. B. Lean, G. F. Joseph (NZ dir.).

Products: Venetian blinds, aluminium awnings, pelmets and Roller fly screens.

Agency: Beausheil, Wales & Assoc. Pty Ltd.

I/State Repr.: Assoc. companies, Adelaide Brisbane, Wagga, Newcastle. **O'seas:** Assoc. companies, Auckland, Wellington, Dunedin, NZ.

NATIONAL CHEMICAL PRODUCTS PTY LIMITED, corner Liverpool & Riley-sts, East Sydney, NSW. Phone FA1181-3. Telegrams Hapre, Sydney.

Directors: M. Liebesman, H. H. Pryer (manag. dir.), B. B. Pryer, I. Wolff.
Executive: R. W. Gleeson (sales mngr).
Products: Napro hair cosmetics.
Agency: McClelland Advtg.
I/State Repr.: Agents, all States and N.Z.

THE NESTLE COMPANY (AUSTRALIA) LIMITED, 17 Foveaux-st, Sydney. Phone B0935. Telegrams, Nestfood.

Advtg mngr, R. A. Wilson.
Products: Nescafe, Milo, Ideal Milk, Chocolate, Maggi Soups, Quik, Sunshine Full Cream Powdered Milk, Lactogen.
Agencies: Hansen Rubensohn - McCann Erickson; Goldberg Advtg.
I/State Repr.: Branches, all States.

NICHOLAS PROPRIETARY LIMITED, 699 Warrigal-rd, Chadstone, S.E.10, Vic. Phone UM7291. Telegrams Aspro, Melbourne.

Directors: G. R. Nicholas, H. J. Nicholas and M. A. Nicholas (joint gov. dirs.), H. M. Lightfoot (chairman), C. E. Kerville (manag. dir.), R. R. Balfe, F. J. Howells, A. J. Norris, G. C. Pitman.

Executives: W. T. Richards (advtg mngr), C. B. Bray (Aspro mngr), C. J. Barnfather (ethical sales mngr), W. P. Palmer (agricultural & vet. sales mngr).
Products: Pharmaceuticals, veterinary remedies.
Agency: Briggs, Canny, James & Paramor.

NILE TEXTILES LIMITED, 125 York-st, Sydney. Phone BX6041. Telegrams Hank chief, Sydney.

Subsidiaries: Nile Industries Pty Ltd, Nile Distributors Pty Ltd, Nile Weaving Mills Pty Ltd, Wallace, Buck & Goodes Pty Ltd.

Directors: A. D. Aboud (chairman), N. Aboud (manag. dir.), D. M. Aboud, J. G. Aboud, A. J. Buckingham, J. I. Armstrong.

Executive: K. M. Lush (secretary).
Products: Nile handkerchiefs, underwear sheets & pillow cases, towels, blankets, rugs, BVD underwear.

Agency: Hansen Rubensohn - McCann Erickson.

I/State Repr.: Branches, Melb., Bris. Perth, Adelaide; Agents, A. N. Bennett, Tas., J. W. Tuckfield & Co., Nth Qld.

NUT FOODS PTY LTD, Edinburgh-rd, Marrickville, NSW. Phone LA3721. Teleg. Nutfoods, Marrickville.

Directors: R. C. Crebbin (chmn & mng dir), O. E. Phillips, W. Linton, A. E. Chown, P. G. Montgomerie, H. A. Allen (gen. mngr), J. J. Freeman (advtg mngr).

Products: Eta food lines.
Agency: Bartlett, Murphy & MacKenzie.
I/State Repr.: Branches, all States.

PADDLE BROS PTY LTD, 4 Reid-st, North Fitzroy, N.7., Vic. Phones JW1195, JW5371. Telegrams Padshoe, Melb.

Director: L. E. Paddle (manag. dir.).
Executives: R. T. Fairclough (gen mngr).
Products: Pre Moccs, Baby Moccs, Minor Moccs, Stitchdown, Jaunties, Party Patents, Pad-a-bouts shoes.

Agency: N. V. Nixon & Co.

PAIN MFG PTY LTD, 74 Pacific Highway, Waitara; Sefton-rd, Thornleigh, NSW. Phone JW1085. Telegrams Pamanco.

Executives: R. T. W. Pain (manag. dir.), I. C. Iverson (sales dir.).

Products: Mello-Lite aluminium awnings & venetians, Shademaster Goldseal Coilstock.
Agency: Weston Advtg.

I/State Repr.: Blind Supplies Pty Ltd, 84 Lutwyche-rd, Windsor, Qld; Venetian Supplies Pty Ltd, 944 North-rd, East Bentleigh, Vic.; Industrial Supplies & Consulting Service Pty Ltd, Welshpool-rd, Welshpool, WA; National (SA) Ltd, 51 Elizabeth-st, Adelaide, SA. O'seas: Kidston & Parker, 10 Old Jewry, London, E.C.2, Eng.; A. Clouet & Co., 133 Wallich-st, Singapore; Campbell Beaumont (NZ) Ltd, 284 Queen-st, Auckland, NZ.

PATERSON, LAING & BRUCE LTD, 2 Wynyard-st, Sydney. Phone B0266. Telegrams Manifold.

Directors: K. Withers, S. Impett, T. White.
Executives: V. Hutchin (sales mngr).

Products: Sally Forth fashion wear, Patolaine knitwear & lingerie, Romney & Leedall knitwear, John Halifax sports coats.

Agency: George Patterson.
I/State Repr.: Warehouse, Melb., offices all States. O'seas: Office, London, Eng.

PAULS ICE CREAM & MILK LTD, Montague-rd & Hope-st, South Brisbane. Phone 4-0151. Telegrams Paulscream.

Directors: J. H. Bryant (chairman), E. Stokes (manag. dir.), E. E. Biggs, C. J. Macdermott, L. P. Taylor, R. E. Wilson, D. I. Shew.

Executives: O. C. H. Smith (secretary), H. V. Ross (accountant).

Products: Ice cream, frozen confections, pasteurised milk & cream, frozen milk, skim milk powder, crumpets, continental spread, snap frozen foods.

Agency: Merchandising Publicity.

PELACO LTD, 23 Goodwood-st, Richmond El., Vic. Phone JB2151.

Directors: K. S. Elliott (manag dir).

Products: Shirts & Sport shirts for men & boys, collars, pyjamas, shorts, handkerchiefs, Lady Pelaco blouses, uniforms, jamas, casual wear, young Lady Pelaco Blouses, school blouses.

Agency: Paton Advtg Service.

PHILIP MORRIS (AUST.) LTD, Cherterville-rd, Moorabbin, Vic. Phone XL3621. Teleg. Philmor, Melbourne.

Directors: Sir Norman A. Martin (chairman), C. J. Altson (vice-chairman), J. F. Cullman, G. C. Dawson, G. Harris, R. J. Leahy (manag direc.), S. M. Wreford, E. J. Baster, J. R. Fawke, R. A. F. Brown.

Executives: J. R. Fawke (secy).
Products: Philip Morris cigarettes, Marlboro and Revelation filter-tip cigarettes.

Agency: United Service Publicity.
I/State Repr.: Branches, sales offices, warehouses, all States.

PHILIPS ELECTRICAL INDUSTRIES PTY LIMITED, Head office, 69 Clarence-st, Sydney. Phone BX1661. Telegrams, Argenta.

Products: Radio-TV receivers, electrical appliances, records, musical equipment, industrial and scientific equipment, radio-TV receiving and transmitting valves, picture tubes and semi-conductors, lamps and fittings.

Agencies: Hansen Rubensohn-McCann Erickson, Thompson & Associates.

I/State Repr.: Branches, 367 Kent-st, Sydney (BX3471); 192-194 Parry-st, Newcastle West; Commercial Banking Company of Sydney Building, Petrie-st, Civic Centre, Canberra (J4498); 590 Bourke-st, Melbourne (MU6091); 148 Edward-st, Brisbane (B2666-7); 119 Grenfell-st, Adelaide (W2241); 391-5 Murray-st, Perth (21-3131-2); Cnr Brisbane & Elizabeth-sts, Hobart (2-2120).

PHOENIX BISCUIT CO. PTY LTD, Grosvenor-st, Abbotsford, Vic. Phone JB 2166-7-8. Telegrams Phoebisco, Melb.

Director: J. W. Condon (manag. dir.).
Products: Phoenix biscuits, Success cakes & sponges.

Agency: Rickards Advtg.

PICK-ME-UP FOOD PRODUCTS LTD, 60 Alice-st, Newtown, NSW. Phone LA2726. Telegrams Pickmeup, Sydney.

Directors: A. Moss (chairman), R. Moore, A. A. Stewart, J. Postelthwaite.

Products: Canned foods, preserves, condiments.

Agency: Thompson & Assocs.
I/State Repr.: Branches, Melbourne, Brisbane, Newcastle, Lismore, NSW Agents, Robert Harper & Co. Ltd, Albert-st, Brisbane; Gavin Stevens Sales, 15 Waymouth-st, Adelaide; Edgar Chrystal & Co., 7 Basement, T&G Bldgs, St George's Terrace, Perth, WA.

POTTER & MOORE (AUSTRALIA) PTY LTD, 11 Nepean Highway, Mentone, S11, Vic. Phone XF2291. Telegrams, Narcissus, Melbourne.

Directors: E. S. Bradley (chairman), W. C. Thomas & J. A. D. Paul (joint manag direct.), A. J. McIntyre, A. J. E. Madden.

Products: Perfumes, toiletries, cosmetics. Aust. repr., Potter & Moore Ltd, London, UK, Carter Products Inc. New York, USA; Dae Health Laboratories Ltd, London, UK, USA; John H. Breck Inc., Massachusetts, USA.

Agencies: Robt. Hughes Advert. Pty Ltd, J. Walter Thompson, Jackson Wain, Gold-berg Advert.

I/State Repr.: Branches, Sydney, Brisbane, Adelaide, Perth. O'seas: Indonesia, Philippines, Singapore, Hong Kong, Thailand.

PRESTIGE LIMITED, 257 Donald-st, East Brunswick, N.11, Vic. Phone FM5373. Telegrams Prestige.

Directors: G. G. Foletta, H. C. Foletta, E. A. Foletta, Sir Alexander Fitzgerald, F. H. Foster, J. R. Bishop.

Executive: J. B. Hatrick (chief gen. mngr).
Products: Prestige hosiery, lingerie, fabrics.
Agency: George Patterson Pty Ltd.

I/State Repr.: H. G. Foletta & Co Pty Ltd, 38 Oxley-st, St. Leonards, NSW. Phone JF2321.

PRUDENTIAL ASSURANCE COMPANY LIMITED, THE, 39-49 Martin Place, Sydney, NSW. Phone BW2885. Telegrams Prudasco, Sydney.

Executives: S. C. Canfield (gen. mngr for Aust & NZ), L. W. Offord (Actuary for Aust. & NZ), W. R. Tattersall (fire, accident & marine mngr, Aust & NZ), E. D. Smout (agency mngr, Aust & NZ), G. H. Heath (secretary, Aust. & NZ), R. B. Levey (deputy actuary, Aust. & NZ).

Service: Life assurance, fire, accident & marine insurances.

Agency: Coudrey-Gotham Assoc. Pty Ltd.
I/State Repr.: Branches throughout Aust. & NZ. **O'seas:** Head office, Holborn Bars London, England.

PYE INDUSTRIES LTD, P.O. Box 12, Marrickville. Telegrams Pyind, Sydney. Phone LL0411.

Directors: C. O. Stanley, C.B.E. (alternate with E. Aston Lloyd), J. D. Patience, P. M. Threlfall, F. W. Davey, R. V. Bridekirk, G. A. Wooler (alt. E. Sunman), E. T. Price.

Executives: I. G. Carseldine (secretary), D. P. Mieville (advert. mngr).

Products: Manufacturers of TV, radio and appliances.

Agencies: McClelland Advert. Co. Pty Ltd.
I/State Repr.: Branch offices in all States.
O'seas Repr.: Member of the Pye Ltd Organ., England.

RADIO CORPORATION PTY LTD, 126 Grant-st, South Melbourne. Phone 62-0281. Telegrams Schuh.

Executives: R. H. Harris (gen. sales mngr) E. H. Macarow (advtg mngr).

Products: Astor radio, TV, refrigerators, washing machines, clothes dryers, room conditioners.

Agencies: United Service Publicity, Ansell & Assocs.

I/State Repr.: Branches & agents, all States.

RALEIGH PRESERVING CO. LTD, 502 Albion-st, Brunswick West, N12, Vic. Phone FM2811. Telegrams Raleighpres, Melb.

RANLEIGH WARE LIMITED, 15 Deloraine-rd, Edwardstown, SA. Phone 76-4551. Telegrams Ranleigh, Adelaide.

Directors: A. R. Curtis, F. R. Curtis (manag dir), N. R. Stokes (sales dir).

Products: Ranleigh stainless trays, ash trays, traymobiles & desk sets.

Agencies: The Hugh Berry Co., Melbourne & Sydney.

I/State Repr.: All States. **O'seas:** Christchurch, Dunedin, Auckland & Wellington, NZ; Cape Town & Johannesburg, Sth Africa; Colombo, Ceylon, Singapore, Lebanon, Hong Kong, Kenya, Fiji, Portuguese East Africa, Cyrenaica, Portuguese India, Greece, Trinidad, BW1, Philippines.

RECKITT & COLMAN (AUSTRALIA) LTD, 770 Bourke-st, Redfern, NSW. Phone MX2501. Telegrams Reckitts, Sydney.

Directors: J. Edwards, T. M. Higgins, K. W. Howitt, J. E. Biddlecombe.

Products: Household, pharmaceutical, food products.

Agencies: J. Walter Thompson, George Patterson, A. N. White, Arthur Smyth.

I/State Repr.: Branches, all States. **O'seas:** Head office, Hull, England.

REMINGTON RAND (AUSTRALIA) PTY LIMITED, 80 Parramatta-rd, Lidcombe, NSW. Phone YX3022. Telegrams Remrand, Sydney.

Executives: M. G. Goldfinch (mngr), J. B. Dibbs (shaver sales mngr), P. Newby (svce mngr), K. Delaney (advtg mngr), G. N. Chapman (prod. mngr), F. A. Epton (acctnt).
Products: Electrical shavers, portable typewriters.

Agency: J. Walter Thompson.
I/State Repr.: Branches, 240 Victoria-pde, East Melb.; Gays Arcade, Rundle-st, Adel.; 548 Queen-st, Bris.; Remington Hse, Liverpool & Nithsdale-sts, Syd. Agent, Atkins (WA) Ltd, 894 Hay-st, Perth. **O'seas:** Remington Rand Electric Shaver (Intern.) division of Sperry Rand Corp., 765 Fairfield-ave Bridgeport, Conn., USA.

RHEEM AUSTRALIA PTY LIMITED, Alan-st, Rydalmere, NSW. Phone YW040. Telegrams Rheemco.

Executives: L. Arnold (gen. mngr), D. S. Esplin (asst gen. mngr), C. J. R. Frazer (asst. gen. mngr-tech.), T. H. M. Williams (advtg mngr).

Products: Rheem decorated steel containers, hot water systems, home appliances.

Agency: J. Walter Thompson.
I/State Repr.: Branches, Bulimba, Qld; Footscray, Vic; Fremantle, WA; Wingfield, SA. **O'seas:** USA.

ROCKE TOMPSITT & CO. LIMITED, 292-298 Flinders-st, Melbourne, C.I., GPO Box 499 H. Phone 62-0271. Telegrams Rocksitt, Melb.

Directors: S. J. A. Fripp (manag. dir.), L. Fripp.

Executives: F. B. Fricke (secretary), E. J. Prout (merch. mngr), E. J. Hughes (factory mngr), R. Fripp (warehouse mngr).

Products: Golcrist-Yeaston Plus, Grant's Asthma Powder, Nazol, Insectibane, Egyptian Henna.

Agency: George Patterson Pty Ltd.

I/State Repr.: R. D. Benjamin, 30 James-st, Perth; R. M. Creighton, Lloyd Wright Laboratories Pty Ltd, 88 Pitt-st, Sydney; Percy J. A. Lawrence, MLC Bldg, Victoria Square, Adelaide.

ROOTES (AUSTRALIA) LIMITED, Salmon-st, Port Melbourne, Vic., PO Box 39, Port Melbourne. Phone MJY441. Telegrams Rootesmoti.

Products: Motor vehicles.
Dist. & Dealers: All States. **O'seas:** Throughout world.

ROSELLA PRESERVING & MANUFACTURING COMPANY LIMITED, THE, Cremorne Gardens, 64 Balmain-st, Richmond, Vic. Phone JB2171. Telegrams Cremorne.

Directors: E. A. Cato (chairman), T. L. Stafford (manag. dir.), J. Turnbull (gen. mngr), J. H. Brandreth (secretary), H. G. Jessep (tech. & prod. mngr).

Executives: W. H. Lloyd (sales supt), J. S. Stafford (advtg mngr).

Products: Rosella jams, sauces, soups, pickles.

Agency: McFerran Advtg, Melbourne.

ROTHMANS OF PALL MALL (AUSTRALIA) LIMITED, 30 Ferndell-st, Sth Granville, NSW. Phone YU7117. Telegrams Rothcigs.

Directors: R. A. Irish, J. W. R. Hughes, Sir Kenneth Coles, W. A. Gunn, C. Ogilvy, D. N. Engela (gen. mngr), A. E. Rupert, S. Rothman, D. M. Hoogenhout, P. O'Neill-Dunne, Dr. J. H. Moolman.

Executives: C. H. Sheil (finance mngr), R. F. Watson (C'wlth sales mngr), B. L. Cocks (secty).

Products: Rothmans King Size cigarettes.
Agency: Jackson, Wain & Co.

I/State Repr.: Branches all States. Cruick shank Bros, Perth. **O'Seas:** Rothmans Ltd, London, Eng.

RURAL BANK OF NSW, 52-56 Martin Place, Sydney. GPO Box 41. Phone B0366.

Commissioners: C. R. McKerihan, C. B. E. (pres.), J. C. Fletcher, Bruce S. Smith.

Executives: C. H. Prosser (chief insp.), S. M. Norton (chief supt), S. O. McKenna (secty), F. W. Turner (supt. wks & housing).

Service: Trading Bank.
Agency: Country Press Ltd.

I/State Repr.: Cwlth Trading Bank. **O'seas:** Cwlth Trading Bank, GB.

S.A. BRUSH CO. LTD, Botting-st, Albert

Park, SA. Phone M6451. Telegrams, Brush, Adelaide.

Directors: F. D. Hay & W. K. Walker (joint manag. dirs).

Products: Brushware, plastic wall tiles.

Agency: L. J. Macnamara.
I/State Repr.: Branches, 168 Wharf-st, Brisbane; 235 Clarence-st, Sydney; 343 Little Collins-st, Melbourne; 332 Murray-st, Perth.

SAMUEL TAYLOR PTY LTD, 239 Pacific H'way, Artarmon, NSW. Phone JF5326. Telegrams Samtaylor.

Directors: C. R. M. Graham (mng dir.).

Products: Mortein, Trix Detergent, Y-Cough cough mixture, Dustmaster brooms and polish, Pressure Pak brand Aerosol products.

Agency: Hansen Rubensohn - McCann Erickson.

I/State Repr.: All States.

SARGOOD GARDINER LIMITED, 83-87 York-st, Sydney. Phone BX4701. 61-73 Flinders Lane, Melbourne (MF4011). Teleg. Sargard.

Directors: H. Taylor (chmn), D. H. Sargood (mng dir), C. J. Bentley, N. French, E. E. Reynolds, Sir Richard Yeabsley, CBE.

Executives: W. S. Tracy (warehouse mngr, Sydney), B. H. Sargood (warehouse mngr, Melbourne).

Products: Importers & distributors of soft-goods. Manufacturers & distributors of Top Dog men's and boys' clothing, Dawn women's & children's wear, and Sovereign hats.

Agency: Best & Co, Melb.

SCHWEPPE (AUSTRALIA) PTY. LIMITED, 43 O'Riordan-st, Alexandria, NSW. Phone MU4721. Teleg. Schwepes Sydney.

Directors: Sir Rupert Clarke (chmn), L. J. Thompson (dep. chmn), A. J. Byron (mng dir), Hon. R. Hanning Philipps, Sir Frederic Hooper, L. S. Mitchell (secty).

Executives: A. L. Bannister (prod. mngr), R. A. Delohery (sales mngr).

Products: Aerated waters and fruit juice cordials, milk bar syrups.

Agency: Rodgers & Associates, Sydney.

I/State Repr.: Branches in Melb., Adel., Bris. and Perth. **O'seas:** Schwepes Ltd, London; Schwepes (USA) Ltd; Schwepes (South Africa) Ltd.

SCOTT & BOWNE (AUSTRALASIA) LIMITED, 120-126 Rothschild-ave, Rosebery. Phone MU4338. Telegrams Emulsion, Sydney.

Executives: F. A. Mackell (gen. mngr), K. W. Perriam (acctnt), J. R. Dart (prod. mngr), A. I. Davril (NSW sales mngr), N. R. Ford (advtg mngr), M. P. Booth (advtg exec.).

Products: Pharmaceuticals.

Agencies: Weston Co., J. Walter Thompson.

I/State Repr.: W. Thompson, 393 Waverley-rd, E. Malvern, Vic.; W. T. Matthew Ltd, Adelaide; Williams & Wood Pty Ltd, Perth; T. G. Cullum Pty Ltd, Brisbane, Qld; Druggists Ltd, Brisbane. **O'seas:** Head office, 50 Upper Brook-st, London, England.

SCOTTS DETERGENTS (A/SIA) PTY LTD, Sir Joseph Banks-st, Botany, NSW. Phone MU9751. Teleg. Kwit Sydney.

Directors: S. S. Lenthén (mng dir), M. J. Monro, H. E. Dale.

Executives: F. G. Barnaby (acctnt), H. O. Osborn (sales mngr).

Products: Kwit detergents, industrial detergents & disinfectants.

Agency: Aust. Applied Advtg (Cratchley).

I/State Repr.: F. G. O'Neill, 23 Arras-st, Brisbane. F. H. Stephens Pty Ltd, 726 Kingsford Smith Drive, Hamilton, Brisbane. A. Gould, 7 Burrindi-rd, Sth Caulfield, Vic.; K. W. Thomas (Melb.) Pty Ltd, 33 Cowper-st, West Melb.; C. Washington, McInnes Court, Anzac-h'way, Camden Park, Plympton, SA; L. Kessel, 2 Gray-tce, Rosewater, SA; N. C. Kneebone, 162 Colin-st, West Perth, WA.

SEBELS (AUSTRALIA) LIMITED, 96 Canterbury-rd, Bankstown, NSW. Phone UY2813, UY3895, UY5335. Telegrams Sebel-sales.

Directors: H. Sebel (manag. dir.), G. J. M. Best, C. S. Cullen, A. W. Uther, D. Sebel.

Executives: E. Coleman (secretary), V. Krout (prod. mngr), A. W. Mair (sales mngr).

Products: Sebel furniture.

Agency: Goldberg Advtg.

I/State Repr.: Sebel Sales Ltd, 34 Queens-rd, Melbourne, Vic., & 208 Wharf-st, Brisbane; Evans Agencies Ltd, 9 Lindes Lane, Adelaide; Evans Agencies Ltd, 177 Hay-st, East Perth; Nu-Steel Furniture, 45 Forster-st, Launceston.

B. SEPELT & SONS LIMITED, Gresham-st, Adelaide, SA. Phone LA1865. Telegrams Seppelt, Adelaide.

Directors: U. W. Seppelt (chairman of dirs), J. G. Seppelt, X. A. Seppelt, I. H. Seppelt (gen. mngr), R. L. Seppelt (secretary), J. R. Seppelt (sales mangr), H. M. Seppelt (works mngr), K. J. Seppelt (prod. mngr), Miss C. B. Seppelt.

Products: Para (port), Solero (sherry), table wines (Moyston, Chalambar, Arawatta), Great Western Sparkling Wines, Chateau Tanunda Brandy, liqueurs, wine vinegar, cordials, canned citrus juice.

Agencies: Becket-Thomson, Melbourne; Briggs, Canny, James and Paramor, Sydney; Ad-Craft Advtg, Fremantle; Clem Taylor Advertising, Adelaide; Geo. Patterson-Noble Bartlett, Brisbane.

I/State Repr.: Branches, all States. Traders Pty Ltd, Hobart, John McKenzie & Co., Launceston, Tas. **O'seas:** B. Seppelt & Sons Ltd, 88 Cannon-st, London; H. R. McCrae, Box 88, Lower Hutt, NZ; Gooderham & Worts Ltd, Toronto, Canada.

SHELL COMPANY OF AUSTRALIA LIMITED, THE, Shell Corner, 163 William-st, Melbourne. Phone MY200. Telegrams Shell.

Subsidiaries: Shell Refining (Aust.) Pty Ltd (refiners of petroleum); Shell Chemical (Aust.) Pty Ltd (marketers of petroleum chemicals).

Directors: J. R. C. Taylor (chairman), L. Luxton (mng dir), G. W. Ramsden, E. O. B. Grant, C. W. Harland, J. C. Madders.

Executives: M. C. Barrow (PRO), S. Chidgey (sales prom. & advtg mngr).

Products: Petroleum and allied products. **Agency:** United Service Publicity (product advtg).

I/State Repr.: Branches all States. **O'seas:** throughout world.

SIMPSON DISTRIBUTORS LIMITED, 41 Pirie-st, Adelaide. Phone W3041. Telegrams Simpsonia.

Executives: N. C. Flood (gen. mngr), D. J. McLean (gen. sales mngr).

Products: Electric washing machines, ranges, sink heaters & washboilers, clothes airers & automatic dryers; gas cookers, wash boiler, clothes airer; fuel stove; General tinware and hardware.

Agency: Briggs, Canny, James & Paramor.

SINGER SEWING MACHINE COMPANY, 388 George-st, Sydney, NSW. Phone BL3851. Telegrams Singero.

Executives: W. J. Garty (regional dir.), N

R. Charles (gen. mngr, family trade dept), W. Powter (gen. mngr, mfg trade dept).

Products: Sewing machines, electric motors & parts.

Agency: Nichols-Cumming.

O'seas Repr.: Singer Sewing Machine Co., 149 Broadway, New York, USA.

SISALKRAFT DISTRIBUTORS PTY LTD, Arthur-st, Homebush, NSW. Phone UM5231. Telegrams Sisal, Sydney.

Directors: A. M. Glen (chmn), Hon. O. McL. Falkiner, MLC, E. E. Fortescue, G. D. Forsyth, B. E. Nicholas, D. K. Nicholas (mng dir).

Product: Bitumen laminated re-inforced paper.

Agency: Rodney H. Evans Advtg.

I/State Repr.: Branches in Melbourne, Adelaide, Brisbane, Perth; Agents: Wm. Crosby & Co (Tas.), Hobart, Tas.; **O'seas:** Sime, Darby & Co Ltd, Singapore; Tomasetti & Sons Pty Ltd, Indonesia; Sisalkraft Distributors Ltd, NZ.

SLAZENGERS (AUST.) PTY LTD, Bowden-st, Alexandria, NSW. Phone MX1511

Directors: D. Blacklock (mng dir.).

Executives: N. G. Morris (sales mngr), J. Needham (advtg mngr).

Products: Slazengers tennis, golf, cricket, hockey, baseball, fishing equipment.

Agency: Bartlett, Murphy & MacKenzie.

I/State Repr.: All States. **O'seas:** Head office, London, Eng.

SLEIGH, H. C., LIMITED, 170 Queen-st, Melbourne. Phone MY5211. Telegrams Sleigh, Melbourne.

Directors: H. M. H. Sleigh (chairman, mng dir.), C. R. Strangward (gen. mngr), T. F. McMullen, C. Biggers, W. D. Brookes.

Products: Golden Fleece petroleum fuels and oils.

Agency: Claude Mooney.

I/State Repr.: Branches all States.

SMALL, H. & CO PTY LTD, Bridge-rd, Stanmore, NSW. Phone LA3366, and branch works, Bromham Place, Richmond, Vic. Phone JB5138. Teleg. Colicor, Sydney and Melb.

Directors: C. H. White (gen. & advtg mngr), A. C. Small, C. G. Flesselles.

Executives: J. Lance, K. Wilson (Syd.), G. McClure (Melb.).

Products: Cocoa, bulk chocolate and chocolate tablets.

Agency: Jackson Wain.

I/State Repr.: R. V. Dearnaley, Qld; Allen Sales Pty Ltd, Vic.; E. Lazarus & Co., WA; E. Weidenhofer, Tas; also agent SA. **O'seas:** Agent, Burns Philp & Co, Pacific Islands and New Guinea.

SMITH KLINE & FRENCH LABORATORIES (AUSTRALIA) LTD, Denison & Spring-sts, North Sydney, NSW. Phone XB4041. Telegrams Eskayef.

Directors: R. K. Wyburn (mng dir.), E. H. Kidger (dir.).

Executive: T. B. Lake (medical prom. mngr).

Products: Pharmaceuticals—Benzadrex Inhalers, Daprisal, Dexedrine, Drinamyl, Eskamel, Furacin, Furadantin, Histryl, Iodex, Neurox, Phosphates, Pragmatar, Quotane and Stelazine. Dexedrine, Drinamel and Histryl are in Spansule presentation.

Agency: A. N. White Pty Ltd.

O'seas Repr.: Smith Kline & French Laboratories, USA, UK, Sth Africa.

SMITH & NEPHEW (AUST) PTY LTD, PO Box 342, Broadway, Sydney. Phone MA8247-8. Telegrams Emergency, Sydney.

Directors: F. M. Medhurst, C. B. Worsley (mng dir), O. V. Fyfe, H. Morgan, F. E. Trigg.

Products: Elastoplast, Nivea Creme, surgical dressings.

Agencies: George Patterson Pty Ltd, Coudrey-Gotham Pty Ltd.

I/State Repr.: Salmund & Spaggon (Aust.) Pty Ltd, all States.

STANDARD CARS, 559 Elizabeth-st, Melbourne. Phone FJ0221. Telegrams, Brimo, Melbourne.

Products: Automobiles.

Agency: John Clemenger Pty Ltd.

I/State Repr.: Branch, 164-172 William-st., Sydney (FA0333). T'grams, Stanauto, Syd.

STERLING PHARMACEUTICALS PTY LIMITED, operating divisions NYAL COMPANY, WINTHROP LABORATORIES, GLENBROOK LABORATORIES, 75-89 Atkins-rd, Ermington, NSW. Phone YW1541. Teleg. Stærlab, Sydney.

Directors: N. F. Leggatt (mng dir), James Hill Jnr. (USA), K. P. Symes, W. R. Kerr, W. E. Timmony, J. A. Parkinson, C. A. Bluett.

Executives: J. Driscoll (secty), W. C. Ames

(asst secty), W. E. Timmony (mngnr Nyal Company), J. F. Richardson (mngnr Winthrop Laboratories), C. A. Bluett (mngnr Glenbrook Laboratories).

Products: Nyal family medicines; Winthrop & Bayer ethical products; Cook-Waite dental anaesthetics; Andrews Liver Salt; Bayer's Aspirin.

Agencies: Hansen Rubensohn - McCann Erickson; George Patterson; Bartlett Murphy & Mackenzie.

SWALLOW & ARIELL LTD (incorporating Swallows Biscuits Pty Ltd, Melbourne and Swallow & Haywood Pty Ltd, Hobart), 60 Stokes-st, Port Melbourne, Vic. Phone MJ2511. Telegrams, Swallowbisc.

Directors: F. T. Derham, B.Sc. (chmn & mng dir), R. Evans (vice-chmn), N. Gadsden, E. L. a'Beckett, G. A. Derham.

Executives: E. T. Boreham (asst dir & secty), H. E. Stokes (asst dir & works mngnr), J. Ashcroft (controller).

Products: Biscuits and plum puddings.

Agency: Irvine Advtg Pty Ltd.

I/State Repr.: Branches all States. **O'seas:** J. L'Epagniol (Far East). Own staff covers USA and Pacific Islands.

SWIFT AUSTRALIAN COMPANY (PTY) LIMITED, 245-267 Stanley-st, South Brisbane, S.I., GPO Box 658K, Brisbane. Phone 4-0111. Telegrams Swiftworks.

TAUBMANS INDUSTRIES LIMITED, 40 Miller-st, North Sydney, NSW. Phone XB044. Telegrams Taubind, Sydney.

Directors: E. G. F. Horne, R. Simmat (manag. dir.), W. T. Branscombe, F. A. Bignell (alternate, E. A. Gardner), N. E. Lack (asst manag. dir.), G. S. Reichenbach.

Executives: John L. Kemp (mngnr, advtg & sales prom.).

Products: Paints, varnishes, surface coatings.

Agency: J. Walter Thompson.

I/State Repr.: All States & NZ.

THE TEA BUREAU, 31 Macquarie-plc, Sydney. Phone BU3328. Teleg. Teamark Sydney.

Directors: K. A. H. Read (Commissioner). **Service:** Public relations organisation repr. tea growers of Ceylon; Ceylon Tea Propaganda Board, Colombo; and The International Tea Market Expansion Board Ltd, London.

Agency: George Patterson, Sydney.

I/State Repr.: Ceylon Tea Centre, Block Court, Collins-st, Melb., C.I., Vic.

THOMAS, C. J. AND SON PTY LTD (known as Coleman-Thomas), 771 Burke-st, Camberwell, E6, Vic.

Directors: A. C. Thomas (chairman, manag. dir.), T. M. Male (gen. mngnr), E. E. Thomas, M. E. Thomas (company secretary).

Products: Coleman portable lights, stoves, oil central heating equipment.

Agency: Moffatt Advtg.

I/State Repr.: Branch, 477 Kent-st, Sydney. Agents: Townsville, Brisbane, Hobart, Adelaide, Perth and Canberra.

TOLLEY, A. E. & F., LTD, 82 Waymouth-st, Adelaide, GPO Box 285D. Phone LA1401-23. Telegrams Tolley, Adelaide.

Directors: S. E. Tolley (chairman), R. E. Tolley, L. J. Tolley, J. W. Blair, A. F. Hocking (manag. dir.).

Products: Tolleys Dry Gin, Old Tom Gin, Imperial Navy Rum, Carmencita Rum, Whisky, Wine Liqueur Cocktails, Wines, Blue Ribbon Brandy, TST Brandy.

Agency: L. J. Macnamara Advtg Service.

TOM PIPER LTD, Williamstown-rd, Garden City, Vic. Phones MJ1331, MJ1322.

Directors: A. W. Spooner (chairman), N. H. Spooner (manag. dir.), A. E. Jamieson, E. J. Tarry, M. Roberts, W. A. Hall, R. F. Whiteley.

Products: Tom Piper canned meats, puddings, fruits, sauce, cordials.

Agency: Noel Paton.

I/State Repr.: Branches, all States.

TOOTAL BROADHURST LEE CO. LTD, 45 Market-st, Sydney. Phone MA5225. Telegrams Tootal.

Directors: T. A. Fairclough (chairman), N. Illingworth (vice-chairman), G. A. H. Mayall, R. M. Conwell, F. G. L. Whiteley, A. G. Bardsley, J. L. Bolland, F. R. B. Lockwood, D. M. Vammalle (Aust. mng dir), E. Roberts.

Executives: J. Sutcliffe (sales & advtg mngnr).

Products: Textiles.

Agency: George Patterson.

I/State Repr.: Branches 240 Queen-st, Brisbane, 202 Flinders Lane, Melb.; C/- G. & R. Wills & Co. Ltd, Gawler-pee, Adelaide; agent, Bessell-Browne Pty Ltd, C/- J. R. Watkins Bldgs, off Howard-st, Perth; factory, Devonport, Tas. **O'seas:** Head office, Manchester, Eng.; repr. throughout world.

TRANS-AUSTRALIA AIRLINES (AUSTRALIAN NATIONAL AIRLINES COMMISSION), 339 Swanston-st, Melbourne, C.I, Vic. Phone FB023. Telegrams Transair.

Director: W. D. McDonald (chairman).

Executive: J. P. Ryland (gen. mngnr).

Service: National airline.

Agency: Hansen Rubensohn-McCann Erickson.

I/State Repr.: Branches, all States. **O'seas:** TAA repr., London, New York, Amsterdam; IATA airline throughout world.

TUCKER & CO. PTY LIMITED, 335 Kent-st, Sydney. Phone BX2323. Telegrams Corekut, Sydney.

Directors: T. T. Halstead (manag dir), B. C. Hirst, R. C. Tucker, J. D. Moors.

Products: Chateau Tanunda Brandy, Capstan Old Navy Rum, Tuckers Old Liqueur Whisky, Teachers Highland Cream Whisky Romanoff Vodka, Bols VO Genever & Liqueurs, Bollinger Champagne, Fosters Export Lager, Victoria Bitter Ale.

Agency: Coudrey Gotham.

TURNER MANUFACTURING CO PTY LIMITED, 400 Whitehorse-rd, Nunawading, Vic. Phone WU2611. Teleg. Turnco Melbourne.

Directors: R. W. A. Dickson (chmn), R. W. Turner (mng dir), E. T. Lees (joint mng dir), P. M. Grace (secty), J. B. Arnold, F. W. Pearce (assoc. dir), J. J. Wilson (assoc. dir).

Executives: F. W. Pearce (gen. mngnr), N. A. Graham (Aust. sales mngnr, appliance div.), K. C. Ingham (Aust. sales mngnr, hardware div.), J. J. Wilson (works mngnr), J. G. Paterson (advtg mngnr).

Products: Cabinet & builders' hardware, screwdrivers, hacksaws, washing machines.

Agency: O'Brien Publicity.

I/State Repr.: Branches, Syd. (D. Hynd mngnr), Bris. (M. Kent, mngnr), Adelaide (A. Hickman, mngnr); agents, D. E. Withers & Co, Perth, J. N. Murdoch & Co, Hobart, Launceston, Tas. **O'seas:** Agents in Great Britain, New Zealand, South Africa, USA, Canada, and other principal countries.

UNITED DISTILLERS PTY LTD, THE, Byrne-st, Sth Melbourne, Vic. Phone MB4651. Telegrams, Unistill, Melbourne.

Directors: L. J. Thompson (acting chmn), J. T. Monahan (mng dir), V. T. Gladstones, J. H. Jowett, Sir Rupert Clarke, Bart., MBE, H. Saw, E. L. Callaway, H. W. Hawkeswood, F. G. Herman, T. Fogarty.

Executives: J. Ross (asst to mng dir), V. McGavin (secty), S. E. Meredith (sales mngnr),

S. G. Carrodus (advtg mngnr), F. Fuller (distillery mngnr & chief chemist), A. A. Davie (chief eng).

Products: Corio 5 Star Whisky, Vickers Gin.

Agency: United Service Publicity, George Patterson.

VACUUM OIL COMPANY PTY LTD, 29 Market-st, Melbourne, C.I, Vic. Phone 62-0231.

Executives: A. W. Judd (advtg and sales promotion mngnr, Aust. & Pacific Is).

Products: Mobilgas Special, Mobiloil Special, Mobil-Laurel Home Kerosene and Mobilpower Kerosene.

Agency: Paton Advtg Service.

VICTORIAN INDUSTRIAL SALES AND SERVICE PTY LTD, Cnr Kavanagh & Power-sts, South Melbourne. Phone MB5141. MB5141. Telegrams Vicisas, Melb.

Represented in all States.

VINCENT CHEMICAL COMPANY PTY LIMITED, 76-78 Liverpool-st, and at Roma House, 537 George-st, Sydney. Phone 61-8911. Telegrams Vinchem.

Executives: K. C. Probert (manag. dir.), J. C. Hudson (secretary), R. N. Probert (sales & merch. dir), J. R. Kilgour (advtg mngnr), R. Laughlin (Aust. advtg mngnr).

Product: Vincent's APC Powders & Tablets.

WAKEFIELD, C. C., & COMPANY LTD, Wakefield House, Miller-st & Bulwara-rd, Pymont, NSW. Phone MW0555. Telegrams Cheery, Sydney.

Executives: A. W. Freeman (Aust. gen. mngnr), H. J. Lewarne (asst Aust. gen. mngnr), A. J. Peberdy (asst Aust. gen. mngnr).

Products: Castrol Motor Oil and Wakefield industrial oils.

Agency: Coudrey-Gotham.

WILLS, W.D. & H.O. AUSTRALIA LTD, 511 Kent-st, Sydney. Phone BM2801.

Directors: T. J. N. Foley (chmn), A. H. Faul (deputy chmn), N. E. Jones (deputy chmn), R. S. Cozens, J. F. R. Lawes, G. D. McKay, M. S. Paton, B. Piper, C. B. Noble.

Executives: H. Widdup (merchandise

mngtr), J. F. Elfverson (distribution mngtr), T. D. Barclay (advtg controller), C. Stretton-Morgan (advtg mngtr).

Branch managers: A. B. Williams (Sydney), N. C. Vickers (Melbourne), W. N. Martin (Brisbane), J. W. Rickards (Adelaide), A. W. Pearson (Perth), A. J. Haines (Hobart).

Agencies: The Hugh Berry Co. George Patterson, Hansen Rubensohn-McCann Erickson, J. Walter Thompson, Briggs, Canny, James & Paramor.

Products: Capstan, Ardath, Garrick, Craven A, Turf, Ascot, Hallmark King Size Filter Tip, Temple Bar, Lucky Strike, Kool cigarettes; Capstan, Champion, Log Cabin, Havelock, State Express tobaccos; Tally Ho cigarette papers; Grosvenor Club, Monopole, Villacuba cigars.

WHITE MANUFACTURING CO. (AUST.) PTY LTD, 45 Flinders Lane, Melb. Phone MF5947. Telegrams Syblesta, Melbourne.

Director: G. McIntosh (manag. dir.).

Products: Adelyn fractional fitting garments.

Agency: Briggs, Canny, James & Paramor.

WORLD AGENCIES PTY LIMITED, World Building, 29 Reiby Place, Sydney. Phone BU3126-7. Telegrams Worldage.

Directors: W. Rubensohn (manag. dir.) R. H. Tobias, Mrs R. Austin.

Executives: T. M. Atkins (gen. mngtr), E. L. Grimwade (Vic. mngtr), P. R. Kitto (SA mngtr), K. W. West (Qld mngtr).

Products: Proprietary pharmaceutical; agents, distributors of pharmaceutical, grocery, hardware products. Malgic Adrenaline Cream, Rhu Pills, Bethal, Hardy's Remedy, Staisweet, Tynees, Sanatogen, Benger's Food, Tampax, Scrubb's Ammonia, Schumann's, Eichorn's. Sole Aust. distributors, Ad-Stik Plastic Signs, Lip-Glo, Oralex, Larsons Swedish Milk Diet.

Agencies: Hansen Rubensohn-McCann Erickson and McClelland Advtg.

I/State Repr.: Branches in Vic, SA, Qld. Agents: Geoff Martin & Son, WA. O'seas: B. W. Newman, Harcourt-rd, Bexleyheath, Kent, UK; Sharland & Co. Ltd, Dixon-st, Wellington, NZ.

WORMALD BROTHERS INDUSTRIES LIMITED, 210 Young-st, Waterloo, NSW. Phone MX0477. Telegrams Sprinkler, Sydney.

Directors: G. G. Russell (chairman), L. J. Grist (deputy chairman), D. H. B. Adams, C. G. Crane, L. G. I. Bode, Lt/Gen. Sir John Northcott.

Products: Grinnell Fire Protection Systems, Simplex & Kidde CO2 Fire Extinguishers; Minerva smoke detector systems; Steelbilt office furniture, equip., steel shelving & lockers; Metalbilt steel rolling shutters & grilles & fire doors; Ransburg electrostatic spray painting process; Kawneer Architectural Aluminium.

Agency: E. C. Slatter & Poulter Pty Ltd.

WRIGLEY PTY LIMITED, THE, Michigan-ave, Asquith, NSW, GPO Box 486. Phone JU1121. Telegrams Spearmint, Syd.

Executives: D. Sloan (dir), L. G. Walley (mngtr).

Products: PK, Arrowmint, Juicy Fruit, Spearmint chewing gum.

Agency: J. Walter Thompson, O'Brien Publicity.

WRIGHT, LAYMAN & UMNEY (Aust. distribs, Commonwealth Dominion Agencies Pty Ltd), Forrester-st, Kingsgrove, NSW. Phone LY0261. Telegrams, Comdomin.

Executives: R. G. Catts (gen mngtr), J. Harrington (sales mngtr).

Products: Wright's Coal Tar Soap.

Agency: Warwick advtg.

I/State Repr.: Branches all States.

Industry associations and clubs



ACTORS & ANNOUNCERS' EQUITY OF AUSTRALIA, 236 Pitt-st, Sydney. Phone MA4613, MA3580.

Officers: Hal Lashwood (pres.), Hal Alexander (gen. secty), Bob Alexander (assist. secty).

Repr.: Newcastle, Miss Iris Nelmes, 7 Bridge-rd, Hamilton; Victoria, 229 Collins-st, Melbourne (63-7759), Noel Ferrier (chrnm), F. Gatcliff (v-chrnm), V. Arnold (secty).

ADVERTISING INSTITUTE OF AUSTRALIA: E. A. Lewis (Federal secty & registrar), Vic. Employers' Federation, 342-348 Flinders-st, Melbourne. Phone 61-2011.

Federal pres.: Bruce Scribner, 44 Margaret-st, Sydney. (BX1904).

Divisional secretaries: A. C. Browne, Commonwealth Bank of Aust., Box 2719, GPO, Sydney; R. Trenchard-Smith, Dormer Beck Advertising, 12 O'Connell-st, Auckland, NZ; B. P. Collins, Brisbane Telegraph, Queen-st, Bris., Qld; K. Cock, Clem Taylor Advtg, Cresco Hse, Nth Terrace, Adelaide, SA; D. C. Hensher, Box 702E, GPO, Melb., Vic.; F. A. Speldewinde, Richardson-Cox Advtg, Newspaper Hse Arcade, St George's Terrace, Perth, WA.

General Council: president, C. J. Syle (Vic.); vice-presidents, N. Griffiths (NSW), H. I. Fader (Vic.); E. D. Craig, J. R. Kilgour, J. R. Humphrey, J. A. Parkinson, A. L. Rosebery, E. B. Scribner, J. H. Wilkinson (NSW); A. G. Cheel, J. P. Goulstone, J. A. Stuart, J. D. Wilkinson, E. J. Webb (Vic.); R. B. Cox, H. A. Howden, C. H. Lucas, W. R. McFerran (AAAA); C. F. Brown, G. W. Edwards (SA); S. Duthie, K. W. Lawrence (Qld); Miss C. Behrend, S. M. Eaton (WA); H. E. McDougall, R. Trenchard-Smith (NZ).

Education Board: chairman, E. J. Webb (Vic.); C. W. Batten, A. G. Cheel, R. B. Cox, K. W. Judd, T. Moffatt, C. J. Syle, J. D. Wilkinson, A. T. W. Young (Vic.); R. L. Hughes, J. Sharp (AAAA).

Board of Reference: A. G. Cheel, R. B. Cox, N. Griffiths, G. Hayes, H. A. Howden, W. R. McFerran.

Hon. Federal Treasurer: A. G. Cheel, 153 Latrobe-st, Melbourne, Vic. (FB1511).

ASSOCIATION OF AUSTRALIAN RECORD MANUFACTURERS, 30 Ash-st, Sydney. Box 1565, GPO, Sydney. Phone MA8437.

Officers: J. M. Burnett (president), D. Fe-

gan (vice-pres.), J. Sturman (secty), J. Turner (treas.).

Members: Amalgamated Wireless (A'sia) Ltd, Aust. Record Co., Carinia Co., EMI, Electronic Industries, Festival Records, Minstrel Record Co., Philips Electrical Industries, Planet Records, RCA of Aust., Spotlight Records, W&G Record Pressing Co., Telefil (Aust.) Co. Pty Ltd.

AUSTRALIAN ASSOCIATION OF ADVERTISING AGENCIES, 3rd floor, Wingello Hse, Angel Place, Sydney (Box 2397, GPO, Sydney). Phone BL3865. Telegrams Advertising, Sydney.

Permanent Executives: Bernard Holt (Federal dir), Mrs A. Waller (asst secty), Miss M. J. Keane (asst secty, Vic.).

1960 Federal Executive: pres, L. J. Macnamara (SA) deputy pres., T. R. Carruthers (northern div., NSW) and A. D. Gibson (southern div., Vic.); members, R. H. Evans (NSW); E. L. Gadsby (NSW); R. L. Hughes (Vic.), J. J. Mullins (Vic.), D. N. Ross (Qld); J. A. Mercer (WA). Federal treasurer, R. H. Evans.

I/State Repr.: Miss M. J. Keane (asst secty, Vic), 422 Collins-st, Melbourne, CI (MU3612); G. S. Hutton & Macfarlane, 400 Queen-st, Brisbane (2-1533); L. Paul Clark, MLC Bldg, Victoria-sq, Adelaide; H. W. Norwood, H. W. Norwood Advtg, 375 Hay-st, Perth (21-3931).

AUSTRALIAN ASSOCIATION OF NATIONAL ADVERTISERS, 44 Pitt-st, Sydney. Phone BU3522.

Permanent Executive: J. H. Bowden (dir & gen. secty).

1960 Executive: Federal pres., W. T. Richards (Nicholas); vice-pres., NSW, J. L. Kemp (Taubmans); Vic., E. H. Evans (ICI); Qld, R. E. Douglas (Arnott Morrow); SA, J. R. Seppelt (B. Seppelt & Sons). State chairmen, NSW, J. L. Kemp (Taubmans); Vic., E. H. Evans (ICI); Qld, A. J. C. Parnell (Nicholas); SA, R. T. C. Burns (Kelvinator). Members, H. A. Allen (Eta Foods), G. Nicholls (Kraft), F. V. Kellow (H. J. Heinz). Hon treasurer, J. Doig (Commonwealth Bank).

Administration: J. H. Bowden (Fed. dir), 44 Pitt-st, Sydney; J. L. Crawford (NSW secty), 44 Pitt-st, Sydney; L. R. Brand (Vic. secty), 454 St Kilda-rd, Melbourne; E. W. Heindorff (Qld secty); 323 George-st, Brisbane; J. C. Langley (SA secty), 97 King William-st, Adelaide.

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 FEDERATION OF COMMERCIAL BROADCASTING STATIONS, hq, 2nd floor, AWA Bldg, 47 York-st, Sydney (GPO Box 7024). Phone BX1738.

Permanent executives: A. S. Cowan (exec. officer), Max Baker (gen. secty).

1960 Executives: pres., L. Bennett (3UZ); snr vice-pres., C. R. Carson (4BH). **Management committee:** L. Bennett, C. R. Carson, E. J. Whykes (3BA), B. C. Button (2GB), A. E. R. Fox (2CH), J. S. Larkin (5DN), W. H. Stephenson (2SM), D. T. Worrall (3DB), L. C. Hynes (2UW). **State vice-pres.:** D. L. Foster (NSW), N. E. Balmer (Vic.), C. R. Carson (Qld), B. A. Williams (SA), D. Muir (WA), R. Ward (Tas.).

Interstate Offices: 365 Elizabeth-st, Melbourne. Phone 34-9038, R. Dooley (Vic. secty); T&G Bldg, Queen-st, Brisbane. Phone B4509, R. W. Ralph (Qld secty); Murray Hse, Grenfell-st, Adelaide. Phone W5930, G. T. Clark (SA secty); 7EX, Charles-st, Launceston. Phone 2-1777, R. D. Cossins (Tas. secty); London Assurance Hse, 12 Howard-st, Perth, GPO Box 226. Phone B6183, A. C. Kirby (WA secty).

Federation's first annual convention was held in 1930, when only 27 commercial stations were in existence. M. D. Duffy (then of 3KZ) was elected 1931-32 president. Within six years 44 new commercial stations joined the AFCBS, with membership reaching 100 by 1940 and 108 by 1957.

AUSTRALIAN FILM PRODUCERS' ASSOCIATION, L. W. Farrar (exec. dir), Wingello Hse., Angel Place, Sydney. Phone BW4868.

1959-60 Executive: M. Murphy (pres.), K. Sledge (vice-pres.).

Members (Sydney): Aust. TV Enterprises, Avondale Studios, Artransa, Ajax, Aust. Instructional Films, Chas. E. Blanks, Cinesound, Collings Prod., Dennis Hill, Featured Theatre Ads, Kingcroft Prods., Perier Films, Power-Horner, Eric Porter, Supreme Sound, Visatone, Wetzel-Visatone; (Melbourne): Cambridge Films, Cine Service, Film Advisory Bureau, Herschells, Zanthus Films.

AUSTRALIAN RADIO PRODUCERS' ASSOCIATION, hq 178 Collins-st, Melbourne. Phone MF1051-2.

Officers: Pres. R. V. Southey (EMI); v-pres., Hector Crawford (Hector Crawford Prod'ns); executives, Noel Dickson (ART) and Sam Baker (Artransa).

Established in 1956 to stabilise program prices and protect the interests of its members, who are representative of the Australian program production industry.

AUSTRALASIAN PERFORMING RIGHT ASSOCIATION LTD, 66 Pitt-st, Sydney (GPO Box 4007, Sydney). Phone BW8493. Telegrams APRA, Sydney.

Directors: E. Lashmar (chrnm), A. F. Albert, G. S. Cooper, E. M. Dodd, L. Evans, B. Grant, F. Hutchens, Hal Evans, C. V. Smith, R. E. Baré (Melb.), Robert Hughes (Melb.).

Executives: T. S. Woodbridge (gen. mgr), G. H. Pride (secty), V. D. Milesky (staff mgr).

I/State Repr.: R. W. Ralph, c/- Griffin, Ralph & de Plater, T&G Bldg, Queen-st, Brisbane; B. R. L. Stevens, c/- Smith, Johnson & Co., Bailey Bldg, East Row, City, Canberra; Evans S. Saw, Saw, Wheatley & Co., CML Bldg, St George's Terrace, Perth; C. M. Chambers, c/- Gillott, Moir & Ahern, National Trustee Bldg, 95 Queen-st, Melbourne; G. C. Campbell, 43-48 New Zealand Insurance Bldg, 34 Weymouth-st, Adelaide. **O'seas:** A. E. Rolfe, Dominion Bldg, Wakefield-st, Wellington, NZ; R. L. Munro, Munro, Warren, Leys & Kernode, Central Chambers, Suva, Fiji.

CONTACT CLUB LIMITED, Sydney. Admin. secty, N. Prince, JA2950.

Executive: pres., D. H. Coop; vice-pres., K. Stevens, R. Rusk; Hon. secty: D. J. Hughes; treas., J. Muir; members, P. Richardson, V. R. Tomkins, J. Russell, N. Battye, G. Doorley and Misses M. Lloyd-Smith and J. Wheeler.

A social club formed after the war to promote goodwill among all sections of the Sydney advertising fraternity.

COUNCIL FOR ADVERTISING RESEARCH IN AUSTRALIA, Wingello Hse, Sydney, GPO Box 2397. Phone BL3865.

Permanent officers: Bernard Holt (hon. secty), John Bowden (assist. hon. secty).

MUSICIANS' UNION OF AUSTRALIA: Gen. secty, Charles Wheatland, 188 Little Collins-st, Melbourne. Phone MF2885.

1960 Executives: Pres., A. Robinson; gen. secty, C. Wheatland.

I/State Repr.: H. Willis (NSW secty), 122 Castlereagh-st, Sydney (BM6453); D. Thompson (Vic. secty), 188 Little Collins-st, Melbourne (MF3711); A. Robinson (Qld secty), Albert Hse, King George Square, Brisbane (2-9685); J. McEwan (SA secty), 7 Pirie-st, Adelaide (W4113); A. R. Watson (Tas. secty), 6 Bank Arcade, Hobart.

TELEVISION ADVERTISING BOARD: E. Trenchard-Smith (secty, c/- Herald-Sun Television, cnr Dorcas & Wells-sts, South Melbourne. Phone MX4731.

1960 Executive: chairman, Ian Faircloth (TCN). Secretary, Ken Brown (ATN).

Member Stations: ATN, GTV, HSV, TCN, ADS, NWS, BTQ, QTQ, TVW.

Formed early 1957 to accredit agencies, to negotiate on an industry basis with other organisations including the 4As and AANA, and to promote the sale of television time.

TELEVISION SOCIETY OF AUSTRALIA: Council, J. H. T. Fisher (pres.), 15 Bethelast, Burwood, Melbourne; R. J. Biddle (vice-pres.), 74 Mountain View-rd, North Balwyn, Melbourne; F. A. Kempson (secty); W. E. Young (treas.); I. B. Angus, P. Britnell, S. F. Brownless, M. Bruch, C. G. Elworthy, C. L. Faudell, E. M. Hooper, T. D. Webb, J. D. Wilkinson, Mrs J. Wren.

Sydney officers: L. L. Hadfield (chrnm), ABC; R. H. Mondel (vice-chrmn), NSW Dept of Education; G. G. Hastings (secty), Jacoby, Mitchell & Co.

TIME CLUB, THE: hon. secty-treas., B. H. Neal, AWA, 167 Queen-st, Melbourne. Phone MU9161.

1960 executives: President, George Andrew (3UZ); vice-pres., Roy Heath (MBS); secty, Gene Mann (MBS); treas., Stan Fawcett (3UZ); committee, Hugh Anderson, Bill Holmes (3UZ), Fred Rowley (3XY), Jack Finch, (AWA), Brian Provis (3AW), Jack Thom (3MA). Rob Ellenby (public relations officer).

Members include Melbourne representatives of all commercial radio stations, radio program production units and media representation firms.

21 CLUB OF AUSTRALIA: Hon. secty, C. B. Maurice, c/- R. W. Highfield, 65 York-st, Sydney. (BX2737).

1960 Senior Executives: R. W. Highfield (pres.), Kingsley Lock (vice-pres.), Alf Britton (treas.), A. K. C. Stevens (publicity), F. E. Levy (auditor).

Executive Council: D. J. Crawford, D. McLenahan, W. R. Smith, B. C. Button.

Leading advertisers and advertising personnel are entertained at Club luncheons. Membership comprises persons connected with commercial radio.

VICTORIAN COUNTRY BROADCASTERS' PUBLICITY COMMITTEE, 365 Elizabeth-st, Melbourne, C.1. PO Box 20275, Melbourne. Phone FJ9357.

Officers: S. J. A. Kemp (chairman, also mng dir Associated Broadcasting Services Ltd), N. F. Dixon (vice-chairman, also gen. mngr, Victorian Broadcasting Network), R. W. Ellenby (secretary, also of ABS), E. J. W. Whykes (3BA), J. L. Finch (3BO), C. S. Faulkner (3CS), J. A. MacKenzie (3GL), C. D. Lanyon (3MA), F. A. McManus (3BO), C. Crawford (3LK).

Committee was established in 1956 to publicise the story of country radio in Victoria, and of the State's rural wealth and vast potential.

Radio and television listener-viewer and trade publications

ADVERTISING (Greater Publications Pty Ltd), Liverpool House, 257 Castlereagh-st, Sydney. Box 2608 GPO. Phone MA8143. Teleg. Broadvision, Sydney.

Directors: Eric Solomon (mng dir.).
Executives: Bill Beecham (editor), Alan Hill (advtg & sales mngr).

National business and marketing magazine, published monthly and embracing all recognised advertising-merchandising media. Subscription rates: £1 10s per year (in Aust.), £1 15s (Empire countries), £2 10s (other countries), or 2s 6d per single copy.

AGE RADIO-TV SUPPLEMENT (published by David Syme & Co Ltd), 233 Collins-st, Melbourne. Phone 63-0341.

Published each Thursday as a tabloid supplement with The Age newspaper, and circulated mainly in Melbourne and Victorian country centres.

BROADCASTING AND TELEVISION (Greater Publications Pty Ltd), Liverpool Hse, 257 Castlereagh-st, Sydney (Box 2608, GPO, Sydney). Phone MA8143. Teleg. Broadvision.

Directors: Eric Solomon (managing dir.).
Executives: Leonard Blanket (mng editor), Donald Frost (asst editor), Alan Hill (advtg & sales mngr), Julie Baird (prod. mngr).

National trade magazine published weekly. Subscription rates: £4 15s per year (in Australia); £5 5s (Empire countries); £5 15s (other countries); or 2s per single copy.

DAILY TELEGRAPH TV GUIDE (published Saturdays by Consolidated Press Ltd), 168-174 Castlereagh-st, Sydney. Phone B0666.

Weekly supplement of the Daily Telegraph newspaper giving each week's TV program schedules, and general information on radio-TV programs, personalities and artists.

LISTENER IN-TV, THE (published by Sun News-Pictorial), 26 Flinders-st, Melbourne. Phone MF0211.

P. Dunstone (editor).
Weekly listener-viewer, tabloid, 6d, circu-

lated in Melbourne and throughout Victoria. Detailed TV and radio programs and special news features on TV, radio, theatre and records.

LOOK (TV guide included as a supplement of the Fridays edition of The Sun newspaper, published daily by Associated Newspapers Ltd, Broadway, Sydney. Phone B0944).

Contains full weekly program schedules for all three stations, together with news of TV shows and personalities.

MINGAY'S WEEKLY (Mingay Publishing Co Pty Ltd), 75 Ultimo-rd, Sydney. Phone MA6295-9561.

O. F. Mingay (editor).
National weekly trade newspaper, dealing with radio, TV and electrical goods, and circulated in the electrical, radio and TV fields. Subscription £2 10s a year, or 3s 6d per single copy.

RECORD WEEKLY (Mingay Publishing Co. Pty Ltd), 75 Ultimo-rd, Sydney. Phone MA6295-9561.

O. F. Mingay (editor).
Weekly digest of latest disc releases featuring tops in USA, the national dozen, the top 20, the next 40, stereophonic and classics, together with news of the record industry. Subscription £2 10s a year.

RTN-RADIO TELEVISION NEWS (published by Newspaper News Pty Ltd), Warwick Bldg., 15 Hamilton-st, Sydney. Phone BU1221.

J. Briears (editor). National fortnightly trade magazine, 2s 6d per copy.

SYDNEY MORNING HERALD TV GUIDE (published Mondays by John Fairfax & Sons Pty Ltd), Broadway, Sydney. Phone B0944.

Weekly supplement of the Sydney Morning Herald newspaper giving each week's TV program schedules and general information on TV programs, personalities and artists.

TEMPO & TELEVISION, 350 George-st, Sydney. Phone BL 2442.

Frank Johnson (editor).

National monthly magazine, priced at 1s 6d, and covering all fields of entertainment.

TV TIMES (published by the Australian Broadcasting Commission), 250 Pitt-st, Sydney. Phone B0657.

John G. Paton (mng editor).

Weekly viewer magazine, priced at 1s a copy and circulated in NSW, Victoria, South Australia and Queensland. Carries TV pro-

grams, and articles and pictures of TV personalities, programs and stars.

TV WEEK (published in NSW, Victoria, and South Australia by Southdown Press Pty Ltd, and incorporating Sydney Television Preview), 230-236 Stanley-st, West Melbourne. Phone FY1306.

Rod Lever (editor).

Weekly magazine priced at 1s. All editions give local TV programs, together with articles on artists and programs. Pocket-size, average 72 pages.

Radio-TV survey, market research and monitoring organisations

ANDERSON ANALYSIS PTY LTD, THE, Caltex Hse, 167-187 Kent-st, Sydney. Phone BU3678.

Directors: George H. Anderson (governing dir), K. R. Sievers (also gen. mngr), M. G. Eve (also secy), W. M. Oldman (also office mngr).

Service: Media research, including measurement of radio listening, TV viewing, newspaper & magazine readership.

I/State Repr.: Branches all capital cities.

ASHBY RESEARCH SERVICE, 19 Bridge-st, Sydney. Phone BU3161-2, BU1851. Miss Sylvia Ashby (dir.).

Service: Radio-TV audience measurement, media surveys, market research. Own consumer panel (est. 14 years).

AUSTRALIAN SALES RESEARCH BUREAU PTY LTD, 93-95 Roy-st, Melbourne, SC2. BM2839.

Directors: David Bottomley (mng dir), O. Gawler, A. H. Cheetham.

Executives: Irving Saulwick (economist), Mrs Nan Lansell (chief of field staff), David Jones (media).

Service: Media and market research, product tests, economic studies.

BEACON RESEARCH COMPANY, 1 Macquarie-st, Sydney. Phone B0551. Telegrams Lintas, Sydney. Director A. D. Brett.

Services: Consumer market surveys, media research (incl. TV rating & advtment testing), psychological research, product testing, test markets, retail store research, economic & statistical research.

LINTAS PTY LTD (research department). See Beacon Research Company entry, this page.

MANUFACTURERS RESEARCH SERVICE (division of Briggs, Canny, James and Paramor Pty Ltd), 24-26 Kent-st, Sydney. Phone BU7101. Telegrams Cannyads Sydney. J. W. Paramor (dir. in charge).

Service: Market research (consumer, retailer levels).

MARKET ANALYSIS (A'SIA), 169 Pacific Highway, Nth Sydney. Phone XB4130. Tele-

grams Markstat, North Sydney. B. E. Thomson (gen. mngr).

Service: Market research consultants, consumer and market surveys, specialists in data collection, processing and analysis.

MARKET & CONSUMER RESEARCH PTY LTD, 910 Australia Hse, 52 Carrington-st, Sydney. Phone BX3204. Telegrams Marconsearch Sydney. J. Stuart-Lucy (mng dir.).

Service: Market research for all sections of industry.

McNAIR SURVEY PTY LTD, THE, 40 Miller-st, Nth Sydney. Phone XB1770, XB1779. Telegrams Ipores, Sydney.

Directors: William A. McNair (managing director), Gwen Nelson (dir).

Executive: Ian W. McNair (technical dir).

Service: Marketing research, media research, business consultants.

Agency: Shortridge Advertising.

MORGAN (ROY) RESEARCH CENTRE, THE (market & PR research associate of the Aust. Gallup Poll), 26 Flinders-st, Melbourne. Phone MF5635. Roy Morgan (proprietor).

Consumer, dealer, TV viewing surveys.

NEAVE & CAMPBELL PTY LTD, 53 Walker-st, North Sydney. Phone XB6077. Miss P. Neave (mng dir.).

Service: Outside field work, market & consumer research.

NIELSEN, A. C. LTD, 50 Miller-st, North Sydney, NSW. Phone 92-6137. Telegrams Nielindex. J. R. Dickson (mng dir.).

Service: Nielsen Aust. food & drug indices. Grocery & pharmacy retail auditor technique.

PRODUCT INVESTIGATION PTY LTD, 252 George-st, Sydney. Phone BU4949. A. R. Whitman (mng dir).

Service: Consumer, dealer surveys & consumer panel.

STUART-LUCY, J. & CO, 52 Carrington-st, Sydney. Phone BX3129. Telegrams Stuartlucy, Sydney. J. Lucy (mngtr).
Service: Statistical & publication work. TV impact measurement, special studies.

TART, BRUCE, RESEARCH SERVICE PTY LTD, 13 Phillip-st, Sydney. Phone BU6688-9.

Managing Director: Bruce Tart.
Service: Press and television advertising research.

TV MONITORING SERVICE

TV MONITORS, 70 Boundary-rd, Wahroonga. Box 31, PO, Turramurra. Phone JW4128. E. Hinchcliffe (mngtr).

Service: TV monitoring.

I/State Repr.: Victorian TV Monitors, 90 Bonanza-rd, Beaumaris, S.10, Vic. (XF1831); TV Monitors (SA), 36 Franklin-st, Adelaide (LA1336); TV Monitors (Qld), Brisbane division, 276 Wynnum-rd, Tingalpa (90-4662).

VICTORIAN TV MONITORS, 90 Bonanza-rd, Beaumaris, S10. Box 56, PO, Men-

tone, Vic. (XF1831). M. Cinquegrana (mngtr).

Service: TV monitoring.

I/State Repr.: TV Monitors, 70 Boundary-rd, Wahroonga, Sydney (JW4128); TV Monitors (SA), 36 Franklin-st, Adelaide (LA1336); TV Monitors (Qld), 276 Wynnum-rd, Tingalpa, Brisbane (90-4662).

TV MONITORS (SA), 36 Franklin-st, Adelaide. Box 1214K, GPO, Adelaide (LA1336). E. McEwen (mngtr).

Service: TV monitoring.

I/State Repr.: TV Monitors, 70 Boundary-rd, Wahroonga, Sydney (JW4128); Victorian TV Monitors, 90 Bonanza-rd, Beaumaris, S.10, Vic. (XF1831); TV Monitors (Qld), Brisbane division, 276 Wynnum-rd, Tingalpa (90-4662).

TV MONITORS (QLD), Brisbane division, 276 Wynnum-rd, Tingalpa (90-4662). L. Pritchard (mngtr).

Service: TV monitoring.

I/State Repr.: TV Monitors, 70 Boundary-rd, Wahroonga, Sydney (JW4128); Victorian TV Monitors, 90 Bonanza-rd, Beaumaris, S.10 (XF1831); TV Monitors (SA), 36 Franklin-st, Adelaide (LA1336).

Who's Who in • • •

- **Broadcasting**
- **Television**
- **Advertising**
- **Production**
- **Radio-TV entertainment**
- **And associated fields**



A

ADAMS, Harvey. Actor, producer, scriptwriter. Born Warrington, Lancs., England. Career includes 40 years stage, films and radio in many character parts. Usual roles, doctors, barristers, judges and police. Bachelor, resident Sydney.

ADAMS, Noel. Agency director and account executive. Born Sydney, September 14, 1920. FAI, warrant officer, Army Education Service, 1941-45. Advertising manager, Tecnico Ltd (3 yrs). Pre-war announcer-copywriter and sales rep (in turn), AWA broadcasting dept. Radio director, Hawkins Advtg (3yrs), account executive, McClelland Advtg (5yrs) now dir. Married, resident Rose Bay, Sydney.

ADLER, Henry. Pianist, musical director and piano teacher. Born Berlin, Germany, Jan. 17, 1914. Arrived Aust. 1938. Radio work with ABC and comm. stats.; musical dir. Gleneagles, Princes, Savarin and Sherbrooke Lounge. Joined J. Albert & Son, 1955. Mgr FDH Mood Music Library. AMF 1942-45. A.Mus.A., Sydney Conservatorium, 1948. Married, 2 children, resident Clovelly, Sydney.

ADLERSTEIN, Hans Heinz von. Agency chief film producer. Born July 16, 1910. Former chief producer Assoc. TV; Sydney mgr Aust. Radio and TV prod'ns; joined J. Walter Thompson Advtg 1956. Three years Berlin, Paris universities; asst-director film units; chief producer UFA Berlin, documentary, industrial & comm. films. Directed first live TV broadcast for German PMG's Dept. Travelled Europe, N & S America, Near East, Africa. Arrived Aust. 1951. Married, resident Miranda, Sydney.

AITKEN, Raymond Reginald Scott. Agency account executive. Born Sydney, May 1, 1928. Began advtg career 1945 with AWA Radiola advertising dept. Production manager then account exec., Raymond Publicity, Sydney. Joined McClelland Advtg, Sydney, as copywriter, latterly account executive. Married, resident Hunter's Hill, Sydney.

ALEXANDER, Hal. Gen. Secy. Actors & Announcers Equity Assn. of Aust. Born Newcastle (NSW), 1902. Former stage and radio performer. Appeared JCW, Tivoli, Fullers, Hoyts, Greater Union, nearly all Sydney & Melb. comml stations and ABC. Many Ernest C. Rolls theatre productions. Apptd Actors Equity gen. sec. 1939. Married, resident Sydney (city).

ALEXANDRA, Gerald George. Agency proprietor and principal. Born July 11, 1921. 13 yrs advtg exper., incl. advtg & merchandising mgr of national companies. Now prop. & principal, Alexandra Advtg, Melbourne. Married, resident Chadstone, Vic.

ALLEN, John Charlton. Agency production manager. Born Sunderland, England, 1938. 6yrs London agency experience. Now production mgr Cossey Waite Advtg. Married, resident Tarragindi, Brisbane.

ALLSOP, Raymond Cottam. Motion picture, radio and TV consultant. Born Randwick, NSW, March 11, 1898. Associated start of Australian

pioneer station 2BL Sydney, and chief engineer. First to short wave speech to UK and USA (1925) and London broadcasting to Australia via 2BL. A dominant figure in Aust. sound transmission. Established manufacture of sound projection equip. in Aust. (Raycophone Ltd) and holds patents for certain sound on film recording techniques. Former member, Broadcasting Control Board. Authority on FM and TV. Major part in producing ASDIC and RADAR for RAN during World War II. Past prest. IRE (Aust.), FSMPTe and MIRE (USA), MIRE (UK), Lieut. comm., RANVR. Married (2 daughters), resident Roseville, Sydney.

ANDERSON, Brian. Manager, agency radio-TV unit. Born Melbourne, Vic., Jan 7, 1927. Radio Corporation 1946-48, Hoyts Theatres 1948-54, drive-in theatre management and promotion. Joined Nichols-Cumming Advtg in Aug., 1958, now mgr Nichols-Cumming Television & Radio unit. Married, 3 children, resident Nunawading, Melbourne.

ANDERSON, Brian. Actor. Born Sydney, NSW, July 31, 1925. Exp. stage, radio, films, TV. Former radio announcer. Toured for Arts Council. Five years with all Sydney radio units. Single, resident Forest Lodge, NSW.

ANDERSON, Frank Edward. Assistant radio station manager. Born Adelaide, SA, February 1, 1904. Sales manager (5yrs), printing and publishing co before joining 5DN Adelaide (March 1942) as announcer. App. sales manager 5DN March 1943, assistant manager, 1947. Married, resident Lockley, Adelaide.

ANDERSON, George Herbert. Media research company governing director. Born Hobart, Tas. March 20, 1897. Former railway survey & construction engineer; asst gen. secretary Graziers' Assoc. NSW; gen. mgr 2GZ, dir 2NZ, first country vp AFCBS; sales mgr MBS; mgr 2GB. 1944, Founder, gov.-dir., Anderson Analysis radio listening, TV viewing, press readership, market research, AIF, 1915-1919; 1938-43 lieut. col. 9th Field Reg.; G3 (Air) G2 Intell. LO, hq 2 Aust. Corps. Married, resident Turrumurra, Sydney.

ANDERSON, Hugh. Radio station representative. Director Hugh Anderson Pty Ltd, Broadcast Exchange (Aust.) Pty Ltd, Melb.

ANDREWS, Leslie Harry. Radio station general manager. Born Brisbane, December 28, 1898. Manager and general manager of film companies (Paramount, First National, Selznick and MGM) before entering radio 12 years ago in present capacity as general manager, 4KQ Brisbane. First to produce on closed circuit TV a two-hour vaudeville show throughout TV a two-hour vaudeville show in Queensland. Married, resident Cooparoo, Brisbane.

ANGEL, Donald. Radio station news editor. Born Sydney, Sept. 23, 1911. Journalist on Sydney metropolitan newspapers, wartime deputy director in charge, NSW branch, Commonwealth Dept. of Information, also war correspondent. Currently with 2UE. Married (two children), resident, Coogee, Sydney.

ANGLES, Cyril Joseph. Racing and sport commentator. Born Sydney, October, 1906. One of best-known names in Australian sport broadcasting particularly racing, boxing, wrestling. One time stable boy, trainer, bookmaker's clerk, bookmaker, owner and trainer of greyhounds. A radio commentator 28 yrs. Currently with 2UW but well-known previously on 2GB, 2UE. Assignments have ranged from Walter Lindrum playing billiards to US gridiron football, plus 20,000 horse, trotting and greyhound races (72 in one week). Among firsts claimed: Sydney trot description, dead-heat coinciding with photo finish camera, hole by hole golf descriptions. Defendant with 2UW in test case in which Vic. Park Race Club opposed broadcasting of races. Won case with costs, and Privy Council dismissed race club's application. Retired from describing races in 1951 owing to an eye infection caused by the sun and strong binoculars, occasionally acts as a fill in and describes races when 2UW's commentator (Keith Dumbler) goes on holidays. Married, 3 daughters, 3 grand children, resident East Lindfield, Sydney.

ANSTEY, John Reece. Radio station program manager. Born Fremantle (WA), November 18, 1918. Wartime with Army Amenities as i/c entertainment for troops on leave in Perth, 1940-45. Character roles with National Theatre, Festival of Perth and amateur clubs. Mus. director-pianist for Sir Ben Fuller and Perth Tivoli and comp. 18 musicomedies. Program manager, 6PM-AM. Married, resident Doubleview, Perth.

APPLETON, Frederick John. Director of sound recordings. ABC, Born Melb., Jan. 30, 1924. Sound record. British studios 1946-49, ABC Sydney, 1949-54. BBC TV and Ealing studios, London, 1954-55. ABC TV Sydney 1956, established Artransa sound dept. 1956. RAF 1940-46. Married, 1 son, resident Dee Why, NSW.

ARCHER, Kenneth Alan. Radio station sales manager. Born Brisbane, Jan. 17, 1928. Science master, Brisb. Church of England Grammar School, 1947-53. ABC sales representative, October, 1954, app. sales manager, December 5, 1956. Test and State cricketer. Queensland XI 1946-56, Australian XI 1949-52, Qld XI capt. 1951-56. State baseball player, 1945-52. Married (two children), resident, Annerley, Brisbane.

ARMSTRONG, David Reed. Radio network secretary. Born Stanthorpe (Q), December 6, 1898. 2 years AFC 1914-18, RAAF 1939-45 (f/lt). Advtg mgr Nestles 1934-36. Joined 2GB-2UE (BSA), Sept. 1, 1936. Asst. mgr 2UE 1937, asst. mgr 2GB 1938. Melb. mgr, Macquarie 1939 and after war service 1945-46, thence to Sydney and app secretary of Macquarie Nov. 1949. Served as vice-president, AFCBS, chairman, copyright and industrial committees. Married, resident Middle Cove, Sydney.

ARONSTEN, Maxwell Joseph. Radio-station service manager. Born Wellington, NZ, July 3, 1905. Educated St. Joseph's Coll. B'ne. Joined RAAF (w/op. aircrew) 1941. Advtg manager, W. H. Paling & Co., 1936-39 thence 2GZ program mgr, Sydney studios. Studio mgr 2CH, 3XY. Program mgr 2GB, 1947-56, then service mgr. Acting mgr 4BH 1957. Wife Joan (nee Hall) author children's books and radio writer.

Married (three children), resident Pymble, NSW.

ASHTON, John Alexander. Radio station sales manager. Born December 7, 1914, Perth, WA. Sgt 2/10 Inf. Btn UK, Middle East. Sales rep., (5 years), now sales manager 6KY-NA. Married, resident South Perth.

ASHTON, Queenie. Actress. Born London. Singer, dancer, dramatic actress. West End, London. Musical comedy leads, BBC, films. In Aust. musical comedy, drama, stage and radio (ABC & comml), films and TV dramas. Macquarie Award 1950. Married, resident Rose Bay, Sydney.

AUSTIN, Ian Leonard. Agency TV-radio manager. Born Sydney, Jan., 1936, radio announcer, prod., actor, scriptwriter; TV announcer TCN; author children's books, now TV-radio prod. mgr. Geo. Patterson-Noble Bartlett Advtg, Brisbane. Single. Resident New Farm, Bris.

AUSTIN, Kenneth Lindsay. Radio station studio manager. Born Dandenong (Vic.), November 20, 1923. Joined 3UL age 17 salesman-brkfst announcer. War service 9th Div. Middle East, N. Guinea, Borneo, 2 i/c Army bcstg station 9AP Borneo. Post war night announcer 3UL, thence chf announcer 3SR, later 2GZ thence 3SR as studio mgr. Exec. member local RSL. Married (3 children) resident Shepparton, Vic.

AYLING, Russell Newbury. Radio station sales manager. Born Wollongong, NSW, March 26, 1918. Entered radio 1936, announcer-technician 2DU. Four years AIF thence 2WG, announcer, then sales mgr (1947). Joined 2SM, app. sales mgr September 1956. Married, resident West Ryde, NSW.

B

BACHMANN, Geza. Violinist. Born April 2, 1918, Budapest, Hungary. Master diploma (violin) Franz Liszt Conservatorium of Music, Budapest. Eugen Hubay prizewinner, 1938. Former leader State Opera House Orchestra, Budapest. Arrived Australia 1949. Radio work with ABC and commercial stations. Toured NZ with Gladys Moncrieff, 1953, led Aust. Nat. Opera Orch. 1953. First violinist Sydney Symphony Orch. 1954-56 and founded Geza Bachmann Trio. Royal Command performer with ABC Variety Show, Canberra, 1954. TV appearances. Married, resident Sans Souci, Sydney.

BAECK, Robert Joseph. Radio network sales manager. Born Melb., Vic., Feb. 9, 1926. Began radio career 3KZ; thence 2MG; announcer 2HD, 1945; sales director 1953-56. Sales mgr VBN since Jan., 1957. Started Newcastle Carols by Candlelight; arranged Newcastle Royal tour coverage; covered all floods, Maitland area, in past five yrs. Married, resident Ringwood, Victoria.

BAGLIN, Douglass Hinton. Film producer and studio manager. Born Sydney June 25, 1926. 2yrs RAAF aircrew; founded Douglass Baglin Pty Ltd (comm. photographers) 1946, and also equipment, sales, suppliers and hire service for trade in 1954. Now mng dir. of the three businesses. Married, resident Hunters Hill, Sydney.

BAILACHE, Keith. Television station office manager. Born Brighton (Vic.). Five years RAAF (f/lt). Joined Electronic Industries Ltd. appointed office manager GTV February 1956. Married, resident Camberwell, Vic.

BAKER, Max. Trade assoc. general secretary. Born Broken Hill, NSW, April 18, 1925. 1943-48 with RAN cadet midshipman-lieut.; 1948-51 industrial dept. BHP Co. Ltd., Newcastle; 1951 asst. secy; 1954, general secretary, AFCBS. ACIS; AASA. Married, 1 son, 1 daughter, resident Strathfield, Sydney.

BAKER, Maxfield Edmund William. Radio station manager. Born Wonthaggi (Vic.), Jan. 22, 1915. Joined 4BC (announcer) 1945, now mngr. Married (3 sons, 1 daughter), resident St Lucia, Brisbane.

BAKER, Philippa. Actress. Born Australia, 1932. Actg exp. with commercial radio and ABC, 16-30 age group. Film commercials Cine-sound and Avondale and sound dubbing. Stage exp. includes two tours for Arts Council, and work with Genesian, Independent, Elizabethan, Shavian and Sydney Rep. Theatres. Agent, Central Castg. Single, resident Bronte, Sydney.

BALMER, Norman Edward. Radio station manager. Born Melbourne. Early advtg experience Vacuum Oil Co. After drama appearances with ABC and elsewhere joined 3KZ breakfast announcer, 1932, became program manager. App. manager 1955. Married (three children), resident Balwyn, Melbourne.

BANKS, Arthur S. Radio station sales manager. Born Melbourne. Started business life with Robt. Reid Ltd, Flinders Lane, thence 10 years Tasmania with softgoods agencies. Joined 3KZ in 1936 sales rep and subsg. appointed sales manager. Married, resident St. Kilda-rd, Melb.

BANKS, Norman Tyrell. Radio editor in chief, manager Monitor Service, commentator and interviewer. Born Hampton (Vic.), Oct. 12, 1905. Trained for Anglican priesthood. MBE for services to broadcasting. Studio mngr 3KZ for 21 yrs, quiz show compere, sports commentator. With radio networks in USA (1935-36). Past seven yrs with 3AW, compere, feature commentator, editor in chief. Began Melb. all-day radio appeals and founded Carols by Candle-light. Married, residing Armadale, Vic.

BANKS, Richard Stephen. Agency production manager. Born Melbourne, May 29, 1912. Production manager, George Patterson Pty Ltd, Melb., printing consultant. 4yrs RAAF. Married, resident Dee Why, Sydney.

BANNEY, John. Radio station manager. Born Grafton (NSW) May 24, 1899. Joined AWA marine section at age 21, 15 years w/op. interstate and overseas ships. Manager 3BO 1935 thence to AWA Melbourne. Later 2CH control room, in 1942 app. manager 4TO. Married, resident North Ward, Townsville.

BARBER, Samuel George. Radio station chief engineer. Born Norwood (SA), April 13, 1913. Elect. maint. staff Chrysler Corp 1933-39, eng. in chge 5RM 1940-42. Joined 5DN 1939, chief eng. 1942. Designed—built three transmitters for 5DN inc. present 2kw plant plus studio and assoc. equipment inc. remote control. IRE (SA)

Delegate on Royal Flying Doctor Service. Married, resident Brighton, Adelaide.

BARBOUR, Lyndall. Actress. Born Cairo, Egypt. BA (Sydney). Macquarie Awards (lead) 1949, supporting roles 1946, 1948. Critics award (stage) 1956. Single, resident Sydney.

BARDELL, Brian. Radio station sales manager. Born Melbourne May 9, 1924. 1941 program dept. and announcing 3DB, 1942 same 3UZ. 3½ yrs RAAF aircrew. 45-46 3UZ, 1946-48 university, 1948-51 3HA announcer, 1951-52 3CS, 1952-55 3TR. Studio mngr and chief anncr 7LA, appt. sales mgr 1955. Married (two children) resident Ravenswood, Launceston.

BARE, Rudolph Emil. Music publishing co. director. Born Budapest, Hungary, 1907. Music publisher in Hungary & Italy; joined Allan & Co., 1939. Now director D. Davis & Co., Aust Performing Right Assoc., mngr Allan & Co. Married, resident Burwood, Vic.

BARKER, Aubrey Gerald. Radio station assistant manager. Born India, July 12, 1929. Anncr, sales staff 6KG, acting mngr 1950; chief anncr 6PR. Member Royal tour team, WA. Asst mngr 6PR since 1955. Married, resident Cottesloe, Perth.

BARLIN, George Kenneth. Radio station manager. Born Lansdowne (NSW) February 18, 1916. MIRE. Apprenticed 2CA 1933, asst. mgr-chief eng. 1941, manager 1945. Managing director 2LF 1950, country stations supervisor, Broadcasting Associates, 1954. Tech. superintendent, 2WL, 1957. All positions held at present. Married, resident Turner, Canberra.

BARNARD, Betty Yvonne. Program production co. director and manager. Macquarie Net (Syd. & Melb.), then manager, British-Aust. Programs (1942-43) scriptwriting and general sales. Artransa (1944) sales etc. Joined Grace Gibson Radio Productions 1945, sales and publicity. Now dir and mngr. Married, resident Maroubra, Sydney.

BARNES, Deryck Stanley. Actor. Born Dec. 14, 1919. With JCW one year, anncr 3DB. Three yrs London stage, film, radio & TV. 1½ yrs AIF (rank sgt). Now acting Aust. radio, TV, stage. Married, one girl (3½yrs), resident Cremorne, Sydney.

BARNES, John. Advertising agency radio-TV manager, radio TV disc jockey and compere. 2UV, 2CH, ATN, TCN, John Clemenger Advtg. Traders Advtg, Sydney.

BARRATT, Kenneth Samuel. Radio station continuity manager. Born July 12, 1906, Christchurch, NZ. Educ. Scots College, Syd. With Syd. branch John Rylands & Sons. switched to journalism, assist. editor Aussie mag. with 2GB early 30s as publicist later copy mngr. Now 2GB continuity mngr. Contributed to many mags & anthologies. Married, 3 sons, 1 daughter, resident Nth Bondi, Sydney.

BARRETT, Raymond Charles. Actor. Born Brisbane. Variety, radio, stage, TV, straight and character roles. Hobbies, golf, tennis, yachting. Married (1 daughter), resident Darling Point, Sydney. Agency, Telecast.

BARRIE, John Alfred. Actor-writer. Born January 29, 1928, Manchester, UK. First stage role aged 10, professional, 1947. Forces 1944-47. Rep experience in UK—mime plays at Fortune Theatre (Lond.), films (Dancing Years, Happiest Days of Your Life, Boys in Brown) ballet, Stoll and Scala theatres. Now stage and radio acting. Also writing for TV. Single, resident Brisbane.

BARROW, Henry Victor. Radio program production unit general manager. Born Melb., Vic. General mngr, Bcast Exchange of Aust. Pty Ltd. Married, resident Chadstone, Melb.

BARRY, Bruce Alaric. Radio artist and entertainer. Born Gympie (Qld), October 24, 1934. Radio experience (Macquarie, 4GY, 2MW, 4BH). Acts with ABC (Brisb.), and sings hotels, nightclubs. Single, resident Wynnum, Brisbane.

BARRY, John Vincent. MPI & TV equipment manufacturers sales manager, cine & TV equipment division. Born Melb. Dutch Govt. film unit during war, then Trans-Pacific Films, Melb., cameraman, Chas E. Blanks. F'lance cameraman four yrs in London, 3yrs Paris. Now tech. sales exec., H. Bleakley Photographics P/L. Resident Darling Point, Sydney.

BARRY, Keith Lambert. Agency director and general manager. Born Bowen, Qld, 1928. Lever Bros. rep. Qld prod. mngr, Sydney; acct/exec. Lintas Pty Ltd. Joined Vinnicombe Advtg 1958. Married, resident Clayfield, Brisbane.

BARRY, Keith Lewis. Controller of programs, ABC, since 1936. Now asst gen. mngr (programs). Born 1896. Former editor, Music in Australia, music critic, Sydney. Daily Telegraph. Lect. in music, Sydney Uni. Extn Bd, Busby scholar in music, Sydney Uni. Contributor, Sydney Bulletin and overseas journals. Organist-choirmaster, Sydney churches. Author Music & the Listener, Chopin and his Doctors. Member Aust. Nat. Commission for UNESCO and Aust. repr. UNESCO Radio Commission (Paris). Aust. repr. International Music Council. Paris (1957); MB, Ch.M. (Syd. Uni.). Capt. 4th Dorset Regt British Army World War I. Married, resident Wollstonecraft, Sydney.

BARTON, Richard Henry. Proprietor, film and TV studio equipment suppliers. Born Sydney, NSW, Nov. 1, 1914. 31 yrs mfg & photographic engineering. Gen. engineering, foreman & mngr, machine shops to 1942; one yr Radio Physics div., CSIRO. Estab. own business, Richard H. Barton Photographic Engineers, 1943, now proprietor. Married, resident Strathfield, NSW.

BATYEE, Noel. Media representative. Born Sydney, NSW. Former advtg copywriter-acct/exec; radio station announcer-mngr; station sales & representation; with Coudrey-Gotham, A. Smyth, O'Brien Pub.; stations 2WG, 2CA, 2UE, and 2UW. Principal, Noel Batyee Pty Ltd. Married, 3 sons, resident St. Ives, Sydney.

BAUME, Frederick Ehrenfried (Eric). Radio-commentator, broadcaster, journalist. Born

Auckland (NZ) May 29, 1900. With NZ and Sydney newspapers as editorial executive up to 1929. Manag. editor, The Referee (1929-31), editor, Sunday Sun (1931-39), war correspondent, Europe, 1939-45, European editor (London) Truth newspaper, deputy editor in chief (Sydney) 1949-52. Commentator, 2GB 1953, ATN, 1957-58. Editorial director, Truth, 1958. Also commentator TCN, 1959. Author 12 books. FRGS. Married, resident Kirribilli, Sydney.

BAUME, Sidney Erue. Managing director, S. E. Baume advertising agency, Sydney. Born Auckland (NZ) August 12, 1905, and brother of commentator Eric Baume. LLB (NZ), FAIM, PTISM (Aust.). Married, resident Sydney.

BAZ, Alexander John. TV station manager. Born Redfern, NSW, Sep. 12, 1913. With Newspaper News & Yaffa Syndicate, 1929-36; pictorial editor feature mngr, sales promotion mngr, Consolidated Press, 1936-55; mngr TCN since 1955. AIF, World War II, 4½yrs, Darwin, NG. Discharged major. Married, 1 daughter. Resident Narraweena, Sydney.

BEATTIE, Timothy Henry. Agency director. Born St Arnaud, Vic. November 21, 1930. 5yrs Carden Advtg (acc. exec.), 1yr Moulded Products (asst advtg mgr), 4½ yrs Aldwych Advtg (acc. exec. and now dir). AISM. Married, resident Camberwell, Melbourne.

BECKER, Leon Joseph. Executive producer, TV film studios. Born Sydney, September 15, 1924. Announcer 2KA 1940-43, 2KM, 2CH. RAAF 4yrs. Post-war joined 2UW, thence 2GB 1950 announcer-salesman. 2GB asst mngr 1954. Artransa asst mngr 1955, app. executive producer, Artransa Park Film Studios, 1956. Married (3 children), resident Dee Why, Sydney.

BECKER, Russell Anthony. TV station manager. Born Homebush, Sydney, July 20, 1928. Prod'n asst 2CH, asst to sales mngr, AWA b'castg dept, then became 4BH continuity mgr. London, sales exec., Overseas Rediffusion Ltd, thence home, senior sales exec. Macquarie B'castg Service, Melb., Nichols Cumming Advtg, Melb. (sen. acc. exec.). Joined ATN 1956; sales mgr 1957; station manager 1959. Married (two sons), resident West Ryde, Sydney.

BEDNALL, Colin Blore. TV station director and general manager. Born South Aust. Manag. editor and director, Bris. Courier Mail. Originator Queensland Radio News Service network. Manag. director Melb. Argus, 1954-55, member, Royal Commission on Television (1953). App. general manager (GTV Channel 9, Melbourne), February, 1956 and a dir., 1959, OBE for services as war correspondent. First Brit. corresp. to fly with Americans in operations over Europe. Air gunner with USAAF. Married (3 children), resident Melbourne.

BEECHAM, William John. Advertising media trade journal editor. Born Feb. 10, 1923, Perth. Lithographic printer, f'lance journ. reporter, feature writer. Advtg mngr W. J. Lucas Ltd, Perth. Now editor Advertising Magazine, Film Weekly & Motion Picture Directory. Single, resident Randwick, Sydney.

BEIOLEY, Leonard William. Radio station sales manager. Born Sydney, January 15, 1917. Joined MGM Sydney as junior (1931) and travelled for motion picture ind. in NSW, Vic, and Qld, becoming MGM's asst Qld mgr. Joined 4KQ as sales mgr 10 yrs ago. Married, resident New Farm, Brisbane.

BELL, Graeme Emerson. Bandleader. Born September 7, 1914, Melbourne. Onetime clerk, 6yrs classical piano study, profess. musn since 1943. First Aust. jazz band to tour Europe (1947-48), second tour 1950-52 (Czechos., Germany, Belg., Holl., France, UK, Eire, Ceylon). Third tour, Korea, Japan. Royal perf. Princess Eliz. Royal Festival Hall, London, July '51. Recording artist, Parlophone and 15 other labels. Married, curr. res. Kings Cross, Sydney.

BENNETT, Lewis. Radio station general manager. Born Cairns, Qld, Sept. 20, 1910. Ed. Brisbane Grammar, Qld Uni. Prod. mgr 2UE, 1936; 3KZ 1939; 5KA gm 1948. 3UZ gm since 1950. AFCBS Vic. v-p 1953-55; AFCBS snr v-p 1953-59; chmn PR cmtee 1951-55; management cmtee 1953-55. Red Cross Citizen's Cmtee dpty chmn 1951-55; Royal Tour bcasting cmtee chmn 1954; Olympic Games bcasting cmtee chmn 1955-56; AFCBS pres. 1959-60. Clubs Melb. Rotary, Green Room, Victorian. Married, 1 daughter, resident Chadstone, Vic.

BENT, Joan. Agency partner. Born Lismore, NSW. Former advtg assistant, Nock & Kirby Ltd; in charge Farmer & Co's catalogue advtg; nine years advtg & sales promotion mng, Buckingham; now partner Norman Bent Advtg. LOA, Art diploma, ESTC. Married, resident Castle Hill, NSW.

BENT, Norman. Agency partner. Born Birkenhead, Eng. Former asst NSW sales promotion mgr GMH; advtg assistant, Anthony Hordern's; started own agency 1937; agency closed during war, re-opened 1947. Married, resident Castle Hill, NSW.

BERGERSEN, Colin Rae. Musician-entertainer. Born Palmerston North, NZ, March 4, 1914. With brass bands, orch. NZ radio, Sydney-Brisb. as vocalist-mus. Led such orch. as Palais Royal (Adel.), Ciro's Night club (Melb.), Trocadero (Syd.). Conducted for Tommy Trinder and toured with Gracie Fields (Aust. and Morotal). Star Harry Wren's Meet the People and has been featuring multi-inst. vocal imp. act. War svce Armoured Corps 2 1/2 yrs ldg AE orch. Morotal, Labuan, Borneo. Married (2 sons), resident Kingsgrove, Sydney.

BESLER, George Horace. Agency director and account executive. Born Melbourne, Vic., Oct. 20, 1916. Seven years Myer Emporium, becoming basement advertising manager, director and acct/exec., Richardson-Cox Advertising from 1938; officer RAN and RN 1939-45. Married, 3 children, resident Lower Templestowe, Melb.

BETT, John Gordon. Radio-TV newspaper supplement editor. Born Yarram, Vic., June 9, 1910. Lifetime exp. radio-TV; 10 years managing editor Radio Times. Started the radio-TV supp. each Thursday's edition The Melbourne

Age, 1948. Married, resident Brighton Beach, Melb.

BEVERIDGE, Joseph William. Agency account executive. Born Sydney, November 10, 1915. 1931-40 Shell Co (ad-publ. offcr). War svce RAAF (1940-45) transf. to reserve as sqldr. Post-war ad-PR mgr ANA (NSW-Qld), ad-mgr Nestles Food Specialities, acc. executive O'Brien Publicity, AAL, FPR, Aircraft design and constr. (ESTC), Royal Ac. Mus. (piano). Licensed pilot from 1931 until recently. Married (2 sons), resident St. Ives, Sydney.

BIDDLE, Rodney Jordan. TV station chief engineer. Born Melbourne (Vic.). Senior lect. communications engineering, Royal Melb. Tech. College. App. chief eng. GTV (Channel 9, Melb.) Oct. 1955. SMIRE. Sqdn radar officer, RAN. Married (four ch.), resident, Nth Balwyn, Melb.

BILCOCK, David John. TV-film production company producer & director. Born Croydon, Vic., Oct. 6 1909. Qual. engineer. Film prod. Formed film unit for Vic. Country Rds Bd. Prod., Owen Bros., Melb. Founded Cambridge Film & TV Prod. Pty Ltd, 1949, now prod. & dir. Married, resident Croydon, Melbourne.

BISHOP, Noel Jack. Radio station chief engineer. Born Brisbane December 16, 1915. 1932, techn 4GR, 1940 studio engineer 4BC, apptd ch. engineer 4BC 1946. AMIRE. Married (1 daughter) and resident Annerley, Brisbane.

BLACKLOCK, Wendy. Actress. Born Sydney. Exp. includes English rep., Aust. tour for JCW. two Phillip-st Theatre revues. Lead in TV music comedy, Pardon Miss Westcott. Radio comm and ABC. Single, resident Potts Point, Sydney. Agency: Telecast.

BLANKS, Charles Edward (Snr). Managing director TV-screen films & slide service. Born Sept. 26, 1886, Sydney. Founded Chas E. Blanks Pty Ltd over 50yrs ago, since then prominent in screen and now TV advertising. Now mng. dir., Chas E. Blanks. Married (6 children), resident Wollstonecraft, NSW.

BLANKET, Leonard. Radio-TV trade journal managing editor. Born and educated in London. Cub journalist London newspapers, Canada, USA. Sub-editor, Daily Express (London), reporter-sub-editor, News of the World (London). RAF 1940-46, ground-duties, UK, Middle East, India-Burma. Post-war Natal Mercury, Durben (Sth Africa). Various reporter, sub-editor feature writer Sydney Daily Telegraph, Sunday Sun, Daily Mirror. Now managing editor B&T, B&T Year Book. Married (2 sons), resident Killara, Sydney.

BLEAKLEY, David B. Photographics co. director. Born Sydney April 3, 1927. Photographic eqpt sales 1948, advtg 1953. Specialising in motion picture eqpt 1954. dir. H. Bleakley Photographics Pty Ltd and director H. Bleakley & Co (1910) Pty Ltd and H. Bleakley Trading Co. Overseas study of film equip., USA, UK, Germany, Japan. Married, resident Wahroonga, Sydney.

BLEAKLEY, John Harold. Born March 9, 1914. Studied chemistry (Sydney Univ. of Tech.) and economics (Syd. Uni.). Man. dir H. Bleakley (1910) Pty Ltd, H. Bleakley Trading Pty Ltd and H. Bleakley Photographics Pty Ltd, marketing eqpt for MPI and TV. Also dir Swift & Co. Ltd. Races yacht Gynea (Royal Sydney Yacht Squadron). Married, resident St Ives, Sydney.

BLEANEY, Ronald George Frank. Advertising executive. Born London, 1914. Five years layout artist Webb Roberts McClelland Advtg, Adelaide. Went into partnership with M. B. Creasey, June 1953. Prepared layouts and finished artwork for Advertiser Best Ad of the Year competition, won by C&B, 1953-54-56. Married, resident Wayville, Adelaide.

BLUTHAL, John. Actor. Born Poland, 1929. Melb. Uni. Dramatic School. David Herman Yiddish Theatre, Melb. UK variety and panto. (4 yrs). Aust; comedies, dramas and musicals, TV plays and advtg films. Plays, Square Ring (Princess), Seagull, Amphitryon 38 (Union) Motner Goose, Jack & Jill, Anniversary Show (Melb. Tiv.), Bus Stop, Sabrina Fair (Independent), Zip Goes a Million, Colored Rhapsody, Allan Jones Show (Tiv.), Rainmaker (Elizabethn). Married, resident Ashfield, Svdnev.

BLYTH, Eric Robin North. Writer, producer. Born April 27, 1934, London. Film and TV exper., Paris, TV prod., New York. Later ABC anncr, actor ABN. Script writer, Teleradio Productions (Aust). Now with A. J. Camp & Associates. War service RA attached 4th Parachute Div. Single, resident Potts Point, Sydney.

BOCK, Geoffrey Charles. Agency account executive. Born Sydney, NSW, April 19, 1932. With Goldberg Advtg, Vincent H. Freeth, Johnson & Phillips Ltd. Now acct/exec. F. P. Leonard Advtg. Single, resident Bondi, Sydney.

BOMBELL, Cecil Fay. Agency account executive. Born Kogarah, NSW, Sept. 30, 1923. Sydney and Melbourne agencies 14yrs, Singapore/Malaya agency 7yrs. Now copy director Cossey Waite Advtg, Bris. RAN 4yrs. Married, 1 daughter, resident New Farm, Brisbane.

BORG, Johnny Angel. Jazz singer. Born November 30, 1927, Malta (grew up in Cairo). Speaks and sings in French, Italian, Maltese, Arabic, English. Arrived Aust. 1949 as electrician. First appeared 2UW Amateur Hour 1951 then night clubs, Hellzapoppin, Tommy Trinder Show, Boy Friend. Married, resident Matraville, Sydney.

BOTTOMLEY, David Theodore. Research organisation managing director. Born Somerset, Eng., Dec. 25, 1924. Research mgr, McCann-Erickson Advtg, London, 1950-51; USP, Melb., 1951-58; mng dir Aust. Sales & Research Bureau, Melb. since 1955. Chairman. Market Research Socy of Vic.; lecturer, School of Mngment, Melb. Tech. College; tutor, Melb. Univ.; examiner, AIA. B.Sc.(Melb.). B.Ed. with Hons (Melb.). Assoc. Royal Chemical Institute, AFAIM FAI (Aust.). Married, 3 children, resident Surrey Hills, Vic.

BOWDEN, John Henry. Trade association director. Born Tweed Heads, NSW, February 1, 1917. Accountancy, market research, radio audience measurement, advertising space representative. Assoc. fellow Aust. Inst. of Management. Director Australian Association of National Advertisers. Four years AIF (capt.). Married, two children, resident St. Ives, Sydney.

BOYER, Sir Richard James Fildes. ABC chairman. Born Taree, NSW, August 24, 1891. KBE 1956. MA (Syd. Uni.), 1915-18, Lieut. AIF 26th & 1st Battns Gallipoli, France. App. ABC chairman 1945. Vice-pres. Elizabeth Theatre Trust; pres. New Settlers' League, NSW. Led Aust. delegations, Pacific Relations Conf., Montreal 1942; Pacific Relations Conf., Hot Springs, USA, 1945; UNESCO Conf., New Delhi, Nov., 1956. Pastoralist, Charleville, Qld, since 1920. Joined ABC 1940, chrmn committee of Inquiry Commth Public Service Recruitment, 1957-58. Married, resident Wahroonga, Sydney.

BRADLEY, Frank Freestun (Jim). Radio producer. Born London. Radio writer, actor, producer (10yrs). Advtg mgr Allan & Co (Melb.), also Nicholson's Pty Ltd (Syd.). Program director AWA (4 1/2yrs). In 4th yr as production mgr and exec. producer, Artransa radio division. Single, resident Elizabeth Bay, Sydney.

BRANDON, Barbara. Actress-producer. Born Sydney, NSW, 1908. With JCW, then London West End theatres; Melb. radio acting exp.; now tutor Hector Crawford School of Radio-TV Acting. Entertained troops, France, Holland, Belgium, 1944. Married, resident East Kew, Melb.

BRANDT, Allen. Radio station asst. manager. Born Brisbane, Qld, July 19, 1920. Bcasting since age 14. Spec. organising, compering projects, children's and variety shows. Now ass. mng 4BH and prod. for Monitor. Four yrs AIF signals unit, Aust., New Guinea. Married, resident Ashgrove, Brisbane.

BRENNAN, John. Radio station disc jockey. Born Sydney, Aug. 26, 1931. Joined 2WG as feature anncr 1950; feature anncr and program mng 2GZ, 1955. Disc jockey with 2SM since 1956. Married, resident Lindfield, Sydney.

BRENNAN, Kevin Martin. Actor. Born Randwick, Sydney, September 12, 1920. Radio, stage, films, TV. Films incl. Eureka Stockade, Robert Newton Treasure Island series, plus work with major radio production companies, hour dramas, comedies and soap operas. Toured for JCW last year. Plays inc. Worm's Eye View and All for Mary. Macquarie radio award (comedy). 4 1/2 yrs Army. Single, resident Randwick, Sydney. Currently in England.

BRETT, Arthur Desmond. Advertising research director. Born Melbourne, October 21, 1917. Joined Lintas Advtg at age 15. Research mgr after World War II, apptd director, 1954. Honsch consult. to 4As (5yrs). Member, Statistical Society, Economic Society, Market Research Soc., (Vic.), European Soc. of Opinion and Market Rsch. W. R. McFerran (advtg) award 1955 (outstanding contribution to advtg progress). War service, AIF 1940-45, fire control (radar) instr. Married, resident Greenwih, Sydney.

BREWIN, Denzil John Slane (Darrel). Radio station sales manager. Born Allahabad, India, November 17, 1901. Ripon School, Yorkshire, England, then bank clerk, Lloyds, London. Arr. Aust. 1922, thence orchardist, clerk, school-teacher, taxi driver, salesman and sales manager. Joined 3DB 1934 (salesman), sales mgr 1937. Repr. Vic. in Rugby football. Front row fwd with an Aust. XV against All Blacks (1929). AIF, Middle East, Syria, Islands (demob. captain). Married, resident, Glen Waverley, Melbourne.

BRIDE, George Leonard Gerald. Agency chairman & managing director. FIAS, FISM. (Chairman, mng dir Aldwych Advtg. Married, resident Canterbury, Melbourne.

BRIDGES, Nancye. Variety musical act with sister Bebe (Bridges Sisters). Born Wanganui (NZ). LCTL, ACTL (Lond.). Musical specialty act featg. lge US marimba, violin, harp, piano. ABC & comml radio and in NZ plus TV. Broadcast & televised with BBC. 10 yrs Tiv. circ. Single, resident Rose Bay, Sydney.

BRITNELL, Paul. Film director, radio-TV production company. Born 1919, Melb. Assoc. film prod, radio & TV since 1935. Apptd Melb. film dir, Artransa (present position) 1958. Widower, resident Heathmont, Melb.

BRITON, John Noel. TV station chief engineer. Born Sydney, December 25, 1907. Chief, division of radiophysics, CSIRO (1943-46), works mgr-tech. director EMI (Aust.) 1938-55. App. chief engineer TCN (Channel 9 Sydney) 1955. BSc., BE (1st Class Hons., Sydney Univ.), AMIEE (Lond.), MIE (Aust.), FIRE (Aust.), ASMPTE (USA). Married, resident Wahroonga, Sydney.

BROOKS, Lola Edna. Actress. Born Sydney, NSW, Feb. 7, 1933. Radio, stage, television, and commercial films exp. Specialises in straight and character juvenile roles. Married, resident Neutral Bay, Sydney.

BROWN, Colin Marshall. Agency account executive, radio-TV manager. Acct/exec., and radio-TV mngr, Gellatley Advtg, Sydney. Married, resident Bellevue Hill, Sydney.

BROWN, Alan Bertram. Radio station manager. Born Hobart, Tas., March 16, 1917. Break-fast annr, 7HT, 1938; chief annr 7HO, 1946; sales mngr 7HO since 1947, asst mngr until 1958. Now mngr. AIF, Lieut RAA, 1943, Married, resident Hobart, Tas.

BROWN, Burlton Albert (Joe). Race commentator. Born November 15, 1919, Dandenong. Started race career as asst judge to Hobart Turf Club. Joined ABC in Tas. as racecaster, 1945. Apptd Melbourne racecaster, ABC, 1947. Married (2 daughters), resident Olinda, Melb.

BROWN, Kenneth William. TV station sales manager. Born Sydney, December 2, 1921. 1956, manager AWA radio & TV program service. Joined ATN Apr., 1958, appt sm 1959. Married, resident Cronulla, Sydney.

BULLEN, Leonard. Actor. Born Ramsgate (Kent), 1916. Many years prof. stage and radio. Ldg man and character roles inc. with

many visiting overseas players. Married, resident Drummoyne, Sydney.

BUNYAN, Grahame John. Radio network chief news reader. Born Sept. 24, 1933, Sydney. With Colgate Radio Unit one yr, then annr MBS with 2LF & 2CA. Joined 2UE yr later, then with 2SM two years. Joined Macquarie news service 1956. Now MBS & 2GB chief news-reader and journalist. Married, resident West Pymble, Sydney.

BURGESS, Douglas. Multi-instrumental entertainer, compere, comedian. Born Sydney, October 10, 1920. Plays trumpet, sax, clarinet, violin, bassoon, oboe and novelty instr. War-time, RAN, HMAS Shropshire and HMAS Australia, Japan, Philippines. Variety, radio, TV and nightclubs. Married, resident Kingsgrove.

BURGOYNE, Marcella. Actress. Born Brighton, Melbourne, July 14, 1934. Matriculation, 1yr Melb. Conservatorium in dramatic arts. Radio, stage, panto, advertising films, TV. Major stage productions ldg. Melbourne and Sydney theatres, modelling, fashion parade compering, sales promotions. Many radio serials and transcriptions for major production companies. Miss Victoria finalist 1955. Single, resident Brighton, Melb.

BUSHELLE, John Arthur. Actor-producer. Born Sydney, 1916. BA, LLB. Served with Aust. Army New Guinea, Bougainville, 1942-46. Amateur w'th Syd. Uni. Dramatic Soc., thence England (1949). Over 400 bdets for BBC; also played West End in Detective Story (1950), Alec Guinness's Hamlet (1951). Stratf-on-Avon (1954-55). Played Col. Purdy in Teahouse. Returned Aust. 1955; currently producing & acting in Aust. radio. Married. Resident Newport, Sydney.

BUTLER, J. David Blake. Actor. Born UK and trained RADA (London). 5yrs English theatre. 5yrs Sydney radio and stage, character roles, Elizabethan Thre (Hamlet, Relapse). Agent: Telecast.

BUTTERS, Grahame Douglas. Agency radio-TV manager. Born Oct. 30, 1933. Associated many nat. radio shows with Ron R. Beck, later copy chief 2LF, copy editor 4BH, annr 4MB, chief annr 2XL; ass. TV prod. United Service Publicity. Now radio-TV mngr L. J. Macnamara Advtg Service. Single, resident Adelaide.

BUTTON, Bert Cecil. Radio station manager and director. Born October 5, 1907, London. Salesman, sales promotion, program manager, 2CH sales manager. Asst mngr, 2GB, Oct. 1945, later station manager, 2GB and manager, Macquarie Broadcasting Service. Manager 2GB, director, 5DN, 2CA, 2LF. Has been president and senior vice-pres., AFCBS, member AFCBS mngemnt cmmtee, 1958 pres., life member, St George Amat. Athletic Club, 1958-59 pres., 21 Club; member Commonwealth Immigration Planning Council. RAAF. Married, resident Sans Souci, Sydney.

BUTTROSE, Ian Kenneth. Agency managing director. Born Robertson, SA, June 28, 1918. Man. dir Richardson-Cox Advtg, Melb. Member AASA, AISM. Served 5yrs AIF in Middle East and New Guinea. Married, resident North Balwyn, Vic.

C

CAIRNS, Keith Stewart. TV station manager. Born Lismore, Vic., October 10, 1912. Melbourne Herald editorial staff; deputy chief of staff, 1945-49; chief of staff, The Sun, 1949-53; transferred to Sun administration. Joined Herald-Sun TV 1955. Married (3 children), resident East Ivanhoe, Melbourne.

CAMPBELL, Keith Meldrum. Agency managing director. Managing director of K. M. Campbell Advertising. Resident Melbourne, Vic.

CAMPBELL, Kenneth Henry. Agency director. Born Brisbane, Qld, Nov. 27, 1929. Joined Campbell Advtg. 1945; dir Australian Advertising Agency. Resident Clayfield, Brisbane.

CAMPBELL, Percy Patrick. Network production executive. Born Young, NSW. Joined 2GB on leaving school 26 years ago and subseq. with Macquarie on network programs. Served with AIF (RAA). Married, resident Manly, Sydney.

CAMPLIN, Ronald Barry. Radio station mng dir. Born Campsie, NSW, Dec. 18, 1932. Entered radio as panel operator with 2CH eight years ago; then announcer 2XL, 1951; 2MG, 1952; asst mngr, 1954; mngr, 1956, apptd to board, 1958. Married, 2 daughters, resident Mudgee, NSW.

CANNY, Brian Denis. Agency director. Born Perth (WA), July 5, 1905. Before entering advertising was WA mgr of National Cash Register Co. and Qld and national sales promotion mgr. Barrister and solicitor (WA). Joint md, Canny Paramor and Canny Advtg, with brother Fergus and John Paramor. Now dir Briggs, Canny, James and Paramor. Married, resident St. Ives, Sydney.

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.

CAREY, Kevin A. Agency account executive. Acct-exec., Aldwych Advtg. Born Melbourne, June 20, 1929. Married, resident E. Camberwell, Melbourne.

CARO, Russel Martin. Agency branch assistant manager. Born July 14, 1924, Melb. sales mngr, George W. Caro Pty Ltd, Melb., then admngr, Gordon & Gotch, Melb. RAN, 1941-45; survivor HMAS Armidale (sunk 1942); HMAS Ballarat (1942-44), HMAS Quickmatch (1944-45). Now assist. mngr, O'Brien Publicity, Brisbane.

CARR, John Keith. Agency branch manager. Born Mosman, NSW. Account executive, George Patterson Advtg., 1934-47. Apptd Sydney manager, John Clemenger Advtg., 1948. AIF 1940-44, Middle East and New Guinea. Resident Mosman, Sydney.

CARR GLYN, Neva Mary Josephine. Actress. Born Melbourne, May 10, 1911, family links with Nigel Reginald Carr Glyn, Bt. Ballet dancer age 13 with Fullers Thtrs, at 15 principal girl in panto, Aust, NZ and Sth Africa. UK 1931, played Aldwych, Strand Theatres for Firth Shepherd Productions, London Films, etc.

Leading woman to Sir John Martin Harvey (David Garrick), Estella (Great Expectations). Opposite Godfrey Tearle (Living Dangerously), Strand Theatre. Macquarie Awards 1950-51. Resident Mona Vale, Sydney.

CARSELDINE, Lionel Garth. Radio station accountant. Born Brisbane, May 31, 1921. With 4BC 1939, rejoined 1953 as accountant. Associate of Chartered Accountants (Aust). Married (2 children), resident Bald Hills, Brisbane.

CARSON, Charles R. Radio station manager & sales manager. Staff supervisor, Chandlers Beasting Service, Qld, 1934. Mngr 4BH since 1936. ATCL. Married, resident St Lucia, Brisbane.

CARSON, Donald. Agency assist. branch manager. Born Brisbane, December 19, 1932. With Cossey-Waite Advtg 10yrs, most depts. 1959 appt. asst manager, Hawkins Advtg., Brisbane. AAL councillor Junior Chamb. of Cmmce. Single, resident Nundah, Brisbane.

CARY, Edwin Clifton (Cliff). Radio network and TV station sports editor. Born Sydney, March 29, 1905. From newspapers to radio (2UW) 1938, 2UE-ASB sports editor 1940-52 and during World War II copy chief, station censor, publicity mgr and head of station sales promotion. Macquarie-2GB sports editor August 1952. Sporting editor, ATN. Covered 1946-47 and 1950-51 Tests in Aust. for London Sunday Express. 1948-52 prod. 120 page racing monthly. Turf Digest and Raceform. Books, Test Cricket & Records and Cricket Controversy (Werner Laurie, London). Heard through Macquarie on SABC, Radio Ceylon and NBC Monitor. Sports editor of ATN 1957. Married, resident Eastwood, Sydney.

CAYLEY, Frank. Feature service director. Born Sydney, NSW, Feb. 23, 1910. Former journalist; entered advtg with J. Walter Thompson early 1930's. With Goldberg Advtg prior to World War II, during which he served overseas. Formed own company, Key Features, 1946; specialises in radio & radio copy. Leading Aust. bridge player and bridge writer; triple Aust. champion; once captain NSW team. Married, 1 son, 2 daughters, resident Wollstonecraft, NSW.

CECIL, Lawrence Henry. Senior radio producer. Born Parkes (NSW). First stage appearance Sydney, 1900. In first Stratford-on-Avon players to leave UK. Played Mark Anthony, Orlando, Sir Toby Belch at Shubert Theatre. New York. Directed first radio play on WEAF (later the NBC) and first actor to play Hamlet on radio. 10yrs production mngr ABC, 8yrs Macquarie Network, 9yrs Grace Gibson Radio and TV Productions. Capt. World War I (MC) and wounded World Wars I and II. In 1933 introduced many radio techniques as used today. Married (1 daughter), resident Double Bay, Sydney.

CHAMBERLAIN, Walter Robert. Radio station chief engineer. Born May 31, 1915, Melbourne. Technician 3XY (1936-41); defence training, RAAF instructor, Royal Melb. Tech. College, 1941-44; technician, International High Frequency Station, Shepparton (1944-45); 1945 3XY technician, app. chief eng. 1956. AMIRE. Single, resident Croxton, Melb.

CHAMPION DE CRESPIGNY, John Chauncy. Agency managing partner. Born Parkville, Vic., Aug. 25, 1908. Asst to ad.-mnggr, Inter. Harvester, 1925-32; mng editor, New Graphic, Melb., 1932-35; ad.-mnggr, Ronaldson Bros & Tippett Pty Ltd, Vic., 1935-39; acct-exec., Goldberg Advtg, Melb., 1946-47; 1947-50 opened Melb. office V. H. Freeth Pty Ltd, as Vic. rep., media and business mnggr 1949; chief exec. Hayes Publicity, 1950-57. Opened own agency. John de Crespigny Advtg, 1957, now mng partner. 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.

CHANDLER, Sir John Beals. Radio station chairman of directors. Born Norfolk, Eng., Feb. 21, 1887. Founder, chairman, Bcasters Pty Ltd & subsidi. Estab. 1st Bris. comml station, 1930. KB. Lord Mayor, Bris., 1940-52. MLA 1943-47. Married, resident St. Lucia, Brisbane.

CHANNELL, Douglas Ronald. Manager Papua/New Guinea branch, ABC. Radio-TV feature compere. Born London, Dec. 7, 1907. 22yrs with ABC, compered Live Artist Hit Parade for over 10yrs. TV Find the Link and TV Channel, Toastmaster in Sydney during Royal visit, MC Royal Ball, Canberra. War service AIF, commanded A Co. 2/1 Infantry Batt., Middle East, Greece, Crete and wounded in action. Promoted capt. in field and awarded MC (Crete 1941). While POW (4yrs) was court-martialled by Germans charged with "insulting German Army". Married (2 children, twins).

CHAPMAN, George Claude. Radio station manager. Born Merredin, WA, Oct. 9, 1936. Joined 6PM-AM after radio-servicing; 2yrs 6VA as anncr, copywriter, salesman, thence 6KG 1958 aged 22 as station mnggr. Married, resident Kalgoorlie, WA.

CHAPMAN, Maurice Dale. Director, equipment co. Born Adelaide, September 7, 1910. Pre-World War II managed 5AD-P1-MU-SE. War service 1st Arm. Div. later DPR ('42-45). Post-war managed 2CH. 1948 joined Magnecord (Chicago), later returned to form Magnecord Aust. Director Barnes Chapman Co (media representation) and Magnecord (recording equip.). Author two novels, rec. two internat'l literary awards. Married (3 children), resident Cremorne Pt, Sydney.

CHARLEY, Philip Nivison. Radio station manager. Born Sydney, January 26, 1925. Educated Shore, Sydney. 2CH (1945), thence 3BO, 2GF, 4TO, 2LM, announcing, copywriting, sales. Manager 4ZR, 1953-55, mnggr 2QN since 1955. RAAF 1943-44. Married, 3 sons, 1 daughter, resident Deniliquin, NSW.

CHARLTON, Douglas Haig. Network chief engineer. Born Mullumbimby, NSW, May 30, 1920. Manager-engineer 7DY, manager-director 7AD, chief engineer, New England Network. War service RAAF (f/lt pilot), RAF Bomber

Command, RAAF Transport Command, AMIRE, AMIET. Married, resident Durl, NSW.

CHASTON, Neta Amelia Margaret. Agency radio director. Born Adelaide. Previously assistant and acting mnggr 7HT. With Canny, Paramor & Canny Advertising since 1942. Agency now renamed Briggs, Canny, James & Paramor. Married, resident Edgecliff, Sydney.

CHESNEY, John William. Agency art director. Freelanced post war (3yrs). Studio mgr Johnston Jones Advtg., Brisb. (5yrs). Art director, McClelland Advtg., Sydney, 1956. 5yrs AIF. Married, resident Bondi, Sydney.

CHESSELL, George Norman. Agency joint managing director. 10yrs Farmer & Co., initially advtg dept, then prod. mnggr Samson Clarke-Price Berry Pty Ltd, Melb., ad.-mnggr Marcus Clark & Co, Sydney. In part'ship with R. G. McCredie 1946-51. Now joint mnggr dir Chessell & McCredie Pty Ltd. Lecturer in advtg, Sydney Tech., bus mngment course. 4 yrs AIF. Married, resident Ryde, Sydney.

CHRISTENSEN, Margaret. Radio actress. Born Adelaide. Well known for work in radio plays, serials, also several films (Inc. Smiley). Plays drama, comedy, variety and handles disc jockey assignments. Won o'seas Trinity Coll. scholarship for dramatic art, ATCL, LTCL. Macquarie Award winner 1952. Resident Fairlight, Sydney. Agency; Telecast. Currently in UK.

CHRISTIAN, Roy Stuart. Agency TV production manager. With prod. staff handling feature films at Pagewood Studios, lighting tech. J. C. Williamson's, Minerva Theatre, chief projectionist, Civic Theatre, Bris., then with Syd. subur. theatres. Now TV prod. mnggr, Canny, Paramor & Canny Advtg (retitled Briggs, Canny, James & Paramor). Sgt, RAAF mobile cinema unit & welfare div. Married, resident Eastwood, NSW.

CHURCHWARD, Edison Clifton. Assistant radio station manager. Born Adelaide, February 24, 1906. Architect draughtsman, then GM sales prom. dept. In radio since 1930, 5AD, 6ML to current 6IX-WB-MD-BY. Married (3 children), resident Dalkeith, Perth.

CLARK, Russell Sorrell. Agency radio dept. manager. Born Carcoar, NSW, Sept. 3, 1909. Magazine editor; war corres. for Toronto Star, Canada, and Daily Mail, London; author of nine books; scriptwriter; foreign corres; admnggr, radio dept. Jardine Patterson & Co. Married, resident Linley Point, Lane Cove, NSW.

CLARK, Stanley Robert Irving. Network managing director. Born Melbourne, June 24, 1911. Program director 3DB-LK (1935-43, excl. war yrs), manager 4BK-AK (1949-54), chief executive officer, MBS. Managing director 2GB, Macquarie Broadcasting Service, Artransa, Broadcasting Associates (1955), dir, 2WL, 2CA, 2LT, World Broadcasting System (A'sia), alt. dir 3AW, 5DN; dir ATN (1957), alt. dir QTQ (1959), alt. dir ATV (Aust.) (1959). MBE military div. (1944). Married, resident Rose Bay, Sydney.

CLARKE, Francis Gilbert. Radio station chief engineer. Born London, August 16, 1900. AMIRE. RAAF Sigs 4yrs latterly I/c Sigs Office. First-Class PMG operator's cert. Joined 6KY as techn. Apptd chf engr January, 1954. Worked with 6IX chf engr on installation 6KY-6IX dual transmitting site. Married, resident Mt Yokine, WA.

CLARKE, Harry Powis. Advertising agency managing director. Born 1906, London. Printing exec, W. E. Smith P/L; ad.-mnggr, Labor Daily P/L; proprietor, Universal Advtg; sales mnggr, Country B'casting Services; exec, 2GB-MBS. Now mng dir, Russell Morris Advtg P/L, & Powis Clarke Co. Dir, Lawson Hse Pty Ltd, & Artservice Co. War service, RANVR-NAP. Married, 2 sons, resident Burraneer Bay, Sydney.

CLARKE, Marie. Actress. Born Brisbane, February 2, 1923. Radio and stage work. Star of When a Girl Marries. UK (3yrs), BBC and York Repty starring in Miranda and Light of Heart. Single, resident Kogarah, Sydney.

CLAY, Douglas Mark. Agency managing director. Born Sydney, September 10, 1921. Hartford Advtg (1937-41), Gellately Gerrard (1946-51) acc. exec. Joined McClelland Advtg 1951 acc. exec., director 1953, manag. director 1956. Lieut. RAA. Married, resident Lane Cove, Sydney.

CLEMENGER, John Lloyd. Agency TV manager. Born Jan. 30, 1930, Melb. 6yrs in advtg, John Clemenger P/L; 2yrs overseas study, USA & UK. Bach. Commerce, Melb. Uni., diploma, School of TV, New York, 7yrs in advtg. Married, resident North Baldwyn, Melbourne.

CLEMENGER, John (Snr). Agency managing director. Born Jan. 3, 1901, NSW. Gen. mnggr, All British Motors; sales mnggr, 3XY; mnggr, P/L. Capt.-mnggr 1932 Davis Cup tennis team; Leyshaw Publ. Now mng dir, John Clemenger pres., 4As 1954-57. McFerran Award winner 1957. Married, resident Toorak, Melb.

CLEMENGER, Peter Geoffrey. Advertising agency account executive and division manager. Born Nov. 23, 1927, Melb. 15yrs in advtg, incl. 3yrs Leyshon Publ. & 12yrs John Clemenger P/L. Now acct-exec. & press div. mnggr, John Clemenger Advtg. Organised In'national Exh'ib. of Advtg (Melb.) Feb., 1953. Married, resident Nth Baldwyn, Vic.

CLENDINNEN, Brian Douglas. Agency account executive. Born December 3, 1931, Subiaco, WA. Anncr-copywriter 6GB; sound effects, ABC (Melb.); anncr-copywriter, 3AK; copywriter, 3XY; radio pub. officer, Argus (Melb.). Radio media mnggr, United Service Publicity. Now acct-exec. Walker, Robertson, Maguire Advtg. Major, CMF (armored corps). Single, resident Glen Iris, Vic.

CLIFFORD, Frederick William. Agency account executive. Born Surrey, England. Advtg mnggr, Oxo Ltd, London, 1938-51; Noble-Bartlett Advtg, 1952-53; pineapple farming, 1953-57; Le Grand Advtg, 1957-58; acct-exec., Australian Advertising Agency since 1958. Served RNVR, 1940-46. Married, resident Woody Point, Qld.

CLIMPSON, Roger. Actor and TV compere. Born Peterborough (Northants), England. Won schlrshp to RADA London for two yrs. 1 West End Show, Man & Superman (with John Clements) and Kay Hammond, 6mths rep at Peterborough thence Aust. 5yrs in radio. Diploma in acting from RADA. Now with TCN. Married (1 son), resident Caringbah, Sydney.

CLYNE, Edgar Murray. Radio station manager. Born Warracknabeal, Vic. December 23, 1907. Chf engr 3UL 1937-41, mgr-chf engr 1941-48. App. mgr 3SR 1948. Diploma in elect. engrng. AMIRE. Past pres. Warragul and Shepparton Rotary Clubs. Married, resident Shepparton, Vic.

COCK, Burgo F. Radio network research officer. Born Oct. 24, 1923, Essex, Eng. Press media mnggr, Stuart Advtg (London); radio media mnggr, Goldberg Advtg, Sydney. Now research officer, MBS. 5yrs RNVR (lieut.). Married, resident Beverly Hills, NSW.

COGHLAN, Janne. Actress. Born May 17, 1935, Manly, NSW. Varied stage & radio exp.; Independent Theatre, Sydney; Arts Council tour. Currently appearing in radio serials and plays. Single, resident Sydney.

COLLETT, Arthur. Agency managing director. Born West Perth, WA, Jan. 6, 1913. Educated Wesley College, Perth. With Canny Paramor & Canny Advtg, then partner S. Crownson-Cohen Advtg. Estab. Arthur Collett Advtg, 1946. Winner Mid-Century Advtg Exhibition, WA, 1950. 5yrs RAAF service. Married, 2 children, resident Perth, WA.

COLLINGS, Eric Richard. Radio station manager. Born Rockhampton, Qld, May 17, 1923. Educ. Bris. Boys' Grammar School, 4BK-AK 1939, program mnggr, 4BK, 1946, later news-reader, continuity mnggr, advtg mnggr. Apptd mnggr 2VM 1957. Mnggr 3YB since June 1958. AIF 1942, trans. RAAF 1944, trained as navigator. Married, 2 children, resident Warnambool, Vic.

COLOCOTT, Eileen. Actress. Born Liverpool, England, Feb. 3, 1932. English and West Australian stage exp. Specialises character and juvenile roles, also dialects and accents. Has played in films. Single, resident Perth, WA.

CONABERE, Sydney. Actor. Born Melbourne, Vic., July 8, 1921. Freelance, now playing regularly in Melbourne radio & TV. Specialises character-comedy roles. Married, resident Gardenvale, Melbourne.

CONDON, James Thomas. Actor (leading man, stage, radio-TV). Born Fremantle, WA. Played every type of part for 16yrs Australia and UK. F/lt RAAF (547 Squadron). Married (3 children), resident Middle Cove, Sydney. Agency, Telecast.

CONNOLLY, Gerry (Gerald Morewood Warrington). Radio breakfast session announcer. Born Sydney, March 6, 1908. Stage band drummer, then to JCW as comedian. 4BC 1937, 2UW 1954. 1957 to 2SM as breakfast announcer. 3yrs Army service with Jim Davidson's concert party. Married (1 daughter), resident Lane Cove, Sydney.

CONNORS, Lily (Kathleen). Born Cessnock, NSW, August 18, 1932. Starred stage shows Aust.-USA. Own 1hr TV show KFIV Hollywood. Aust. radio MBS Bunkhouse Show now top star, Dick Sawyer Prodcnts. Married, resident Bondi, Sydney.

CONRY, John Alfred. Radio station studio manager, born Sydney, June 10, 1927. 8yrs studio mgr/announc. 2KM. Now studio mgr and copy superv. 2LT. Married (3 children).

COOGAN, Roger John. Radio station sales executive. Born April 15, 1912. 30yrs selling exp., newspapers & radio. 4yrs AIF. Now sales exec. 2SM. Married (son & daughter), resident Hurstville, Sydney.

COOMBES, F. J. (Ben). Radio network sales director. Born Jan. 27, 1908, Newcastle, NSW. Chemist BHP until 1930; salesman, Perdriau Rubber Co; asst sales mngr, advtg mngr Dunlop Co; mngr, Klippel Bros (tie mnfr). Diplomas in metallurgy and analytical chemistry. Now sales director, MBS. Married (three grandchildren), resident Cremorne, Sydney.

COOP, Donald Hill. Agency group director. Born November 22, 1921, Williamstown, Vic. With advtg agencies since 1937. 5yrs war service. Director, Nichols Cumming Advtg. Now group dir. in charge several top acnts, Hansen Rubensohn-McCann Erickson Advtg. Married, resident Pymble, Sydney.

CORBETT, Barbara Eleanor. Advertising agency creative director. Creative director, Neville Corbett Advertising Pty Ltd. Married, resident Roseville, Sydney.

CORBETT, Neville Joseph. Advertising agency governing director. Born June 21, 1924, Townsville, Qld. 3yrs RAAF air-crew. Now gov. dir. Neville Corbett Advertising P/L. Married, resident, Roseville, Sydney.

COSSEY, Peter. Agency director. Born March 14, 1915, Brisbane. Cossey Advertising Service, 1936-50. Cossey-Waite Advertising, 1950. FIA, FISM, AATM. Past presdt., Commando Assn. Lieut. AIF (New Guinea). Commanded independent units and held small ship master's ticket. Married (4 children), resident Clayfield, Brisbane.

COSSINS, Robert Douglas. Radio station sales manager. Born Marsala, Sicily, August 16, 1910. Came to Aust. as jackaroo, 1927. 3AK (prt time announc) 1937, joined 7EX as announc 1938. Repertory work in Melb. and Tasmania. RAAF 5yrs aerodrome defence officer (f/lt). Married resident Launceston.

COUDREY, Charles James. Advertising agency managing director. Born Dec. 13, 1902, Broken Hill, NSW. Own Adel. agency 1929; dir, Unsted Jackson Haines, 1938; dir Gotham (A'sia) 1941. Mng. dir. of Coudrey-Gotham Advtg since 1948. Also dir. Newspaper House P/L. Fellow Advtg Institute. Married, resident Vacluse, Sydney.

COUSENS, Charles. TV personality. Born Aug. 26, 1903, Poona, India. Fordyce Wheeler, advert. sect. Sydney Sun, 1927, ad. mngr World Newspaper, Sydney 1931. NSW mngr

Sampson Clark-Price, Berry advert. agency 1933. Chief announcer, studio mngr 2GB 1934. Overseas 2nd AIF 1940-46. POW Singapore. Freelance radio after war, joined ATN7, chief news reader 1957, freelance radio-TV, public relations 1959. Apptd developmental mngr and responsible for radio & TV in all States for International Vending Machines. Married, 1 son, daughter; resident Pymble, 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 Rose Bay, Sydney.

COWAN, Arthur Stephen. Trade assoc. executive officer. Born Kalgoolie, WA, April 23, 1915. 1931-42 Crown Law Dept. (WA) including Secretary to Minister for Justice and Secretary of Royal Commission on Company Legislation, 1942-46 Navy service; two years UNRRA Shanghai & Hong Kong; one year director Hong Kong division, 1949-54 industrial advocate & assistant secretary WA Employers' Federation; from 1954 executive officer AFCBS, ACIS, AASA, qualified as stipendiary magistrate WA. Married, 1 son, 1 daughter, resident Pymble, Sydney.

COWARD, Iris Eileen. Agency accountant. Born Longreach, Qld. Acctncy exp. with Robinson & Kennedy, Winton. Now accountant with Cossey Waite Advtg, Brisbane. Resident Auchenflower, Brisbane.

COX, Royston F. Agency radio-TV manager. Born Sydney, 1913. Started in radio 1940 as announc-copywriter. Copy chief at 3 major Sydney stations. Joined 2UE 1950, thence Country Press 1956. Married, resident Turramurra, Sydney.

CRACKNELL, Ruth Winifred. Actress. Born W. Maitland, NSW. Star and featured player with ABC and commel radio. Stage plays inc. King Lear, The Duenna, Arms and the Man, Love of Four Colonels, Measure for Measure. Married, resident Chatswood, Sydney. Agent, Central Castg.

CRAIG, Janette. Actress. Born Nov. 24, 1936, Sydney. Five yrs radio, stage & films. Toured JCW 18mths. Drama & panel shows on ATN, ABN, TCN. Currently in radio & TV. Miss NSW 1957-58. Selected for feature role in film version of Summer of 17th Doll. Married, resident Beecroft, Sydney.

CRAIGEN, John Colin. Executive radio producer. Born York, UK, July 6, 1917. Trained repy theatre, joined BBC as prodcr 1936. War svce RAF aircrew Europe, Middle East, Pacific, latterly as specialist radar offer. Post-war returned to BBC 1946 as prodcr Nth American Svce. Trained for TV at BBC school. Joined AWA 1948. Married, resident Darling Point, Sydney.

CRATCHLEY, Stanley Albert. Agency managing director. Born UK September 8, 1907. Acct. exec. Russell Morris Advtg., Vincent H. Freeth, Gordon & Gotch. Started own agency, April, 1952. Now mng dir Aust. Applied Advtg. FAI. Married, resident Darling Point, Sydney.

CRAVEN, Howard Edward Henry. Compere, actor, producer. Born April 19, 1917, Sydney. Production for 2UE & Grace Gibson. Played in very many dramatic features for most production companies. Compere, 2UE Rumpus Room, quiz shows, disc-jockey program, TV. Now compere 2UW Rumpus Room. 5yrs AIF, Middle East, Islands. Married (2 daughters), resident Mosman, Sydney.

CRAWFORD, David James. Radio network sales manager. Born Rose Bay, Sydney, April 13, 1919. Joined AWA 1933. Beam Wireless Service and accts to December, 1939. RAN 1939-46. Post war to bctsg dept., Melb i/c bctsg-redng div. Apptd. 2CH sales mgr 1952. Now sales mngr AWA country stations. Married, resident Coogee, Sydney.

CRAWFORD, Dorothy Muriel Turner. Radio-TV program service director & executive producer. Anncr ABC 1939-53; talks presentation officer ABC 1943-44; Partner Hector Crawford Prod. 1945. Now di. & exec. prod. of radio-TV prgms Hector Crawford Prod. P/L. Married, resident Toorak, Vic.

CRAWFORD, Hector William. TV-radio program production company managing director. Born August 14, 1913, Melb. Founder & dir. of Music for the People; conductor Aust. Symphony Orchestra. Now mng dir, Hector Crawford Prod. P/L. Married, resident Canterbury, Vic.

CRAWFORD, Robert Curtels. Radio station mngr. Born Elsternwick, Vic., May 19, 1911. ABC anncr 1936-40. Dept. of Infmn SW Divsn 1946-47. 3DB anncr 1947-48. Sales mngr Hector Crawford Prodcnts, 1948-1949, mngr 1950-53. Apptd 3DB studio mngr 1953 and mngr 1959. Married (3 sons), resident Hawthorn, Melb.

CRAWFORD, Robert Kingleside. Record company co-director. Born Young, NSW, 1927. Has represented ARC, Philips, Fidelity, Esquire, Mercury. Publicity manager Gene Krupa, Ted Heath and Jean Sablon Shows in Australia; musical director Planet Record Corporation Pty Ltd, also author, composer, promoter, vocalist. Married, resident Auburn, Victoria.

CREASY, Max Bertram. Agency managing director. Born Adelaide, SA, 1916. Eight years acct/exec., Wilson Advertising Service Ltd.; resigned 1953 as director to form Creasy Bleaney Advertising in partnership with R. G. Bleaney. Agency awarded Best Advertisement of the Year competition, 1953-54-56, sponsored by the Advertising Institute of SA. Second prize, 1955. Married, resident Norwood, SA.

CROFT, Rex Wilmot. Advertising agency principal & manager. Born Sept. 22, 1910, Tas. Junior Healings-McLellans; acct-exec. Samson-Clarke; mngr, Holders; own agency 1936. RAAF service. With United Service Publicity. Own agency from 1948. Now proprietor & mngr, Rex Croft Advtg. Married (2 sons, 2 daughters), resident Ivanhoe, Vic.

CROSS, Clive Ernest. Agency TV manager. Born Melb., Vic., Oct. 11, 1912. 25yrs exp. film prod., Cinesound, MGM, Fox; now TV mngr John Clemenger Advtg. Helped design, construct first Aust. sound-on-film recorder; co-designer first Aust.-built DC Interlock motor. Married, resident Bronte, Sydney.

CRUTHERS, James Winter. TV station manager. Born Cottesloe, WA, Dec. 20, 1924. Joined Daily News office staff 1939, later on editorial staff after RAAF service. Editor-in-chief weekly publications, WA Newspapers Ltd, 1953. Appointed gm TVW Limited, October 1958.

CUDLIPP, Richard A. Agency director. Director and chief copywriter, George Patterson Pty Ltd, Melbourne.

CULLINAN, Christopher Albert. Radio station chief engineer. Born Daylesford, Vic., May 27, 1906. Senior member IRE (Aust); 1937-38 engineering dept. 3DB-LK; 1938-55 chief engineer 7EX. Foundation member Launceston division, IRE (Aust); three years chairman of this division. Chief engineer 3CS. Married, 1 son, resident Colac, Vic.

CUMMING, John James. Agency director. Born Melbourne, Vic., Nov. 14, 1921. Joined Gravenor Advertising 1945; founded Nichols-Cumming & Staff Advertising in 1947. Served as commissioned officer, AIF, 1940-46. Married, resident Hawthorn, Vic.

CUSICK, Elaine Lesley. Actress. Born Sydney, NSW. Started acting at the age of six; gained wide experience with ABC Little Theatres (Brisbane Repertory, Twelfth Night, Carnival Players). Awarded Kindergarten training college diploma. Resident Windsor, Brisbane.

D

DABBS, Francis Peter. Film producer, photographer, color consultant. Born May 8, 1923, Sydney. Educ. Canberra, comm. photog., 1945; studied London, 1950-52; estab. Telecraft Studios, 1953; dir., tech prod. Webster Prod. Now mng dir, Peter Dabbs Pty Ltd, film prod. comml photog., color consultant. 2/1 Aust. Field Regiment. Married, 3 children, resident Roseville, Sydney.

DAGGETT, Donald G. Film studios manager. Born Nov. 19, 1921, Felixstowe, Eng. 1941-42, Merton Park Studios, London; 1942-46, RAF; 1946-49, British Tri-color, London; 1950-56, assoc. with films, London. 1956-58 with Artransa P/L, Sydney. Apptd Avondale Studios mngr, 1959. Married, resident Potts Point, Sydney.

DARLING, Dr. James Ralph. Broadcasting Control Board member. Born June 18, 1899. Headmaster, Geelong Church of Eng. Grammar School, Corio, Vic., since 1930. Part-time member Aust. Broadcasting Control Board, member C'wealth Advisory Committee on Immigration, CMG, OBE, MA (Oxon), MA (Melb.), DCL (Oxon). Married, resident Corio, Vic.

DARNTON, John Leo. Born Eastbourne, Eng.; June 28, 1916. Enlisted Artists Rifles as commissioned officer, switched to RAAF (1939-45), appointed instructor, then attached to US 5th and 13th squadrons; was with first US squad to raid Jap bases from Dutch East Indies. Discharged as w/cdr; awarded OBE; salesman at MBS until appointed sales mngr. in 1951. 1959 apptd Aust. sm for ATV (UK) telefilms. Married, 1 daughter, resident Wahroonga, Sydney.

DAVEY, Graeme Herbert. TV station chief engineer. Born Melbourne, Vic., Apr. 9, 1929. Ed. Wesley College, Melb. Snr TV lecturer Royal Melbourne Techn. College. Appointed chief engineer TVW Limited, Perth, Dec. 1958.

DAVEY, James Henry. Radio station managing director. Managing director of 3BA since 1930; before that gained Aust. and NZ theatrical experience; awarded OBE for services rendered to charities. Married, 2 daughters, resident Ballarat, Vic.

DAVIDSON, Diana. Actress. Born Sydney, NSW. Exp. stage, radio, films and TV; handled dramatic, revue roles (Phillip-st.), straight and character roles; toured 1956-57 with Elizabethan Theatre Trust. Married, resident Sydney, NSW.

DAVIDSON, William Frank. Radio station chief technician. Born Dec. 21, 1903. Associated with radio since 1932; 25 years with PMG dept.; 13 years in civil aviation; chief engineer 4VL. Married, resident Charleville, Qld.

DAVIES, Mervyn William. TV station assistant chief engineer. Born Brisbane, Qld, Oct. 29, 1927. AMIRE (Aust.); Grad. Brit. IRE, Assoc. Member SMPTE; was with Marconi's Wireless Telegraph Co. Ltd, Chelmsford, Essex; joined ATN Feb. 1956. Appointed asst chief engineer, March, 1957. Married, resident Mona Vale, Sydney.

DAVIES, Richard Halliday. Actor. Born Kasauli, India, March 31, 1918. Exp. 20 years dramatic, straight, character, Shakespearian, classical roles. Six years AIF. Single, resident Vaucluse, Sydney.

DAVIES, William Leslie Carrington. TV station gen. mngr. Born Seaton, Eng., Feb. 15, 1919. Educated Pulteney Grammar School, Adelaide; Royal Aust. Naval Coll., Flinders. Former continuity mngr, program mngr, assist mngr. General mngr 5KA Broadcasting Co. Ltd., and manager, 5AU Broadcasting Co., and River Murray Broadcasters. Now gen. mngr NWS (appt'd 1958). Married, 1 daughter, resident Netherby, Adelaide.

DAVIS, George Ernest. Association licensing manager. Born Sept. 22, 1921, London; British Army 1939-46, glider pilot Nth Africa and Europe, POW 1944-45. Joined Performing Right Socy, London, 1938, transferred APRA Sydney 1951. Now APRA licensing mngr. Married, 2 children, resident Dee Why, Sydney.

DAWSON, Smoky. Vocalist, actor, showman. Born Warrnambool, Vic., March 19, 1913. Star first live radio prod., 3KZ 1936. Top Aust. western singer and composer. Toured US and Eng. 1951-53. Lectured on Aust. in 23 US States. Starred British Festival, London 1951; Kiss Me Kate; TV; now Kellogg Show, MBS. Devotes much time to charities; appointed deputy sheriff, Kern County, California. Married, resident, Lane Cove, Sydney.

DAWSON, Walter James. Agency owner-manager. Born Oct. 14, 1911, Perth. 17yrs WA newspapers, editor, Aquatic Monthly, mng editor, Mining Year Book & New Horizons.

RAAF. State repr., World Council of Churches. Now owner-mngr Walter J. Dawson Advertising. Married, 2 daughters, resident Claremont, Perth.

DEAN, John. Agency executive. Born Melbourne, Vic., June 5, 1930. Commercial artist, then journalist, Sun-News, 1949-52; sub-editor West Australian. Overseas appointed senior copywriter, Simpson-Sears, Toronto, Canada, 1954. Joined Nichols-Cumming & Staff, 1957. Now with Noel Paton Advtg. Married, resident Mitcham, Melbourne.

DEAR, Terry. Radio TV compere. Born Melbourne, Vic., Oct. 4, 1913. Announcer 3KZ 1933-38; chief announcer, studio mngr 3AW 1938-41; production & assistant general mngr 3AW 1946-50; director Aust. Amateur Hour from 1950 until conclusion 1958; compere Leave It To The Girls, radio, Foundation member 3AW Community Service Board. Married, 4 children, resident Pymble, Sydney.

DEARTH, Henry Alan (Harry). Radio drama producer. Born London, Eng., Aug. 12, 1908. Educated Cranleigh School, Surrey, Eng. 3yrs RAAF. Four years' stage exp. with JCW's; ABC annor; four years 2GB-BSA Players; 11 years J. Walter Thompson, including four years as radio dir; producer, compere Lux Radio Theatre, Aust. Amateur Hour. Four years MBS production director; producer, compere Gen. Motors' Hour, Leave It to the Girls. Television compere, Pantomime Quiz, What's in Picture; 2UW drama director; dir Harry Dearth's Playhouse. Film commentator, Fox Movietone, Aust. Diary. Married, 2 children, resident Cammeray, Sydney.

DEASE, John. Radio network announcer-compere. Born May 26, 1906, Bhamo, Upper Burma. Educ. Eng. Freelance radio-stage 1931-35. 1935 joined 2GB announcing staff, transferred (1944) to MBS prod. dept (feat. artist). Began World Famous Tenors prog. 1936-57, Quiz Kids, 1942. Married, 3 children, resident Chatswood, 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.

DERWIN, Clement John. Radio station manager. Born Newcastle, NSW, Sep. 21, 1920. Joined 2KO, 1936, as program assist.; then copywriter; control operator; announcer; sales mngr. Appointed mngr, Jan. 1957. Army service, 1940-45. Married, resident Hamilton, Newcastle.

DIAMOND, William Adam Grant. Radio station manager. Born June 21, 1904, Maryborough, Qld. Cream tester & butter grader, Qld country areas insurance inspec. IOA, 1928-32; musician 1932-34; 4MB 1934; 4BU 1936, appt manager of 2MW 1939. Diplomas agriculture, dairying. RAAF 1942-46. Married, resident Murwillumbah, NSW.

DIAMOND, William C. Agency associate director. Born June 10, 1920. 17yrs in printing, appren. compositor Sydney printing house rising to dir. Spec. typography, layout, finished art. Joined Hansen Rubensohn as acct-exec 1952. Now HR-McCCE associate dir & account dir. Baritone singer with leading roles in over 30 operas. 2yrs AIF. Married, resident Kyle Bay, Sydney.

DICK, Nigel Alexander. TV sales manager. Born Rotherham, Yorkshire, Eng. Started advertising career Daily Telegraph, Woman's Day, Sydney. Appointed sales exec. GTV Nov. 1956. Now sales mngr. Married, 2 children, resident Blackburn, South Melbourne.

DICKSON, Noel. Radio-TV production unit chairman and managing director. Born Melb., Vic., Dec. 26, 1906. Former journalist and sub-editor. Entered radio as sales mngr Legionaire Sound Productions, 1937; Aust. mngr, Frank Mason & Co. Ltd, London, 1939. Appt'd mng dir., Frank Mason & Co. (Aust.) Pty Ltd, 1950; appt'd mng dir. ART 1955; vice-pres. Outdoor Advertising Assoc. of Aust. 1949-53. Member, federal exec. OAA. First pres. of Aust. Radio Producers' Assoc., appt'd 1956. Married, resident South Yarra, Vic.

DIXON, Arthur Lionel. Company managing director. Born Leicester, Eng., July 7, 1897. Studied engineering Oxford Uni; exp. in civil, mech. and elec. engineering. Designed, built & installed 2HD, 4BK, 4AK; consultant engineer 4BU, 4LG, 2MW. Principal, Deeco Steel Constructions, Sydney. Radio officer marine 1914-18; radar officer RANVR, 1940-45. Married, resident Lidcombe, Sydney.

DIXON, Nevill Floyd. Radio network general manager and director. Born Heidelberg, Melbourne. General mngr, dir of 3TR, 3SH, 3HA, 3CV and VBN Sales and Service Pty Ltd. Five years with RAN. Studied commerce at Melb. Uni. Married, resident Toorak, Melbourne.

DOBSON, Agnes. Actress and producer. Born Sydney, NSW, Dec. 30, 1904. Leading roles with Sir Benjamin Fuller's Drama Co., JCW and on TV. Written talks for ABC, radio scripts. Taught drama three years Wilderness Girls' School; talks presentation officer ABC during war; second prize SA Centenary Drama Contest with drama of Aust. aborigine Dark Brother; five years principal Hector Crawford School of Broadcasting, BA, Sydney Uni. Widow, resident St. Kilda, Melbourne.

DODD, William Henry. Radio station publicity manager. Born Windsor, Vic., Sep. 21, 1928. Former theatre and publicity mngr Hoyts; real estate agent; then publicity mngr 3AW; adv-mngr Wangaratta Chronicle; 3UZ publicity manager. Married, resident North Clayton, Melbourne.

DOWMAN, George Sydney. Agency account executive. Born Sydney, NSW, June 17, 1913. Former advtg mngr Malleys Ltd; acct/exec. Hawkins Advtg; now acct/exec Hugh Berry Co. Advtg Institute, LOA. Married, resident Killara, Sydney.

DOORLEY, Garth Jeffrie. Agency director. Born Sydney, NSW, 1926. Entered advertising 1946; acct exec. with four leading agencies, NSW & Qld; adv-mngr country newspaper. Appt. assistant mngr Country Press Ltd, 1956. Now dir, NSW mngr Nichols Cumming & Staff Advtg. LAI (Aust.). Married, resident Castlecrag, Sydney.

DREW, Guy. Radio production unit general manager. Born London, Eng., Dec. 23, 1917. Ten years RAF pilot. Actor-producer SABC (Capetown); producer radio commercials, serials; specialises radio and radio advtg. Married, 2 children, resident Perth, WA.

DRIVER, Roy Alfred. Film production company managing director. Studied filming London, Agfa Photo School, Berlin, Ufa Film Studios, Joined Herschells Films, 1925; then chief Aust. cameraman, Aust. Sound Films; prod. Herald Newsreel. Prod. 100 documentary films. Now mng, dir. Herschells Prod. DOI Film Unit. Four yrs war correspondent (sm op. Camera-man) Dept Infor. Awarded Asiatic Pacific Star personally by Gen. MacArthur. MBKS London. Foundation pres. Motion Pic. Tech. Ins. Member Rotary Club, Melb, Bd Adult Deaf & Dumb and Great Ocean Rd Trust. Married, 1 son, 1 daughter, resident Nth Balwyn, Melbourne.

DRYSDALE, Tim. Agency account executive. Born Aug. 29, 1924, Kuling, China. Copyvisualiser, Odhams Press, London; mngr, Lintas Ltd, Pakistan; pub. mngr TAA; acct-exec, Briggs & James. Now Hugh Berry Co. account exec. RAF. Married, resident Melbourne.

DUCKMANTON, Talbot Sydney. ABC admin. controller. Tbs. mngr ABC 1953-57. Born Oct. 1921, Yarra, Vic.; ABC 1939; 2nd AIF and RAAF flying officer; announcer ABC 1946-49; NSW sporting editor 1949-51; asst Qld mngr 1951-53; official rep. ABC 1950 Empire Games; Aust. rep. BBC team broadcasting Coronation 1953; Aust. rep. Royal Tour, 1954; interests sport, gardening. Resident Beecroft, NSW.

DUNBIER, Keith Arthur. Radio station sporting editor. Born Sydenham, NSW, April 2, 1909. Began with 2UW describing sports; joined perm. staff 1945 as sport editor, race caller. From 1953 judge NSW Trotting Club. Member of committee which raised £42,424 for Police Boys' Clubs by organising the Jimmy Caruthers v. Pappy Gault world title bout. JP. Married, 1 son, resident Marrickville, NSW.

DUNN, Beverley Ruth. Actress. Born Melb, Vic. Juvenile, character roles radio serials; stage exp. Juv. lead two ABC TV plays. Holds Erik award, best actress 1955. Licentiate Art of Speech, Aust., & Assoc. Art of Speech, Aust. Single, resident Brighton, Melb.

DUNNE, John Sylvester. Radio station compere. Born Sydney, NSW, April 12, 1895. 20 years with 2SM; 4½ years Colgate-Palmolive, compere Strike It Rich; three years 2GB. Awarded Queen's Medal for entertainment services 1939-45 war. Married, resident Bellevue Hill, Sydney.

DUNSTONE, Percival Richard. Editor, radio listener paper. Born Camberwell, Vic., Nov. 20, 1913. Educated Queens College, Caulfield Grammar. Joined Herald & Weekly Times as cadet journalist 1929; transferred to The Listener in-TV as reporter, later sub-editor; appt. editor, 1951. Enlisted AIF as private, 1940; served special wireless groups in Middle East, Greece, Crete, Syria, Darwin, NG and Moraitai; discharged as capt., 1945. Married, 1 son, 1 daughter, resident East Brighton, Melbourne.

DUVAL, John Claude. Agency senior partner. Born Dec. 10, 1912, Sydney. Assoc. Paton Advtg Service, Nat. Cash Register Co; Unsted Jackson Haines P/L; Bebarfalds, Stromberg Carlson. Now senior partner John C. Duval Advtg. Married, resident Clontarf, Sydney.

DYER, Michael David (Myke). Agency TV director. Canadian citizen, born London, Eng., Oct. 2, 1932. Gained RTA. Ryerson Institute of Tech., Toronto, Canada. Three years Toronto comm. and Govt. radio, TV anncing-news reading-writing; one year Holland radio, anncing-production. 2½yrs 3DB-LK, anncr/prod. Happy Gang, Kayser Show, local programs. Own jazz program Sound Study 3XY. 2yrs TV prod. mngr ART. Now TV dir, Ansell & Assoc. Reported flooding Holland, 1953. for CBC, NBC, SABC. Married. 1 daughter, resident Melbourne, Victoria.

DYER, Robert N. (Bob). Part owner Bob Dyer TV-Radio Productions and radio TV compere. 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. Owner (with wife, Dolly) Bob Dyer TV-Radio Prods. Own Aust. radio net. shows since 1940. Now radio-TV compere. Well known game fisherman and movie enthusiast. Married, resident Beauty Point, NSW.

E

EADIE, David William. Actor-producer. Born Plymouth, Eng., Aug. 30, 1913. Gained wide acting experience with English theatres including Coliseum, Palace, Lyric, Royal Opera House, Covent Gardens. Produced for Arts Council Reps Guildford and Tonbridge. Came to Aust. 1951. Eight years RAF pilot. Discharged squadn leader, DFC. Single, resident Elizabeth Bay, Sydney.

EADIE, Keith William. Radio station chief announcer. Born Brisbane, Qld, May 29, 1920. Joined 4BH 1940; manager 4SB late 1941; joined 2GB 1944. Only comm. announcer included in special recording made by ABC for the Queen. Married, 2 sons, resident Bellevue Hill, Sydney.

EATON, Sidney Max. Advertising agency proprietor. Born Aug. 19, 1912, Perth. 18yrs advtg mngr Foy & Gibson (WA) Ltd. Now proprietor Max Eaton Advtg. Fellow AIA. Married, resident Perth, WA.

ERBALL, 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; appt mngr 7QT, 1948. MIRE (Aust.); three tech. papers published in Proc. IRE (Aust.). Admitted to IRE in 1936. Married, 3 sons, resident Queenstown, Tasmania.

EDEN, Keith Tressider Gilles. Actor-producer. Born Melb., Vic., April 18, 1917. Actor, 3DB, 1935; JCW juvenile leads; holds Rola award, best actor. AIF, Middle East, Greece, Crete. Married, resident Caulfield, Melb.

EDMOND, James Charles. Radio-TV producer. Born Sydney, NSW, Dec. 1930. Joined J. Walter Thompson, 1947; radio production dept, 1948. Currently producing radio commercials, film and live TV commercials. Married, resident Epping, Sydney.

EDMONDS, Eric. Agency principal. Born Cobar, NSW, Feb. 12, 1911. Ad-mngr Selfridges, 1935; acct-exec. S. A. Maxwell & Staff, 1939; ad-mngr Gordon & Gotch, Bris. 1942; started own company, Edmonds Advertising, Brisbane, 1944. FAI (Aust.). Married, 3 children, resident Morningside, Brisbane.

EDWARDS, Leslie Dale. Agency manager-account executive. Born Melbourne, Vic., Jan. 13, 1920. Pre-war: editor-mngr Melb. newspaper, also freelance journalist. Post-war: snr advtg appointments; joined Bayne Mackay Advtg 1954. AAI Aust.; FSMA Brit.; ASSM Aust. Five yrs AIF (two yrs overseas). Single, resident Brighton, Vic.

EDWARDS, Maxwell James. Media representation co. director. Born Glen Innes, NSW, Nov. 16, 1916. City travel, then mngr Sydney importing firm; 5yrs ZUE jales executive. Now director Barnes Chapman Company Pty Ltd. 5yrs AIF. Married, 1 son, resident Mosman, Sydney.

ELLIOTT, Hugh Macadam. Radio network news service editor. Born Edinburgh, Scot., April 14, 1907. With Scottish newspapers. Film corres. in London for SMH; 1946, Herald's music-film-drama critic. Joined 2GB-MBS 1949 as news service editor. Won for 2GB-MBS news three American Citations of Achievement in news presentation and broadcasting 1952, '55 and '58. Wrote documentary on RFC-RAF at Gibraltar for RAF's official history records. Founded RAF's first theatre company. Wrote for ABC on post-war development of Aust. RAF service 1940-46 with PR division, intelligence and as air gunner (mentioned in despatches). Married, resident Manly, NSW.

ELLENBY, Robert William. Radio network sales manager. Born Adelaide, SA, June 18, 1924. Five yrs mech. draughtsman BHP, Whyalla, SA; joined 5KA, 1945; then 5DN as announcer until 1950. Travelled Eng. & Europe working two yrs Aust. House on migration publicity. Appt. chief announcer 3SR 1953. Salesman Argus network, 1954; now sales mngr Assoc. Broadcasting Services. AIA (Aust.). Married, resident Mount Waverley, Melb.

ENEMARK, John Roger. Agency principal. Born Sydney, NSW, 1917. Over 20 yrs agency exp. Principal, Roger Enemark Advtg, Sydney. AAI. Married, resident Rose Bay, Sydney.

ENGLISH, Lester John (Vic). TV-radio production unit principal and producer. Born Sydney, NSW, June 4, 1923. Acct exec.-copywriter 16yrs with Goldberg, Clemenger, Chessel & McCredie, Don Thomson, Vincent Freeth and Fortune. Formerly exec. prod. 6½hrs live TV weekly for Fortune. Mng dir Teleradio Productions (Aust.) Pty Limited. Now Principal Vic. English Film & TV Productions. Pilot RAF, RAAF. Married, resident Manly Vale, Sydney.

ENTWISLE, Douglas Walter. Radio station program manager. Born Melbourne, Vic., Jan. 11, 1928. Ed. Scotch College, Melb. Qualified acct (AASA Prov.). Anncr 3AK, 7EX; radio manager Richardson-Cox Advtg; later joined 3DB as anncr. Appointed 3DB-LK program mngr 1959. Married, 1 child, resident Boronia, Vic.

EVANS, Arthur Ellis. Radio station managing director. Born Leicester, Eng., Dec. 5, 1914. Part-time announcer ABC; joined 7EX as continuity writer; appt. mngr 1940; then director 1946. Three times Tas. state vice pres. AFCBS; past pres. Launceston & Tas. Jnr. Chamber of Commerce; treasurer Launceston Chamber of Commerce; exec. member Hydranga Festival Soc., Crippled Children's Assoc. Married, resident Launceston, Tas.

EVANS, Eric Walter. Radio station chief engineer. Born Maffra, Vic., Nov. 29, 1909. Entered broadcasting 3HA 1938; chief engineer 3SH 1938, then two years acting mngr; chief engineer 3TR since 1942. Married, 3 children, resident Sale, Vic.

EVANS, James Graham. Radio station production executive. Born Melbourne, Vic., Jan. 8, 1930. Former announcer, 3AW; program mngr (Radio Ceylon, comm. service); studio mngr 1BC London; now prod. exec 3AW. Single, resident Beaumaris, Melbourne.

EVANS, Kenneth Thomas. Radio station studio manager. Born Newcastle, NSW, April 12, 1927. 2CH panel operator at 17; program dept. 1946. Began sporting session (1947), film program, Cinemusical, 1948. Toured UK, Europe, 1952. Rejoined program dept. as mngr 1953. 2CH studio mngr 1955. Single, resident Chatswood, Sydney.

EVANS, Mervyn Thomas. Radio station manager. Born Burnie, Tas., May 5, 1920. Educated Burnie High School, Launceston Business College. Began career Findlays, 1939; advtg-sales mngr 1946-54; sales & administration staff 7BU, 1954-55; mngr 7AD, 1955. Three years Army service. Married, 2 daughters, resident Devonport, Tas.

EVANS, Murray. Agency proprietor. Born Melbourne, Vic., May 10, 1917. Founded W. E. Smith Advtg; then acct/exec. J. Walter Thompson. Established own agency, 1952. F.O.A., AFAIM, four years RAAF (F/lt.-pilot). Married, resident Wollstonecraft, Sydney.

EVERSEN, William Dick. Radio station manager. Born Townsville, Qld, May 16, 1911. One of ALG's first announcers, 1936; announcer then studio mngr 4GR; established first provincial Qld advtg agency; later acquired by Edmonds Advtg Service. Appt. mngr 4VL 1957. Holds broadcast operator's proficiency certificate. Married, resident Charleville, Qld.

EWART, John Reford. Actor. Born Melbourne, Vic., Feb. 26, 1928. 25 years comm. and ABC radio experience. Appeared on Sydney, Melb. stage; and in Aust film Sons of Matthew; now compere ABC children's session, comm. radio, TV. ALCM. Married, resident Elizabeth Bay, Sydney.

F

FAEN, Joseph. Agency proprietor. Born Sydney, NSW, April 25, 1920. Advtg dept. Vesta Battery Co., 1936-39; process engraving dept., Truth & Daily Mirror, 1939-40; ad-mngr Comm. Steels & Forge Co., 1943-46; snr director A. N. White Advtg, 1946-56. Sydney Tech. College diplomas in marketing policies and techniques, industrial psychology, personnel & welfare. AAA, AIA. Married, resident Roseville, NSW.

FAIRBAIRN, C. S. (Mac). Agency manager. Born Greenock, Scotland. English, Sth African, Aust. advtg exp. Manager, Becket-Thomson Advtg, Sydney, since 1956. Married, resident Northbridge, Sydney.

FAIRCLOTH, Ian Wynter. TV station sales manager. Born Childers, Qld, May 9, 1920. Former business mngr, workers' compensation dept, Qld Insurance Co.; advtg rep. Daily & Sunday, Telegraph, Aust. Women's Weekly, 1949-55. Studied TV, USA 1955. Now sales mngr TCN. LOA 2/3rd B'n AIF, 1939-45. Married, resident Gympie, Sydney.

FAUDELL, 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.; Eye Canada, 1949-51; Eye-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. Ten years chartered accts. office; five years mngr Skoone branch; 20 years in radio, 19 years at 2KO—10 as gen. mngr. Now gm 2UE. Married, resident Killara, NSW.

FAULKNER, Clifton Stuart. Radio station general manager. Born Armidale, NSW, July 5, 1904. Eight years gen. mngr 2QN; four years gen. mngr 3CS. Past country vice pres. AFCBS; former sec. Oxley Shire, Vic. Holds Vic. Municipal clerk's cert. and Municipal Auditor & Inspector of Mun. Accounts certificate. Married, resident Colac, Vic.

FAULKNER, Richard Rigall. Radio company managing director. Born St. Arnaud, Vic, April 4, 1917. Founded Standard Radio, 1939; later opened Central Radio, then Jeeves Electrics. Civil airline pilot (ANA). Now managing dir. Central Radio, Standard Radio, Jeeves Electrics. Pilot RAAF. Married, 2 sons, 1 daughter, resident Toorak, Melbourne.

FENNELL, William (Willie). Radio-TV actor-producer. Born Sydney, NSW, Jan. 1, 1920. Radio comedian for 13 years; theatre & comedy film exp.; 13 years comedy writer. Established own company, Willie Fennell Radio Productions (package programs for radio, TV). Five years AIF. Married, resident Castlecrag Sydney.

FILLMORE, Leonard Ronald. Agency account executive. Born Flinders, Vic., Dec. 8, 1920. Ass. mngr Filmads 5yrs; Herald & Weekly Times 3½yrs; 3yrs Melb. rep. Artransa. Now with George Patterson-Noble Bartlett Advtg. Brisbane. 5yrs AIF, 9th Aust. Div. (sigs). Married, resident St John's Wood, Bris.

FINCH, Jack Lachlan. Radio network Melb. sales manager. Born Sydney, NSW, May 5, 1919. Joined AWA 1933; broadcasting acct section, 1936; asst. mngr 4TO, 1946-49; 3BO, 1950 asst acct broadcasting dept. 1951-55; asst sm AWA country stations 1955-57; sales mngr Melb. office 1957. Served RAAF 4½ years. Married, 1 son, 1 daughter, resident Blackburn, Melbourne.

FINDLAY, Keith Algernon. Radio network chairman of directors. Born Launceston, Tas., Nov. 18, 1917. Educated Scotch College, Launceston. With chartered acct, later mngr Findlays Pty. Ltd, Burnie, seven years; mngr Findlays, Launceston, 1945-54; chairman of directors, 7BU, 7AD, 7SD. Served with 16th Field Artillery. Vice-pres. Tas. Aero Club; pilot; member Rotary Club. Married, 3 children, resident, Newstead, Launceston.

FINLAY, Arthur Noel. Assistant general manager, ABC. Born Sydney, NSW, Dec. 25, 1903. Associate to Mr. Justice James, Supreme Court, Syd. 1929-32; Housemaster, Sydney Grammar School, 1932-35; 1935 ABC sporting editor NSW, also in charge school broadcasts. Apptd. mngr Qld 1937; asst gen. mngr 1946. USA Smith-Mundt Fellowship 1953; RAF service 1940-45, POW; awarded MC. Represented Syd. Grammar School & Syd. Uni. at RU football, rowing, athletics, swimming. Toured with Waratahs, 1927-28. Former captain NSW, vice-cap. Aust. Rugby Union. Married, 2 children, resident North Sydney.

FINLAYSON, John H. Radio station sales mngr. Born Melb., March 1929. Announcer 7BU, 7HT, 1952-3; sales mngr 2QN 1954-5; 2LF since 1956. Married, 1 son; resident Young, NSW.

FISK, Sir Ernest. Radio-TV consultant & industry pioneer. Born Sunbury on Thames, Eng. Trained Marconi Co., Eng., Canada, USA; pioneer radio b'casting & telecommunications, former chairman, managing dir. AWA; vice chairman, managing dir. EMI, London. Pioneered W.T. Arctic Icefields; also beam wireless & radiotelephone services between Aust.-UK. Aust.-USA, Aust.-Canada. Pioneered radio manufacturer in Aust. Hon. MIEE (London), Hon. M. Brit. IRE; FIRE (life member), USA; MIRE (Aust.); MIE (Aust.); FRSA (London); FID (London), silver medal Royal Soc. of Arts. Foundation pres. IRE Aust.; vp IRE (USA) 1938-39. Married, resident Roseville, NSW.

FITZPATRICK, Neil James. Actor. Born Melbourne, Vic., Jan. 24, 1934. Acting exp. with Melb. Little Theatre groups since 1949; entered radio, stage, TV 1956. Leading role Aust. tour, Tea & Sympathy. Single, resident Williamstown, Melb.

FOLIE, Max. Radio station manager. Born July 11, 1909. Engineer 3YB 1932; 1933 designed, built & installed 3MA transmitter. Now mngr 3MA (appt 1948). AMIRE. Life Gov. Mildura Base Hosp. Married, 3 children, resident Mildura, Vic.

FOOT, Rita Vivian. Radio station service manager. Born Granville, NSW, Sept. 21, 1904. 1920 with W. H. Paling Co.; transferred to b'casting dept (now 2UW) when radio licence purchased 1925. Secy to 2UW gm. Now 2UW service mngr. Married, resident Lakemba, Sydney.

FORD, John Douglas. Radio station studio manager. Born Victoria, BC, Canada, May 24, 1922. Annr 7BU & ABC Hobart, 1946; chief annr 7HO, 1946-47; annr 3LB, Radio Aust., 3KZ, 1947-52; chief annr 3KZ, 1952-55; radio mngr Carden Advtg, Melb., 1955-56; studio mngr 3XY since 1956. Radio comping exp. Four years RAAF. Educated Geelong Grammar School, Corio, Vic., resident Burwood, Melb.

FOSTER, Desmond Lionel. Radio station asst mngr. Born Wellington, NZ, Jan. 14, 1924. Pre-war cadet journalist; post-war, journalist Daily Telegraph, Assoc. Newspapers; then sub-editor, chief sub-editor Sunday Sun; later prod. editor Woman; joined 2UE in charge of news, sport, spec. events, 1956; exec. offcr 1957, asst mngr 1958. 4½ years' AIF service. Married, 2 sons, resident Dee Why, Sydney.

FOSTER, George. TV production unit director. Born Newcastle, NSW, Jan. 18, 1914. Fort-st High School; seven years variety artist touring Aust. Mngr 2KA; sales mngr 2LM; mngr 2BS; post-war variety director 3AW; joined Colgate-Palmolive unit; 2GB comedian-writer 6yrs; 2UW variety director 1955-59. Selected by Aust. English Speaking Union, as schoolboy to make first shortwave speech to House of Commons, London, in presence of King George V. Fl./lt. RAAF, served 359 Squadron USAAF, 24 Squadron RAAF. Production manager, CBC Radio & TV Productions Pty Ltd 1959, left to start George Foster TV Productions Pty Ltd. Married, resident Dee Why, Sydney.

FOWLES, Kenneth Alexander. Agency radio TV director. Born Sep. 14, 1912. Freelance writer-actor, 1929-32; copy chief-chief announcer, 2CH, 1933-34; prod. mngr 2UE, 1935-36; prod. mngr Radio Features Ltd, NZ, 1936-39; joined Lintas 1941; appt. radio director, 1946. LTCL F/O, RAAF. Married.

FOX, Albert Edward Reginald. Electronics organisation assistant general manager. Born Portsmouth, Eng., Sep. 28, 1910. Joined AWA Marine dept., 1934; appt. mngr 4WK, 1936, 2GF, 1937, 3BO 1939, 2CH 1940, mngr AWA broadcasting recording depts 1950; asst general mngr of AWA since 1956. Director of Grafton, Goulburn & Warwick broadcasting companies, dir., Bendigo & Central Telecasters Ltd, & Telecasters Nth Qld Ltd. MIRE (Aust.), RAN service. Awarded Volunteer Reserve Officer's decoration. Pres. AFCBS, 1951-53. Married, 2 sons, 2 daughters, resident Wahroonga, NSW.

FOX, Jack Spafford. Radio station program manager. Born Adelaide, SA, Feb. 16, 1903. Qualified pharmaceutical chemist, Adelaide Uni. Former amateur and pro. actor, breakfast announcer, all-night announcer, production mngr; now 5KA program mngr, JP. District councillor, Marion Council; past pres. Adelaide Democratic Club. Married, 2 sons, resident Somerton, Adelaide.

FRANKS, Ise. TV production unit, managing director. Born Berlin. Nine years' film and stage exp. in Germany, with UFA and Fox Films, Berlin. Also Max Reinhardt's theatres. Designed first mechanical miniature stage with single units in Aust., creates and makes glove and mechanical puppets, string puppets. Mng dir Ambassador Film Prod., producing live commercials (TV). Widow, resident Waverley, Sydney.

FRASER, Colin Lovat. TV station production manager. Born Auckland, NZ, Feb. 23, 1922. Educated Caulfield Central School, Scotch College, Melb.; St. Peter's College, Adelaide. Reporter-special writer, Sun-News Pictorial, Herald, 1939-53 deputy chief of staff, Herald, 1953-55; asst. to general mngr Herald, 1956. Studied TV prod. USA, Eng, France, Italy. Planned program, trained crew for Melb's first TV service; author of TV manual for advertisers. HSV production manager. AIF, RAAF; war correspondent 1941-46. Married, 1 son, 2 daughters, resident Hawthorn, Melb.

FRASER, Kenneth Roderick. Actor. Born Bowmans, SA, May 17, 1918. Started acting Adelaide, then Melb., radio-stage Fullers, JCW. Opening show at Minerva, Syd. Contracted to Geo. Edwards, two years. Minerva, JCW after war. Toured Japan 1947-48. Now in Sydney radio-films-TV. Understudied, appeared for Cyril Ritchard, 1946. General straight and character parts. RAAF Pacific areas, 1940-45. Married, resident Cremorne, Sydney.

FREE, Leslie Robert. TV assistant chief engineer. Born Quambatook, Vic., Jan. 25, 1926. Was EMI design engineer, TV studio equipment, in UK until 1955; then apptd asst. chief engineer TCN. BSc, BE, AMIEE. Married, resident Willoughby, NSW.

FREEMAN, Kevin Thomas. Radio station facilities officer. Born Lismore, NSW, May 24, 1913. Joined 2UE, 1932; 2GB 1942 as prog. mngr. Now 2GB facilities officer. Married, resident Hurstville, Sydney.

FROST, Donald Stanley. Radio-TV trade journal assistant editor. Born Sydney, NSW, Jan. 29, 1936. 2½ years Consolidated Press, pictorial & syndications depts; joined Broadcasting & Television May, 1953. Appt. assistant to the editor, 1956. Now asst editor, B&T, and B&T Year Book. Married, 1 son, resident Newtown, Sydney.

FULFORD, Harry. Agency managing director. Born Oct. 12, 1916. Member Manchester Publicity Assoc. (affiliated Advtg Assoc. of GB); staff officer, British Army to 1948. Mng dir Fulford Advtg Agency, Brisbane. Married, 1 son, 1 daughter; resident Mt Gravatt, Brisbane.

FULLARTON, Raymond. Agency account executive. Born Lane Cove, NSW, March 25, 1922. Post-war career, 1½ yrs asst. advtg mngr California Productions; merchandising mngr Streets Ice Cream, one year; five years acct-exec.

John Clemenger Advtg. Holds leaving cert. (Barker College), intermediate chartered accountancy, LAI degree, AIF service. Single, resident Longueville, Sydney.

FULLER-QUINN, Leo Alfred. Agency creative director. Born Wellington, NZ, May 14, 1921. NZ Govt Film Studios; freelance artist 4yrs; agency art dir 2yrs; freelance consulting designer 3½yrs. Now creative dir McClelland Advtg, Sydney. RAAF 5yrs, radio tech. and entertainments. Married, resident Darling Point, Sydney.

FURLONG, John Michael. Radio-TV production studios sales executive, publicity manager. Born Sydney, NSW, Jan. 15, 1924. 15 years advtg dept MGM; four years publicity mngr 2GB. Now publicity mngr and sales exec., Artransa. Four years AIF. Married, resident Haberfield, Sydney.

FURLONG, Ted. Radio station manager. Born Vic., 1914. 20yrs vic. radio; last 17 yrs with 3BA. Now manager 6VA. Married, 1 son, resident Albany, WA.

G

GALE, Jack. Agency associate director. Associate dir., and media mngr George Patterson Advtg, Melbourne.

GALLOWAY, John Neil. Agency manager. Former acct exec. Webb, Roberts & McClelland, Adelaide; Traders Advtg, Sydney; Masters Advtg, Singapore. Now SA mngr Fortune Advtg. Resident Adelaide, SA.

GAMBLE, William Ray. Radio station general manager. Born Parkes, NSW, Feb. 18, 1928. Technician with AWA, 1945; then with 2UW. Gen. mngr 2RG since 1951. Married, resident Griffith, NSW.

GARDINER, Cyril. Actor. Born London, Eng, Jan. 13, 1897. 15yrs London West End stage exp; toured Sth Africa, Canada, US; eight yrs BBC drama rep; appeared several Brit. films & BBC TV. Arrived Aust. 1949. Now concentrates radio acting. Served France World War I, wounded 1918. Married, resident East Kew, Melb.

GARDINER, Jack. Film company manager, film director. Born Sydney, NSW, Feb. 8, 1921. Exp. photographer, film editor, Began Cinesound 1938 — six yrs darkroom work, four yrs special effects, film editor; left 1948 to edit films Always Another Dawn & Into the Straight. Did special effects for Sons of Matthew; two yrs film editor for Kinelab, then sales mngr; edited first all Aust. colour film Jeddah. Joined Kingcroft Prod., 1954. Married, resident Sydney.

GARDNER, Oliver. Agency director. Director in charge of creative staff, George Patterson Advtg, Melbourne.

GAZE, Richard H. Radio network senior announcer. Born Melbourne 1918. Educated Melb. & Eng. 1937 joined 4BH; then with 3BO, 3AK & 3AW; 1953, 2GB. Now 2GB-MBS senior annr. AIF ME & Pacific 1940-46 (Capt.). Immed. past pres. Philatelic Soc. NSW. Married, 3 children, resident Waverton, NSW.

GEEVES, Philip L. Radio station program director. Born Sydney, NSW, April 26, 1917. Educated Uni. of Virginia (USA). 21 years in radio; now program director, 2CH. Team leader NBC (USA) Olympic games radio unit. Served AIF in Middle East and South-West Pacific. Mentioned in despatches. Married, 2 children, resident Bexley, NSW.

GERVAS, Stanley Albert. Radio station program manager. Born Kulin, WA, Dec. 13, 1919. Former studio mngr 6PM, 1940; announcer 2CH, 1944-47; production mngr 2CH, 1948-50; abroad 1950-52; copy writer 6IX, 1952-55; program mngr 6IX since 1955. Married, resident Inglewood, Perth.

GIBBS, Philip Hedley. Radio station announcers' supervisor. Born Beaconsfield, Tas., Jan. 7, 1929. Studied radio engineering for seven yrs. Began announcing at age of 15. Six years with 7LA; joined 3KZ, 1949. Compere World-wide broadcast Carols by Candlelight; commentator 1956 Olympic games; sport editor. Married, 2 sons, 1 daughter, resident Glenroy, Melbourne.

GIBSON, Arthur Desmond. Agency director controlling TV-radio. Born Melbourne, Vic., March 26, 1910. With Goldberg Advtg Melb., from 1931, media mngr to 1939; with Goldbergs (Sydney) 1946-47; dir. N. V. Nixon Advtg since 1948, in charge of TV since 1956. FAI, 5 1/2 yrs AIF, Mid. East, New Guinea, Borneo. Controlled first large scale outside telecast of Melb. Olympics, 1956. Single, resident Glen Iris, Vic.

GIBSON, Grace. Radio-TV production company governing director. Born El Paso, Texas, USA. Former managing director Radio Transcription Co. of America; mngr Artransa until 1941. Now governing director Grace Gibson Radio-TV Productions, Brit. Aust. Programs, Grace Gibson Distributors Pty Ltd. Married, resident Potts Point, Sydney.

GIFFORD, Frances William McNaughton. Radio station record librarian. Born Holbrook, NSW, July 1, 1933. Joined record library, 3AW, 1950; then turntable operator; and transcription mngr; now record librarian. Married, resident Brunswick, Melbourne.

GILDER, Donald George. Radio network Vic. representative. Born Warburton, Vic., Aug. 26, 1915. Formerly with Mooney-Webb Advtg, Melb.; sales exec. AWA broadcasting div. Melb.; sales mngr 2CH; now Vic. rep. C'wealth Broadcasting Corp. Assoc. IRE. Seven yrs RAAF, four yrs fl/lt. in UK. Past pres. Time Club, Melb. Married, resident Burwood, Melbourne.

GILDERS, John Percival. Agency media manager. Born Fremantle, WA, July 23, 1924. 18 months secretary & media mngr S.A. Maxwell & Staff; nine yrs general accountancy three yrs as public acct. Now media mngr J. Clemenger Advtg, Sydney. AASA. Four yrs AIF, New Guinea, Bougainville — 4th Aust Arty Fld Reg. Married, resident Bronte, Sydney.

GINN, Stewart William Paxton. Actor. Born Melbourne, Jan. 2, 1921. Stage-radio-film fea-

ture roles. First award for best stage performance in Victoria 1954-55. 6yrs 2nd AIF (incl. NG service). Single, resident Mosman, Sydney.

GLASSER, Warren. Radio program producer. Born Los Angeles, Cal., USA, May 1, 1919. Staff scriptwriter CBS, Hollywood, USA; now freelance Melb. radio scripter-producer. BA. Phi Beta Kappa. 3 1/2 yrs US Army Medical Corps, Southwest Pacific areas. Married, 2 daughters, resident Melbourne, Vic.

GLEESON, Edward Valentine. TV production company director. Born Caulfield, Melb., May 23, 1926. Joined Val Morgan & Sons, 1947, studied market research 1948; attended TV production course 1955; appt director Val Morgan & Sons, 1956; appt director Cambridge Film-TV Productions, 1957. RAN Reserve, Pacific Ocean, 1943-46. Married, resident Malvern, Melbourne.

GLEESON, John Fredolin. Radio station managing director. Born Warwick, Qld, July 12, 1922. Trained in accountancy. Holds first class PMG radio ops. cert. Nine years tech.-announcer 4CA, 4TO; salesman before acquiring interest in 4AY, 1950. Recently appointed managing dir. of Telecasters North Queensland Ltd. Married, 1 son, 3 daughters; resident Belgian Gardens, Townsville, Qld.

GLENWRIGHT, Gordon Charles. Actor. Born Milsons Pt. NSW, March 17, 1919. Whitehall Acad. Dramatic Art 1947; 5 yrs Army (commando Lt.). Character roles and leads in radio and theatres all over Aust. since 1947. Featured in TV-cinema comm. & documentaries and was Jolly Gene the puppeteer in ATN's Children's sess. for 12 months. Holds intl fencing licence. Married, resident Milsons Point, NSW.

GLICK, Leo. Agency director. Born Perth, WA, June 18, 1923. 12yrs Aldwych Advtg. Six years AIF. Two yrs Aust. mission to German control council. FAI. Married, resident East St. Kilda, Melbourne.

GOLD, Douglas Edward. Radio station acting manager. Born Newcastle, NSW, July 27, 1917. 20yrs in commercial radio, chief engineer 4GR pre-war; then appt studio mngr; now acting mngr. Educated Uni of Qld. Holds broadcast operators cert. Served four yrs AIF, New Guinea, Moratai. Married, resident Toowoomba, Qld.

GOLD, Edward E. Radio station manager-director. Born Qld. Trained as electrical fitter/mech.; later theatre electrician-projectionist. Opened sales and service business, Toowoomba, 1920, and experimental radio station 4BG; opened first Qld comm. station 4GR, 1925; floated 4ZR, 1931; mngr & dir. 4GR, mng dir. 4ZR since inception. Mngt Commonwealth Broadcasting Corp. country div., & superintending engineer 4BC, 4GR, 4RO, 4MB in '40's. One yr State pres. AFCBS; chairman Qld div. IRE, three yrs, eight yrs Toowoomba alderman, for a time deputy mayor; past dist. gov. Rotary; past pres. Toowoomba Golf Club & RACQ; first pres. Toowoomba Carnival of Flowers. SMIRE. Married, 4 children, resident Toowoomba, Qld.

GOODING, Donald McPherson. TV station chief engineer. Born Port Pirie, SA, May 30, 1901. Technician & member radio inspector's branch PMG dept, 1925-30; 5AD technician 1930; appt chief engineer 1931. Now chief eng. ADS. Educated Port Pirie High School. SMIRE (Aust.). RAN telegraphist 1916-21. Married, resident Lockleys, Adelaide.

GOODLET, Kenneth Edwin. Actor. Born Perth, WA, Oct. 11, 1921. 10 yrs. stage exp. one year radio. Appeared in Michael Langham's Richard III, Company of Four, White Sheep of the Family, Mary of Scotland, WA National Theatre productions Come Back Little Sheba, Rain-maker. Toured Tas. with Elizabethan Theatre Trust in Rivals, Twelfth Night. Married, resident Nedlands, WA.

GOODSALL, Harley M. Radio station facilities manager. Born Manly, NSW, Aug. 24, 1908. Educated King's School, Parramatta, matric. 1925. With architects 1926-30; studied law two yrs; travelled abroad for 18 mths; studio mngr 2CH, 1935; joined BSA copy dept 1937; transferred as copy mngr to 2UE, 1938; appt asst to program mngr, 1945; traffic mngr 1953; facils mngr 1959. Captain RAA, AIF, 1940-45. Married, resident Lindfield, Sydney.

GORDON, Ronald George. Agency account director. Born Adelaide, SA, Nov 7, 1928. Five yrs advtg dept. Farmer's, Sydney; three yrs, Masters Ltd, Singapore; 3 1/2 yrs. A. Smyth & Sons, Sydney; now accounts dir., O'Brien Publicity, Sydney. Married, resident Bondi, Sydney.

GORMAN, Ita (Miss). Agency director and account executive. Assoc. dept store advtg & agencies for 25yrs. 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.

GOSS, Reginald William Graham. Radio station manager. Born Rockhampton, Qld, Jan. 4, 1913. Radio acting exp.; country station announcing; joined 4BK, 1940; appt production mngr 1941. Subsequently compere, quizmaster, interviewer, cricket, boxing and tennis broadcaster. Appt mngr 1954. Married, resident South Brisbane, Qld.

GRANT, Walter Tasker. Radio station managing director. Born Scotland. Began as electrician, was employed by Jack Lang to wire Parliament House; assoc. with 2KY, 2LT; now managing dir. 2DU. Married, resident Sydney, NSW.

GREEN, Jean Mary Beswick. Agency secretary, director. Born Sydney, NSW, Aug. 13, 1907. Began Ferguson Advtg as secretary to a director, then mngr checking dept; joined Gordon & Gotch as media mngr & copywriter; Hartford Advtg as media mngr, secretary then mngr; secretary-director McClelland Advtg since 1940. Single, resident Kirribilli, Sydney.

GREENHALGH, Kenneth Neal. Radio station chief engineer. Born Parkes, NSW, Feb. 27, 1909. Holds broadcasts ops. cert., first class comm. cert. & TV technician's cert. Joined

2KO six months after its inception as chief engineer. Senior Member IRE (Aust.), SMIRE (Aust.). Married, resident Adamstown, NSW.

GRIFFITHS, Norman Stuart. Actor. Born Northwood, Middlesex, Eng., Oct. 2, 1917. Staff announcer with NZBS, 1948-53; radio producer-actor, Melb., since Feb. 1957; worked with AWA, ART, ABC, John Hickling, Hector Crawford. One Melb. stage play, Hippo Dancing. Repertory work, NZ. Played Mendip in Lady's Not for Burning and Wendice in Dial M. Gunner with 51st Highland div., France, 1939-40. Captured 1940, five yrs POW. Married, 1 daughter, resident Toorak, Melbourne.

GRIFFITHS, William Royston. Advertising agency managing director. Born Maryborough (Vic), Feb. 3, 1912. Paton Advtg, 1926; assist to m-d Rhodes Motor Co Melb. 1935-39; nat. ad-mngr Ford Motor Co of Aust. 1939-51. Appt mng dir. Webb Roberts McClelland Advtg 1952. Chairman SA div and member of fed. exec., 4As for two years. Married, resident Adelaide.

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

H

HADDY, Patricia Anne. Actress. Born Quorn, SA, Oct. 5, 1930. Exp covers radio drama, variety & youth education, serials. Specialises juvenile leads & character roles. With amateur theatres in Adelaide, National Theatre, Perth since 1949. Married, resident Claremont, Perth.

HADFIELD, Lloyd Dyson. Technical services director. Born Sydney, NSW, Nov. 13, 1922. Three yrs TV development and research, EMI, Eng.; 3 1/2 yrs guided missile development and testing; engaged in establishment of engineering services connected with national TV Studios, now dir. tech. services ABC. B.Sc., B. Engineering, (Hons), AMIEE. 3 1/2 yrs AIF Radar officer, 1942-46. Married, 1 daughter, resident Lindfield, Sydney.

HAIG-MUIR, Ronald Francis. Media representative. Born Perth, WA, Aug. 22, 1916. Managing dir. Haig-Muir Pty Ltd; managing dir. Haig-Muir Investments Pty Ltd; managing partner, Southern Riverina Broadcasters, LIA (Aust.); member TV Soc. (Aust.); BCOF, RAAF, Pacific theatre. Married, resident Kew, Melb.

HALL, David Maxwell Lyndsay. TV-Film production unit assistant manager. Born Sydney, NSW, June 21, 1924. Advtg, publ. dept MGM, 1939; later asst. publ. dir. MGM. Sales mngr Artransa, now asst. mng. RAAF pilot SW Pacific. Married, resident Manly Vale, Sydney.

HALL, Kenneth George. TV station chief executive. Born Sydney, NSW, Feb. 22, 1906. Cadet journalist, then seven yrs advtg mngr Warner Bros.; three yrs advtg mngr State Theatre, Syd.; prod-dir. & gen. mngr Cinesound from foundation 1931; founded Cinesound Review Newsreel, 1931. Appt chief exec. TCN, 1957. Prod.-dir. 18 feature films and 2000 shorts. Married, resident Bellevue Hill, Sydney.

HALSE, Peter. Radio manager & director. Born Sydney, NSW, Oct. 2, 1922. With 2SM, 1938-50; joined A. L. Finn Pty Ltd, 1950; now radio mngr & director. Five yrs RAAF radar technician. Married, resident Pymble, Sydney.

HAMILTON, Walter Stuart. Radio and television news service editor-in-chief. Born Henty, NSW, April 5, 1906. Former sporting editor, chief sub-editor, Sydney Sun; now editor-in-chief, ABC News Service. BA (Syd.). Married. Resident Rose Bay, Sydney.

HARDIE, Margery. Managing director TV film equipment supplier. Born Blackpool, Eng. Responsible for buying, arranging national advtg campaigns for large Eng. retail stores, incl. Selfridges (London). Now in Australia concentrating on advtg & sales promotion of Paillard Bolex motion picture equip. Director, Cineoptics Aust. Pty Ltd. Single, resident Seaforth, NSW.

HARDMAN, George William Campbell. Radio station studio manager and director of special events 4KQ. Born Ingleburn, NSW, Dec. 23, 1905. Described for 2UW GPS Regatta from ferry roof, Parramatta River, 1931, first Aust. shortwave sporting description. Member Brisbane Royal Tour announcing panel; AFCBS announcer, Olympic games, 1956. Well-known for show commentaries. Chief commentator Bris. shows since 1947, Sydney since 1950, Melb. since 1955. Married, resident Coorparoo, Brisbane.

HARDY, Douglas. TV film director—cameraman. Born Manly, NSW. Joined Cinesound at 18; then with J. Arthur Rank Org.; Southern Cross Films: BBC; ABC TV. Holds Empire film award. Five yrs AIF, cameraman with 9th div., Middle East & Pacific Islands. Sails yacht. Single, resident Seaforth, NSW.

HARNETT, Dominic Michael. Radio station program mngr. Born Sydney, NSW, Oct. 4. Singing and stage exp. before joining 2SM as announcer 25 yrs ago. Originator-compere 2SM's factory session Working to Music. Married, resident Manly, Sydney.

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

HARRIS, Bruce. Agency creative director. Born Perth, WA, April 12, 1924. Joined Lintas, Sydney, 1946 as copywriter, 1yr Lintas, London. 1953. Acc. exec. Geo. Patterson, Sydney, 1955-58. Rejoined Lintas 1958 as copy director. Resident Woolwich, NSW.

HARRIS, Lyle James. Radio station manager. Born Kalgoorlie, WA, March 20, 1931. Joined Whitford Network at 6KG, 1949; appt asst mngr, 1953. Transferred to and appt mngr

6GE 1955. Two yrs Goldfields jnr champ. swimmer. Gained fastest time two successive yrs at state inter-school lifesaving championships, Perth. Coached by Olympic champ Ron Masters. Married, resident Geraldton, WA.

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

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

HARRIS, Ron. Radio-TV receiver manufacturer general sales manager. Born Melb., Vic. July 29, 1921. General sales mngr Radio Corp Pty Ltd. Married, resident Moorabbin, Melbourne.

HARRIS, Toby. Actor. Born Brisbane, Qld, Nov. 19, 1910. Educated Grammar School, Bris. Stage-radio actor. With Little Theatre as actor-producer since 1927, entering radio 1934; has acted comm., ABC stations in documentaries, features & plays—straight & character roles. Written historical talks for radio, is also watercolour artist. Married, resident Indooroopilly, Brisbane.

HART, Marcia Rita. Actress. Born Wellington, NZ. 18 yrs exp. all types drama including ABC interstate tours. Leading lady three 1½ hour live TV plays originating WGKB-TV, Chicago, USA. Married, resident Melbourne, Vic.

HARTE, Harry. Agency managing director. Managing director George Patterson, Melb.

HARTE, Lewis Bernard. Radio station manager, chief engineer. Born Bundaberg, Qld, Sept. 10, 1918. Tech. 4BH, 1935-37; tech.-annr 4SB, 1937-40, chief engr, 1946-48; tech. 2UW, 1948-50. Appt mngr, chief engr, 2KM. MIRE (Aust). 5½ yrs. RAAF air crew, Truk, Rabaul, Solomons; staff officer Radio Trng Eastern Area and Moratal; (Fl/Lt). Reserve. Member Kempsey Rotary. Exec., RSS-AILA. Married, 2 children, resident Kempsey, NSW.

HARTLEY, Raymond Albert. Actor. Born Enmore, NSW, Jan. 5, 1927. Started career as tap dancer, numerous shows for JCW's; acting roles with Minerva theatre; returned & acted for JCW's, also radio; finally went full time into radio; last stage show White Horse Inn, Empire Theatre, 1955. Single, resident Marrickville, Sydney.

HARVE, Justin. Pianist. Born Manchester, Eng., Nov. 14, 1914. Holds diploma de virtuosite, Conservatoire de Musique, Lausanne, Switzerland. Studied two yrs pre-war, Berlin; appeared as soloist for JCW's, & in stage ensembles; lieder & opera, coach also accompanist at NSW State Conservatorium. Recently returned from world tour, visited music festivals 1956-57, Edinburgh, Paris, Zurich, Rome, Salisbury, Vienna, Milan, etc. Appeared on UK TV. Speaks French, German fluently. Single, resident Turramurra, Sydney.

HARVEY, Benita. Actress. Born Sydney, NSW, Aug. 11, 1932. Studied acting three yrs. Started pro. acting at age of 13; played many noteworthy roles on stage & radio; fully exp. in all types film work. Named one of best actresses, 1951. Single, resident Woollahra, NSW.

HATHAWAY, Marcia Nellie. Actress. Born Lorn, West Maitland, NSW, Feb. 8, 1929. First stage appearance age 3; dancer at 10; studied drama six yrs; first stage role at 14 in Lady Precious Stream. Chosen by Brit. C'wealth Theatre Co. for 1951 tour of NZ; toured Aust. in Sailor Beware, 1956; radio-TV exp. as well as stage. Specialises character-dialect roles. Plays violin, piano & sings. Fluent French speaker. Single, resident Milsons Point, Sydney.

HAWKINS, Eric Rowley Geoffrey. Agency managing director. Born Leicester, Eng., Sep. 23, 1911. Established, and has been managing dir of Hawkins Advtg since its inception 24 yrs ago. FOA. JP. Served AIF World War II. Married, resident Beauty Point, Sydney.

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

HAYES, Douglas. Actor. Born London, Eng. 25 yrs exp. theatre; 40 films, radio roles; BBC drama; TV, pantomime; character comedian. CSM, Europe and Middle East. Single, resident Elizabeth Bay, Sydney.

HAYSOM, William John. Agency governing director. Born Melbourne, Vic, April 16, 1907. Founded W. John Haysom Advertising 1937. FOA. Married, resident Toorak, Melbourne.

HEADING, Rex Gerald. TV station program manager. Born Adelaide, SA, Aug. 17, 1920. 11 years with 5KA. Former freelance actor and employee Shell Co. Appeared as actor in GMH Hour, Harry Dearth's Playhouse & many ABC drama shows. Now prog. mngr, NWS. Resident North Adelaide.

HEATH, L. Roy. Radio network branch sales manager. Born Geelong, Vic., Feb. 17, 1901. Qualified survey draughtsman. Was d'sman & civil engineer; then sales mngr, proprietor motor business; joined Melb. Age 1934; transferring Age broadcasting section 1935; station mngr 3HA; then joined MBS 1938. MBS Victorian manager. Signed first full network sponsorship deal for MBS. Married, resident Eltham, Vic.

HEITMAN, Leonard George. TV production company cinematographer. Born Melbourne, June 26, 1919. Qualified electrical mechanic for 15 yrs, licensed cinematograph operator for 15 yrs, cinematographer for last 10 yrs, chief cameraman and supervisor special effects with Cambridge Film & TV Productions Pty Ltd. Single; resident Croydon, Victoria.

HENSHAW, David Harvey. Radio station studio manager. Born Sydney, NSW, Dec. 19,

1937. Cadet annr 2LF, 1955; bfast annr 2MG, 1956, program mngr 1957, sales mngr 1958. Now studio mngr 4AY (Ingham). Single, resident Ingham, NQ.

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

HERMAN, Marcus. Record company co-director. Born Melb., Vic., 1931. Principal Marco Recording Studio; now technical dir Planet Record Corporation Pty Ltd. Combined musical and technical knowledge to develop exclusive Marco Natural-sound recording process. Co-produces and co-directs fortnightly Rock 'n' Pop Shows (Melb. Town Hall). Single, resident Sth Caulfield, Melbourne.

HIGGINS, Rex Anthony. Agency accountant. Born June, NSW, Dec. 2, 1925. Retail store & factory accounting; thence acct McClelland Advtg. AASA. First in Aust. final accounting, Aust. Assoc. of Accountants. Two yrs RAAF. Married, resident Chester Hill, Sydney.

HIGHFIELD, Robert William. Advertising representative. Born Sydney, NSW, Dec. 10, 1916. Eight yrs media mngr Weston Advtg; then into representation field. Post war joined the late Fred Thompson as media rep., taking over business in 1952. 5½ yrs AIF, RAAF. Married, 2 sons, resident Balgowlah, Sydney.

HILDER, George Frederick. TV-film production company director of facilities. Born Winnipeg, Canada, Sep. 4, 1912. Grad. Parkdale C.I., West Tech. School, comm. art, Royal Ontario College of Art, Comm. artist. Art dir. Design Craft Ltd, then mngr, Teknicraft Studios, Toronto, Canada. Dir. of facilities, Artransa, since 1958. Lieut. Royal Canad. Engineers NW Europe. Married, 2 children, resident Mona Vale, Sydney.

HILL, Alan Edwin. Trade newspaper advertising & sales manager. Born Sydney, NSW, June 25, 1923. Pre-war gen. business & accounting exp., post-war service with trade publications The Film Weekly, Broadcasting & Television and Advertising Magazine. One year AMF at home, three yrs RAAF North America & Europe. Married, 1 daughter, resident St Ives, Sydney.

HILL, Mervyn James. Radio station chief copywriter, scriptwriter. Born Warrnambool, Vic., May 10, 1923. Joined 5DN under rehab. scheme 1946; same year appt chief copywriter; now has own weekly disc jockey session. Won Macquarie script ideas award, 1948. Written three comedy routines weekly for Radio Canteen since 1949, and Under the Stars since 1948. Has written for Joe E. Brown, Spike Jones, Stan Freyberg. Married, 2 sons, resident Goliands, Adelaide.

HILLMAN, Robert Younger. Agency account executive. Born Sydney, NSW, Dec. 19, 1925. 2 yrs with Fleet-st advtg consultant, London; 1yr retail advtg mngr; 5 yrs agency acct exec.; 3 yrs agency TV mngr. Now acct exec. George Patterson Advtg, Sydney. BA (Syd.). Married, resident West Ryde, Sydney.

HILLYER, Kenneth John. Agency accountant. Born Malvern, Vic. Post war acct/secy several companies. Joined Nichols Cumming 1957. B. Comm., AASA, ACAA. Married, resident Moorabbin, Melbourne.

HOGG, Ralph D. Film production company producer-director. Born Surrey, Eng., October 29, 1915. Asst dir. Gaumont-Brit., 1934, then MGM Ealing. Prod. mngr Ealing, 1946-54. Film dir. 1955-56. Dir., Aust. C'wealth Film Div., 1956. Prod. mngr The Shiralee. Deputy dir. Olympic Games film unit, mngr Southern Internat. Studios. Now with Supreme Sound Studios. Royal Artillery, Brit., India, Burma, Member Brit. Film Academy, Brit. Kinematograph Soc. Married, resident Potts Point, Sydney.

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

HOLMES, William George. Radio station sales manager. Born Moama, NSW, Aug. 12, 1920. Entered radio 1936, with country stations as announcer-copywriter; two yrs mngr 2MG; 18 months sales mngr 2CH; past 8yrs sales mngr 3UZ. Six yrs pilot, RAAF, Great Britain. Married, resident Ormond, Melbourne.

HOLT, Bernard. Federal director, advertising agency association. Born June, 1924. Began advtg career John Fairfax & Sons Pty Ltd, 1948; SMH classified and display depts; advtg repr. Sunday Herald, Sun, Sun-Herald; editorial liaison and advtg admin. Appt secty ANC and ANC Advtg Control Board 1955; appt joint secty of reconstituted ANC and secty ANC advtg board 1958. Now Federal dir Australian Association of Advtg Agencies. Served RAN, 1942-45. Married, 5 daughters, resident North Ryde, Sydney.

HOLT, Harold Gerrard. TV production unit director. Born Cheshire, Eng., March 9, 1909. Former SA sales mngr Electrolux; joined sales staff Val Morgan & Sons, 1941; rejoined after war; appt sales mngr 1947; appt a director 1957; also company director Morgan Cambridge Films Pty Ltd. With Dept of Army, Mechanisation 1942-45. Married, resident Hawthorn, Vic.

HOOD, George M. Radio station advertising manager. Graduated Marconi School of Wireless 1940; AWA marine operator 1940-45; bcast tech. 1946-52; advtg salesman 2GF and 2RE. Joined 2KO sales staff Mar., 1957, appt advtg mngr Nov., 1957. Married, 3 sons, resident Hamilton, Newcastle.

HOOD, Leslie Raymond. Radio station assistant manager. Born Perth WA, Oct. 19, 1902. Asst mngr 2UE, 1940-49; with 2KY since 1949. Now asst mngr. Married, resident Northbridge, Sydney.

HOOKE, Sir Lionel George Alfred. Managing director, AWA. Born Brighton, Vic., Dec. 31, 1895. Ed. Brighton Grammar School, Shackleton Polar Exped. 1913-14. Chmn, Amalgamated Wireless Valve Co. Pty Ltd, S. Smith & Sons (Aust.) Pty Ltd, Telcon Australia Pty Ltd, Aust. Radio Tech. Services and Patents Co. Ltd; dir Kandos Cement Co. Ltd, Australian Portland Cement Co. Ltd, Amalgamated Television Services Pty Ltd, Email Ltd. Chmn, Radar & Telecommunications Industry Advisory Cmtee; v-p, Chamber of Manufactures. SMIRE (USA), FIRE (Aust.). RN anti-submarine chasers and pilot RN Air Service, World War I. Knighted 1957 New Year's honours list. Clubs, Australian, Union, Naval & Military, Melbourne, RACA, and Antarctic. Married, 1 son, resident Killara, Sydney.

HOOPER, Edgar Maxwell. Radio station chief engineer. Born Pyramid Hill, Vic., March 19, 1905. Two yrs marine radio; two yrs 7ZL; 28 yrs 3DB. FIRE (Aust.); AIRE. Instructor Central Signal School during war. Planned, supervised Herald & Weekly Times' broadcasting & communications activities. Married, resident Blackburn, Melb.

HOPE, Justin Francis. Agency media director. Born Hobart, Tas., July 9, 1919. Three yrs acct-exec Cossey Advtg; two yrs press mngr Campbell Advtg; four yrs press & misc. mngr, then partner, Littleton Harvey Advtg, AAI. Diploma ICS. Five yrs army service. Married, resident Ashgrove, Brisbane.

HORGAN, Patrick Finnbar. Actor. Born Hyson Green, Eng., May 26, 1929. Retired from St. Mary's Hosp. London, before sitting for final MB. Two yrs Germany, petroleum chemist, RASC. Stage, BBC, TV, comm. TV, Aust. TV. Aust. radio exp. Married, resident Bayswater, London.

HOUGHTON, Don. Writer-producer. Born Paris, France. Film, TV (UK), and radio exp.; author seven successful detective novels & many short stories; now freelance writer-producer. Writes Police File, Nightbeat, etc. Educated Barnard Castle, Co. Durham. Served RN.

HOUSLEY, Trevor Alfred. Overseas Telecommunications Commission (Aust.) general manager. Born Gympie, Qld, Oct., 1910. With PMG's dept., tech. & engr 1926-46; DCA 1946-51, chief airways engr since 1948; OTCA since 1951, appt gm 1956. Actively engaged postwar development of aviation facilities, particularly communications and navigational aids, and of international telecommunications services. Led Aust. delegation Int. Aviation Convention, New Delhi, 1948; repr. OTCA at Commonwealth Telecommunications Conference, London, 1958, and at International Telecommunication Union and ECAFE Conferences, Tokyo, 1959. B.Sc., MIE Aust. Married, resident Lindfield, Sydney.

HOWARD, Kenneth. Radio-TV racing & sports commentator. Born Waverley, NSW, Dec. 2, 1913. 23yrs beasting & sporting exp.; 2yrs TV experience. Comperes own TV sporting shows; former Major Network race commentator. Now with 2GB, Macquarie. Married, resident Kensington, Sydney.

HOWELL, Edward Welsford Rowsell. Actor-author-producer. Born Bromley, Eng., July 15, 1902. First stage app. JCW Blue Bird Co., then 10; entered radio ABC 1929; features roles BBC, 1949-50; toured UK, Stanley French Theatre Management, 1949-50; app. four Aust. films, ABC TV & first Aust. play televised. Played character, comedy, drama for comm. & ABC radio; stage exp. JCW, Minerva & Independent Theatres. Leading man Janus, 1957. Wrote, directed, played lead Fred & Maggie Everybody, 1932-53. Has written ABC spec. features, documentaries. Married, resident Darling Point, Sydney.

HOWES, Frederick Robert. Agency production manager. Born Sydney, NSW, June 9, 1920. Sun advtg dept. (1yr); Catts-Patterson Advtg (3yrs); Hanson-Rubensohn Advtg (5yrs); advtg mngr British General Electric Co. (2yrs); Vincent Freeth Advtg (8yrs). Appt. prod. mngr McClelland Advtg, Sydney, 1954. Married, 1 daughter, resident Bellevue Hill, Sydney.

HUDSON, John Moris. Radio station breakfast announcer. Born Sydney, NSW, Jan. 1, 1928. 2GZ, 1943-45. Annr 2CH, 1945-47. Freelance anr 1947-49. B'fast anncr 2CH, 1949-52. 2GB as b'fast anncr since 1952. Married, 2 children, resident Lane Cove, Sydney.

HUGALL, John William. Radio station company secretary. Born Fremantle, WA, Aug. 9, 1912. Joined 6KY 1949. Member WA King's Cup crew, 1934. Four yrs AIF, NG & Balikpapan. Single, resident Nedlands, Perth.

HULL, Harold. Radio station sales executive. Born Melb., Vic., March 2, 1917. Former concert mngr, pub. director E. M. Greene; joined 3AW 1952, now sales exec. Theatre & radio exp. Tour manager of many celebrated artists. Resident East Melbourne, Vic.

HUMPHREY, John Robert, JP. Agency exec. Born July 12, 1911. Began advtg career, Farmer & Co., 1928; with various retail stores to 1935; abroad, UK & South Africa, 1935-36; appt asst advtg mngr Berlei Ltd, on return, 1937; appt advtg & display mngr 1938. Appointed federal secretary 4As 1946, federal director 1956. Joined Hansen Rubensohn-McCann Erickson, 1959. Alderman Kuring-gai municipal council 1950-53. FAI (Aust.). Served 2nd AIF, 1941-45. Married, 3 daughters, resident Pymble, Sydney.

HUNN, John Talbot. Radio network deputy manager. Born Perth, WA, Sep. 1, 1922. Educated Guildford Grammar School, WA, & Melb. Grammar School. Joined staff Nicholsons Ltd, 1946; acct Nicholsons Broadcasting Service (6PR-TZ-CI) 1952-55; appt asst mngr 1955; joined WA Broadcasters as personal asst to mngr, 1955; appt deputy mngr 1957. Served AIF World War II, instructor Aust. jungle warfare school, Canungra, 1945. Married, 1 son, 1 daughter, resident Mosman Park, WA.

HUNT, Donal de Vere. Agency head. Educated Newington College, Syd., economics Syd. Uni. Former acct-exec. Lintas; product mngr J. Kitchen & Sons; formerly WA mngr Fortune

(Aust.) Pty Ltd. Now on own account as Don Hunt & Assocs. Resident Perth, WA.

HUNT, Victor Nelson. Agency director. Born London, Eng., July 9, 1915. G. G. Manning Display Co., 1934-36; own advtg display co. 1936-38; Matear organisation 1938-40; war service 1940-46, commissioned AIF; Asst adv. mngr Tait Publishing Co. 1946-48; joined Nichols-Cumming & Staff as partner 1948. Married, resident Beaumaris, Melbourne.

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.-annr-salesman 2AY, 3BO 1933-34; acting mngr 2GF 1935; asst mngr 4TO 1935-36, engr-annr, secty & dir Fiji Broadcasting Co., ZJV Suva, VDP-2 Suva, 1936-52; asst mngr 3BO 1952-54; mngr 1954; appt 2CH station mngr 1957. Member of Institution of Radio Engineers (Aust.). Married, 4 sons, resident Lindfield, Sydney.

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

HUTCHISON, Francis Ashton. Agency senior partner. Born London, Eng., July 27, 1899. 34 yrs exec. exp. in advtg; 13 yrs advtg mngr two major Brit. nat. advertisers; four yrs dep. asst dir. of pub. Ministry of Supply, London; seven yrs acct-exec. Alfred Bates & Sons, London. Founder and snr partner Hutchison Advtg, Hobart since 1952. Resident Hobart, Tas.

HUTCHISON, Neil. Director of drama & features ABC. Born Cheshire, Eng., April 8, 1912. BBC & ABC broadcasting & administrative exp. BA Oxon. Married, resident Potts Point, Sydney.

HUTTON, Richard (Ric). Radio-TV actor & narrator. Born Sydney, NSW, March 8, 1926. Former announcer MBS, 1947; three yrs announcing, 2CH; BBC, 1950-55; drama & TV newsreel commentaries; film commentating, Crown Film unit & others; freelance, radio and TV, Sydney, since 1955. Three yrs AIF, NG & New Brit. AEME and Army Broadcasting Service. Single, resident Cremorne, Sydney.

HYNES, Lincoln Carruthers. Radio network general manager. Born Balmain, NSW, April 14, 1912. Former sports exec. MBS, 1946; sales mngr, 1949; gen. mngr 4BC, 1951; gen. mngr 4BC and Qld network (4GR-MB-RO), 1952; gen. mngr 2UW & Qld network, 1956; member management committees AFCBS, 1955-57; sen. vice-pres. 1957-58; pres. 1958-59. Represented NSW in Sheffield Shield Cricket, 1934-39. Past pres. & life member Contact Club. Commissioned officer RAAF, NG & Aust., 1942-46. Married, 3 daughters, resident Lindfield, Sydney.

IFIELD, Frank. Singer. Born Coventry, Eng., Nov. 30, 1937. Started singing at 14; appeared nearly all radio stations; first record & radio show, 1953. 12 month show on country station. First western singer to have 1hr Aust TV show. Currently in UK. Single, resident Beecroft, NSW.

IRVINE, Malcolm McKinnon. Agency managing director. Born Lismore, NSW, Sept. 14, 1918. Seven yrs Theological College. Five yrs mngr 4ZR; five yrs radio mngr O'Brien Pub. Diploma in psychology. Managing director, Irvine Advtg. Single, resident East Ivanhoe, Melbourne.

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

JACKSON, Geoffrey James Montgomery. Agency producer radio & TV programs. Born Auckland, NZ. Former journalist; prod.-prog. mngr 2GB, gen. mngr. Jack Davey Productions; radio mngr Paton Advtg; radio dir Lintas Advtg; exec. prod. MBS. Later with EMI. Now radio-TV dir, McClelland Advtg, Sydney. RAAF service.

JACQUES, Victor Arthur. Radio network advertising manager. Born Manchester, Eng., 1898. Educated Otago High School, Dunedin, NZ & London Uni. (School of Economics). With Kolyanos Co., London (sales merchandising & credit), 1920-28; Samson Clark Advtg, London, 1931-33. Also worked Paris, New York, Chicago, India. Joined 5AD copywriter-salesman, 1935; appt 5AD-PI-MU-SE advtg mngr 1945. Served AIF 1916-19. Co-founder Adelaide Contact Club, 1956. Married, resident Glenelg, SA.

JAMES, Donald Philip. Radio station manager. Born Melbourne, Vic., June 1, 1918. 20yrs radio & press exp; on snr literary staff of metrop. dailies. Now mngr 3HA. RAAF pilot. Married, resident Hamilton, Vic.

JAY, Tommy. Radio station copy manager. Born 1902, Ferndale, Wales. 14yrs JCW comedy roles in Gilbert & Sullivan operas. 20yrs 2SM. Now 2SM copy mngr. Married, resident Gordon, NSW.

JEFFCOAT, Francis Robert. Radio station sales manager. Born Sep. 18, 1922. Cadet annr, 4BH, 1939, then evening annr, sporting editor, specialty annr. Appt mngr 4VL 1951; sales promotion exec. 2UW, 1957; asst sales mngr 2UW, 1958; sales mngr 1959. Four yrs AIF—demob rank WO II (Ord). Married, 1 son, resident Chatswood, Sydney.

JEFFREY, Edward Leslie. Media representative. Born Blackall, Qld, June 17, 1905. 24yrs bcasting. Salesman 4BC, 1936; transferred 4BH, 1937; mngr 2CK (now 2NX) 1938, opened Melb. branch Oswald P. Sellers, selling agents for Columbia-George Edwards Radio Prod.,

1941. Sales mngr 3AW, 1945-47. Foundation member past pres., Melb. Time Club. Member board mngmt Advtg Club of Vic. Now prop. E. L. Jeffrey Pty Ltd, radio station repr. Resident Brighton, Melbourne.

JENKINS, David Alexander. Media representation Co sales executive. Born Manly, NSW. Educ. Syd. Grammar School. Company principal 4yrs, then sales dept, BP Aust. Now sales exec., Noel Battye P/L. Single, resident Strathfield, Sydney.

JENKINSON, Creswick. Radio network executive producer. Born April 3, 1921, Adelaide, SA. ABC annr 1942-44; newsreader 1944; newsreader 2UE 1945-46; sales mngr 4KQ 1947; scripting for MBS 1945; own prod. unit 1948. Joined MBS Sunday Night Theatre as exec. prod. 1958. Now exec. prod. MBS. Resident Edgecliff, Sydney.

JENKS, Henry Lancelot. Agency art director. Born Auckland, New Zealand. Spent early years in Canada and United States. Later, worked with leading agencies in Sydney, NSW. Educated Mt Albert Grammar School, Auckland. Active service exec. officer with the RAN. Vice-pres. Arts Council, and member of Board of Studies, SA School of Art. Past pres. RSL (NZ sub-branch). Company dir and dir in Victoria for Clem Taylor Advertising Service.

JENKYN, Roy. Agency managing director. Born Perth, WA. mng dir Dampier Advertising Pty Ltd. Member University Club. Married, resident Double Bay, Sydney.

JOEL, Asher Alexander. Agency managing director. Born Stanmore, NSW, May 4, 1912. Managing dir. Asher Joel Advtg. OBE, MLC, US Bronze Star. Married, resident East Lindfield, Sydney.

JOEL, Joe. TV film distribution company general manager. Born Sydney, NSW, April 20, 1915. Former dir advtg & pub. Columbia Films and RKO. Studied advtg agency ops US, 1948. Gen. mngr, Asher Joel Advertising, 1955-56. Special rep. Cecil B. De Mille, Paramount Pictures, Far East and Australasia, 1957-58. Lieut. RANVR, 1939-45. Now gen. mngr Screen Gems (Aust.). Married, 2 sons, resident Pymble, Sydney.

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

JOHNS, Marion Ida. Actress. Born Broken Hill, NSW. Radio, stage, film exp. All types of roles. BA Sydney Uni. Married, 2 sons, resident Lane Cove, Sydney.

JOHNSON, William John. Radio station managing director. Born Ipswich, Qld, Nov. 10, 1893. Estab. 4IP, 1935; now managing dir. First pres. Ipswich Legacy Club; past pres. Qld Auto. Chamber of Commerce, Ipswich Chamber of Comm., RSSAILA Ipswich sub-branch, Ipswich Bowling Club; patron-life member Ipswich Rifle Club; pres. Blackstone-Ipswich Cambrian Choir, Ipswich Intermediate Choral Soc. Served 25th Bn. Gallipoli & France, wounded 1917. Married, resident East Ipswich, Qld.

JOHNSTON, Roma Elizabeth. Actress. Born Melbourne, Vic., May 14, 1927. Stage, radio, TV exp. Specialises character roles. Single, resident Toorak, Melb.

JONES, Barry. Advertising agency radio producer. Born Oct. 13, 1937, Sydney. With 2UE publ. & prod. depts then to United Service Publicity. Now USP radio prod. Single, resident Toorak, Vic.

JONES, Donald Leonard. Agency director and accounts director. Born Arncliffe, NSW, Feb. 22, 1926. Now dir & acnts dir Cossey Waite Advtg, Brisbane. 2yrs RAAF. Married, 1 daughter, resident Tarragindi, Brisbane.

JONES, Malcolm John. Director, media representation co. Born Manly, NSW, Aug. 14, 1917. Former NSW secretary AFCBS; sales mngr 2UE; sales superintendent Kelvinator (Aust); now dir. Barnes Chapman Pty Ltd. 5yrs RAAF pilot. Married, resident Mosman, Syd.

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

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

JUDD, Dorothy. Media representative business manager. Born Sydney, NSW. Secretarial exp. Now business mngr Noel Battye Pty Ltd. Single, resident Cronulla, Sydney.

JUDD, Noel. Producer-actor. Born Melbourne, Vic., Feb. 8, 1916. 25yrs advtg, radio, stage. Opened radio div. Paton Advtg, Melb., 1932; annr-copywriter 2GB, 1935; snr annr. producer 2WL, 2CA, 2HR, 7LA. Post-war annr, copy mngr, service mngr, scriptwriter, prod., program exec., 2GB. Now prod. musical & comedy shows, scripting & starring Bunkhouse show. During war organised Tas. AIF entertainment unit; awarded Cert. of Merit for work in forward areas, NG, Solomons. Written 30 songs, singing commercials, themes. Member APRA. Married, 3 children, resident Balgowlah Heights, Sydney.

JUDGE, Ainslie Robert. Radio station chief engineer. Born NZ, Jan. 12, 1913. 13yrs 4BH, now chief engineer. Three yrs DCA. With G. J. Grice Music House, Bris. & Cairns until 1941. Assoc. member IRE. Married, resident Ashgrove, Brisbane.

JURY, Ronald Russell. Assistant to radio station general manager. Born Melbourne, Vic., Oct. 28, 1926. Matric. Melb. Boys' High School. With Cwealth Bank, 1942; 3SR as annr-sports commentator, 1949; copy-writer with 3XY, then acct 3AW, 1951. AASA assoc. Bankers Ins. Aust. Co-operated prod. Impact radio surveys

1951-52. Foundation member TV soc. Aust. Single, resident Melbourne, Vic.

K

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

KAUFFMANN, Bettine Rosalind. Actress. Born Melbourne, Vic. Stage, radio & TV exp.; leading roles radio serials, plays. Appeared at Melb's Princess Theatre, National Theatre, Little Theatre. BA (hons) Melb. Uni. Married, resident Sth Yarra, Melb.

KEAVNEY, Kay. Radio-TV scriptwriter. Born Sydney, NSW, Feb. 2, 1921. ABC staffwriter, 1942; MBS, 1945-53; freelance since 1953. Studied TV Eng. & Europe, 1952. Worked with Joseph Kaufman, 1954 writing 1hr Long John Silver TV plays. BA (1st class hons) Syd. Uni., awarded James Coutts scholarship. Married, 2 daughters, resident Drummoyne, Sydney.

KEEGAN, Jack. Agency branch manager. Branch mngr Hawkins Advtg, Brisbane.

KEESING, Roy Selwyn. Agency account executive. Born Auckland, NZ, May 23, 1908. 30yrs advtg, journalistic exp.; now director, R & K Powell Advtg. FAI (Aust), 2nd AIF. 1940-45. Married, resident Clifton Gardens, Sydney.

KELLOCK, Samuel James Frederick. OTC (A) chairman. Born Violet Town (Vic.), May 25, 1890. Joined PMG's dept, 1905; superintendent postal services, Vic., 1938-46; acting chief inspector, postal services, central admin, 1946-48; director, Posts & Telegraphs, NSW, 1948-54, appt. chairman OTC (A), 1954. OBE. Vice-pres. Royal Institute Public Admin (NSW) Married, resident Mosman, Sydney.

KELLY, Alan Richard. Agency director. Born Bondi, NSW, Aug. 9, 1926. Prod. mngr, O'Brien Publicity (Syd) 1946-47; acc. exec. 1948-50. Bris. repr. O'Brien Pub., 1951-52, Qld mngr, 1953-55. Appt dir. 1956. FAI. Secy Qld div. 4As, 1956-58. Treas. Qld Motor Sporting Club, 1954. RAN and 1st Aust. Naval Beach Commando Unit (New Guinea, Moluccas) 1943-46. Married, 2 sons, 2 daughters, resident Lone Pine, Brisbane.

KELLY, Douglas William. Actor. Born Melbourne, Sept. 3, 1914. Exper. stage, radio and TV. Lieut. AIF, New Guinea and New Britain. Single, resident Flemington, Melbourne.

KELLY, Francis Timothy. Agency partner. Born England, May 24, 1900. Newspapers, journals London, America and the East. Later acct exec. Catts Patterson (Sydney); acct exec Hartford Adv. (Syd.); dir. Vincent Freeth Pty Ltd 1943-50; acct exec. Jackson Wain, dir Jackson Wain International, 1950-56. Joined Noble-Bartlett 1956; became partner when Steele, Kelly & Co acquired agency July 1958. Married, resident Potts Point, Sydney.

KEMP, Sidney Joseph Albert. Radio network managing director. Born Bexhill-on-Sea, Eng., Nov. 6, 1900. Advtg dept, Argus, 1926; sales promotion mngr, 1934; mngr 3SR, 1936; superintendent mngr 3SR-YB-UL, 1939. Appt. dir. & gen. mngr, Assoc. B'casting Services, 1957. Now mngr dir. Served RNVN 1917-19, wireless officer, Merc. Marine, 1920-26, Air Training Corp., Vic. p/o, 1942-44. Country vice pres. AFCBS, 1943-44, chairman, founder, Vic. Country B'casters Publicity Committee. Married, resident Caulfield, Melb.

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

KENNEDY, Patricia. Actress-producer. Born Queenscliff, Vic. Two yrs ABC, Melb., drama & variety; then freelance radio actress; overseas 1950, visiting 13 countries, & studying TV. Appeared BBC. On return produced for Hector Crawford Prod.; thence Syd., 1956. Single, resident Woollahra, Sydney.

KENYON, Alma. Actress. Born Aldershot, Eng. 30yrs stage, radio exp. Specialises character & dialect roles. Resident Perth, WA.

KERIN, Ronald James. Agency associate director. Born Melbourne, Vic., August 3, 1926. CSIRO, 1942; 3AW, 1943-44. Joined United Service Publicity 1947, assoc. dir & acct exec. FAI, AISM. War service AIF, 1944-46. Married, resident East Brighton, Victoria.

KERR, Bernard Francis. ABC Federal sporting supervisor. Born Canowindra, NSW, Dec. 22, 1914. Commentator Helsinki Olympics, 1952; Aust. cricket tour, Eng., 1953; i/c, ABC coverage, Melb. Olympics, 1956. With ABC since 1932, Army, 1941-46, Ordnance Corps, Pt Moresby, Dobodura, Lae, Bougainville. Sporting editor, amenities service, b'casting sect., 1945. Married, 2 daughters, resident Maroubra Bay, Sydney.

KERR, John Albert. Radio station proprietor. Owned 2BE since 1941. Resident Bega, NSW.

KERRIGAN, M. David. Radio station Sydney representative. Born Melbourne, Vic. Several yrs Qld radio, then 2PK; copy-writer, salesman 2DU; 3yrs sales manager 2DU; Sydney sales manager 2WG, 2QN. Resident Mosman, NSW.

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

KINANE, William Ower. Radio station mana-

ger. Born Lilydale, Vic., Jan 10, 1915. With Goodyear Tyre & Rubber Co., Melb. (1932-36), then with AWA's acnts, marine & b'casting depts. Now mngr 4WK. Holds 1st class comm. ops cert of proficiency. Radio officer, Merchant Navy. Member Rotary, Legacy and golf clubs. Married, 1 child, resident Warwick, Qld.

KING, Geoffrey Laurence. Film processing laboratory managing director. Born Sydney, NSW, Dec. 10, 1903. Former audit clerk, Peterson & R. King; refrig. sales mngr Aust. Gen. Elec. Founder & designing engineer, Kinelab Pty Ltd. Member Soc. Motion Picture TV Engineers, IRE, Brit. Kinematograph Soc. Films consultant TCN. Pilot, flying instructor. Married, resident Vaucluse, Sydney.

KING, Hon. Robert Arthur, MLC. Radio station general manager. Secretary NSW Trades & Labour Council; member NSW Legislative Council; now gen. mngr 2KY. Married, resident Bondi Junct., Sydney.

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

KINNEAR, A. Bryce. Associate director and Adelaide branch manager. George Patterson Advertising.

KLEMM, Bertram William. Radio station advertising sales dept manager. Born Brisbane, Qld, March 24, 1917. With Courier-Mail, later advtg dept Chandlers. Entered radio as script-writer; later 4yrs radio mngr Noble-Bartlett Advtg; joined 4BK-AK, 1952; apt sales mngr, 1953. Five yrs RAAF air crew (3½ in Eng.) ft./lieut. Married, 2 daughters, resident Wavell Heights, Brisbane.

KNIGHT, William Charles. Agency press director. Born Brisbane, Qld, Dec. 20, 1906. Former art editor-in-chief, Assoc. Newspapers; art director, Lintas Advtg; acct/exec. Lyle Davis Advtg; now press director, Briggs, Canny, James & Paramor Advtg. Married, resident Vaucluse, Sydney.

KNOWLES, Bruce Julian. Agency account executive. Born Brisbane, Qld, Nov., 1936. Two years retail advtg, McWhirters Ltd. Now acct-exec. Australian Advertising Agency. LAI (Aust.). Married, resident Ascot, Qld.

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

KRUSE, James G. Agency manager. Apptd mngr 1958 Rickards Advtg. Adelaide.

L

LAKE, Dawn. Vocalist, actress. Born Sydney, NSW, Jan. 20, 1929. Aust. & Eng. radio, TV, stage & cabaret exp.; appeared Say It With Stars, Tivoli Theatre, Melb. Chosen for top vocal spot with London BBC show band. Married, resident Clovelly, Sydney.

LAMB, Stewart. Radio station chairman, managing director & company director. Born Newcastle, NSW, March 6, 1917. Chairman, mnging dir., 2UE, and N'castle B'casting Co. Married, resident Bar Beach, Newcastle.

LAMMAS, Lorraine Hazel. Actress. Born Sydney, NSW. Freelance actress radio, stage, films, TV. Single, resident Croydon Park, Sydney.

LAMOND, Toni. Actress. Born Sydney, NSW, March 29, 1932. Appeared radio, stage, cabaret, TV shows. Leading lady to Tommy Trinder in Aust.; star Pajama Game. Specialises musical comedy, variety. Married, resident Potts Point, Sydney.

LAMPOR, Nellie. Radio-stage character actress. Born Southampton, Eng. Veteran star of Aust. radio & stage. Trained in Eng. initially musical comedy, concert parties, music hall sketches. Currently featured Aust. radio programs. Resident Sydney.

LANAGAN, Joseph Ronald. Radio station managing director. Born Bingera, NSW, Aug. 12, 1907. Chmn of dirs 4VL. Past pres. Charleville Show Soc. and Warrego Club; dir. Western Charter Service; trustee, Charleville showground & racecourse. Married, resident Charleville, Qld.

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

LANCASHIRE, Hal. Radio artist. Born Sydney, NSW, March 7, 1908. Radio, stage, TV exp., Eng., France, Germany, Aust. Also comedy vocalist. Married, 2 children, resident Rockdale, Sydney.

LANE, Reginald Ewart. TV consultant and production company managing director. Born Tenterfield, NSW, sales mngr, Macquarie 2GB, 1938-45; gen. mngr Mac-2GB-Artransa, 1946-52; now mngr dir. International TV services and ITN Ltd. Married, resident Cremorne, NSW.

LANE, Richard Hamilton. Radio writer-producer. Born Sydney, NSW, Jan. 18, 1918. Began radio writing, 1937; with MBS, 1942-51; freelance since 1951. Scripted Laura Chilton and for Caltex Theatre; prod. Dr. Paul, Agatha Christie series. Widower, resident Newport, Sydney.

LAPPAN, Allan. Radio station disc jockey. Born Wollongong, Nov. 1930. Worked at 2UW, 2TM, and 2DU as breakfast annr; 4TO chief annr; 2GZ bfast annr and sporting edit.; star dj BK; now 2SM disc jockey. Married, resident Harbord, NSW.

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

LARKIN, Ronald Thomas. Radio station branch manager. Born Sydney, NSW, March 28, 1928. Acct. then prod. mngr Visatone, two yrs; acct Thomas Meadows & Co., Syd. and C'wealth Wool, Dubbo. Joined 2DU as annr 1955; appt Wellington branch mngr, 1957. Single, resident Wellington, NSW.

LASHWOOD, Hal. Actor-producer. Born Sydney, NSW, Aug. 13, 1920. Specialty dancer, JCW, at 16; then vaudeville & panto, Tivoli Circuit. Toured NSW, Qld with Macks Varieties, Barton's Follies, Sorlies; assoc. with the late Roy Rene (Mo). Exp. quiz master, compete, also radio prod. Appeared in dramas, comedies, films, cabaret shows. JP. Member UNESCO committee for films, press & radio, also UNESCO committee for drama, theatre & literature. Fed. pres. Actors & Annrs Equity Assoc. Aust. Independent candidate, Blue Ribbon seat of Wentworth, 1955. Married.

LAURIE, John. Radio station program manager. Born Perth, WA, Sep. 22, 1926. Two yrs night annr 6PR, five yrs program mngr; program mngr 6KY since 1957. Married.

LAWRENCE, Harold Austin. Agency director. Born Bristol, Eng., May 29, 1895. Advtg mngr NZ Herald; London rep. NZ Assoc. Press, and West Australian; business mngr, Perth Daily News, now dir Briggs, Canny, James & Paramor Advtg. Past pres. London Assoc. Brit. Empire Newspapers, O'seas. AIF 1914-18; civil defence org., London secf, world war II. Married, resident Melb., Vic.

LAWS, John. Radio station disc jockey. Born New Guinea, 1935. One of Aust's highest paid djs. Over 40 programs broadcast weekly throughout the Commonwealth. Melb. radio actor then 2GZ bfast annr; 2UE disc jockey. Then joined 2SM. Now with 2KO. Formed Miss Australia Club. Married, resident Newcastle, NSW.

LAWSON, Lloyd Vere. TV station program manager. Born Kalgoorlie, WA, Oct., 1923. Cadet radio annr Whitford Network 1940; army service with 9AI; appt stn mngr 6KG 1947; joined 3UZ 1956; appt prog. mngr TVW Ltd., Jan., 1959.

LAZAR, Elizabeth Isabelle Caren. Agency account executive. Born Dubbo, NSW, Jan. 12, 1929. Former copywriter Goldberg Advtg; asst advtg mngr Mark Foys, 1955; copywriter David Jones Ltd, acct exec. Arthur L. Rosebery Advtg; advtg dept David Jones Ltd, now with Wm Rodgers Advtg. Married, resident Willoughby, Sydney.

LE CLAIRE, Guy Mackay. Actor. Born Melb., Vic., May 31, 1929. Radio-TV exp. Single, resident Double Bay, Sydney.

LECKIE, Alwyn Rita. Vocalist-actress. Born Invercargill, NZ, April 9, 1932. Aust. stage, radio, cabaret & TV exp.; appeared *Say It With Stars*, Tivoli Theatre, Melb. Feature artist, Johnny O'Connor Show, TCN. Married, resident Double Bay, Sydney.

LEGG, Frank. Radio artist. Born Deal, Eng., June 26, 1906. Exp. journalist. Handled ABC Early Morning Session, 1938; own sessions, 1946-56. AIF (2/48 b'n) Middle East, 1940-44. ABC war correspondent, 1944-45. Married, resident Pymble, Sydney.

LEIGH, Keith. Electronics organisation branch manager. Born Melb., Vic., April 1, 1904. Telecommunications technician STC; mngr, engineering sales dept; Vic. sales mngr; now mngr, Consumer Products div., STC, Melb. AMIRE (Aust.), AISM. Married, resident East St Kilda, Melbourne.

LEONARD, Francis Patrick. Agency director. Born Longueville, Syd. Six yrs with N. S. H. Catts & Co. & Catts-Patterson Co Ltd; founded F. P. Leonard Advtg Pty Ltd, 1926. Diploma Economics & Commerce, Syd. Uni. 1½ yrs Heavy Arty Brig., AIF. Married, resident Balgowlah, Sydney.

LEVER, Rodney Edwin. TV viewer-magazine editor. Born Aug. 14, 1932, Bris, Qld. Journalism Syd. Telegraph, 1948-52; Listener-in 1952; appt editor TV Week, 1958. Now editor TV Week, Melb., Syd., Adelaide. Married, 3 children, resident Ringwood East, Melbourne.

LEVY, Francis Edward. Radio station manager. Born Wellington, NZ, Feb 5, 1902. Educated Wellington College & Vic. Unl., NZ. Studied Law, Wellington, 1918-20. Joined Goldberg Advtg, Wellington, 1920; mngr Auckland office, 1924; asst mngr Wellington office, 1924, returned Auckland, 1925; appt dir. 1926; dir. hq Syd. 1930-34; service mngr 2UW, 1934; sales mngr 1935; asst mngr 2UW 1951; manager, 1958. Formed Goldberg's radio div., 1933. JP. Alderman Waverley council, 1953-56; pres. Auckland, NZ, Advtg Club, 1929; foundation member, pres. 21 Club, Syd. 1948-49; foundation member, Dover Heights Bowling Club, 1 son, resident Darling Point, Sydney.

LEVY, John. Radio artist. Born Sydney, NSW, Dec. 25, 1908. Radio, stage, TV exp., Eng., France, Germany, Aust. Also comedy vocalist. Married, 2 children, resident Waverton, Sydney.

LEWIS, Gordon Charles. Radio station manager. Born Melb., Vic., Aug. 5, 1920. Copywriter, Goldberg Advtg, Melb., 1936; chief anncr-copywriter 3UL, 1938-39; night anncr-program dept 3SR, 1939; chief anncr-studio mngr-salesman 7HO, 1939-41; studio mngr 3TR, 1941; mngr 3SH, 1946; part-time anncr 4BH & freelance ABC, Bris., 1944; mngr 3TR since 1952. Pres. Sale Chamber of Commerce, 1954; councillor. City of Sale since 1954. Five yrs AIF, world war II, NT and New Brit., 2/108 AGT Coy, Central Bureau, Intell. Corps, GHQ, SWPA. Fellow Royal C'wealth Society. Married, 3 sons, 1 daughter, resident Sale, Victoria.

LEWIS, Leslie Markham. Agency director. Born Sept. 13, 1913, Melb. Acct exec, Geo. Patterson, 1937-40, 1946-47; Chapman Hendrie, 1947-48; pub. mngr, British C'wealth Pacific Airlines, 1948-55; ad-mngr Qantas, 1955-56; co-founder Russell Lewis & Assoc., 1956. AIF, 1940-45 (Lieut.). Placed advtg in 17 countries. Now dir. Russell Lewis & Assoc, Amalgamated PR, ACA Secretarial Service, Pharmaceutical & medicinal Advtg Service. Diploma of Advtg. Married, 3 children, resident Manly Vale, Sydney.

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

LINDSAY, Colin S. Agency chief account executive. Former mngr group retail fashion stores; acct exec. Edmonds advtg and Noble-Bartlett, Bris.; Bris. mngr and Sydney acct exec. W. H. Rogers Assoc.; mngr Fortune, NZ. Now chief acct exec. Fortune, Melb. Resident Melbourne.

LINDSAY Reg J. Singer-guitarist. Born Sydney, NSW. Educated Adelaide High School, studied wool classing, stock inspecting. Record artist last seven yrs; five yrs compere own radio show; five yrs regular artist Bunkhouse show; ABC, TV, night club exp.; promoter variety shows city & country. Toured with such top US stars as Hopalong Cassidy. Western advisor Coronet Records. Married, 1 daughter.

LISLE, Vernon. Radio station studio manager. Born Fremantle, WA, Sept. 26, 1906. Also actor, singer, pianist, composer. Dip. engineering course, Swinburne, Vic. Won singing scholarship; appeared variety, vaudeville, musical comedy with Connors & Paul, Frank Neil, Tivoli Theatres, Ernest Rolls, JCW. Assoc. 3AR, 1924; full time radio 2KO, 1935; ABC National Breakfast, then 2UW, 1937, anncr, vocalist, pianist, producer, then production mngr. Post-war studio mngr 2UW. Four yrs RAAF, Filt/Lieut. Reserve. Married, 2 children, resident Sydney, NSW.

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

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

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

LLEWELLEN, Leslie George. Agency secretary & accountant. Born Sydney, NSW, April 28, 1903. Financial acct Lever Bros.; joined Lintas Advtg 1931, now secretary and acct. Married, resident Bankstown, Sydney.

LLEWELLYNN, Leonard Richard. Agency account executive. Born London, Eng., Feb. 11, 1927. Acct/exec., L. B. Rennie Advtg (three yrs), Cossey-Waite Advtg (four yrs). Acct/exec. John Clemenger Advtg, Syd., since 1953. AIA (Aust); Oxford Uni. Schl cert. Fleet Air Arm (SEAC). Married, resident Jannall, Syd.

LLEWELYN, Norman. Radio station program manager. Born Brisbane, Qld, May 2, 1930. 15yrs with 4BH. Studied radio-TV prod. BBC staff training centre, 1954; comm. TV, London; radio-TV Canada, USA. Now program mngr 4BH. Married, 1 daughter, resident Gaythorne, Bris.

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

LOCK, Kingsley. Radio station representative. Sydney rep. 2KO.

LOCKLEY, William Arthur. Advertising agency general manager & director. Born Oct. 2, 1919, Sydney. 5yrs pre-war with Country Press and Gotham; 5yrs RAAF pilot, and with RN Fleet Air Arm; Hansen Rubensohn until 1952; senior acct-exec, Fortune; rejoined H&R, assoc. dir. & mngr 1954. Now dir. & gen. mngr Hansen Rubensohn-McCann Erickson Advtg. Married, resident Concord, Sydney.

LOGAN, Kevin George. Radio station company secretary. Born Maryborough, Qld, Feb. 27, 1922. Acct. chief clerk, shire clerk local Qld. authorities; joined 4BH as acct, 1949, appt secretary 1954. AASA, ACIS. Local Govt. clerk. 1st prizes Qld. Aust. acctcy, secretarial papers. Married, 6 children, resident Banyo, Brisbane.

LONDON, Leonard. Radio station producer-compere. Born Belmore, NSW, July 31, 1922. Stage appearances drama, variety, musical comedy. With radio & prod. depts J. Walter Thompson Advtg; then prod.-anncr 2UW; prod.-anncr, news reader, singer, actor, compere, 2UE for past nine years. Now prod. co-compere of National Amateur Hour, Voice of the Chef, LAI Aust., Lieut. AIF Aust., NG, New Brit., 1941-46. Married, 1 son, 2 daughters, resident Castlecrag, Sydney.

LORD, Robert Thuell. Radio-TV production company director & manager. Born Tamworth,

NSW, Aug. 12, 1920. Prod. dept, MBS, 1944, network service officer, 1945, personal asst to gen. mngr 2GB & MBS, 1946; asst mngr Artransa, 1947, mngr Artransa & World Broadcasting System of Aust., 1950. Advisor SABC in estab. Springbok Radio, 1949-50. Now dir. & mngr Artransa, World Broadcasting System, Capt AIF. Married, 1 son, 1 daughter, resident Artarmon, Sydney.

LORD, Tasman. Radio station general manager & director, network general manager. Born Sheffield, Tas., Jan. 20, 1916. Diploma elec. engineering. Educated Launceston Tech. College. Began radio career 7LA; chief engineer 7BU, 1936, asst mngr, 1945, mngr 1952, gen. mngr & dir., 1954; gen. mngr Tas. Coastal Network since 1953; gen. mngr 7AD, 1956. Married, 2 sons, resident Cooebe, Burnie.

LOVEJOY, George B. Radio station assistant sales manager. Born Bundaberg, Qld, Dec., 1923. Anncr, copywriter, 4BU 1946-48; in charge advtg 4BU 1948-49; joined 4BH in charge continuity, 1949; appointed asst sales mngr 1953; now advtg mngr; also broadcasts football, sport. Served Anti-Aircraft reg. 1942-45. Resident Holland Park, Brisbane.

LOVELL, Nigel Tasman. Freelance actor-producer. Born Sydney, NSW, Jan. 27, 1916. Radio acting since 1938; stage exp., appeared Minerva Theatre, Prod. since 1950, for Nat. Opera, Independent Theatre & radio. BA (Syd). Won Brit. Council Scholarship, studied, Eng., 1951-52. Lieut AIF, 1941-44. Married, 2 daughters, resident Newport, Sydney.

LOW, Maitland Esmond. Radio station general manager. Born 1915. 25yrs radio & allied industries; RAAF; 4yrs post-war exec. eng. & managerial posts in Syd. 7yrs mngr Fields Pty Ltd, radio & electrical appliance retailer Mackay, Qld. Joined 4MK 1957, now gen. mngr. Senior mem. IRE, assoc. fellow AIM; past secty & pres. Rotary (Mackay), hon. member & past chmn Elect. Contractors' Assoc. (Mackay), member Red Cross and other appeal committees. Resident Mackay, Qld.

LUCAS, Charles Hugh. Agency principal. Joined Goldberg Advtg, Melb., 1931; dir. N. V. Nixon Advtg, 1946-49; now principal C. H. Lucas Advtg, Melbourne. Hon. Treas, 4As, Vic. div., board member Advtg Club, Vic.; federal councillor, AIA, FAI (Aust.). RAAF, 1940-45. Married, resident Camberwell, Victoria.

LUGAR, Leonora. Actress. Born Eng. Member Perth Rep. Club; studied radio acting Central School of Drama, London. Specialises character roles. Compere radio children's & shopping sessions. Wireless telegraphist WRANS. Single, resident Nedlands, Perth.

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

LUTON, Lewis. Actor. Born Murwillumbah, NSW, June 22, 1933. Seven yrs radio exp., copywriter, anncr, disc jockey. Toured Elizabethan Theatre Trust, 1956. One yr radio freelancing Bris., now freelancing Syd. Made international prize winning amateur movie. Resident Point Piper, Sydney.

LUXTON, Frederick. Agency copywriter. Born London, Jan. 6, 1920. Worked in London 1935-39, then 1941-47, coming to Aust. 1947. Copywriter, United Service Publicity. Married, resident South Yarra, Melbourne.

LYON, Hubert E. Alexander. Agency director. Born Melb., Vic., 1921. Four yrs Melb. Age; three yrs Bayne Mackay Advtg. Estab. own agency with F. D. Holl, 1949. Now dir. Lyon Advtg. LOA. Five yrs RAAF aircrew, three yrs UK, ME, SEAC. Married, 1 son, resident Hampton, Melbourne.

M

MACDONALD, Keith Alexander. TV station general manager. Born Melbourne, Jan. 20, 1910. Educated St. Peters College Adel., St. Marks College, Adel. Uni., grad. LLB, 1932, admitted to Bar, 1933. Anncr 5AD 1937, then prod. mngr, advtg mngr, acting mngr. Appt mngr, 1945. Later appt mngr Advertiser Network. Now manager ADS. Pres. AFCBS, 1950; chairman SA Carols by Candlelight committee, 1945-58; member mngement Bd Adel. Children's Hosp.; Crippled children's Assoc., SA, prom. Bd Diocese Adel., Adel. Rotary Club. Resident Adelaide.

MACKAY, Ian Keith. Radio network production manager. Born Nelson, NZ. Educated Nelson College, Vic. Uni., NZ. 28yrs radio exp. Asst in estab. NZ comm. stations. With NZBS as spec. anncr, station mngr, asst to controller, super. of nat. programs. Asst mngr 2GB, 1950. Now MBS prod. mngr. Written books on NZ & Aust. boating. Married, 1 child, resident Killara, Sydney.

MACKAY, J. Bayne. Agency governing director. Born Ballarat, Vic., July 26, 1882. Asst advtg mngr Argus; advtg mngr Melb. Star; pres. Vic. Advtg Assoc. & Vic Advtg Students Assoc.; life member Vic. Baseball Assoc. & Richmond Cricket Club. Widower, resident Brighton Beach, Victoria.

MACKENZIE, James Menzies. Radio station sales executive. Born Scotland, Aug. 3, 1910. H. J. Heinz Co. — 22yrs, war service — RAF 5yrs. Now with 3AW sales staff. Married (1 child), resident Eltham, Vic.

MACNAMARA, Lindsay John. Agency governing director. Born Sept. 13, 1916, Adel. SA. Entered advtg 1932 as copywriter, then media mngr, prod. mngr, agency mngr. dir. Founded L. J. Macnamara Advtg Service 1949. Now gov. dir FIA, senator, Junior Chamber International chairman, SA Div., 1958-59. Dep. pres. southern zone, 4As, 1959-60 federal pres 4As. AIF service. Married, resident Hazelwood Park, SA.

MACNICOL, Lindsay Robert. Agency director, account executive. Born Syd. NSW, Dec. 23, 1918. Gordon & Gotch, Syd.; acct/exec. Marsh Advtg; six yrs mngr Gordon & Gotch, Bris.; 4yrs partner Gellatley Macnicol Advtg, Syd.; now dir Briggs, Canny, James & Paramor Advtg. FAI. 5yrs RAAF. Married, resident Seaforth, Sydney.

MACOBOY, Stirling. Agency director of radio-TV productions. Born Melbourne, Jan. 4, 1927. Radio dept J. Walter Thompson, 1942, assoc. with TV New York, 1952-54; comm. TV adviser London, 1954. Creative services chief JWT. Now director radio-TV prod. George Patterson Advtg. RAAF linguist. Single, resident Neutral Bay, Sydney.

MACONACHIE, Robert William Keith. Radio network company secretary. Born Jan 11, 1916. Joined WA Broadcasters Pty Ltd (6IX-WB-MD-BY)

1938, now company secretary. War service 1941-45. AASA. Married, resident Nedlands, Perth.

MADDEN, James Ignatius. Agency media manager. Born Melb., Vic., Jan. 6, 1909. Advtg exp. since 1927. Now media mngr Hugh Berry Advtg. FAIA. Four yrs Army, World War II. Married, resident Chatswood, Sydney.

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

MAIR, Robert Bruce. Broadcasting Control Board member. Born Armadale, Vic., March 30, 1900. Snr demonstrator engineering, Melb. Uni. 1924-25; research engineer, radio sect., PMG's dept, 1925-30, chief radio designing engineer, 1931-43, supervising engineer, radio development, 1944-48. Aust. delegate Internat. Radio Conf., Mexico City, 1948. Member, Broadcasting Control Bd since 1952. Dir. tech. services, 1949-52. B. Elec. Engineering. Assoc. member Ins. Engineers Aust.; snr member IRE Aust., IRE USA. Married, 1 daughter, resident Brighton Beach, Victoria.

MAJEWSKI, Keith Robert. Agency media manager. Born Brunswick, Vic., August, 1929; media mngr J. Walter Thompson, Melb.; now TV-radio media mngr Geo. Patterson-Noble Bartlett Advtg, Brisbane. Married, resident Clontarf, Qld.

MALCOLM, Harold Gladstone. Actor. Born, Albany, WA, Dec. 10, 1904. Prod., actor, effects technician, also anncr. AMIE Aust. Also civil engineer. Married, 3 sons, resident Wembley, Perth.

MALIN, Robert Barry. Agency radio-TV director. Born Sheffield, Eng., Aug. 10, 1920. Journalist, London Daily Mirror, 1934-39. Joined Clem Taylor Advtg, Adelaide, 1947. Now radio-TV dir. LAI (Aust). RAF UK, France, Africa, Burma, SW Pacific as snr armament instructor, 1939-45. Editor service publications, 1945-47. Married, 1 son, 1 daughter, resident Nth Brighton, Adelaide.

MARCUS, Paul. Actor. Born London, Eng., July 25, 1937. US, NZ, Aust. radio acting exp. Also appeared films, TV, stage. Spec. juvenile roles. Single.

MARSDEN, William P. Radio station manager. Born Sydney, NSW, Aug. 12, 1924. Managing dir., furniture mfg & retail business, 1946-50. Cudgegong Motors, Mudgee, 1950-52; asst mngr 2MG, 1952-53, mngr 1953-56. Mngr 2LF since 1956. Engineer, RAAF, 1942-46. Married, 2 daughters, resident Young, NSW.

MARTIN, Henry Charles Lyle. Writer-producer. Born Sydney, NSW. Anncr-writer ZHO, resident actor, Theatre Royal, Hobart; several yrs MBS; assoc. Jack Davey Prod.; now freelance writer-prod. Programs include Mantrap. Married, resident Cronulla, Sydney.

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

MAUGER, Leonard Albert. TV station assistant general manager. Born Newport, Vic., June 13, 1925. Anncr 1939, then radio roundsman, studio & prod. mngr 2CA, 3AW. Studied TV, Melb. Tech. college, 1952-56. Joined ATN, 1956. Appt station mngr. Now asst gen. mngr. RAAF aircrew, Sth Pacific. Married, resident Epping, Sydney.

MAXWELL, Sidney Aubert. Agency managing director. Born 1900, Waverley, NSW. C'wealth dir. (contributed clothing div.) UNRRA (SWPA); CR NSW Motor Traders Assoc. & Chamber Automotive Indus., 1930; exec. & chairman, NSW Rationalisation & Indus. Dept. of War Organisation of Industry, foundation dir Aust. Rowing Council 1923; repnted NSW Kings Cup Rowing Team 1923; org. 1st Interdom. 8-oar Aust.-NZ race 1923. Mng dir, S. A. Maxwell & Staff since 1934. FOA. Married, resident Pymble, NSW.

MAYES, Gregory David. Agency chairman & managing director. Born May 7, 1923, Sydney, 3yrs Richard Graves Pty Ltd, 1946 founded Graves, Mayes agency, 36 wartime ops, attached RAF Bomber Command 1944. Commissioned, Chman, mng dir. Graves Mayes P/L; formed Gregory Mayes & Associates Advtg, 1958. Married, resident Warrawee, NSW.

McCALLUM, Charles Moneriff. Actor. Born May 19, 1904. Matric. Kings College, Auckland, NZ. 30yrs stage, films radio exp. Joined Oscar Asdus Co. at 18, then Dion Bocciault, 1924. Three yrs, JCW. Toured India & Far East, 1929-30. Member VDC, World War II. Married, 2 children, resident Rose Bay, Sydney.

McCLELLAND, William Thomas. Advertising agency chairman of directors. Born Gippsland, Vic., Sept. 4, 1892. 40yrs agency exp. Began London, 1919; Cape Times Sth Africa. Successful Advtg Company Melb. J. Iloit, NZ; advtg mngr Gordon & Gotch, A'sia; mng dir Hartford Agency, New York, USA; Chmn, McClelland Advtg since 1940. FOA. Lieut 6th Br. Arty AIF, 1914-18. Married, resident Darling Point, Sydney.

McCLENAUGHAN, Brian Darcy. Radio station sales manager and sporting director. Born Syd., NSW, Oct. 15, 1921. Sports commentator, ABC, 1949. Described Davis Cup tennis, rugby union & league, Melb. Olympic Games, Aust. swimming, athletic champs. Now sales mngr and sporting dir. 2UE. Cronulla Surf Club swim champ. Served Pathfinder Force, RAF, Eng. Flt/Lt, DFC & Bar. Married, resident Miranda, NSW.

McCORMICK, Joe. Actor. Born Toronto, Canada, March 27, 1926. Internat. theatrical, film, radio & TV exp. Married, resident Sydney, NSW.

McCREIDIE, Ronald Graham. Agency joint managing director. Born Sydney. Advtg mngr several nat. companies; acct-exec, Hansen Rubensohn; advtg mngr 2KO; David Jones & Farmers advtg depts; partnership with G. N. Chessell 1946-51 when Chessell & McCredie P/L formed. Now joint mng dir. Fellow of Advtg. Dip. Journalism, London. Two yrs with Dept of Trade Publ., London. Four yrs RAAF (Flt/Lt.). Married, resident Killara, NSW.

McDONALD, Donald. Broadcasting Control Board technical services division director. Born Creswick, Vic., June 23, 1908. PMG's dept, 1924-50; rep. Aust. ITU conferences, 1947; joined Aust. Bcasting Control Bd, 1950, dir. tech. services div. since 1952. B.Sc. Melb. Uni. Radar development during war. Married, resident Elwood, Vic.

McDERMOTT, Terence Patrick. Actor. Born Dec. 14, 1928, Sydney. Stage, radio, film & TV exper. 5yrs as professional. Toured 45 NSW towns with stage play. Spec. juv. & character roles. Many dialects. Married, resident Potts Point.

McFERRAN, Athol, Robert. Agency director McFerran Advertising, Melbourne, Born Melb., Oct., 1916; appren. compositor Melb. printing house from 1931. Joined McFerran Advtg (established by his brother W. R. McFerran) in 1938. AIF service 1940-46. Married, resident Nth Balwyn, Vic.

McFERRAN, William Robert. MBE agency managing director. McFerran advtg, Melb. agency founded 1923; previously Vic. mngr Meyer Bros Ltd, advtg; past pres. AIA and past chmn of Vic. 4As. Resident Kew, Melb., Vic.

McGREGOR, Ian Douglas. VBN sales representative, Melb. Born Jan., 1935, Melb. 5yrs with Argus Broadcasting Network; 4yrs with AWA on broadcasting and recording sales; prod. exp.: 1955-57. Radio and TV program service sales rep.: 1956-58 in Melbourne, 1958-59 in Sydney. Joined VBN February, 1958. Married, resident Brunswick, Vic.

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

McGUIRE, Harp. Writer-actor. Born Nov. 1, 1921, Tennessee, USA. Child radio actor 1931 in Chicago, then stage in US and stage and radio Aust. Currently starring many Aust. radio programs. US Marine Corps during war. Awarded US Navy Cross. Married, resident Vacluse, NSW.

McINTYRE, Alan Lachlan. Agency director, account executive. Born Penrith, NSW, May 29, 1914. Research dept, J. Walter Thompson, 1945-47, media, W. E. Smith Advtg, 1947-49; sales & research MBS, 1950-53; mngr Rodgers & Assoc., 1953-54; acct/exec. Murray Evans Advtg since 1954. BA, Dip Com. ACIS. AIF, 1940-45. Married resident, Eastwood, Sydney.

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

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

McLEAN, William John. Radio-TV program service manager. Born NSW, 1923. 19yrs with AWA, annrc, tech 2CH-GF-GN-AY, 3BO, 6TZ. I/c bcasting, recording depts AWA, Melb. Now radio-TV program service mngr. Holds PMG's 1st class comm. ops. cert. Married, resident Epping, Sydney.

McMAHON, John Kennedy. Radio station program director. Born Hamilton, Vic., June 28, 1913. Entered radio as actor-singer; since worked on all Melb. stations. Former breakfast annrc, now program dir. 3UZ. Chairman Central Citizen's Appeal Committee, Red Cross; member gov. board, Green Room Club, Vic. Married, resident Caulfield, Melbourne.

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

McNAIR, Ian Wallace. Market Research company technical director. Born Sydney, NSW, Educated Nth Syd. Boy's High School. Former audit clerk. Joined McNair Survey Pty Ltd. 1952. Gained exp. New York, Internat. Research Assoc. Inc. & Pulse Inc. Studied marketing & media research Canada, USA, UK & Europe. returned Aust. 1957, now tech. dir McNair Survey, B.Ec. Syd. Uni (hons in statistics); M.Sc. Columbia Uni., New York. Single, resident Northbridge, Sydney.

McNAIR, William Allan. Market research company managing director. Born Auckland, NZ. Acct research officer, Wellington branch J. Walter Thompson, NZ, 1930. Transferred to JWT Syd., 1932 as dir. Founded McNair Survey as independent co., now managing dir. 29yrs Aust.-NZ marketing & pub. opinion survey. exp. Published Radio Advtg in Aust., 1936 & Starland of the South. Master of Commerce (NZ), hons economics & economic history; dip. soc. science; assoc. Chartered Inst. Secretaries, NZ Soc. Accnts. Married, resident Northbridge, Sydney.

McNEILL, Thomas Albert Edward. Radio station chief engineer. Born London, Eng., Feb. 13, 1901. Radio op., Marconi Co. London, 1918. Bcasting exp. Calcutta, 1925. Tech. 2BL, 1927, supervisor, 1929-32; chief engineer 2CH, 1932-36; chief engineer, 2UW, since 1936. FIRE (Aust.). Married, 2 sons, resident Roseville, Sydney.

McRAE, Eric George. TV station managing director. Born March 30, 1913. Sales rep. 3SR, 1937; sales mngr 7HO, 1940; mngr 7HO, 1947-59. Now mng dir TVT, dir, 7HO and MBS, exec. officer TVT-7HO Properties Pty Ltd. Member AFCBS mngmt cmttee for three yrs until 1959. 5yrs active service AIF. Commissioned RAA, 1942. Married, resident Bellerive, Hobart.

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

McTAGGART, Donald David. Radio actor, agency account executive. Born Bris., Qld., Feb. 7, 1933. Six yrs amateur theatre exp., four yrs radio acting exp. Now acct/exec. Aust. Advtg Agency. Single, resident Ascot, Brisbane.

MEEKIN, Beryl Mavis. Actress-comedienne. Born March 29, 1917. Appeared nightclubs, theatres, 57 countries; worked with Tommy Trinder, Florence Desmond & in USA with Jinx Falkenberg. Appeared plays, serials, variety shows, drama, Aust. radio. Four yrs entertaining troops American USO, Aust. Army Amenities, CSEU Brit. Forces. Hon. rank Capt. Married, resident Kings Cross, Sydney.

MEIKLE, Richard. Actor. Born Sydney, NSW, Oct. 10, 1929. Appeared JCW, Elizabethan Theatre Trust, Sydney, Melb., radio-TV freelance actor. Married, resident Neutral Bay, Sydney.

MEILLON, John. Actor. Born May 1, 1934. Leads Caltex, GMH, ABC hr plays, also serials. Starred radio version Death of a Salesman, On the Waterfront. Freelance radio, stage, film, TV actor. NSW jnr springboard champ., 1948-49. Contested Aust. springboard champs. Resident Mosman, Sydney.

MENDELSON, Henry David. Principal, Partner Pty Ltd. Creative & Admin. advtg exp. Toronto Canada & Sydney. Account/exec. Ruthrauff & Ryan Inc., USA, Commercial Advtg, N. V. Nixon Advtg, Sydney, now managing dir. & creative dir., Partner Pty. Ltd. BA (subsid.) London Uni. TV radio prod. dip., Cal. Uni., USA, LIA dip., AIA. Resident Chatswood, Sydney.

MERCER, Robert John. Radio station manager. Born Perth, WA, Nov. 20, 1919. Mngr 6KY-NA since 1954. Fighter pilot, RAAF, 1940-45. Married, 1 son, 2 daughters, resident Floreat Park, Perth.

MILESKEY, Victor David. Association sales manager. Born May 25, 1901, Newcastle, NSW. 5yrs law; retail departmental mngr; with Aust. Performing Right Assoc. 16yrs. Now APRA sales mngr. 8th Div. AASC. Married (son & daughter), resident Waverley, Sydney.

MILLER, John. Agency principal. Born Melb., Vic, July 5, 1914. Principal John Miller Advtg. Married, resident Beecroft, Sydney.

MILLER, John William. Agency TV-radio director. Born Rockhampton, Qld, June 22, 1923. Snr feature writer, 4BH. Prod. for Uni. Drama Soc., Rep. Theatres. Actor-feature writer, ABC. Now TV-radio dir. Geo. Patterson-Noble Bartlett Advtg, Bris. Four yrs RAAF. Married, 3 children, resident Coorparoo, Bris.

MILLINS, James Glen. Radio station publicity & production manager. Born London, Eng., May 4, 1912. Asst stage mngr Drury Lane Theatre, London; rep. actor, York & Reading, Eng. Prod. Kiwi Revue, 1952; prod. mngr 3DB 1953, 3XY 1954. Appt prod. & pub. mngr, 3XY, 1957. 4yrs o' seas, 34th NZ Anti/Tank Battery, NZEF, Egypt, Syria, Malta, Crete, W. Desert. Married, resident East Brighton, Melbourne.

MITCHELL, Bob. Agency director. Born Ottawa, Canada, Feb., 1921. Graduate school of Radio and TV Techniques New York City. Annrc-dir WVVW West Virginia, 1953; TV dir WFTV; dir-annrc Minnesota, 1954; prod. supervisor WICU Pennsylvania, 1954-56, joined Cossey Waite advtg 1958 as radio mngr, now TV dir. Served with RCAF 1941-46. Married, 2 children, resident Brookfield, Bris.

MITCHELL, Edward William. Agency Melb. manager. Born Brunswick, Melb. Began with 7EX, 1938; later 3BA; 1946, continuity writer 3XY; radio mngr John Haysom Advtg, 1948; advtg mngr United Distillers; now Melb. mngr Traders Advtg. RAAF. Married, resident Brighton, Melbourne.

MOFFAT, Thomas. Agency principal. Born Hertfordshire, Eng. May, 1919. Meyer Advtg 1934; jnr copywriter Richardson Advtg 1935-37; jnr acct exec. W. John Haysom Advtg 1937-39; acct exec. George Patterson 1939-40; O'Brien Pub. 1941; captain AASC 1941-45; advtg mngr Kelly & Lewis Ltd 1946-48; acct exec. Goldberg Advtg 1949; dir acct exec. Rickards Advtg 1949-57; estab. own agency T. Moffat Advtg 1957, now principal. FOA. Married, resident Nth Caulfield, Melb.

MOGG, Francis Rowsley. Radio station general manager. Born Melb., Vic, Jan. 13, 1904. With 3XY since inception, 1935. Acct 1935-38, asst mngr 1938-42, gen mngr from 1945. Vic. vp AFCBS, 1950-51. AASA, Lieut. RANVR, Naval Intell. Div., 1942-45. Single, resident St. Kilda, Melbourne.

MONAHAN, Deryck James. Agency joint managing director. Born Mar. 20, 1920, Adelaide. Founder & joint mng dir., Monahan Huntley & Co (est. 1947). FAI 2nd AIF. Winner many golf trophies. Member golf club & SA Jockey Club. Married, resident Glenelg, Adelaide.

MOORE, Red. Comedian-entertainer. Born Toronto, Canada, April 10, 1921. Member Kiwis, 1943-54. NZ, Aust, US, Canadian radio, stage, TV, cabaret exp. Caricaturist, Bulletin. 2nd NZ Exp. Forces, 1941-46, Egypt, Italy. Married, resident Dee Why, Sydney.

MOORE, Richard. Radio network studio manager. Born Sth Melb., Vic, April 13, 1918. Educated Christian Bros., Adel. Acting exp. Salesman-annrc 5SE, 1940; transferred 5AD, 1941, chief annrc, 1945, studio mngr since 1955; compere 5AD live artist shows. Dir. 5AD Kangaroo Club. Member press, radio party toured Sth Is., NZ, 1955. Royal tour cmmtr, 1954. Member SA Carols by Candlelight committee. Married, resident Netherby, Adelaide.

MOORE, Robert. Radio station chief announcer. Born Feb. 14, 1920. Three yrs breakfast annrc 5KA. Starred JCW's Oklahoma, 1949, Syd., Bris., Melb., NZ; six mnths 2UE, one yr breakfast annrc 2CH; lead Brigadoon, Syd., NZ; asst stage mngr, Sth Pacific, Melb. Syd., NZ. Chief annrc 5KA, since 1954. Five yrs AIF. Sgt. Married, resident Glenelg, SA.

MORCOM, Edward George. General manager, Cambridge Film & TV Productions Pty Ltd. Born Melbourne, Vic., 1925. Married, resident Balwyn, Victoria.

MORGAN, Sydney. Radio station managing director. Born Sydney, NSW, Nov. 10, 1900. Managing dir. 3KZ since 1932, dir. Val Morgan & Sons. Also assoc. with Cambridge Films. Married, 2 sons, resident East Malvern, Melb.

MORGAN, Valentine Charles. TV-film advertising production company director. Born Melb., Vic, 1926. Joined Val Morgan & Sons Pty Ltd, 1946, dir. since 1951, also secretary Val Morgan & Sons, 3KZ Advtg Service; dir. Morgan-Cambridge Films, Val Morgan Swimming Pools Pty Ltd, Cambridge Film & TV Prod. Assoc. with Morgan Street Directory. B.Comm., Melb. Uni. Now snr vp Melb. Uni. Comm. Graduates Assoc. RANR 1945-46. Married, resident Kew, Melbourne.

MORGAN, William Valentine. Chairman film production company. Born Melb., Vic. Now managing dir. Val Morgan & Sons, 3KZ B'casting Co, 3KZ Advtg Service, Filmads (SA), Tas. Publicity; chairman, Morgan-Cambridge Film & TV Prod.; pres. Theatre Screen Advtg Assoc. Aust. A.A.S.A. Married, resident Nth Caulfield, Melbourne.

MORRISON, William Shorey. TV station chief engineer. Born Hobart, Tas., Sept., 1920. Control op. 7HO 1937, tech. 1938, chief eng. 7HO 1951, chief eng. TVT6 1959. Installed forces broadcasting stn., 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, Charles Joseph Alfred. Aust. B. Comm. general manager. Born Lancashire, Eng., Jan. 21, 1900. Educ., Oswestry Grammar School, R. M.C. Sandhurst. Fruitgrower, Bendigo, 1923-24; salesman-sales mngr motor business, Melb., 1924-30; annrc ABC, 1930-32, NSW sporting editor, talks editor, 1933-34, Federal talks controller, 1934-35, general mngr since 1935. Chairman C'wealth Jubilee Arts C'mittee, 1951; leader Aust. delegation UNESCO, Paris, 1952; councillor RAS, NSW; Trustee Remembrance Drive-way; member board of Aust. Elizabethan Theatre Trust & chairman NSW c'mittee. Pres., Rugby Union Club; State hons boxing, athletics, rugby football. Brit. Army, 1918-22. AIF 1940-43. CBE, 1954. Married, 1 son, 1 daughter, resident Double Bay, Sydney.

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

MOUNT, Ross Neils. Agency partner. Born Sth Perth, WA. Partner N.C.S. Mount and Son. F/O, RAF Coastal Command. Past Pres. Perth Jnr Chamber of Commerce. Past pres WA Ins. Advtg (Inc), member Perth Rotary Club. AAI Aust. ASBM. Member Ins. Chartered Accnts. Married, 2 daughters, resident City Beach, Perth.

MUHLING, Clifford Hermann. Radio station assistant 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 since 1949. Assoc. member IRE Aust. Lt., A.I.F. 1944-46. Married, 2 sons, resident Nedlands, WA.

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

MURPHY, Keith. Television station advertising manager. Born Melbourne, Vic., Oct. 30, 1916. With Truth & Sportsman Ltd, 1934-1956; advertising mngr Victorian, Sth Aust. and Tas. editions of Truth 1949-56; asst to advtg mngr HSV 1957-59; now advtg mngr ADS. Married, 3 children, resident Glandore, Adelaide.

MURPHY, Lynne Marie. Actress. Born May 6, 1923, Melbourne. Extensive stage & radio acting exper. Feature & star roles in Macquarie. Lux, GMH & ABC plays. MBS award best supporting actress 1949. Married, 3 children, resident Arncliffe, NSW.

MURPHY, Mervyn Ross. Proprietor TV production unit. Prop. Supreme Sound Studios since 1935. Married, 1 daughter, resident Elizabeth Bay, Sydney.

MURPHY, Raymond James. Agency managing director. Born Sydney, NSW, June 22, 1914. With Hansen-Rubensohn, 1932-36; Harry Julius Advtg, 1936-38; sales prom. mngr, Wormald Bros, 1938-40. Joined O'Brien Publicity 1945, now managing director. FAI Sqdrn leader, pilot, 230 sqdrn RAF. RAAF 1940-45. Married, 2 daughters, resident Pymble, Sydney.

N

NASH, John Francis. Radio station chief news reader, radio roundsman. Born Nambour, Qld, May 25, 1920. With ABC, Syd., 1947-48; joined 4BC 1953, now chief news reader & radio roundsman. Major, Indian Army. Married, 2 sons, resident Highgate Hill, Brisbane.

NELSON, Gwen. Market research company director. Born Sydney, NSW. Research clerk, J. Walter Thompson, 1938, then personnel officer & asst research mngr. Joined McNair Survey, 1952 as dir. Single, resident Cremorne, Sydney.

NELSON, Wynne Marion. Actress. Born Granville, NSW, March 4, 1934. Dip. Syd. College of Elocution. Four yrs radio exp., leading roles all Syd. stations, spec. accents, dramatic roles. One TV film Long John Silver series. Married, resident Sans Souci, Sydney.

NILSEN, Oliver John. Electronics organisation governing director. Born Fitzroy, Vic, Aug. 17, 1884. Elec. engr. Founder and chairman Neon Electric Signs Ltd. Granted first comm. rad. licence in Vic. Chairman, gov. dir. all State subsidiaries, incl. Nilsen's Broadcasting Service Pty Ltd (3UZ). Foundation dir. QTV, resigned 1957. Melb. Rotary since 1932; Melb. city councillor since 1934. Lord Mayor 1951-52; Vic. Civil Ambulance Board since 1937; Commissioner Melb. & Metro. Board of Works since 1939; Metro. Fire Brigades Board since 1954; Civic Comm. Royal Tour 1954, Org. Comm. Olympic Games 1956.

AFCBS award 1944, CBE 1956. Widower, resident Elsternwick, Melbourne.

NORWOOD, Herbert William. Agency managing director. 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 managing dir. FAIA. Served AA Arty 1942-45. Married, resident Mahogany Creek, Perth.

O'CONNOR, Johnny. Vocalist-actor. Born Melb., Vic, Oct. 1, 1926. Aust. & Eng. radio, stage, TV, cabaret exp. 1st artist to appear Aust. TV, Johnny O'Connor Show, TCN. Appeared Palladium Theatre, Albert Hall, London. Married, resident Potts Point, Sydney.

O'DONOHUE, Kevin Brian Patrick. Radio station executive officer. Born Sydney, NSW, Oct. 1, 1934. Anncr-newsreader 2AD; 4yrs feature anncr 2DU; publ. mngr 2BS-DU; compiled Monitor material western NSW. Joined 2SM 1957 as publ. mngr; apptd exec. officer 1953. Lieut. 8yrs CMF (hq 8 Inf. Bde, Syd.), LAI (Aust.) Member Contact, ISC clubs. Single, resident Strathfield, Sydney.

OGLVY, Clive. Radio network chairman. Born Sydney, NSW, 1908. Foundation dir MBS; now chmn MBS, 2WL, 2CA; dep. chmn 3AW, dir Beasting Assoc, 2GB. Former member Beasting Control Bd. Major AIF, Security Service Intell. Corps; spec. ass. to dir gen. security. Dir Artransa Pty Ltd, Q'land Television Ltd, TV Wollongong Transmission Ltd, Rothmans of Pall Mall (Aust.) Ltd; chmn Industrial and Commercial Holding Group Ltd & other companies. Investment in Cinema. Married, resident Burradoo, NSW.

OGLVY, William David. Radio network NSW sales manager. Born Manly, NSW, 1902. 13yrs Syd. mngr 2KA, 2KM; pub. mngr CWA; advtg mngr Aust. Medical Journal; advtg dept NSW Govt. Railways; joined MBS 1954; now NSW sales mngr; 1½yrs AIF. Widower, resident Manly, NSW.

O'GORMAN, Kevin Bride. Radio station program supervisor. Born Melb., Vic, Nov. 12, 1923. Entered radio as ventriloquist, then breakfast, day & evening anncr, 3KZ. Now program supervisor, 3KZ. Married, resident Clayton, Melbourne.

O'KELLY, Joseph. Broadcasting Control Board secretary. Born Hamilton, Vic., March 19, 1897. Wireless branch PMG's dept, 1941-49. With Aust Beasting Control Bd since 1949. Married, 6 children, resident Sandringham, Melbourne.

O'REILLY, Dennis Hudson. Radio station manager. Born Bega, NSW, Oct. 20, 1920. Holds higher elec. trades cert Syd. Tech. College. Served apprenticeship AWA from 1937; asst in development, prod., Mobile transmitter Type J63 for US Army and lifeboat transmitter for Merc. Navy. Two yrs AWA broadcast transmitting test room, then service dept & pub. address sales; asst mngr 4CA, 1950; mngr 2GN from 1954. Vp Goulburn Chamber of Commerce; Pres. Rotary Club. Married, 2 sons, resident Goulburn, NSW.

OSBORNE, Robert Gumley. Chairman, Broadcasting Control Board. Born Hobart, Tas, June 18, 1903. Legal asst C'wealth Atty Gen's dept., 1929, asst Parly Dftsman, Tas, 1929-39, Parly Dftsman 1939-42, Chief Parly Dftsman, 1944-47, Registrar, Aust. Natnl Univ., Canberra 1947-49; now chairman Aust. Beasting Control Board. Asst dir. (Admin) dept VOT, 1942-44. Chairman State Finance Committee, Tas.; former member Uni Cl., lect. constitutional law, dean Faculty of Law, Uni. Tas. BA, LLB, CBE (1957 New Year's Hous. List). Married, resident Melb., Vic.

O'SHAUGHNESSY, Peter. Actor-producer. Born Kew, Vic., Oct. 5, 1923. Eng. rep., 1950-53; then Union Rep. Theatre, Melb. Radio, stage, TV exp. Introduced Lunch Hr Theatre, Melb. Assoc. prod. Independent Theatre, Nth Syd., 1956-57. Married, resident Kew, Melb.

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

P

PAECH, Robert Leonard. Radio station chief engineer. Born Norwood, SA, April 29, 1920. Techn 5DN, 1939; 2BH, 1940; 5KA, 1943; chief engineer 5KA since 1949. AMIRE, Radio officer, Merch. Navy, to 1943. Married, resident Seacombe Gardens, Adelaide.

PAGAN, David P. Director & manager raw film suppliers. Born Sydney, NSW, Feb. 28, 1917. Dir., mngr Rotex Agencies. Resident St. Ives, Sydney.

PAGE, James Raymond. Radio station sales manager. Born Oct. 17, 1917. Sales rep. Truth, Melb., 1936-49; sales exec. 3AW-Macquarie, 1949-53; sales mngr 3AW since 1953. RAAF, 1940-45, Milne Bay, Nadzab, Blak, Noemfoor Is., appt RAAF staff Aust. Joint Staff Mission, Washington, 1945. Married, 2 sons, resident Caulfield, Victoria.

PALETHORPE, Nigel. Agency copy chief. Born Auckland, NZ, Aug. 30, 1916. Former editor Woman's Day. Now copy chief, Briggs, Canny, James & Paramor Advtg. War correspondent SE Asia, 1944-46. Married, resident Newport, Sydney.

PALMER, Arthur Rex. Radio station sales manager. Born Adelaide, SA, Dec. 23, 1930. Educated Queens College, Adel. With 5DN, 5KA; now sales mngr 2BH. Pres. Broken Hill Apex Club. Married, resident Broken Hill, NSW.

PALMER, Colin Lindsay. (Dexter the Magician). Born Oct. 11, 1922. Dip. Soc. Studies, Syd. Uni., part completed arts, economics courses. Two yrs educational therapist Yaralla Hosp. First magician Aust. TV, ABN children's hr. Oseas exp., USA, Eng. Feature artist Jack Davey Aust. tours, one Movietone Newsreel; mental telepathist. Wireless Op-Air Gunner, RAAF aircrew. Married, 2 children, resident Homebush, NSW.

PALMER, Geoffrey Allen. Radio station advertising manager. Born St. Kilda, Vic., June 22, 1912. Educated Wesley College, Melb., 1918-29. Journalist Richmond Guardian, program, turntable duties, 3DB, 1931, then daytime, Sunday night anncr. O'seas trip then pub. officer, asst advtg mngr 3DB. Advtg mngr since 1946. Youngest member Soc. Aust. Authors. RAN. Married, 1 son, 1 daughter, resident Eaglemont, Vic.

PARAMOR, John Weston. Agency joint managing director. Born Casterton, Vic., April 5, 1904. Retail, wholesale salesman; gen. sales mngr Aust.-NZ div American co. Partner Canny, Paramor & Canny Advtg 1954-60. Now joint mng dir Briggs, Canny, James & Paramor. Also marketing consultant. Single, resident Lane Cove, Sydney.

PARHAM, Arthur. Actor. Born Enfield, Eng., Jan. 17, 1893. Actor, also employment officer. Stage, radio acting exp. Serg. 16 Bn AIF, 1914-18; chemical warfare training unit, WO 1, World War II. Married, resident Inglewood, WA.

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

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

PARKER, Kenneth John. Radio station manager. Born Burnley, Vic., June 7, 1917. Seven yrs tech-anncr 3MA; 16yrs 3CV, now mngr. Holds broadcast stations ops, amateur radio ops, certs. Life gov. Maryborough, Daylesford, Maldon, Dunolly Hosps. Married, 2 sons, 1 daughter, resident Carisbrook, Vic.

PARKER, Richard Roy. Media representation company manager. Born Mosman, NSW, Nov. 28, 1930. Eight yrs MBS as service mngr, sales exec.; appt to begin Country Radio & Television Pty Ltd representation operations 1955. Now mngr. Married, 1 daughter, 1 son, resident Lindfield, NSW.

PARKINSON, Jimmy. Singer. Born Sydney, NSW, Dec. 19, 1930. Recording, variety, TV, radio, cabaret exp. Recorded soundtrack, J. Arthur Rank film, The Secret Place. Topped bill UK variety. Married, resident Eastlakes, Sydney.

PARRANT, Eric George. Radio station compere. Born Perth, WA, Nov. 26, 1920. Hale School, Perth. Juv. lead ABC (WA); studio mngr, chief anncr 6PR. 1947 2UE and Colgate-Palmolive radio unit. 1952 2GB-MBS feature anncr and compere. Handled first broadcast of War Crimes trials. AIF Darwin and New Guinea, later in charge army station 9AJ in Wewak. Married, 1 daughter, resident Hunters Hill, Sydney.

PARRY, Richard. Radio producer, director. Born Bangor, Nth Wales, Nov. 23, 1907. English & Aust. acting & prod. exp. Aust. stage, radio, prod. exp. Single, resident Elizabeth Bay, Sydney.

PATIENCE, John Delmont. Company chairman of directors and director. Born Sydney, May 4, 1910; chmn of dirs; ATV (Aust.), 2GB, Artransa, Broadcasting Assoc., 2LF; dir: MBS, ATN, 3AW, 5DN, 2CA, 2WL, Pye Indust. Ltd., LL.B., Sydney Uni., admitted as barrister 1958; four yrs AIF. Married, resident Darling Point, Sydney.

PATON, John. Agency account executive. Born Melbourne, June 4, 1920. Pre-war agency & publishing exper. Post war, two years JWT (Melb). 1958 joined Nichols-Cumming. Now N-C acct-exec. Married, two children, resident Templestowe, Melbourne.

PATTERSON, George Herbert. Agency governing director. Born Melb., Vic., August 24, 1890. Advtg mngr McPhersons Pty Ltd, Melb., 1910-13. Estab. own advtg agency, Sydney, 1918; amalgamated to form Catts-Patterson Pty Ltd, 1921. Estab. George Patterson Advtg 1934, is now gov. dir.; also chairman Gillette (Aust.) Pty Ltd; dir. Colgate-Palmolive Pty Ltd; deputy chairman Austn Red Cross Socy (NSW); chairman, Red Cross Ex-Service Welfare Cmittee. Served AIF, Egypt & France 1915-18. Autobiography, Life Has Been Wonderful (1956), Chasing Rainbows (Trout Fishing) 1959; author several plays. Married, resident Double Bay, NSW.

PAUNCEFORT, Rita Marie. Actress. Born Melb., Vic., March 5, 1899. Films, stage, radio exp. all types of roles. Veteran radio actress, star (Elsie) Ada & Elsie, Mrs. Bottomley, Cadbury Show. Married, resident Potts Point, Sydney.

PEACH, Robert. Managing director radio production and recording company. Born Melb., Vic., Sept. 16, 1923; actor, ABC anncr 1946-57; Macquarie award winner; mng dir Robert Peach Prod. Pty Ltd from 1957.

PEARCE, Frederick Reginald. Radio station manager. Born Petersham, NSW, Oct. 14, 1906. Grad. Marconi School of Wireless. Service, beasting depts AWA, 1921; tech., 2FC, 2BL; engineer-i/c 2AY, 1932; acting mngr 2GF, 3BO; engineer-mngr 2GN, 1934, 4CA, 1936, 2GN, 1946; Mngr 2GF 1954-59; Mngr 4TO 1959. Member IRE Aust. Signals unit, 2/6th Aust. Armoured Reg., 1941-45. Married, 1 son, resident Grafton, NSW.

PEDDER, Royce Sinclair. TV station business manager. Born Sydney, NSW, Sep. 26, 1915. Accts dept NRMA, 1933, asst acct, 1937; acct, 1951; chief acct, ATN, 1956-58. Now business mngr. AASA, ACIS, JP. Five yrs pilot RAAF (Flt/Lt) Nth Aust., Pacific Islands. Married, resident Mosman, Sydney.

PERCIVAL, June Beryl. Actress, singer. Born Camberwell, Vic., July 16, 1925. Sth African, Aust. comedy, drama exp. Also dramatic soprano. ALCM, LLCM. Gold Medal, Witwatersrand University, Sth. Africa. Married, resident Floreat Park, Perth.

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

PETTETT, John Henry Stephen. Radio station recording dept manager. Born Chatswood, NSW, Oct. 31, 1917. Engineering dept, 2UE, 1934, then prod. dept, studio mngr. Appt mngr, recording dept, 1955. Pilot, 75 sqdrn, RAAF, Pt Moresby, Milne Bay, 1940-45, disch., Flt/Lt. Married, resident Seaforth, Sydney.

PHILLIPS, Geoffrey Thomas. Agency media manager. Born Cloncurry, Qld, Dec., 1938. Five yrs advtg exp.; holds advtg licentiate. Now media mngr Cossey Waite Advtg, Brisbane. Married, resident Booval, Ipswich.

PHILLIPS, Hazel Julia. Comedienne. Born London, Eng., Nov. 29, 1932. Scholarship Royal College of Music, London, Camberwell School of Arts & Crafts. Singing, acting exp. England. Arrived Sydney 1951. Scripts and arranges own comedy acts. Miss Sth England, 1949, grand finalist Aust. Miss TV quest. Married, 2 children, resident Arncliffe, Sydney.

PHILLIPS, Isaac William. Radio station representative. Born Vic. Advtg mngr, Age, Melb., 1922-37; Sydney rep. Major Network, 1937-56; now Sydney rep. 3DB-LK, 4BK-AK, 5AD. AASA. 5th Inf. Bn, 1st AIF, 1915-19. Original member of first daily Aust. newspaper accreditation bureau. Married, resident Rose Bay, Sydney.

PHILLIPS, Rodney John. Agency manager. Mngr the Sellers Company Advtg, Sydney.

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

PICKHOVER, Peter. Radio station sales manager. Newcastle radio stations for 29yrs; founded 2KO 1930 and in charge till 1946, continued as studio manager till 1956. Prod. and advtg mngr of 2NX, 1956; joined 2HD, 1959, as sales manager.

POHLMAN, Reginald. Agency principal. Born Ipswich, Qld, Nov. 16, 1917. Five yrs advtg mngr Bayards Pty Ltd Ipswich; four yrs managing dir. Pohlman-Patriek Advtg, Ipswich; seven yrs principal Pohlman & Assocs Advtg. Maryborough. AAI (Aust) AISM. Married, resident Maryborough, Qld.

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

POULTER, Stanley Thomas. Agency director. Born Sydney, NSW, Oct. 18, 1926. 15yrs agency exp. (Goldbergs, Hansen Rubensohn, Jackson, Wain). Aust. advtg mngr Wormald Bros. Opened own agency, Slatter & Poulter Advtg, in partnership with E. C. Slatter, AIF. Single, resident Ashbury, NSW.

POWELL, Moray. Actor. Born London, Eng. Actor, anncr, compere, commentator, Perth, until 1939. After war radio acting exp., Sydney, Melb. Macquarie award winner. AIF, Middle East. Married, resident Sydney, NSW.

POWELL, Reginald. Agency managing director. Born Invercargill, NZ, Jan. 12, 1887. Advtg mngr Perdriau Rubber Co., 1919-23; managing dir., Filmads, 1924-25. Founded own agency, E. & K. Powell Advtg, 1930, now managing dir. F.A.I. Captain, MC, AIF, 1914-18; Aust. Intell. Corps, 1939-42, snr staff officer Intell. Eastern Command, 1940-42, Lt/Col. Married, resident Cremorne, NSW.

POWER, Maurice David. Radio-TV production unit producer-director. Born Sydney, NSW, June 30, 1915. Assoc. 2GB, 2UE, NZBS, 17 yrs. Now dir. Power-Horner Prod. Asst dir Aust. film Long John Silver; asst prod. & dir. 1st series Aust. TV color films for USA. Grad. RAAF Pt Cook, Vic., 1935; pilot RNZAF UK, World War II. Married, resident Rose Bay, Sydney.

POWERS, William Joseph. TV station Sydney advertising manager. Born Philadelphia, Penn., USA, July 23, 1917. Retail, classified rep. US newspaper; joined Melb. Herald, 1947, retail, nat. rep. Appt spec. sects advtg mngr, 1954; Melb rep. HSV, 1956, now Sydney advtg mngr. US Army, Sth West Pacific area, 1942-45. Married, resident St. Ives, NSW.

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

PRIDER, John William. Radio station manager. Born Kalangadoo, SA, Feb. 14, 1908. Educated Prince Alfred College, Adel. acting, musical comedy exp. Anncr 5DN; then 18yrs 2BH, now mngr. Member Rotary Club, vice-conductor. Quartette Club, Broken Hill. Married, resident Broken Hill. N.S.W.

PROVIS, Brian Leslie. Radio station sales executive. Born Adelaide, SA, July 27, 1930. Five yrs advtg dept, Adelaide News & Mail, then press, radio rep. Joined 3AW 1953, now sales exec. Married, 2 children, resident Beaumaris, Melbourne.

PYM, Walter. Radio producer and actor. Born Sydney, NSW, April 7, 1905. Anncr ABC and commercial stations in Qld, NSW & Vic since 1930. Stage exper. comedy, drama. Official quizmaster for C'w'lth Govt. Army 1940-46. Married, resident Potts Point, Sydney.

QUARRELL, Reginald Alfred. Radio station accountant. Born Rose Park, SA, Oct. 9, 1919. Six yrs banking exp.; 4yrs with chartered accts; acct 14yrs 5KA FASA, ACIS. Single, resident Lower Mitcham, Adelaide.

QUICK, Edwin John. Agency general manager-director. Born Apr. 14, 1910, Melb. Advtg & sales mngr, Clinton Williams P/L. Now gen. mngr-dir., Goldberg Advertising (Aust.) P/L. Major AIF, 1940-45. Married 2 children, resident Pymble, NSW.

QUINN, Robert. Radio station production manager. Born Melb. Vic., March 16, 1919. Joined 3AW, 1934. Librarian, program exec., now prod. mngr. Four yrs AIF — Armoured Div. Signals. Married, 2 children, resident Nth Balwyn, Melbourne.

R

RAFFERTY, Chips. Film producer-actor. Born Broken Hill, NSW, March 26, 1909. 20yrs film industry. Appeared in 21 films, incl. Eureka Stockade, Desert Rats, Walk into Paradise, Smiley, Smiley Gets a Gun. Prod. five films. Chairman of dirs. Southern Internat. Studios. Four yrs RAAF. Married, resident King's Cross, Sydney.

RAINE, Natalie. Actress. Born Melb., Vic., March 18, 1921. Eight yrs comedy exp. JCW, Tivoli, Aust; 10yrs Eng. radio, TV, stage. Now freelance radio & TV; actress and TV acting tutor. Single, resident Mooroolbark, Vic.

RAMSDEN, Michael. TV station news director. Born Auckland, NZ. With Daily Telegraph; reported from Washington, New York. 1951-52 war corres. in Korea. 1955 to TV. Trained, Columbia Uni., NBC Network (USA) & in Eng. Now news dir. TCN. Prod. 1st TV prog. in Australia. Married, resident Clontarf, Sydney.

RANDALL, William Peter. TV station program manager. Born London, England, Sept. 27, 1915; dir and gen. mngr Little Theatre, 1945, and Everyman Theatre since 1947; HSV prog. mngr; RAA from 1934-40 and 1940-44. Married, 1 son, 2 daughters, resident Balwyn, Melb.

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

RAVENS CROFT, Lloyd Edward. Film producer and TV production executive. Born Mosman, NSW, Feb. 1, 1921. Unit prod. mngr Aust. feature films, Smithy & Bush Christmas. Studio mngr, Avondale Studios. Co-founded, Kingcroft Prod, NSW sales mngr, Sixteen Millimetre Aust. Pty Ltd. AIF, World War II; Dept Infor. ran Rota Newsreels, war effort films. Married, resident Mosman, Sydney.

REES, William Syme. Theatrical producer. Born Wallsend, NSW, Aug. 16, 1910, 10yrs USA stage, radio, film, TV exp. Prod. for JCW, Garnett H. Carroll, Doris Fitton. Toured Aust. John Alden Shakespeare Co. Aust. radio exp. Single, resident Sydney, NSW.

REID, John Ormiston. Director, Hector Crawford Productions. Author and script writer radio dramas, musicals. Married, resident Melbourne.

REILLY, Athol. Agency radio manager. Radio mngr George Patterson Advtg, Melbourne.

RICHARDSON, Barton Robert. Agency governing director. Born Wycheproof, Vic., Oct. 30, 1900. Formed Richardson Cox Advtg, 1924; now gov. dir. also dir Cox Bros, Sydney Snow Pty Ltd, and Foy & Gibson stores. RAAF 1941-45. Married, resident Mt Eliza, Victoria.

RICHARDSON, Lyal. Announcer-compere. Born Mudgee, NSW, Feb. 17, 1920. With 2TM, 1944-47, 2UW, 1947-51. Now compere 2KY's Talk of the Town and Toast of the Town programs. Also disc jockey and former sport commentator. AIF, 1941-44. Married, resident Burwood, NSW.

RICKARDS, Francis Samuel Broome. Agency managing director. Born Qld, Dec. 7, 1887. Studied advtg, London, 1919; then with Aust. agencies Vincent H. Freeth, Catts Patterson. Formed own agency, Rickards Advtg Service, 1937, now governing director. Four yrs 1st AIF. Dir. Vic. Golf Club. Widower, resident Burwood, Melbourne.

RIDLEY, Alan. Radio station general manager. Born Gulargambone, NSW, July 18, 1910. Country rep. 2GZ, 1935, then sales mngr, asst mngr. Gen mngr 2GZ-2NZ since 1952. Mayor of Orange, 1956-57, ald. & deputy mayor, 1954-55; past pres. Orange Golf, Legacy Clubs. Ex-Internat. rugby footballer, 1929-36, toured Eng. 1929-33, NZ 1934. Holds bcst ops cert. Married, 2 children, resident Orange, NSW.

RIDLEY, John Edward. Chairman of directors radio stations. Born Stanmore, NSW, Sept. 4, 1902. Mngr 3HA, 1930-35; asst mngr 2GZ, 1935-38; gen. mngr 2GZ-2NZ, 1938-50, 2UE, 1950-57; chairman of dirs 2GZ, 2NZ since 1950. Appt mng dir., 1958. Pres. AFCBS, 1946-50, 1956-57. Married, resident Gordon, NSW.

RIED, Kenneth John. Radio station publicity manager. Born Werribee, Vic., Jan. 17, 1926. Educated Sunshine Tech. College. Prod. asst 3AW, 1940-45; then with Colgate Palmolive Radio Unit, Donovan Joyce Prod. Theatre mngr Hoyts, Greater Union Theatres, 1947-53; anncr 3AW, 1954. Appt pub. mngr 1955. Married, resident Camberwell, Vic.

RILEY, Ereach. Concert tenor. Born Sydney, NSW, Nov. 19, 1920. Educated St. Andrew's Cathedral Choir School, Syd. Bcsting, concert, opera exp. Sang at Coronation, Queen Elizabeth II. Toured Eng., Aust.; principal tenor Sadler's Wells Opera, Eng., Elizabethan Opera, Aust. ARCM (London). Married, resident Haberfield, Sydney.

RING, Eric Desmond. Agency managing director. Born Adelaide, SA, 1917. Mercantile, selling, retail advtg exp. Now managing dir., Ring Stacy & Assoc. FIA (Aust). AIF. Married, resident Brighton, SA.

ROBERTS, Alan Murray. Radio station publicity manager. Born Jan 31, 1929. 14yrs advtg exp., Myer Emporium, Alex. Moulton Advtg. Asst advtg mngr Maples, then agency prod. mngr. Now pub. mngr 3KZ. Holds advtg dip. Married, 2 children, resident Nunawading, Vic.

ROBERTS, Margaret. Actress. Born Brisbane, Qld. Stage, radio, film exp., all types of roles. Resident Kings Cross, Sydney.

ROBERTS, R. M. (Bill). Director, Aust. Prod. Unit. Born Sydney, May 11, 1918. BA Melb. Uni. From 1937 with 2NZ, 2CA, 2UE, 2WL, 3AW, 9PA, Radio Aust. 1950 specialised radio documentaries. 1956 founded APU, now concentrating TV prod. Married, resident Beaumaris, Melbourne.

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

ROBINSON, Kenneth Caswell. Radio station general manager. Born Singleton, NSW, 1908. Served AIF 1942-46. Now gen. mngr 2NX. Married, resident Lorn, NSW.

ROBINSON, Lee. Film producer-director. Born Sydney, NSW, Feb. 22, 1923. Dir. documentaries for C'wealth Govt Film Div., 1946-52; assoc. with Chips Rafferty, 1952. Dir. Aust. films including Walk into Paradise, Dust in the Sun. Now joint managing dir. Southern Internat. Studios. Five yrs Royal Aust. Arty. Married, resident Googee, Sydney.

ROBINSON, William Harrie Reed. Radio station chief engineer. Born Parkes, NSW, March 1, 1905. Engineering & wireless branches PMG's dept, 1921-34; asst chief engineer, 2UE, 1934-56, chief engineer since 1956. Member IRE, 1945; assoc. member IRE (Aust) since 1932; ald. since 1953; dep. Mayor, Municipality Kogarah, 1957; dir. St. George Hosp., Kogarah, since 1952; JP. Wireless branch RANR, 1919-29; Aust. Signals Corps, AIF, Major, 1940-46; Royal Aust. Signals Corps, CME, 1948-52. Married, two daughters, resident Penshurst, Sydney.

ROGERS, Gaby. Composer, pianist, musical director. Born London, Eng., Dec. 30, 1908. Musical adviser Philips Records, TCN. In Eng. conductor, BBC TV; musical adviser Petula Clarke. Wrote part, Time to Dance, & spec. material for London Palladium Shows. Own Aust. radio-TV agency, 1948. Appeared before Queen Elizabeth II. Married, 1 daughter, resident Potts Point, Sydney.

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

RUSSACK, Harry Lancelot. Agency managing director. Born Adelaide, SA, Aug. 23, 1907. Engineer, anncr, 5DN; Brit. Colonial Service, radio engineer attached Brit. residency Vila, New Hebrides; editorial staff Adelaide News; staff officer, pub., sales promotion, advtg AWA. Now managing dir., Lance Russack Advtg. Married, resident Lindfield, Sydney.

RUSSELL, Frederick William. Radio network representative. Born Auckland, NZ. Active in commercial radio since 1931. Assoc. with 3KZ & 3AW. 1951 opened Sydney office VBN, now VBN Syd., rep. Married, resident Edgecliff, Sydney.

RUSSELL, Roy McCowan. Radio station manager. Born Melb., Vic., Jan. 2, 1898. Snr exec. Price-Berry Pty Ltd (later Samson-Clarke Price Berry), 1922-30, asst mngr 3DB, mngr 3DB Transcriptions, since 1930. Now 6PR manager. Served both wars, rank Major. Married, 1 daughter.

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

RUTTLE, George P. Born Kalgoorlie, June, 1919. RKO radio pictures from 1934-58 in charge of advtg and publicity Vic. branch 1946-47, chief booker Vic. and Tas. 1948-50, sales rep. Vic., Tas. and Sth Riverina 1950-58. Served AIF 1941-46. Now with Featured Theatre Ads-Reilly Advertising Co. Pty Ltd. Married, 1 daughter, resident Eaglemont, Vic.

RYAN, John William. Radio station chief engineer. Born Oct. 2, 1898. Chief engineer several radio stations, now chief engineer 3AW. MIRE. RAN, 1914-18, Lt/Col. AIF, 1939-45. Married, resident Alphington, Melbourne.

S

SAINSBURY, John Anthony. Agency traffic manager. Born Marrickville, NSW, May, 1936. 4yrs agency and newspaper exp.; 3yrs airline and admin. exp. Now traffic mngr Cossey Waite Advtg, Bris. Single, resident New Farm, Brisbane.

SALLIS, Brian Leonard. Television station company secretary. Born Adelaide, SA, February 9, 1931. Educated Scotch College, Adelaide. 3yrs Advertiser Newspapers Ltd, then 8yrs accountant Colton, Palmer & Preston Ltd. Appointed secty ADS7, February, 1959. Member Aust. Soc. of Accts, Aust. Inst. of Cost Accts, Chart. Inst. of Secretaries. Dip. Com. Adelaide University. Married, resident Glen Osmond, Adelaide.

SALTER, June Marie. Actress. Born Sydney, NSW, June 22, 1932. Radio and stage exper. in drama, comedy and revue. Married, resident Woollahra, Sydney.

SAMUEL, Bryn. Radio network general manager. Born Ebbw Vale, Wales, June 30, 1901. Mngr 6ML, 1930-33; mngr 6IX-WB-MD-BY since 1933; dir. MBS. Capt. AIF. AFCBS pres., 1956. Married, resident Nedlands, WA.

SAMUELS, Lewis. Agency manager-director. Born Sydney, NSW, Dec. 31, 1911. Media mngr George Patterson Advtg, 13yrs; nine yrs media mngr, asst mngr dir Goldbergs, Melb.; 10yrs mngr dir Rickards Advtg. FIA Aust. 4yrs RAAF, NG, Morotai, Borneo. Married, 3 children, resident East Malvern, Melb.

SAUL, John. Radio-TV production unit director. Born Orange, NSW, May 2, 1915. Stage, radio actor-dir. Dir. Grace Gibson Radio-TV Prod. Pty Ltd. Married, resident Newport, Sydney.

SCETRINE, Bert. Radio station manager and chief engineer. Born Zeehan (Tas.), November 26, 1915. Ed. Burnie High School; Marconi School, Sydney; i/c test room, Zenith Radio, Sydney (1935); 2CA announcer-engineer (1937); 1937-54, engineer, later senior tech. 3BA. Appointed manager 7SD May, 1954. Married (3 children), resident Scottsdale, Tas.

SCHAUMLOFFEL, Johann Ludwig. Radio network chief engineer. Born June 29, 1918, Adelaide. Educ. Unley High School, SA. Jun. tech. 5AD 1937; chief eng. 2BH 1942-47; maintenance eng. 5AD 1948, assist eng. 1956, chief eng. Advertiser Net, 1958. IRE. Radio consultant, Royal Auto. Assoc. of SA. Married, resident Panorama, Adelaide.

SCHMID, Grahame Thomas. Radio station manager. Born Townsville, Qld, Oct. 6, 1928. Former Jnr Chamber of Commerce committee member (Townsville rostrum 4). Mech. eng. working in various centres throughout Nth Qld. Entered radio 1952 as tech. 4AY. Then tech-in-charge, transferring to sales and anncing. Appt asst mngr 1957. Now 4AY mngr. Married, two children, resident North Ward, Townsville, Qld.

SCHULTZ, Leonard Nelson. Radio station technical director. Joined 2GB, 1927, chief engineer 1928. Designed 2GB transmitters, studios; designed, installed transmitters 2CA, 4BH, 2MG, 5DN. Consultant Artransa, Assoc. with design of film studios, radio & TV stations. Studied broadcasting overseas. Now tech. dir. 2GB-Macquarie, assoc. dir. Artransa. Past pres. Royal Flying Doctor Service; past pres. IRE; 20yrs flying instructor Royal Aero Club. Holds Aust. gliding records. Married, 1 son, resident Clifton Gardens, Sydney.

SCOTT, Eric. Writer. Born Manila, Philippines, Aug. 26, 1909. 22yrs writing-prod. George Edwards Pty Ltd, then Columbia, HMV. Wrote 2500 eps Martins Corner, also other serials. Radio acting exp. Single, resident Darling Point, Sydney.

SCRUBY, Charles. Agency radio-TV director. Born Edinburgh, Scotland, 1916. Stewart Films 1934-36; BBC 1936-46; British Foreign Office 1946-48. Joined Hansen-Rubensohn Advtg 1948, now radio-TV dir. Hansen Rubensohn-McCann Erickson. 1st airborne div. (Brit. Army) 1939-45. Married, 3 children, resident Mosman, NSW.

SCURIE, Hilda. Radio producer. Born Dunedin, NZ, July 29, 1911. Acting exp., Shakespearian co., also radio. Prod. for HMV-Hilda Scurr Prod. Married, resident Northbridge, Sydney.

SEMPLE, Francis Grenfell. Radio station senior announcer. 18yrs radio anncr, actor, commentator. Studied radio, TV, Europe, USA, 1956, collected radio material SE Asia, 1957. With 2CH grad. Syd. Conservatorium (A. Mus. A). Single, resident Mosman, Sydney.

SERPPELL, Noel. Radio station maintenance engineer. Born Melb., Vic., Dec. 26, 1917. Tech. 3BA, 1938-40, bcst tech. ABC Melb. studios, 1945-46. Maintenance engineer, 3AW, since 1946. Member TV Soc. Aust. RAAF signals, 1940-45. Married, resident Camberwell, Melb.

SESIN, Serge. TV film production unit animation manager. Born Europe, Sep. 18, 1909. Grad. Art Academy, Munich. Animator, cameraman DIFA, Figura Films, Paul N. Peroff from 1932-47. I/c entertainment, animation studio, animation school, UFA. Art teacher Berlin Art Academy. Arrived Aust. 1950. Now animation mngr Cambridge Film, TV Prod. Married, resident Surrey Hills, Melbourne.

SEWELL, Sheila. Radio actress. Born Sydney. Early exp. with SUDS, Sydney; Film, London. Returned Aust. 1939. Then lead roles radio shows incl. Lux, Caltex, Harry Dearth Playhouse. Current lead roles nine serials incl. This Is My Son, We Love and Learn, Rev. Matthew. MBS award, best actress, 1948. Married, resident Forestville, Sydney.

SHARMAN, Leonard John. Agency general manager & director. Born Goulburn, NSW. Sept. 9, 1923. Joined J. Walter Thompson 1941; media mngr 1949; dir. 1954. Now gen. mngr, dir. JWT. Four years AIF. Married, resident Denistone, NSW.

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

SHEARING, Dinah. Actress. Born Sydney, NSW. 10yrs radio, stage, TV exp. Macquarie Award, 1952. Toured Elizabethan Theatre Trust, Visited France, Eng., USA. A Mus. A. (singing). Single, resident Woollahra, Sydney.

SHEEKY, Rosemary. TV-radio production unit production director. Born Wagga, NSW, April 5, 1928. Five yrs anncr-copywriter 2WG; radio dept, Hansen Rubensohn Advtg; freelance radio actress. Now prod. dir. Ron R. Beck prod. AASA. Resident Rose Bay, Sydney.

SIEVERS, Kenneth Roy. Media research company general manager and director. Born Pahiatua, NZ, Sep. 23, 1925. Acct. NZ; asst to secretary Nat. Cash Register Co. Aust., later sales div. accounting machine div.; gen. mngr and director Anderson Analysis Pty Ltd; Accty & secretarial exams NZ. Single, resident Kirribilli, Sydney.

SIMMONS, Henry Trethowan. Radio network chief engineer. Born Perth, WA, Oct. 28, 1905. Joined Musgroves Ltd, 1930; asst installation GML; assembled, installed 6IX, 1933, 6WB, 1936, 6MD, 1940, 6BY, 1952. Now chief engineer, 6IX, 6WB, 6MD, 6BY. Snr member IRE Aust. Resident Mt. Pleasant, WA.

SIMPSON, James Quintin. Agency media manager. Born Sydney, NSW, July 15, 1928. Media Dept, Lintas, 1947; media mngr L. V. Bartlett, 1949, O'Brien Pub., 1950; advtg sales rep. Truth & Sportsman, 1951-52; media mngr J. Clemen-ger Pty Ltd, 1952-56. Media Mngr (press, radio, TV), E. C. Slatter & Poulter Pty Ltd, 1957. Married, resident Greenacre, Sydney.

SIMS, Leslie Francis. Agency director and branch manager; radio div. United Service Publicity; radio mngr Richardson Cox Advtg; mngr Carden Advtg; mngr Fortune Advtg, Vic.; army, RAAF service, resident Sth Yarra, Melbourne.

SIMS, Irene. Actress. Born Sydney, NSW, Jan. 19, 1934. Stage, film, radio, TV exp. in Italy, Eng., Aust. Miss Rome 1954. Single, resident Elizabeth Bay, Sydney.

SKIRVING, Alex. Agency account executive, Brisbane manager. Copywriter, Noble Bartlett Advtg, Bris.; acct/exec. Johnstone Jones Advtg, Bris.; prod. mngr, Maxwell Rosebery & Staff, Syd. Now acct/exec. i/c Berger, Qld, & mngr Fortune, Brisbane. Resident Bris., Qld.

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

SLEDGE, Kenneth Gibbs. TV production company managing director. Born Sydney, NSW, March 31, 1920. Founded Visatone (comm. photographers), 1946, & Visatone TV, 1956. Now managing dir. of both. Capt. AIF, Middle East, 1939-45. Married, resident Castlecrag, Sydney.

SLEEMAN Keith Maxwell. Agency art director. Born Parramatta, NSW, Jan., 1924. 13yrs advtg. Sydney agencies and national advtg. Lieutenant naval forces 5yrs. Now Cossey Waite Advtg. Single, resident New Farm, Brisbane.

SMITH, Edward Keith. National radio-TV compere & actor. Born Northcote, Vic., Sept. 4, 1917. Comedy writer, 1938; radio actor, 1939; anncr, 1940; radio interviewer 1947. Originator, A Word From Children, Pied Piper, Five yrs AIF, two yrs NG, Solomons. Married, 2 sons, resident Mosman, NSW.

SMITH, Lyndon Betteridge. Radio station continuity manager. Born Adelaide, SA, March 29, 1914. Theatrical prod. & advtg; cinema management & advtg. Radio writing. Now continuity mngr, 5KA. LAL. RAAF. Married, 2 children, resident Westbourne Park, SA.

SMITH, Robert Thomas. Agency principal. Born July 14, 1922. Principal, Comm. & Industrial Advtg Agency, AIA Aust. RSA London. Six yrs RAAF, Europe. Married, 2 daughters, resident Annerley, Brisbane.

SMITH, Walter Ranfurly. Radio network sales manager. Born Maitland, NSW, Feb. 20, 1904. Educated Syd. High School. Five yrs accty; clerk, travelling inspector Atlantic, field super., Ampol. Joined Country Broadcasting Services Ltd, 1942. Now sales mngr. Four yrs RAAF. Capt. Long Reef Golf Club, 1950-56, handicapper, 1946-56; represented NSW (golf) 1928-29. Married, resident Manly, Sydney.

SMOLICZ, R. A. Agency art director. Born Poland, Nov. 10, 1922. Advtg exp. with London agencies, 1952-57; arrived Aust. 1957. With Cossey-Waite Advtg, Brisbane; now art director, Rodgers & Associates. Nat. Design Dip. Married, resident Cremore, Sydney.

SOLOMON, Eric Saxby. Trade paper managing director. Born Cootamundra, NSW, June 27, 1907. Managing dir. Greater Publications Pty Ltd. (B'casting & TV, Advertising Magazine). & Derwent Enterprises Pty Ltd. Life gov. Dalwood Health Homes, Food for Babies Fund; MLA for Petersham, NSW, 1932-41; Ald Kuring-gal Municipal Council, 1948-53, Mayor 1951-52. Married, 2 daughters, resident East Roseville, NSW.

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

SPENCER, Norman. TV station program manager. Born Brunswick, Vic. 18yrs 3DB; prod. Happy Gang Series. Program mngr GTV, since 1956. 5yrs WO 1, 2/24 Aust. Inf. Bn. Married, 2 children, resident Sandringham, Vic.

SPICER, Frank William. Radio station chairman, managing director. Born Parkes, NSW. Dir. MBS. Chairman & managing dir., 2PK. Ald. Parkes Municipal Council, 30yrs, 12 times mayor; chairman of dirs Parkes Dist. Hosp. Bd. MLC, NSW, since 1925. Married, resident Parkes, NSW.

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

SPORLE, Desmond Mervyn. Agency executive. Born Melb., Vic. 18 mnths family business. One yr East Syd. Tech. Joined Traders Advtg, 1954, prod. layout & design artist. Now with Goldberg, Melb. Six mnths navy. Single, resident Brighton, Melbourne.

STACY, Albert E. Agency director. Born Adelaide, SA, 1911. Mercantile, selling, retail store advtg. Now dir. Ring, Stacy Assocs Ltd. FIA Aust. RAAF. Married, resident Hazelwood Park, Adelaide.

STANDEN, Anthony Desmond. Actor. Born Sydney, NSW, April 3, 1931. Five yrs copywriter, Syd.; four yrs transcriptions mngr, 2UE. Radio, stage exp. Also singer. Single, resident Neutral Bay, Sydney.

ST. CLAIR, Michael. Ventriloquist. Born Lis- more, NSW, Dec. 20, 1922. Aust., US, Eng., radio, TV, cabaret exp. Toured Europe. Former hweight boxer, wrestler, painter, short story & scriptwriter, judo exp. AIF, 2/7th Bn, 6th Div., Middle East, NG, 1940-45. Waratah, Tasmanians Entertainment Units, 1945-46. Married, resident Bondi, NSW.

STEELE, Richard. Agency partner. Born London, Eng., Feb. 3, 1911. With T. B. Browne Ltd, London; copywriter, Catts Patterson, Syd.; prod. mngr, Patons, Melb.; copywriter, George Patterson, Melb.; joined Noble Bartlett Advtg, Brisbane, 1938. Became partner 1947. Opened Sydney branch 1954. Bought out Sydney business 1958, establishing new company, Steele Kelly & Company. FAL Capt. 7th, 9th Div. AIF, Middle East, NG, Borneo. Celebes. Married, 3 children, resident Seaforth, Sydney.

STEINBECK, Muriel Myee. Actress. Born Broken Hill, NSW, Sydney, Melb., stage, film, radio exp. Married, resident Croydon, Sydney.

STENNER, David Raymond. Agency production executive. Born Sydney, NSW, 1936. Lay-out and creative, now prod. mngr, F. P. Leonard Advtg Pty Ltd. Single, resident Clovelly, NSW.

STEPHENSON, John Fergus. Radio station managing director. Born Brisbane, June, 1912; mng dir, 4VL, dir Cleveland Engineering Pty Ltd; pres. Rotary and gold clubs; past pres. and hon. solicitor RSS-AILA; past pres. Warrego Club and Diggers Race Club; trustee RSL memorial hall; chmn repatriation cmtee; member Bris. Legacy. Married, resident Charleville.

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. Married, resident Balgowlah, Sydney.

STEVENS, Donald Lawson. Agency company secretary. Born Sydney, NSW, April 6, 1918. Five yrs GMH; five yrs Stack & Co.; nine yrs Willmotts Advtg. Now company secretary & public officer. FCI (Aust), FSEM. Four yrs RAAF, Flt/Lt. Past pres. Roseville, RSL. Married, 3 children, resident Roseville, NSW.

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

STEVENS, Keith Courtney. Manager, radio program and commercial recording dept, EMI. Born Sydney, NSW, Feb. 23, 1917. Accts dept, 2GB, 1933, transcriptions dept, 1940, sales rep., 1946; sales mngr 3AW, 1949; Vic. mngr MBS, 1952. Asst formation Sellers, Lane Stevens Pty Ltd, 1953. Joined EMI Aust., Jan., 1958, as mngr, radio program and comml recdg dept. Five yrs 2/12 Fld Coy, RAE, 8th Div. AIF. 3½ yrs Jap. POW. Resident Cremorne, Sydney.

STEVENS, William Ronald. Radio station sales promotion manager. Born Syd. May 2, 1916. Anncr 4SB (1947), 4BH (1949), 4BC (1950). Later Brisbane rep. for NSW, Qld stations. Now 4BC sales prom. mngr. 4½yrs RAAF. Married, 3 children, resident Kedron, Brisbane.

STEVENSON, Albert Victor Gordon. Agency managing director. Member FIA (Aust.), 4As London Advtg Assoc., Inst of Secretaries. Mng dir. Stevenson Advtg Service. Resident Hawthorn, Melbourne.

STEVENSON, Murray H. TV station chief engineer. Born Sydney, NSW, April 17, 1905. Chief engineer 2UE, 1931, appt bd dirs, 1947. Chief Engineer, ATN Channel 7 Pty Ltd, 1955. FIRE; snr member IRE; member Soc. Motion Picture & TV Engineers, Married, resident Neutral Bay, Sydney.

STOCKS, Geoffrey. Agency junior partner. Born Yorkshire, Eng., June 6, 1930. Two yrs stage dir., scenic designer Rex Deering Prod. TV, theatrical design; tech. Illustrator De Havilland Aircraft. Now jr partner Hutchison Advtg. Awarded Nat. dip. (design) Leeds Uni. Eng., 1950. Resident Mt Nelson, Hobart.

STONE, Kenneth Walter. Radio station program manager. Born Hong Kong, June 22, 1926. Anncr 2CH, 1942-44; radio engineer, Hong Kong Govt., 1945-46; anncr, 2GZ, 1947-50, 2UE, 1950-57. Program mngr 2UE since 1957. Holds 1st class PMG comm. radio ops cert. Commentator Royal Tour, Aust., 1954, NG, 1956. Merchant Navy, 1944-45. Married, 2 daughters, resident Blacktown, Sydney.

STORY, Oliver James. Radio station general manager. Born Eng., June 1909. Actor, 1933; joined 2WG, 1934; estab., 2BS, 1936; studio mngr 4MB, 1939. Appt mngr Airsales Broadcasting Co., 1944, opened 2HD, 1945. Gen. mngr 2HD. AIF Gunner, Heavy Arty. RAAF, AC2, aircrew training. Married, resident Bolwarra, NSW.

STRADWICK, Mervyn Richard Charles. Director-General, Posts & Telegraphs, PMG's department. Born Fremantle, WA, July 24, 1905. PMG's dept, Perth, 1920, then WA, Vic., NSW, hq admin., in engineering personnel, telecommunications divs. Asst dir.-gen. personnel, 1948-51, telephones, 1951. Asst dir.-gen., telecommunications, 1954-58; now dir.-gen. posts & telegraphs. Chairman, communications committee, Royal visit, 1954, communications & broadcasting committee, Olympic games, 1956; member bd dirs YMCA, Melb., OBE, FAIM. Married, resident Croydon, Vic.

STUART, Robert Edward. Actor-scriptwriter. Born Isle of Skye, Scotland, Feb. 26, 1914. Eng., Aust. stage exp. Old Vic. Aust. tour, 1955. BA (Cantab.). Navigator, RAF. Single, resident Whale Beach, NSW.

SULLIVAN, Ronald William. Radio station program director. Born Sth Melb., Vic., April 26, 1916. Educated Dorcas St. Central School, Bradshaw Business College, Melb. Joined 3AW, 1932, 5DN, 1936, 3UZ, 1937, 5DN until 1942. Breakfast anncr, 5AD, 1942, program mngr since 1946. Feature and Documentary anncr-prod. Married, resident Burnside, Adelaide.

SULLIVAN, Walter. Actor-scriptwriter. Born Sydney, NSW. Stage, radio, TV exp. Also radio columnist Truth, Syd. Six yrs RAAF. Single, resident Mosman, NSW.

SURREY, Peter. Radio station production manager. Born London, Eng., June 2, 1928. Scriptwriter; anncr 3XY, 3DB, 3TR, 3CV, 3AK; radio media mngr, Paton Advtg. Five yrs i/c 3DB's Smileaway Club, prod. Happy Gang since 1956. Married, 2 sons, resident Blackburn, Melbourne.

SUTOR, Betty. Actress. Born Sydney, NSW, Nov., 1918. Radio, stage, film exp. since 16. Conducted radio children's session. Appeared Lux Radio Theatre, Hollywood, USA; and in Aust. film Jemma. Married, 5 children, resident Vaucluse, Sydney.

SYME, David Farnell. Radio network chairman, managing director. Born Melb., Vic., 1905. Asst works mngr, The Age, then into bcasting. Pastoralist. Now managing dir., chairman, Victorian Broadcasting Network Ltd. Also managing dir weekly newspapers in Latrobe Valley. Married, resident Pakenham, Vic.

T

TAPP, Matthew. Radio station studio manager. Born Kurri Kurri, NSW, Sept. 26, 1923. Program dept, control op., anncr, 2KO. Studio mngr since 1955. Served with 12 Sqdrn RAAF. Married, resident Eleebana, Lake Macquarie, NSW.

TATE, John. Actor. Born Sydney, NSW, Jan. 27, 1915. Radio, stage, film exp. since 1937. Won Jane Wyman Lux Radio Theatre Award, Macquarie Male Support Award, 1949. Toured NZ, 1944, Japan, six mnths, 1948. 10 mnths trip Central Aust., 1950, six months Gulf country, Aust., 1954. Single, resident Edgecliff, Sydney.

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. Single, resident Roma, Qld.

TAYLOR, Clem Richard. Agency governing director. Born Adelaide, SA, 1886. Educated Pulteney Grammar School, Adel. Asian sales mngr, United Paint Co. Founded Clem Taylor Advtg, 1923. Now governing director. Assted founding Aust. Advtg assocs AIA & NZ, 4As. Pres. Rotary Club, Adel., BREIF club, SA, Boy Scouts' Assoc. (Fed. & state). FAI (Aust.). Married, 1 son, resident Glenelg, Adelaide.

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

TAYLOR, Frank. Actor. Born Berwickshire, Scotland, Feb. 22, 1921. 20yrs exper. stage, radio. Also exper. films & TV in Scotland, Eng., Ger., Sth Africa, Aust. & NZ, incl. appearances Seagulls Over Sorrento, Reluctant Heroes, Dear Delinquent & Point of Return (ABN); star roles, Under Milk Wood & The Way Back (TCN). 1940-45 RAAF; POW 3yrs. Member Vic. Lawn Tennis Umpires' Assn. Married, one daughter, resident Burwood, Sydney.

TAYLOR, Grant Ronald. Actor. Born Hebburn-on-Tyne, Eng., Dec. 6, 1917. Wide film, stage & radio exp. Five yrs AIF. Resident Sydney, NSW.

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

TAYLOR, John Thurgate. Media representation company director. Joined D&W Murray, Melbourne, 1921; H. J. Heinz Co., 1926; mngr 2CH, 1932; gen. mngr 3AW, 1935; war service AIF till 1946; mngr Major Network, Sydney 1956. Now dir Maurice Chapman and Barnes Chapman & Magnecord Aust., 1959.

TAYLOR, William Rickwood. Agency manager, director. Born Melb., Vic., June 27, 1927. Educated Prince Alfred College, studied economics, stat. Adel. Uni. Sydney, Adelaide, advtg exp., since 1944; market research, 1955. Now mngr & dir., Clem Taylor Advtg, Adelaide. Lecturer, marketing management, market research, Adel. School of Mines. Member Rotary Club, Adel. 1958 pres. Adelaide Contact Club. Married, 3 children, resident Woodley, Adelaide.

TEALE, Leonard. Actor. Born Brisbane, Sept. 26, 1922. Stage, screen, TV & radio work. With Elizabethan (Shakespearean tour); appeared Smiley Gets a Gun; radio leads; Superman, Seahound, Nestle's Show. Made LP discs on Patterson's and Lawson's works. Pl/lt RAAF. Married, resident Woolwich, Sydney.

THAU, Leon. Actor. Born Jaffa, Israel, April 8, 1926. Certified school teacher. Exp. radio, TV, films, stage, all roles. Also singer, specialises character roles. Married, resident Sydney, NSW.

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

THOMAS, Charles Alfred. Actor. Born Glasgow, Scotland, Sept. 13, 1915. Exp., Eng., Aust., stage, radio, TV, films. Married, resident Seaford, Sydney.

THOMAS, Edward Franklin. Radio station service manager. Born Wagga, NSW, Apr. 14, 1928. 1942 AWA Beam wireless dept., (1st class CWOC); 1944 2WG eng. anncr; 1946 copy dept., later copy mngr, news editor, appt service mngr 1957. Married, 3 children, resident Wagga, NSW.

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

THOMSON, T. W. Donald. Agency managing director. Born Sydney, Oct. 25, 1920. Agency exper. JWT, Marsh, O'Brien, Rodgers, Cwlth Adv. Div.; formed Don Thomson Adv.; FAI (Aust.). Army. ME. Married, resident Wahroonga, Sydney.

THOMPSON, Allan Walton. Radio station manager. Born Bondi, NSW, April 8, 1927. Anncr, program arranger, 2GB, then anncr, copywriter, tech. several country stations. Two yrs asst mngr 2LT. Now station mngr 2RE. Holds PMG 1st class COP. Married, resident Taree, NSW.

THOMPSON, Geoffrey George. TV film production company director & producer. Born Melb., Vic., Feb. 25, 1911. Journalist, then sound recording engineer Aust. Sound Film Co., 1931; motion picture cameraman. Melb. mngr Cine-sound, 1940-53. Estab. Films Advisory Bureau & TV Prod., 1953. Also prod. supervisor, dir.,

Cine Service Pty Ltd. War correspondent. Filmed air combat, Korea, 1950. Married, 3 children, resident Hawthorn, Melbourne.

THOMSON, Neville Lloyd. Television station program manager. Born Newcastle, NSW, Aug. 10, 1926. Educated Homebush Boys' Jun Intermediate High. Licentiate of Institute of Advertising. Completed 12mths course TV, Royal Melb. Technical College. 12mths course Commercial art, Ultimo Technical College. RAAF 2yrs, 1944-46. Columbia Pictures, Sydney/Melbourne, publicity mngr, exploiteer, 1941-51. 3AW publicity mngr, 1951-53; 3DB publicity mngr, sales exec. 1954-59, film critic. Now program mngr ADS Channel 7. Married, 2 children, resident Henley Beach, Adelaide.

THOMSON, Ngaire. Actress. Born Wellington, NZ, Apr. 17, 1930. Appeared radio & TV; storyteller ABN's Children's Hour; 1955 with BBC, London. Single, resident Potts Point, Sydney.

TOOHEY, Allan Gregory. Radio station special announcer. Born Sydney, NSW, Nov. 22, 1911. 20yrs radio exp. Originator disc Hit Parades, 17 years. Now spec. anncr, compere, disc jockey, 2UW. Married, resident Vaucluse, Sydney.

TOZER, John Hubert. Radio network sales manager. Born Melb., Vic., sales mngr Whitford Network for 23yrs. Three yrs AIF, CMF. (MC, MM, ED). Married, resident Nedlands, Perth.

TRAVIS, Michael Warren Kennedy. VBN sales rep. Born Melbourne, journalist Melbourne Age, 1947-55; Dept. of Native Affairs, New Guinea, 1956. Network service officer MBS, 1957-58; joined VBN Sept., 1958. Resident Sth Melb., Vic.

TREASURE, Brian Sydney. TV station sales manager. Born Moora, WA, Dec. 7, 1927. Two yrs RAN; WA Newspapers Ltd, 1949; appt asst advtg mngr 1954; sales mngr TVW Ltd, 1958.

TREGONNING, James Edward. Radio station feature announcer. Born Melbourne, Vic, Jan. 29, 1928; former freelance actor, playwright, national compere, narrator, Gov. Tourist Bureau film commentator, 3BA 1947-49, ABC and radio Aust. anncr, commentator, news-reader 1949-50, 3AW chief anncr 1950-55; Ron R. Beck 1956-59; joined 2KY, June, 1959. Married, 1 daughter, resident Normanhurst, Sydney.

TRENCHARD SMITH, Edgar. TV station sales manager. Born Sydney, NSW, Sept. 25, 1914. With New Century Press, 1931-34; prod., media mngr, J. Walter Thompson, 1935-48; secretary, ANC, 1948-49; Syd. mngr, Sun News Pictorial, 1949-56. Now sales mngr, HSV. Four yrs pilot RAAF, RAF. Married, 3 children, resident Nth Balwyn, Melbourne.

TRETTEWEY, Clifford Henry. Radio station assistant manager, chief engineer. Born Burnie, Tas., Dec. 3, 1920. Educated Burnie High School. With 7BU, 1936, designed, constructed, studio & transmitting equip. Asst mngr, chief engineer, 7BU since 1952. Holds Ops cert. 3yrs pilot, RAAF, Darwin, NG. O/c Burnie Flight, ATC. Married, 2 sons, 2 daughters, resident Burnie, Tasmania.

TREVOR, Allan. Actor-writer. Born London, Eng., April 11, 1923. Radio, stage exp., 2yrs JCW, Phillip St. Theatre. Won Macquarie Award, 1950, Rola Show Award, 1953. Married, resident Kogarah, Sydney.

TREWIN, Dennis Allen. TV production company film director and sound engineer. Born Melbourne, 1930. Gained experience with Herschells Films and Adams Film Service, now with Cambridge Film & TV Productions Pty Ltd. Proprietor Mayfair Theatre, Mt Evelyn, Vic. Married, resident Blackburn, Victoria.

TRUELOVE, Philip Herbert. Agency director, senior account executive. Born Glenhaven, NSW, Nov. 27, 1915. 27yrs R & K. Powell Advtg, now dir. & snr account/exec. FAI (Aust), Aust. Signals Corps, 1941-46. Married, resident West Ryde, NSW.

TURNER, Geoffrey Colin. Agency radio-TV manager. Born Melb., Vic. Joined 3XY, 1945, asst program mngr, 1951; then snr record librarian, prod. mngr, personal asst to gen. mngr, 3UZ. Radio div. mngr Cossey-Waite Advtg, Bris., appt media, radio-TV mngr, 1956. Now radio-TV mngr O'Brien Pub., Bris. Pres. Moreton Lions' Club, 1957. Married, 2 children, resident Lutwyche, Brisbane.

TURNER, Rev. Vernon Kenneth. Radio-TV religious program production unit managing director. Born Oct. 2, 1917. Minister Presbyterian Church of Aust. 20yrs exper. religious beasting. Rep on NSW Council of Churches; member beasting comm, 2CH; 1953 founded Christian Beasting Assoc., manag. dir.; 1956 founded Christian TV Assoc. (hon. secy). Minister Abbotsford-Fivedock Presbyterian Church. Married, 4 children, resident Abbotsford, Sydney.

TUTTELL, John James. TV station promotion executive. Born Queanbeyan, NSW, Jan. 2, 1911. With 2FC, then 6yrs 2SM; 2yrs mngr 4AY, 4yrs 4BH. 10yrs prod. Aust. Amateur Hr. Prod. exec. MBS. Now with ATN. Married, resident Cremorne, Sydney.

TWYFORD, John William. Radio station manager. Born Camperdown, NSW, May 18, 1904. 18yrs 2NZ, copywriter. Now mngr 2NZ. Former costing clerk, ledger keeper, shipping, customs exp., interstate salesman. Dir Inverell Hosp.; East-West Communication Committee member. Promoted 1st syndicate to obtain whaling licence (Byron Bay Whaling), 1st chmn. Mngr 20yrs and life member of NSW Ambulance. Married, resident Inverell, NSW.

TYSON, William Russell. Radio network compere. Born Bris., Qld, April 20, 1920. Children's sessions, 1927; 5yrs 4BH; ABC, 1939. Now conducts breakfast, hosp. sessions, Radio Aust. AIF, World War II, Morotal, Balikpapan, SE Borneo. Life member NSW Ins. Deaf, Dumb & Blind. Married, 2 sons, resident Albion, Brisbane.

UNDERWOOD, Edward. Agency general manager. Born Hertfordshire, Eng. Six yrs asst ed-

itor and infm officer, London hq. Brit. Society. Written for Brit. French, political academic personalities; compiled surveys & articles on most countries for lecturers, boosters & comm. firms. Three yrs exec. Stevenson Advtg. Appt gen. mngr 1957. Dip. Int. Aff. (London). Resident St. Kilda, Melbourne.

UNICOMB, John Robert. Actor. Born July 4, 1928, Sydney. Began as child radio actor (aged 7) with ABC, then stage exper., feature role Aust. film Sons of Matthew, toured NZ 1951, stage, film radio, TV exper., in England 1952-58. Returned Aust. 1958. Married, resident Nth Avalon, NSW.

VERTIGAN, Rich Mills. Radio station manager. Born Kindred, Tas., Aug. 24, 1910. Writer-publicist, 3AW, 1935; mngr 7QT, 1937; salesman-annor, 7HT, 1938, then chief annor, studio mngr, sales dept, prod., scripting. Eight yrs copy chief. Mngr, 7HT, since 1953. Married, 2 sons, 1 daughter, resident Mt. Wellington, Hobart.

VINNICOMBE, Harold. Agency managing director. Born Brisbane, Qld, 1926. Joined Vinnicombe Advtg, 1949, now managing dir. RAAF 1944-45. Married, resident Toowong, Brisbane.

VINNICOMBE, Herbert. Agency founder. Born Eng., Aug. 30, 1891. Mngr, sugar plantation, Jamaica; foundation dir, committee of dir of fruit marketing, Qld. Rep. Nth Qld Bd Business Admin. C'wealth Govt., 1947. Founded Vinnicombe Advtg, 1932, now retired. Five yrs 1st AIF. Married, resident Manly, Brisbane.

VIOLET, Victor Claude Patrick. Agency manager. Born Belmore, NSW, March 17, 1934. Mngr Gellatley Advtg. Married, resident French's Forest, Sydney.

VIRGONA, Vincent. Radio station chief engineer. Born Fitzroy, Vic., Oct. 2, 1911. 29yrs with 3UZ, now chief engineer. Designed equip. for Fed. Central Control, Olympic Games, 1956. B'cast Ticket of Proficiency. Married, resident Hawthorn, Melbourne.

WADE-FERRELL, Ronald Montgomery. Radio station sales manager. Born Narrandera, NSW, March 22, 1928. Comm. artist, Lintas Advtg, 1946; copy mngr Hansen Rubensohn, 1948; Syd. rep. Trade Press Pty Ltd, 1949; advtg mngr, 3CV, 1951. Sales mngr 3CV since 1953. CMP 30 Inf. Bn (NSW Scottish) 1948-51; 38 Inf. Bn (Nth Vic. Reg.) 1951-56, then 8/7 Inf. Bn (Nth West Vic. Reg.); Capt. Company commander, Maryborough Rifle Co., promoted 1958 to Major, Coy. Comd 8/7 Inf. Bn, Maryborough. Married, 1 child, resident Maryborough, Vic.

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

WAITE, Thomas Hilken. Agency director. Born Eng. Snr. advtg rep. Bris., Truth, 1932-38. advtg mngr, 1938-50. Dir. Cossey-Waite Advtg since 1950. Grad. ICS Advtg course. Lt RANVR, Brit. US Fleets 1941-46. Holds Philippines' Liberation Medal. Married, resident Hamilton, Brisbane.

WALCH, Garnet Max Fletcher. TV film production company general sales manager. Born Malvern, Vic., Dec. 13, 1912. 15yrs Melb. agency exp. Asst sales mngr MBS, assist mngr 2GB. Now gen. sales mngr, Artransa, Five yrs RAAF. Married, resident Clareville, Sydney.

WALKER, Alan John. Agency media director. Born Sydney, NSW, Sept. 11, 1904. Statistician & industrial officer, Atlantic Union Oil. Now media dir. Lintas Advtg. Member marketing panel ACM; Media committee, 4As; committee, CARA. B.Ec., Dip.Com. (Syd.). Acting sqdrn leader, RAAF. Married, resident Killara, NSW.

WALKER, Hugh Richard. Agency executive. Born Sydney, NSW, May 10, 1913. With George Patterson Advtg; joined Willmotts Advtg, 1947. Resigned 1957. Lieut. RAN, also with RN in England. Single, resident Rose Bay, Sydney.

WALKER, Robert R. Agency deputy managing dir., radio-TV dir., George Patterson Advtg, Melbourne.

WALLACE, Thomas Bevan. Agency managing director. Born Sydney, April 1, 1915. 1931-45 Lever Bros. salesman, asst. sales mngr. 1946 Lintas, jnr acc. exec. 1949 mngr, 1950 advtg & gm, Lever Bros. NZ. 1952 gm J. Kitchen & Sons. 1952 attended Admin. Staff College, Henley, UK. 1955 acc. dir. Lintas, now mng dir. AIF Middle East, RAAF Italy. Married, 4 children, resident Mosman, Sydney.

WALLENS, John Noel Stanley. Agency managing director. Born Chester, Eng., Dec. 25, 1910. Managing dir., Wallens & Co. Sqdrn Leader, RAAF, 1941-46. Member Brit. Rugby Team, toured Sth America, 1930. Married, resident Mt. Eliza, Vic.

WALSHE, Keith Douglas. Radio TV compere and comedian, producer. Born Ballarat, Vic., March 28, 1924. Appeared with 5AD when 8yrs old. Joined 2GB-Macquarie, 1941. Scripted and starred in Bunkhouse Show. Joined ATN, 1956. AIF. Also stage exp.; member Aust. Racing Drivers' Club and CAMS licence holder. Married, 1 daughter, resident Rose Bay, Syd.

WANLESS, Joseph Thomas. Agency managing director. Born Sydney, NSW, June 2, 1914. Former freelance writer, stage, radio entertainer. With Campbell Advtg, Vinnicombe Advtg. Estab. own agency, J.T. Publicity, 1953, now mng dir. LAL. AAIPR. Dale Carnegie Instructor. 5yrs RAAF. Married, 4 children, resident Carina, Brisbane.

WARBURTON, Leicester. Agency associate director, account executive. Born Christchurch, NZ, Jan. 8, 1921. Journalist, Assoc. Newspapers; press liaison officer, Liberal Party; acct/exec., press relations officer Brit. C'wealth Pacific Airlines. MBS publicity officer 1952-58. Now assoc. dir. Goldberg Advtg. Won Goldberg Cup for advtg, 1948. 4yrs RAAF. Married, 2 children, resident Nth Curl Curl, Sydney.

WARD, Alfred George Crewdson. Radio production company manager. Born Ashfield, NSW, 1906. Engineering exp., then into selling, thence salesman 2GB, rep., MBS; asst sales mngr, 2UW, 1947-50. Sales mngr Fidelity Radio Co., 1950-58. Now manager. Member Aust. v. NZ rugby union team, 1929. RAAF. Married, 3 children, resident Cremorne, Sydney.

WARD, Ronald Egbert. Radio station manager. Born Adel., SA, May 7, 1905. Mngr 7QT, 1938, 7AD, 1939, assist mngr 7LA. Mngr 7LA since 1951. Fit/Lt. RAAF, awarded US Bronze Star. Rep. State cricket, Aust. Rules football. Married, 2 daughters, resident Kings Meadows, Launceston.

WARRICK, Leslie Thomas. Radio station general manager. 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 Beters (2LM) since 1948. RAAF 1944-46. AASA, ACIS. Married, 3 children, resident Lismore, NSW.

WATERS, Arthur Russell. Radio station sales manager. Born Melb., Vic., April 25, 1923. Studied industrial mngmt, Melb., Adel., three yrs; now taking B.Ec. course, Tas. Uni. Comm. printing sales, then radio sales staff. Now sales mngr 7HT. 4yrs war service. Married, resident Lindisfarne, Hobart.

WATERS, Clive Sylvester. Radio station studio & recording manager. Born Richmond, Vic., Oct. 1, 1913. Mngr comm. printing org.; chief annor, 3XY. Now studio & recording mngr 3UZ. AFCBS Dir. ops, Olympic games. AIF, O.C. Radio St'n 9AB, Lae, Married, resident Mentone, Melbourne.

WATERS, Frank Leonard. Actor. Born Broken Hill, NSW, May 26, 1915. 25yrs stage, radio, films exp. all roles, also UK experience. Won Critic's Award, 1956. Five yrs Army. Married, resident Mosman, Sydney.

WATSON, Thomas David. Governing director. Cineoptics. Born London, Eng., Nov. 5, 1910. 30yrs motion picture exp. Gen. sales mngr, Gaumont Brit. Equip., London. Now gov. dir Cineoptics. Snr exec. Ministry Aircraft Prod., during war. Married, 2 children, resident Balgowlah, NSW.

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

WEBSTER, Graham Douglas Stewart. Radio announcer. Born Christchurch, NZ, Dec. 20, 1923. Anncr, ABC, 1942; later Qld Nat. news-reader. Did Royal Tour bcsts, NSW, Qld, Pt Moresby, MA (Qld Uni.). AIF Signals, Finschhafen, Lae, 1942-46. Married, 1 son, resident Taringa, Brisbane.

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

WEEKES, Francis Edwin. Agency executive director. Born London, Eng. Retail advtg, 1929-33, then with Jas. Hardie Pty Ltd, Frederick Stearns. 20yrs, Willmott Agency. Now exec. dir. FIA. 2½yrs hq 3rd Armoured Div. Single, resident Woollahra, Sydney.

WEIR, William Borland. Radio newsreel editor, radio program service executive producer. Born Glasgow, Scotland, Nov. 18, 1917. Former jour. World Newspaper, Country Press; with 2AD, then 2TM until 1940; chief anncr 2CH 1943-49; joined MBS 1949, now editor Macquarie Newsreel, exec. prod. Evening Monitor. Army service 1940-43, war corres. Korea, 1952. Married, resident Fivedock, NSW.

WELCH, Bettina. Actress. Born NZ, March 15, 1927. Stage, radio, TV exp. all roles. Married, resident Potts Point, Sydney.

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

WEST, Keith Leslie. Agency manager. Traders Advtg, Sydney.

WHEELER, Joan I. Agency media manager and director. Born Sydney, NSW, Dec. 13, 1918. With Lintas, Paton Advtg, Syd. Media mngr Coudrey-Gotham. Media mngr, O'Brien Pub. 1951-1957. Neville Corbett Advtg 1958; now media mngr, Best & Swift Advtg, Sydney, appt dir 1959. Aust. Women's Army Service, 33 mths NCO. Resident, Milson's Point, Sydney.

WHELAN, Ronald. Actor. TV-feature film production executive. Born London, Eng., Nov. 2, 1905. Radio, stage acting exp. with Brit. films, 1922-24, 1929-33; asst dir. Cinesound Prod., 1935-40; prod., location mngr, associated with Aust. feature films, 1935-57. Married, 2 daughters, 1 son, resident Coogee, Sydney.

WHITE, Jerome James. Actor, narrator. Born Weymouth, Dorset, England, June 2, 1933. 5yrs exper. radio, Aust. & NZ. Film and TV roles. Stage exper., Ralph Richardson Co. JCW and Elizabethan. Married, resident Cremorne, Sydney.

WHITE, Randal Merrick. Broadcasting Control Board member. Born Dublin, Ireland, Sept. 15, 1896. Gen. mngr 5DN, 1939-46, 3AW, 1946-54. Vp AFCBS, 1940, 1942, 1943-46. Now member Aust. Bcsting Control Bd. MA (TCD). Lieut.,

Leinster Reg., France, Belgium, Germany, 1915-19. Married, 2 sons, 2 daughters, resident Blackburn, Vic.

WHITEMAN, Delore. Actress-singer. Born Sydney, NSW, Oct. 26, 1928. Stage since 10. Three yrs New Theatre League; two yrs John Alden Shakespearian Co.; two yrs Palace Theatre; toured Ngaio Marsh's Brit. Cwealth Theatre Co.; three mths NZ; four yrs Eng., also Aust., stage, radio, TV, nightclub exp. Single, resident Kings Cross, Sydney.

WHITFORD, David John. Chief executive, director screen-TV slide service. Born Sydney, NSW, June 20, 1928. Educated King's School, Parramatta. Chief exec. officer & dir. Whitford's Theatre Ads Pty Ltd. Married, 3 sons, resident Bellevue Hill, Sydney.

WHYKES, Ernest John Wasley. Radio station manager. Born Ballarat, Vic. Secretary, 3BA, 1930, mngr since 1955. ACIA, ACIS, Licensed co. auditor. Married, 3 sons, 1 daughter, resident Ballarat, Vic.

WILKINSON, John Desailly. Agency director of media. Born St. Kilda, Vic., April 26, 1921. Claude Mooney Advtg; ad-mngr A. G. Healing; acc. exec. Warwick Advtg; acc. exec JWT 1956. Joined Nichols-Cumming, now dir. of media. FAI (Aust.). Changi, Korea, 1942-45. Married, resident Ashwood, Melbourne.

WILLIAMS, Basil A. Radio network manager. Born Oct. 22, 1912. Educ. Scotch College and Townsville Grammar School. First with Advertiser newspaper 1932, rejoining in 1945 after 4½yrs RAAF 10 Sqd. Awarded DFC. Appt deputy chief-of-staff 1950, chief of staff 1952. Appt mngr Advertiser Network (5AD-PI-MUSE) 1958. Married, resident Unley Park, Adelaide.

WILLIAMS, Edmund Netterville. Radio station managing director. Born Perth, WA. Engineer; then vaudeville exp. Tivoli, Sorlies. Org. vaudeville shows for artists incl Bob Dyer and the late Jack Davey. With 2LT, later 2BS, 2DU. Now mng dir 2BS. Helped estab. speedway, motor racing, Bathurst, Org., dir, troops entertainment unit. Ald. Bathurst City Council, nine yrs. Married, 1 son, resident Bathurst, NSW.

WILLIAMS, Ronald A. Radio station manager. Born Melb., Vic., Dec. 11, 1916. Asst acctnt, Argus & A'sia Ltd. Now mngr 3UL. AASA, ACIS. Five yrs Lieut. Army, signals, Married, 3 children, resident Warragul, Vic.

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

WILLIS, Grahame. TV station publicity officer. Born London, Eng., Dec. 26, 1912. With Evening News, Syd., 1928-30; advtg, pub., MGM, 1930-56. Now pub. officer ATN. Coast Arty, Aust. Army Amenities, AIF, 1943-46. Married, 3 children, resident Dee Why, Sydney.

WILLMOTT, Ronald. Agency chairman of directors. Born Sydney, NSW, April 19, 1911. Stock Exchange, 1930-34. Now chrmn of dirs Willmott's Advtg. Service 2/1 Bn, 2nd AIF. Married, 3 children, resident Point Piper, Sydney.

WILSON, Harper Robert. Agency director and general manager. Born Melb., Vic., Dec. 31, 1912. 3UZ anncr, prod. writer, prog. dir., 1933-40. Now dir. & gen. mngr, United Service Publicity. AIF, New Guinea. Married, resident South Yarra, Vic.

WING, Elizabeth Mary. Actress. Born Melb., Vic., March 15, 1920. Radio actress since 1939. Also stage, TV exp. Two yrs Aust. Women's Army Service. Married, resident Toorak, Melb.

WINTER, Lorna M. Agency media manager. Born Sydney, Nov. 27, 1924. 1945-56 with Goldberg's (Syd.), Aldwych (Melb.), Lintas, Thompson & Ass. (Syd.). Joined Nichols-Cumming 1956, now media mngr. Married, resident Manly, Sydney.

WITHERS, Anthony John. Radio station disc jockey. Born Melb. Duntroon graduate, AIF, discharged capt. Salesman; 7yrs 2SM dj, now with 2UE. Compered Big Shows, Sydney Stadium, pres. BPA. Single, resident Maroubra, Sydney.

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

WOOD, Evelyn Victor Mason. Executive radio producer. Born west country, Eng. With London architect. Eng., Aust. radio, stage exp. Anncr 3LO, 3UZ, 3AW. Many years with Macquarie, now freelance radio prod. Somerset Reg., France, 1914-19. MC, 1916, bar, 1917, mentioned in despatches, 1916-17. Married, resident Vacluse, Sydney.

WOODBRIDGE, Thomas Stanislaus. General manager APRA. Born Gundagai, Apr. 9, 1900. 1918-31 Insp. Cwilt Audit Office. 1931-39 political secty to Sir E. Page. Now APRA gm. Assoc. Aust. Society Accountants. Married, 2 daughters, 1 son, resident Coogee, Sydney.

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, 1922. Recording, AWA, nine yrs; six yrs studio engineer, snr control op., ARC. Mngr, chief engineer, Brit. Aust. Programs Pty Ltd, since 1951. MIRE

(Aust). Radio officer Merch. Navy, 1941-43. Married, resident Blakehurst, Sydney.

WOOLF, Harry. Agency managing director. Born Perth, WA, May 14, 1917. Joined Goldberg Advtg, rose copy dept. to acctnt-exec.; appt. to board, 1947; chief exec. until 1951. Appt. dir., Goldberg Advtg, 1951. Estab. Frank Goldberg Advtg, Melb., 1957. Married, 2 sons, 1 daughter, resident Bellevue Hill, NSW.

WORKMAN, James. Author, actor, producer. Born Scotland, Feb. 4, 1912. In Eng. seaman, salesman, policeman, actor, TV & film writer; in Africa, factory work, AA scout, touring clerk, mngr, storeman, actor, anncr, scripser, prod., effects man, record libr. (SABC). In Aust. actor, scripser, novelist, prod. Married, resident Woollahra, Sydney.

WORRALL, David Thomas. Radio station chairman of board of management. Born Parramatta, NSW, June 18, 1894. Journalist, Newcastle Sun, 1919-22, Sun News Pictorial, Melb., 1922-25; New York rep. Melb. Herald, Syd. Sun and Sth American papers, 1925-28. Mngr 3DB, 1928-58, 3LK, 1937-58. Appt chmn board of mngmnt 1958. 1st div. FA, 1915-19. Married, resident Donvale, Melbourne.

WRIGHT, Myles Fortunatus Evelyn. Radio station general manager. Born Christchurch, NZ, July 9, 1915. Educated Wellington College. NZ. Cadet reporter, The Dominion; journalist. Nat. Magazines Ltd; assoc. editor NZ Radio Record. Writer-actor-prod. Radio Features, 1938. Prod. NZ stage, radio plays. Toured Aust, JCW, 1945. Prod. 3AW, 1947. Prod. mngr 3AW, 1950, asst mngr, 1954, acting mngr, 1955. Gen. mngr 3AW, since 1957. Married, resident Kew, Vic.

WYNNE, Alfred Percy. Radio station manager-director. Born Warwick, Qld., April 24, 1885. 1901-1918 Palings Qld. appr. tuner, salesman. 1918-19 dairy farmer, 1919 estab. music business, Maryborough. 1931 estab. radio tat. 1932 bcsting from own home. Ex-pres. RACQ Chamber of Commerce; Elsteddfod of Qld., now life member and trustee, also mng dir. 4MB. 1949-50 gov. of Rotary district 31—Cairns to Grafton. Vice Chairman SWL. Married, resident Maryborough, Qld.

WYNNE, Donald. TV production company film director. Born Surrey, England, March, 1918. British regular army 1938-46. Freelanced with over 30 feature productions for English and American companies; writer-dir in 1949 in Johannesburg, SA; founder of E. African Gov. film unit in 1951; studied TV techniques in US and Canada in 1952; then with Avondale studios, Sydney. Now film dir, Visatone Television. Married, resident Elizabeth Bay, Sydney.

WYNNE, Leonard de Vere. Radio station sales manager. Born Leura, Aug. 24, 1921. 22yrs radio. 1937 2BS. Anncr-compere 2KA, 4BH. Studio mngr 2NZ, 9yrs. Now sales mngr 2WG. 6yrs RAAF, Pacific area. BOCP (radio engin.). JP. Former alderman, hosp. dir 4yrs. Married, resident Wagga, NSW.

Y

YEO, Reginald Arthur. Member, Broadcasting Control Board. Born Portsmouth, Eng., Aug. 15, 1904. Joined scientific service of Royal Navy, Jan., 1928; resrch and dvlpmnt in telecommns until 1948. Member, hq plannng orgn until 1953, thence member, ordnce bd and head of its electronics dvn. Apptd member, Aust. Broadcasting Control Bd, Jan., 1957. B.Sc., ACGI, DIC. Married, 1 son, 2 daughters, resident Melbourne.

YOUNG, Arthur T. W. Agency director. Born Coventry, Eng., Dec. 17, 1919. Trained as comm. artist. Private advtg consultant; creative exec. Eng. motor mfg. Dir Briggs, Canny, James & Paramor. FAIA. Publications Section, War

Office, London; five yrs. war service. Married, resident East Malvern, Melbourne.

YOUNG, John Edward. Radio network sales representative. Born Toogoolawah, Qld, Sept. 21, 1923. Joined 4CA, 1940, transferred 4TO, 1949. Sales rep., AWA Bris., since 1954. RAAF. 1942-46. Married, resident Alderley, Bris.

Z

ZARACOSTA, Melpo. Actress. Born Athens, Greece, May 7, 1933. Radio, stage, TV exp. Dramatic, continental roles. Married, resident Kings Cross, Sydney.

Legislation, regulations and standards

- **Main provisions, Broadcasting and Television Act 1942-1956—Pages 320-322**
- **AFCBS Standards of Broadcasting Practice, including advertising and wordage—Pages 323-326**
- **Broadcasting Control Board's TV program standards—Pages 327-333**
- **Notes on medical advertising—Pages 334-337**
- **AFCBS rules of accreditation—Pages 338-340**

BROADCASTING AND TELEVISION ACT 1942-1956

THE following is a brief summary of the provisions of the Act affecting commercial broadcasting and commercial television stations.

Those provisions dealing solely with the national service have not been included.

AUSTRALIAN BROADCASTING CONTROL BOARD

CONSTITUTION (SECTIONS 7 AND 8)

The Act is administered by the Australian Broadcasting Control Board which consists of three full-time and two part-time members.

FUNCTIONS (SECTION 16)

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

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

(c) to ensure that adequate and comprehensive programs are provided by broadcasting stations and commercial television stations to serve the best interests of the general public; and shall include such other functions in relation to broadcasting stations and television stations as are prescribed.

POWERS (SECTION 16)

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

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

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

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

(e) subject to any direction of the Minister, to regulate the establishment and operation of networks of commercial broadcasting stations or of commercial television stations and the making of arrangements by licensees for the provision of programs or the broadcasting or televising of advertisements; and

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

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

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

INQUIRIES BY BOARD (SECTIONS 18-25)

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

STATION LICENCES (SECTIONS 80-89)

The Minister has power to grant licences for commercial broadcasting or commercial television stations. Before granting a licence the Minister must invite applications and refer

the applications received to the Board for its recommendation. Before making a recommendation, the Board must hold a public inquiry.

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

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

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

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

LIMITATION ON RADIO STATION OWNERSHIP OR CONTROL (SECTION 90)

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

(a) One capital city station in any State.

(b) Four capital city stations in Australia.

(c) Four stations in any one State; or

(d) Eight stations in Australia.

For this purpose the Australian Capital Territory is deemed to form part of the State of New South Wales.

LIMITATION ON TV STATION OWNERSHIP OR CONTROL (SECTIONS 91-92)

A person shall not own, or be in a position to exercise control, either directly or indirectly, of more than one television station within the ACT or a State capital city or two stations in Australia. Where a television station licence is held by a company having a share capital, at least 80pc of the shares must be held by Australian residents and not more than 15pc may be held by non-residents.

TECHNICAL CONDITIONS (SECTIONS 93-98)

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

PROGRAMS (SECTIONS 99-105)

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

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

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

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

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

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

ENCOURAGEMENT OF AUSTRALIAN TALENT (SECTION 114)

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

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

TELEVISION OF SPORT AND ENTERTAINMENT (SECTION 115)

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

POLITICAL OR CONTROVERSIAL MATTER (SECTION 116)

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

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

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

NAMES OF SPEAKERS TO BE GIVEN (SECTION 117)

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

OBJECTIONABLE ITEMS (SECTION 118)

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

PUBLICATION OF BROADCAST MATTER (SECTION 120)

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

BROADCASTING PROGRAMS OF OTHER STATIONS PROHIBITED (SECTION 121)

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

MEDICAL TALKS (SECTION 122)

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

CODES FORBIDDEN (SECTION 123)

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

DEFAMATORY BROADCASTS (SECTION 124)

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

RADIO-TV RECEIVER LICENCES (SECTIONS 125-128)

The annual fee for a broadcast listeners' licence is £2 15s if the listener is within a radius of 250 miles of a broadcasting station specified by the Board, and £1 8s otherwise.

The annual fee for a television viewers' licence is £5.

Special conditions apply to schools, blind people and pensioners.

CONTROL IN EMERGENCY (SECTION 131)

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

AFCBS STANDARDS OF BROADCASTING PRACTICE

Following are revised Standards of Broadcasting Practice, drawn up by the Federation and approved by the 1958 AFCBS convention at Mildura.

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

- PART (1) GENERAL PRINCIPLES REGARDING ACCEPTABILITY OF BROADCAST MATERIAL,**
- (2) STATUTORY APPROVAL RESPONSIBILITY OF ADVERTISER,**
- (3) ADVERTISING MATERIAL UNSUITABLE FOR BROADCASTING,**
- (4) SUPPLY OF SCRIPTS, DISCS, ETC., TO BROADCASTING STATIONS,**
- (5) PROCEDURE IN RESPECT OF RECORDED COMMERCIALS,**
- (6) COMMERCIAL ANNOUNCEMENTS INCORPORATED IN TRANSCRIBED PROGRAMS,**
- (7) ACCURATE INDICATION OF PLAYING TIME — TRANSCRIBED PROGRAMS,**
- (8) MEDICAL ADVERTISEMENTS OR TALKS FOR LIVE PRESENTATION,**
- (9) WORDAGE AND DURATION OF COMMERCIAL ANNOUNCEMENTS,**
- (10) PRESENTATION OF ADVERTISING COPY,**
- (11) STANDARD SCHEDULE FORM.**

PART I: 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 1942-1956.
- (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 a 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 of Matters of a Medical Nature, the use of the word "constipation" will not be permitted.

PART II: STATUTORY APPROVAL RESPONSIBILITY OF ADVERTISER

When approval is required to an advertisement relating to any medicine or to a talk on a medical subject as required under the Broadcasting and Television Act, or to 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.

PART III: ADVERTISING MATERIAL UNSUITABLE FOR BROADCASTING

In addition to complying with the conditions set out in clause 1 above, advertising copy must not incorporate:—

- Disturbing or annoying material such as blatant sound effects, persistent repetition, and words and phrases implying emergency. Stations must not be requested to "fade out" any undesirable sound effects in recordings owing to the margin for error.
- Undesirable sound effects present in recordings must be eliminated beforehand by practical methods by the advertiser or advertising agency to obviate any possibility of broadcasting.

- "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.

- The simulated voice of a real person unless bona fide evidence is available that such 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.

- Testimonials which do not reflect the genuine experience or opinion of a competent witness.

Testimonials shall be produced where required to the Secretary of the Federation for verification.

Anonymous advertising testimonials shall not be permitted.

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

- Advertisements publicising named television programs.

PART IV: SUPPLY OF SCRIPTS, DISCS, ETC., TO BROADCASTING STATIONS

All scripts, continuities, advertising copy, recorded commercials, talks or addresses, entertainment discs, etc., intended for broadcasting, must be supplied to commercial stations in accordance with the following schedule:—

● Not less than thirty-six (36) hours before the time of broadcast if such broadcast is to take place on any day from Tuesday to Saturday, both inclusive.

● By twelve (12) noon on the previous Friday in respect of broadcasts intended during the following Sunday or Monday.

A clearance of scripts, recorded commercial announcements, etc., given by the Federation as provided herein may be accepted by commercial stations in any State.

PART V: PROCEDURE IN RESPECT OF RECORDED COMMERCIALS

The following procedure will apply in respect to recorded commercial announcements for broadcasting by commercial stations.

● Prior to recording, two copies of the script shall be submitted to the Office of the Federation.

The script shall indicate the name of the advertiser or advertising agency, the name of the product advertised, sound effects to be used, the category of the announcement and the actual word count.

If the script is in order, one copy, duly stamped, will be returned and the other retained in the Federation Office.

● After recording a copy of the disc shall be submitted to the Federation office for approval, with a list of the stations among which it is intended the recording will be distributed for broadcasting.

If approved, the required number of Federation approval stamps will be issued, and these must be affixed to disc labels prior to distribution to stations.

● When recordings approved by the Federation are forwarded to stations there must be endorsed on the label the name of the client and the product for each track or such details must be listed on an accompanying schedule.

● All recorded commercials containing music should be identified by the letter M on the disc label and should, when submitted for Federation approval:—

- (i) bear a mechanical copyright stamp or facsimile of a stamp on the disc label 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 has been granted or
- (iii) if the number is non-copyright by being in the public domain, be accompanied by a letter from the agency to that effect and naming the number.

● Unless positive instructions to the contrary are issued by the agency or the advertiser, stations will be at liberty to destroy commercial discs at the end of a period of twelve months from the last day of broadcast.

● 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 unacceptable recordings shall rest solely with the advertiser or advertising agency.

PART VI: TECHNICAL STANDARDS FOR RECORDED COMMERCIALS

As from December 31, 1960, recorded com-

mercial announcements submitted to the Federation for approval shall be recorded on 45 rpm. discs 7in. in diameter and shall conform to the following technical standards:—

(a) The number of tracks on any side must not exceed:—6 x 25-words or less; or 5 x 50-words; or 3 x 100-words; or 3 x 1-minute.

(b) The length of commercials on any one side must be uniform and not mixed.

(c) The space between tracks must be not less than:—(i) 3/16in. for 25-word announcements, or less; (ii) 1/8in. for 50-word announcements or more.

(d) Each track must include two grooves before commencement of modulation and one groove at the conclusion of modulation, plus a locked concentric groove.

(e) The minimum groove width shall not be less than .0025in.

(f) The outermost groove diameter shall be not more than 6 1/2in. and the innermost groove diameter shall be not less than 4 1/2in.

(g) The label diameter shall not exceed 3 1/2in.

(h) The disc shall be cut so as to conform with the replay standards laid down by the Australian Broadcasting Control Board in its Technical Standards, Clause 103(3) of these Standards at present prescribes—

"The frequency response of disc reproducing and recording equipment (between record and transmitter input) shall be within plus/or minus 2db of the response between 50 cycles/sec. and 5000cycles/sec. of a characteristic having constant amplitude up to 250 cycles/sec., and constant velocity above 250 cycles/sec. in the case where normal commercial records are used, or in accordance with any other characteristic approved by the Board."

During the interim period between promulgation of these standards and December 31, 1960, all commercial recordings on 78 rpm. discs shall have a minimum space between tracks of 1/8in.

As from December 31, 1960, 33 1/3 rpm. and 78 rpm. recordings will not be accepted.

PART VII: COMMERCIAL ANNOUNCEMENTS INCORPORATED IN TRANSCRIBED PROGRAMS

The provisions contained in clause 5 above shall also apply to commercial announcements incorporated in recorded entertainment programs or features.

In cases where large numbers of recorded entertainment programs are involved, this ruling will be met if the advertiser or advertising agency prior to recording submits to the Federation two copies of the text of commercials including sound effects that will be incorporated in such recordings.

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

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

PART VIII: ACCURATE INDICATION OF PLAYING TIME — TRANSCRIBED PROGRAMS

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

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 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 all music and sound effects associated with such advertisements.

PART IX: MEDICAL ADVERTISEMENTS OR TALKS FOR LIVE PRESENTATION

Where it is desired to issue to stations copy for live 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.

PART X: WORDAGE AND DURATION OF COMMERCIAL ANNOUNCEMENTS

(a) The following table sets out the maximum permissible wordage and/or duration of each category of advertising announcement.

Spot Announcements	Maximum duration including all music and/or sound effects	
	Maximum no. of words	Seconds
Slogans	15	10
25-words	25	15
50-words	50	25
100-words	100	45
1-minute	140	60

Minutes	Sponsored Sessions		Weekdays
	Max. No. of Words	Max. Duration in Minutes	
5	75	1/4	150
7 1/2	110	1/4	225
10	150	1	300
15	225	1 1/2	375
30	450	3	600
45	675	4 1/2	900
60	900	6	1200

- (b) Counting of Words
- (i) A telephone number counts as one word, eg. BW 3121 } Both equal one word. Epping 789 }
- (ii) Place names count as one word, eg. Double Bay } All equal one word. South Australia } New South Wales }
- (iii) Figures when relating to addresses or quantities count as one word, eg. 11 George Street — equals three words. 150 years — equals two words.
- (iv) Prices count as two words, eg. 6d } Both equal two words. £99 11s 6d }

● Any excess of the prescribed limits of wordage or time will be charged for at the next highest rate.

● Any recorded announcements that require the addition of live copy spoken by station personnel will be charged in accordance with the above, provided that the wordage in the recorded announcement is reduced to permit of the addition of the spoken tag line, without exceeding the total wordage and/or time ordered, ie, a 25-word announcement requiring the addition of a tag line of 5 words must be limited to 20 words in the recorded portion of the announcement nor must the complete advertisement exceed 15 seconds.

PART XI: 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.

PART XII: STANDARD SCHEDULE FORM

As from December 31, 1960, the Standard Schedule Form shall be used 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.—

Adam Smith Advertising Agency Pty Ltd (radio division) George-st, Sydney.

Station.....Please broadcast on behalf of client
Day & Date Length Track Script or Episode No.
Session & Time Desired Time Broadcast
Material

Authorised by.....
For and on behalf of
Adam Smith Advertising Agency Pty Ltd.

PART XIII: TECHNICAL STANDARDS FOR TAPE RECORDINGS

Any tape recordings supplied to a broadcasting station must:—

- (a) be of good quality
- (b) be confined to a single track
- (c) be recorded at 15 or 7 1/2 ips.
- (d) comply with the technical standards prescribed by the Australian Broadcasting Control Board in respect to noise level and frequency characteristic.

Present requirements are:—

"103 (6) Tape, wire and disc records employed (whether recorded by the studio staff or otherwise acquired) shall be of good quality, and shall not introduce noise into the system (during silent periods) at a higher level than 35 db below the level of the loudest passage in the record, as measured using peaks on a standard VU meter on the studio reproducing system.

103 (7) The frequency response of tape recording and reproducing equipment employed for reproduction of music shall be within plus or minus 2 decibels of the 1000 cycles/sec. response between 50 cycles/sec. and 7500 cycles/sec."

- (e) be recorded on equipment aligned by means of a standard azimuth tape,
 (f) not contain commercial announcements except as part of the recorded program.

PART XIV: LABELLING OF TAPE RECORDINGS

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
 Reel Type of
 Size track
 Program Episode Playing Starts Ends Ad- Rem-
 No. Time Time vtg arks
 Time

NOTE: In addition to these standards of Broadcasting Practice, adhered to by every commercial station, the Broadcasting Control Board as at October 1958 issued Broadcasting Program Standards, which in the main follow closely its Television Program Standards, page 327.

TELEVISION PROGRAM STANDARDS

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

GENERAL PROGRAM STANDARDS

PARS 1-5, which have not been included, comprise the Board's general introduction to these standards.

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

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

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

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

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

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

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

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

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

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

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

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

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

While the serious presentation of religious issues is to be encouraged, attacks on any established religious faiths or beliefs should not be permitted.

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

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

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

The portrayal of, or reference to, drunkenness and addiction to drugs or narcotics should be limited to the needs of the plot or characterization.

Reference to mental or physical afflictions

should be treated with great care, to avoid offence to sufferers of similar ailments.

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

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

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

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

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

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

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

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

SPECIAL PROVISIONS FOR FAMILY AND CHILDREN'S PROGRAMS

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

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

11. It is therefore necessary to make special provisions in these Standards in respect of programs to be televised between 5-7.30pm week days, and at any time before 7.30pm on Saturday and Sunday. Programs to be televised during these times must be of one or other of the following classes and must comply in all respects with the relevant standards applicable to these classes:

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

● Children's programs, which are specially designed for children in various age groups.

As large numbers of young persons are likely to be viewing television programs on public holidays and during other holiday periods it is important that care be exercised in the selection of programs for transmission at any time before 7.30pm on all such days.

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

It is imperative that parents feel secure in allowing children to see these programs with supervision, and that family groups of all ages may view them with complete confidence. To ensure that this objective is achieved, it is necessary for the foregoing general standards to be scrupulously observed, and in addition for the following special provisions to be complied with:

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

The following in particular should be avoided:

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

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

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

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

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

13. Children's Programs.—It is desirable that each station which proposes to originate children's programs should provide for these programs to be supervised by a person who is specially qualified for this type of work and who would be directly responsible for the meticulous supervision necessary in the preparation and presentation of all such programs.

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

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

All stories must reflect respect for law and order, adult authority, good morals and clean living. The theme must stress the importance of mutual respect of one man for another, and should emphasize the desirability

of fair play and honorable behavior. Cowardice, malice, deceit, selfishness and disrespect for law must be avoided in the delineation of any character presented in the light of a hero.

In programs in which children appear as artists, particular attention should be directed to avoiding the possibility of encouraging precocity in such children, who may be tempted to "show off" in front of the studio or home audience.

Contests and offers which encourage children to enter strange places and to converse with strangers for any purpose present a definite element of danger to children and should be avoided.

15. It is recommended that there be regular sessions for children designed—

To impart a broader knowledge of the history and potentialities of our country and of current affairs;

To foster an appreciation of such cultural pursuits as music, painting, ballet, the theatre and literature.

To encourage interest and active participation in simple scientific investigations such as botanical, geological and other pursuits; and

By the use of the great examples from the Bible, and from history, biography and literature, to impart a real appreciation of the spiritual values and of the qualities of courage, honour and integrity which are essential to the full development of the individual, and of national greatness.

It is further recommended that programs be designed to cater for children's propensities for sport and for hobbies such as handicrafts and the care of animals.

16. Programs Unsuitable for Adolescents. Certain types of programs, either because of their themes or the method of treatment of the themes, may tend to produce in older children and adolescents a false or distorted view of life.

These programs, which because they deal with certain types of social and domestic problems, some aspects of crime, or other themes which are suitable only for persons of more mature judgment, should not be televised before 8.30 p.m.

FILMS USED IN TELEVISION

17. It is the responsibility of the Commonwealth Film Censorship Board to examine all films imported into Australia.

The classifications to be applied will be as follows:—

- (a) Unrestricted for television. (Symbol 'G');
- (b) Not suitable for children. (Symbol 'A');
- (c) Not to be televised before 8.30pm. (Symbol 'AO');
- (d) Not suitable for television.

Programs classified as "Not suitable for children" ('A') are those which do not comply with the special standards for family and children's programs, and must not be televised during periods to which those standards apply. Programs classified as "Not to be televised before 8.30pm" ('AO') are those to which reference is made in paragraph 16.

TELEVISION OF RELIGIOUS MATTER

18. Section 103 of the Broadcasting and Television Act 1942-1956 provides that—

A licensee shall . . . televise from his station divine worship or other matter of a religious nature during such periods as the Board determines and, if the Board so directs, shall do so without charge.

19. The following principles should be applied in the allocating of time for the televising of religious matter (other than sponsored religious matter):—

Time should be allocated for the televising of matter of a religious nature to the extent of at least one per cent. of the normal weekly hours of service, with a minimum of 30 minutes each week, to be scheduled either as a complete unit occupying the whole time allocated; or as a series of programs on one or more days of the week, with a minimum of 5 minutes for each program;

Station time as allocated shall be provided, free of charge, to the Church or religious body concerned, but reasonable charges may be made to cover costs other than those of a program presented in, and using the normal facilities of, a studio under the control of the licensee.

Time should be allocated among the various Churches and denominations as far as 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.

Religious programs should be presented only by responsible persons or bodies, and should not contain statements ridiculing any form of religious belief.

TELEVISION OF POLITICAL MATTER

20. Sections 116 and 117 of the Broadcasting and Television Act 1942-1956 provide, in relation to commercial television stations, that:—

116.—(2) . . . a licensee shall not . . . televise a dramatisation of any political matter which is then current or was current at any time during the last five preceding years.

(3) If, during an election period, a licensee . . . televises election matter, he shall afford reasonable opportunities for the . . . televising of election matter to all political parties contesting the election, being parties which were represented in either House of the Parliament for which the election is being held at the time of its last meeting before the election period.

(4) . . . a licensee shall not, at any time between the end of an election period and the close of the poll on the day on which the election is held . . . televise election matter.

(5) Nothing in this section requires a licensee to . . . televise any matter free of charge.

(6) In this section—"election" means an election of a member or members of either House of the Parliament of the Commonwealth

or of a State while "election matter" means matter of any of the following kinds, namely:—

● Matter commenting on, or soliciting votes for a candidate at an election;

● Matter commenting on, or advocating support of, a political party to which a candidate at an election belongs;

● Matter commenting on, stating or indicating any of the issues being submitted to the electors at an election or any part of the policy of a candidate at an election or of the political party to which such a candidate belongs; and

● Matter referring to meetings held or to be held in connection with an election.

"Election period" means the period commencing on the day of the issue of the writ or writs for an election and ending at midnight on the Wednesday next preceding the day of the poll.

117.—(1) . . . the licensee concerned . . . shall cause to be announced the true name of every speaker who, either in person or by means of a sound recording device, delivers an address or makes a statement relating to a political subject or current affairs for . . . televising.

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

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

(4) The announcement shall be made after the address or statement if it contains one hundred words or less or before and after the address or statement if it contains more than one hundred words.

(5) . . . the licensee . . . shall keep a record of the name, address and occupation of the author of each such address or statement and shall furnish to the Board any particulars of the record which the Board by notice in writing requires.

PROGRAMS CONTAINING MATTERS OF A MEDICAL NATURE

21. Section 122 of the Broadcasting and Television Act 1942-1956 provides that a licensee shall not televise a talk on a medical subject unless the text of the matter has been approved in writing by the Director-General of Health, or by a medical officer in a State to whom the Director-General has delegated this power, or, on appeal to the Postmaster-General as provided in the Act, by the Postmaster-General. The Director-General of Health has issued notes for the guidance of persons concerned with the preparation of such matter for television purposes. (See pages 264-266 of this section.)

NEWS AND NEWSREEL PROGRAMS

22. A station which undertakes to provide

a news or newsreel service should observe the following principles:—

News should be presented accurately and impartially.

Each news session should be well-balanced and reasonably comprehensive;

Commentary and analysis should be clearly distinguished from news;

Good taste should guide the selection and presentation of news. Morbid, sensational, or alarming details not essential to factual reporting, especially in connection with stories of crime or sex, should be avoided. News should be televised in such a manner as to avoid panic and unnecessary alarm;

Pictorial representation of news should be carefully selected to ensure fairness, and should not be misleading or sensational;

No advertising matter should be offered as news, or included in the contents of a news bulletin or newsreel.

This does not prevent the televising of short advertisements during natural breaks between recognised sections of a news program; but no advertisement in the form of a "story", or which could be mistaken by viewers for a news item, should be accepted.

TELEVISION OF SPORTING EVENTS

23. Section 115 of the Broadcasting and Television Act 1942-1956 provides that:—

The holder of a licence for a commercial television station shall not televise, either directly by means of any recording, film or other material or device or otherwise, the whole or a part of a sporting event or other entertainment held in Australia, after the commencement of this section, in a place to which a charge is made for admission, if the images of the sporting event or other entertainment originate from the use of equipment outside that place.

The following rules should also be observed in relation to the televising of sporting events:—

All State or local laws concerning descriptions of, or the publication of information relating to, sporting events should also be observed;

Information concerning betting or betting odds, including totalisator dividends, in respect of any race meeting (including a trotting meeting) should not be televised prior to the conclusion of the last event on the program of that meeting;

Advertisements soliciting business concerning forecasts of results of sporting events should not be televised. This rule does not prevent the televising of programs containing forecasts and summaries of sporting events.

TRANSMISSION OF TELEPHONE CONVERSATIONS

24. The privacy of telephone conversations is protected by the telephone regulations made under the Post and Telegraph Act 1901-1950, and such conversations, whether on wire or radio circuits or both, may not be included in any television program unless, in special circumstances, permission has been granted by the Board in consultation with the Postmaster-General's Department.

TRANSMISSION OF PERSONAL MESSAGES

25. Messages intended primarily for individual listeners should not normally be included in television programs (see section 112 of the Broadcasting and Television Act 1942-1956). It is, however, permissible to transmit certain messages, under certain conditions, without contravention of the relevant statutes. The Board, in conjunction with the Postmaster-General's Department, has determined those conditions to be as follows:—

Urgent messages to persons whose present whereabouts are unknown, or who are temporarily isolated owing to breakdown of normal communication channels, may be transmitted; provided that such messages are verified and approved by a senior officer of the Police Force, or his deputy;

In extreme emergency, and in the absence of any suitable or approved authorising officer, a station manager may assume responsibility for accepting and transmitting messages of an urgent and essential nature which he considers to be in the public interest. A record of such messages should be retained by the station for at least six months after the date of transmission;

Birthday and cheerio calls may be transmitted only during periods selected by the station for the purpose.

No person, whether employed by a television station or not, should transmit any message containing information of a personal nature relating either to himself or to an individual listener, except within the provisions of the above paragraphs.

26. Programs which are based on the exchange of letters, or include answers to correspondents do not necessarily conflict with the conditions stated above, but such letters or answers as are transmitted should be of general interest, and not limited in their application to any one listener.

USE OF FOREIGN LANGUAGES

27. Because Australia is an English-speaking country, and because it is desirable that those persons who have migrated from other countries be assimilated into Australian life as quickly as possible, the use of foreign languages should be kept to a minimum. The following rules should therefore be observed:—

Programs should be in English, except in the following special circumstances:

Where it is unavoidable to use one or more foreign languages in the course of a program, the matter conveyed in foreign language should be preceded or followed by an adequate translation into English;

Special programs designed for use in schools, or for other educational purposes, may include matter in foreign languages where necessary;

Brief incidental dialogue in dramatised or similar programs may be permitted where development of the program demands the use of a language other than English;

In periods of local emergency, foreign languages appropriate to the occasion may be used where it is considered to be in the interests of a reasonable proportion of viewers of the station concerned;

Programs of a religious nature which are televised on special occasions may be in a foreign language without being followed by a translation;

The use of foreign languages should be avoided in advertisements;

Pictorial matter, scenery, or backcloths containing words in any foreign language should be used only where necessary for establishment of scene or for development of plot.

These rules do not apply to the performance of musical items.

CONTESTS

28. Any contest included in a program or in an advertisement must offer the opportunity for all contestants to win on the basis of ability and skill, and not merely on chance.

29. All rules and conditions of contests, including commencing and closing dates, should be clearly and fully announced at the beginning of the contest, and thereafter adequately summarized on each occasion. The names of winners should be released as soon as possible after the close of the contest. The conditions of all contests must meet the requirements of Federal and State laws.

30. All spoken or visual references to contests, or prizes or gifts offered in connection with contests, which constitute substantial advertisements either for the sponsor of the program containing the contest or for other persons or organisations, should be regarded as part of, and included in, the total time allowances for advertising set out in paragraphs 37-46 of these Standards.

31. Where a contest is included in a program which is recorded in advance of the date of transmission, the closing date for the contest must be fixed so as to provide reasonable opportunity for any person viewing the program to send in an entry to the contest before that date.

In the case of a continuing contest which closes immediately on receipt of the correct answer, the licensee must ensure the immediate notification of the fact to avoid useless expenditure of time and money by viewers in the submission of entries which no longer have any chance of winning.

32. All programs should be designed to attract audiences on their merits. Any program planned to draw audience solely in the hope of individual gain or reward is undesirable.

ADVERTISING

33. Section 100 of the Broadcasting and Television Act 1942-1956 provides that:—

Subject to this Act, a licensee may televise advertisements.

A licensee intending to televise advertisements shall publish particulars of his advertising charges.

A licensee shall not, without reasonable cause, discriminate against any person applying for the use of his advertising service.

A licensee shall comply with such standards as the Board determines in relation to the televising of advertisements.

A licensee shall not televise advertisements on a Sunday except in such manner and in accordance with such conditions as the Board determines.

As television will reach persons with widely varying interests and opinions in the privacy of their homes, it is most important that, in

addition to being honest and truthful, all advertising matter which is televised should comply with the general program standards set out in preceding paragraphs and be generally acceptable for viewing in the home.

Methods suitable for other media may be quite unsuitable for television, and particular attention is invited to the necessity for examining all advertising techniques to ensure that the spirit and purpose of these Standards are fulfilled. The attainment of quality in presentation applies no less to advertising than to all other parts of the program.

34. It is therefore the responsibility of licensees to ensure that the following practices are observed in the preparation and televising of all advertising matter:—

The content, presentation and placement of all advertising matter must comply with the general program standards. Very great care and judgment should be exercised in respect of advertisements to be televised during times when large numbers of children or adolescents may be likely to be viewing.

All advertisements televised during such periods must conform to the principles stated in paragraphs 10, 11, 12, 14 and 16, and must especially avoid taking advantage of the natural credulity and sense of loyalty of children;

Advertising matter should be presented with courtesy and good taste, disturbing or annoying material such as blatant sound effects, persistent repetition, and words and phrases implying emergency should be avoided; every effort should be made to keep the advertisement in harmony with the content and general tone of program in which it appears;

Advertising matter should contain no claims intended to disparage competitors, competing products, or other industries, professions or institutions;

Advertisements on Sundays must comply with the foregoing standards and are also subject to special conditions set out in paragraphs 45 and 46 of these Standards.

Advertisements containing political matter are subject to the provisions of sections 116 and 117 of the Broadcasting and Television Act 1942-1956 (see paragraph 20).

35. In the application of section 100 of the Act licensees should observe the following standards for the acceptability of advertising matter and the sponsoring of programs:—

All advertising matter must comply with the laws of the Commonwealth and the States relating thereto;

A licensee should refuse the facilities of his station where he has good reason to doubt the integrity of the advertiser, the truth of the advertising representations, or the compliance of the advertiser with the spirit and purpose of all legal requirements that apply to the advertiser;

A licensee may refuse to permit the use of advertising matter, or the advertising of products and services, which he has good reason to believe would be objectionable to a substantial and responsible section of the community.

The advertising of alcoholic liquor calls for particular care. It should be directed only to the adult audience, and no children or adolescents should be allowed to participate in the presentation of these advertisements. Liquor should not be advertised in proximity to children's sessions, or at other times when the television audience may be expected to include a large proportion of young people.

Such advertisements should not be televised between 5pm and 7.30pm, Monday to Saturday inclusive, nor at any time on Sunday. Licensees should ensure that all liquor advertising, and especially that associated with sporting events (when large numbers of adolescents may be

viewing) is presented in good taste and with restraint;

Because some products (especially those of a personal nature) are unsuitable for inclusion in programs which may be viewed in the family circle, great discretion and care should be applied in the acceptance and presentation of advertisements of such products. Products which are generally regarded as unsuitable for conversation in mixed groups should not be advertised;

Advertisements relating to betting or gambling are subject to the provisions of the laws of the State in which the advertisement is to be televised. Such advertisements should not be televised in proximity to children's sessions, at times when the audience may be expected to include a large proportion of young people, between 5pm and 7.30pm, Monday to Saturday, or at any time on Sunday; and when transmitted at other times should be presented in good taste and with restraint.

Advertisements soliciting business concerning forecasts of results of sporting events should not be televised;

Advertisements for fortune-telling or similar superstitious or pseudo-scientific practices should not be accepted;

The advertising of firearms and associated equipment should be treated with discretion and all such advertisement should make reference to the legal conditions under which firearms may be acquired or owned;

Advertising by institutions or enterprises which, in offering courses of instruction, make exaggerated claims for the opportunities awaiting those who enrol for their courses should be avoided;

Advertisements for moneylenders should be avoided; and advertisements for any form of speculative finance should be closely examined before acceptance to ensure the bona fides of the advertiser and that his advertisement and business comply in all particulars with the law.

ADVERTISING TIME STANDARDS

36. For the purpose of calculating the time occupied by advertising matter, this expression includes:—

All advertisements for goods and services whether by means of words or of visual presentation or both, and whether in the form of direct announcements, slogans, descriptions or otherwise, as well as any identifiable reference in the course of the program to any goods or services, whether of the advertiser or not; and

All visual and sound effects (including music) associated with such advertisements.

WEEK-DAY ADVERTISING

37. The following time standards apply to the televising of advertising matter by a commercial television station on any day except Sundays, Christmas Day, and Good Friday.

38. In programs which are sponsored either by one advertiser or by several advertisers jointly, the time devoted to advertising matter should not exceed the following periods:—

In programs exceeding 15 minutes in duration, a period calculated at the rate of one and a half minutes in each 15 minutes of program, or part thereof;

In programs not exceeding 15 minutes in duration, the following periods:—

In a 5 minute program, 1 minute.

In a 10 minute program, 1½ minutes.

In a 15 minute program, 2 minutes.

39. In each sponsored program the periods available for advertising, as set out in the preceding sub-paragraphs, may be used either for a single advertising announcement occupying the full period, or for several shorter advertisements, at the discretion of the licensee.

40. A period equal to 30 seconds in each 30 minutes of program transmission time should be reserved for station identification and items of national interest or importance; under normal conditions not more than one minute should be so occupied at any one time.

If not required for items of national interest or importance these periods may be used for spot advertisements subject to the provisions of paragraph 42.

41. Spot advertisements may be included in "announcement programs", which are designed to contain individual advertisements, at the rate of one minute of advertising matter in each period of five minutes. Such advertisements should be so spaced that no period of consecutive advertising exceeds two minutes. Spot advertisements may be of any duration up to two minutes.

42. Programs should be so arranged that no more than three advertisements occur consecutively, either within a single program unit, or at the break between two programs. (For the purposes of this paragraph the brief announcement or visual presentation of a sponsor's name and business at the beginning or end of a program is not regarded as an advertisement).

43. Backgrounds, scenery, or properties which show the sponsor's name, or his product, or the name of his product, or his trade mark or slogan, should be used only incidentally. They should not obtrude on program interest or entertainment. "On Camera" shots of this nature should be brief and not too frequent, having regard to the need for maintaining a proper program balance.

44. Paragraphs 38, 41 and 42 do not apply to programs which take the form of a shopping guide, market information, or similar material and so provide a special service to viewers in which advertisements provide an informative and integral part of the program content; but—

Such programs should not be televised between 7.30pm and 9pm;

The time occupied by any such program should not exceed 30 minutes at any one time; The time occupied by an advertisement for any article should not exceed two minutes;

An interval of at least one hour should separate each such program;

Not more than three hours should be occupied by such programs in any period of seven days.

SUNDAY ADVERTISING

45. In addition to the general provisions of these Standards the following special provisions apply to the televising of advertisements on Sundays:—

(a) In the application of this paragraph, the expression "advertising matter" does not include a brief announcement or visual presenta-

tion of a sponsor's name and business at the beginning and end of sponsored programs;

(b) Advertising matter in sponsored programs shall be calculated at the rate of, and may not exceed in the aggregate, one minute in each ten minutes of sponsored program time; but no advertisement shall exceed three minutes in length, and the number of advertisements shall not exceed two in any period of 15 minutes;

(c) The total time occupied by spot advertisements shall not exceed six minutes in any period of one hour, and the time occupied by such advertisements shall not exceed two minutes in any period of 15 minutes;

(d) The interval between advertisements, whether within the framework of one program or in adjacent programs or periods shall not be less than three minutes;

(e) The price of any article or service shall not be mentioned more than once in each advertisement relating to that article or service;

(f) No advertisements relating to alcoholic liquor shall be televised;

(g) Sub-paragraphs (c) and (d) do not apply to a session containing a group of advertisements in the form of a shopping guide. Such programs may be televised in conformity with the principles specified in paragraph 44.

46. Special care should be taken to ensure that advertisements are presented in good taste and with discretion. Sensational presentation and prolonged emphasis on the goods or services advertised should be avoided.

Advertisements relating to medicines and medical or toilet preparations should be kept strictly within the bounds of good taste, and demonstrations of goods and services relating

ADVERTISING ON CHRISTMAS DAY AND GOOD FRIDAY

47. If advertisements are televised on Christmas Day or Good Friday they should be selected and presented with discretion and in a manner suitable to the occasion. No advertisements should be televised before 6pm and thereafter the standards for advertising on Sundays should not be exceeded.

MEDICINE ADVERTISEMENTS

48. Section 100 of the Broadcasting and Television Act 1942-1956 provides that a licensee shall not televise an advertisement relating to medicine unless the text of the proposed advertisement has been approved by the Director-General of Health or by a medical officer in a State to whom the Director-General has delegated this power. Any person may appeal to the Postmaster-General from any decision of the Director-General of Health or of his duly authorized delegates.

49. The Director-General of Health has issued notes for the guidance of licensees and advertisers on this subject.

**BROADCASTING CONTROL BOARD'S
BROADCASTING AND TELEVISION PROGRAM STANDARDS**

MEDICAL ADVERTISING

Notes issued by the Commonwealth Director-General of Health for guidance on the preparation of medical advertisements or talks on medical subjects for broadcasting and television purposes.

THE control of advertising matters and talks on medical subjects is provided for in the following sections of the Broadcasting and Television Act 1942-1956:—

Section 100.—(1) Subject to this Act, a licensee may broadcast or televise advertisements.

(6) A licensee shall not broadcast or televise an advertisement relating to a medicine unless the text of the proposed advertisement has been approved by the Director-General of Health, or, on appeal to the Minister under this section, by the Minister.

(7) The Director-General of Health may delegate to a medical officer of a State his power under this section to approve the text of an advertisement.

(8) Any such delegation is revocable in writing at will and does not prevent the exercise of a power by the Director-General of Health.

(9) A person may appeal to the Minister from any decision of the Director-General of Health or of a delegate of the Director-General of Health under this section.

Section 121.—(1) Except as prescribed, a person shall not broadcast or televise a talk on a medical subject unless the text thereof has been approved by the Director-General of Health, or, on appeal to the Minister under this section, by the Minister.

(4) Any person may appeal to the Minister from any refusal of the Director-General of Health or a delegate of the Director-General of Health to approve of the text of a talk on a medical subject.

It should be noted that the Act does not indicate any standards upon which the Director-General of Health is to give or withhold his approval. The Act leaves the decision to the absolute discretion of the Director-General.

Experience has shown that considerable difficulties will be avoided by the publication of a guide 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 General 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 nor 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 repellantly any bodily functions or matters which are generally not considered acceptable topics of conversation in mixed social groups.

For example, and without limiting the scope, the use of the following words or expressions will not be permitted:

Bad breath, bladder disorders, bowels, diarrhoea, excreta, flushing the kidneys, festers, scabs, intestines, piles, urine, body odour, sour stomach.

Advertisements relating to contraceptives will not be permitted.

10. No advertisement should contain any intimation that—

(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 preparation which contains drugs in dangerous quantities, or which contains any drug which by the law of any State in Australia is obtainable only on a doctor's prescription.

13. An advertisement should not contain any guarantee of "money back".

14. No advertisement should contain any matter which could be regarded as claiming that any course of treatment or proprietary medicine is efficacious for the prevention or cure of a serious disease which properly should be under the care of a medical man, and, in particular, no person should advertise or offer for sale to the public any course of treatment or proprietary medicine which is directly or by implication held out as being effective:

(a) For the treatment of diseases of the kidneys, cancer, tuberculosis, diabetes, epilepsy, fits, locomotor ataxia, lupus, paralysis, hernia or rupture, gastric ulcer, varicose veins, gallstones, high or low blood pressure or diseased arteries, apoplexy or "stroke";

(b) For the cure of amenorrhoea, blindness, or any structural or organic ailment of the auditory system;

(c) For developing the bust or raising the height;

(d) For removing sexual weakness or impotence or increasing virility or reproductive power;

For procuring miscarriage or abortion; For the treatment of conditions or habits associated with sexual excess or indulgence or of any ailment associated with those habits.

15. In the case of any preparation stated to contain vitamins, the advertiser may be requested to furnish information as to the name of each vitamin present in the preparation and the quantity (expressed in international units or milligrammes) of each vitamin in a stated quantity of the preparation.

16. Reference to alcohol as a medicine will not be permitted either by direct advertisement or by implication.

17. No derogatory reference whether spoken or visual will be allowed for advertising purposes to any physical or mental affliction or deformity. Any reference to such infirmities must avoid bringing ridicule or offence to the sufferers or their families.

18. Advertising material should contain no claims intended to disparage competitors, competing products or other industries, professions or institutions.

19. Actual methods of treatment shall not be depicted as part of an advertisement relating to any course of treatment or proprietary medicine.

20. The appearance of a patient receiving treatment, or under the influence of a drug or hypnotism will not be approved for advertising purposes.

21. The appearance of a patient implying or testifying to cure of any condition will not be approved.

**(C) TRUTH IN RELATION TO
MEDICAL ADVERTISING**

22. The word "cure" or any visual implication that the proprietary medicine will

definitely cure the condition described, will very rarely be justified. The use of this word and such pictorial matter will be critically examined.

23. Advertisements should not contain—
 (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—

(a) "All skin rashes and blotches, not over-looking rheumatism, neuritis and other similar functional disorders. All these complaints are the direct result of improper eating of foods and the improper combination of foods".

(b) "If your body has the right food, and digests that food properly, then you will be perfectly healthy".

24. Statements should not be used in respect of any preparation that is "the best", "the most successful", "safest", "quickest", or containing any similar use of superlative adjectives involving comparison with other remedies, or departures from strict truth.

Examples of expressions which should not be used are—

"The only preparation" which will achieve a certain result; "A certain" or "unfailing" remedy for any particular purpose; "Nature's own remedy"; "Australia's national remedy"; "One dose will immediately . . ."; "Never fails"; "You can always depend on . . .";

"Used by more persons than any other preparation of its kind"; "There's nothing better than . . ."; "There's nothing like . . ."; "The ideal remedy". One particular form of advertising should not be used. This form attempts to convey the impression that the preparation is a secret held by the manufacturers as a result of years of devoted and persistent research on the part of eminent scientists who are at last able to present the nation with wonderful results.

An alternative method of conveying the same ideas and equally to be avoided is that the formula is one that is "centuries old", "was known to the ancients"—and it is occasionally suggested that it has been lost for centuries and only just now rediscovered.

Variants of this kind of advertising are—
 ". . . is a new scientific preparation perfected by over 50 years' scientific research";
 ". . . men of science have for years searched for . . . At last they have found it".

". . . unique formula adopted after years of research by highly skilled chemists";
 ". . . originated in a centuries-old oriental formula".

25. Certain words, such as "vitality", which are capable of an interpretation possibly not intended by the advertiser should not be used.

26. There shall be no implication that the announcer is a doctor or dentist nor shall the background or set imply in any way that the announcement is being made from the professional rooms of a doctor or dentist or from a hospital.

MEDICAL ADVERTISING

ADMINISTRATIVE ARRANGEMENTS FOR GUIDANCE OF ADVERTISERS AND BROADCASTERS

A: BROADCASTING

(i) All approvals for broadcasting scripts will be for a definite period only. The period will be indicated by the Director-General of Health 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 manner that allows the relationship of the visual and sound contents one to the other to be clearly understood.

A large proportion of television advertising will be by "stills" or by films.

For "stills", approval may be sought when the preliminary sketches have been drawn or when the slides or art work are complete.

For films being manufactured in Australia, in view of the preparation necessary and the cost involved, it is suggested that the advertisers might consult the Director-General at the commencement, when little expenditure has been incurred but when the treatment has been decided on and at one or both of the following intermediate stages in the preparation of material if required:—

(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 this authority under the Act.

Australian Federation of Commercial Broadcasting Stations

Rules for Accreditation of Advertising Service Agencies.

(Amended October, 1959)

1. For the purpose of these rules—

(a) "Federation" means Australian Federation of Commercial Broadcasting Stations.

(b) "Management committee" means the management committee of the Australian Federation of Commercial Broadcasting Stations.

(c) "Secretary" means the secretary of the Australian Federation of Commercial Broadcasting Stations.

(d) An "agency" is for the purpose of these rules an advertising service agency which has applied for or has obtained accreditation from the management committee.

(e) A "member" of the Australian Association of Advertising Agencies means a member of any of the bodies affiliated with that Association.

(f) "Station" means a commercial broadcasting station.

2. For the purpose of these rules full powers on behalf of the Federation to issue, withhold and cancel accreditation certificates are vested in the management committee.

3. All applications for accreditation or renewal of accreditation shall be made to the secretary on the form prescribed in the schedule hereto accompanied by a fee of £5 5s, and agencies seeking renewal shall make application not later than the 31st October of each year. Such applications shall be supported by whatever evidence may be required by the management committee that the applicant maintains a properly equipped office, has the necessary financial standing and ability to carry out the undertakings involved in the granting of accreditation under these rules and in respect of an agency established after the 1st January, 1938, is independent of any financial control by or arrangement with any advertiser or station whereby the latter obtains any interest in the commissions paid to the applicant.

4. Applications for accreditations shall be made individually by agencies whether trading as individuals, partners or incorporated companies. In the case of partnerships the application must be signed by all of the partners, and in the case of corporations the application must be signed in conformity with the company's articles of association.

5. (a) The period of accreditation shall be as determined by the management subject to no accreditations exceeding 12 months from the first day of January in each year.

(b) All accreditations in force on the 31st December of each year shall terminate on that date.

6. A certificate shall be issued by the secretary to the agency accredited.

7. The management committee shall consult with the Australian Association of Advertising Agencies upon all matters affecting the interest of their members under these rules.

8. Before dis-accreditation, any agency, in the event of a direct infringement of these rules, has the right to state its case to the management committee.

9. Accreditation may be withdrawn or withheld by the management committee in the case of an agency:—

(a) any principal of which is a salaried employee of an advertiser or

(b) which was created for and is dependent on the advertising and publicity activities of any particular firm or individual.

10. Every accredited agency shall keep the usual books of account, and punctually post up the same so as to be a complete record of all his transactions and affairs, and of all monies paid and received in the course of his business, and shall keep the said books on the premises and permit at all times the Federation, its auditors, servants or agents authorised thereto in writing to examine and report on the said books, and to inspect all contracts and other documents of the accredited agent, and the accredited agency shall at all times furnish all such information as the Federation or the said auditors, servants or agents may require for the purpose of verifying the same or otherwise.

11. No agency shall offer to any advertiser or seek from any station an advantage or concession in its rates, station time or other advantage not included in the station's schedule of rates and conditions upon which advertising agencies are authorised to quote.

12. Stations shall pay accredited agencies commission on air time and features at the ruling rates fixed from time to time by the Federation. Not less than two months notice shall be given to the accredited agencies of any variation in the rate of commission. In the event of any variation of commission rates or any variation in advertising rates, such variation shall not apply to existing orders or to bona fide quotations already made by an agency to an overseas client; this arrangement to be subject to the production of evidence satisfactory to the station concerned.

13. Only such agencies as are accredited in

accordance with these Rules shall be eligible or entitled to receive commission.

14. Full commission allowed by the stations shall be retained by the agency and shall not be shared with or rebated to any person, firm or company directly or indirectly and shall be apart from any service fees that may be charged by the agency to the client.

15. The agency shall accept full responsibility for the payment of its clients' accounts in respect of all orders placed by the agency, or on which commission is paid or payable in accordance with the standard terms and conditions of the form of advertising contract issued by the Federation and in addition will be liable jointly and severally with the advertiser in respect of all other moneys that may become payable by the advertiser to the station in accordance with the said standard terms and conditions.

16. No commission shall be payable or deducted by an agency unless payment of accounts is received by the station within forty-five (45) days of the end of the month following broadcast.

17. In the case of a transfer of an advertising account from one agency to another during the currency of an order, both agencies shall inform the station or stations in writing of the transfer, and the fulfilment of all obligations of the order shall rest with the agency to whom the contract has been transferred, and all monies payable under the order for which the transferring agency is or could thereafter become liable to the station or stations shall be payable by the agency to whom the contract has been transferred without, however, releasing the transferring agency from its liability to the station or stations under the terms of the contract.

18. No commission shall be payable on landlines and other out-of-pocket expenses.

19. An agency shall not sub-let station time of its principal in any form nor shall time be made the subject of a rebate of goods, indirectly or otherwise.

20. (a) Application for the issuing of a commissionable master order shall be made to the secretary.

(b) For the purpose of these rules a commissionable master order shall be deemed to be one in respect of which:—

(i) The advertising principal is the registered proprietor of two or more brands being advertised; or

(ii) The advertising principal whilst not the registered proprietor supplies satisfactory evidence that the products or

brands being advertised have a common ownership; or

(iii) The advertising principal certifies in writing that he holds directly or indirectly shares to which are attached more than half the voting power in the company or holds directly or indirectly a controlling interest in firms owning the brands of which advertising is being placed; or

(iv) The advertising principal is the registered proprietor of Australian rights to the brands to be advertised, and controls the manufacture within the Commonwealth of Australia and is able to furnish satisfactory evidence that he is defraying entirely the cost of the advertising; and

(v) The agent giving the order for advertising discloses the principal for whom the advertising is being carried out and the names of the other agents carrying out such advertising at the same time specifying the products or brands for which each agent is carrying out the advertising.

(c) Several agencies may operate under a master order but the master order must be signed by one agency which shall be responsible for all rate adjustments. Authority for any other agent to operate under a master order must be issued in writing by the agent signing such order but such other agent shall be responsible for any payment in respect to orders placed by his agency pursuant to such authority.

(d) Authority to operate under a master order may be issued by an accredited agent only to another accredited agent and notification of the appointment or revocation of such appointment must be promptly made to the secretary.

(e) The granting, withholding or cancelling of a master order is vested in the management committee.

21. The agency shall conform strictly to the Federation's Standards of Broadcasting Practice and to the standards laid down from time to time by the Australian Broadcasting Control Board, and the individual station's conditions respecting:

- (a) Program standards
- (b) Policy
- (c) Receipt of copy
- (d) Amount of wordage

and shall ensure that all advertising submitted is clean, honest and truthful advertising.

22. Should an agency retire from business as an agency, its right of accreditation shall forthwith lapse but it shall be responsible for all obligations under current contracts with stations.

23. In the event of an agency reconstructing its business or effecting any changes in its proprietary, the secretary shall immediately be advised and its accreditation shall be subject to review by the management committee in the light of the information tendered, and unless continuance be approved, shall lapse and a fresh application for accreditation shall be necessary.

24. The management committee shall be the sole arbiter upon the interpretation of these rules and regulations, and any question or questions arising from or not covered by them, and its decisions shall be final, but neither the management committee nor any member thereof shall be liable to be sued by reason or in respect thereof.

25. All orders shall be deemed to include the terms and conditions prescribed by the Federation, providing any variation thereof may, at the option of either party, be subject to the approval of the Federation prior to acceptance of the order. Such conditions shall operate irrespective of whether or not an order is issued on the official order form of the agency, and such conditions shall supersede anything to the contrary which may appear on the order issued by the agency.

26. An agency may require from any station a declaration certifying that announcements scheduled have been duly made in terms of the order on the Standard Broadcast Advisory Reports.

27. An agency shall not undertake to represent exclusively any station or group of stations.

28. Nothing in these rules shall impair the right of a station of direct access to the advertiser on all questions affecting the latter's business with the station.

29. Subject to observance in all respects of the foregoing rules, the rate of commission to be paid by stations to agencies shall be:

(i) 7½pc of the amount of station time involved if the agency negotiates and signs the contract but does not prepare the copy and service the account.

(ii) 12½pc of the amount of station time involved if the agency negotiates and signs the contract, prepares the copy and services the account.

(iii) 12½pc of the value of the features purchased from a station on behalf of a client but which excludes landlines, prize money, or other out of pocket expenses.

Late Listings

RADIO STATIONS

DARWIN BROADCASTERS PTY LTD (granted the licence to operate a commercial broadcasting service in Darwin, Northern Territory).

Directors (at publication): Eric White (Eric White & Associates), chairman; J. T. Taylor (Barnes Chapman Co); James Bowditch (mng dir, Northern Territory News); R. Ward (Darwin solicitor).

Northern Territory News and Stuart Breweries Pty Ltd, of Darwin, are shareholders, while 49pc of stock will ultimately be made available to the public.

At publication, no other details of the company were available.

ADVERTISING AGENCIES

(Pages 195-227)

SCOPE AGENCY PTY LTD, THE, Suite 13, 150 Phillip St, Sydney. Phone BW2983.

Directors: Peter Lichtenstein, Brian Nebenzahl (joint mng dirs).

Executive: Ray Madden (advgtg mngr).

Accreditation: AFCBS.

Main Radio-TV clients: Tivoli Circuit, Rudas Theatrical Organisation (Oriental Cavalcade), John Neary Pty Ltd, J. N. Caldwell Pty Ltd (Holden cars), R. S. Upton (Standard cars).

JOHNSTON JONES, JACKSON WAIN PTY LIMITED (merging the interests in Brisbane of Johnston Jones Advertising Pty Ltd and Jackson Wain & Co Pty Ltd), 380 Upper Roma St, Brisbane. Phone B2978.

Directors: R. L. Ellacott, R. S. Adams, D. N. Ross, J. W. Jackson, H. M. Wain.

(See also Johnston Jones Advertising entry, page 220.)

TV PRODUCTION UNITS

(Pages 151-169)

GRIMSDALE BUSHELLE & ASSOCIATES PTY LTD, 149 Castlereagh St, Sydney. Phone BU8955.

Directors: Gordon Grimsdale, John Bushelle.

Handles all types of radio-TV commercials production, filming of documentaries and instructional films, and specialises in consultation on TV advertising problems, supplying ideas, original scripts and storyboards.

Clients include Edgells, AWA, Whitmont, Don Furniture, Johnson & Johnson, Tuckers Whisky, Kirrabel Margarine, Rural Bank, Bird's Eye Frozen Foods, Waltham Watches.

MALCOLM-GURR ASSOCIATES. Studios, Ebley St, Bondi Junction. Phone FW1115.

Principals: Tom Gurr, George D. Malcolm.

Company was formed by Teleradio Productions (Aust.) Pty Ltd and George D. Malcolm to specialise in production of TV commercials and documentary films, and is operating in conjunction with Southern International Studios, using its studios and facilities.

RECORD COMPANIES

(Pages 127-132)

REX RECORDS PTY LIMITED, 223-229 Harris St, Pyrmont, Sydney. Phone MW4021. Label: Rex.

Through an agreement, Festival Records is empowered to act in every regard for the company, from selection of music and artists to distribution and merchandising of the records.

For interstate representation, see Festival entry, page 129.

OVERSEAS RADIO-TV REPRESENTATIVES

CBS FILMS (TV film production division of Columbia Broadcasting System, USA), North Shore Medical Centre, St Leonards, Sydney.

William G. Wells, in charge of the Sydney office.

Corrigenda

Memoranda

Memoranda

384 N2
50990
BRO.

2GB "sells" through Promotions

For example . .

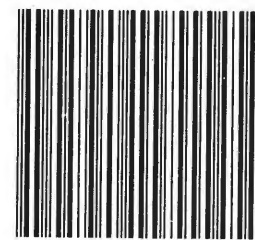
The biggest Speedboat Carnival ever held in Australia. Conducted by the St. George Motorboat Club and the 2GB-Macquarie Racing and Sporting Service. Sponsored by Swallow's Biscuits. ➔



An all time record crowd of 30,000 attended Sydney's Taronga Park Zoo when Eric Baume was locked in a cage outside King Kong's cage. Sir Edward Hallstrom, well-known philanthropist, agreed to pay the Cancer Council £300 as a tribute to Baume. ➔



⬅ A £6,000 broadcasting Studio on wheels . . . 2GB's latest aide for "on the spot" promotions and special events coverage. Fully equipped with turntables, record library and tape machines, the Mobile Studio can land-line programmes for broadcast over 2GB.



3 1508 00410959 6

If it's "big" you need 2GB

Sydney: 136 Phillip Street. Phone B 0360.
Melbourne: 382 Latrobe Street. Phone FJ 3671.