macquarie measures its markets in millions

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

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

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

What does this add up to?

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

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

MBS MACQUARIE BROADCASTING SERVICE

SYDNEY: 136 Phillip Street. Tel.: B 0360.
MELBOURNE: 382 La trobe Street. Tel.: FJ 3671.

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

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

MAURICE CHAPMAN & CO. PTY. LTD.
31 Macquarie Place, Sydney. BU 6401
Accidents will happen

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

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

FULL RANGE MEETS ANY REQUIREMENTS.
Call Grace Gibson at BW4661, Sydney re new radio & TV shows.
The Broadcasting and Television Year Book

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


Managing Director: Eric Solomon
Editor: Leonard Blanket
Advertising manager: Alan Hill
Assistant: Donald Frost
Production manager: Cecily Perkins

(Copies, Australia, 37/6. Foreign, 42/6)
“THIS IS THE SPOT FOR A VILLAGE”

Melbourne’s founder was right — and 3DB-LK is the station for spot advertising (and top sponsored shows, too!)
We will be happy to help you tap this lush market of nearly two million people.

HEAD OFFICE:
36 FLINDERS ST.,
MELBOURNE.
Sales Manager:
DARYL BREWIN,
Phone MF5451

SYDNEY REP.:
I. N. PHILLIPS,
29 BLIGHT ST.,
SYDNEY.
Phone BO329
It gives me considerable pleasure to write a foreword to this new Broadcasting and Television Year Book.

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

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

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

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

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

I congratulate Greater Publications Pty. Ltd. and the editors of this Year Book on their enterprise and diligence in producing an outstanding publication.
If Central N.S.W. is your target, you MUST think 2GZ, Orange

When you buy time on GZ, you are in direct contact with nearly 193,000 people (1 M.V. area)—people living in a pastoral-rich area, who spend £50 million annually in retail stores.

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

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

Sydney office: Country Broadcasting Services Ltd., Hosking House, Hosking Place.
Melbourne office: Hugh Anderson, Exhibition St. MF3674.
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Each station's own journalists and district correspondents within a 100 mile radius cover all local news happenings. People don't hear news on these stations by accident — each station employs qualified professional journalists to do a thorough job of local news gathering and editing around the clock — the local news is broadcast on regular daily schedules. People listen to the news by preference. That's why Advertisers, too, prefer news sponsorship and preferred news spots. They know that a good commercial message in a solid news programme reaches a mature attentive and able-to-buy audience.

Be In The News—Contact us for details and availability.
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<td>Crawford, Hector, Productions Pty. Ltd.</td>
<td>103, 138</td>
<td></td>
</tr>
<tr>
<td>Deeco Constructions Pty. Ltd.</td>
<td>120</td>
<td></td>
</tr>
<tr>
<td>Ellison, H.H., &amp; Co. Pty. Ltd.</td>
<td>154</td>
<td></td>
</tr>
<tr>
<td>Famous Theatre Ads</td>
<td>133</td>
<td></td>
</tr>
<tr>
<td>Festival Records Pty. Ltd.</td>
<td>112</td>
<td></td>
</tr>
<tr>
<td>Fidelity Radio Pty. Ltd.</td>
<td>101</td>
<td></td>
</tr>
<tr>
<td>Film Weekly, The</td>
<td>167</td>
<td></td>
</tr>
<tr>
<td>Gibson, Grace, Radio &amp; TV Productions Pty. Ltd.</td>
<td>4</td>
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</tr>
<tr>
<td>Halliday (TV) Productions</td>
<td>136</td>
<td></td>
</tr>
<tr>
<td>Hamilton &amp; Baker</td>
<td>148</td>
<td></td>
</tr>
<tr>
<td>Hanimer Pty. Ltd.</td>
<td>276</td>
<td></td>
</tr>
<tr>
<td>Harris, F.A., Engraving Co. Pty. Ltd.</td>
<td>166</td>
<td></td>
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<tr>
<td>Hawkins Advertising Pty. Ltd.</td>
<td>160</td>
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</tr>
<tr>
<td>Herald-Sun Television Pty. Ltd.</td>
<td>125</td>
<td></td>
</tr>
<tr>
<td>Herschell Films Pty. Ltd.</td>
<td>139</td>
<td></td>
</tr>
<tr>
<td>Horton, J. Sydney</td>
<td>159</td>
<td></td>
</tr>
<tr>
<td>International Television Services Pty. Ltd.</td>
<td>128</td>
<td></td>
</tr>
<tr>
<td>Kinelab Pty. Ltd.</td>
<td>153</td>
<td></td>
</tr>
<tr>
<td>Kodak (Australasia) Pty. Ltd.</td>
<td>2, 151</td>
<td></td>
</tr>
<tr>
<td>Kimmel, David, Film &amp; Television Productions</td>
<td>133</td>
<td></td>
</tr>
<tr>
<td>Litchfield Television Pty. Ltd.</td>
<td>136</td>
<td></td>
</tr>
<tr>
<td>Macquarie Broadcasting Service Pty. Ltd.</td>
<td>Inside front cover</td>
<td></td>
</tr>
<tr>
<td>Major, The, Broadcasting Network</td>
<td>88</td>
<td></td>
</tr>
<tr>
<td>Maspro Industries Pty. Ltd.</td>
<td>144</td>
<td></td>
</tr>
<tr>
<td>Owen Brothers Animated Films Pty. Ltd.</td>
<td>141</td>
<td></td>
</tr>
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</table>
**Radio Ceylon**

**Radio Stations:**
- 2AY, 2GF, 2GN
- 2BS, 2DU
- 2GE
- 2GZ
- 2HD
- 2KO
- 2KY
- 2LM
- 2MW
- 2SM
- 2SR
- 2UW
- 2WG, 2JQN
- 3AW
- 3BO
- 3CV
- 3DB, 3LK
- 3HA, 3NE, 3SH, 3TR
- 3KZ
- 3SR, 3YB, 3UL
- 3XY
- 4AY
- 4BG, 4GB, 4GR, 4RO, 4MB
- 4BN
- 4CA, 4TO, 4WK
- 4CO
- 4MK
- 5AR, 5FY, 5MU, 5SE
- 5KA, 5AU, 5RM
- 6IX, 6WB, 6MO, 6BY
- 6PM, 6AM, 6MG, 6GL
- 7HD
- 7LA

*Service Stereos Pty. Co.*

*Sixteen Millimetre Australia Pty. Ltd.*

*Standard Telephones & Cables Pty. Ltd.*

*Supreme Sound Studios*

*Television Engineering Pty. Ltd.*

*Trans-Australia Television Pty. Ltd.*

*Victorian Broadcasting Network*

*Victorian Country Broadcasters Publicity Committee*

*Visaton Television Pty. Ltd.*

*W & G Record Processing Co. Pty. Ltd.*

*Whitford Broadcasting Network*

*Whitfords Theatre Ads Pty. Ltd.*
Statistics

- Advertising & market facts
- Radio facts
- Television facts
ESTIMATED population of Australian States and Territories at June 30, 1957.

NSW, 3,622,906; VICTORIA, 2,673,498; QUEENSLAND, 1,396,740; SOUTH AUSTRALIA, 873,172; WESTERN AUSTRALIA, 497,882; TASMANIA, 327,895; NORTHERN TERRITORY, 19,170; ACT, 37,865.

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

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

SYDNEY, 1,935,880 (or 54.5% of total population of State); MELBOURNE, 1,595,300 (62.6% as at December 31, 1955); BRISBANE, 1,277,500 (38.6%); ADELAIDE, 514,000 (60.6%); PERTH, 269,000 (31.1%); DARWIN, 8,850 (6.4%); CANBERRA, 32,440 (1.4%). Total population, capital cities, 5,082,510 (54.2% of total pop.).

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

NEW SOUTH WALES (at June 30, 1957): Newcastle Urban area, 186,570 (statistical division, Hunter & Manning-Central Coast); Municipality of Cessnock, 42,330; Wollongong Greater, 104,710 (South Coast); Broken Hill, 33,320 (Western); Blue Mountains, 23,390 (Central Tableland); Maitland, 22,930 (Hunter & Manning-Central Coast); Wagga Wagga, 20,400 (5th Western Slope); Goulburn, 20,560 (Central Tableland); Orange, 19,930 (Central Tableland); Moruya, 20,290 (Central Tableland); Tamworth, 19,300 (Northern); Dubbo, 17,500 (Western); Goulburn, 19,000 (Southern); Orange, 18,930 (Central Tableland); Penrith, 20,820 (Cumberland); Lithgow, 18,040 (North Coast); Albury, 17,950 (5th Western Slope); Lithgow, 15,000 (Central Tableland); Tamworth, 14,480 (Central Slope); Doby, 12,890 (Central Western Slope).

VICTORIA (at December 31, 1956): Geelong, 81,440 (statistical division, Central); Ballarat, 50,700 (Western); Bendigo, 39,940 (Northern); Mildura, 11,640 (Mallee); Warrnambool, 13,300 (Western); Shapton, 11,930 (Northern); Wanganella, 11,610 (North Eastern).

QUEENSLAND (at June 30, 1956): Townsville, 45,000 (statistical division, Central); Townsville, 42,200 (Townsville); Cairns, 40,860 (Moreton); Townsville, 42,200 (Central); Bundaberg, 36,800 (Moreton); South Coast, 22,000 (Moreton); Maryborough, 18,500 (Moreton); Bundaberg, 20,800 (Moreton); Maryborough, 15,180 (Moreton).

SOUTH AUSTRALIA: Port Pirie, 14,233 (statistical division, Lower Northern); Mt. Gambier, 10,331 (Northern). WESTERN AUSTRALIA (at June 30, 1956): Fremantle, 52,093 (statistical division, Swan); Kalgoorlie, 34,890 (Eastern Goldfield).

TASMANIA: Launceston, 49,403 (Launceston); Devonport, 15,977 (North Eastern).

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

<table>
<thead>
<tr>
<th>Area</th>
<th>1954 (June) thousand</th>
<th>pc of total</th>
<th>1956 (June) thousand</th>
<th>pc of total</th>
<th>pc increase 1956 over 1954</th>
</tr>
</thead>
<tbody>
<tr>
<td>Queensland</td>
<td>1,318</td>
<td></td>
<td>1,318</td>
<td></td>
<td>14.7</td>
</tr>
<tr>
<td>NSW</td>
<td>3,424</td>
<td>38.1</td>
<td>3,533</td>
<td>37.7</td>
<td>plus 3.8</td>
</tr>
<tr>
<td>Victoria</td>
<td>2,652</td>
<td>27.2</td>
<td>2,666</td>
<td>27.4</td>
<td>plus 0.2</td>
</tr>
<tr>
<td>Tasmania</td>
<td>309</td>
<td>3.6</td>
<td>320</td>
<td>3.4</td>
<td>plus 6.3</td>
</tr>
<tr>
<td>Sth Australia</td>
<td>797</td>
<td>9.0</td>
<td>849</td>
<td>9.0</td>
<td>plus 6.5</td>
</tr>
<tr>
<td>W. Australia</td>
<td>640</td>
<td>7.1</td>
<td>677</td>
<td>7.2</td>
<td>plus 5.8</td>
</tr>
<tr>
<td>N. Territory</td>
<td>16.6</td>
<td>0.2</td>
<td>18.3</td>
<td>0.2</td>
<td>plus 11.1</td>
</tr>
<tr>
<td>ACT</td>
<td>20.2</td>
<td>0.2</td>
<td>24.5</td>
<td>0.3</td>
<td>plus 13.7</td>
</tr>
<tr>
<td>Total Australia</td>
<td>8,987</td>
<td>100.0</td>
<td>9,428</td>
<td>100.0</td>
<td>plus 4.9</td>
</tr>
</tbody>
</table>

(Source: Commonwealth Statistician)
Breakdown of spending

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

Members advertising expenditure for year ending June 1956,
Total, approximately £25.5million.

This spending is made up of approximately
Press 60pc (plus production costs of 7.3pc)
Radio 12pc (plus production costs of 3.4pc)
No figures were available for television

Estimated combined expenditure of all Australian accredited advertising agencies for the same year would total
Approximately £30million

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

A further £10million could well come from advertising placed directly by manufacturers.
Based on these figures, total Australian advertising expenditure per annum is of the order of £45million a year.

Average Budgets

Advertising budgets have been and still are confidential between advertising agencies and their clients.
However, a national advertiser on a modest scale would need a budget of at least £15,000-£20,000 a year.
There are a number who spend up to £50,000 a year in radio alone. A good few major companies have six figure total advertising budgets, while the top advertisers could well be in the £500,000 to £1million a year budget category.

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

12 Top Radio-TV Users

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

**SPONSOR**

**RADIO (Weekly)**

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Stations</th>
<th>TV (Weekly)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ampol</td>
<td>52 stations half hour</td>
<td>TCN hour</td>
</tr>
<tr>
<td>Cadburys</td>
<td>46 stations ½ hour</td>
<td>ATN-GTV ½ hour</td>
</tr>
<tr>
<td>Balm</td>
<td>40 stations ½ hour</td>
<td>ATN-GTV ½ hour</td>
</tr>
<tr>
<td>Caltex</td>
<td>35 stations ½ hour</td>
<td>ATN-GTV ½ hour</td>
</tr>
<tr>
<td>Colgate</td>
<td>35 stations ½ hour</td>
<td>ATN-GTV ½ hour</td>
</tr>
<tr>
<td>GMH</td>
<td>30 stations ½ hour</td>
<td>ATN-GTV ½ hour</td>
</tr>
<tr>
<td>Johnson &amp; Johnson</td>
<td>27 stations ½ hour, 17 stations ½ hour</td>
<td>ATN-GTV ½ hour</td>
</tr>
<tr>
<td>Kitchens</td>
<td>23 stations ½ hour, 17 stations ½ hour</td>
<td>ATN-GTV ½ hour</td>
</tr>
<tr>
<td>Lavers</td>
<td>65 stations, 32 stations ½ hour</td>
<td>ATN-GTV ½ hour, TCN-HSV ½ hour</td>
</tr>
<tr>
<td>Nestles</td>
<td>55 stations ½ hour</td>
<td>shared TCN-HSV ½ hour, shared ATN-GTV ½ hour</td>
</tr>
<tr>
<td>Samuel Taylor</td>
<td>28 stations, 27 stations ½ hour</td>
<td>ATN-GTV and TCN-HSV ½ hour</td>
</tr>
</tbody>
</table>
The following table collates basic information from the 1954 census of population and 1953 census of retail establishments.

### FIGURES FOR SALES QUOTAS

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

<table>
<thead>
<tr>
<th>Area</th>
<th>Population '000</th>
<th>Occupied (1) Dwellings</th>
<th>Retail Sales '000</th>
<th>Food Sales '000</th>
<th>Clothing '000</th>
<th>Electrical '000</th>
<th>Hardware '000</th>
<th>Furniture '000</th>
<th>Chem. Goods '000</th>
<th>Motor Vehicle Groups (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Queensland</td>
<td>1,318</td>
<td>339</td>
<td>394</td>
<td>85,354</td>
<td>14,3</td>
<td>5,715</td>
<td>7,372</td>
<td>17,277</td>
<td>12,7</td>
<td>8,047</td>
</tr>
<tr>
<td>Metrop. Country</td>
<td>502</td>
<td>133</td>
<td>135</td>
<td>31,000</td>
<td>5</td>
<td>2,517</td>
<td>4,957</td>
<td>6,875</td>
<td>4</td>
<td>2,813</td>
</tr>
<tr>
<td>New South Wales</td>
<td>3,242</td>
<td>921</td>
<td>1,318</td>
<td>20,532</td>
<td>10,2</td>
<td>5,682</td>
<td>6,577</td>
<td>28,821</td>
<td>19,123</td>
<td>24,681</td>
</tr>
<tr>
<td>Metrop.</td>
<td>1,663</td>
<td>517</td>
<td>11,272</td>
<td>12,235</td>
<td>13,7</td>
<td>5,936</td>
<td>7,914</td>
<td>7,902</td>
<td>6,490</td>
<td>14,419</td>
</tr>
<tr>
<td>Country</td>
<td>(1) 3,552</td>
<td>1,464</td>
<td>90</td>
<td>12,235</td>
<td>13,7</td>
<td>5,936</td>
<td>7,914</td>
<td>7,902</td>
<td>6,490</td>
<td>14,419</td>
</tr>
<tr>
<td>A.C.T.</td>
<td>30</td>
<td>7</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Victoria</td>
<td>3,492</td>
<td>1,121</td>
<td>394</td>
<td>20,532</td>
<td>10,2</td>
<td>5,682</td>
<td>6,577</td>
<td>28,821</td>
<td>19,123</td>
<td>24,681</td>
</tr>
<tr>
<td>Metrop.</td>
<td>1,219</td>
<td>432</td>
<td>1,318</td>
<td>20,532</td>
<td>10,2</td>
<td>5,682</td>
<td>6,577</td>
<td>28,821</td>
<td>19,123</td>
<td>24,681</td>
</tr>
<tr>
<td>Country</td>
<td>(1) 2,432</td>
<td>1,656</td>
<td>90</td>
<td>12,235</td>
<td>13,7</td>
<td>5,936</td>
<td>7,914</td>
<td>7,902</td>
<td>6,490</td>
<td>14,419</td>
</tr>
<tr>
<td>Country</td>
<td>214</td>
<td>54</td>
<td>23</td>
<td>41,443</td>
<td>19</td>
<td>12,677</td>
<td>3,245</td>
<td>7,969</td>
<td>1,331</td>
<td>1,506</td>
</tr>
<tr>
<td>Australia</td>
<td>8,987</td>
<td>2,380</td>
<td>2,130,764</td>
<td>100</td>
<td>76,141</td>
<td>100</td>
<td>31,115</td>
<td>100</td>
<td>61,858</td>
<td>100</td>
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<tr>
<td>Metrop.</td>
<td>4,817</td>
<td>1,322</td>
<td>1,230,013</td>
<td>50</td>
<td>127,944</td>
<td>24</td>
<td>99,179</td>
<td>64</td>
<td>61,560</td>
<td>53</td>
</tr>
</tbody>
</table>

(1) In addition to houses and flats, occupied dwellings include other dwellings, ranging from a single-roomed occupied shack to a multi-roomed hotel or institution.
(2) Sales of new motor vehicles represent 40·7% of total, second-hand vehicles 20·0%, petrol and parts 33·3%, of Australian sales.
(3) Includes migrants.
(4) Excludes sales of floor coverings; they are included in "Total Australia".

Supplied by courtesy of Statistical Division, J. Walter Thompson Advertising Pty. Ltd.
PRODUCTION OF HOME APPLIANCES

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

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

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

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

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

<table>
<thead>
<tr>
<th>Period</th>
<th>Clothier Washing Machines (Domestic)</th>
<th>Domestic Refrigerators (Electric, Gas and Kerosene)</th>
<th>Electric Stoves (Domestic)</th>
<th>Electric Bath Heaters</th>
<th>Electric Stove Heaters</th>
<th>Electric Wash Boilers</th>
<th>Electric Hot Water Systems</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Bowl Agitator Movement</td>
<td></td>
<td>Fixed Ranges (d)</td>
<td>Other Ranges (e)</td>
<td>Grill Boilers (f)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Year:</td>
<td></td>
<td></td>
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<td></td>
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<td>1954-55</td>
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<td>144932</td>
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<td>47149</td>
<td>26491</td>
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<td>17886</td>
<td>17069</td>
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<tr>
<td>23689</td>
<td>141878</td>
<td>387350</td>
<td>47810</td>
<td>37694</td>
<td>16054</td>
<td>17076</td>
<td>17462</td>
</tr>
<tr>
<td>17233</td>
<td>11069</td>
<td>372785</td>
<td>51486</td>
<td>32786</td>
<td>14171</td>
<td>14708</td>
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<tr>
<td>Year:</td>
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<td>1955-56</td>
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<td>51486</td>
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<td>15835</td>
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<td>1956-57</td>
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<td>Month: 1956:</td>
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</tr>
<tr>
<td>June</td>
<td></td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>1922</td>
<td>11645</td>
<td>13044</td>
<td>3271</td>
<td>1386</td>
<td>3109</td>
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<td>July</td>
<td>1842</td>
<td>14416</td>
<td>4994</td>
<td>2513</td>
<td>1290</td>
<td>1810</td>
<td>1935</td>
</tr>
<tr>
<td>August</td>
<td>2076</td>
<td>15929</td>
<td>4922</td>
<td>3306</td>
<td>1715</td>
<td>2174</td>
<td>2604</td>
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<tr>
<td>September</td>
<td>1873</td>
<td>20927</td>
<td>4383</td>
<td>3251</td>
<td>1465</td>
<td>1480</td>
<td>1658</td>
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<td>October</td>
<td>1997</td>
<td>25640</td>
<td>3399</td>
<td>3774</td>
<td>1382</td>
<td>1384</td>
<td>2128</td>
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<tr>
<td>November</td>
<td>1947</td>
<td>23744</td>
<td>3476</td>
<td>3953</td>
<td>1020</td>
<td>1415</td>
<td>1750</td>
</tr>
<tr>
<td>December</td>
<td>1298</td>
<td>18936</td>
<td>4146</td>
<td>2981</td>
<td>1132</td>
<td>1415</td>
<td>1693</td>
</tr>
<tr>
<td>1957: January</td>
<td>1548</td>
<td>7004</td>
<td>16143</td>
<td>2711</td>
<td>925</td>
<td>938</td>
<td>991</td>
</tr>
<tr>
<td>February</td>
<td>1868</td>
<td>11018</td>
<td>3838</td>
<td>2544</td>
<td>1043</td>
<td>1042</td>
<td>1045</td>
</tr>
<tr>
<td>March</td>
<td>1676</td>
<td>13986</td>
<td>2197</td>
<td>3126</td>
<td>949</td>
<td>949</td>
<td>949</td>
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<tr>
<td>April</td>
<td>1992</td>
<td>10734</td>
<td>2946</td>
<td>3151</td>
<td>1097</td>
<td>1097</td>
<td>1613</td>
</tr>
<tr>
<td>May</td>
<td>2536</td>
<td>13330</td>
<td>1409</td>
<td>1147</td>
<td>1140</td>
<td>1841</td>
<td>2026</td>
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<tr>
<td>June</td>
<td>1723</td>
<td>11069</td>
<td>9888</td>
<td>1427</td>
<td>1249</td>
<td>975</td>
<td>1728</td>
</tr>
</tbody>
</table>

(a) Details by types not available for publication.
(b) Having at least one hot-plate and at least one oven separately heated, with a total rating in excess of 10 amperes, but not more than 15 k.w.
(c) Having at least one hot-plate and at least one oven separately heated, with a total rating not exceeding 10 amperes.
(d) Combining the function of a hot-plate and griller, but without a separately-heated cooking compartment or oven.
(e) Not available monthly prior to July, 1956.

(Source: Commonwealth Statistician.)
South Australia has a higher rate of production per capita than any other Australian State ... a proud claim ... and even more so when it is realised that approximately 15 years ago it was considered the lowest. South Australia is of national importance in several industries, including Wine, Wool, Barley, Wheat, Meat and the Dairying industry alone was £18,100,000 for the year ended 30th June, 1956. Another noteworthy S.A. development is that of its secondary industry.

277,000 listeners, more than one-third of this rich State's population, fall within the immediate coverage areas of SPI-51F, U-5SE—key to rural S.A. night listening.

KEY TO RURAL S.A. NIGHT LISTENING

NEW ENGLAND NETWORK

It can clearly be seen that New England Network Stations 2AD, 2MO, 2RE, 2TM and 2VM cover the rich northern and central districts of N.S.W. ... a vast area populated by more than 500,000 people. The 10,000 retail establishments within the effective range of these stations have yearly retail sales totalling £15,000,000.

MILDURA

Situated on the N.S.W./VICTORIAN border and covering portions of the Victorian Mallee Statistical Division and the Western Division of N.S.W., 3MA with a 2000 watts clear channel link with the coverage area of the key S.A. rural stations. Its immediate coverage takes in more than 36,000 people, with over 5,000 radio licences issued. Annual primary production alone in this area was in excess of £12,500,000.
**RADIO LICENCES — CITIES AND TOWNS**

**NEW SOUTH WALES**

<table>
<thead>
<tr>
<th>Locality</th>
<th>Licences</th>
<th>Population to Pop.</th>
<th>Pc of licences to Pop.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metropolitan</td>
<td>454,727</td>
<td>1,053,880</td>
<td>23.48</td>
</tr>
<tr>
<td>Country</td>
<td>322,345</td>
<td>1,617,502</td>
<td>19.92</td>
</tr>
<tr>
<td>State</td>
<td>777,072</td>
<td>3,539,432</td>
<td>21.86</td>
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<tr>
<td>Sydney</td>
<td>499,581</td>
<td>2,178,547</td>
<td>22.93</td>
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<tr>
<td>Armidale</td>
<td>7,488</td>
<td>30,719</td>
<td>24.00</td>
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<tr>
<td>Bathurst</td>
<td>21,253</td>
<td>104,732</td>
<td>20.30</td>
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<tr>
<td>Bega</td>
<td>5,311</td>
<td>27,658</td>
<td>19.28</td>
</tr>
<tr>
<td>Broken Hill</td>
<td>469</td>
<td>4,076</td>
<td>11.5</td>
</tr>
<tr>
<td>Canberra</td>
<td>7,381</td>
<td>35,154</td>
<td>20.92</td>
</tr>
<tr>
<td>Casino</td>
<td>15,998</td>
<td>82,399</td>
<td>19.5</td>
</tr>
<tr>
<td>Coonamble</td>
<td>28,171</td>
<td>107,006</td>
<td>26.84</td>
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<tr>
<td>Cooma</td>
<td>82,732</td>
<td>357,922</td>
<td>23.11</td>
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<tr>
<td>Coorong</td>
<td>415</td>
<td>5,491</td>
<td>7.41</td>
</tr>
<tr>
<td>Coorong</td>
<td>5,691</td>
<td>28,855</td>
<td>19.35</td>
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<tr>
<td>Cootamundra</td>
<td>15,745</td>
<td>76,750</td>
<td>20.51</td>
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<tr>
<td>Corowa</td>
<td>19,983</td>
<td>104,842</td>
<td>19.05</td>
</tr>
<tr>
<td>Cowra</td>
<td>13,148</td>
<td>77,791</td>
<td>16.92</td>
</tr>
<tr>
<td>Cumnor</td>
<td>14,827</td>
<td>80,643</td>
<td>18.38</td>
</tr>
<tr>
<td>Deniliquin</td>
<td>8,298</td>
<td>45,942</td>
<td>18.02</td>
</tr>
<tr>
<td>Dubbo</td>
<td>7,286</td>
<td>42,576</td>
<td>17.16</td>
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<tr>
<td>Glen Innes</td>
<td>6,839</td>
<td>54,391</td>
<td>12.71</td>
</tr>
<tr>
<td>Goulburn</td>
<td>13,339</td>
<td>102,686</td>
<td>13.00</td>
</tr>
<tr>
<td>Griffith</td>
<td>9,816</td>
<td>48,945</td>
<td>20.05</td>
</tr>
<tr>
<td>Gunnedah</td>
<td>6,296</td>
<td>39,023</td>
<td>16.18</td>
</tr>
<tr>
<td>Inverell</td>
<td>10,508</td>
<td>52,453</td>
<td>20.12</td>
</tr>
<tr>
<td>Inverell</td>
<td>7,260</td>
<td>35,478</td>
<td>20.65</td>
</tr>
<tr>
<td>Kangoomba</td>
<td>256,982</td>
<td>1,970,460</td>
<td>20.90</td>
</tr>
<tr>
<td>Kempsey</td>
<td>9,454</td>
<td>52,102</td>
<td>18.10</td>
</tr>
<tr>
<td>Lawrencet</td>
<td>15,079</td>
<td>75,589</td>
<td>20.13</td>
</tr>
<tr>
<td>Lithgow</td>
<td>29,674</td>
<td>114,191</td>
<td>25.97</td>
</tr>
<tr>
<td>Litchfield</td>
<td>25,950</td>
<td>153,810</td>
<td>16.87</td>
</tr>
<tr>
<td>Lockinvar</td>
<td>76,567</td>
<td>346,472</td>
<td>21.90</td>
</tr>
<tr>
<td>Mainland (Bolwarre)</td>
<td>77,332</td>
<td>334,082</td>
<td>23.14</td>
</tr>
<tr>
<td>Manilla</td>
<td>6,173</td>
<td>55,954</td>
<td>11.22</td>
</tr>
<tr>
<td>Moree</td>
<td>1,891</td>
<td>16,644</td>
<td>11.39</td>
</tr>
<tr>
<td>Moss Vale</td>
<td>5,682</td>
<td>207,288</td>
<td>27.18</td>
</tr>
<tr>
<td>Mudgee</td>
<td>5,991</td>
<td>34,019</td>
<td>17.70</td>
</tr>
<tr>
<td>Muswellbrook</td>
<td>28,099</td>
<td>135,644</td>
<td>20.71</td>
</tr>
<tr>
<td>Narromine</td>
<td>20,631</td>
<td>83,459</td>
<td>24.40</td>
</tr>
<tr>
<td>Narrabri</td>
<td>3,057</td>
<td>24,453</td>
<td>12.52</td>
</tr>
<tr>
<td>Newcastle</td>
<td>81,059</td>
<td>346,855</td>
<td>23.36</td>
</tr>
<tr>
<td>Orange</td>
<td>16,428</td>
<td>61,513</td>
<td>26.68</td>
</tr>
<tr>
<td>Parkes</td>
<td>6,364</td>
<td>42,947</td>
<td>14.97</td>
</tr>
<tr>
<td>Singleton</td>
<td>73,550</td>
<td>327,537</td>
<td>22.57</td>
</tr>
</tbody>
</table>

**VICTORIA**

<table>
<thead>
<tr>
<th>Locality</th>
<th>Licences</th>
<th>Population to Pop.</th>
<th>Pc of licences to Pop.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metropolitan</td>
<td>559,689</td>
<td>1,695,080</td>
<td>21.68</td>
</tr>
<tr>
<td>Country</td>
<td>155,449</td>
<td>983,623</td>
<td>15.98</td>
</tr>
<tr>
<td>State</td>
<td>554,999</td>
<td>2,632,623</td>
<td>21.04</td>
</tr>
<tr>
<td>Melbourne</td>
<td>598,219</td>
<td>1,872,646</td>
<td>31.76</td>
</tr>
<tr>
<td>Ballarat</td>
<td>47,294</td>
<td>22,332</td>
<td>21.36</td>
</tr>
<tr>
<td>Bendigo</td>
<td>28,248</td>
<td>154,728</td>
<td>18.52</td>
</tr>
<tr>
<td>Colac</td>
<td>27,293</td>
<td>146,952</td>
<td>18.57</td>
</tr>
<tr>
<td>Geelong</td>
<td>385,846</td>
<td>1,783,288</td>
<td>21.68</td>
</tr>
<tr>
<td>Horsham</td>
<td>10,676</td>
<td>46,051</td>
<td>23.18</td>
</tr>
<tr>
<td>Lubeck</td>
<td>12,318</td>
<td>54,145</td>
<td>23.75</td>
</tr>
<tr>
<td>Maryborough</td>
<td>41,137</td>
<td>176,804</td>
<td>23.93</td>
</tr>
<tr>
<td>Mildura</td>
<td>6,739</td>
<td>35,678</td>
<td>18.88</td>
</tr>
<tr>
<td>Sale</td>
<td>10,863</td>
<td>96,415</td>
<td>11.00</td>
</tr>
<tr>
<td>Shepparton</td>
<td>23,199</td>
<td>111,953</td>
<td>20.89</td>
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<tr>
<td>Swan Hill</td>
<td>8,480</td>
<td>33,115</td>
<td>25.45</td>
</tr>
<tr>
<td>Wangaratta</td>
<td>19,600</td>
<td>112,927</td>
<td>17.21</td>
</tr>
<tr>
<td>Warragul</td>
<td>96,057</td>
<td>477,962</td>
<td>20.09</td>
</tr>
<tr>
<td>Warnambool</td>
<td>13,490</td>
<td>65,410</td>
<td>20.67</td>
</tr>
</tbody>
</table>

**SOUTH AUSTRALIA**

<table>
<thead>
<tr>
<th>Locality</th>
<th>Licences</th>
<th>Population to Pop.</th>
<th>Pc of licences to Pop.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metropolitan</td>
<td>156,847</td>
<td>526,000</td>
<td>29.67</td>
</tr>
<tr>
<td>Country</td>
<td>83,275</td>
<td>568,941</td>
<td>29.07</td>
</tr>
<tr>
<td>State</td>
<td>254,120</td>
<td>886,941</td>
<td>28.39</td>
</tr>
<tr>
<td>Adelaide</td>
<td>177,995</td>
<td>625,000</td>
<td>28.88</td>
</tr>
<tr>
<td>Crystal Brook</td>
<td>15,500</td>
<td>56,758</td>
<td>26.72</td>
</tr>
<tr>
<td>Mannum</td>
<td>24,880</td>
<td>84,646</td>
<td>29.35</td>
</tr>
<tr>
<td>Mount Gambier</td>
<td>9,290</td>
<td>27,705</td>
<td>33.53</td>
</tr>
<tr>
<td>Murray Bridge</td>
<td>25,100</td>
<td>91,598</td>
<td>27.10</td>
</tr>
<tr>
<td>Port Augusta</td>
<td>6,010</td>
<td>25,835</td>
<td>23.25</td>
</tr>
<tr>
<td>Port Lincoln</td>
<td>2,934</td>
<td>12,941</td>
<td>22.63</td>
</tr>
<tr>
<td>Renmark</td>
<td>5,588</td>
<td>25,027</td>
<td>22.39</td>
</tr>
<tr>
<td>Whyalla</td>
<td>11,958</td>
<td>43,127</td>
<td>28.40</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Locality</th>
<th>Licences</th>
<th>Population</th>
<th>Percent of Licences to Pop.</th>
</tr>
</thead>
<tbody>
<tr>
<td>New South Wales (incl. ACT)</td>
<td>777,985</td>
<td>3,668,771</td>
<td>21.25</td>
</tr>
<tr>
<td>Victoria</td>
<td>566,856</td>
<td>2,075,498</td>
<td>27.12</td>
</tr>
<tr>
<td>South Australia (incl. NT)</td>
<td>315,000</td>
<td>1,996,740</td>
<td>15.80</td>
</tr>
<tr>
<td>Western Australia</td>
<td>235,519</td>
<td>880,280</td>
<td>26.17</td>
</tr>
<tr>
<td>Tasmania</td>
<td>156,67</td>
<td>691,882</td>
<td>22.49</td>
</tr>
<tr>
<td>Commonwealth</td>
<td>73,921</td>
<td>327,895</td>
<td>22.54</td>
</tr>
<tr>
<td>Commonwealth</td>
<td>2,112,604</td>
<td>9,645,879</td>
<td>21.90</td>
</tr>
</tbody>
</table>
### RADIO FACTS

#### STATION BREAKDOWN

As at November 1, 1957, there were 108 commercial and 54 national broadcasting stations in the medium frequency band in Australia. Majority of the 108 commercial stations are affiliated or belong to two national, two interstate or eight regional networks.

<table>
<thead>
<tr>
<th>State</th>
<th>Capital Cities</th>
<th>Country</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>NSW</td>
<td>6</td>
<td>37</td>
<td>37</td>
</tr>
<tr>
<td>ACT</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Victoria</td>
<td>6</td>
<td>14</td>
<td>20</td>
</tr>
<tr>
<td>Queensland</td>
<td>4</td>
<td>16</td>
<td>20</td>
</tr>
<tr>
<td>South Australia</td>
<td>3</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>West Australia</td>
<td>4</td>
<td>10</td>
<td>14</td>
</tr>
<tr>
<td>Tasmania</td>
<td>2</td>
<td>6</td>
<td>8</td>
</tr>
</tbody>
</table>

#### INDUSTRY REVENUE SINCE 1941-42

<table>
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<tr>
<th>Year</th>
<th>Stations operating</th>
<th>Showing profit</th>
<th>Revenue £</th>
<th>Expenditure £</th>
<th>Profit £</th>
</tr>
</thead>
<tbody>
<tr>
<td>1941-42</td>
<td>97</td>
<td>55</td>
<td>1,330,000</td>
<td>1,248,188</td>
<td>81,812</td>
</tr>
<tr>
<td>1942-43</td>
<td>96</td>
<td>66</td>
<td>1,998,107</td>
<td>1,577,296</td>
<td>420,811</td>
</tr>
<tr>
<td>1943-44</td>
<td>48</td>
<td>87</td>
<td>1,871,851</td>
<td>1,493,567</td>
<td>378,284</td>
</tr>
<tr>
<td>1944-45</td>
<td>109</td>
<td>89</td>
<td>2,184,686</td>
<td>1,758,905</td>
<td>425,781</td>
</tr>
<tr>
<td>1945-46</td>
<td>100</td>
<td>86</td>
<td>2,577,719</td>
<td>1,851,042</td>
<td>726,677</td>
</tr>
<tr>
<td>1946-47</td>
<td>101</td>
<td>85</td>
<td>2,588,867</td>
<td>2,013,865</td>
<td>575,002</td>
</tr>
<tr>
<td>1947-48</td>
<td>102</td>
<td>86</td>
<td>2,774,371</td>
<td>2,278,319</td>
<td>496,052</td>
</tr>
<tr>
<td>1948-49</td>
<td>102</td>
<td>90</td>
<td>3,212,553</td>
<td>2,619,474</td>
<td>593,079</td>
</tr>
<tr>
<td>1949-50</td>
<td>102</td>
<td>84</td>
<td>3,778,360</td>
<td>2,748,594</td>
<td>429,766</td>
</tr>
<tr>
<td>1950-51</td>
<td>102</td>
<td>88</td>
<td>3,697,498</td>
<td>3,092,259</td>
<td>515,239</td>
</tr>
<tr>
<td>1951-52</td>
<td>103</td>
<td>87</td>
<td>4,023,075</td>
<td>3,729,554</td>
<td>693,521</td>
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<tr>
<td>1952-53</td>
<td>105</td>
<td>93</td>
<td>4,916,337</td>
<td>4,138,013</td>
<td>778,324</td>
</tr>
<tr>
<td>1953-54</td>
<td>106</td>
<td>94</td>
<td>5,467,494</td>
<td>4,587,234</td>
<td>880,260</td>
</tr>
<tr>
<td>1954-55</td>
<td>106</td>
<td>95</td>
<td>6,006,924</td>
<td>5,232,831</td>
<td>774,093</td>
</tr>
<tr>
<td>1955-56</td>
<td>107</td>
<td>104</td>
<td>7,582,476</td>
<td>5,870,794</td>
<td>1,711,682</td>
</tr>
</tbody>
</table>

#### STATION OWNERSHIP

<table>
<thead>
<tr>
<th>Licenses</th>
<th>Number of licences held</th>
<th>VIC</th>
<th>QLD</th>
<th>SA</th>
<th>WA</th>
<th>TAS</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private &amp; public companies</td>
<td>36</td>
<td>17</td>
<td>17</td>
<td>7</td>
<td>12</td>
<td>8</td>
<td>97</td>
</tr>
<tr>
<td>Church Bodies</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>(a) Newspapers</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Labor Party</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>

Total: 108

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

#### APPLICATIONS FOR STATION LICENCES

Broadcasting Control Board had on hand in September 1957, applications for 164 medium frequency, 152 frequency modulation and 156 commercial television operators' licences.

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

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

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

Following statistics show the growth of the radio audience to 1957:

<table>
<thead>
<tr>
<th>Year</th>
<th>National stations</th>
<th>Commercial stations</th>
<th>Licensed listeners</th>
</tr>
</thead>
<tbody>
<tr>
<td>1926</td>
<td>8</td>
<td>9</td>
<td>128,060</td>
</tr>
<tr>
<td>1927</td>
<td>8</td>
<td>12</td>
<td>225,240</td>
</tr>
<tr>
<td>1929</td>
<td>8</td>
<td>12</td>
<td>301,199</td>
</tr>
<tr>
<td>1931</td>
<td>9</td>
<td>27</td>
<td>331,969</td>
</tr>
<tr>
<td>1935</td>
<td>12</td>
<td>48</td>
<td>460,477</td>
</tr>
<tr>
<td>1937</td>
<td>12</td>
<td>57</td>
<td>571,832</td>
</tr>
<tr>
<td>1939</td>
<td>28</td>
<td>80</td>
<td>940,068</td>
</tr>
<tr>
<td>1941</td>
<td>24</td>
<td>98</td>
<td>1,151,861</td>
</tr>
<tr>
<td>1943</td>
<td>27</td>
<td>96</td>
<td>1,298,286</td>
</tr>
<tr>
<td>1945</td>
<td>20</td>
<td>100</td>
<td>1,415,229</td>
</tr>
<tr>
<td>1949</td>
<td>32</td>
<td>101</td>
<td>1,578,276</td>
</tr>
<tr>
<td>1951</td>
<td>37</td>
<td>102</td>
<td>1,841,211</td>
</tr>
<tr>
<td>1953</td>
<td>41</td>
<td>103</td>
<td>1,884,844</td>
</tr>
<tr>
<td>1955</td>
<td>45</td>
<td>105</td>
<td>2,063,044</td>
</tr>
<tr>
<td>1957</td>
<td>55</td>
<td>108</td>
<td>2,107,255</td>
</tr>
</tbody>
</table>

RECEIVER PRODUCTION

Radio receiver manufacturing industry is one of Australia's largest and most progressive. In three years, from July 1954 to June 1957, it produced 214,011 car radios alone, clearly indicating the widespread popularity of car listening.

In the same period production of portables totalled 278,833; mantel, table and console models, 302,425; and radiograms, 286,640.

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

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

<table>
<thead>
<tr>
<th>Period</th>
<th>Car</th>
<th>Portable</th>
<th>Mantel, Table and Console</th>
<th>Radiograms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year: 1954-55</td>
<td>*76,788</td>
<td>105,446</td>
<td>183,373</td>
<td>96,419</td>
</tr>
<tr>
<td>1955-56</td>
<td>*81,053</td>
<td>*91,780</td>
<td>*181,485</td>
<td>*103,694</td>
</tr>
<tr>
<td>1956-57</td>
<td>62,162</td>
<td>83,697</td>
<td>95,965</td>
<td>86,757</td>
</tr>
<tr>
<td>Month, 1956</td>
<td>5,602</td>
<td>4,742</td>
<td>16,767</td>
<td>9,269</td>
</tr>
<tr>
<td>July</td>
<td>*5,884</td>
<td>5,973</td>
<td>2,332</td>
<td>9,649</td>
</tr>
<tr>
<td>August</td>
<td>*6,002</td>
<td>5,428</td>
<td>1,246</td>
<td>12,552</td>
</tr>
<tr>
<td>September</td>
<td>*5,399</td>
<td>4,199</td>
<td>2,066</td>
<td>10,984</td>
</tr>
<tr>
<td>October</td>
<td>*6,660</td>
<td>7,083</td>
<td>1,950</td>
<td>14,932</td>
</tr>
<tr>
<td>November</td>
<td>6,589</td>
<td>5,999</td>
<td>286</td>
<td>12,602</td>
</tr>
<tr>
<td>December</td>
<td>*4,754</td>
<td>11,405</td>
<td>1,490</td>
<td>8,888</td>
</tr>
<tr>
<td>1957</td>
<td>January</td>
<td>*3,044</td>
<td>5,080</td>
<td>46*</td>
</tr>
<tr>
<td>February</td>
<td>*5,763</td>
<td>5,833</td>
<td>2,502</td>
<td>7,944</td>
</tr>
<tr>
<td>March</td>
<td>*5,953</td>
<td>7,414</td>
<td>1,259</td>
<td>9,185</td>
</tr>
<tr>
<td>April</td>
<td>5,067</td>
<td>5,525</td>
<td>1,282</td>
<td>9,511</td>
</tr>
<tr>
<td>May</td>
<td>5,675</td>
<td>8,522</td>
<td>1,873</td>
<td>9,908</td>
</tr>
<tr>
<td>June</td>
<td>6,197</td>
<td>5,529</td>
<td>591</td>
<td>6,524</td>
</tr>
</tbody>
</table>

* Revised.
**TELEVISION FACTS**

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

- This comprised estimated station time sales: £750,000 (including spot revenue of £300,000); and
- Estimated program sales: £650,000.

On above figures and current state of business, revenue for 1958 should touch £2 million, while for 1959 it should be about £3,400,000.

Opening dates of commercial television stations were: TCN, September 16, 1956; HSV, November 5; ATN, December 2; and GTV, January 19, 1957.

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

**OTHER CAPITALS**

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

Application forms (available from the Board, for address see Page 34) must be lodged for Brisbane and Adelaide stations by March 31, 1958, and for Perth and Hobart stations by June 19.

**120-STATION PLAN**

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

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

Following are the ten channels available for television in Australia:

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

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

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

**PRODUCTION INDUSTRY**

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

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

Large scale production of every type for TV, commercials and programs, will for a long time to come be concentrated in Sydney, where there are such major facilities available as Arttrana's new and lavishly equipped 4 ymin studios, Cinesound, Southern International and Pagewood studios.

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

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

**GOVERNMENT POLICY ON PROGRAM IMPORTS**

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

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

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

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

<table>
<thead>
<tr>
<th>Types of programs</th>
<th>Melbourne stations</th>
<th>Sydney Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drama</td>
<td>30.4</td>
<td>27.1</td>
</tr>
<tr>
<td>Comedy</td>
<td>5.2</td>
<td>4.8</td>
</tr>
<tr>
<td>Children's sessions</td>
<td>14.0</td>
<td>16.0</td>
</tr>
<tr>
<td>Sport</td>
<td>12.9</td>
<td>15.0</td>
</tr>
<tr>
<td>Variety-talent shows</td>
<td>10.7</td>
<td>7.7</td>
</tr>
<tr>
<td>News</td>
<td>6.0</td>
<td>6.0</td>
</tr>
<tr>
<td>Quiz-panel sessions</td>
<td>5.8</td>
<td>6.0</td>
</tr>
<tr>
<td>Documentaries</td>
<td>5.5</td>
<td>2.8</td>
</tr>
<tr>
<td>Women's programs</td>
<td>1.5</td>
<td>5.7</td>
</tr>
<tr>
<td>Religious matter</td>
<td>2.5</td>
<td>2.1</td>
</tr>
<tr>
<td>Music</td>
<td>2.3</td>
<td>4.0</td>
</tr>
<tr>
<td>Talks-interviews</td>
<td>1.4</td>
<td>2.2</td>
</tr>
<tr>
<td>Community service</td>
<td>1.8</td>
<td>1.1</td>
</tr>
<tr>
<td>Demonstrations</td>
<td>0.5</td>
<td>0.6</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td><strong>100.0</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

GROWTH OF THE AUDIENCE

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

<table>
<thead>
<tr>
<th>Date</th>
<th>Victoria</th>
<th>NSW</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan. 23</td>
<td>16,237</td>
<td>5,908</td>
<td>22,145</td>
</tr>
<tr>
<td>Feb. 22</td>
<td>19,228</td>
<td>5,943</td>
<td>25,171</td>
</tr>
<tr>
<td>Mar. 22</td>
<td>26,340</td>
<td>7,125</td>
<td>33,465</td>
</tr>
<tr>
<td>Apr. 19</td>
<td>22,380</td>
<td>8,110</td>
<td>30,490</td>
</tr>
<tr>
<td>May 17</td>
<td>29,288</td>
<td>9,175</td>
<td>38,463</td>
</tr>
<tr>
<td>May 31</td>
<td>33,920</td>
<td>9,175</td>
<td>43,095</td>
</tr>
<tr>
<td>Jun. 28</td>
<td>41,662</td>
<td>9,542</td>
<td>51,204</td>
</tr>
<tr>
<td>Jul. 26</td>
<td>51,057</td>
<td>13,281</td>
<td>64,338</td>
</tr>
<tr>
<td>Aug. 23</td>
<td>56,659</td>
<td>15,490</td>
<td>72,149</td>
</tr>
<tr>
<td>Sep. 20</td>
<td>61,177</td>
<td>17,064</td>
<td>78,241</td>
</tr>
<tr>
<td>Oct. 18</td>
<td>71,790</td>
<td>18,313</td>
<td>89,103</td>
</tr>
<tr>
<td>Nov. 15</td>
<td>81,596</td>
<td>22,730</td>
<td>104,326</td>
</tr>
<tr>
<td>Nov. 29</td>
<td>91,288</td>
<td>22,730</td>
<td>114,018</td>
</tr>
<tr>
<td>Dec. 13</td>
<td>95,373</td>
<td>22,730</td>
<td>118,103</td>
</tr>
<tr>
<td>Dec. 27</td>
<td>101,450</td>
<td>22,730</td>
<td>124,180</td>
</tr>
</tbody>
</table>

(a) Including 19 licenses issued to Tasmanian viewers.

RECEIVER PRODUCTION

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

<table>
<thead>
<tr>
<th>Period</th>
<th>17 inch and under Console</th>
<th>17 inch and under Total</th>
<th>Over 17 inch Console</th>
<th>Over 17 inch Total</th>
<th>Total Console</th>
<th>All Types Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1955-56</td>
<td>48,632</td>
<td>33,423</td>
<td>72,055</td>
<td>28,099</td>
<td>54,443</td>
<td>164,368 (a)</td>
</tr>
<tr>
<td>1956-57</td>
<td>48,632</td>
<td>33,423</td>
<td>72,055</td>
<td>28,099</td>
<td>54,443</td>
<td>164,368 (a)</td>
</tr>
<tr>
<td>Month:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mar.</td>
<td>40,000</td>
<td>30,000</td>
<td>70,000</td>
<td>20,000</td>
<td>50,000</td>
<td>150,000</td>
</tr>
<tr>
<td>April</td>
<td>42,000</td>
<td>32,000</td>
<td>74,000</td>
<td>24,000</td>
<td>58,000</td>
<td>172,000</td>
</tr>
<tr>
<td>May</td>
<td>44,000</td>
<td>34,000</td>
<td>78,000</td>
<td>26,000</td>
<td>64,000</td>
<td>192,000</td>
</tr>
<tr>
<td>June</td>
<td>46,000</td>
<td>36,000</td>
<td>82,000</td>
<td>28,000</td>
<td>70,000</td>
<td>202,000</td>
</tr>
</tbody>
</table>

(a) NSW production total 78,275. (b) NSW production total 11,075.
### 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.

<table>
<thead>
<tr>
<th>Area</th>
<th>Channel Nos. (a) (1954 Census)</th>
<th>Urban</th>
<th>Rural</th>
<th>Main towns served</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sydney</td>
<td>2,7,9,10</td>
<td>100 H</td>
<td>32,000</td>
<td>Parramatta, Palm Beach</td>
</tr>
<tr>
<td>Newcastle-Hunter River</td>
<td>6,8</td>
<td>100 H</td>
<td>314,000</td>
<td>Newcastle</td>
</tr>
<tr>
<td>Blue Mount</td>
<td>7</td>
<td>100 H</td>
<td>165,000</td>
<td>Katoomba</td>
</tr>
<tr>
<td>Harwarr</td>
<td>1,5</td>
<td>100 H</td>
<td>183,000</td>
<td>Wollongong</td>
</tr>
<tr>
<td>Sth Wemen Slopes</td>
<td>2,9</td>
<td>100 H</td>
<td>95,000</td>
<td>Melbourne</td>
</tr>
<tr>
<td>Blue Mountains West</td>
<td>3</td>
<td>100 H</td>
<td>63,000</td>
<td>Lithgow</td>
</tr>
<tr>
<td>F. Riverina</td>
<td>1,5</td>
<td>100 H</td>
<td>62,000</td>
<td>Nambour</td>
</tr>
<tr>
<td>Ballarat</td>
<td>6,8</td>
<td>100 H</td>
<td>54,000</td>
<td>Nambour</td>
</tr>
<tr>
<td>Sth Downs</td>
<td>1,4</td>
<td>100 H</td>
<td>50,000</td>
<td>Tamworth</td>
</tr>
<tr>
<td>Central W. Slopes</td>
<td>7,8</td>
<td>100 H</td>
<td>38,000</td>
<td>Canberra</td>
</tr>
<tr>
<td>Macleay-Eastern</td>
<td>4,6</td>
<td>100 H</td>
<td>40,000</td>
<td>Goulburn</td>
</tr>
<tr>
<td>Upper Mallee</td>
<td>5,10</td>
<td>100 H</td>
<td>30,000</td>
<td>Goulburn</td>
</tr>
<tr>
<td>Broken Hill</td>
<td>8,7</td>
<td>100 H</td>
<td>32,000</td>
<td>Broken Hill</td>
</tr>
<tr>
<td>Bathurst</td>
<td>2,10</td>
<td>100 H</td>
<td>20,000</td>
<td>Bathurst</td>
</tr>
<tr>
<td>Geelong River</td>
<td>2,10</td>
<td>100 H</td>
<td>19,000</td>
<td>Geelong</td>
</tr>
<tr>
<td>Melbourne</td>
<td>2,7,9,10</td>
<td>100 H</td>
<td>860,000</td>
<td>Melbourne</td>
</tr>
<tr>
<td>Ballarat</td>
<td>3,6</td>
<td>100 H</td>
<td>207,000</td>
<td>Ballarat</td>
</tr>
<tr>
<td>Latrobe V.</td>
<td>1,6</td>
<td>100 H</td>
<td>132,000</td>
<td>Latrobe</td>
</tr>
<tr>
<td>Bendigo</td>
<td>1,6</td>
<td>100 H</td>
<td>190,000</td>
<td>Bendigo</td>
</tr>
<tr>
<td>Geelong</td>
<td>1,5</td>
<td>100 H</td>
<td>127,000</td>
<td>Geelong</td>
</tr>
<tr>
<td>Gaolbura V.</td>
<td>1,5</td>
<td>100 H</td>
<td>102,000</td>
<td>Goulburn</td>
</tr>
<tr>
<td>Goulburn</td>
<td>6,8</td>
<td>100 H</td>
<td>87,000</td>
<td>Goulburn</td>
</tr>
<tr>
<td>Wyndham</td>
<td>5,8</td>
<td>100 H</td>
<td>75,000</td>
<td>Wyndham</td>
</tr>
<tr>
<td>Wimmera</td>
<td>7,10</td>
<td>100 H</td>
<td>48,000</td>
<td>Wimmera</td>
</tr>
<tr>
<td>Mildura</td>
<td>5,8</td>
<td>100 H</td>
<td>32,000</td>
<td>Mildura</td>
</tr>
<tr>
<td>Mount Gambier</td>
<td>7,9</td>
<td>100 H</td>
<td>30,000</td>
<td>Mount Gambier</td>
</tr>
<tr>
<td>Geelong</td>
<td>7,10</td>
<td>100 H</td>
<td>23,000</td>
<td>Childers</td>
</tr>
<tr>
<td>Brisbane</td>
<td>2,7,9,10</td>
<td>100 H</td>
<td>600,000</td>
<td>Caloundra</td>
</tr>
<tr>
<td>Darling Downs</td>
<td>6,8</td>
<td>100 H</td>
<td>107,000</td>
<td>Caloundra</td>
</tr>
<tr>
<td>Wide Bay</td>
<td>1,4</td>
<td>100 H</td>
<td>77,000</td>
<td>Wide Bay</td>
</tr>
<tr>
<td>Rockhampton</td>
<td>6,8</td>
<td>100 H</td>
<td>65,000</td>
<td>Rockhampton</td>
</tr>
<tr>
<td>Townsville</td>
<td>7,9</td>
<td>100 H</td>
<td>61,000</td>
<td>Townsville</td>
</tr>
<tr>
<td>Cairns</td>
<td>2,6</td>
<td>200 H</td>
<td>50,000</td>
<td>Cairns</td>
</tr>
<tr>
<td>Sth Downs, Nth Eng.</td>
<td>3,4</td>
<td>100 H</td>
<td>44,000</td>
<td>Sth Downs, Nth Eng.</td>
</tr>
<tr>
<td>Mackay</td>
<td>2,9</td>
<td>100 H</td>
<td>43,000</td>
<td>Mackay</td>
</tr>
<tr>
<td>Bundaberg</td>
<td>5,9</td>
<td>100 H</td>
<td>33,000</td>
<td>Bundaberg</td>
</tr>
<tr>
<td>Adelaide</td>
<td>2,7,9,10</td>
<td>100 H</td>
<td>600,000</td>
<td>Adelaide</td>
</tr>
<tr>
<td>Spencer Gulf</td>
<td>1,8</td>
<td>100 H</td>
<td>67,000</td>
<td>Spencer Gulf</td>
</tr>
<tr>
<td>Sth East</td>
<td>1,8</td>
<td>100 H</td>
<td>57,000</td>
<td>Sth East</td>
</tr>
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<td>100 H</td>
<td>22,000</td>
<td>Renmark</td>
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<td>Perth</td>
<td>2,7,9,10</td>
<td>100 H</td>
<td>169,000</td>
<td>Perth</td>
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<td>1,8</td>
<td>100 H</td>
<td>159,000</td>
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<td>3,8</td>
<td>100 H</td>
<td>24,000</td>
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<td>2,7</td>
<td>100 H</td>
<td>17,000</td>
<td>Albany</td>
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<tr>
<td>Geraldton</td>
<td>2,6</td>
<td>100 H</td>
<td>15,000</td>
<td>Geraldton</td>
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<tr>
<td>Hobart</td>
<td>2,4,6,8</td>
<td>100 H</td>
<td>120,000</td>
<td>Hobart</td>
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<tr>
<td>Nth E. Tas.</td>
<td>7,10</td>
<td>100 H</td>
<td>85,000</td>
<td>Nth E. Tas.</td>
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<tr>
<td>Burnie-Devonport</td>
<td>5,9</td>
<td>100 H</td>
<td>59,000</td>
<td>Burnie-Devonport</td>
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</table>

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

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

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

- Full-time: R. G. Osborne, BA, LLB, chairman, re-appointed for seven years from March 15, 1957; R. B. Mair, BEE, AMIRE (Aust.), SMIRE (Aust.), SMIRE (USA), appointed for five years from March 15, 1955; and R. A. Yeo, RSc, AGGI, DIC, appointed for five years from January 2, 1957.
- Part-time: Dr. J. R. Darling, OBE, MA, DCL, and R. M. White, MA, both appointed for five years from January 6, 1955.

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

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

Mair was re-appointed March 15, 1955.

Following an amendment to the Act in 1954, two part-time members were appointed, Dr. J. R. Darling and R. M. White. The appointment of the part-time members was strongly urged by the Royal Commission on Television.

Control Board's head office is at 497-503 Collins-st, Melbourne, C1. Phone MB055. Telegrams, Conboard.

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

They are:

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

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


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

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

Tasmania, B. N. Hall (acting), C/o Senior Radio Inspector, Telegraph Service and Radio Branch, GPO, Hobart.
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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.
if you want to succeed — by using 2UE the up-and-coming station
Radio stations

• NSW (Sydney)
Spend more money for more things than any other member of the family.

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

49 Market Street, Sydney. Phone: BM6701.

Melbourne: D. Gilder, 18 Queen Street Phone: MU 2819
Brisbane: W. Stevens, Station 4BC Phone: B0333.
2CH
Phone BX3322. Telegrams, Expanse.
Transmitter Site: Pennant Hills.
Power: 5kw. Frequency: 1170kcs. Operating Hours: Mon-Sat. 5.30am-12 mid; Sun. 8am-11pm.
Directors: Sir Lionel Hooke.
Executives: H. R. Huntley (mngr), P. See (sales mngr), R. R. Davis (chief engineer), P. H. Geeves (program mngr).
Telex 5-1300; Wellington, NZ, Anvil House, 138 Wakefield-st, G.I. Phone 4-3191.

2GB
Phone B0360. Telegrams Twogb.
Transmitter Site: Homebush.
Power: 5kw. Frequency: 870kcs. Operating Hours: Mon.-Fri., 5.45am-11.15pm; Sat., 5.45am-12 mid.; Sun., 7am-11pm.
Executives: B. C. Button (mngr), J. I. Harbott (sales mngr), L. N. Schulitz (chief eng.), L. Ireland (program mngr).
Network Affiliation: Marquarie (key station). Interstate Representation: MBS, 382 La Trobe-st, Melbourne (F1501); Hume Broadcasters Ltd, 20 Latrobe-st, North Adelaide (M961); Broadcasters (Aust.) Pty Ltd, 45 Adelaide-st, Brisbane (B2002); W.A. Broadcasters Pty Ltd, PO Box 21, Perth (BF251); Commercial Broadcasters Pty Ltd, 82 Elizabeth-st, Hobart (Hobart 6008). Overseas: Fremantle Overseas Radio & Television Inc, 366 Madison-ave, New York, USA (Murray Hill 7-4344).

2KY
Licensee: Labor Council of NSW, 32 Orwell-st, Potts Point, Sydney.
Phone FL3051-2-3.
Transmitter Site: Haslam’s Creek, Lidcombe.
Power: 5kw. Frequency: 1350kcs. Operating Hours: 5.45am-midnight daily.
Directors: N. Thom, M.C., R. A. King.
2SM
Licensee: Broadcasting Station 2SM Pty Ltd, Australia Hse, 46 Carrington-st, Sydney. Phone BX1511. Telegrams, Twosm. Transmitter Site: Pennant Hills. Power: 5kw. Frequency: 1270kcs. Operating Hours: Mon-Fri 5.30am-11pm; Sat 5.30am-midnight; Sun 8am-11pm.
Executives: W. H. Stephenson (mgm), K. N. Sylvar (sales mgm), D. Stubbs (chief engineer), M. H. Harrett (studio mgm).
Network Affiliation: Associated with 2HD. Interstate Representation: Stanford Allan Pty Ltd, 247 Collins-st, Melbourne (Central 4705).

2UE
Directors: C. V. Stevenson, M. H. Stevenson, S. P. P. Lamb (managing director), J. P. Lamb (alternate director), A. D. Faulkner (alternate director), J. Lamb, L. C. J. Riddardson.
Executives: A. D. Faulkner (mgm), F. B. Haines (sales mgm), W. H. Robinson (chief engineer), K. Stone (program mgm).

2UW
Directors: M. F. Albert, A. F. Albert.
Executives: L. C. Hynes (general mgm), J. W. McKay (mgm), T. A. E. McNeill (chief engineer), V. Lisle (program mgm).
Network Affiliation: Commonwealth Broadcasting Net. Interstate Representation: D. G. Gilder, 18 Queen-st, Melbourne (M12819); W. Stevens, c/o 4BC, 9988 Wharf-st, Brisbane (B0535).

For details of ABC station 2FC and 2RL, see special ABC section page 94.
BECAUSE it was the FIRST publication in its field to go in for the specialised, authoritative treatment, the how-to-use-advertising, the get-down-to-cases approach that to-day's advertising men and station executives want, and have a right to expect from their own trade paper.

Consequently B&T, MOST-READ, MOST-USED AND MOST-QUOTED is the best advertising medium in Australia for commercial broadcasting and television stations.
Any authority will show in fact, that 2KO reaches more people than ALL other Commercial Stations combined... and that's the major share of this market, 345,810 people, producing the following figures...

- Retail Sales
- Goods Produced
- Wages (secondary industry only)
- Coal Production
- Wool (value season 30th June, 1956)

<table>
<thead>
<tr>
<th>Category</th>
<th>Figure</th>
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<tr>
<td>Retail Sales</td>
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<tr>
<td>Goods Produced</td>
<td>£149,491,574</td>
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<td>Wages (secondary industry)</td>
<td>£26,310,379</td>
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<td>Coal Production</td>
<td>£27,433,006</td>
</tr>
<tr>
<td>Wool (value season 30th</td>
<td>£21,218,922</td>
</tr>
</tbody>
</table>

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

A UNIT OF THE MAJOR NETWORK

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

NEWCASTLE: SALES DEPT. B3636
SYDNEY: KINGSLEY LOCK BW370
MELBOURNE: HUGH ANDERSON MF3679
Radio stations

- NSW (Country)
Pipe dreams are all very well . . . BUT . . .

YOU'VE GOT TO GET AT 'EM. TO GET 'EM

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

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

FULLY REPRESENTED BY
MACQUARIE BROADCASTING SERVICE
SYDNEY - MELBOURNE
2AD Armidale
Frequency: 1130kcs.
District Covered: Industrial, pastoral, rural.
Operating Hours: Mon-Sat 6am-10.30pm; Sun 8.30am-10pm.
Executives: R. V. Britton (mgr), Hugh McGrindle (ass't mgr), D. Chaffin (chief engineer).

2AY Albury
Frequency: 1490kcs.
District Covered: Pastoral, rural.
Operating Hours: Mon-Sat 6am-11.30pm; Sun 7am-11pm.
Directors: Sir Lionel Hooke.
Network Affiliation: AWA.
Interstate, Overseas Representation: See 2CH.

2BE Bega
Licensee: J. A. Kerr, Box 77, Bega. Telephone Bega 683 (offices), Bega 192 (studios). Telegrams Twoay.
Transmitter Site: Bega. Power: 2kw.
Frequency: 1480kcs. District Covered: Pastoral, rural, fishing. Operating Hours: Mon-Sat 6am-11.30pm; Sun 7am-11pm.
Directors: J. A. Kerr (managing director), W. T. Grant.
Executives: J. A. Kerr (mngr), sales mngrs M. J. Griffin (Bathurst) and M. I. McDonald (Orange), T. L. Croke (chief engineer), R. S. Lawbert (program mngr).
Network Affiliation: Macquarie co-op. Interstate, Overseas Representation: See 2GB-Macquarie.

2CA Canberra
Licensee: Canberra Broadcasters Pty Ltd, Broadcasting House, Northbourne Ave, Canberra. Telephone J1234, Telegrams Twoay.
Transmitter Site: Belconnen. Power: 2kw.
Operating Hours: 6am-11pm daily.
Directors: C. Ogilvy, J. D. Patience, H. McIntyre.
Executives: G. Barlin (mngr and station eng.), P. R. Carrodus (assist. mngr).
Network Affiliation: Macquarie. Interstate, Overseas Representation: See Macquarie-2GB.

2DU Dubbo
Licensee: Western Broadcasters Ltd, PO Box 41, Dubbo; Lee-st, Wellington. Telephone Dubbo 9214.
Frequency: 1250kcs. District Covered: Rural. Operating Hours: Mon-Fri 5.45am-11.30pm; Sat 5.45am-12 mid.; Sun 6.45am-11.30pm.
Executives: W. T. Grant (managing director and general mngr), M. Wieland (chief eng.). J. E. Gibson (transcription mngr),
YOU'RE HOME ON THE SHEEP'S BACK

WHEN YOU ADVERTISE ON

2QN  2WG

Here's the percentage in it for you...

★ 19% of N.S.W. Sheep
★ 14.8% of N.S.W. Rural consumers
★ 11.7% of all N.S.W. retail outlets.
★ 17% of N.S.W. Rural holdings
★ 24% of N.S.W. tractors
★ 20% of N.S.W. Rural trucks and utilities
★ 18% of N.S.W. Wheat

★ With only 2 Stations—2QN and 2WG you reach 11.9% of all N.S.W. Retail Sales.

Plus a 2QN Bonus Victorian audience, including Echuca.

ADVERTISE WHERE THE MARKET IS — WHERE THE MONEY IS —
RIVERINA 2QN, 2WG—
30 Carrington Street, Sydney. BX 2302.
33 Queens Road, Melbourne. BM 3441.

*COMMONWEALTH BUREAU OF CENSUS AND STATISTICS FIGURES.
2GF Grafton
Licensee: Grafton Broadcasting Co Pty Ltd, Price-st, Grafton. Phone Grafton 946. Telegrams, TWGF.
Transmitter Site: Grafton. Power: 1.2kw. Frequency: 1210kcs. District Covered: Rural. Operating Hours: Mon-Sat, 6am-11pm; Sun, 7am-11pm.
Directors: Sir Lionel Hooke, A. E. R. Fox.
Executives: F. R. Pearce (mngr), S. T. O'Shea (sales mngr), W. Rowe (chief eng.), E. J. Webster (program mngr).
Network Affiliation: AWA. Interstate, Overseas Representation: See 2CH.

2GN Goulburn
Licensee: Goulburn Broadcasting Co Pty Ltd, 209 Auburn-st, Goulburn. Phone 2646. Telegrams, TWGN.
Transmitter Site: West Goulburn. Power: 2kw. Frequency: 1380kcs. District Covered: Pastoral, rural. Operating Hours: Mon-Sat, 6am-11pm; Sun, 7am-11pm.
Directors: Sir Lionel Hooke, A. E. R. Fox.
Executives: D. H. O'Reilly (mngr), J. B. Powell (sales mngr), G. Sangster (chief eng.), R. Williams (program mngr).
Network Affiliation: AWA. Interstate, Overseas Representation: See 2CH.

2GZ Orange
Transmitter Site: Am rosa. Power: 2kw. Frequency: 990kcs. District Covered: Industrial, rural. Operating Hours: Mon-Fri, 6am-11.30pm; Sat, 6am-12 mid.; Sun, 7am-11pm.
Executives: A. Ridley (mngr), W. R. Smith (sales mngr), E. C. Coouch (chief eng.), G. Ratcliffe (service mngr).

2HD Newcastle
Executives: J. J. Story (general mngr), F. O'Sullivan (chief eng).

2KA Katoomba
Transmitter Site: Wentworth Falls. Power: 1.2kw. Frequency: 780kcs. District Covered: Residential, rural. Operating Hours: Mon-Sat, 6-11.30pm; Sun, 7.30am-10.30pm.
Executives: C. Bischoff (mngr & chief eng), F. N. Matthews (sales mngr).
Network Affiliation: Macquarie Co-op.
Interstate Representation: E. L. Jeffrey, 370 Little Collins-st, Melbourne (MU3115).

2KM Kempsey
Transmitter Site: Greenhills. Power: 1kW. Frequency: 960kcs. District Covered: Pastoral, rural. Operating Hours: Mon-Sat, 6.30am-10.00pm; Sun, 9am-10pm.
Executives: L. B. Harte (mngr & chief eng), F. N. Matthews (sales mngr), J. Conry (program mngr).

2KF Newcastle
Directors: S. J. Moore (chairman), G. K. Barlin (managing director), B. C. Button, Dr. L. M. Jones, E. J. Taylor.
Executives: W. P. Marsden (mngr), J. H.
2LM Lismore

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

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

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

Executives: L. T. Warma (general mngt), L. Magee (sales mngt), Hector Green (chief engineer), M. Kennedy (program mngt).

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

2MO Gunnedah

Licensee: 2MO Gunnedah Pty Ltd, Macquarie, Gunnedah. Phone Gunnedah 256, 276. PO Box 62.


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

Network Affiliation: Macquarie. Interstate Representation: See 2TM.

2MW Murwillumbah

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

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


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

Network Affiliation: Macquarie. Interstate Representation: 4BC, Wharf-st, Brisbane (B 535). For Sydney & Melbourne see 2GB.

2NM Muswellbrook


Transmitter Site: Muswellbrook. Power: 500wts. Frequency: 1460kcs. District Covered: Industrial, pastoral, rural. Operating Hours: Mon-Fri, 5.30am-11pm; Sat, 5.30am-12mid; Sun, 6am-11pm.


Executives: R. C. Robinson (mngt), N. Young (sales mngt), A. S. Mather (chief engineer), B. Gibson (program mngt).

Network Affiliation: Interstate Representation: See 2GB.
2NX Bolwarra
Telexes, Twonx
Transmitter Site: Bolwarra. Power: 2kw. Frequency: 1360kcs. District Covered: Industrial, pastoral, rural. Operating Hours: Mon-Fri, 5:30am-11pm; Sat, 5:30am-11:30pm; Sun, 6am-11pm.
Network Affiliation, Melbourne Representation: See 2GB.

2NZ Inverell
Licensor: Northern Broadcasters Pty Limited, Phone Inverell 1102, Telegrams Twonz.
Hosking Hse, 84½ Pitt-st, Sydney (BW 1426).
Transmitter Site: Long Plain. Power: 2kw. Frequency: 1190kcs. District Covered: Industrial, pastoral. Operating Hours: Mon-Sat, 9am-11pm; Sun, 7am-10:30pm.
Executives: A. Ridley (general mgr), J. W. Twyford (mgr), W. R. Smith (sales mgr), O. Bartle (chief engineer).

2PK Parkes
Transmitter Site: Parkes. Power: 500wts. Frequency: 1400kcs (214metres). District Covered: Industrial, pastoral, rural. Operating Hours: Mon-Sat, 6.30am-11pm; Sun, 7:45am-10pm.
Executives: N. T. W. Spier (mgr), G. F. Carter (chief engineer).
Network Affiliation, Interstate Representation: See 2GB-Macquarie.

2QN Deniliquin
Transmitter Site: Deniliquin. Power: 2kw. Frequency: 1520kcs. District Covered: Pastoral, rural, irrigation area. Operating Hours: Mon-Sat, 6:30am-10:50pm; Sun, 8:30am-10:30pm.
Directors: E. V. Roberts, Mrs I. A. Roberts, Mrs W. J. Hooker, R. Yisk-Muir.
Executives: P. N. Charley (mgr & sales mgr), F. Clissold (chief engineer), W. Chant (program mgr).

2RE Taree
Licensor: Manning Valley Broadcasting Pty Ltd, Post Box 185, PO Taree. Phone 1100, 1101, Telegrams Twoore.
Transmitter Site: Taree. Power: 2kw. Frequency: 1560kcs. District Covered: Rural (dairying, timber). Operating Hours: Mon-Fri, 6am-10:30pm; Sat, 6am-11pm; Sun, 7am-10:30pm.
Executives: A. Thompson (mngr), R. Bul-tude (program mngr).
Interstate Representation: R. Haig-Muir, Stanhill, 53 Queen-st, Melbourne (BM 3941); Eric Wood, 329 Adelaide-st, Brisbane (B 7075); Country Radio & Television, 90 Carrington-st, Sydney (BX 3386).

2RG Griffith
Licensee: 2RG Broadcasters Pty Ltd, Ulong-st, Griffith. Phone Griffith 1245.
Transmitter Site: Widgelli. Power: 2kw. Frequency: 1070kcs. District Covered: Irrigation, pastoral, rural. Operating Hours: Mon.-Sat. 6.30am-10.30pm; Sun. 7.30am-10.30pm.
Directors: Dr. L. M. Jones (managing director), M. E. Farley, D. Taylor.
Executives: R. Gamble (mngr & sales mngr).
Network Affiliation: Macquarie. Interstate Representation: Noel Battye, 52 Phillip-st, Sydney (BU4598); Melbourne see 2GB entry.

2TM Tamworth
Licensee: Tamworth Radio Development Co Pty Ltd, 312 Peel-st, Tamworth. PO box 115. Phone B988. Telegrams Twotm.
Transmitter Site: Duri. Power: 2kw. Frequency: 1300kcs. District Covered: Industrial, pastoral, rural. Operating Hours: Mon.-Sat. 6am-11pm; Sun. 8am-10.30pm.
Executives: E. Higginbotham (mngr), D. Charlton (chief engineer).
Interstate Representation: See 2TM.

2VG Wagga
Transmitter Site: Brucedale. Power: 2kw. Frequency: 1150kcs. District Covered: Rural. Operating Hours: Mon.-Sat. 6am-11pm; Sun. 7am-10.50pm.
Directors: E. V. Roberts, Mrs I. A. Roberts, Mrs W. J. Hucker—all managing partners.
Executives: D. E. Holmes (mngr), L. de Vere Wyne (sales mngr), A. Williams (chief engineer).
Network Affiliation: Macquarie co-op. Interstate Representation: Riverina Broadcasters, 50 Carrington-st, Sydney (BX3202); R. Haig-Muir Pty Ltd, 33 Queen-st, Melbourne (BM3641).

2VL Wollongong
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-10.30pm.
Directors: E. V. Roberts, Mrs I. A. Roberts, Mrs W. J. Hucker—all managing partners.
Executives: D. E. Holmes (mngr), L. de Vere Wyne (sales mngr), A. J. Yeldon (station engineer), B. Suitt (program mngr).
Network Affiliation, Interstate Representation: See 2GB.

2XL Cooma
Licensee: Cooma Broadcasters Pty Ltd, 151 Sharp-st, Cooma. Phone Cooma 218, PO box 58.
Transmitter Site: Cooma. Power: 1kw. Frequency: 920kcs. District Covered: Industrial (covering Snowy River project), pastoral, rural. Operating Hours: Mon.-Fri. 6am-11pm; Sat. 6am-midnight; Sun. 8.30am-10.30pm.
Interstate Representation: Barnes Chapman Company, 51 Macquarie-place, Sydney (BU5995); Oaten-Ward, 379 Collins-st, Melbourne (MU 4725).

For NSW regional stations of the ABC see special ABC section page 94.
HABIT STATION
'round the clock
... all 'round Victoria

3XY
MELBOURNE

MELBOURNE:
Princess Theatre Building
363 Spring St. 1335x

SYDNEY: The Barnes Chapman Co
Pty Ltd. 12th Floor, Kyle House
St. Maquarie Place 8U 5995
Radio stations

- Victoria (Melbourne)
First Station
In Australia's
Second Market!

3AW
382 Latrobe Street,
MELBOURNE, C. 1.
G.P.O., Box 369F, Phone: FJ 3671

Key Station for the Macquarie Broadcasting Service
3AK
Licensee: Melbourne Broadcasters Pty Ltd, 262 Flinders Lane, Melbourne, C1. Phone M93496. Studios & offices, 17 Grey-st, St. Kilda. (L1875). Transmitter Site: Altona. Power: 500 watts. Frequency: 1500kc. Operating Hours: Eeb. 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. Perham (managing director).
Executives: W. Bowie (mgng), J. A. Henry (chief engineer), P. Cavanagh (program mgng).

3AW
Network Affiliation: Macquarie. Sydney Representation: See 2GB.

3DB
3KZ
Licensor: 3KZ Broadcasting Company Pty Ltd, 64 Elizabeth-st, Melbourne. Phone MF6311. Telegrams Threekz.
Transmitter Site: Lower Henly. Power: 5kw. Frequency: 1180kcs. Operating Hours: Mon.-Fri. 6am-11:30pm; Sat. 6am-1am (Sunday); Sun. 8am-1:30pm.
Directors S. Morgan, W. V. Morgan, M. G. Sloman.
Executives: N. E. Balmer (mngr), A. S. Banks (sales mngr), D. A. Grace (chief engineer), K. O'Gorman (program mngr).
Interstate Representation: A. L. Finn, 66 King-st, Sydney (BX6161).

3UZ
Licensor: Nilsen's Broadcasting Service Pty Ltd, 45 Bourke-st, Melbourne. Phone MF4141. Telegrams Threeuz.
Transmitter Site: Heidelberg. Power: 5kw. Frequency: 950kcs. Operating Hours: Mon.-Fri. 5:30am-mid.; Sat. 5:30am-1:30pm (Sunday); Sun. 7:30am-11:30pm.
Executives L. Bennett (general mngr), W. Holmes (sales mngr), V. Virgona (chief engineer), J. McMahon (program mngr).
Interstate Representation: Noel Battye Pty Ltd, 52 Phillip-st, Sydney (BU4158).

3XY
Directors V. G. H. Harrison, J. C. Glass.
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, Kyle Hse, Macquarie Place, Sydney (BU5995).

For details of ABC stations 3AR and SLO see special ABC section page 94.
IS THE FIRST CHOICE OF ADVERTISING AND RADIO EXECUTIVES

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

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

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

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

... FOR YOUR VICTORIAN CAMPAIGN

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

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

- Victoria (Country)
Country Victoria is Australia’s 4th Market
Retail Sales for 1955/56 — £270,000,000

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

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

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

Inserted by the Victorian Country Broadcasters’ Publicity Committee
3BA Ballarat
Licensee: Ballarat Broadcasters Pty Ltd, 36 Lydiard-st, North Ballarat. Phone B5068.
Telex: Threeba
Interstate Representation: See 2GB.
Transmitter Site: Cardigan. Power: 1kw.
Frequency: 1320kcs. District Covered: Industrial, rural. Operating Hours: Mon-Sat. 6am-11pm.
Network Affiliation: Macquarie Co-op

3BO Bendigo
Transmitter Site: Kangaroo Flat. Power: 1kw. Frequency: 960kcs. District Covered: Industrial, pastoral, rural. Operating Hours: Mon-Sat. 6am-12mid.; Sun. 7am-12.30pm.
Director: Sir Lionel Hooke.
Executives: F. A. McManus (mngr), E. J. Pattison (sales mngr), V. Moore (chief engineer), Des Nicholas (program supervisor).
Network Affiliation: AWA, Interstate, O'seas Representation: See 3DB.

3CS Colac
Transmitter Site: Corowa-road, West Colac. Power: 1kw. Frequency: 1130kcs. District Covered: Rural. Operating Hours: Mon-Sat. 6am-11.30pm; Sun. 8am-11pm.
Executives: C. S. Faulkner (mngr), E. W. Franks (sales mngr), C. A. Cullinan (chief engineer), C. Woodland (program mngr).
Interstate Representation: D. N. Scott, The Argus, 80 George-st, Melbourne (BU 2703); E. L. Jeffrey, Phoenix Chambers, 574 Little Collins-st, Melbourne (MU 1119).

3CV Carisbrook
Licensee: Central Victoria Broadcasters Pty Ltd, 61 Burke-st, Maryborough, Vic. Phone Maryborough 6501. Telex Threecv.
Transmitter Site: Carisbrook. Power: 1kw. Frequency: 1440kcs. District Covered: Industrial, rural. Operating Hours: Mon-Sat. 6am-11pm; Sun. 8.50am-10.30pm.
Directors: Sir Frank Tait (chairman), G. H. Allan, Sir George Laneil, J. D. Patience.
Executives: M. F. E. Wright (general mngr), K. J. Parker (program mngr), R. Wade (sales mngr), W. Harper (technical), A. Burrow (studio mngr).
Network Affiliation: Interstate Representation: See 2GB.

3GL Geelong
Licensee: Geelong Broadcasters Pty Ltd, 4 James-st, Geelong. Phone 5516.
Directors: W. G. Jones (chairman), R. A. Cook, E. E. Wilson, J. A. McKenize.
Executives: J. A. McKenize (mngr), W. Gray (sales mngr & program mngr), J. C. Matthews (chief engineer).
Interstate Representation: Hugh Anderson, 190 Exhibition-st, Melbourne (MF 3074).

3HA Hamilton
Licensee: Western Province Radio Pty Ltd, 57 Grey-st, Hamilton. Phone Hamilton 5167.
Telex: Threeha
Transmitter Site: Mt. Bannbridge. Power: 2kw. Frequency: 1000kcs. District Covered: Pastoral. Operating Hours: Mon-Sat. 6am-11.30pm; Sun. 8am-11pm.
Executives: D. R. James (mngr), J. R. Back (program mngr), J. Siddle (chief engineer), G. Charlesworth (program mngr).
Network Affiliation: VBN. Interstate Representation: VBN, 239 Collins-st, Melbourne (Central 4123); Fred Russell, 36 Grosvenor-st, Sydney (BU 7229).

3LK Lubeck
Licensee: The Herald & Weekly Times Ltd, 50 Flinders-st, Melbourne. Phone MF5451. Telex: Threeha
Transmitter Site: Lubeck. Power: 2kw. Frequency: 275 metres. District Covered: Industrial, rural, pastoral. Operating Hours: Mon-Fri, 5.45am-11.30pm; Sat. 5.45am-12.30am; Sun. 7am-11.30pm. In relay with 3DB.
Directors, Executives, Network Affiliation, Interstate & O'seas Representation See 3DB.
3MA Mildura
Licensee: Sunraysia Broadcasters Pty Ltd.
T&G Bldg, Mildura. Box 599, Mildura.
Phone 28.
Transmitter Site: Mildura. Power: 2kw.
Operating Hours: Mon.-Sat. 6:30am-10:30pm; Sun. 8:45am-10:30pm.
Directors: Mrs & D. Elliott, C. D. Lanyon, K. Massey.
Executive: M. Folle (mgr).
Network Affiliation: Macquarie. Interstate Representation: Country Radio & Television, 30 Carrington-st, Sydney (BX590);
J. D. Thom, 395 Collins-st, Melbourne (MB1792).

3NE Wangaratta
Licensee: Wangaratta Broadcasting Co Pty Ltd, Templeton-st, Wangaratta.
Phone Wangaratta 1122-3. Telegrams Threene.
Transmitter Site: Bowser. Power: 1kw.
Frequency: 1600kcs. District Covered: Industrial, pastoral, rural.
Operating Hours: Mon.-Sat. 6am-11pm; Sun. 7am-11pm.
Network Affiliation: VBN. Interstate Representation: VBN, 239 Collins-st, Melbourne (Central 4124); Fred Russell, 36 Grosvenor-st, Sydney (BU 7220).

3SH Swan Hill
Licensee: Central Murray Broadcasters Pty Ltd, 729 Campbell-st, Swan Hill.
Phone Swan Hill 226. Telegrams Threese.
Operating Hours: Mon.-Sat. 6am-11pm; Sun. 8am-11pm.
Directors: D. F. Syme (managing director), N. F. Dixon, M. A. Dodds.
Executives: H. Lithgow (mgr), R. J. Barck (sales mgr), W. H. Murden (chief engineer), C. Weymouth (program mgr).
Network Affiliation: VBN. Interstate Representation: VBN, 239 Collins-st, Melbourne (Central 4124); Fred Russell, 36 Grosvenor-st, Sydney (BU 7220).

3SR Shepparton

Coverage —— 25 MILLION Acres!
(446,000 People!)

with A Yearly Retail Turnover of
Over £103.5 Million!

3CV
64 Burke St., MARYBOROUGH VIC.

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

MEBLOURNE REPRESENTATIVES:
3AW Broadcasting Co. Pty. Ltd.,
131 Loteba St., Melbourne, C.L.
Telephone: BJ 3671.
Open this door and you’re **IN**
to three of the richest markets in rural Victoria!

**3SR Shepparton**
2000 watts.

**3YB Warrnambool**
1000 watts.

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

You’d almost think these 300,000 people chose their homes just to be near ABS’s popular stations. If you had your choice you’d put three stations precisely where SR, YB and UL are located — and you’d get coverage that clicks every time, because the three ABS stations regularly steer 300,000 prosperous customers into 3696 retail outlets in the three Victorian provincial areas that no good time buyer would dream of missing.
Transmitter Site: Shepparton. Power: 2kw. Frequency: 1260kcs. District Covered: Rural. Operating Hours: Mon.-Fri. 5.45am-11pm; Sat. 5.45am-12 mid; Sun. 8am-11pm.

3TR Sale
Transmitter Site: Myrtlebank. Power: 2kw. Frequency: 1240kcs. District Covered: Industrial, rural. Operating Hours: Mon.-Fri. 5.30am-11.30pm; Sat. 5.30am-midnight; Sun. 8am-11pm.
Executives: G. C. Lewis (mngt), R. J. Barck (sales mngt), E. N. Evans (chief engineer).
Network Affiliation: VBN. Interstate Representation: VBN. 239 Collins-st, Melbourne (Central 4124); Fred Russell, 36 Grosvenor-st, Sydney (BU 7220).

3UL Warragul
Transmitter Site: Warragul. Power: 1-2kw. Frequency: 880kcs. District Covered: Rural. Operating Hours: Mon.-Fri. 6am-11pm; Sat. 6am-12 mid; Sun. 8am-11pm.
Executives: R. A. Williams (mngt), J. R. Jennings (sales mngt), A. K. McLennon (chief engineer), V. Haycraft (program mngt).

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

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

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

4BH A CHANDLER STATION

Member Station of MBS
4BC

Licensee: Commonwealth Broadcasting Corp (Qld) Ltd, 920 Queen st., Brisbane. Phone B0333. Telegrams Fourbc.
Directors: M. F. Albert, A. F. Albert, C. Bowly, E. P. Griffin.
Executives: M. E. Baker (mng), R. A. Archer (sales mng), N. J. Bishop (chief engineer), T. C. McGregor (program mng).

4BB

Transmitter Site: Landers Pocket. Power: 2kw. Frequency: 1390kcs. District Covered: Industrial. Operating Hours: Mon.-Sat. 5am-11pm; Sun. 6am-11pm.
Directors: Sir John Chandler (chairman), V. F. Mitchell (managing director), F. B. Chandler.
Executives: C. R. Carson (mng & sales mng), G. S. Lovejoy (assistant sales mng), N. Llewellyn (program mng), A. Brandt (studio mng), A. Judge (chief engineer), K. G. Logan (secretary).

4BK

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 (mng), B. Kleeman (advy-salts dept. mng), E. F. Allen (chief engineer), D. Magoffin (program mng).
Licensee: Australian Labor Party, Qld branch, 231 Elizabeth St., Brisbane. P.O. box 399F. Telegrams Fournq.


Operating Hours: Mon.-Fri. 5.30am-11pm; Sat. 5.30am-12 noon; Sun. 7am-11.30pm.

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

Executives: L. H. Andrews (gm), L. W. Beidley (sales mng), R. Watson (chief engineer), G. E. Wardman (program mng).

Network Affiliation: 2KY, 2HD.

Interstate Representation: Noel Batter, 52 Phillip St., Sydney (BU4598); R. Haig Muir, Stonhill, 85 Queens Rd., Melbourne (Windsor 1665).

For details of ABC stations 4QG and 4QK see special ABC section page 91.
Radio stations

- Queensland (Country)
OF QUEENSLAND'S POPULATION
IS WITHIN THE PRIMARY
COVERAGE AREAS OF THE
QUEENSLAND NETWORK STATIONS

SYDNEY: Bob Highfield, 65 York Street, BX 2737
MELBOURNE: "Jeff" Jeffrey, 3rd Floor, Phoenix Chambers, 374 Little Collins St.
MU 3115
4AK Darling Downs

Executives: R. Goss (mngr), B. Klemm (advtg-sales dept. mngr), P. L. Grant (chief engineer), D. Magoffin (program mngr).
Network Affiliation, Interstate & Overseas Representation: See 4BK.

4AY Ayr

Executives: G. T. Schmid (assist. mngr), F. L. Nathan (sales mngr), chief engineers J. Cost (Townsville), R. Savill (Ayr).
Interstate Representation: E. L. Jeffrey. 374 Little Collins-st, Melbourne (MU3115); R. W. Highfield, 65 York-st, Sydney (BX2737); W. R. Stevens, c/- 4BC, Wharf-st, Brisbane (B0333).

4BU Bundaberg

Network and Interstate Affiliation: See Macquarie-2GB.

4CA Cairns

Director: Sir Lionel A. Hooke.
Executives: J. Davies (mngr), K. Duncan (sales mngr), K. Nutt (chief engineer), K. Smith (program mngr).
Network Affiliation: AWA. Interstate, Overseas Representation: See 2CH.

4GR Toowoomba

Licensee: Gold Radio Service Pty Ltd, 455 Ruthven-st, Toowoomba, P.O. Box 111. Phone 48, 498.
Executives: E. E. Gold (mngr), D. E. Gold (assist. mngr), A. Bidgood (chief engineer), R. Stevenson (program mngr).
Network Affiliation: Queensland & Macquarie Networks. Interstate Representation: S. Highfield, 65 York-st, Sydney (BX2737); E. L. Jeffrey, Box 1914R, Melbourne (MU3115); W. Stevens, C/- 4BC, Wharf-st, Brisbane (B0333).

4GY Gympie

Licensee: Gympie Broadcasting Co Ltd, 58 Mary-st, Gympie. Phone 334, 469.
Transmitter Site: Monkland. Power: 500-2000wts. Frequency: 1350kcs. District Covered: Rural (dairying, fruitgrowing, timber). Operating Hours: Mon-Sat. 6am-12pm; Sun. 8am-10pm.
Director: S. L. Fittell (managing director).
Executives: A. B. Buzzetti (mngr).
Network Affiliation: Macquarie. Interstate Representation: 4BC, Wharf-st, Brisbane (B055); for Sydney & Melbourne see 2GB.

4IP Ipswich

Transmitter Site: Balaclava-st. Power: 1kw. Frequency: 1010kcs. District Covered: Industrial, pastoral, rural. Operating House Mon-Sat. 6am-10.30pm; Sun. 8am-10.30pm.
Gives the most comprehensive coverage of the great wealth of NORTH QUEENSLAND.

97,120 people reside within the 0.5mv/m Primary service area of 4AY...

The FULL story obtainable from our

REPRESENTATIVES

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

2000 watts Day
1000 watts Night
Directors: W. J. Johnson, Mrs M. A. B. Johnson, W. S. Parkinson (chairman), G. S. Stephenson.

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

Interstate Representation: Barnes Chapman Co, Kyle Hse, Macquarie Place, Sydney (BX6161); R. Haig-Muir, 33 Queens-rcd, Melbourne (BM3861); 4BC, Wharf-st, Brisbane (B0355).

4GL Longreach

Licensee: Central Queensland Broadcasting Corp Pty Ltd, Estate Hse, 104 Eagle-st, FO Box 20, Longreach. Phone 227-158. Telegrams Fourgl.

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

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

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

Network Affiliation: Macquarie.

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

4MB Maryborough


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


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

Network Affiliation: Queensland Network.

Interstate Representation: R. W. Highfield, 65 York-st, Sydney (BX2737); E. L. Jeffrey, 374 Little Collin-st, Melbourne (M1311); 4BC, Adelaide & Warf-sts, Brisbane (B0355).

4MK Mackay


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

Directors: Sir Lionel A. Hooker (managing director), J. H. Williams.

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

Interstate Representation: A. L. Finn Pty Ltd, Kyle Hse, Macquarie Place, Sydney (BX6161); R. Haig-Muir, 33 Queens-rcd, Melbourne (BM3861); 4BC, Wharf-st, Brisbane (B0355).

4RO Rockhampton

Licensee: Rockhampton Broadcasting Co Pty Ltd, Rhenbne Hse, Enst-st, Rockhampton. Phone 2941-2. Telegrams Fourro.

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


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

Interstate Representation: R. W. Highfield, 65 York-st, Sydney (BX2737); E. L. Jeffrey, 374 Little Collin-st, Melbourne (M1311); 4BC, Adelaide & Wharf-sts, Brisbane (B0355).

4SB Kingaroy


Transmitter Site: Wooroolin. Power: 2kw. Frequency: 1060kcs. District Covered: Pastoral, rural. Operating Hours: Mon.-Sat. 6am-11.30pm; Sun. 7am-11pm.

Directors: Sir Lionel A. Hooker (managing director), J. H. Williams.

Executives: E. P. Griffin (mngr), C. Tie (chief engineer).

Network Affiliation: Queensland Network.

Interstate Representation: R. W. Highfield, 65 York-st, Sydney (BX2737); E. L. Jeffrey, 374 Little Collin-st, Melbourne (M1311); 4BC, Adelaide & Wharf-sts, Brisbane (B0355).

4TO Townsville


Transmitter Site: Cluden. Power: 1kw. Frequency: 780kcs. District Covered: Industrial, pastoral. Operating Hours: Mon.-Sat. 6am-11.30pm; Sun. 7am-11pm.

Directors: Sir Lionel A. Hooker (managing director), J. H. Williams.

Executives: E. P. Griffin (mngr), C. Tie (chief engineer).
£14,000,000 is paid to MACKAY for the annual sugar crop alone!

Reach this market of 40,000 people through...

4MK

Enquiries gladly answered by

A. L. FINN PTY. LTD.
66 King Street, Sydney

RON HAIG-MUIR PTY. LTD.
33 Queens Road, Melbourne

BILL STEVENS
4BC, Brisbane

4VL Charleville

Licensee: The Charleville Broadcasting Co Ltd. PO Box 29, Charleville. Phones 221, 444. Telegraph Fourw.

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


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

Interstate Representation: W. R. Stevens, C/- 4BC, Brisbane (B0333); R. W. Highfield, 35 York-st, Sydney (BX2735); E. L. Jeffrey, 374 Little Collins-st, Melbourne (MU3115).

4WK Warwick


Transmitter Site: Warwick. Power: 1-2kw. Frequency: 880kcs. District Covered: Rural. Operating Hours: Mon-Sat. 6.30am-10.30pm; Sun. 8am-10pm.

Director: Sir Lionel Hooke.

Executives: W. O. Kirane (mgr), W. McNab (sales mgr), W. F. Wynn (program mgr).

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

4ZR Roma

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

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. Carr, R. V. Johnson, E. A. Thomas.

Executives: G. H. Hodges (mgr), A. R. Johnson (chief engineer).

Network Affiliations: Associated with 4BC, 4GR, 4RO, 4MB, 4SB. Interstate Representation: W. R. Stevens, 4BC, Wharf-st, Brisbane (B0353); R. W. Highfield, 35 York-st, Sydney (BX2735); E. L. Jeffrey, Little Collins-st, Melbourne (MU3115).

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

- South Australia
Over the years SKA Personalities and Programmes have earned and maintained the reputation of being “first on the local scene”. Metropolitan listeners—and country listeners too, through 5KA and its Regional Stations SAU and 5RM—have shown their trust and reliance in what they have come to regard as “their” Stations. That is why more than 450 individual South Australian clients advertise and RENEW with “their” Network — 5KA - SAU - 5RM... the Stations that are “first on the local scene”.

5KA 5AU 5RM

MELBOURNE
E. L. JEFFREY
370 Little Collins Street
Mu 3115

SYDNEY
A. L. FINN
66 King Street
BK 8161

BRISBANE
ERIC WOOD
929 Adelaide Street
B 7075
5AD Adelaide
Licensee:Advertiser Newspapers Ltd, Box 392, GPO, Adelaide. Phone LA0421. Telegrams Fivead.
Transmitter Site: Cavan. Power: 2kw.
Frequency: 1310kcs. District Covered: Rural, pastoral, industrial. Operating Hours: Mon-Fri, 5.30am-11.15pm; Sat, 5.30am-7.30 mid; Sun, 8am-10.45pm. Relays to SFI-MU-SE.

5DN Adelaide
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.
Executives: J. S. Larkin (general mngr), F. E. Anderson (sales mngr), S. G. Barber (chief engineer), M. A. Thomas (program mngr).

5KA Adelaide
Transmitter Site: Cavan. Power: 2kw.
Frequency: 1200kcs. District Covered: Industrial, rural. Operating Hours: 24hour service. Relays to 5AC-SRM.
Executives: W. L. C. Davies (general mngr), R. G. Cant (sales mngr), R. L. Pasch (chief engineer), J. S. Fox (program mngr).
Interstate Representation: A. L. Finn & Co, 60 King-st, Sydney (BX6161); E. L. Jefferis, 570 Little Collins-st, Melbourne (MU3115).

FOR RESULTS IN S.A.
AIM DIRECTLY AT THE MARKET YOU WANT

Aim your sales message directly at its richest market in South Australia. The Advertiser Broadcasting Network condenses S.A.'s radio audience into three concentrated groups. 5AD blankets S.A. Metropolitan with 2000 watts. 5PI, 5MU, 5SE, the only 4 station network in S.A., puts 5000 watts behind every word of your message, echoing your sales story into every corner of S.A.'s most densely populated areas.

5AD, 5PI, 5MU, 5SE
THE ADVERTISER
BROADCASTING NETWORK
5AU Port Augusta

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

Transmitter Site: Pt. Augusta. Power: 500wts. Frequency: 1400kcs. District Covered: Industrial, pastoral, rural. Operating Hours: Sun.-Fri. 5:45am-11pm; Sat. 5:45am-12 mid. In relay with 5KA.


Executives: W. L. C. Davies (general mngr). All executive matters handled by 5KA.

Interstate Representation: See 5KA.

5MU Murray Bridge

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

Transmitter Site: Murray Bridge. Power: 500wts. Frequency: 1460kcs. District Covered: Pastoral, rural. Operating Hours: Sun.-Fri. 5:45am-11pm; Sat. 5:45am-11:30pm, Sun. 8am-10:45pm. In relay with 5AD.

Directors, Executives, Interstate & Overseas Representation: See 5AD.

Network Affiliation: Major.

5PI Crystal Brook

Licensee: Midlands Broadcasting Services Ltd, C/- 5AD, Box 392, GPO, Adelaide. Phone L9021.


Operating Hours, Directors, Executives, Interstate & Overseas Representation: See 5AD.

Network Affiliation: Major.

For South Australian stations of the ABC see special ABC section page 91.
Radio stations

- Western Australia
6IX Perth
Frequency: 1080kcs. District Covered: Indus­
trial, rural. Operating Hours: Mon-Sat. 5.45am-11pm; Sun. 7am-10.30pm. Relays to SIT.
Directors: Sir Ross McDonald, KB, QC (chairman), R. A. Long, J. E. Macartney, F.
C. Kingston, S. G. Kingston. Executives: B. Samuel (general mng), T. H. Simmons (chief
engineer), S. A. Gervas (program mng).
Network Affiliation: See 2GB.

6KY Perth
Licensee: People's Printing and Publish­
ing Co, 17-19 Jamaica, Perth. Box 908, CPO,
Perth. Phone BF1636. Telegrams Sixky.
Frequency: 1210kcs. District Covered: Industrial, rural.
Operating Hours: Mon.-Fri. 6am-11pm; Sat. 6am-2am (Sunday); Sun. 7.30am-10.30pm. Relays to 6NA.
Executives: R. J. Mercer (mng), J. A. Ashto
(sales mng), F. Clarke (chief engineer), J. Laurie (program mng).
Network Affiliation: Noel Barrie, 32 Phillip-st, Sydney (BU4598); E. L. Jeffrey, 374- Little Collins-st, Melbourne
(EM1172).

6PM Perth
Licensee: 6PM Broadcasters Pty Ltd, 115 St. George's Terrace, Perth. Phone BA2201.
Telegram Whitnet.
Transmitter Site: Coffee Point. Power: 2kw.
Frequency: 980kcs. District Covered: Light industrial, pastoral. Operating Hours: Mon-Fri. 6am-10.30pm; Sat. 6am-11pm; Sun. 5.30am-10.30pm. In relay with 6AM.

6PR Perth
Licensee: Nicholas Ltd, 240 Hayat, Perth.
Phone BF3044. Telegrams Sixpr.
Transmitter Site: Yonderup. Power: 2kw.
Frequency: 1130kcs. District Covered: Light
industrial, pastoral, rural. Operating Hours: Mon-Fri. 6am-10.30pm; Sat. 6am-11pm; Sun. 5.30am-10.30pm. In relay with 6BY.
Directors: E. L. Jeffrey, B. Samuel, S. A. Gervas (program mng).
Network Affiliation: See 6PR.
6GE Geraldton
Licensee: Great Northern Broadcasters Ltd, Eleanor-st, Geraldton. Phone Geraldton 130.
Telegrams Sixge.
Transmitter Site: Bluff Point. Power: 2kw.
Frequency: 1010kcs. District Covered: Pastoral, rural, crayfishing. Operating Hours: Mon.-Sat. 7am-1.30pm, then 5.30-10.30pm; Sun. 11am-10pm. In relay with 6PM.
Director: L. W. Shepheard.
Executives: L. J. Harris (mgr and program mgr), J. H. Tozer (sales mgr), H. A. Taylor (chief engineer).

6KG Kalgoorlie
Transmitter Site: Parkeston. Power: 2kw.
Frequency: 860kcs. District Covered: Rural, mining. Operating Hours: Mon.-Fri. 7am-1pm, then 5-10.30pm; Sat. 7am-3.30pm, then 5-10.30pm; Sun. 11am-2.30pm, then 5-10pm. In relay with 6PM.
Managing Director: F. R. Whitford.
Executives: W. J. Attwill (mgr & program mgr), J. H. Tozer (sales mgr), H. A. Taylor (chief engineer).

6MD Merredin
Licensee: W.A. Broadcasters Pty Ltd. Phone Merredin 109. Telegrams Sixmd.
Transmitter Site: Merredin. Power: 2kw.
Frequency: 1100kcs. District Covered: Light industrial, pastoral, rural. Operating Hours: Mon.-Fri. 7am-2pm, then 5-10.30pm; Sat. 7am-11pm; Sun. 9am-12.30pm, then 5-10.30pm. In relay with 6IX.
Directors, Executives, Network Affiliation, Interstate Representation: See 6IX.

6NA Narrogin
FOR MAXIMUM COVERAGE OF W.A. USE...

6 PM PERTH
Covering the whole of the metropolitan area with crystal clear reception.

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

6 KG KALGOORLIE
200 miles from opposition and servicing the whole of the richest gold-bearing areas of Australia.

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

For information see:
DON SCOTT,
56 Young Street, Sydney.
E. L. JEFFREY,
374 Little Collins St., Melbourne.

WHITFORD BROADCASTING NETWORK
115 St. George’s Terrace, Perth

6 TZ Bunbury
Transmitter Site: Waterloo. Power: 2kw. Frequency: 315 metres. District Covered: Industrial, pastoral, rural. Operating Hours: Mon-Fri. 6am-10.15pm; Sat. 6am-10.30pm; Sun. 7-10.30pm. In relay with 6PR.

6 WA Albany
Transmitter Site: Albany. Power: 2kw. Frequency: 780kcs. District Covered: Industrial, pastoral, rural. Operating Hours: Mon. to Fri. 7.30am-1pm, then 3.30-10pm; Sat. 7.30am-1pm, then 2.30-10pm; Sun. 11am-2pm, then 5.30-10pm.

Executives: Ted Furlong (mgr), G. K. Wild (tech. in charge).
Interstate Representation: D. N. Scott, 56 Young-st, Sydney (BU2763); E. L. Jeffrey, 374 Little Collins, Melbourne (MU3115).

6 WH Katanning
Licensee: W.A. Broadcasters Pty Ltd, Katanning WA. Phone Katanning 111. Telegrams Sixwb.
Transmitter Site: Katanning. Power: 2kw. Frequency: 1070kcs. District Covered: Pastoral. Operating Hours: Mon-Fri. 6am-2pm, then 5-10.30pm; Sat. 6am-11pm; Sun. 6am-12.30pm, then 2-10.30pm. In relay with 6 IX.

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

For Western Australian stations of the ABC see special ABC section, page 91.
Radio stations

• Tasmania
MACQUARIE

7HO

7LA

ESTABLISHED FAVOURITES
IN TASMANIA!
7HO Hobart
Licensee: Commercial Broadcasters Pty Ltd, 80-84 Elizabeth-st, Hobart, GPO Box 671F. Phone B7773. Telegrams Sevenho.

7HT Hobart
Licensee: Metropolitan Broadcasters Pty Ltd, 141 Elizabeth-st, Hobart, GPO Box 572F. Phone B5083. Telegrams Sevenht.

7AD Devonport
Licensee: Northern Tasmania Broadcasters Pty Ltd, 39 Rockest, Devonport, PO Box 18. Phone Devonport 437. Telegrams Devonst.

7BU Burnie
Licensee: Burnie Broadcasting Service Pty Ltd, 57 Wilson-st, Burnie, PO Box 120. Phone Burnie 125. Telegrams Sevenbu.
Transmitter Site: Coceor. Power: 500wts. Frequency: 590kcs. District Covered: Industrial, rural. Operating Hours: Mon.-Fri. 6.30am-10.30pm; Sat. 6.30am-10am; then 5-10.30pm; Sun. 9am-1pm; then 5-10.30pm. Directors: K. A. Findlay, D. P. Findlay, B. A. Findlay, F. M. Findlay, T. Lord. Executives: T. Lord (mngr), C. Nunn (sales mngr), C. H. Trewheway (chief engineer), R. E. Ling (program mngr). Network Affiliation: Macquarie. Interstate Representation: Sydney and Melbourne, see Macquarie.
Transmitter Site: North Scottsdale. Power: 500w. Frequency: 1450kc. District Covered: Industrial, rural. Operating Hours: Mon.-Fri. 7am-1pm, then 4.30-10.15pm; Sat. 7.45am, then 12noon-10.15pm; Sun. 5-10.15pm.


Executives: B. Scetich (mngr & chief engineer), D. Rainford (sales mngr), T. Allen (program mngr).

Network Affiliation: Tas. Coastal Net.

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

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

- National
- Interstate
- Regional
when you think of
NATIONAL COVERAGE

Think of

major

THE MAJOR BROADCASTING NETWORK
2UE . 2KO . 3DB . 3LK . 4BK
4AK . 5AD . 5MU . 5SE . 5PI
6PR . 6TZ . 6CI . 7HT . 7EX
NATIONAL

MACQUARIE BROADCASTING SERVICE, 136 Phillip-st, Sydney. Phone B0360.
Member Stations: 2GB, 2CA, 2LF, 2LT, 2MG, 2MW, 2NX-VM, 2PK, 2WL, 3AW, 5CY, 4BU, 4GV, 5DN, 6IX-WBY, 7HO, 7LA.

MAJOR BROADCASTING NETWORK, 29 Bligh-st, Sydney. Phone B0329.
Member Stations: 2UE, 2KO, 3DB-LK, 4BK-4K, 5AD-FI-MU-4E, 6PK-TZ-C7, 7EX, 7HT.
I/state Repr.: Hugh Anderson, 130 Exhibition-st, Melbourne (FY0211). Member stations all other states. Overseas 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 centralized 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.

REGIONAL

ASSOCIATED BROADCASTING SERVICES LTD, 565 Elizabeth-st, Melbourne. Phone FY0211.
Executives: S. J. A. Kemp (general mng.), R. Ellenby (salg. mng.).
Member Stations: 3SR, 3YB, 3UL.
I/state Repr.: Vic Dominion, 66 Pitt-st, Sydney (BW2518).
Associated Broadcasting Services was formed as a public company early in 1957 to purchase the interest of the Argus Broadcasting Service from the Argus & Australasia Ltd.
Argus had operated the network since 1951.
Stations offer Victorian regional coverage...
ADVERTISER NETWORK, Box 392, GPO, Adelaide. Phone LA0421.
Executive: K. A. Macdonald (mngr).
Member Stations: 5AD, 5PI, 5MU, 5SE.
State Reps: Hugh Anderson, 5AD; J. W. Phillips, 5PI; A. T. Taylor, 5MU; J. T. Tredway, 5SE.
Executive: Tax Lord (mngr & mngr, TRU), D. Charlton (mngr, TAD), B. Settine (mngr, TSD).
Member Stations: 7BU, TAD, TSD.
State Reps: K. L. Finn, 7BU, Sydney; R. Haig-Muir, 7BU, Melbourne.
Network offers Tasmanian regional coverage.

NEW ENGLAND NETWORK, C/o Tamworth Radio Development Co Ltd, 312 Peel-st, Tamworth. Phone Tamworth B988.
Executives: E. Higginbotham (mngr, dir.), S. Emerton (Network supervisor), D. Charlton (chief engineer), R. V. Brazil (2AD), A. Thompson (2RE), E. Keere (2TM), E. Collins (2VM), B. F. Watson (Net. secretary).
State Reps: 4BH, 43 Adelaide-st, Brisbane (all stations except 2RE), Phone B2002; 2RE, E. Wood, 319 Adelaidest, Brisbane (EW1587); Country Radio & Television Pty Ltd, 50 Carriages-st, Sydney (BJS380); John Harve, 5/0 Frankln-st, Melbourne (all stations except 2RE), FJ3621; 2RE, R. Haig-Muir, 33 Queen-st, Melbourne (BM3641).
Network, formed by holding company, Broadcast Amalgamated, in 1954, offers NSW regional coverage.

NICHOLSON'S LTD, 340 Hay-st, Perth. Phone BF3044. Telegrams Sixpr, Perth.
Executives: R. McC. Russell (mngr), A. G. Barker (sales mngr), W. Broughall (program mngr).
Member Stations: 6PR, 6TZ, 9CI.
State Reps: Victorian Broadcasting Network, 239 Collins-st, Melbourne (Cent. 1121); Fred Russell, 36 Grevouen-st, Sydney (BU7220).
Network offers Perth and WA regional coverage.

TASMANIAN COASTAL NETWORK, Box 120, PO, Burnie. Phone Burnie 125.
Executives: Tax Lord (mngr & mngr, TRU), D. Charlton (mngr, TAD), B. Settine (mngr, TSD).
Member Stations: 7BU, TAD, TSD.
State Reps: K. L. Finn, 7BU, Sydney; R. Haig-Muir, 7BU, Melbourne.
Network offers Tasmanian regional coverage.

VICTORIAN BROADCASTING NETWORK, 239 Collins-st, Melbourne. Phone Cent. 4121. Telegrams Radiocentre.
Member Stations: 3HA, 3TR, 3SH, 3NE.
Executives: David F. Syme (founder & mngr, dir.), Nevill Dixon (general mngr), Bob Baxc (sales mngr), David de la Rue (mngr & mngr, 3NE), Donald P. James (mngr, 3SH), Harry Lihgnow (mngr, 3NE), Gordon Lewis (mngr & FR).
State Reps: Fred Russell, 36 Grevouen-st, Sydney (BU7220); Macquarie, 239 Collins-st, Medh. (Cent. 4121).
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 1956, 3SH in 1957, and 3NE in 1958.

WA BROADCASTERS PTY LTD, Lyric Hse, 233 Murray-st, Perth. Phone BF2321.
Executives: B. Samuel (general mngr).
Member Stations: 6IX, 6WB, 6MD, 6BY.
State Reps: Macquarie. O'Neau Sec Macquarie.
Network offers Perth and WA regional coverage.

WHITFORD BROADCASTING NETWORK, 115 St George's Terrace, Perth. Phone BA2001.
Executives: F. R. Whitford (mngr, dir.), H. A. Taylor (chief engineer), J. H. Torer (sales mngr), L. J. Harris (mngr, 6GE), W. J. Arscull (mngr, 6KG).
Member Stations: 6PM, 6AM, 6KG, 6GE.
State Reps: D. N. Scott, 56 Young-st, Sydney (BU7270); E. L. Jeffrey, 374 Little Collins-st, Melbourne (BU7315).
Network offers Perth and WA regional coverage.
Radio representatives

• And of overseas radio
  and TV organisations
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SYDNEY
BARNES CHAPMAN COMPANY PTY LTD, 31 Macquarie Place, Sydney. BU9596. (3XY, 4IP, 2XL, ALC Recording Div.). M. D. Chapman, M. J. Jones (dir).

BATTYE, NOEL PTY LTD, 52 Phillip-st, Sydney. BU3598. (3UZ, 4KQ, 6KY-NA, 2RG, 4LG, 6X-NA, 7RU, 7AD, 7QT, 75D, Grace Gibson Radio & TV Prod. Noel Battye, Dilah Battye (dir).

COUNTRY BROADCASTING SERVICES, Hosking Hot, Penfold Place, Sydney. BU128. Telegrams Twogz Sydney. (3XY, 4IP, 2XL, ARC Recording Div.). M. D. Chapman, M. J. Jones (dir).


COUNTRY BROADCASTING SERVICES, Hosking Hse, Penfold Place, Sydney. BU1428. Telegrams Twogz Sydney. (3XY, 4IP, 2XL, ARC Recording Div.). M. D. Chapman, M. J. Jones (dir).


DINNENY, VIC, 66 Pitt-st, Sydney. BW1218. (Associate Broadcasting Service, 3SR, 3YB, 3UL).


HIGHFIELD, R. W., Asbestos Hse, 65 York-st, Sydney. BX2737. Telegrams Sydrep Sydney. (4BC-SB, 4GR, 4MB, 4RO, 4SB, 4HY, 4VL, 4ZR).

LOCK, KINGSLEY, CML Bldg, Hunter-st, Sydney. BW9370. (2KO).

MACQUARIE BROADCASTING SERVICE, 136 Phillip-st, Sydney. Phone B0360. (2CA, 2LF, 2LT, 2MG, 2MW, 2NX-NM, 2PK, 2WL, 3AW, 3CV, 4BH, 4BU, 4GY, 5DN, 6IX, WB-MD-BY, 7HO, 7LA). Roy Heath (Melb. mgm).

OATEN WARD, L&G Bldgs, 579 Collins-st, Melbourne. MU4725. (2SM, 2XL).


SCOTT, D. N., O'Brien Hse, 56 Young-st, Sydney. BU2763. Telegrams Donscott, Sydney. (4BG-SB, 4GR, 4MB, 4RO, 4AY, 4ZR, 4VL, 4HY, 6PM-AM KG-GE, 6VA).

MACQUARIE BROADCASTING SERVICE, 382 Latrobe-st, Melbourne. Phone FJ3671. (2TM, 2AM, 2RO, 2BG, 2LF, 2LT, 2MG, 2MW, 2NX-NM, 2PK, 2WL, 3AW, 3CV, 3BA, 4BH, 4BU, 4GY, 5DN, 6IX, WB-MD-BY, 7HO, 7LA).

OATEN WARD, L&G Bldgs, 579 Collins-st, Melbourne. MU4725. (2SM, 2XL).

BRISBANE
STEPHENS, W. R. 20-38 Wharf-st, Brisbane. BU0333. (20W, 4AY, 4GR, 4MB, 4VL, 4G).

WOOL, ERIC, P.O. Box 7075. (2HD, 2RE).

OVERSEAS RADIO-TV REPS

National Broadcasting Co Inc, New York, USA. Repr. by American Broadcasting Co Ltd, 47 York-st, Sydney (BU2053), NBC Film Division (TV programs) repr. by W&H radio and TV program service.


HAYRE, JOHN, 65a Franklin-st, Melbourne. FJ3621. (2IP, 2TM, 2VM, 2AD).


MACQUARIE BROADCASTING SERVICE, 382 Latrobe-st, Melbourne. Phone FJ3671. (2GR, 2CA, 2DU, 2BS, 2BG, 2LE, 2LT, 2MG, 2MW, 2NX-NM, 2PK, 2WL, 3AW, 3CV, 3BA, 4BH, 4BU, 4GY, 5DN, 6IX, WB-MD-BY, 7HO, 7LA). Roy Heath (Melb. mgm).

OATEN WARD, L&G Bldgs, 579 Collins-st, Melbourne. MU4725. (2SM, 2XL).

THOM, J. D., 395 Collins-st, Melbourne. MU1792. (3MA).

BRISBANE
STEPHENS, W. R. 20-38 Wharf-st, Brisbane. BU0333. (20W, 4AY, 4GR, 4MB, 4VL, 4G).

WOOL, ERIC, P.O. Box 7075. (2HD, 2RE).
Australian Broadcasting Commission
THE Commonwealth Government took the first steps that ultimately led to the establishment of the Australian Broadcasting Commission as long ago as 1929. 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 managing director. 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.
- 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.
- Radio Australia, the Australian shortwave service to other countries began early in the war. Its objective was to provide news and explain the Australian viewpoint. During most of the war the service was controlled by the Department of Information but in 1951 the Commonwealth Government decided that its programs should be taken over by the ABC. Radio Australia broadcasts 25 news bulletins daily to Asia and the Pacific, North America, the British Isles and Europe and Africa. Languages in which Radio Australia broadcasts are given include Indonesian, Mandarin, Thai and French. The ABC celebrated its silver anniversary on July 1, 1957.

STATIONS

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

AUSTRALIAN CAPITAL TERRITORY
2CN Canberra (1540kcs, 2kw operating power), 2CY Southern Tablelands (800kcs, 10kw).

NEW SOUTH WALES:
2BL (740kcs, 10kw), 2FC (610kcs, 10kw). Regional.
2BN Sydney (790kcs, 10kw), 2CO Riverina & NE Victoria, Albury (620kcs, 10kw); 2CR Western Districts, Orange (550kcs, 10kw); 2LG Lithgow (1570 kcs, 200w); 2ML Murrumburrah (560kcs, 200w); 2NA Newcastle (1510kcs, 2kw); 2NB Broken Hill (760kcs, 1kw); 2NC Newcastle (1250kcs, 10kw); 2NR Northern Rivers, Grafton (700kcs, 10kw); 2ST Taroom (720kcs, 200w); 2TR Mid North Coast, Kempsey (680kcs, 10kw); 2NU North-Western, Tamworth (650kcs, 10kw); 2GL Northern Tablelands, Glen Innes (820kcs, 10kw).

VICTORIA:
3AR (620kcs, 10kw), 3LO (770kcs, 10kw). Regional.
3GI Gippsland, Sale (850kcs, 7kw); 3WW Northern Victoria, Maryborough (800kcs, 10kw); 3WL Warrnambool (1570kcs, 200w).

QUEENSLAND:
4QG (790kcs, 10kw), 4QR (590kcs, 10kw). Regional.
4XT Far North, Carnarvon (860kcs, 500w); 4QZ Pioneer District, Mackay (720kcs, 2kw); 4QM Gympie (1570kcs, 200w); 4QB Wide Bay, Maryborough (910kcs, 2kw); 4QL West-
crn Queensland, Longreach (540kcs, 10kw); 4QN Northern Queensland, Townsville (600kcs, 7kw); 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 Station, Port Pirie (640kcs, 10kw); 5LN Port Lincoln (1530kcs, 200w); 5WM Woomera (1580kcs, 50w); 5PA South East, Penola (1160kcs, 2kw); 5MV Renmark (1590kcs, 2kw).

WESTERN AUSTRALIA: (Perth.)

6WF (690kcs, 5kw), 6WN (810kcs, 10kw).
Regional.
6GF Goldfields, Kalgoorlie (720kcs, 2kw); 6GN Geraldton (830kcs, 2kw); 6WA Wagin (560kcs, 10kw); 6NM Northam (600kcs, 200w); 6AL Albany (650kcs, 400w).

NORTHERN TERRITORY:

5AL Alice Springs (1530kcs, 200w), 5DR Darwin (1500kcs, 200w).

PAPUA:

9PA Port Moresby (1250kcs, 500w).

SHORT WAVE SERVICES

VLG, VLH, VLR (all Lyndhurst, Vic, LG-LH, IOkw, LR, 5kw), VLI (Sydney, NSW, 2kw), VLM, VLO (Brisbane, Qld, 10kw), VLT (Port Moresby, Papua, 2kw), VLW-VLX (Perth, WA, LW 2kw, LX 10kw).

(Note: Frequencies on which these short wave stations transmit are varied as required for best results.

EXPERIMENTAL FREQUENCY MODULATION SERVICES

(See special FM Section page 156)

AUSTRALIAN BROADCASTING COMMISSION

Now building its television activities on 25 years national broadcasting experience.

The A.B.C. is the world’s biggest concert organization: 750 public concerts featuring famous international musicians during 1957.

A.B.C. Symphony concerts alone have 50,000 regular subscribers.

Bringing Australia the best in...

Music, News, Talks, Drama, Variety and Sports

A.B.C. RADIO & TV
TELEVISION STATIONS

ABN Sydney
Opened: Nov. 5, 1956.
Transmitter & Studios: Pacific Highway, Gore Hill, JF0435. Marconi transmitter (through AWA), with studio equip. from EMI, Fernbet (through Pyrox), and Marconi (through AWA). Station opened using a temporary 20ft x 30ft studio, from which much live production including half hour dramas originated. Gore Hill when completed will include two 80ft x 60ft studios.

Equipment: Includes six image orthicon cameras, flying spot telecine facilities. Facilities available for continuous 16mm tele­recording. OB van has three lightweight cameras and two UHF links.

Operating Hours: Mon.-Fri., 3.30-4.15pm, then 5-5.30pm, then 7-10pm; Sat., 2-5pm, then 5-6pm then 7-10pm.

Technical Facilities: Channel 2 (63.7-70megs, 64.25megs vision and 69.75megs sound). 100kw vision ERP, 20kw sound ERP.

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

COMMISSIONERS AND EXECUTIVES

Present Commissioners of the ABC are:
Sir Richard Boyer, KBE, MA (chairman), E. D. Dawes (vice chairman), Sir John Medley St. DCL, LLD, MA, Hon. Dame Enid Lyons, OBE, A. G. Lowndes, MSc, Mrs. E. F. Byth, OBE, BA, H. B. Halvorsen, FCA (Aust.).

EXECUTIVES:
General manager, Charles Mace, CBE. Assistant general manager, A. N. Finlay, MC.
Controller of programs, Dr. Keith Barry. Controller of administration, T. S. Dukeman.
Editor-in-chief, ABC News, W. S. Hamilton.
Director of music, Herbert Cannon. Director of light entertainment, David Porter.
Director of drama and features, Neil Hutchison. Director of talks, Alan Carmichael. Assistant controller of programs, C. Semmler.


ABC State managers: Victoria, J. R. E. Chappell; Queensland, D. E. Fehlman; South Australia, C. Wicks; Western Australia, E. K. Sholl; Tasmania, F. W. Reed; Papua and New Guinea, D. R. Channell.

Home and interstate offices and overseas representatives:


ADELAIDE (HQ), Hindmarsh Square. Telephone W1611. Telegrams Broadcast Adelaide.

PERTH (HQ), St. George's Terrace. Telephone BF131. Telegrams Broadcast Perth.
HOBART (HQ), City Mutual Life Building, 26 Elizabeth-st. Telephone B7821. Telegrams Broadcast Hobart.


NEW YORK, Miss Nell Fleming (representative), Australian Broadcasting Commission, Room 3320, 630 Fifth Avenue, New York 20. Cables Austcast New York.


PAST COMMISSION MEMBERS

The original members of the Commission were: Charles (now Sir Charles) Lloyd Jones (chairman), Herbert Brooks (vice chairman), R. B. Orchard, Dr. R. S. Wallace and Mrs. Elizabeth M. R. Couchman.

Charles Lloyd Jones resigned as chairman 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-election. J. W. Kitto, OBE, was appointed in his place. On December 31, 1939 Brooks 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. J. G. (now Sir John) Medley of Melbourne.

Cleary and Boyer were re-appointed for further periods. Mrs. Hill resigned as from September 30, 1945 and Foley died on November 7, 1945.

Cleary resigned as chairman as from March 31, 1946 and was succeeded by Boyer.

E. R. Davies 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 F. W. Nette, First Assistant Secretary, Department of the Treasury and P. W. R. Vanhoff, MVO, Deputy Director of Posts and Telegraphs, were appointed Commissioners from March 15, 1949.

J. S. Hanlan died on September 25, 1949 and C. W. Anderson succeeded him on October 25, 1949. With the appointments of Nette and Vanhoff the number of Commissioners 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 only trade paper serving the multi-million pound interlocked broadcasting, television and advertising industries that is especially pin-pointed to advertising agencies and national advertisers.
Radio production units

- Transcription distributors
- Recording facilities
- Miscellaneous services
Radio & Television
PROGRAMME SERVICE
for
COMPLETE RECORDING SERVICE!
AWA Radio & Television Programme Service provides the most comprehensive range of programme features and facilities.

TELEVISION PROGRAMMES
Representatives in Australia and New Zealand for N.B.C. television films.

RADIO PROGRAMMES
Australia's No. 1. source of recorded programmes. Producers of every type of radio feature

COMMERCIAL RECORDING
Studios in Sydney and Melbourne provide the most modern technical facilities for custom-built recordings.

Australia's National Wireless Organisation.
AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED
167 QUEEN STREET, MELBOURNE. 47 YORK STREET, SYDNEY.
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 programs is between £750,000-£1 million.

Studios and recording equipment now in use by Australian program recording companies—showing immense technical advances on the improvised facilities of the early 1930s—are valued at £250,000. Overall, the industry is recording about 135 quarter hours per week.

Possibly the best known pioneer of the Australian program production industry, and one of radio's greatest and best loved dramatists and personalities was the late George Edwards, who teamed with Columbia to record under the now famous title of Columbia-George Edwards Productions.

In 1950, the first association was formed to look after and protect the interests of recording companies. It was the Radio Recording Producers Association.

Although extremely helpful in stabilising prices and solving other worries, the Association lacked full support and later became dormant.

Then in 1956, top industry executives, headed in Sydney by R. V. Southey (EMI) and in Melbourne by Noel Dickson (ART), formed the now powerful industry organisation the Australian Radio Producers Association.

Its members, representing almost the entire Australian program production industry, are: EMI (Australia) Pty Ltd, Australian Radio (Television) Productions, Australian Record Company (program division), Amalgamated Wireless (Australia), Grace Gibson Radio & TV Productions, Ron R. Beck Productions, Hector Crawford Productions, Hepworth Productions, Donovan Joyce Productions, Artransa and Fidelity Radio.

President is Noel Dickson, vice president, R. V. Southey, and secretary, J. Graham (Holt, Graham and Newman—solicitors). Association hq is in Melbourne, 178 Collins-st (MF1051).

Apart from the home front, Australian transcription industry derives an important portion of its yearly income from program sales to English speaking countries throughout the world, including New Zealand, England, USA, Canada, Ceylon, and South Africa.

The high esteem in which Australian programs are held overseas, speaks clearly of the high technical standard of local productions and the outstanding ability of local artists, producers and technicians.

A SOUN D ARGUMENT--

or why was the studio bare?

Choose one of the three answers:--(a) The picture was taken at night, (b) Someone didn't turn up, or (c) We were recording a ghost sequence.

First correct answer opened wins a prize—a studio booking for spots or feature, with a skilled and happy band of control operators and recording engineers who certainly know their business. Let's face it—they've been recording the lion's share of Australia's transcribed programmes and commercials for many years.

Here's the sell—maybe we'll have to wangle and re-shuffle a bit (our studios aren't often bare) but we'll fit you in somehow. Anyway, it's worth trying. No disappointment necessary.

P.S.—Our Programme Division is always a-bustle with schemes—never bare of ideas. Why don't you come up and intrigue with us sometime?

ARC
29 Bligh Street, Sydney. Phone BW5741
Australian Record Company Limited

AUSTRALIAN PRODUCTION UNIT, 504 Little Collins-st, Melbourne (MB 1139). Radio and TV feature and commercial producers.

Directors: R. M. Roberts.
Exeuctives: Bill Roberts (prod. mng.), Gordon Lead (sales mng.), Barbara McIntosh and John Cooper (staff prods).


Executives: G. Grimsdale (exec. prod.), B. Westwood (prod.).

Studios: Two studios fitted complete with consoles and amplifier equipment, with more than 50 different types of microphones. Technical units designed by ARC chief engineer, Eric Cleburne. Tape facilities are covered by EMI BTR type professional machines, with rack mounted and portable recorders. Four speed Nuttal disc recorders. Nuttal recording lathes supported by Presto recorders.

AUSTRALASIAN RADIO & TELEVISION PRODUCTIONS PTY LTD. Head office, 352 Collins-st, Melbourne (MY 1188), Studio 504, Spencer-st, West Melbourne (FY 3649), Sydney office, 283 Elizabeth-st (BM 8007). Cable addresses: (Head office) Display, (Studio) Fanfare, (Sydney office) Fanfare. Feature program producers.

Directors: Noel Dickson (chairman and md.), P. M. Daniell, J. Joyce (wty.).

Staff: Roy Barrie (Melb. mng. & chief prod.), George Richards (Sydney mng.).

Studios: Equipment includes a Gramophonic amplifier and recording head, two tape recorders, and 44 VX microphones. Cutting equipment includes new American Capps anti-noise modulation sapphire cutter.


Whatever You Have to Sell . . .

We have the RADIO PROGRAMME to SELL it!

Let us help you select the programme which will appeal directly to the potential buyers of your product. You may have ideas of just what that should be — if so, let us hear them. If you'd like our ideas, just ask us.

We'll co-operate to the utmost to provide you with a programme of compelling interest.

• SERIALS • DRAMA • MUSICAL FEATURES

. . . all maintain the same high standard which over the years has achieved for Hector Crawford Productions the appreciation of a world-wide audience.

INTERSTATE REPRESENTATIVES:
See Page 106 of Radio Producers' Section of this volume.

HECTOR CRAWFORD PRODUCTIONS PTY. LTD.
40 Little Collins St., Melbourne, MF 4911.


Studios: One small studio, but specialises in OB production. Has £35,000 worth of OB equipment, including two vans, PA system, sounders, microphones, panel equipment. Top Australian OB producer.


Directors: Grace Gibson (govng dir.), R. R. Parr, Betty Barnard (secy), Wm. Robson.

Executives: J. M. Woodward (mngr and chief sound engg).

Studios: Same as Grace Gibson Radio & TV Productions.

Repr.: R. Haig-Muir, Haig-Muir Pty Ltd, Staghill, 35 Queens-rd, Melbourne, Vic (BM 3641); Eric Wood, Box W1918 GPO, Brisbane; Quick (B 2755); Noel Battye, Battye Pty Ltd, Phillip-st, Sydney, NSW (Sydney sales rep. BU 6581); Charles Michelson, 45 West 45th St, New York, USA.


Executives: H. V. Barrow (gen. mngr), Monty Mainels (prod. mngr).

CHRISTIAN BROADCASTING ASSOCIATION, 12-14 Pine Ave, Five Dock, NSW (WF 8612). Religious program producers.


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.
it's just plain horse sense to choose E.M.I.

they're leaders in the recording field

1st in transcribed programmes
1st in the use of magnetic tape
1st in daytime serials
1st in children's serials
1st with self-contained daytime half-hour women's programmes
1st with the new 5-minute sessionettes

E.M.I.'s recording studios are the most modern this side of the equator. In 20 years E.M.I. have produced over 23,000 quarter hours of transcribed programmes, setting the pace in production standards—successful with listeners, successful with sponsors. It's just plain horse sense to let E.M.I. handle your programme—they're always in first place!

E.M.I. (AUSTRALIA) LIMITED
EMITRON HOUSE, 301 CASTLERAIGH STREET
SYDNEY, BA 2501

OVERSEAS ENQUIRIES ADRESSED TO:
E.M.I. (Australia) Limited
301 Castlereagh Street, Sydney
Phone BA 260


GRACE GIBSON RADIO & TV PRODUCTIONS PTY LTD, City Mutual Bldg, 60 Hunter-st, Sydney (BW 4661). Program producers. Directors: Grace Gibson (govng dir.), R. W. M'D. Parr, Betty Barnard (secy & mngr). Repr.: R. Haig Muir, 33 Queen-st, Melbourne, Vic (MF 611); Eric Wood, box W1918, GPO, Box (B275); Noel Baxt (sales rep), 51 Phillips-st, Sydney (BU 5595); O'cean: Charles Michaelson, 65 West 45th-st, New York, USA.


MBS RECORDING DEPARTMENT, 156 Phillip-st, Sydney (B 6598). Executives: E. N. Schultz (tech. services dir.), K. Freeman (facils. mngr). Studios: Two large recording studios, four Emitape machines, four disc recorders, complete sound effects library including electronic gunshot machine. Repr.: See 2GB-Massique.

PEACH, ROBERT PRODUCTIONS PTY LTD, 65 Palmerston Crescent, 5th Melbourne (Box 1338L, GPO Melb.). Phone MX 1162.
Director: Robert Peach (mng. dir).
Studios: Each with special acoustic treatment, and equipped with tape and disc recording facilities, projection equipment, an electronic unit capable of producing 85 different gunfire sounds, echo chambers, audition facilities, and a mobile recording unit.

Directors: Oswald Powell Sellers (chairman), Reginald Ewart Lane (mng. dir.), Alfred Keith Courtney Stevens (gen. mngr).

2UE RECORDING DEPARTMENT, 7th Floor, Hosking House, Penfold Place, Sydney (B 8929).
Executives: Jack Pettett (mng.).
Studios: Extensive tape and disc recording facilities, multiple tape dubbing, full sound effects and music library, Hammond organ and Solovox.
Concentrates on production of commercials.
Repr.: See Major Network.

Repr.: See 3DB.

In addition to the above list of specialist radio production units, almost every commercial radio station is in the position to offer its clients facilities for recording of programs and radio commercials and would undoubtedly be only too pleased to give advice on any recording problem.

MISCELLANEOUS SERVICES

KEY FEATURES, 5 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 copy writing assignments, historical research and writes entertainment scripts.

OLGA DEANE, Flat 7, Bauline, Kings-st, Randwick, NSW. Phone FX 5521.
Unique service to sporting, theatrical, radio, television and social personalities. Compiles and illustrates press, scrap and memory books.
Record companies
and labels

• Production statistics
THE substantial increase in the production of gramophone records in Australia, from 5,471,988 in 1952-53 to 9,392,076 in 1956-57, indicates the Australian record industry's sound future and financial position, and also the general public's growing interest in music.

Two principal reasons for the industry's increased business are:

- Sound radio promotion, and
- The development of new recording techniques, foremost being long-playing discs.

Figures for 1955-56 and 1956-57 show a sudden drop of over one million in the production of 78rpm discs, and an increase of nearly a million in both the production of 45 and 33-1/3rpm records.

Following are production figures, showing total yearly output of records from 1952-53 to 1956-57, and monthly figures from June 1956 to June 1957. Shown also are total monthly figures (1956-57) for all three speeds, 45, 33-1/3rpm.

<table>
<thead>
<tr>
<th>Year</th>
<th>78rpm</th>
<th>45rpm</th>
<th>33-1/3rpm</th>
</tr>
</thead>
<tbody>
<tr>
<td>1952-53</td>
<td></td>
<td></td>
<td>5,471,988</td>
</tr>
<tr>
<td>1953-54</td>
<td>4,250,729</td>
<td>2,682,352</td>
<td>2,459,001</td>
</tr>
<tr>
<td>1954-55</td>
<td>3,872,384</td>
<td>1,752,065</td>
<td>1,517,543</td>
</tr>
<tr>
<td>1955-56</td>
<td>3,280,807</td>
<td>1,346,256</td>
<td>1,617,524</td>
</tr>
<tr>
<td>1956-57</td>
<td>3,387,369</td>
<td>1,768,523</td>
<td>1,688,324</td>
</tr>
</tbody>
</table>


Directors: J. A. Laing-Peach (mg dir), J. E. Madgwick (also secy), R. L. Walker (also PRO).

Labels: Bell.

EMI (AUSTRALIA) LTD, Emitron Hse, 501 Castlereagh-st, Sydney. Phone BA2501.

Executive: R. V. Southey (recording studio mngr), K. East (sales mngr), J. Harrington (wholesale record div. mngr), R. Wills (artists & repertoire mngr).


FESTIVAL RECORDS PTY LTD, 223 Harris-st, Pyrmont, NSW. Phone MW4021. Telegrams Festival Sydney.

Executive: P. Zappia (mngr).

Labels: Durium.

CORA, Sydney, Phone BM2015, BM6175.

Teleg. Crescendo.

EMI (AUSTRALIA) LTD, Emitron Hse, 501 Castlereagh-st, Sydney. Phone BA2501.

Executive: R. V. Southey (recording studio mngr), K. East (sales mngr), J. Harrington (wholesale record div. mngr), R. Wills (artists & repertoire mngr).


EM (AUSTRALIA) LTD, Emitron Hse, 501 Castlereagh-st, Sydney. Phone BA2501.

Executive: R. V. Southey (recording studio mngr), K. East (sales mngr), J. Harrington (wholesale record div. mngr), R. Wills (artists & repertoire mngr).


FESTIVAL RECORDS PTY LTD, 223 Harris-st, Pyrmont, NSW. Phone MW4021. Telegrams Festival Sydney.
Directors: D. G. Hull, J. O. Bovill, G. R. Brook, A. T. Barkl (also general mng).


Labels: Festival (original recordings by Decca Records Inc, New York), Coral, Brunswick, Metronome, Vox.

State Repr.: James Balfour & Co Ltd, 13 Market-st, Sydney (BX4922); Edgar V. Hudson Ltd, 316 Adelaide-st, Brisbane (FA2553); A. E. Sykes, 504 Flinders Lane, Melbourne (MF3671); Clarkson Ltd, 15 Rundle-st, Adelaide (W2911); Levy Industries Ltd, 672 Hay-st, Perth (BA1054); Amsco Agency, 24 Wellington-st, Launceston (B1787); O'Sean; G. A. Woolley & Co Ltd, Clancy Lane, Auckland (59970).

INTERN RECORD CO, 256 Lygon-st, Carlton, Victoria. Phone FJ5278, MF8883.


MINSTREL RECORDS COMPANY, 304 Bronte-rd, Charing Cross, Sydney. Phone FW5222; Telemgrams Minstrel.


Labels: Cetra, Vis, Minstrel.

STATE REPR.: All States. O'Sean NZ, Singapore.

PHILIPS ELECTRICAL INDUSTRIES PTY LTD, 69 Clarence-st, Sydney, Phone BX1661, Telegrams Argenta.

Executive: Leslie G. Gould (mng, record div.).

Labels: Philips, Polydor, Deutsche Grammophon.

Agency: Hansen Rubensohn.

STATE REPR.: Branches, 148 Edward-st, Brisbane (BM6635); 250 Bourke-st, Melbourne (MU3601); 118 Grenfell-st, Adelaide (W2211); 381 Murray-st, Perth (BA3512).

PLANET RECORDS (AUS), Avenue B, Eastern Market Bldg, Melbourne. Phone MF1567; Telegrams Planrex Melbourne.

Directors: M. Herman, R. K. Crawford.

Executives: D. Robinson (PRO), J. Mcdonald (sales mng).

Labels: Planet, Constellation, Galaxy, Jazz Inc.

STATE REPR.: J. McCullough (Tas), J. Scammell (SA), Athol Hill (WA), Planet Distributors N/V. O'Sean, Philipp Warren (NZ), Orlo Company (England).

RADIO ASSOCIATED SERVICES PTY LTD, 590 George-st, Sydney. Phone BM5952, MA4259.

For matchless quality and service in recording manufacturing—from tape to pressing—first choice always is...

W & G RECORD PROCESSING CO. PTY. LTD.

manufacturers of Australia's favourite commercial recordings.

W&G

Selected Releases

Enquiries for supplies should be directed to

W & G DISTRIBUTING CO. PTY. LTD.

185-187 A'BECKETT STREET, MELBOURNE, C.I.

Phones FJ 3461, FJ 3452.
Directors: Rex Shaw (manag. dir), Roger Ford. Executives: Rex Shaw (musical director), Harry Dyer (chief technician).

Labels: Prestophone, Olympic.

O'seas Repr.: NZ, England, Canada.


I/State Repr.: Branches, 121 Crowest, Sydney (FA0551); 18 Little Edward-st, Spring Hill, Brisbane (668/B055); 101 Flinders-st, Adelaide (W574), Electronic Industries, 68 Railway Pde, West Perth (BA966).


Build BIGGER BETTER BRIGHTER Radio programmes with FESTIVAL BRUNSWICK CORAL VOX METRONOME RECORDS

DISTRIBUTED BY —

N.S.W. Country: James Balfour & Co. Pty. Ltd., 13 Market Street, SYDNEY, N.S.W.

Queensland: Edgar V. Hudson Ltd., 316 Adelaide Street, BRISBANE, Q'LAND.

South Australia: Clarkson Limited, 135 Rundle Street, ADELAIDE, S.A.

Tasmania: Amsco Agencies, 124 Wellington Street, LAUNCESTON, TASMANIA.

Victoria: A. P. Sykes Pty. Ltd., 304 Flinders Lane, MELBOURNE, VIC.

West Australia: Nona Industries Pty. Ltd., 80 Hay Street, PERTH, W.A.

NEW ZEALAND: G. A. Woolner & Co. LTD, Box 2476, P.O., AUCKLAND, N.Z.

Manufactured by Festival Records Pty. Ltd., 223 Harris St., Pyrmont, Sydney, N.S.W.
Receiver manufacturers
(Radio & television)
Agency: O'Brien Publicity.

AIRZONE (1931) PTY LTD, 202 Parramatta Rd, Auburn, NSW. Phone YX3077. TV receivers.


Agency: Hansen-Ruben s on, Lyle Davis Advertising.

Agency: Alan Martin Advertising Service.


Agency: Alexandra Advertising.


Agency: Anivisti Advertising.

Agency: Goldberg Advertising.

Agency: Murray & Ogbe.


KIRBY, JAMES N., SALES PTY LTD, 75-81 Salisbury Rd, Campdenown, NSW. Phone LA0355, Telegrams, Miximeter. Colsy radio-TV receivers.

KREISLER AUSTRALASIA PTY LIMITED, 45 Alice-st, Newtown, NSW. Phone B0251. Telegrams Kreisler.

KREISLER AUSTRALASIA PTY LIMITED, 45 Alice-st, Newtown, NSW. Phone B0251. Telegrams Kreisler.
Agency Jackson, Wain & Co.

Agency: Jackson, Wain & Co.


RADIO CORPORATION PTY LTD, 125 Grant-st, 8th Melbourne. Phone MXY220. Telegrams Schuh. C. Zahara (NSW general mng.). Astor radio-TV receivers, home appliances.


Agency: George Patterson Advertising.


Agency: McClelland Advertising.


Agency: N. V. Nixon & Co.


1/State Repr: LW & LF Tyquin, 11 Pitt-st, Adelaide (LA4075); McKinnon Nicholls Pty Ltd, 468 Collins-st, Melb. (MB1501); J. K. Ullman, 255 Hay-st, Perth (BA2118); N. C. Tritton, 240 Queen-st, Bris. (B7591).
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 in­
dustry and its allied fields . . . . covers theatre
lists and seating capacities . . . . details all equip­
ment companies and supply outfits . . . compre­
hsive history of Australian production . . .
theatre licensing . . . easy reference figures on
the trade in Australia . . . etc.

$10.00

(Post Free)

BOX 2608, SYDNEY
Services to radio stations

- Studio, recording and transmission equipment
BROADCASTING and TELEVISION
SOUND EQUIPMENT in 1958
STATION PLANNING

AMPLIFIERS
Series 08115—Pro.
Series 08118—or V.
Series 08119—McLibel.
Series 08121—O.
459850—O. 600 ohms input-Choice of 3 output jacks.
200861—Equaliser.
(195860—O. 600 ohms input-Choice of 3 output jacks.
200861—Equaliser.

SWITCH AND FUSE PANELS
651072—8 LT AC & HT DC circuits.
459850—4 240V circuits.
651073—6 240V circuits.
459850—4 240V circuits.

BLANK PANEL ASSEMBLY
451016—3 inch.
57914—6 inch.
57814—8 inch.
57214—10 inch.
459850—15 inch.
1425914—7 ft.

CABINET RACKS
451016—3 inch.
57914—6 inch.
57814—8 inch.
57214—10 inch.
1425914—7 ft.

TRANSITION PICK-UPS
56000—Low-impedance less equaliser.
250000—Low-impedance less equaliser.
1425914—7 ft.

MICROPHONES
AKG 015—Dynamic, Omni-directional.
AKG 025—Dynamic, Cardioid.
AKG 035—Dynamic, Cardioid.
AKG 045—Dynamic, Cardioid.
AKG 055—Dynamic, Cardioid.
AKG 065—Dynamic, Cardioid.
AKG 075—Dynamic, Cardioid.
AKG 085—Dynamic, Cardioid.
AKG 095—Dynamic, Omni-directional.
AKG 105—Dynamic, Omni-directional.
AKG 115—Dynamic, Omni-directional.
AKG 125—Dynamic, Cardioid.

MICROPHONE STANDS
IK150-600.
40951—Desk boom.
1425914—7 ft.

LOUDSPEAKER UNITS
507501—Medium quality, wall mounting model, symmetrical loudness.
507502—Medium quality, wall mounting model, symmetrical loudness.
507503—Medium quality, wall mounting model, symmetrical loudness.
1425914—7 ft.

TRANSFORMERS
2/5000—200 ohms to 100 ohms.
4/5000—200 ohms to 100 ohms.
5/10KW 8/C Transmitter-BTM 2.
2/5000—200 ohms to 100 ohms.
1500B-600 ohms.
507500—50 ohms.
145000—50 ohms.
10/50.
1500B-600 ohms.
507500—50 ohms.
145000—50 ohms.
10/50.

TESTING EQUIPMENT
2/5000—200 ohms.
507500—50 ohms.
4/5000—200 ohms.
5/10KW 8/C Transmitter-BTM 2.
2/5000—200 ohms.
1500B-600 ohms.
507500—50 ohms.
145000—50 ohms.
10/50.
SYDNEY

AMALGAMATED WIRELESS (ASIA), 47 York-st, Sydney. Phone B0233. All types broadcast, transmission, studio and recording equip. (Interstate office see Services to TV Stations.)

AUROVOX MAGNETAPE CO, 98 Beresford- rd, Homebush, NSW. Phone, UM 5007. H. E. du Cros (mgr). All types sound recording tapes, also 16mm and 35mm sound film.


AUROVOX MAGNETAPE CO, 98 Beresford-rd, Homebush, NSW. Phone, UM 5007. H. E. du Cros (mgr). All types sound recording tapes, also 16mm and 35mm sound film.


EMI (AUSTRALIA) PTY LTD, Environ, Hse, 301 Castlereagh-st, Sydney. Phone, BAX350. Telegraphs, Eumig, Sydney. EMI BTR2a console recorder; TR909 (console, transportable, rack mounting types); TR31 transportable with three heads; E22 lightweight battery operated portable; AD1 designed for broadcasting & studio use. Also Emapipe in three grades, standard 88, sensitive 77, and long playing 99.

FALK, FRED A. & CO PTY LTD, 28 Kings-st, Rockdale, NSW. Phone, LX3783. Telegraphs, Gramophones. Dial record changers and players, Platterracks (record storage stands), portable gramophones.

HEROFON ENGINEERING, 510 Kings-st, Newtown, NSW. Phone, LA4700. Filmag sound unit.

MAGNECORD AUSTRALASIA PTY LTD, Kyle Hse, 31 Macquarie Place, Sydney. Phone, BU3615, BU4601, BU9495. Maurice D. Chapman (dir.). Magnecord magnetic recording equipment; magnetic stripping equip.


PHILIPS ELECTRICAL INDUSTRIES PTY LTD, 69 Clarence-st, Sydney. Phone, BX1661, R. K. Riggs (Sydney mngr). All types broadcast, transmission, studio and recording equip. (Interstate office see Services to TV Stations.)


Tecnicorder tape recorders.

UNITED RADIO DISTRIBUTORS PTY LTD, 175 Phillip-st, Sydney. Phone, BU3615. Distributors of Ferrograph magnetic tape recorders, amplifiers and Goodmans' loudspeakers.
MELBOURNE

BYER INDUSTRIES PTY LTD, 8 Dorcas St, South Melbourne. Phone MX5171. Telegrams, Byerind. H. Vial (mngr).

Byer recording equipment.

GRAY, SIMON PTY LTD, 28 Elizabeth-st, Melbourne, C.I. Phone MF8211. MF8166.

Grampian BBC type disc recording equip., RA4A recording amplifiers, BI/AGU cutting heads, Neumann condenser microphones, amplifiers and pickups. Sole Asst. distributor for Reeves Equipment Corp., New York (TV equip); Fonofilm Industri, Copenhagen (Ortofon recording and playback equipmen); and Harcroft Products, England (sapphire recording cutters).

PYROX LIMITED, Cnr Queensberry & Drummond-sts, Melbourne, N.S., GPO box 922h. Phone FJ9121, FJ9125. Telegrams Pyrox. G. W. Sharwood (general mngr).

Pyrox Magictape tape recorders.


Manufacturers of sound equip. (speakers & loud speakers) and television receiver components.


Elcom TR6 tape recorders, TR6R radio-corders (combined radio receivers-tape recorders).

PERTH

ELECTRONICS (AUST.) PTY LTD, Perth, WA. Phone FI862, M2061. Telegrams, Tapeit.

Tapewriter recording equipment.

See also Services to Television Stations page 147.

masts & aerials

• • • are our business

Broadcasting — Radar — Television

DEECO CONSTRUCTIONS Pty. Ltd.

45 Day St., Lidcombe North, N.S.W. Telephone YX 1496
Television stations

- Sydney — Melbourne
WE could write a book about ATN, but it all boils down to this:

ATN has the biggest, best-equipped studios in Australia . . . the
greatest number of locally produced programmes . . . the finest
selection of TV films.

For local Sydney buying — or national network — you can’t
look past ATN — CHANNEL 7 — SYDNEY. At the ATN Television
Centre, Epping. Phone WL 0111.
ATN Channel 7 Sydney


Transmitter and site: Marconi, Pacific Highway, Gore Hill (about 5 miles from city).

Facilities: Two large studios, administrative and maintenance depots, all air-cond. Studio A, 90 x 70ft, equipped with revolving and elevated stage; B, 70 x 50ft. Kinescope recording, negative processing, direct positive processing facilities. Automatic console-operated in-cabaret lighting both studios. Studios located on 30 acre site at Mobbs Lane, Epping, about 12 miles from city.

Equipment: Air-cond. Marconi remote broadcast unit, with three camera chains, two microwave links and own generator. Three studio cameras plus usual studio equipment, including crane dolly and two pedestals. Telecine equip., taking in two Vidicon chains, two Multiplexers, two slide projectors, one Gray four-stage Opaque projector, four Bell & Howell 16mm TV projectors.

Technical facilities: Channel 7 (181-183 megas), Vision 182.25 megas, Sound 187.75 megas. 100kw ERP visual, 20kw ERP audio.

Antenna: 820ft above sea level.

Executive: J. H. Oswin (general mng), M. H. Stevenson (chief engineer), M. W. Davies (asst. chief engineer), L. A. Mauger (station mng), R. A. Becker (sales mng), B. Wright (program & prod. mng), R. V. Best (ops mng), A. J. Glover (news, special events dir), K. S. Pedder (chief accnt), W. G. Wells (film supervisor).

Operating hours: Mon. & Wed., 2-11pm; Tues. & Thurs., 4.30-11pm; Fri., 4-11pm; Sat., 10.30am-midnight; Sun., 2.30-11.15pm.

Interstate reps: Harry Hughes, c/- GTV, 24-46 Hindigato, Richmond (JB 612).

TCN Channel 9 Sydney
Licensee: Television Corporation Ltd, 168 Castlereagh St, Sydney (B 0666).

Interests represented: Consolidated Press Ltd, Associated Newspapers (UK), Philips Electrical Industries, 2SM, Paramount Film Service Ltd, 2KY, Tivoli Circuit (Aust), Church of England Property Trust, Diocese of Sydney.


Transmitter and site: Philips, located Artarmon Rd, Willoughby, about 4½ miles from city.

Studios: Located with transmitter on 5 acre site.

Facilities: Two studios, each 55ft x 50ft, both designed for future enlargement if necessary.

Equipment: Includes remote broadcast unit, with provision for three image orthicon cameras, equipped with two microwave links each, with 50 mile range. Studio equip. includes six image orthicon cameras and one vidicon camera. Telecine comprises two 35mm and two 16mm film scanners, one slide scanner, 16mm kinerecorder, plus 16mm magnetic sound recorders capable of being synchronised with kinerecorder or 16mm film scanners. (Video equip. Fernseh German; audio, Philips).

Technical facilities: Channel 9 (195-202 megas), Vision 196.25 megas, Sound 201.75 megas, 100kw ERP visual, 20kw ERP sound (FM).

Antenna: Philips three-stage bifocal, 820ft above sea level.
GTV Channel 9 Melbourne


Licensee: General Television Corporation Pty Ltd, Studios and offices, 22-46 Bendigo-st, Richmond. Phone JB 4121.


Transmitter and site: Siemens-Halske, located Mt. Dandenong (approx. 20 miles from city).

Facilities: Two studios, 5000 sq ft and 2000 sq ft respectively, large carpentry and scenery workshops, extensive storage area for properties, and dressing areas for artists. Studios are fitted with Pye equipment.

Equipment: Includes eight cameras, three assigned to OB unit; duplicate machines for 35mm and 16mm motion picture film; 35mm and 16mm slide projectors; Mole Richardson studio lighting, rear projection equip., and two screens; Pye OB unit with portable diesel generator; Raytheon microwave relay links, duplicate Raytheon microwave links, Siemens & Halske transmitter.


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.


Transmitter and site: Marconi, located Mt. Dandenong.

Studios: Cnr. Dorcas & Wells-sts, S. Melbourne; Total area, approx. 15,000 sq ft.

Facilities: No. 1 studio, 60ft x 50ft; No. 2, 60ft x 30ft.

Equipment: Marconi, with some American units. Seven cameras, including remote broadcast unit.


Executives: Keith Cairns (mgr), Colin Fraser (production), J. H. T. Fisher (chief engineer), Lyle Lloyd (assist. chief engineer), E. Trenchard-Smith (ad/mgr).

Operating hours: Mon, Tues, 5.15-11pm; Wed, 2.30-4pm then 5.15-10.45pm; Thurs, 2.15-10.45pm; Fri, 5.15-10.45pm; Sat, 5.15-10.30pm; Sun, 5-11.15pm.

The pick of the programmes
+
the means to publicize them

HSV 7 Melbourne’s top television station, offers top-line overseas and local TV shows, plus the means of promoting and popularising them through The Herald and The Sun — Australia’s largest selling daily newspapers — and Listener In-TV. Write or telephone MX4731 in Melbourne, or BU5451 in Sydney for full information on how you can profit now by using HSV 7.

STUDIOS:
The corner of Dorcas and Wells Streets, South Melbourne. Telephone MX4731.

HERALD-SUN TV Pty. Ltd.:
Registered Office — 44-74 Flinders Street, Melbourne, C.1 Victoria.
FOCUS ON QUALITY

For Better Motion Pictures ...
... and have CAMBRIDGE make it next time

Our many clients include:

McKenzie & Holland (Aust.) Pty. Ltd.
Chamberlain Industries Pty. Ltd.
4 Major Oil Companies.
Drug Houses of Aust. Ltd.
Soil Conservation Authority (Vic.)
Gas & Fuel Corporation.
State Savings Bank of Vic.
Nicholas Pty. Ltd. (Asper).
The Victoria Ltd.
Flar Co. & Staff Pty. Ltd.
Ford Motor Co. of Aust. Pty. Ltd.

RAMSET Fasteners (Aust.) Pty. Ltd.
Rootes (Aust.) Ltd.
Group Laboratories.
Laminex Pty. Ltd.
Henderson Federal Spring Works Ltd.
Brookhoff's Biscuits Pty. Ltd.
W. & A. Gilbey Ltd.
John Cundall Knitting Mills Pty. Ltd.
AMCAL.
C. E. Miller & Co. Pty. Ltd.
Broken Hill Pty. Co. Ltd.

FACILITIES:
- Individual 35mm and 16mm Animation tables
- Complete 35mm and 16mm production equipment
- Spacious sound stage acoustically treated
- Fully blimped 35mm & 16mm cameras for lip sync sequences
- 17.5mm sprocketed magnetic film recorder and Byer 66 tape recorders
- Self contained art department
- Preview theatrette — available for hire
- 35mm and 16mm projectors plus simulated television viewing
- Complete facilities for still photography.

CAMBRIDGE

FILM & T.V. PRODUCTIONS PTY. LTD.
221 Pelham Street, Carlton, N.3. FJ 2204, FJ 4678.
TV production and film units

- Sydney — Melbourne
- Casting agencies
ANIMATION

Animation by Rowl Greenhalgh Productions—
as appearing frequently on all Australian TV
stations, and the "Tune Cartoon" series currently
being telecast internationally.

LIVE ACTION

Live action film commercials —
economical production methods
mean low-cost top-quality TV
commercials. Also theatre film
ads., documentaries and sales
films.

LIVE TALENT

Live talent of international
calibre, suitable for use in
programmes or integrated
live commercials or film
commercials.

INTERNATIONAL TELEVISION
SERVICES PTY. LTD.

28 MARTIN PLACE, SYDNEY — BW 3006.

Sales representatives: Sydney—
Sellers, Lane Stevens Pty. Ltd.
Country Radio & Television Pty. Ltd.
SYDNEY

AIR PROGRAMS, AUST: Offices, 141 William-st, Sydney (FA5410).

Uses outside facilities.

Rep: USA, Bill Wilson, Hollywood, Calif.

Unit has produced one TV quarter hour series and is concentrating on program production.

AMBASSADOR FILM PRODUCTION CO: Studios and offices, Room 11, 2nd Floor, Royal Arcade, Pitt-st, Sydney (MA5837).

Directors: Mrs. Ilse Franks (man. dir.), Rolf Bauman.

Specialists, TV commercials and educational films, using mechanical miniature stages and movable character puppets.
Hires stages and prepares any size puppets to order.

ARTRANSA PTY LTD, Head office, 136 Phillip-st, Sydney (B0360). Studios, Artransa Park, French's Forest, NSW (JY9311).

Directors: J. D. Patience (chairman), S. R. I. Clark (man. dir.), H. W. Chester, H. M. Mackisack, R. T. Lord (also manager).

Staff: G. M. F. Walch (gen. sales mngr), L. Becker (exec. prod.), D. L. Hall (sales mngr), Miss E. Thompson (os 'seas service exec), D. Daggett (prod. exec), E. East, J. Gray, T. Banks and D. Eastman (all film dirs.), R. Wood (photog. dir.), J. Appleton (sound recdg. dir.), G. Hilder (facils. dir.), E. Porter (animation dir.), W. Mearns (chief electrn), R. Hannam (studio acct).

Studios: Two sound stages (70ft x 50ft), house and special effects studio for handling small sets, stop motion prod. and titling. Depts. for animation, stills, make-up and wardrobe, canteen, film library and vault.

Equipment & Facilities: Complete range of 35 and 16mm prod. equipment, including Mitchell, Arriflex, Auricon and Cine Special cameras; Reeves Magnastriper, Magnasync and Westrex Sound, Oxberry optical printers.

Rep: L. Fillmore, Artransa Pty Ltd, 566 Lonsdale-st, Melbourne (MF8830); Charles E. Blanks Pty Ltd, Bulolo Chambers, 9 McLachlan-st, Valley, Brisbane (LJ900); Charles E. Blanks Pty Ltd, Wait-st, Newcastle (B1888); Monks & Blanks Pty Ltd, 261-263 Halifax-st, Adelaide (W2549); Charles E. Blanks Pty Ltd, 1074 Hay-st, Perth (BA2197); Charles E. Blanks Pty Ltd, 60 St. John-st, Launceston (B1529).

AVONDALE STUDIOS PTY LTD, Studios and offices, Headerson-st, Turramurra, NSW (LX9240).

Directors: J. A. S. Bruce, P. H. Budden, J. Campbell.

Staff: Arthur Browne (sound engr.), Arthur Hansen (cameraman) and Tex Froot (electrician).

Equipment & Facilities: Complete lighting, Western Electric sound, preview theatre, post synchronising and mixing facilities, editing dept., portable generating plant, and camera equipment.

Studios: Sound stage 40ft x 100ft x 22ft.

BLANKS, CHARLES E. PTY LTD: Head office and studios, 28-30 Foveaux-st, Sydney (MA 8306).


Staff: G. S. Whitehead (sales mngr), cameraman John Walker.

Studios: 100ft x 30ft, recording and sound units and theatre. Produces TV films, slides and cinema films.

Rep: Charles E. Blanks Pty Ltd, National Bank Bldg, Collins-st, Melbourne (MF8830); Charles E. Blanks Pty Ltd, Bulolo Chambers, 9 McLachlan-st, Valley, Brisbane (LJ900); Charles E. Blanks Pty Ltd, Wait-st, Newcastle (B1888); Monks & Blanks Pty Ltd, 261-263 Halifax-st, Adelaide (W2549); Charles E. Blanks Pty Ltd, 1074 Hay-st, Perth (BA2197); Charles E. Blanks Pty Ltd, 60 St. John-st, Launceston (B1529).


Directors: Charles and Elsa Chauvel.

Staff: Harry Closter (tech. asst.).

Equipment: Arriflex 16 and 35mm cameras, Leevers-Rich sound equipment, two four-wheel drive Landrovers for exterior work. Produced Jedda, Forty Thousand Horsemen, and others. Also BBC TV series. Unit specialises in outdoor filming, with processing done by Kintelab.

CHRISTIAN TELEVISION ASSOCIATION: 12-14 Pine Ave, Five Dock (WF8612).

Directors: Dr A. W. Morton, Dr Malcolm McKay.

Equipment & Facilities: Using outside facilities.

Unit has produced material for Sydney religious programs.
CINESOUND PRODUCTIONS PTY LTD. Studios and offices, 541 Darling-st, Rozelle, NSW (WB3141).

Directors: Norman B. Rydge (chairman and man. dir.), N. M. Barron, John Evans, John Goulton, G. W. Russell.

Staff: K. H. Moreman (secy), A. J. Helgeson (gen. mngr), Richard Allport (dir.), Bede Whitelaw (dir.), Lloyd Shields (chief cameraman), S. Whitley (TV & newsreel editor), Arthur Smith (sound engineer).

Studios: (40ftx50ft and 60ftx40ft). Equipped with two sound stages and three theatrets for 16 and 35mm screenings.

Equipment and Facilities: Mitchell and Bell & Howell 16 and 35mm cameras, Wall single system and Audion sound cameras, extensive lighting and cutting facilities and Oxberry animation table.

Cinesound, claimed one of the world's longest-established newsreel production companies, produces weekly theatrical newsreel, five TV newsreels and a weekend news magazine for TCN. Also TV commercials, cinema advertising films, feature films and documentaries.

COMMERCIAL TELEVISION PROGRAMS, Sydney. Studios, offices and equipment same as Southern Cross Films.

Director: R. M. Bacon.

Company is newly formed and not yet in production. Main function will be production of TV and cinema commercials, ranging in length from 10 secs upward.


Directors: Donovan Joyce, Nance Joyce.

Staff: Donovan Joyce (man. dir. and dir. of prod.), Nance Joyce (proj. editor), Joy Niness (casting dir.).

Uses outside facilities. Utd wholesales to radio and TV stations and networks direct and generally does not deal with advertisers. Sells to all foreign English-speaking markets, including government instrumentalities.

FORTUNE FILM & TV PRODUCTIONS PTY LTD: 141 York-st, Sydney (BX5193), and 30 Queens-rd, Melbourne (BM2504).


Staff: R. D. Hansen (prod-dir.), G. E. Faxman (assist. prod.), J. E. Hansen (editor), L. J. English (Sydney TV prod.), B. Hawkins (Melb. TV prod.).

Equipment & Facilities: Cine-Kodak 16mm special camera, one 16mm Bolex with zoom lens, complete cutting, editing, matching equip. Facilities for animation and special effects.

Clients include Lincoln Electric, Commun...

Ring FA 5447 or FA 2897

For Special Services to Advertising Agencies on all Television Production

35mm and 16mm

- Camera
- Sound
- Lighting
- Studio
- Processing
- Editing
- Optical Effects
- Special Titling
Here are complete film facilities

AT ARTRANSA PARK STUDIOS YOU WILL FIND:

★ 2 Sound Stages (75 x 50 each) and soundproof Control Rooms.
★ B.N.C., Standard Mitchell and Arriflex 35mm. Camera Units.
★ Full 16mm. Camera Units.
★ Complete location production facilities.
★ Sound recording 35, 17½, and 16mm., 1" tape and disc.
★ Full projection and Theatre facilities.
★ Editing and cutting in 35, 17½, and 16mm.
★ Special Effects Department, including Oxberry Optical Printer.
★ A large animation and Graphics Department.
★ Set design and construction workshops.
★ Wardrobe, make-up, dressing-rooms, canteen, couriers.
★ Temperature controlled film vaults and library storage.
★ Camera and darkroom for stills in black-and-white or colour.
★ Administration and office facilities.

Artransa

Telegram: "Artransa, Sydney".

Head Office: 132-8 Phillip Street, Sydney, N.S.W. (B0360).
Melbourne Office: Room 10, 2nd Floor, 566 Lonsdale Street.
Phone: ME 4204.
with Railways, Elect. Commn, Ansett Airways, Chamber of Mfrs. Several Fortune films have been shown on Sydney and Melb TV.


HALLIDAY PRODUCTIONS (an associate of Australian Instructional Films Pty Ltd): Studios and offices, 6 Underwood-st, Sydney (BU6557). Cables Austfilm. Directors: Lex Halliday, Jean Halliday. Staff: Philip J. Pike (chief cameraman), Noel Robinson (script-research), Donald B. Stranger (sound). Equipment & Facilities: Full range 16 and 35mm equipment, synchronous sound and non-synchronous tape recording in studios or in the field; puppets and animation; theatrette for 16 and 35mm screenings. Halliday Productions specializes in Eastern color theatre commercials (productions for Surf, Sibel furniture and Birdseye) and TV commercials (Lux, Surf, Astor, Dulux and others). Australian Instructional Films produces industrial, documentary, sales and educational films (Stamina, Qantas, Crusader, Vacuum Oil).

HAMILTON, PETER, PRODUCTIONS, 131 Cathedral-st, Sydney (FA7989). Director: Peter Hamilton. Studios: One studio (14x20), animation and titling and editing rooms. Equipment & Facilities: Cameras include 16mm reflex Bolex with 100mm zoom lens, 35mm Askania Eymo and Debrie single system, battery-operated portable tape recorder, Ferrograph recorder and synchronous sprocketed recorder. Has produced animated TV spot for Broadway Tailors.


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Television and Film Production facilities

- Commercial : Industrial : Documentary.
- 35mm or 16mm: Black & White, or Colour.
- Studio and Sound Stage Space.
- Production Cameras.
- Studio and Location Magnetic Recording.
- Western Electric Licensed.
- Double Head Projection.
- Cutting and Editing : Release Prints.
- Standard and Microgroove Disc Recording.

Avondale Studios Pty. Ltd.
Henderson St., Penralla, N.S.W.
Tel. LX 8246-7-8 — Telegrams & Cables “Avonfilm”, Sydney.
planning a film audience?

then plan a TV + CINEMA release!

SPECIAL PROPORTIONATE RATES NOW AVAILABLE . . .
BASED ON FOOTAGE SCREENED

ALL YOUR TV FILM COMMERCIALS from 30 feet to 200 feet can be played two ways . . . on TV and simultaneously on the popular motion-picture theatre screen before an assured Australia-wide audience of up to 3,000,000 viewers weekly.

This gives your TV film commercials enormous flexibility . . . now they can become TV + CINEMA commercials, in each case one film-ad doing two jobs.

Your choice of theatre screens can be made from over 1,000 prominent theatres on the Featured Theatres Ads. circuit throughout Australia, at economical proportionate rates based on footage screened.

Place your Film Production in the hands of Australia's foremost production unit, with men who have been intimately associated with the planning and production of many major national advertising campaigns . . .

David Koffel Film & Television Productions
Theatre Advertising Division: Featured Theatre Ads. Australia-Wide Screen Advertising

Hexham House, 106-108 Goulburn Street, Sydney. (Near Elizabeth Street.)
Telephones: MA 1428, MA 1643, MA 1673
Victoria Reps.: Filmco Pty. Ltd., 145 Collins Street, Melbourne.
Directors: Dr. F. Louat, QC (chairman), R. E. Lane (man. dir.), and John Watson. Uses outside facilities as required.

Staff: W. F. Larkin (service manager), C. Hudson (film director).

Kingsford Smith and Gardiner: Offices and studios, 94 Oxford-st, Sydney (FA2770).

Directors: J. Kingsford Smith, A. B. Gardiner.

Staff: John Kingsford Smith (prod.-dir.), Jack Gardiner (dir.-photog.-editing), Peter Menzies (camera-cutting).

Equipment & Facilities: Eight late model 16 and 35mm cameras, MagneVac recorder, 16 and 35mm projectors, complete lighting, Bell & Howell continuous printing machine, 35mm optical printer, animation and tilting jigs.

Studio: One (40x24 ft.)

TV done through Nichols-Cumming & Staff Advertising.


Managing director, David Koffel. Staff: two cameramen, four art directors, four scriptwriters & research personnel.

Company operating since 1939.

Special research dept to follow all latest trends in film prod. & presentation.

Equipment & Facilities: 16mm Bell & Howell & Bolex cameras, magnetic tape recorders (synchronous), 35mm Debeir sound cameras, complete lighting and tilting bench & camera.


Directors: Ainslie Roland (Roly) Litchfield, Elsa Alma Litchfield.

Staff: A. R. Litchfield (man. dir.).

Equipment & Facilities: Through Artransa.

25 Years of 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 2759
Producing 35mm cinema films (color and b/w), TV commercials and full length documentaries in 16mm color.

Clients include GMH, Dunlop Rubber, W. D. & H. O. Wills, Masonite, United Distillers, Prestige, Cadbury-Fry-Pascall.

PARTNER PTY LTD, Kembla Bldg, Margaret-st, Sydney (BX4739).

Directors: Henry D. Mendelson (man. dir.), Norman Waters.

Staff: H. D. Mendelson (creative dir.), N. Waters (radio-TV dir.), Mrs. R. Wichello (accounts).

An independent TV production unit, Partner specialises in production of live TV programs and commercials, also radio.

PERIER PRODUCTIONS PTY LTD & PERIER FILMS PTY LTD, Studio and offices, 24 Jamison-st, Sydney (BU6527).

Directors: R. E. Perier (man. dir. and cameraman), S. E. Murdoch (dir. scripter and prod. supvr.), Miss M. Crowley (ed. & bus. mngt.).

Equipment & Facilities: Cine-Kodak cameras, 35mm and 5x4 still cameras.

Perier Productions specialises in 35mm color transparencies, strip and film slide prod.; Perier Films specialises in 16mm film prod., from TV commercials to half hour documentaries and full length features.

SOLARCHROME COLOR PRODUCTIONS PTY LTD, St. John's-rd, Glebe, NSW. Phone MW3759.

Directors: N. R. Bletcher, A. E. Higgins.

Studios: Large studios incorporating a workshop, costume department, storage areas.

Equipment & Facilities: Complete studio equipment including four 35mm and two 16mm cameras and lighting.

Has already produced over 100 TV commercials.

SOUTHERN CROSS FILMS PTY LTD.

Offices, studio, Lot 34, Boronia-rd, Seaforth, NSW (XJ2747, LU4778).

Directors: Douglas Hardy (tech., and creative dir.), G. Cade (also chart. arct.)

Equipment & Facilities: 35 and 16mm cameras, complete editing facilities, mobile lighting, optical single system and tape recording.

Studios: One (50x32ft).

Founded 1945, has produced BBC TV series, will produce Wally and the Major series for Aust. TV and children's films.


TV Slides
Accuracy
Legibility

... and the speediest service within the TV Industry

WHITFORDS THEATRE ADS.

102 Sussex St., Sydney - BX 2255
David John Whitford, Chief Executive Officer

personal contact makes good film at VISATONE
A COMPLETE SERVICE

Litchfield Television Pty. Ltd.

Artransa Park, French's Forest, N.S.W.

THANK YOU!

England, America, Norway

AUSTRIAN INSTRUCTIONAL FILMS Pty. Ltd.

35 MM  16 MM

• Commercial
• Industrial
• Documentary

TELECAST STUDIOS, office for TELECA ST PRODUCTIONS AND TELESCOPE PRODUCTIONS, 181 Blues Point Rd, North Sydney (XB3599).

Directors: Peter Dabbs (man. dir.); Telecast Productions, Peter Dabbs, Alice Dabbs, Ralph Crago; Telecope Productions, Peter Dabbs, Robert Kennedy.

Equipment & Facilities: Studios equipped with 16 and 35mm equipment, available for hire with technical staff.

Both production units are engaged in production of TV and theatre films and commercials.

TWENTIETH CENTURY FOX FILM CORP. (AUS) Pty Ltd (Movietone News Division), 43 Missenden Rd, Camperdown.

Managing editor, H. Lawrenson.

Safeguard a weekly news film to ATN-6TV.

VISATONE TELEVISION Pty Ltd.

Offices and studio, 20 Hill St, North Sydney (XB8042, AR6262).

Directors: Ken G. Sledge (man. dir.), Peter A. Balson, R. N. Tucker. All hold same positions on board of Visatone (Aust) Pty Ltd.

Staff: Jim Pearson (film dir.), Jack Fletcher (chief cameraman), L. Dore (art dir., animation).

Equipment & Facilities: Fully equipped to produce all types of TV and film material. Studio: One (50ftx30ft).
Since foundation in 1956 has made TV commercials for Lever Bros, Nestles, BALM, Samuel Taylor, Email, Philips, AFL, and others. Also Eastman color theatre films.

VIDEO FILM CORPORATION (AUST) PTY LTD, 159 Bunnerong Rd, Pagewood, NSW. Phone FJ 1556, FJ 6668-6669.


Equipment and facilities: Cameras include three Auricon 16mm, Eclair Cameiflex 16mm & 35mm, and Aquaflex underwater photographic unit. Modulate sound system, Magnetic recording unit, full editing and lighting facilities.

Studios: Company has 20 acre site at Eastwood on which it will erect studio. Clients include Bridgeland Brown (woolbrokers), Central Woolclassing, Seetcovers, Road Safety Council.

Producing TV program What do you think?

WHITFORDS THEATRE ADS PTY LTD, Studios and offices, 102 Sussex-st, Sydney (BX2255).

Staff: J. R. Schofield (secy), A. R. J. Fellows (sales mng), J. D. Brown (prod. mng and camera mng).

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 (MB1189).

Directors: R. M. Roberts.
Staff: Bill Roberts (prod. mng), Gordon Lee (sales mng), Barbara McIntosh and John Cooper (staff prod.)

Producers of radio and TV features and commercials. Clients include Queens Bridge Motor & Engineering, Loves Pty Ltd and James McEwan & Co.


Special rates all states for shorter films

FILMADS, T. & G. Buildings, 147 Collins Street, Melbourne.

PHONE: MF 4857

N.S.W. Representative: David Koffel.
Choosing a TELEVISION Programme
is a Major Decision!

It's wise to seek expert advice on the selection of the feature to carry your sales message on this powerful new medium. In offering you our services, we offer the advantage of our practical overseas experience in TV production, and our extensive knowledge of the entertainment field in all its phases, enabling us to create and produce television programmes of world standard.

THE CRAWFORD T.V. WORKSHOP

... Australia's largest, most modern experimental Television Studio, is readily available to sponsors and advertising agencies for the T.V. testing of products and commercials.

INTERSTATE REPRESENTATIVES:

See Page 138 of Television Producers' Section of this Volume.

HECTOR CRAWFORD PRODUCTIONS PTY. LTD.

40 Little Collins Street, Melbourne

*Phone: MF 4911 Cables: Crawfordisc.
ONE Source – All Producers Services

HERSCHELL'S

PRODUCTION
NEG. & POS. PROCESSING

SCRIPT
35mm. 16mm. PRINTING

16 mm. SOUND 35 mm. RECORDING
16mm. REDUCTION PRINTING

ANIMATION
ELECTRIC PRINT OF SOUND TRACKS

PUPPETS
EQUIPMENT


• COMPLETE PRODUCTION SERVICES • COLOR & B & W • PRINTING & PROCESSING

HERSCHELLS FILMS PTY. LTD.
31 AGNES STREET, EAST MELBOURNE
PHONE MF 1956 - 3 LINES – CABLES PATHECINE, MELBOURNE
LONDON OFFICE - SACKVILLE HOUSE - 40 PICCADILLY, LONDON
140


FILMADS PTY LTD, 145 Collins-st, Melbourne (MF4857). Teleg. address, Filmads, Melbourne.

Director: A. N. Colquhoun.

Staff: H. E. Jobbins (gen. mgr), F. E. H. Cooper (sales mgr), Miss N. Feehan (secy).

Equipment & Facilities: Comprehensive range of modern equipment.

Reps: NSW, Featured Theatre Ads (David Koffel), Sydney; Qld, Campbell Screen Publicity, Brisbane; SA, Filmads (SA) Ltd., Adelaide; WA, Filmads (WA) Ltd., Perth; Tasmania, Tasmanian Publicity,house Pearl & Dean (Overseas) Ltd, London and members in 52 countries of the International Screen Advertising Services.

Producers and distributors of advertising films.

FILMS ADVISORY BUREAU (TV PRODUCTIONS). 368 Post Office Place, Melbourne (M1373).

Director: Geoffrey G. Thompson (principal), Vernon F. Wagenfeld (technical adviser).

Set up as a source to provide industrial, business, educational and advertising interests with information on the use of motion picture film. Closely associated with Cine Service, it is also a production unit. Clients of both the Bureau and Cine Service include RAAF, RAN, Dept of Army, British Farm Equipment, C. C. Wakefield, Dunlop Rubber, Cl. Lewis Berger, International Harvesters.

HERSCHELS FILMS PTY LTD (production division), 31 Agnes-st, East Melbourne. Phones MF9567-8.

Director: Roy A. Driver (managing dir.), F. F. Knight (chairman), A. L. King.

Executives: F. W. Thomas (secretary), I. Bar (cinematographer), B. Kavanagh (film editor), G. Lumsden (laboratory supervisor), Peter R. Lord (sound engineer).

Producers of TV commercials, documentaries, cinema advertising films, puppet cartoon TV films and film strips. Also handles micro-filming of records.

Equipment & facilities: 35-16mm sprocketed tape and film recording, cou-
plete production equip., including 16 and 35mm cameras, lighting and editing machines. Own studios and 50-seat theatre for 16 and 35mm film screenings.

MOONEY-WEBB TV & RADIO UNIT PTY LTD (associate company of Mooney-Webb Pty Ltd and Webb Publicity Pty Ltd): 349 Collins-st, Melbourne (MU9731).


Executives: Danny Webb (prod.).

MORGAN, VAL & SONS PTY LTD, 64 Elizabeth-st, Melbourne (MF831).


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 (W1427); WA, Cyril Cornish Theatre Ads, 288 Hay-st, Perth (B2727); NSW, A. L. Finn Pty Ltd, 66 King-st, Sydney (BX6161).

Mainly engaged in theatre screen advertising, company publishes Morgan Street Directory and is associated with GTV.

OWN BRO S ANIMATED FILMS PTY LTD, Offices, studios and photographic dept., 64 Elizabeth-st, Melbourne (MF886).

Directors: W. J. Owen (man. dir. and animation and photography dir.), H. R. Owen (art dept. dir.).

Staff: James Owen (mng. and acct.), I. N. Lamb (secy).

Equipment & Facilities: Modern animation 16 and 35mm equipment.

Backed by 15 years in animation production, unit produces animated slides, telespots, filmstrips and artwork for TV and theatre.

ZWART, HANK. Golden TV Productions, 3 Herlihy's-rd, Lower Templestowe, Vic.

Directors: Hank Zwart, Hendrika Goodees.

Staff: Hank Zwart (art dir. & animator), Hendrika Goodees (camera & lighting), Hendrik Zwart, sr. (woodcarver, sets & puppets).

Equipment & Facilities: Studio fully equipped with 35mm and 16mm cameras, truck table for full cartoon animation. All work handled by own staff.

Repr.: Sydney, Sellers, Lane Stevens, Bulls Chambers, 29, Martin Place (BW305, BW500).

Specialises in TV and theatre advertising, puppet films, cartoons, live action.
We act as AGENTS for Overseas Producers wanting to place their product on TV in Australia.

We also have product — available for the TV Markets of the World. Let's hear from YOU

TRANS AUSTRALIA TELEVISION Pty Ltd.
106b King Street, Sydney, Australia.

TV FILM DISTRIBUTORS

Directors: S. J. Blake.
Executive: Miss R. E. Saxelby (secretary).
Distributor feature and short length films.
Interstate Repr.: Ray Films, Melbourne.
O'seas: W. Büchheim, Paris, France.

FILM ENTERPRISES PTY LTD, 10 Yarrakee-st, Sydney. Phone BW1158.
Director: R. Yvesot, (managing dir.), 6 Wattle-st, Killara (JX1418).
Aust. distributor for British Lion, Independent Film Distributors Ltd; and Aust. repr. Lion International Films (London).

Production, distribution feature & short length films.

NATIONAL FILMS OF NSW (REG), City Tattersalls Chambers, 198-200 Pitt-st, Sydney. Phone BM3080.
Executives: G. D. Taylor (general mngr).
Distributor specialised TV films.

Executives: R. R. Mooney (gen. mngr), E. J. E. Post (secretary).
Distributor feature films.
Interstate Repr.: Universal Pictures (all States); O'seas: London Films International Ltd.

RAY TV PTY LTD, 149 Castlereagh-st, Sydney. Phone BM6625. Telegrams Rayfilms.
Suppliers all types TV feature films and shorts.
Interstate Repr.: Ray TV (Vic) Pty Ltd, 147 Collins-st, Melbourne. (MF4574).

Suppliers films & TV programs, feature films.
O'seas Repr.: Screen Gems Inc. (parent company), 711 Fifth Ave, New York (22), USA (Plaza 1-4352). Ralph M. Cohn (rep.), James W. Dodd (foreign coordinator).

TV ANTENNA MANUFACTURERS

AERIAL MANUFACTURERS PTY LTD, 20 Tebbutt-st, Leichhardt, NSW. Phone LM6799. J. W. Maple, W. B. Oliver (dirs). TV aerials, all types mountings and fittings.


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- Cameras, photographic and projection equipment (pages 147-148)
- Film processing laboratories (pages 148-150)
- Raw film (pages 150-151)
- Studio lighting (pages 151-152)
- Recording equipment (pages 153-154)
- Lenses and optical needs (pages 154-155)
- Transmission lines and equipment (page 155)
- Costume hire (page 155)

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AMALGAMATED WIRELESS (A'SIA) LTD, Sydney, Melbourne, Brisbane, Perth, Wellington (NZ). (See entry under Recording Equipment).


EMI (AUSTRALIA) PTY LTD, Sydney and Melbourne. (See entry under Recording Equipment.)

HAMPTON & BAKER, Sydney. (See entry under Studio Lighting.)


NATIONAL THEATRE SUPPLY CO PTY LTD, Sydney, Melbourne, Brisbane, Adelaide. (See entry under Studio Lighting.)

PHILIPS ELECTRICAL INDUSTRIES PTY LTD, 69 Clarence-st, Sydney. Phone BX1061. Sydney manager, R. Rigg. Branches: 594 Bourke-st, Melbourne (MU 6090), Mلب. mng, H. O. Morrison. Suppliers of all types of TV equipment including cameras, sound, Mammoth projectors (for screening a 12ft x 9ft TV picture) and complete range of TV test equip.

PRECISION ENGINEERING CO. PTY LTD, 24 Neville Ave, Paddington, Sydney. Phone FA8061. Telegrams Pecofin.
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PYROX LTD, Melbourne and Sydney, Phone B0663.

SIXTEEN MILLIMETRE AUSTRALIA PTY LTD, 49 Market-st, Sydney. Phone B0663.

Branches: 178 Flinders-st, Melbourne (MF2931).


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AUTOMATIC FILM LABORATORIES PTY LTD, 513-515 Dowling-st, Moore Park, NSW. Phone FA4131.
Executive: D. V. Dove (general mngr), K. H. Moremon (secretary), P. Markham (lab. superintendent).
Film processing laboratory.

CINE SERVICE PTY LTD, Office, studios & laboratories, 508 Post Office Place, Melbourne. Phone MU1373.
Processes all types of 35-16mm films and commercials, specialising in duplication of Kodachrome sound films.

COMMONWEALTH-FILMCRAFT LABORATORIES PTY LTD, 55-45 Missendend, Camperdown. Phone LA3208.
Directors: J. S. Bruce, P. H. Budden, C. C. Carter, G. R. Vaughan.
Joint general mngrs: P. H. Budden, T. A. Greaves.
Film processing laboratory.

KINELAB PTY LTD, Cutting rooms, 484 George-st, Sydney (BM2855). Offices, recording studios and processing laboratory, 2 Cadogan-st, Sydney (LA0364).
Staff of 30 includes H. O. Harrington (secretary), R. L. Kellett (chief engineer), W. Knight (laboratory supervisor).
Provides complete sound recording, cutting and laboratory processing and consulting service for TV stations and film production companies and independent producers.

Manager: V. B. Toy.
Reverse processing, 60mm. Also supplies Gavert raw film.

SUPREME SOUND STUDIOS, 11-15 Young-st, Paddington. Phones FA5447, FA2807.
Projector: M. R. Murphy.
Service includes 16-35mm negative & positive developing, contact printing, reduction printing, enlarging, optical effects, animation & stop motion. Cutting equipment includes editolas & moviolas, 16-35mm Bell & Howell foot splicers, synchronisers, and edge-numbering 16-17½-35mm.

SOUND SERVICE CO PTY LTD, 6 Amelia-st, Parkdale, S1, Victoria. Phone XY1700.
Directors: G. A. Gannon (managing dir.).
Executive: T. L. Phelan (secretary).
Reversal processing (16mm); 16mm and 35mm B&W machine processing; color printing.
Laboratory equipped with polyester 35mm & 35mm European & American processing facilities.
Ustate repr.: Australian Instructional Films Pty Ltd, 6 Underwood-st, Sydney, (BU 6553).

RAW FILM

EMI (AUSTRALIA) PTY LTD, Emitron Hse, 301 Castlereagh-st, Sydney. Phone BA2701. Telegrams Emitron Sydney.
EMI standard sprocketed 85 & 17½mm cine film coated with magnetic oxide.

R. GUNZ (PHOTOGRAPHIC) PTY LTD, 24 Westminster-ave, Sydney (MA5257).
Sydney mngr: J. Savage.
Supplier of raw film stock, made and imported from long-established German company. Dr. C. Schleusner, Fotowerke GmbH. Film is specially designed for TV use.

HARVIN FILM LABORATORIES, Sydney. (See entry under Film Laboratories.)

KODAK (AUSTRALASIA) PTY LTD, Kodak Hse, 279-381 George-st, Sydney (B0255); 250 Collins-st, Melbourne (central 8144). Branches in all States.
Directors: E. J. Rouse (chairman), H. F. Forre (works dir.), J. F. Page (finance dir.), R. J. Mitchell (sales dir.).
Sydney mngr, R. Dudley; NSW sales mngr, K. R. Allen; C. Borthwick (TV division); Vic. mngr, A. Womann.
Suppliers of Eastman 8mm and 35mm television and motion picture film, and studio lighting equipment.


BARTON, R. H., PHOTOGRAPHIC LIGHTING PRODUCTS, 5-7 Prospect-st, Erskineville. Phone LA1224, R. H. Barton (proprietor). Manufacturers of all types of TV studio photographic lighting equipment and facilities. Has supplied equip. to ATN, TCN, Arranza, Pagewood Studios, Avondale Studios, ATEL, Visitone, Fox-Movietone, Dept. of Interior Films, NSW Dept of Technical Education.

KODAK AUST PTY LTD, Sydney and Melbourne. (See entry under Raw Film.)

LOWRY & HENNESSY, Sydney. (See entry under Lenses, Optical Needs.)


TELEVISION ENGINEERING, Melbourne. (See entry under Cameras, Photographic and Projection Equipment.)


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AMALGAMATED WIRELESS (ASIA), 47 York-st, Sydney. Phone B0233.
All types of radio-TV studio and transmission equip., including microphones, aerials, transmitters, sound recording equip., Marconi and RCA cameras.

MAURICE CHAPMAN & COMPANY PTY LTD. and MAGNECORD AUSTRALASIA PTY LTD., Klye Hse, 31 Macquarie Place, Sydney. Phone BU5905. Telegrams Chappy Sydney.

Magnecord: Suppliers of microphones, loudspeakers, amplifiers, magnetic recording and striping equip., pre-amplifiers, and measuring equip.


Branches: 107 Flinders Lane, Melbourne, MF2211 (branch mgr, R. H. Miniken); 265 Rundle-st, Adelaide, W15-1 (branch mgr, A. E. Harley).

O'seas Repr.: EMI Middlesex, UK.
All types TV studio and transmission equip., including cameras, monitors, film scanners, micro-wave links & recording machines.
Agency: Goldberg Advertising.

NATIONAL THEATRE SUPPLY COMPANY OF ASIA PTY LTD, Sydney, Melbourne, Brisbane, Adelaide. (See entry under Studio Lighting).

PYROX LIMITED, cnr Queensberry & Drummond sts, Melbourne N5. Phone FJ 5921. Telegrams Pyrox.

All types local & overseas television equipment including Bauer 16-35mm projectors, Pyrox Magitape tape recorders, Pyrex Victor 16mm sound projectors. Aust. agent for Fernseh GmbH, Germany and Siemens & Halske A.G., Germany.

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**LORD, F., MANUFACTURING PTY LTD, 33 Higginbotham-rd, Gladesville, NSW. Phone WY1880.**

Manufacturers of 16-35mm lenses, mirrors, condensers, filters. Lens resurfacing, repolishing, re-cementing, re-bloom ing, removal of fungus, damaged blooming.

**WATERWORTH & BESSELL, Park-st, Hobart, Tasmania. GPO Box 13b, Phone B2986.**

Manufacturers of Waterworth strip film projectors and cameras and projector lenses.

**AUSTRAL STANDARD CABLES PTY LIMITED, PO Box 39, Footscray West, W 12, Victoria. Phone MW2915. Telegr ans Auscables. Also at 360 Collins-st, Melbourne (MU3881). L. E. Anderson (general mngr).**

TV read-in cables, high frequency cables, equipment wires, coaxial cables, multichannel carrier cables.

**ELECTRIC POWER TRANSMISSION PTY LTD, 565 Parramatta-rd, Leichhardt, N.S.W. Phone LM1441, LM4815. Telegram: Transelectric. Dr. E. Onsolo (mg dir.).**

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I/State Repr.: Branches, 9 Lachlan-st, Valley, Qld (LA3512), 171 Fitzroy-st, St. Kilda, Vic. (LA3557).


Radio-TV masts.


**TRANSMISSION LINES PTY LTD, 213 Canning-st, Carlton, Victoria. Phone T8546. Telegrams: Translines Melbourne. J. J. Beynon (general mngr), R. E. Ramsay (Vic mngr).**

Electrical transmission & distribution equip and materials. Electrical-mechanical engineers & contractors.

**COSTUME HIRE**

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**BELLS & BOWS (general): 75 The Boulevard, Strathfield. (UM6900).**

**BUITON HOLE THEATRE SUPPLIES (general): 100 Palmer-st, East Sydney. (FA5391).**

**CANN’S FROCK SALON (wedding & evening frocks): 185 Liverpool-st, Sydney. (MA7535).**

**CHARM AINE (children’s): 4 Loftus-st, Darling Hill (LM7597).**

**JENN'S (children’s): 112 Darlinghurst-rd, Kings Cross (FL9514).**

**MICHAU (wigs): Manchester Unity Bldg, Castlereagh-st, Sydney. (MA9598).**

**MOTLEY: 12 Comber-st, Paddington. (FA5586).**

**SHAW'S DRESS SUIT HIRING SERVICE: 91 Phillip-st, Sydney. (BW9107).**

**EDITH SMITH (dress suits): 147a King-st, Sydney. (BW2952).**

**J. C. WILLIAMSON THEATRES (general): 51 Castlereagh-st, Sydney. (BW4453).**

**MELBOURNE**

**ALEX PAIN & CO: 142 Russell-st, Melbourne. (MF1096).**
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.

Commercial broadcasters are divided on the possible commercial benefits of an FM broadcasting licence, claiming that FM mast- and transmission equipment costs are very high, and that it would be difficult to establish an FM station's popularity where listeners can already receive an AM station. FM advocates, on the other hand, claim that the VHF-FM band is the only solution to the present impasse in the expansion of Australian radio broadcasting services, because there are no more AM channels in the Eastern States to allocate to new stations even though there is a dire need.

As against the present allocation of 107 channels for broadcasting in the medium frequency (AM) band, use of VHF-FM would provide about 75 more channels for broadcasting.

FM also offers greatly improved reception quality, particularly for music, plus complete freedom from static and atmospheric interference, which could be an important point in helping to popularise FM amongst 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, 97.1megs, 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. 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 requiring it.

Having 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 to its audience as 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 Bony (chairman) and Charles Moses (general manager, ABC); S. B. I. Clark (managing director, 2GR); and L. N. Schatz (technical director, 2GB); George Baglin (manager, Channel 9 Broadcasters); E. W. MacAlpine (director and assistant manager, Consolidated Press); W. Selby-Adams (intercommunications officer, Truth & Sportman); Ray Allsop (electronics consultant, manager, PMG's Dept.); J. E. Ridley and Arthur Horner (general manager, Christian Broadcasting Association); J. P. Salvado (electronics and allied div., Chamber of Manufactures); D. Worrall (3DB); L. N. Schultz (director, Canberra Broadcasters); E. W. Boyer (chairman) and Charles Moses (general manager, Consolidated Press); J. P. Salvado (electronics and allied div., Chamber of Manufactures); B. Wosnoff (2GR); L. Remo (general manager, 3XY); C. Derham (Melbourne Broadcasters' 3XK); R. Haig-Muir (Haig-Muir Pty Ltd); L. G. Mather, retired manager of 2WL.

Witneses who indicated at the inquiry that their organisations sought FM licences were: Sydney: Truth and Sportman and Consolidated Press (newspaper groups); Christian Broadcast Association (religious group); ABC, Melbourne; Melbourne Broadcasters' (3AK); Electronic Industries Ltd (manufacturing group).

Many broadcasting industry witnesses have had FM licence applications before the Broadcasting Control Board for several years.
Advertising agencies

- New South Wales (pages 158-170)
- Victoria (pages 170-177)
- Queensland (pages 177-179)
- South Australia (pages 180-181)
- Western Australia (pages 181-182)
- Tasmania (page 182)
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AFCBS, TAB.


CAPPER, RITA ADVERTISING, 94-96 Cooper St, Surry Hills, Sydney. Phone BU2566.

Principal: Rita Capper.

Accreditations: ANPA.

(Late Sydney entry, Chessell & McCredie, see page 182).


Accreditations: ANPA, ANC, AFCBS, TAB.

PFAB.

Main Radio-TV Clients: Reynolds Bros.


Accreditations: AFCBS, ANPA, ANC.


COUNTRY PRESS LTD, Newspapers Hse, 41 Pitt St, Sydney. Phone BU5754. Telegrams Copress.


Accreditations: AFCBS, TAB, ANPA, PFAB.


COUDREY-GOTHAM PTY LTD, 42-44 Pitt St, Sydney. Phone BU1866. Telegrams Sagittarius.

State Representation: Associate offices in Melbourne, Brisbane, Adelaide, O'Dowd Associates House in UK, Europe, USA, NZ, Hong Kong, Singapore, India, South Africa, Japan.

Directors: C. J. Coudrey (mng dir), W. D. Coudrey, W. S. Gilbert.


Accreditations: AFCBS, ANPA, ANC, APPA, TAB.

Main Radio-TV Clients: Duralex Paints, Dr. William Medicus Co, Figure Control Corp Co, Huston Valley Coop Dairy Co, NZ Govt Tofu Co, Smith & Neckey, Speedo Knitting Mills, Tedder & Co, C. E. Wakefield & Co.

CRATCHLEY ADVERTISING AGENCY PTY LTD, 12 Bridge St, Sydney. Phone BX3748.

GOLDBERG ADVERTISING (AUSTRALIA) PTY LTD, 188 George-st, Sydney. Phone BU4237. Telegrams Goldberg.
Main Radio-TV Clients: Austin Motor Co (Aust) Pty Ltd, Peter Lloyd Limited, Larke Hoskins Pty Ltd.

Executives: S. Rubensohn (governing dir.), J. Bristow (manag. dir.), W. A. Lockley (young), A. J. Whitemore (art dir.), C. R. W. Sevby (TV-radio dir.), Don Coop (group account director), W. Diamond (chief acct-exec), Miss J. Young (radio acct-dir), Miss J. Kett (media acct-dir), Miss O. Davis (etc.).
Accreditations: AFCBS, ANC, ANPA, PPAB, TAB.


HAWKINS ADVERTISING PTY LTD, McManus-st, North Sydney. Phone XB6106. Telégrams Hawkads.
Executives: J. Ahad (secretary & assoc. dir.), N. Browne (art dir. & assoc. dir.), Miss J. Barnett (copy chief), Miss P. Holdsworth (media mngr), Miss J. Miles (radio-TV mngr), B. Cooper, D. Evans, E. Maury (acct executives), Miss M. Keane (prod. mngr), N. Carey.

I/State Representation: Chapman-Hendrie Advertising, 282 Queen-st, Melbourne (MU9601-5-4); Vinnicombe Advertising Pty Ltd, 360 Einschicht-st, Brisbane (B0113). Owner: Wardlaw Advertising, 76 Albert-st, Auckland (Phone 40380).
Accreditations: ANC, ANPA, PPAB, AFCBS, TAB.

Main Radio-TV Clients: Peck Frean (Asia), Cottee’s Passiona Ltd, Harry Peck (Asia), National Hosier Mills, Bernard Jones (Asia), Malley’s.

HEPWORTH ADVERTISING AGENCY, 37 Bathurst-st, Sydney. Phone BM4293.
Directors: R. C. Hepworth.
Accreditations: AFCBS.
Main Radio-TV Clients: Grocery lines, clothing manufacturers, retail stores.

IPS ADVERTISING, 2nd floor, Caltex Hse, 167 Kent-st, Sydney. Telemgrams Presnews. Phone BU 4911.
Director: H. K. Wood.
Accreditations: AFCBS.

JACKSON, WAIN & COMPANY PTY LIMITED, 14 Miller-st, North Sydney. Phone XB881. Telemgrams Jacksonwain.
Branches: Melbourne.

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Executives: J. G. Paterson, G. M. Keene (junior partners).
Accreditations: ANPA, ANC, AFCBS.

JOEL, ASHER, ADVERTISING PTY LTD, 12 Bridge-st, Sydney. Phone BU7143-4, BU7130. Telegrams Agoldel.
Directors: Asher A. Joel (manag. dir.), D. Joel.
Executives: J. Joel (gen. mng.).
Accreditations: ANC, ANPA, ABC, TAB.

KAY, JOHN, & ASSOCIATES, 21 Bond-st, Sydney. Phone BU5998, BU3293.
Executives: John Kay (gen), A. T. Campbell (radio-TV mng.).
Accreditations: AFCBS.

Directors: W. B. Lawrence (manag. dir.), J. B. Greer, V. A. Maloney, T. Wood, F. Suzzuco.
Accreditations: ANPA, ANC, TAB, AFCBS, PPAB.


O'BRIEN PUBLICITY PTY LIMITED, O'Brien Hse, 59 Young-st, Sydney. Phone BU1355, Telegrams Gofer.
Branches: Melbourne, Brisbane.
Accreditations: ANP A, ANC, AFCBS, PPAB, NPA of NZ, TAB.
Main Radio-TV Clients: Admiral of Aust, British Farm Equipment, Silvac Electrical Products, Wehdy's, Cahill's Restaurants, Garrett White, F. Cinzano et Cia, Marks Foy's, Rex Investments Ltd.

OVERSEAS ADVERTISING PTY LTD, 36 Grosvenor-st, Sydney. Phone BU1142.
Director: W. O. Richards (manag. dir.). Not accredited.

Branches: Melbourne. Associate houses in all other States.
O'seas: George Patterson Pty Ltd, 33 Lower Regent-st, London, SW1; J. Bott Ltd, Wellington, New Zealand.
Accreditations: NPA, PPAB, AFCBS, TAB, N'ZAR.

POWELL, R. & K., ADVERTISING AGENCY PTY LIMITED, 5 Phillip-st, Sydney. Phone BU1395.6.
Director: R. Powell, P. H. Truelove, R. S. Keating.
O'seas Repr.: Charles Haines Advertising Ltd, NZ; P. N. Barrett Pty Ltd, Cape Town, S. Africa; Albert Frank-Guenther Law Inc, New York, USA.
Accreditations: ANP, ANPA, PPAB, AFCBS, TAB, NPA of NZ.
Main Radio-TV Client: Bank of New South Wales.

RENNIE, L. B., & PARTNERS PTY LTD, 230 Elizabeth-st, Sydney, Phone MA9151.


Executives: N. M. Harding (secretary), R. Dickinson (prod).

Accreditations: ANC, ANPA, PPCB, AFCBS, TAB.


RODGERS, WILLIAM H., & ASSOCIATES PTY LIMITED, Scot Chambers, Penfold Place, Sydney. Phone BW8508, BW9913, BW1253.

Directors: W. H. Rodgers (manag dir.), B. M. Keaney, A. Miller (also acctns mngt), A. Ross (acctns mngt), B. Marshall (prod. mngt).

Accreditations: ANPA, ANC, AFCBS, TAB.


ROSEBERY, ARTHUR L., ADVERTISING, 48-50 Macquarie-st, Parramatta. Phone YL7012, YL7014.

Director: Arthur L. Rosebery (principal).

Accreditations: ANPA, AFCBS, TAB, PPA, ANC.

Main Clients: Adnam & Pockley Pty Ltd, Acco Laboratories, Breyman & Company, Carpet Manufacturers Ltd, Commonwealth Engineering Harvey’s Dept Stores.

ROSS ADVERTISING SERVICE, 45 Phillip-st, Sydney. Phone BU7146.

Director: L. P. Ross.

Executives: Miss F. Ross (acctns & media).

Accreditations: AFCBS, ANPA, ABC.

RUSSELL, LEWIS AND ASSOCIATES, Butleer Airways Hse, Blackburn & Elizabeth-sts, Sydney. Phone MA6771. Telegrams Russ Sydney.


Accreditations: TAB, ANC, AFCBS.

Main Radio-TV Clients: Grace Bros, Butler Air Transport Ltd, American Vogue Pty Ltd, Automobiles Pty Ltd.

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Accreditations: ANC, ANPA, PPAB, AFCBS, Overseas accs. 5th Asian Broadcasting Corp.
Main Radio-TV Clients: British Medicinals, Fronset Pty Ltd, Frank R. Wolstenholme Pty Ltd, Frank G. O'Brien Pty Ltd, Pierce Cowie Pty Ltd, Marshall Batteries, Cie Marine Engines Pty Ltd.

Executives: B. G. Baker (prod. mngr), Margaret R. Currie (media mngr), Gwendolene I. Phillips (acct.), J. A. White (art dir).
Ocean Reps: Rider Advertising, NZ.
Accreditations: ANC, ANPA, AFCBS, PPAB, TAB.

SHIELD ADVERTISING SERVICE, 10 O'Connell-st, Sydney. Phone JW5301.
Directors: J. N. Shield, W. Mundell (exec).-..---
Accreditations: ANC, ANPA, AFCBS, PPAB, TAB.
Main Radio-TV Clients: American & World Star Enterprises, ARBCO Amalgamated Transport, Byrne & Davidson Pty Ltd, Cunliff & Sons Ltd, G. Gram & Sons, Lea & Feinstein (Aust.), The Producers' Co-op Distributing Society, Peter Barry Holdings Pty Ltd.

SHORTRIDGE ADVERTISING PTY LTD, 80 Hunter-st, Sydney. Phone JW7506, BW2199.
Directors: C. W. Shortridge, N. H. McIntyre.
Executives: R. J. Burnham (acct/exec), D. G. Troost (media/accts).
State Reps: Garden Advertising, 251 William-st, Melbourne (MU9091).
Accreditations: ANC, ANPA, AFCBS, PPAB, TAB.

SLATTER, E. C., & POULTER PTY LTD, 100 Sussex-st, Sydney. Phone BA4321.
Executives: J. Simpson (media mngr), J. T. Quayle (secretary), N. M. Hughes (art dir.), R. A. Stone (prod. mngr).
Accreditations: ANC, ANPA, AFCBS, PPAB, TAB.
Main Radio-TV Clients: Wormald Brothers Industries Ltd, Marelio Ltd Pty Ltd, Domino Chemical Works Pty Ltd, Nunnas G. Booth Pty Ltd, Brookhouse Holdings Pty Ltd, Australian Mercantile Land & Finance Co Ltd.

Branches: Melbourne.
Directors: Miss J. Hicks, F. F. Smyth.
Accreditations: ANPA, AFCBS, ANP, PPAB, NPA of NZ, ABC, TAB.


O'seas Repr.: Head office, JWT, 420 Lexington-ave, New York, USA, and branches throughout the world. Accreditations: ANPA, ANC, PPAB, AFCBS, TAB.


170

Accreditations: ANC, ANPA, PPAB, AFCBS.
Main Clients: Associated Beauty Aids, Canadian Pacific Railways Co, W. & J. Coate & Sons, Monex & James (Aus), Medical Benefits Fund of Aust, Reckitt & Colman (Aust), Helena Rubinstein.

WILLMOTT'S ADVERTISING AGENCY PTY LTD, 36 Grosvenor-st, Sydney, Phone BU5891, Telegrams Wilad Sydney.
Directors: R. Willmott, C. F. Horley, F. E. Wakes (also acct/exec).


WILLMOTT'S ADVERTISING AGENCY PTY LTD, 36 Grosvenor-st, Sydney, Phone BU5891, Telegrams Wilad Sydney.
Directors: R. Willmott, C. F. Horley, F. E. Wakes (also acct/exec).


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Directors: R. Willmott, C. F. Horley, F. E. Wakes (also acct/exec).


WILLMOTT'S ADVERTISING AGENCY PTY LTD, 36 Grosvenor-st, Sydney, Phone BU5891, Telegrams Wilad Sydney.
Directors: R. Willmott, C. F. Horley, F. E. Wakes (also acct/exec).


VICTORIA

ALEXANDRA ADVERTISING, 10th Floor, 225 Collins-st, Melbourne. Phone MU2966, MU2941, MU2252.
Director: G. G. Alexandra (managing director).
Executives: R. Jevon (prod. mng), Miss G. Moran (media), Miss R. Dobson (contact).

Accreditations: ANC, TAB, AFCBS.

ALDWYCH ADVERTISING PTY LTD, 450 St-Kilda-rd, Melbourne. Phone BM3281. Telegrams Aldwych.
Branches: Sydney.
Directors: G. L. Bride (manag. dir). Executives: F. Luxton (creative), L. Glick (media), J. Beattie, W. Harvey, K. Carey (acct/execs), W. Holmes (production), W. Murphy (secretary), P. Young; (SA mng), F. Small (NSW mng).

Accreditations: ANC, ANPA, AFCBS, TAB, PPAB.

ANSELL & ASSOCIATES, Ampol Hse, cnr Elizabeth & Grattan-sts, Melbourne. Phone FY9915.
Directors: R. D. Ansell, B. McDonald, L. F. Klunker (all partners).
Executives: Mrs E. Parry (media mng), C. Desagur (prod. exec), K. Page (acct/execs), Mrs M. Weynton (acct).

I/State Repr.: Willmott Advertising, 36 Grosvenor-st, Sydney (BU5891); Ring Stacey Associates Ltd, 142 North Terrace, Adelaide.

Accreditations: ANC, ANPA, AFCBS, PPAB, TAB.

BAYNE MACKAY ADVERTISING PTY LTD, 450 Collins-st, Melbourne, C. I. Phone MB6111, MB6220.
Directors: Bayne Mackay (gov. dir.), Jean Mackay (secretary & dir).

Accreditations: ANC, ANPA, PPAB, AFCBS.

BECKET - THOMSON ADVERTISING PTY LTD, Sandhill, 34 Queen-st, SC2, Melbourne. Phone BM2581.
Branches: Sydney.
Accreditations: ANC, ANPA, AFCBS, TAB, PPAB.
Main Radio-TV Clients: R. White Pty Ltd (shoes), Sydept & Sons Ltd.

BELL ADVERTISING LTD, 435a Collins-st, Melbourne, Phones MU1387, MB6489.
Directors: B. V. Bell (mng), R. G. Hing (art director).
Executives: J. E. Dovers (acct/exec).

Accreditations: ANC, ANPA, PPAB, ABC, TAB.
Main Radio-TV Clients: Readers Book Club, World Travel Service Pty Ltd, Wiltshire File Co, Simpson Distributing Co.

BERRY COMPANY, THE HUGH, PTY LTD, Kodak Hse, 252 Collins-st, Melbourne. Phone Gen. 4961-5-8, Telegrams Unsullied.
Head office Sydney.

Directors, I/State, O'seas Repr.: See Sydney entry.

Accreditations: ANC, ANPA, PPAB, AFCBS, TAB.
Main Radio & TV Clients: See Sydney entry.

BEST & CO PTY LTD, 422 Collins-st, Melbourne. Phone MU5771.
Branches: Sydney.
Directors: E. W. Best (managing director).
Accreditations: ANC, ANPA, TAB, AFCBS.

Main Radio & TV Clients: See Sydney entry.
Main Clients: Ernest Beaurepaire Pty Ltd, British Australian Paper Co, Byer Industries, ICI Overseas Corporation (Aust) Ltd, Sterling Clothing Co, United Distillers Pty Ltd.

BRIGGS & JAMES PTY LTD, 15 Latrobe st, Melbourne. Phone FB1111. Telegrams Brigade.


I/State Reps: Leslie Davis Advig, Gowings Bldg. Market & George-sts, Sydney (BM6121); Merchandising Publicity, 25 Chester-st, The Valley, Brisbane (L3515).

Accreditations: ANPA, ANC, AFCBS, PPAB.


Directors: K. M. Campbell (managing director), M. E. Campbell.

Accreditations: ANC, ANPA, PPAB, AFCBS, TAB.

Main Radio-TV Clients: E. S. & A. Bank, Groves McVitty & Co Pty Ltd, La Mode Industries Pty Ltd, Melbourne Spirits Depot Pty Ltd, Table Talk Biscuits Pty Ltd, James Hardie & Co Pty Ltd.


Executives: A. T. Young (radio), H. A. Lawrence (publicity), D. Eager (art), R. C. Winn (production), Miss M. Phipps (accountant).

Accreditations: ANC, ANPA, PPAB, AFCBS, TAB.

Main Radio-TV Clients: See Sydney entry.


Now, in our TeleDivision at 130 Exhibition Street, you, the Client, can sit relaxed in private, modern surroundings and discuss with our experts the technical problems of each commercial. With ample recording facilities, projection equipment, microphones and TV back-projection mock-up, we are well equipped to handle your every Television need.

Props can be made or collected; we have a trained staff of artists, producers and script writers ready and waiting to assist you in every way! For all your TV requirements — from 'go-to-show' may we suggest that you ring us now — at MF 4618.

RICHARDSON-COX PTY LTD, TELEDIVISION - 130 Exhibition St., Melb.
Kilpatrick (traffic), B. W. Hassall (prod. mngt), K. G. Bentley (research), C. R. Attwood (media mngt).

**Interstate Representation:** Shortridge Advertising, 60 Hay-st, Sydney (BN7905); Webb-Roberts McClelland Advertising, 9 Peel-st, Adelaide (LA2511); Australian Advertising Agency, Premiers Building, Adelaide.

**Brisbane:** A. R. Bentley (research), C. R. Attwood (media mngt).

**Accreditations:** ANC, ANPA, PFAB, AFCBS, ANPA, of NZ.

**Main Radio-TV Clients:** Brockhoffs Biscuits, British Petroleum Co, COR, DHV (Vic), Sandas, Henderson's Federal Spring Works.

**CARTER, R. G., ADVERTISING SERVICE, 528 Collins-st, Melbourne. Phone WB2750.**

Director: R. G. Carter (principal).

Executives: J. Crane (manager), L. E. Carter (acct/exec).

**Accreditations:** ANC, ANPA, PFAB, AFCBS.

**Main Clients:** A. J. Anderson Industries, AWA, Campbell's Motors, Carlisle Industries, W. E. Prentice (real estate), Reliance Furniture, STC (Vic. only), Suttons Pty Ltd.

**CASTLE JACKSON ADVERTISING PTY LTD, 100 Collins-st, Melbourne, C1. Phone MF5058.**

Directors: D. G. Castle, D. F. Jackson, Miss Gladys I. Latimer.


**Accreditations:** AFCBS, ANC, ANPA, TAB, PPAB.

**Main Radio-TV Clients:** John Crundall, Robert Harper & Co Ltd, Finlay Bros Pty Ltd, John W. Stamp Pty Ltd; Federal Hotels Ltd, Spotless Dry Cleaners, J. C. Hutton Pty Ltd, Spotless Dry Cleaners, J. C. Hutton Pty Ltd.

**CHAPMAN-HENDRIE ADVERTISING, 262 Queen-st, Melbourne. Phone MU8609.**


Executives: E. Cumbran-Stewart (acct/exec), R. Tinsley (production exec), Miss E. Barnes (media mngt).

**Accreditations:** ANC, ANPA, PFAB, AFCBS, PPAB, TAB.


**CROFT, REX, ADVERTISING, 4 The Boulevard, Ivanhoe, Melbourne. Phone JX1062.**

Director: Rex Croft (proprietor).

Executives: Miss Vogt (media), R. Beynon (prod.).

**Accreditations:** TAB, ANC, ANPA, PFAB, AFCBS, ANPA.

**Main Clients:** Frederick L. Cook & Willyann, R. N. Everard, David Harvey Ltd, James & Fox, Myer's.

**DINGWALL & ASSOCIATES PTY LTD, 21 Queens-pl, Melbourne, SC3. Phone 1 2525, 1 6911.**


Executives: B. J. McCarthy (prod. mngt).

**Accreditations:** AFCBS, ANPA, PFAB, TAB.

**Main Radio-TV Clients:** Marlee Carpets, Orchardville, Tower Motors, S. Simpson & Sons, H. Hanna & Co.

**EVERARD ADVERTISING PTY LTD, 420 St. Kilda-rd, Melbourne. Phone BM 1889, BM2451.**

Directors: Richard J. Everard (managing director).

**Accreditations:** ANC, AFCBS.

**Main Radio-TV Clients:** Graham's Fruit Ltd.

**FORTUNE (AUST) PTY LTD, 30 Queens-pl, Melbourne. Phone BM2594.**


Directors, Accreditations: See Sydney entry.
Main Radio-TV Clients: Ansett Airways, ASEA Electrics, Lewis Berger & Sons, Vic., Donnylee Food Corp, Stephen Thomas, Paramount Prams, International Harvester, Nathao & Wreth (Vic.), Petroleum Informa-
tion Bureau, Robert Bosch.

GORDON & GOTCH (A'SIA) LTD, 511
Little Collins-st, Melbourne, C.l. Phone
MU7411. Head office Sydney.

Directors: G. Sutherland Smith, S. W.
Byrne, H. C. Fahie, W. E. Jackson, T. F.
McMullen.

O'sea Repr: London, Canada, U.S.A., Sth
Africa.

Accreditations: ANPA, ANC, PPAB,
AFCBS, TAB.

Main Clients: Amalgamated Press, ANZ
Bank, J. & H. Marks, D. & W. Murray Ltd,
Jas. F. McKenzie & Co.

HAYES PUBLICITY SERVICE, 197 King-
st, Melbourne. Phone MU6687-8, MU1499,
MU1603, MU4360. Telegrams Hapus.

Proprietor: George Hayes.

Executives: Miss P. Power (media mngr),
K. Enslow (acct), R. H. Wallace, G. P.
Hayes (acct-exec), Gordon Hanby.

1/State Repr: Courtney-Gottam Advertis-
ing, 43-14 Pults, Sydney (BU1860).

O'sea: Pritchard Wood & Partners,
London.

Accreditations: ANPA, ANC, PPAB,
AFCBS, TAB.

Main Radio-TV Clients: Leggett Reiber
Industries Pty Ltd, Liberal & Country Party
(Vic. division), Milbridge Bros, Savings Bank
of Vic., H. W. Woods Pty Ltd.

HAYES, ROBERT, ADVERTISING PTY
LTD, 7 Latrobe Court, 151 Latrobe-st, Mel-
bourne. Phone FR1715-6.


Accreditations: ANC, ANPA, AFCBS, TAB,
PPAB.
Accreditations: ANC, ANPA, PPAB, AFCBS, TAB.
Main Radio-TV Clients: Floor Coverings, Apex Permanent Building Society, Greta Mills School of Charm, Pantas, Leviathan Ltd., Firetelle Knitwear.

Accreditations: AFCBS, TAB, ANC, ANPA, PPAB.
Main Radio-TV Clients: Hardie Rubber Co, Patterson's Shoes, Willis & Sons, J. W. Handley, Footwear Retailers' Assoc. of Vic., Belling & Lee (Aust), Anderson & Ritchie Pty Ltd.

Accreditations: ANA, ANC, AFCBS.
Main Radio-TV Clients: Suttons Motors, Centreline Sports Trousers, Major Eight Electrical Stores.


Main Clients: Cadbury-Fry-Pascall, Group Laboratories, Philip Morris, H. C. Sleigh.

Main Radio-TV Clients: Wm White & Sons, S. Smith & Sons (Aust) Pty Ltd.

Main Clients: Alexander's Clothing Stores, Melbournes Giftware Co, Beau Monde, Carnegie Trust, Economic Vacuum Cleaners, Edmens Ltd, Preservene Pty Ltd.

MOULTON, ALEXANDER, ADVERTISING, 27a Royal Arcade, Melbourne Phone Cent 2291-2495. Accreditations: ANA, ANPA, AFCBS.


Main Clients: Cadbury-Fry-Pascall, Group Laboratories, Philip Morris, H. C. Sleigh.

Main Clients: Alexander's Clothing Stores, Melbournes Giftware Co, Beau Monde, Carnegie Trust, Economic Vacuum Cleaners, Edmens Ltd, Preservene Pty Ltd.

MOULTON, ALEXANDER, ADVERTISING, 27a Royal Arcade, Melbourne Phone Cent 2291-2495. Accreditations: ANA, ANPA, AFCBS.


Accreditations: AFCBS, ANC, ANPA, NPA of NZ, PPAB, TAB.

Main Radio-TV Clients: Group Laboratories, Electrolux, Singer Sewing Machine Co, Laminex, Crestknit Industries, Peters Ice Cream (Vic), AWA.


Branches: Sydney.


Executives: W. J. Bond (media), J. Samson (acct/exec).

Accreditations: ANC, ANPA, PPAB, AFCBS, TAB.


Accreditations: ANC, ANPA, AFCBS, PPAB, NPA of NZ, TAB.

Bennetts, R., Kardash, C., D. Shave, B., & Watts, P., Pty Ltd, H. A. Howden, M. V. Anderson.
RF3461. Telegrams Rickards, Sydney, Cox Bros, R. Burrow Tea, Foy & Gibson, Nut Foods, Merchants, Sun Pictorial, Neptune Oil, and at 52 Powlett-st, East Melbourne, Exhibition-st, Melbourne (phone MF4618-9), AFCBS, TAB.


Paints (Aust), Tip Top Paints (Tas) (prod).
I. McDonald, H. Dutsch (accnt/execs).


Richards Advertising Service Pty Ltd, 185 Exhibition-st, Melbourne (phone MF6189), and at 52 Powlett-st, East Melbourne (JAMA123-4).

Branches: Sydney, Adelaide, Perth.

I. State Reps: Sydney, Brisbane, Adelaide, Perth.

Accreditations: ANC, ANPA, PPAB, AFCBS, TAB.

Main Radio-TV Clients: Fette Ice Cream (Vic), Fette Ice Cream (Tas), Electrol (Vic), O-Sol-Lite Products, Phoenix Biscuit Co, Colorgravure Publications, Commodities Pty Ltd.

RIST, J., ADVERTISING, 340 Bourke-st, Melbourne. Phone MU5144.

Accreditations: ANC, ANPA, TAB, AFCBS.
Main Clients: Briscoe & Co Ltd, SA Brush Co Ltd, Effront Yeast Pty Ltd, Nugget Polish Pty Ltd, F. J. Palmers (Vic) Pty Ltd, Warburton Frankel (Melb.) Ltd.


Main Radio Clients: ABC, AFCBS, NPA of NZ, ABC, TAB.

Accreditations: ANC, ANPA, PPAB, AFCBS.

Main Jfadio-TV Clients: Cenovis Health Services, Estee's Radio & Television, Pan American Car, Coles & Garrard Pty Ltd.

SMYTH, ARTHUR, & SONS PTY LTD (Arthur Smyth Holdings Pty Ltd, 2 Cosgrove Lane East, Melbourne, C. J. Phone MF3959, Telegrams Smythads Melbourne. Head office Sydney.

Directors: Miss J. H. Hicks, P. F. Smyth, Executives: W. W. Falconer-Green (mngr), H. C. Bennett, L. Solomon, F. V. William-


Accreditations: ANC, ANPA, PPAB, AFCBS.

Main Radio-TV Clients: The Olympic Tyre & Rubber Co, Patons & Baldwins Aust Ltd, Jello-Falkiner Pty Ltd, Lane's Motors Pty Ltd, Industrial Acceptance Corp. Ltd.

Thompson, J. Walter, Australia Pty Ltd, 7 Commercial-rd, Melbourne V.C.Z. Phone B1500, Telegrams Thomontreal, Head office Sydney.

O'seasy Representation: Head office, JWT, 20 Lexington-ave, New York, USA.

Accreditations: ANPA, ANC, PPAB, AFCBS, TAB.


Executives: E. W. Mitchell (Mbl. mgr), D. Sprole (prod.), Miss Jan Harrison (media).

Accreditations: ANC, ANPA, AFGBS, TAB.

Main Clients: Atlas World Tours, Bristol Paint & Chemical Co, British United Dairies, Hoadley's Chocolates.


Accreditations: ANC, ANPA, PPAB, AFCBS.


WALLENS & COMPANY PTY LTD, U.S. Bank Chambers, 224 Queen-st, Melbourne. Phone FB2942.

Directors: J. N. S. Wallens (governing dir.), N. J. Wallens (dir. & secretary), R. Timmins.

Executives: R. L. Kingsbury (mgmt & accnt/exec), Miss P. Ryan (assist. secretary).

Accreditations: AFCBS, TAB, ANC.


WARWICK ADVERTISING SERVICE VIC PTY LTD, 14 Queens-rd, Melbourne. Tel. BM3333. Telegrams Advocate Melbourne.

Branches: Sydney.

Directors: N. P. James (managing director), J. B. Walker, Associate directors, R. Herbert, W. Gohn.

Executives: R. Holdsworth (secretary), G. Morgan (radio acctg.), L. Scrase (media mgrs.).

Accreditations: ANC, ANPA, PPAB, AFCBS.

Main Radio-TV Clients: Bayford Motors, Marveer Co, Melford Motors, Riverside Motors.

QUEENSLAND

AUSTRALIAN ADVERTISING AGENCY PTY LTD, 5th Floor, Penny's Bldg, Queen-st, Brisbane, B3106-7, B1797.


Accreditations: ANPA, AFCBS, NPA of NZ, PPAB, TAB.


COMMERCIAL & INDUSTRIAL ADVERTISING, S. A. Best Bldg, 21 Gippst-rd, Valley, Brisbane. Phone L4716.

Director: Robert T. Smith (principal)
Accreditations: AFCBS, Brisbane Metropolitan Newspapers.

COSEY-WAITE ADVERTISING, 4th floor, Regent Bldg, 167 Queen-st, Brisbane. Phone B2411. Telegrams Cowayad Brisbane.

Directors: Peter Cossey, T.H. Waite (joint mngrs).

Executives: Guy Crittenden (radio-TV mngr), J.R. Keegan (Media mngr), A. Kevon (Traffic mngr), R.A. Smolice (Art dir.).

Accreditations: ABC, ANC, ANPA, PPAB.

Main Clients: Peters Arctic Delicacy Co, Bris., SEA of Qld, Medical Benefits Fund of Aust, Electrix (Qld), Simpson Bros, Andrew Barton & Co, Garrows, Brisbane, J. Jackson & Sons, Metropolitan Motors, E. Sachs & Co.

DUTHIE ADVERTISING, Dunstane Hse, Elizabeth-st, Brisbane. Phone FA2595. Telegrams Duthie-Brisbane.

Director: J.J. Stanley Duthie (principal).

I/State Representation: Webb, Roberts, McClelland, Midway Bldg, 9 Peel-st, Adelaide (LA2511); Hayes Publicity Service, 167 Queen-st, Melbourne (MU6687).

Accreditations: ANG, ANPA, PPAB, AFCBS.

Main Clients: Atlas Batteries, Beaver Furs, Cassells, Chandlers Ltd, Crowes Pty Ltd, Derco, Dutton Park Motors, Karen Lea Frocks, Macy's, McIntosh Motors, Qld Home Furnishers, Reynolds Bros, Worths Car Sales.

EDMONDS ADVERTISING SERVICE, 115 Queen-st, Brisbane. Phone B5516, B4258. Telegrams Edmundas, Brisbane.

Director: Eric Edmunds (principal).

Executives: G. Baird (accnt/exec), A. Spann (art mngr).

Accreditations: AFCBS, ANC, ANPA, PPAB.

Main Clients: Brisbane Motor Cycle Engineers, Crammond Radio Manufacturers, Queensland Carpets, South Brisbane Furniture Co.

FORSTER ADVERTISING CO, 294 Edward-st, Brisbane. Box 1004, GPO. Phone FA1377. Telegrams Teldirect.

Director: Brig. John Craven.

Not accredited.


Directors: Harry Fulford (manag dir.).

Accreditations: PPAB.

GORDON & GOTCH (A'asia) LTD, 282 Adelaide-st, Brisbane. Phone FA2681. Head office Sydney.

Directors: G. Sutherland Smith, S.W. Byrne, H.C. Fabre, W.E. Jackson, T.F. McMullen.

Owes Reps.: London, Canada, USA, Sth Africa.

Accreditations: ANC, ANPA, AFCBS, PCAB.

Main Clients: Canberra Hotel, Corrie & Co, Darling Downs Co-Operative Bacon Assn, Foley Bros, Mayfair, Rowes Cafe, Westco Motors.


Directors: R.S. Adamus, R.L. Ellacott, D.N. Ross.

Executives: W.R. Nicholas (art dir.), G.T. Hartland, E. Tilly (accnt/exec), P. Berthelsen (prod.).

Accreditations: ANPA, ANC, AFCBS, PPAB.


Directors: J.T. Wanless, K. Wanless.

Executives: F. Donnelly (art dir.), V. Richardson (secretary).

Accreditations: ANPA, ANC, PPAB, AFCBS.


LE GRAND ADVERTISING, 299 Queen-st, Brisbane. Phone B6575, B6406.

Director: J. Le Grand (principal).

Accreditations: ANC, ANPA, PPAB, AFCBS.


LITTLETON-HARVEY ADVERTISING, 2nd floor, AMP Bldg, Edward-st, Brisbane. Phone B4616, B4891. Telegrams Leychess Brisbane.

Director: E.G. Littleton (also radio dir. & TV exec.), J.F. Hope (also press & miscellaneous media dir.).
EXECUTIVES: W. Wheatley (accnts), M. J. Bird (schedules exec).
Accreditations: AFCBS, ANPA, PPAB, TAB.

MAYNARD, R. S., ADVERTISING, AMP
Bldg, Edward-st, Brisbane. Phone B5579, B5708. Telegrams Maynardad.
Branches: Sydney:
Directors: C. A. McMillan (manag. partner, Brisbane), J. A. Maynard (manag. partner, Sydney).
Accreditations: ANC, ANPA, PPAB, AFCBS, TAB. NPA of NZ.
Main Clients: Robur Tea, UK Motors, Dominion Motors (Qld), Aust Country Party (Qld), A. N. Robinson, Qld division Aust Liberal Party, G. H. Stewart & Co, Thorleys Pest-Rid Co, Tickle Industries.

MAYNARD, R. S., ADVERTISING, AMP
Bldg, Edward-st, Brisbane. Phone B5579, B5708. Telegrams Maynardad.
Branches: Sydney:
Directors: C. A. McMillan (manag. partner, Brisbane), J. A. Maynard (manag. partner, Sydney).
Accreditations: ANC, ANPA, PPAB, AFCBS, TAB. NPA of NZ.
Main Clients: Robur Tea, UK Motors, Dominion Motors (Qld), Aust Country Party (Qld), A. N. Robinson, Qld division Aust Liberal Party, G. H. Stewart & Co, Thorleys Pest-Rid Co, Tickle Industries.

Directors: K. W. Lawrence, Mrs Suzanne Cameron, N. T. Buzacott.
I/State Representation: Briggs & James Pty Ltd, 153 Latrobe-st, Melbourne (FB1511); Ring Stacey Associates Limited, 142 North Terrace, Adelaide.
Accreditations: ANC, AFCBS, ANPA, PPAB.
Main Clients: Arlette Frock Salon, Aust Paper Manufacturers, Brisbane Milk Board, Duyen Pty Ltd, Farsley Motors, Industrial Sales & Service, Qld Meat Board, Taubmans (Qld).

NOBLE BARTLETT ADVERTISING, Penney's Bldg, Adelaide-st, Brisbane. Phone L9684.
Branches: Sydney, Melbourne, Newcastle.
Accreditations: ANPA, AFCBS, TAB. ANC.

O'BRIEN PUBLICITY PTY LTD, Empire Chambers, cnr Wharf & Queen-sts, Brisbane. Phone B8589. Telegrams O'Brienad Brisbane, Head office Sydney.
I/State Repr.: O'Brien Publicity, 56 Young-st, Sydney (BU155), and 422 Collins-st, Melbourne (MU156).
Accreditations: ANC, ANPA, AFCBS, PPAB, NPA of NZ.

POHLMAN & ASSOCIATES ADVERTISING, 50 James-st, Maryborough, Qld. Telegrams Pohlmanad.
Accreditations: PPAB.
Main Radio-TV Clients: Kingston's Pharmacy, Wide Bay Pharmacy, Fairlie & Sons Pty Ltd.

VINNICOMBE ADVERTISING PTY LTD, 318-320 Elizabeth-st, Brisbane. Phone L90115. Telegrams Vinads.
Directors: Herbert Vinnicombe (chairman), Harold Vinnicombe (accnt/dire), Executive: P. Heathwood (accnt/exec), O. Buchanan (radio).
I/State Representatives: Candy, Paramor & Candy, 2126 Kea-st, Sydney (BU101); Test & Company, 425 Collins-st, Melbourne (MU7643).
Accreditations: ANC, ANPA, PPAB, AFCBS.
Main Radio-TV Clients: Woulfe & Son, Packard Bell, Bernard Jones (Aust), Trevor Henderson.

EDMONDS-FAGG ADVERTISING, 2nd Floor, CMIL Bldg, 158 Margaret-st, Toowoomba, Phone Toowoomba 218.
Accreditations: AFCBS.
SOUTH AUSTRALIA


Director: G. L. G. Bride.
Executive: F. T. Yates (mgr).

I/State Reps: Associate houses all States.

Accreditations: ANC, ANPA, AFCBS, ABC.

Main Clients: Angove’s Ltd, Australian Textile Industries, Bank of Adelaide, Bruce Small, Freeman Motors, Overseas Corporation.


Directors: A. B. Paine (managing director), J. L. Paine.
Executives: M. H. Wilde (acct-exec), R. Norris-Green (copywriter), R. V. P. Freehan (art dir.), Mrs. A. M. Wilde (media mgr).

Accreditations: AFCBS, ANC, ANPA, TAB, PPAB.


BROWN, AUSTIN, ADVERTISING, 350 King William-st, Adelaide, SA. Phone W6044.

Directors: L. Austin Brown.

Accreditations: AFCBS, TAB, ANPA, ANC.


CREASY & BLEANEY ADVERTISING SERVICE, 85 Gouger-st, Adelaide. Phone I 14064, LA1442.

Directors: M. B. Creasy, R. G. Bleaney.

Accreditations: AFCBS, ANPA, ABC.

Main Radio-TV Clients: Castalloy Ltd, J. Todd & Sons, Wendeys Ltd, Proline Sales Ltd, Flavela (SA) Ltd.


Executives: J. S. G. Whistler (acct dir.), E. Lumbers (radio mngr), F. Klix (art dir.).

Accreditations: AFCBS, ANPA, ABC.

Main Radio-TV Clients: Crompton Bunlop Soaps Ltd, Swen Kallin Motors Ltd, Dendal & Co, Concrete Industries, McDonald & Whitrod, SA Salvage Co, Renita Products, Pesticides Ltd, Mary Pariquis Fock Salon.

MCALLUM RICHARDSON ADVERTISING LIMITED, 144 Gawler Place, Adelaide. Phone W1960.

Directors: D. Richardson, R. G. McCallum.

Accreditations: ANC, ANPA, PPAB, ABC.

Main Radio-TV Clients: Crompton, Bunlop Soaps Ltd, Swen Kallin Motors Ltd, Dendal & Co, Concrete Industries, McDonald & Whitrod, SA Salvage Co, Renita Products, Pesticides Ltd, Mary Pariquis Fock Salon.

MONAHAN, HUNTERLY & COMPANY LIMITED, 14 Grenfell-st, Adelaide. Phone L19689.

Directors: D. J. Monahan, G. H. Huntley.

Executives: L. White (assist dir.), C. T. S. Staggs (prod. mgr), Mrs. B. D. Jones (secretary), Miss P. P. Barney (media).


TAYLOR, CLEM, ADVERTISING SERVICE LIMITED, Cresco Hse, 106 North Terrace, Adelaide. Phone LA4121. Telegrams Clemtaylor.

Directors: Clem R. Taylor (governing dir.), W. R. Taylor (mngr and research chief), C. Roantree (chief accnt/exec.), R. B. Main (radio-TV mngr), H. L. Yonks (art director).


I/State Representation: George Patterson Pty Ltd, 222 George-st, Sydney (BU3031); George Patterson Pty Ltd, 59 William-st, Melbourne (MB0131); Edmonds Advertising Service, 115 Queen-st, Brisbane (BS1516); South Collett Advertising, 194 St. George's Terrace, Perth.

Accreditations: ANC, ANPA, AFCBS, PPAB.

Main Clients: Barnett Bros Ltd, City Motors Pty Ltd, Domestic Appliances Pty Ltd, Chas Moore & Co, Philips Electrical Industries, Peters Ice Cream (WA), Seppelets & Sons Ltd (WA), Walsh's Ltd.

WEBB-ROBERTS MCCLELLAND PTY LTD, Midway Bldg, 9 Peel-st, Adelaide. Phone LA2511. Telegrams Armanck.

Directors: M. McClelland, R. Griffiths, A. Bainton. Executive: J. Van der Linden (secretary), G. Howard (copy dir.), M. Howard (copy chief), G. Chenoweth (prod. mngr).

Accreditations: ANPA, ANG, AFCBS, PPAB, ABC, OAA, TAB.

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**TASMANIA**


**LATE SYDNEY ENTRY**

National, interstate and large-scale State advertisers
EXECUTIVES: Alan A. Wynne (gen. mngr).
Products: Arrow shirts, sport shirts, Arcastrides.
Agency: Paton Advig Service.
I/State Repr.: Colonial Sales Corp. Pty Ltd, all states.

Subsidiaries: Papermakers Ltd, Ballarat Paper Mills Pty Ltd, Papyrus Pty Ltd.
Products: Printing & writing papers, art & chrome papers, special wrappings, vegetable parchment, greaseproof, glassine, coated boards.
Agency: S. M. Campbell Pty Ltd, Melbourne.
I/State Repr.: Branches, 25 O'Connell-st, Sydney; 30 Alfred-st, Brisbane; 45 King William-st, Adelaide; Overseas 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.
Products: Petroleum.
I/State Repr.: Branches, Vic., Qld, SA.
Overseas affiliated companies throughout world.
AUDIPHONE CO. (NSW) PTY LTD, THE, (incl. Audiphone Utilities Pty Ltd), 140 Castlereagh-st, Sydney, Phone BW 5987, MA 4924.
Executives: P. Butlin (sales mngt).
Products: Hearing aids.
Agency: Goldberg Advig.
I/State Repr.: Branches all States.

Executives: D. M. White (secretary).
Agency: Hansen Rubensohn & Yale Doris Advig.
I/State Repr.: Branches, Vic., Qld, SA, Tas.

Executives: W. W. Pettigell (gen. mngt).
Agency: C. Phillips (finance mngt).
Products: Gas by-products.

AUSTRALIAN NATIONAL AIRWAYS PTY LTD (subsidiary of Ansett Transport Industries), 289 William-st, Melbourne. Phone MY 7711.
Service: Airline operators.
Agency: Fortune.

AUSTRAL SWISS TEXTILES PTY LTD, 49 Campbell-st, Sydney. Phone MA 5561, Telegrams Jandilla.
Products: Knitted Jerseys.
I/State Repr.: Branches all States. Overseas Auckland, NZ.

AUTOMATIC FIRE SPRINKLERS PTY LTD, (Independent Industrial Investments Pty Ltd), 618 Botany-rd, Alexandria Phone M12170, Telegrams, Ausagrink.
Executives: N. F. Woosabe (sales & advig mngt).

AUSTRALIAN COTTON TEXTILE INDUSTRIES LTD, Actilave, Woodville, SA, Phone M6010. Telegraphs Actil, Adelaide.
Director: A. G. Hazlegrave (manag. dir.).
Executives: H. W. Price (advig mngt).
Products: Actil sheets, pillow cases, Terry luxury squares, Anti-shrink FASCO fabric.
Agency: Aldisvich Advig.

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Service: Fire protection engineers.
Agency: N. V. Nixon.
1/State Repr.: Branches all States. O'seas: Branches Wellington & Auckland NZ, Lewis Berger & Sons, Great Britain; Sherwin & Williams, USA.


BRISTOL MYERS CO PTY LTD, 223 Pacific Highway, North Sydney, NSW, PO box 17198. Phone XB1051. Telegrams My­
toldo.
Directors: J. S. Burke, Dr. B. Oxenham, D. B. Oxenham.
Executives: Dr. B. Oxenham (manag. dir.), J. S. Burke (comptroller), A. R. Martin (sec­­
tary).
Products: Proprietary medicines, toilet goods, cosmetics.
Services: Proprietary medicines, toilet goods, cosmetics.

BRITISH CELANESE LTD, C/- Snow, Constable & Evans Pty Ltd, 232 Flinders Lane, Melb. Phones Central 5853, Central 2245. Tele­
grams Snogunev.
Products: British Celanese fabric.
Agency: British Celanese (O'seas) Ltd, HQ, London.
I/State Repr.: Snow, Gunning & Evans Pty Ltd, all states.
I/State Repr.: Snow, Gunning & Evans Pty Ltd, all states.
O'seas: British Celanese Ltd., Delaware, USA.

BRITISH GENERAL ELECTRIC CO. PTY LTD, 104 Clarence St, Sydney. Phone B0277. Telegrams Britishgeneral.
Executive: W. W. Gunn (NSW mngr).
Products: BGE, GEC & Osram electrical appliances.
Agency: Bartlett, Murphy & MacKenzie Pty Ltd.
I/State Repr.: Branches, all states.

Directors: W. J. Rogers (gov. dir.), M. Gibson, J. Scudder, G. Goodhew (mng dir.), Mrs. McKillop.
Products: Ford Pills, Dr. MacKenzie's Menthoids, Curlypet & Curlypet Shampoo, Youth-O-Form, Dr. Noble's Nuxides, Dr. Brodie's Kanatox, Presser Salt, Dormagen, Modertenson, Turvunga.
Agency: Russell Morris Advty.
I/State Repr.: All States.

Directors Sir Leonard Lord (chairman), G. W. Harriman (deputy chairman), G. A. Lloyd (manag. dir.),
Products: Automobiles.
Agency: Arthur Smyth & Son.

BRITISH NYLON SPINNERS (AUSTRALIA) PTY LTD, 50 Queen-st, Melbourne, SC2. Phone MU6616. Telegrams Britnylon, Melbourne.
Directors: J. E. Brown (chairman), J. L. Birdell (comm. dir.), T. H. Howie (construction dir.), F. P. Johnson, J. G. Holmes (prod. dir.),
Services: Nylon filament yarns, nylon staple fibre.
Agency: British 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 MU2311. Telephone Britishstandard.
Executives: E. J. Brownhall (sales mng), R. E. Miller (acct.), C. C. Kisco (service mng), M. P. Pritchard (chief enggr.), D. G. Reardon (sales mng), J. F. Porta (spare parts mng).
Products: Earthmoving, logging, road con­struction equip., crawler tractors, materials handling equipment, gen. engineering.
Agency: N. V. Nixon.
I/State Repr.: Branches all states. O'seas repr. throughout world.

Executives: J. C. E. Morris (secretary).
Products: Steel shelving, lockers & office equipment.
Agency: Aldwych Advty.
I/State Repr.: Branches in NSW, Qld & SA.

BUSHELS LIMITED, 121-127 Harring­ton-st, Sydney, NSW. Phone BU1163. Tans, coffee and coffee essence packers and dis­tributors.
Agency: Traders, Milsan (Sydney).

CADBURY-FRY-PASCALL PTY LTD, Claremont, Tas. GPO Box 636A, Hobart, Tas.
Directors: J. P. D. Lloyd (chairman), H. V.
McKenzie (vice-chairman), R. A. Smith, V. G. Burley.

Branches: All states. O/seas: Cadbury-Fry-Pascall, UK.


Fisher), Melbourne (A. S. Cameron), Hobart


Agency: Hansen Ruhensohn.

I/State Repr.: Branches, Vic., WA, QLD.

O/seas: Parent company, Manchester, Eng.; repr. throughout world.


Director: L. J. MacNamara Advog, Adelaide. I/State Repr.: Branches, 62 Wellington Parade, East Melb., 7 West, Peterbarn, NSW.

CARR FASTENER COMPANY OF AUSTRALIA LIMITED, Tapley's Hill, Royal Park, Alberton, 1, SA. Phone J1108. Telegrams C'arrfast.


Agency: Paton Advog Service.

CASTALLOY LIMITED, 514 Narooma Rd, New South Wales, NSW. Phone 265 Exhibition-st, Melbourne. Phone 265 Exhibition-st, Melbourne. Phone FR1351. Telegrams Caterpillar.

Managing Director: Mark A. Clements. Products: Caterpillar earthmoving, agricultural, construction equipment.

Agency: George Paterson Pty Ltd.
Executives: J. Kenneth Hill (gen. mng), J. A. Fraser (advtg & sales mng).
Products: Domestic, industrial & handi-
craft sewing threads.
Agency: Best & Co.
I/State Rep: Branches, Brisbane, Melb.
O'seas: Head office, Glasgow, Scotland, offices throughout world.

CHRYSLER AUSTRALIA LIMITED, Maples-ave, Kenwick, Sau. Telephone Chrysler, Keswick, SA. Telegrams, Chry­
O'seas: Adelaide.
Products: Children's, teenagers' footwear.
Agency: Ring Star Agency Ltd.
I/State Rep: All states.

Products: Motor vehicles, aircraft assem-
blies.
Agency: Webb, Roberts, McClelland Pty Ltd.
I/State Rep: All states.

CLIFFORD LOVE & CO. LTD, 73-79 Clar-
Products: Groceries, Uncle Toby's Oats, Wades Cornflour, Carton Cornflour, Brown & Polson Cornflour, Lilywhite starch, Uncle Toby custard powder.
Agency: Arthur Smyth & Sons Ltd.
I/State Reps: Branches: Melb., Bris.

Executives: J. N. Ennis (A/sian regional mng), J. F. Reeves (aust regional mng).

Product: Coca-Cola soft drink.
Agency: J. Walter Thompson.
I/State Rep: 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 WB011. Telephone Palmolive, Sydney.
Directors: J. Langley (manag. dir.), W. Summer (tech. dir.), W. Refford (gen. sales mng), L. J. Yeomans (secretary-treasurer).
Executives: F. Fuller (consoliprod.), K. Regi-
ero (advtg mng).
Products: Toilet articles.
Agency: George Petersen.
I/State Rep: Branches all states, O'seas branches throughout world.

COMMITTEE OF DIRECTION OF FRUIT MARKETING, THE, (Inc. Queensland Tropical Fruit Products), Northgate-
pal, Northgate, Qld. Phone MY511. Tele-
grams Growcoast.
Products: Golden Circle canned fruit.
Agency: Merchandising Publicity & Aus-
talian Advertising Agency (screen only).
I/State Rep: All states except Tas. O'seas:

Directors: J. R. Ennis (A/sian regional mng), J. J. Halloran, H. B. Oliver, A. E. Maun, N. R. Smidt (manag. dir.), A. C. Jennings (marketing dir.).
Executives: J. F. M. Champion (gen. mng), marketing), J. S. Fox (aust. gen. mng, admin.).
Products: COR, Energol, BP Super pet-
roleum.
Agency: Cadman Advtg Pty Ltd.

CONDOR LAMPS AUSTRALASIA PTY LTD, 53 Clarence-st, Sydney, Phone BX2066. Telegrams Condorcite.
Product: Filament & fluorescent lamps & com-
ponents.
I/State Reps: Condor Lamps A/ia Pty Ltd. 592 Bourke-st, Melbourne, Vic.

COTTES LIMITED, 227 Macquarie-
St, Leichhardt, NSW. Phone LM128. Telephone Cottex's.
Products: Janes, feltries, cordoils, pehnaxi-
products.

SOUTH AFRICAN SUGAR CORPORATION, THE, Head office, Johannesburg, South Africa. Phone JHB311. Telegrams, Southafric.
Executives: J. J. Halloran, H. B. Oliver, A. E. Maun, N. R. Smidt (manag. dir.), A. C. Jennings (marketing dir.).
Products: Golden Circle canned fruit.
Agency: Merchandising Publicity & Aus-
talian Advertising Agency (screen only).
I/State Rep: All states except Tas. O'seas:

COMMITTEE OF DIRECTION OF FRUIT MARKETING, THE, (Inc. Queensland Tropical Fruit Products), Northgate-
pal, Northgate, Qld. Phone MY511. Tele-
grams Growcoast.
Products: Golden Circle canned fruit.
Agency: Merchandising Publicity & Aus-
talian Advertising Agency (screen only).
I/State Rep: All states except Tas. O'seas:

Directors: J. R. Ennis (A/sian regional mng), J. J. Halloran, H. B. Oliver, A. E. Maun, N. R. Smidt (manag. dir.), A. C. Jennings (marketing dir.).
Executives: J. F. M. Champion (gen. mng), marketing), J. S. Fox (aust. gen. mng, admin.).
Products: COR, Energol, BP Super pet-
roleum.
Agency: Cadman Advtg Pty Ltd.

CONDOR LAMPS AUSTRALASIA PTY LTD, 53 Clarence-st, Sydney, Phone BX2066. Telegrams Condorcite.
Product: Filament & fluorescent lamps & com-
ponents.
I/State Reps: Condor Lamps A/ia Pty Ltd. 592 Bourke-st, Melbourne, Vic.

COTTES LIMITED, 227 Macquarie-
St, Leichhardt, NSW. Phone LM128. Telephone Cottex's.
Products: Janes, feltries, cordoils, pehnaxi-
products.


FERRIS BROS PTY LIMITED, 752 Pitt-water rd, Brookvale, NSW. Phone X90221. Telegrams Ferrigas. Director: G. I. Ferris (chairman & mng. man).

FORD SHERINGTON LIMITED, 119 Kippax-st, Sydney, N.S.W. Phone BA201. Telegrams Globegoods, Sydney.

Directors: R. Moore (chairman), W. G. Sherington (mg. dir.), C. M. S. Allan, A. Platt.

Executive: J. C. Neal (secretary), W. J. Mitchell (prod. mng.), F. H. Sherington (comm. mng.).

Products: Globelite, Forelite, Regal, Peerless Travel Goods.


I/State Repr.: Branches, Brls., Melb., A.-

Laide, Perth, Townsville, Launceston.


Agencies: George Patterson, Hugh Berry Co. Advtg.

FORD SHERINGTON (mng dir.), Dr. R. W. Sherington (pmg. dir.); J. E. Sherington (prod. pmg. dir.).

Agency: George Patterson, & United Service Publicity.

1/State Repr.: Branches, all states. O'seas: General Motors O'seas Operations. New York, USA, & throughout world.

GLITTE (AUSTRALIA) PTY LIMITED, 287-301 Victoria rd, Ryde, Melbourne, N.S.W. Phone YW1235. Telegrams Gilrap, Sydney.

Directors: G. H. Patterson, F. J. Guthrie (mng. dir.), F. V. Webster (deputy mng. dir.), J. Tattersall.

Products: Gillette razors, blades & shaving brushes, Tomy Creamy Pro, Adorn Home, White Rain Lotion Shampoo.

Agencies: George Patterson, Hugh Berry Co. Advtg.


Director: E. C. Daum (mng dir.).


Products: Ferris car radios & TV receivers.

Agency: Murray & Ogle Pty Ltd.


O'seas: Turnbull & Jones Ltd, NZ. Vic.; A. Earle, Qld. Distributors all states.

Agencies: George Patterson, Hugh Berry Co. Advtg.

Directors: J. G. Hare (chairman), G. A. Hare (manag. dir.), W. R. Metcalfe (sales mngt).

Products: Goya, Stagolow, Ash Laborato ries, J. C. & J. Field Pty Ltd.

Agency: Aldwych Advog.

Phone Reps: Branches, 107 Elizabeth-st, Sydney (B1668); 207 Adelaide-st, Brisbane (B1488); 66 Rundle-st, Adelaide (W2051); 45a Fitzgerald-st, Perth (BA2094); 152a Collins-st, Hobart (B3511). O'weas: James Hare & Co. Pty Ltd, 92 Newcaenveldish-st, London, W.1, Eng.


Products: Springs, forgings, engineering, caravan parts, mattresses, seats, shock absorbers.

Agency: Garden Advog.

HERCO PTY LIMITED, 81-87 Ryedale-rd, West Ryde, NSW. Phone WY2939. Telegrams Herco, Sydney.

Directors: A. Lawrence, S. Hercog (gov. dir.), B. B. Nestor (mngt), M. S. Tanner (sales mngt).

Products: Herco toilet preparations.

I/State Repr.: T. G. Cullum Pty Ltd, 744-746 Schaffer & Co. (Vic.) Pty Ltd, Vic; Allied Sales Pty Ltd, NSW; DHA (WA) Pty Ltd, Perth; DHA (Tas) Pty Ltd, Tas; Graham Sinclair, Adelaide. O'weas: Faban, Johannesburg, Sth Africa.

Agency: Goldberg Advog.


Directors: M. Ney.

Executives: J. F. Armitage (gen. mngt), G. C. Cannoy (field supervisor).

Products: Reuton buttons.

Agency: J. Walter Thompson.

I/State Repr.: Branch, Melb., agent, Brisbane. O'weas: Factories, Hong Kong, N.Z.

HILTON HOSIERY LIMITED, 291-5 Albion-st, Vic. P.O. Box 28, Brunswick West. Phone FM5252. Telegrams Hiltonose Melb.

HOLBROOKS (AUSTRALIA) PTY LIMITED, Dank-st, Waterloo, NSW. Phone MX141. Telegrams Vinegroo, Sydney.


Products: Holbrooks Worcestershire sauce, vinegar, pickles.

Agency: O'Brien Publicity.

HOOPER (AUSTRALIA) PTY LIMITED, Cnr Rothsay-ave & Bellmore-st, Meadowbank. Phone WY0501. Telegrams Hoopera.

Directors: J. S. Drysdale (chairman), P. C. Boon (manag. dir.), S. Robert, J. W. Young, P. Raphael (prod. dir.).

Executives: J. Halifax (works mngt), S. Hill (secretary), J. A. Dale (sales mngt), J. Carlton (advig mngt), W. Corris (tech. service mngt).

Products: Hooper cleaners, washing machines, polishers, steam irons & FHP motors.

Agency: Lintas Pty Ltd.

I/State Rept: Branches, all states. O'weas: Branches throughout world.

HORLICKS, PTY LTD, 66 King-st, Sydney, NSW, GPO Box No. 5609. Phone BX1571. Telegrams Horlicks, Sydney.

HUNNUT, RICHARD, PTY LTD, 505-525 Riley-st, Sunny Hills, NSW. Phone MX2350. Telegrams Quickpill.


Executives: H. Gilet (sales mngt), B. Pledge (advig mngt), L. A. Wood (office mngt), J. Edles (plant dept.).

Products: Richard Hudnut Hair Beauty Preparations, Genev and Three Flowers Cosmetics.
IMPERIAL CHEMICAL INDUSTRIES OF AUSTRALIA AND NEW ZEALAND LIMITED, 396 Colin St, Melbourne, C.1. Vic. Phone MV1321.

Products: Ammoniation, explosives, metals, stable fasteners, synthetic ammonia, gen. industrial & agricultural chemicals, pharmaceutical & veterinary prod., alkalis, water treatment chemicals, salt, dyestuffs, coated fabrics, plastic films, fibres, plastic.

Agency: Jackson, Wain & Co. Pty Ltd.

1/State Reps: Branches, all states. Overseas: Richard Hudnut, Morris Plains, New Jersey, USA.

INTERNATIONAL CORRESPONDENCE SCHOOLS (AUSTRALASIA) PTY LTD, 140 Elizabeth-st, Sydney, NSW. Phone MA0596. Telegrams Intertext.

Products: Mail correspondence courses.

Agency: Willmott's Ltd.


INTERNATIONAL HARVESTER COMPANY OF AUSTRALIA PTY LTD, 141-205 City Rd, South Melbourne, S.C.4, GPO Box 695, Melbourne. Phone MX1351. Telegrams, Harveyt, Melbourne.

Products: McCormick International Tractors & Farm Equip., International Trucks, Defender Refrigerators.

1/State Reps: Branches, all states.


Products: Du Maurier, Peter Jackson, City Club, Loban cigarettes.

Agency: J. Walter Thompson.

Directors: J. Macnamara (chairman), E. J. Young (sales mngr).

Executives: M. L. Pearson (sales mngr).

1/State Reps: Branches, all states.

JAMES STEADMAN HENDERSON'S SWEETS LTD, Sweets, Rothchild Ave, Rosebery, NSW. Phone FF2361. Telegrams Sweets.

Products: Confectionery & chocolates.

Agency: Willmott's Advig.

1/State Reps: Branches, all states.

JANSEN (AUSTRALIA) LIMITED, Parramatta Rd, Lidcombe, NSW. Phone YX2941. Telegrams, Jantzen, Sydney.

Directors: W. Sent (chairman), J. N. Walker (manag. dir.), E. Francis, N. Rouse.

Executives: E. B. Cresswell (secretary), E. A. Buechner (merchandise mngr), B. S. Cottle (sales mngr), R. W. Butts (advtg mngr).

Products: Jantzen swimwear, sunshades, bathwear, slacks, skirts.

Agency: J. Walter Thompson.

JASOL CHEMICAL PRODUCTS LTD, 33 Fitz-st, Adelaide, S.A. Phone WU144. Telegrams Losaj.


Products: Antiseptics, disinfectants, liquid soaps & cleaners & insecticides.


JENNY'S PATENT CORSET PTY LTD, THE, 509-515 George St, Brisbane, Qld. Phone BU2266. Telegrams Corsets, Brisbane.


Products: Surgical & fashion foundation garments.

Agency: Johnston Jones.


JOHNSON & JOHNSON PTY LIMITED, 200 York-st South, Sydney, NSW, Box 3331, GPO. Phone EU2954. Telegrams Zoplast, Sydney.


Products: Johnson's Baby products, Tea toothbrushes, Band-Aid Adhesive bandages, personal products, surgical dressings.


1/State Reps: Branches, all states.

JOHNSON, S. C., & SON PTY LIMITED, Queen-st, Rosebery, NSW. Phone FE2321.


Executives: M. W. Young (sales mngr), D. C. Lardicke (financial secretary).

Products: Johnson's Wax.

Agency: J. Walter Thompson.

1/State Reps: Branches, all states. Overseas agencies throughout world.
KAYSER PROPRIETARY LIMITED, 288 Flinders Lane, Melbourne. Phone Central 6410. Telegrams Kayser.


Directors: D. F. Cooper (manag. dir., gen. mng'r).

Products: KBC Power Tools and accessories, mixers and bean cutters.

Agency: Ring Stacey Associates.

KELLOGG (AUST.) PTY LTD, Stephen Rd, Botany, NSW. Phone MU9541. Telegrams Chillie, Melbourne.


Products: Ready-to-eat cereals.

Agency: J. Walter Thompson.


Executive: W. D. Phillips (manag. dir.).


Products: Kelvinator refrigerators, home freezers, air conditioners, radio & TV receivers.

Agency: J. Walter Thompson.


Directors: R. A. Hayes (assoc. dirs) .

I/State Repr.: Branches in all states except Tas. Overseas Agents throughout world.

KIRKLANDS LIMITED, 32-42 Woodlands Terrace, Woodlands Park, SA. Phone UM 3531-3532. Telegrams Boccobolds.

Directors: R. A. Hayes (gen. mng'r, admin.), W. Bailey (assoc. mng'r, research dept.), Dr. K. Farrer (research mng'r), W. H. Fy (personnel officer).

Pre-press: Walter T hompson.


Directors: J. E. Dixon (chairman), E. E. F. Furey (treasurer), W. Bailey (asst gen. mng'r).

Executive: R. A. Hayes (gen. adip. mng'r).

Products: Fruit juice concentrates, canned foods, paper products.

Agency: John Clemenger.


Director: W. D. Phillips (manag. dir.).

Executives: G. H. Green (advtg mng'r), R. N. Stockwell (gen. sales mng'r).

Products: Detergents, toilet soaps; Persil, Surf, Velvet, Pearl, Solvol.

Agency: Juntas Pty Ltd.

I/State Repr.: Branches all states.


Directors: E. J. Rose (chairman), H. F. Foote (works dir.), J. E. Page (finance dir.), R. J. Mitchell (sales dir.).

Products: Photographic sensitised materials and equipment.

Agency: The Hugh Berry Co.

KRAFT FOODS LIMITED, 32-42 Woodlands Ter, Yarralumla, Vic. Phone M3311. Telegrams Kraftito, Melbourne.


Executive: W. Dixon (gen. prod. mng'r), Dr. K. Farrer (research mng'r), W. H. Fy (personnel officer), E. W. Hill (factory mng'r), J. McCulloch (export mng'r), W. R. Milne (comptroller, secretary), G. Nicholls (advtg mng'r).

Products: Cheese products, Bonso, Vegemite, hot pats, ice cream mix, mayonnaise, meat & fish pastes, confectionery.

Agency: J. Walter Thompson.


Director: P. G. Tuit (chairman), L. E. A. Wallace (dir. & gen. mng'r), R. Weingott (merch. dir.), J. G. Robinson (assoc. gen. mng'r, admin.), W. Bailey (assoc. gen. mng'r, factory), R. L. Altmush (assoc. dir. & gen. sales mng'r).

Agency: James, Wain & Co Pty Ltd.

Products: Radio and TV receivers.

I/State Repr.: Distributors, all states.


Products: Corsets, lingerie, menswear, knitwear.

Agency: K. M. Campbell Pty Ltd.


Product: Laxettes.

Agency: Robert Hughes Advtg.
LEVER BROTHERS PTY LIMITED, i Macquarie-st, Sydney. Phone B0551.
Executives: T. G. Davies (manag. dir.), M. C. A. Adams (gen. sales mngr), N. M. Snashall (advig mngr).
Products: Soaps & detergents.
Agencies: Lintas Pty Ltd, J. Waite-Thompson.
I/State Reprs: Branches, Chippendale, Brisbane, Adelaide, Melbourne.

LINGUAPHONE INSTITUTE PTY LTD, Fleming Place, Melbourne. Phone MU9337. Telegrams Thorough.
Products: Language gramophone records.
I/State Reprs: 35 Mercer-st, Wellington, N.Z.

Subsidiaries: Grenville Motors Ltd, Lanock Motors Ltd, Larke Neave Investments Pty Ltd, LNG Trading Co. Ltd, Devon Securities Ltd, Clegg's Motors Pty Ltd.
Directors: P. J. Larke, E. R. Lane (manag. dir), W. R. Locke (manag. dir), G. R. Allison (sales mngr), E. M. Robson (chairman), D. M. Clarke (secretary).
Agency: Jackson, Wain & Co Pty Ltd.

LUSTRE HOSIERY LIMITED, Boundary-st, Sydney, GPO Box 3912. Phone FA7023. Telegrams Lustreco.
Products: Lingerie & hosiery.
Agency: George Patterson Pty Ltd, Sydney.
I/State Reprs: Branches, 118-142 Edward-st, Brisbane (B6010), 517 Flinders Lane, Melbourne (MU8414); Adamstown, NSW (B1023); T & G Bldg, 22 Paterson-st, Launceston (B5185); 265 Wakefield-st, Wellington, NZ, Telegrams Trelusco. Agents, G. & R. Wills & Co Ltd, Gawler Place, Adelaide, SA, & 575 Wellington-st, Perth, WA.

Executives: C. W. A. Tuppen (gen mngr).

MABROW & CO. LIMITED, 398-400 Pacific Highway, Crows Nest, NSW. Phone JF4111. Telegrams Mabrow, Sydney.
Executives: F. J. Mabrow (mngr), H. Binks (company secretary), E. Cliver (gen. sales mngr), J. E. Davis (mngr, industrial dir), E. J. Dennis (secretary), A. A. Warner (advig mngr).
Products: Masse automotive, radio & home-lighting batteries & electrical accessories.
Agency: General Publicity.

MAKING LABORATORIES PTY LTD, 11-15 Victoria Place, South Brisbane. Phone JF271-23. Telegrams Markhis.
Products: Chocolates & confectionery: Old Gold, Snack, Columbines, Cherry Ripe.

Products: Ladies' hairdressing supplies.
Agency: Briggs & James.

Products: Vinegars, yeast, cork, machinery, extract of malt & bread improvers.
Agency: IPS Advtg.

Executives: K. J. Mase (mngr), H. Binks (company secretary), E. Cliver (gen. sales mngr), J. E. Davis (mngr, industrial dir), E. J. Dennis (secretary), A. A. Warner (advig mngr).
Products: Masse automotive, radio & home-lighting batteries & electrical accessories.
Agency: General Publicity.

MAI BROTHERS & THOMSON LTD, 61 York-st, Sydney, Phone BX2601. Telegrams, Pinnacle.
Directors: J. L. Henrieures, D. Robertson, W. Murray Jones.
Products: Vinegars, extract, cork, machinery, extract of malt & bread improvers.
Agency: IPS Advtg.

McWILLIAMS WINES PTY LTD, Bulwarr & Pyrmont Bridge-rds, Pyrmont, NSW. Phone MW2801.


Products: Ladies' hairdressing supplies.
Agency: Briggs & James.

MARKWELL BROTHERS PTY LTD, 11-15 Victoria Place, South Brisbane. Phone JF271-23. Telegrams Markhis.
Products: Chocolates & confectionery: Old Gold, Snack, Columbines, Cherry Ripe.

Products: Ladies' hairdressing supplies.
Agency: Briggs & James.

MARKWELL BROTHERS PTY LTD, 11-15 Victoria Place, South Brisbane. Phone JF271-23. Telegrams Markhis.
Products: Chocolates & confectionery: Old Gold, Snack, Columbines, Cherry Ripe.

Products: Biscuits, chocolate, confectionery.

Agency: Alan A. Martin & Son.

MILNE & CO. PTY LTD, 20 ANDERSON-ST, SOUTHPORT, SOUTHWA, SA. Phone J8854. Telegrams Milnatco.


Executive: R. K. Kent (secretary).

Products: MILNE's whisky, gin, brandy, rum and gin squash; Gil Edge whisky.

Agency: Ring Stacey Assoes Pty Ltd


Executives: R. Walker (sales mgr, consumer div.), P. J. O'Donnell (sales agric. ind., indus. div.), J. A. MacDonald (secretary), R. A. Stott (advertising mgr).

Products: Nylex brand plastic.

Agency: Nylex brand pelmets.

1/State Repr.: Branches, all States. O'Neal, Michael Nairn & Co. Ltd, Kirkaldy, Scotland.

MURR & NEIL PTY LTD, 479 Kent-st, Sydney, NSW. Phone MA2406. Telegrams Murrneill.


Products: NaNo2 Opener, Awakens, Iodised Balms, Carnation Corn Caps, Roboleine, Carnation Toilet Tissues.

Agency: The Hugh Berry Co. Pty Ltd.

1/State Repr.: Branches, 46 Clifford St, South Yarra, S.E.I., Melbourne. O'Neal Branch, 105-107 Welleley-st West, Auckland, C.I., NZ.

MUMS PRODUCTS PTY LTD, 625 Dowling-st, Sydney, GPO Box 5764, Phone FA1155. Telegrams Mumgicyly, Sydney.


Executive: J. A. Harvey (secretary).

Products: Mums fruit jelly crystals, custard powder, baking powder.

Agency: Vincenti. H. French Pty Ltd.

NATIONAL OF CALIFORNIA PTY LTD, 259 Prince's Highway, Carlton, NSW. Phone LW4001 Telegrams Nical, Sydney, NSW.


Executive: R. K. G. Glencross (secretary).

Products: Napsa hair cosmetics.

Agency: McClelland Advog.

1/State Repr.: Agents, all States and NZ.


Products: Nestle, Milo, Ideal Milk, Chocolates, Magnum Spots, Sunshine Full Cream Powdered Milk, Lactogen.

Agency: Wykens Rubensohn Pty Ltd, Golding Advog.

1/State Repr.: Branches, all States.


Executive: W. T. Richards (advising mgr).


Products: Pharmaceuticals.

Agency: Briggs & James.

Subsidiaries: Nile Industries Pty Ltd, Nile Distributors Pty Ltd, Nile Weaving Mills Pty Ltd.


Executive: R. M. Lux (secretary).

Products: Nile hardwares, underware, chaps & pillow cases, towels, blankets, rugs.

Agency: Hansen Rubensohn & Co.


NUT FOODS PTY LTD, 844 North Rd, East Bentleigh, SA. Phone MW6191. Telephone PLYES PTY LTD.


Agency: Merchandising Publicity.

NUT FOODS PTY LTD, 844 North Rd, East Bentleigh, SA. Phone MW6191. Telephone PLYES PTY LTD.


Agency: Merchandising Publicity.


Subsidiaries: Nile Industries Pty Ltd, Nile Distributors Pty Ltd, Nile Weaving Mills Pty Ltd.


Executive: R. M. Lux (secretary).

Products: Nile hardwares, underware, chaps & pillow cases, towels, blankets, rugs.

Agency: Hansen Rubensohn & Co.


NUT FOODS PTY LTD, 844 North Rd, East Bentleigh, SA. Phone MW6191. Telephone PLYES PTY LTD.


Agency: Merchandising Publicity.


PAULS ICE CREAM & MILK LTD, Montague-st & Hope-st, South Brisbane, Phone J351. Telegrams Paulscream.


Products: Ice cream, frozen confections, pasteurised milk & cream, frozen milk, skim milk powder, crumpets, Continental spread.

Agency: Merchandising Publicity.


Executive: F. N. Loddy (gov. dir.).

Products: Radio-TV receivers, electrical appliances, records.

Agency: Hansen Rubensohn.

1/State Repr.: Branches, 148 Edward-st, Brisbane (DB666); 590 Bourke-st, Melb. (MU6091); 119 Grenfell-st, Adelaide (W2212); 5915 Murray-st, Perth (BA1512). Office, Philips Offices throughout world.

PHILIP MORRIS (AUST.) LTD, Chester­ville, Sydney. Phone X3621. Telegrams Philmor, Melb.


Products: Philip Morris cigarettes.

Agency: Walter Thompson.

Agency: Rickards Adv.


PRODUCTS:
- Canned foods, preserves, condiments.
- George's Terrace, Perth, WA.

LIMITED,

EXECUTIVES:
- J. H. C. Koffey (secretary), D. S. May (sales mngr.), H. J. Morton (factory mngr.).

LIMITED, THE,

DIRECTORS:

LIMITED, THE,

DIRECTORS:


DIRECTORS:

EXECUTIVES:
- J. H. C. Koffey (secretary), D. S. May (sales mngr.), H. J. Morton (factory mngr.).

LIMITED, THE,

EXECUTIVES:

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LIMITED, THE,

EXECUTIVES:
REMINGTON RAND (AUSTRALIA) PTY LIMITED, 80 Parramatta-rd, Lidcombe, NSW. Phone YX2157-8-9. Telegrams, Rem­

Products: Electrical shavers.

Agency: J. Walter Thompson.


RHEEM AUSTRALIA PTY LIMITED, Alan-st, Rydalmere, NSW. Phone YW040. Telegrams Rheemco.

Products: Rheem decorated steel con­

Agency: J. Walter Thompson.

I/State Repr.: Branches, Bulimba, Qld; Fuorscray, Vic; Fremantle, WA; Wingfield, SA. O/seas: USA.

ROCKETS TOMPSITT & CO. LIMITED, 292-298 Flinders-st, Melbourne, C.l., GPO Box 499 H. Phone MU7551. Telegrams Rock­

Executives: F. B. Fricke (secretary), E. J. Prout (merch. mngr), E. J. Hughes (factory mngr), R. Fripp (warehouse mngr).

Products: Goldcryst-Yeaston Plus, Grant’s Asthma Powder, Nazol, Insectibane, Egyptian Henna.

Agency: George Patterson Pty Ltd.


SARGOOD GARDINER LIMITED, 61-73 Flinders Lane, Melb. Phone MF4011. Telegrams Sargard.

Products: Top Dog men’s & boys’ wear, Dawn knitwear, blouses & lingerie.

Agency: Best & Co.

I/State Repr.: Branch, 83-87 York-st, Sydney (BX4701).


Products: Pharmaceuticals.

Agency: W. Thomson, 545 Waverley-

ROTHMANS OF PALL MALL (AUSTRALIA) LIMITED, 30 Ferndell-st, Sth Granville, NSW. Phone YX7157. Telegrams Rothcigs.


Products: Rothmans King Size cigarettes.

Agency: Jackson, Wain & Co.


RURAL BANK OF NSW, 52-56 Martin Place, Sydney, GPO Box 41. Phone B05665. Commissioners: L. R. McKechnie (presi­


Agency: Trading bank.


Directors: F. D. Hay & W. K. Walker (joint manag. dir).

Products: Brushware, plastic wall tiles.

Agency: J. Kist.

I/State Repr.: Branches, 168 Wharf-st, Brisbane; 235 Clarence-st, Sydney; 343 Little Collins-st, Melbourne; 332 Murray-st, Perth.

SARGOOD GARDINER LIMITED, 61-73 Flinders Lane, Melb. Phone MF4011. Telegrams Sargard.

Products: Top Dog men’s & boys’ wear, Dawn knitwear, blouses & lingerie.

Agency: Best & Co.

I/State Repr.: Branch, 83-87 York-st, Sydney (BX4701).


Products: Pharmaceuticals.

Agency: W. Thomson, 545 Waverley-

STATE REPS.: R. Whitworth-Marketing, 334 Queen-st, Brisbane; A. Milber & Co. Ltd, 31 Queen-st, Melbourne; Colin Washington, Miss C. B. Seppelt. Products: Brandy, liqueurs, wine vinegar, cordials, Western Sparkling wines, Chateau Tanunda ciders, canned citrus juice.


STATE REPS.: Schel Sales Ltd, 54 Queen-st, Melbourne, Vic.; 208 Wharf-st, Brisbane; R. G. Evans, 9 Lindes Lane, Adelaide; K. J. Seppelt (prod. mgr), Miss C. B. Seppelt. Products: Paro (port), Solero (sherry), table wine.


STATE REPS.: Branches all States. O’Keere throughout world.

SIMPSON DISTRIBUTORS LIMITED, 508 George-st, Sydney, NSW. Phone BL3851. Telegrams Singerco.


Agency: Nicholas Cumming.

STATE REPS.: Singer Sewing Machine Co., 149 Broadway, New York, USA.


SLAZENGERS (AUST.) PTY LTD, Bowden, Adelaide, SA, Phone MX3151. Directors: D. Blacklock (gen. dir).
THOMAS, C. J. and SON PTY LTD
(Known as C. J. Thomas and Co. Ltd),
Ashford, E. J., Vic, Phone #97211. 
Directors: A. C. Thomas (chairman, 
managing dir.). T. M. Male (gen. 
managing dir.). E. E. Thomas, 
M. E. Thomas (company secretary). 
Products: Coleman portable lights, 
stoves, oil central heating equipment. 
Agency: Moffat Advtg. 
I/State Rep.: Branch, 477 Kent-st, Sydney. 
Agent: Noel Paice, Vic. 
1/State Rep.: Branches, all states.

TOLLEY, A. E. & F., LTD, 82 Waymouth-st, 
Adelaide, GPO Box 283D. Phone LA1401-23. Telegrams Tolley, Adelaide. 
Directors: S. E. Tolley (chairman), R. E. 
Tolley, J. L. Tolley, J. W. Blair, S. F. 
Hocking (managing dir.). 
Products: Tolleys Dry Gin, Old Tom Gin, 
Imperial Navy Rum, Carambula Rum, 
Whisky, Wine Liqueur Cocktails, Wines, 
Blue Ribbon Brandy. 

TOM PIPER LTD, Williamstown-n.d, 
Garden City, Vic, Phones MJ1311, MJ1322. 
Directors: A. W. Spooner (chairman), N. 
H. Spooner (managing dir.), A. E. Jamieson, 
E. J. Tarry, M. Roberts, W. A. Hall. 
Products: Tom Piper canned meats, 
 puddings, fruits, sauces, cordials. 
Agency: Noel Paice. 
1/State Rep.: Branches, all states.

TOTTOO BROADHURST LEE CO. LTD, 45 Market-st, Sydney. Phone MA5225. 
Telegram: Tottool. 
Directors: T. A. Fairclough (chairman), 
N. Illingworth (vice-chairman), G. A. H. 
Marrell, R. M. Cowell, F. G. L. Whiteley, 
A. G. Bardsey, J. L. Bolland, F. B. 
Lockwood, D. M. Vamstalfr (gen. mgnt). 
Executives: J. Sutcliffe (sales & advtg 
manager). 
Products: Textiles. 
Agency: George Patonon. 
I/State Rep.: Branches 240 Queen-st, 
Brisbane; 202 Flanders Lane, Melb.: MLC 
Bldg, Victoria Squares, Adelaide; agents, 
Besse-Brown Ltd, 18 Queens-st, Perth; 
Factory, Devonport, Tas. 
O’seas: Branches, Grt Britain, NZ, Sth 
America. 

TRANS-AUSTRALIA AIRLINES (AUSTRALIAN NATIONAL AIRLINES COMMISSION), 359 Swanston-st, Melbourne, C1, 
Vic. Phone FB023. Telegrams Transair. 
Directors: W. D. McDonald (chairman). 
Executives: J. P. Ryland (gen. mgnt). 
Service: National airline. 
Agency: Noel Paton, Vic. 
I/State Rep.: Branches, all states. 
O’seas: TAA repr., London, New York, 
Amsterdam; IATA airline throughout world.

Directors: O. W. Gustafson (managing dir.), 
T. T. Hirst (secretary, sales dir.), B. L. 
Hirst (company exec.). 
Products: Chateau Talmunda Brandy, 
Captain Old Navy Rum, Tucker’s Old Liqueur 
Whisky, Teachers Highland Cream Whisky, 
Old Tudor Whisky, Million Whisky, Romanov 
Vodka, Bols V0 Genever & Liqueurs, 
Rollinger Champagne, Foster’s Export Lager, 
Victoria Bitter Ale. 
Agency: Condyen Gotham.

TURNER MANUFACTURING CO. PTY LTD, 606 Whitehorse Rd, Nunawading, Vic. Phone WU2111. Telegrams Turnco, Melbourne. 
Directors: R. W. A. Dickson (chairman), 
R. W. Turner (mgr), E. T. Lees (techn.), 
D. H. Sherlock (sales), P. M. Grew (secretary), 
J. J. Wilson (assoc.), F. W. Pearse (assoc.). 
Executives: N. A. Graham (Aust. sales 
supervisor, laundry div.), K. G. Ingham (Aust. 
sales supervisor, hardware div.), J. G. Pater­ 
sen (advertising mgr). 
Products: Washing machines, cabinets & 
bulders, hardware, screwdrivers. 
Agency: Obrien Publicity. 
I/State Rep.: Branches, Sydney, Brisbane; 
Adelaide; Agents: D. E. Withers & Co., Perth, 
O’seas: Branches, Grt Britain, NZ, Sth 
Africa, USA, Canada.

UNITED DISTILLERS PTY LTD, THE, 
Byrnes, South Melbourne, Vic, Phone 
MB651, Telegrams Unistill, Melbourne. 
Directors: C. G. Coulter (chairman), E. J. 
Thompson (deputy chairman), J. T. Mon­ 
han (gen. mgnt.), V. T. Gluskens, F. G. 
Herman, T. Fegarty, E. L. Callaway, H. W. 
Hawkeswood. 
Executives: J. H. Jowett (mgnt.), F. C. 
Turbit (secretary), B. L. West (sales mgnt), 
S. E. Meredith (advertising mgnt), G. W. 
Hannah (chief engineer), F. Fuller (distillery 
technician & chief chemist). 
Products: Corio 5 Star Whisky, Vickers Gin. 
Agency: United Service Publicity. 
I/State Rep.: Branches, Sydney, Brisbane. 
O’seas: John E. Fells & Sons Ltd, London, 
Eng.

VACUUM OIL COMPANY PTY LTD, 29 Market-st, Melbourne, C1, Vic. Phone MV129. 
Executives: A. W. Judd (advertising mgr, Aust. 
& Pacific Is.).
Products: Mobilgas, Mobiloil, Mobil-Laurel Kerosene.
I/State Repr.: Branches, all states.


Product: Vincent's APC Powders & Tablets.
Agency: Canny, Paramor & Canny Pty Ltd.
O'seas Repr.: Throughout world.

Products: Castrol Motor Oil.
Agency: Courtney-Goatham.
I/State Repr.: All Aust. states. O'seas Branches & assoc. companies throughout world.


WHITE MANUFACTURING CO. (AUST-) PTY LTD, 45 Flinders Lane, Melb. Phone MF5947. Telegrams Syblesta, Melbourne. Director: G. McIntosh (manag. dir.).
Products: Adelyn fractional fitting gar­ments.
Agency: Canny, Paramor & Canny Pty Ltd.

Products: Proprietary pharmaceutical; agents, distributors of pharmaceutical, grocery, hardware products. Malcap Adena­line Cream, Rhel Pills, Bethal, Hasley's Remedy, Staisweet, Syneus, Salutogen, Ren­ger's Food, Tamfax, Scrubba's Ammonia, Schumann's, Eichorn's, Sole Aust. distribu­tors, Ad-Stik Plastic Signs.

Products: Grinnell Fire Protection Systems, Simplex & Kidde CO2 Fire Extinguishers; Minerva smoke detector systems; Steelbilt office furniture, equip., steel shelving & lockers; Metalbilt steel rolling shutters & grilles & fire doors; Kirsch venetian blinds & curtain rodding; Advance conveyors & gluing & folding machines; Ransburg electrostatic spray painting process; Kawneer Architectural Aluminium.
Agency: E. C. Slater & Poulter Pty Ltd.

Products: PK, Arrowmint, Juicy Fruit sugar-coated chewing gum, Spearmint & Doublemint stick chewing gum.
Agency: J. Walter Thompson.

WRIGHT, LAYMAN & UMNEY (Aust. distrb's, Commonwealth Dominion Agencies Pty Ltd), Forester-st, Kingsgrove, NSW Phone 1Y601. Telegrams, Condodomin.
Executives: R. G. Cata (gen mngr), J. Harrington (sales mngr).
Products: Wright's Coal Tar Soap.
Agency: Warwick Advg.
IS THE FIRST CHOICE OF ADVERTISING AND RADIO EXECUTIVES

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

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

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

Industry associations and clubs
ACTORS & ANNOUNCERS' EQUITY OF AUSTRALIA, 238 Pitt-st, Sydney. Phone MA4615, MA3380.
Officers: Hal Lashwood (pres.), Hal Alexander (general secy), Bob Alexander (ass't secy).
Vic. branch, 229 Collins-st, Melbourne (Cent. 1759).

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, Brisbane; K. Cock, Clem Taylor Advtg, Cresco Hse, Nth Terrace, Adelaide, SA; B. P. Collins, Brisbane Telegraph, Queen-st, Brisbane; K. Cock, Clem Taylor Advtg, Cresco Hse, Nth Terrace, Adelaide, SA; D. C. Hensher, Box 702E, GPO, Melbourne; Vic.; F. A. Speldewinde, Richardson-Cox Advtg, Newspaper Hse Arcade, St. George's Terrace, Perth, WA.

ASSOCIATION OF AUSTRALIAN RECORD MANUFACTURERS, 365 George-st, Sydney, Box 1565, GPO, Sydney. Phone MA8437.
Officers: J. M. Burnett (president), D. Fegan (vice-pres.), J. Sturman (secy), L. Gould (treasurer).


1957-58 Executive: R. T. Lord (pres.), J. Bruce (vice-pres.).


AUSTRALIAN RADIO PRODUCERS' ASSOCIATION, hq 178 Collins-st, Melbourne. Phone MF1051-2.

Noel Dickson (pres., also managing director of ART), R. V. Southey (vice-pres., also recording div. mngr, EMI), and J. Graham (secretary).

Established in 1956 to stabilise program prices and protect the interests of its 11 members, who represent almost the entire Australian program production industry.

AUSTRALASIAN PERFORMING RIGHT ASSOCIATION LTD, 66 Pitt-st, Sydney (GPO Box 4007, Sydney), Phone BW8493. Telegrams APRA, Sydney.

Directors: E. Lashmar (chairman), A. F. Albert, R. E. Bare, G. S. Cooper, E. M. Dodd, L. Evans, B. Grant, F. Hutchens, H. Saunders.

Executives: T. S. Woodbridge (general mngr), G. H. Pride (secy), V. D. Mileski (staff mngr).

STATE Reps: Griffith, Ralph & de Plater, TG& Bldg, Queen-st, Brisbane; Evan Saw, Saw, Whitelby & Co, Colonial Mutual Life Bldg, St George's Terrace, Perth; P. Zoes, 16 Hastings Avenue, Blackburn, Vic; R. Sullivan, 51 Grove Grove, Armadale Park, SA; M. Lapp, Freeman Music Centre, 16 Hunter-st, Newcastle, NSW; O'Nan A. Edle, Donalson Bldg, Wakefield-st, Wellington, NZ; Muntu, Warren, Leys & Kermode, Central Chambers, Suva, Fiji (PO Box 149, Suva).


A social club formed after the war to promote goodwill among all sections of the Sydney advertising fraternity.

COUNCIL FOR ADVERTISING RESEARCH IN AUSTRALIA, Wingello Hse, Sydney, GPO Box 2397. Phone BL3865.

Permanent officers: John Humphrey (hon. secy), John Bowden (asst. hon. secy).


1958 Executive: R. A. Becker (ATN, chairman), Ian Faircloth (TCN), E. Trenchard Smith (HSV), Nigel A. Dick (GTV).

Member Stations: ATN, GTV, HSV, TCN.

Formed early 1957 to accredit agencies, to negotiate on an industry basis with other organisations including the 4As and AANA, and to promote the sale of television time.

TELEVISION SOCIETY OF AUSTRALIA, c/o C. L. Faustell (pres.), Television Engineering Pty Ltd, Jago-st, Richmond, Victoria. Phone 180247, JB2269.


Sydney Officers: R. H. Mond (chairman) (NSW Dept. of Tech. Education), L. D. Hadfield (vice-chairman), G. H. Hastings (secy), R. S. Hare (treasurer).

TIME CLUB, THE; G. S. Fawcett (pres.), 45 Bourke-st, Melbourne. Phone MF4441.


Members include representatives of all Melbourne commercial radio stations, radio program production units and media representation firms.

1958 Executive: Keith Stevens (pres.), Kingsley Locke (vice-pres.), Halse, Alf Britton (hon. treas.), David Crawford (publicity officer), Francis Levy (hon. auditor), and exec. committeemen, Jim McKay, John Darnton, Leo Finn.

Formed to promote greater use of radio advertising by entertaining various advertising personnel at Club luncheons. Membership comprises anyone in commercial radio.

VICTORIAN COUNTRY BROADCASTERS' PUBLICITY COMMITTEE. Established in 1956 to publicise the story of country radio in Victoria, and of the State's rural wealth and vast potential.

Elizabeth st, Melbourne, C.1, PO Box 2441, Melbourne. Phone FY0211.

Officers: S. J. A. Kemp (chairman, also gen. mngr, Victorian Broadcasting Services Ltd), N. F. Dixon (vice-chairman, also gen. mngr, Victorian Broadcasting Network), R. W. Ellenby (secretary, also of ABS), R. J. W. Whisker (5BA), J. L. Finch (5HO), C. S. Faulkner (5CS), M. F. E. Wright (3CV), J. A. Mackenzie (SGL), C. D. Lanyon (SMA), D. C. De La Rue (3NE).
Radio-TV survey and market research organisations

ANDERSON ANALYSIS, THE, 29 Bligh-st, Sydney Phone BW7832.
Directors: George H. Anderson (governing dir.), K. R. Sievers (sales & service dir.), M. B. Toynton (survey & reports dir.).
Service: Measurement of radio listening, TV viewing, newspaper & magazine readership.
I/State Rep: Branches all States.

ASHBY RESEARCH SERVICE, 19 Bridge-st, Sydney. Phone BU3161-2, BU1831. Miss Sylvia Ashby (dir.).
Service: Radio-TV audience measurement, media surveys, market research. Own consumer panel (est. 12 years).

Service: Market research (consumer, retailer levels).

Directors: William A. McNair (managing director), Gwen Nelson (assoc. dir.).
Executives: Ian W. McNair (office mng).
Service: Marketing research, media research, business consultants.
Agency: Shortridge Advertising.
O/seas Reps: Nielsen Surveys, USA.

Service: Market research consultants, consumer and market surveys, specialists in data collection, processing and analysis.

Service: Market research for all sections of industry.

NEAVE & CAMPBELL PTY LTD, 55 Walker-st, North Sydney Phone XB6077. Miss P. Neave (mng dir.).
Service: Outside field work, market & consumer research.

O/seas Reps: Nielsen Surveys, USA.

Service: Consumer, dealer, TV viewing surveys.
Repr: Affiliated with Market Research Associates and Gallup Polls throughout the world.

PRODUCT INVESTIGATIONS PTY LTD, 252 George-st, Sydney. Phone BU4949. A. R. Whitman (research dir.).
Service: Consumer, dealer surveys & consumer panel.

RESEARCH DEPARTMENT, LINTAS PTY LTD, 1 Macquarie-st, Sydney. Phone B6051. Telegrams Lintas Sydney. A. D. Brett (dir.).
Service: Consumer market surveys, media research (radio-TV ratings service, advertising readership ratings), psychological research, product testing, retail store research. Staff includes three economists and two psychologists. Investigating staff total 85.

Radio and television listener-viewer and trade publications

ABC WEEKLY (published by the Australian Broadcasting Commission), National Bldg, 250 Pitt-st, Sydney (Box 3956, GPO, Sydney). Phone B 0657.
John G. Paton (editor).
Weekly listener-viewer magazine, priced at 9d and circulated in NSW and Queensland. Carries ABC program news and comment and commercial and ABC radio & TV program schedules.

AGE RADIO-TV SUPPLEMENT (published by David Syme & Co Ltd), 233 Collins-st, Melbourne. Phone MU9731.
Sir Harold Campbell (editor).
Published each Thursday as a tabloid supplement with The Age newspaper, and circulated mainly in Melbourne and Victorian country centres.

BROADCASTING AND TELEVISION (Greater Publications Pty Ltd), Derwent Hse, 136 Liverpool-st, Sydney (Box 2608, GPO, Sydney). Phone MA 8143.
Directors: Eric Solomon (managing dir),
Executives: Leonard Blanket (editor), Alan Hall (advig & sales mngnr), Cecily Perkins (production mngnr), Bettina Dalgliesh (subscription and circulation mngnr).
National trade magazine published fortnightly. Subscription rates: £3 per year (in Australia); £3 lOs (Empire countries); £4 (other countries); or 2s 6d per single copy.

Weekly supplement of the Daily Telegraph newspaper (city edition only) giving each week's TV program schedules, and general information on radio-TV programs, personalities and artists.

ELECTRICAL WEEKLY (Mingay Publishing Co Pty Ltd), 75 Ultimo-rd, Sydney. Phone MA 6295.
O. F. Mingay (editor).
National weekly magazine, dealing with radio, TV and electrical goods, and circulated in the retail appliance field. Subscription, £2 10s a year, or 5s 6d per single copy.

LISTENER IN-TV, THE (published by Sun News-Pictorial), 26 Flinders-st, Melbourne. Phone MF 611.
P. Dunstone (editor).
Weekly listener-viewer tabloid priced 6d per copy and circulated in Melbourne and Victorian country centres.

RTN-RADIO TELEVISION NEWS (published by Newspaper News Pty Ltd), Warwick Bldg, 15 Hamilton-st, Sydney. Phone BU 1221.
J. W. Robinson (editor).
National tabloid trade journal, published fortnightly, and priced at 2s 6d per copy.

SYDNEY MORNING HERALD TV GUIDE (published Mondays by John Fairfax & Sons), Jones-st, Broadway, Sydney. Phone B0964.
Weekly supplement of the Sydney Morning Herald newspaper (city edition only), giving each week's TV program schedules, and general information on radio-TV programs, personalities and artists.

TELEVISION PREVIEW (TV Preview Publishing Co), 133 Pyrmont-st, Pyrmont, NSW. Phone MW 2189.
J. Seewell (editor).
Weekly TV viewers' magazine, priced at 1s and circulated in Sydney and near NSW country areas.

TEMPO & TELEVISION, 350 George-st, Sydney, Phone BL 2442.
Frank Johnson (editor).
National monthly magazine, priced at 1s, and covering all fields of entertainment.

TV-RADIO WEEK (published by Southdown Press Pty Ltd), 251 Collins-st, Melbourne, and 232 Stanley-st, West Melb. Phone FY 1396.
Bruce Sarge (editor).
Weekly magazine priced at 1s and giving each week's radio-TV program schedules for Melbourne and Victorian country radio program schedules, and general information on radio-TV programs, personalities and artists.
Who's Who in • • •

- Broadcasting
- Television
- Advertising
- Production
- Radio-TV entertainment
- And associated fields


BERGER, Leonard William. Radio station news manager. Born Sydney, July 11, 1913, joined MGM Sydney as junior (1930) and travelled for motion picture ind. in NSW, Vic. and Qld, becoming MGM's as Qld mgr. instead of W.H. as news mgr. Married 2 sons under age 16 yrs. 1939. Married (3 children), resident Mosman, NSW.


BENT, Joan. Agency partner. Born Limassol, N.S.W., former adver­tising assistant, National & Kirby Ltd; in charge Farmer & Co's catalogue adver­tising. Formerly adv & make promotion manager, Bucholz & Co, now director, Norman Bent Advertising Ltd, Mosman, N.S.W. Married, resident Mosman, N.S.W.

BENT, Norman. Agency partner. Born Blacktown, N.S.W. Former art NSW Bank publicit­y manager (1943); deputy assistant, Anthony Advertising; started with agency 1937. Sydney radio during war, re-opened 1947. Married, resident Mosman, N.S.W.

BERGERIEN, Collin Rae. Salesian-entrepreneur. Born Balmain, N.S.W., March 4, 1916, worked as a radio engineer, RCA radio, Sydney-Bris. as va-cuum-ist. Used such arch. as Fabick Seville (A.M); Cross Siris arch. (Math.), Townsend (Syd.). Conducted for Tommy Trin­der and toured with Gable Nash (A.Mt and Musical). Star Harry Wood Mar. 1916 and has been (revised title) till va-cuum­ist, radio engineer, etc. Engaged for overseas tours, Arch. M. Rother, Lambert, Benson. Married (2 sons), resident Kingsgrove, Sydney.


CANT, Raymonc George. Agency account executive. Born Melbourne, June 20, 1929. Joined Herald editorial staff; deputy chief of staff, 1942-44; chief of staff, The Sun, 1943-44; transferred to Sun administration. Joined Herald editorial staff; deputy chief of staff, 1942-44; chief of staff, The Sun, 1943-44; transferred to Sun administration. Joined Herald editorial staff; deputy chief of staff, 1942-44; chief of staff, The Sun, 1943-44; transferred to Sun administration. Married, resident Hawthorn, Melbourne.


CAREY, Edwin Clifton (Clif). Network sports editor, born Sydney, March 29, 1905. From newspapers to radio (SWB) 1931, RWR-ERB sports editor 1934-44 and during World War II copy chief, station editor, publicity man and head of station staff promotion, Marquarie Zone, & other Zone offices. From 1944-61 Jane Austen for London. Joined ABC, recent copy chief, station editor, publicity man and head of station staff promotion, Marquarie Zone, & other Zone offices. From 1944-61 Jane Austen for London. ABC.


CLAYTON, Roger. Actor. Born Petersborough, England. Won starring role in RADA London for two yrs. 1 West End show, Man & Superman (with John Gower) and Say Hammond, emotes rep at Petersborough theatre to ABC. Five in radio. Diploma in acting from RADA. Married (2 sons), resident Carlingbath, Sydney.


CONNOR, James Thomas. Actor (heading man, stage, radio, TV). Born Frankston, WA. Played every type of part for past 20yrs Australia and the UK. 1947 as broadcast actor. Five years service with the Davidson’s concert party. Married (1 daughter), resident Lake Grace, Sydney.


COULTON, Robert. Director. Born Newcastle, NSW, August 14, 1915. Came to Aust. as Jackeroo, 1927. 3AK (part time Another) 1937, joined 7EX as announcer. 1944. 1944-45. 7EX. Married, resident Lane Cove, Sydney.

COVEY, Frederick John Raymond. Theatrical agent. Born Kent, Eng. August 14, 1924. Three years at cheap properties. Eight years with Union Trustees, Brisbane, six years as branch rep., radio appearances
ABC; five years technical and acting commercial s negative; Sydney; three years post war television and film work; three years manager Symphonics Records, Melbourne. Married, resident Rose Bay, Sydney.

CRAWFORD, Arthur Stephenson. Trade assistant, executive secretary, Corn Exports, WA, April 11, 1955; 1953-47. Crown Law Dept. (WA) including Secretary to Minister for Justice and Secretary to the Royal Commission on Company Legislation, 1942-46. Navy service; two years USNRA Shanghai & Hong Kong; one year director, China Radio, 1947-48. Joined Australian Broadcasting Commission; Secretary (Australia) Federation; from 1954 executive officer APBNS. ACSA, AIA, qualified as Admiralty magistrate WA. Married, 1 son, 1 daughter, resident Pinnacle, Sydney.


CRAVEN, Catherine. Actress. Born Sydney, 1915. Eight years with ABC Little Theatre; director, Chairman of this division. Chief engineer IRE. Married Nola, resident Melbourne.

CRAVEN, David. Director, Agency radio-TV manager.born Melbourne, Vic., Nov. 14, 1921. Joined Australian Broadcasting Commission 1944, as a newsreel soldier in the Pacific; returned to IRE as producer NS. Returned to Melbourne as manager of ABC radio network sales; in charge of promotion; appointed sales manager. in 1951. Married, l son, resident Colac, Vic.


DAVIES, James Henry. Radio station managing director. Managing director of IBA since 1934; before that gained Austin, and US electrical experience; awarded OBE for services rendered to charities. Married, 1 daughter, resident Balmain, Sydney.

DAVIDSON, Allan, actor; Born Sydney, NSW. Exp. stage, radio, film and TV. Handled character roles, TV series "Heidelberg," "1890," straight and character roles; toured 1956-57 with Hislop, Penfold & Co. Ltd., resident Sydney, NSW.

DAVIDSON, William Plunkett, Radio station chief technician, Born Dec. 21, 1903. Associated with radio since 1931; 25 years with PMG dept.; 11 years in civil aviation; chief engineer (TV). Married, resident Charlton, Qld.


DAVIES, William Leslie Carleton. Radio station manager, Born Sydney, Eng., Feb. 16, 1894. Worked with ABC; also manager, ABC Studios. Resident North Sydney, N.S.W. Married, resident Chatsworth, N.S.W.

DAVIES, William Leslie Carleton. Radio station manager, Born Sydney, Eng., Feb. 16, 1894. Worked with ABC; also manager, ABC Studios. Resident North Sydney, N.S.W. Married, resident Chatsworth, N.S.W.

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DUNBRE, Keith Arthur. Radio station sporting editor. Born Sydney, NSW, April 2, 1929. Began with NSW describing sports; joined perm. staff 1945 as sport editor, race caller. From 1952 joined NSW Treaty Club. Member of committees which raised £12,000 for Peking Hope Club by organizing the Jimmy Carlin's Cup. Doggy Bowl won title, 1951. Married, 1 son, resident Marrickville, NSW.


EDEN, Keith Tredriff Gally. Author-producer. Born Melbourne, Vic., April 11, 1917. Acting, RIBA 1932; JWU juvenile leader; holds Drama award, play director, AFP, Middle East, Greece, Crete. Married, resident Caulfield, Melb.


EVANS, Arthur Ellis. Radio station managing director. Born Lancaster, Eng., Dec. 5, 1911. Part-time announcer ABC; joined 1XK as continuity writer; army, may 1941; then director of Inter-war Entertain­ment Programmes, 1XK, then 2UE; officer, 1UE, 1920-22, ABC; part pres. Lancecote & Tas. Jn. Chamber of Commerce; treasurer Lancecote Chamber of Commerce; exec. member Hydro­graphical Society. Originated Children’s Shows. Married. Resident Lancecote, Tas.


EVANS, Kenneth Thomas. Radio station studio manager. Born Newcastle, NSW, April 12, 1927. 2AW panel operator at 16; program dir. 1941, began sporting service (1947), then film, 1951; film consultant and writer. Married. 2 children, resident Chatswood, Sydney.


FAKELER, Alan. Director. Radio station general manager. Born Arnside, NSW, Feb. 8, 1919. Ten years chartered acc’t office; five years range from branch, 20 years in radio. 13 years at 3CG-15 as gen. manager. Now gen. manager TCN. Married. Resident Kilbaha, NW.


FAKIELER, Alan. Director. Radio station general manager. Born Arnside, NSW, Feb. 8, 1919. Ten years chartered acc’t office; five years range from branch, 20 years in radio. 13 years at 3CG-15 as gen. manager. Now gen. manager TCN. Married. Resident Kilbaha, NW.


FREE, Leslie Robert. TV station production manager. Born Newcastle, NSW. Jan. 18, 1914. Former TV producer, trainer for ABC TV. Married, 1 son, 2 daughters, resident Blackburn, Melb.

FREE, Leslie Robert. TV station production manager. Born Newcastle, NSW. Jan. 18, 1914. Former TV producer, trainer for ABC TV. Married, 1 son, 2 daughters, resident Blackburn, Melb.

FREEZE, John. Former chief engineer at ABC Sydney. Born Newcastle, NSW. Jan. 29, 1936. 24 years Consolidated Press. Radio, TV, cntc. Mr. Justice James, Supreme Court. Trained Marconi Co., Eng., Canada, USA; pioneer radio b'casting & telecommunications, former chairman, ABC. Born Sydney, NSW, Dec. 25, 1903. 2 sons, 2 daughters, resident Wahroonga, NSW.


Gifford, Frances William McNaughton. Radio station record manager. Born Adelaide, S.A., June 27, 1917; then turned to radio; and transcription; now staff reporter. Married, resident Prahran, Melbourne.


GRAVES, Richard Harry. Theatre groups, mainly in Gympie. Now chief announcer. Born Kingaroy, Qld, Dec. 8, 1923. Entered radio 1951; four yrs 4GY; also 4AY, Brisbane. Violinist was employed by Fred Lang to wire manager 2DU. Married, resident Dubbo, NSW.

GRANT, John Bakewell. Director. Born Sydney, NSW, Aug. 17, 1907. Worked Ferguson Advtg as secretary & director, then manager 4GY; joined Gordon & Goold as media manager & copywriter; managing director as media manager & secretary; manager-director McClelland Advtg since 1940. Single, resident Kirribilli, Sydney.

GREEN, June Mary Dewsch. Agency executive. Born Sydney, NSW, Aug. 17, 1907. Worked Ferguson Advtg as secretary & director, then manager 4GY; joined Gordon & Goold as media manager & copywriter; managing director as media manager & secretary; managing director McClelland Advtg since 1940. Single, resident Kirribilli, Sydney.


HARVEY, Benita, Actress. Born Sydney, NSW, Aug. 11, 1932. Studied acting three yrs. Started career as chorus to juvenile leads. From £5 a week 2GB, 1930, to the highest paid commercial ripper 2SM. Married, resident Woollahra, Sydney.

HARVEY, Justin. Pianist. Born Manchester, Eng., Nov. 1, 1914. Holds diploma de virtuose, Conservatoire de Musique, Lausanne, Switzerland. Studied two yrs pre-war, Berlin; appeared as soloist for JCCW, & in stage ensemble of Berlin & opera. Has also concert work in England, France, Italy, etc. Appeared on TV, radio, etc. Aged 44 yrs. Married, resident Parramatta, Sydney.

HARVEY, Rita, Actress. Born Wellington, NZ, 23 yrs exp. all types drama including ABC interviews. LeadingBILL. Three 13 hour live TV plays originating WOMBAT TV, Chicago, USA. Married. Married, resident Melbourne, Vic.

HART, Harry. Agency managing director. Married, resident George Patterson, Melbourne.

HARTLEY, Raymond Albert. Actor. Born Honolulu, USA, Jan. 5, 1917. Started career as chorus girl, radio, to leading roles with Minerva theatre; returned & acted for JCCW, radio, radio; briefly went full time into radio; last stage 13 hour live TV plays originating WOMBAT TV, Chicago, USA. Single, resident Melbourne, Vic.

HARVEY, Justin, Pianist. Born Manchester, Eng., Nov. 11, 1914. Holds diploma de virtuose, Conservatoire de Musique, Lausanne, Switzerland. Studied two yrs pre-war, Berlin; appeared as soloist for JCCW, & in stage ensemble of Berlin & opera. Has also concert work in England, France, Italy, etc. Appeared on TV, radio, etc. Aged 44 yrs. Married, resident Parramatta, Sydney.

HARVEY, Ron. Radio network general sales manager. Born Bathurst, NSW, Jan. 3, 1937. Started career as chorus to juvenile leads. From £5 a week 2GB, 1930, to the highest paid commercial ripper 2SM. Married, resident Rose Bay, Sydney.

HART, Maria. Singer. Born Wellington, NZ, 23 yrs exp. all types drama including ABC interviews. LeadingBILL. Three 13 hour live TV plays originating WOMBAT TV, Chicago, USA. Married. Married, resident Melbourne, Vic.
HATHAWAY, Marcel Nellie. Actress. Born Hornsby, NSW, Mar. 10, 1887. Married, resident Sydney, NSW. Six sons, two daughters. Director of Group Theatre. Member of NSW Drama Union. Joined the ABC in 1938; continued until 1955. Has written scripts, conducted workshops, and when Acting Head of Australian Theatre Arts has been a champion of artistic freedom. Married, resident Sydney, NSW.

HAYCROFT, Vernon Ian. Radio station sales manager. Born Hornsby, NSW, Aug. 16, 1913. Joined 2RH 1933; transferred to 3RL and attached to HIL after war; now studio mg.


HILL, Alan Edwin. Manager Hepworth Productions. Resides Killara, NSW. Sponsorship deal for MBS. Married, resident Killara, NSW.

HIGGINS, Rex Anthony. Qualified survey draughtsman. Was elected & served as stage manager at WAFL; then mgr. of HAWL. Advtg since its inception 1936 as POL. J.V. Serve! AIR. World War II. Married, resident Point Point, Sydney.


HODGES, Glynn H. Radio station manager. Born Gympie, Qld, June 2, 1923. Part-time adven. 1940; joined perm. staff 1946. Has written two mg. schemes 1946; same year appointed chief copywriter; mg. air. 1949; resigned 1953 to accept sales position 4WK; acting mg. several cos. Joined Nichols-Cumming Adv. 1955. Married, 3 sons, resident Gympie, Qld.

HODGES, Glynn H. Radio station manager. Born Gympie, Qld, June 2, 1923. Part-time adven. 1940; joined perm. staff 1946. Has written two mg. schemes 1946; same year appointed chief copywriter; mg. air. 1949; resigned 1953 to accept sales position 4WK; acting mg. several cos. Joined Nichols-Cumming Adv. 1955. Married, 3 sons, resident Gympie, Qld.


HOMER, Marcus. Record company co-director. Born Hornsby, NSW, 1921. Principal of Marcus Recording (Aust); now technical director of Planetary Records. (Aust). Combined musical and technical knowledge to develop exclusive Marcus Natural-sound recording process. Single, reside(s) Glen Iris, Melb.

HOGG, Ralph D. Record company mg. Born Hornsby, NSW, Dec. 2, 1925. Retail store & advertising rep. Entry into record mg. at 19; then mgr. 3UL after war; now studio mg. of 3UL. Married, attached 3UL after war; now studio mg. of 3UL. Married, 4 sons, resident Gympie, Qld.


Ireland, Lester Alexis. Radio station manager. Born Cooktown, Qld, Nov. 1, 1913. Former announcer MBS 1933-37; now mgr 4BE. Married, 4 sons.


JAMES, Donald Philip. Radio station manager. Born Bathurst, NSW, June 1, 1918. Began radio as program director 1938; prior to TV as compere-announcer 1953; now managing director. Married, resident Hamilton, Vic.


JOHNSTON, Brona Elizabeth. Actress. Born Mooloolaba, Qld, Aug. 23, 1929. Daughter of Frederick and Beatrice FORMAN. Stage, radio, television exp.; now director of a public relations firm. Married, resident Toowong, Brisbane.


JOHNSON, Roma Elizabeth. Announcer, program director, acting manager, Qld ABC, 14 yrs; advertising exp.; nine yrs Sydney & Melbourne. Specializes character roles. Single, resident Paddington, Sydney.

JOHNSON, Russell. Director, media representative. Former ABC Melbourne station manager, now director of a public relations firm. Married, resident Mosman, Sydney.


JONES, Donald Llewellyn. Account executive. Former ABC Brisbane manager, now a director of a public relations firm. Married, resident Mosman, Sydney.


KERR, Bernard Francis, ABC sporting correspon


KIDDS, Arthur Ray, AMCA, retired, resident Dubbo, NSW. Sales man. 2DU; sales manager 2DU for three yrs. Married, 1 child, resident Warwick, Qld.


KNIGHT, William Charles. Agent press direc
tor. Born Brisbane, Qld, Dec. 30, 1909. Former


KOFFEL, David. TV production company president & company director. Born Sydney, NSW, Jan. 20, 1929. Eng. & Aust. radio, TV, stage & cabaret exp.; appeared in the radio series "Flying Doctor". Married, resident Waverley, NSW.


MOORE, Stuart Jeff. Radio station chairman of directors, network manager. Born Sydney, NSW, May 10, 1916. Major RNZAF, since 1944; Fighter pilot, RAAF, 1940-45. Married, 1 son, 2 daughters, resident Coogee, SA.


O'REILLY, Dennis Hudson. Radio station manager, Born Regs, NSW, Oct. 5, 1920. RAAF higher & tech. . training at Hed, Ont., Canada, received training as AWA technician. Began railway work 1928, joined 3KZ from 1945, now chief transmission. Married, 2 children, resident Sandringham, Melbourne.

ORELLY, Dennis Hudson. Radio station manager, Born Regs, NSW, Oct. 5, 1920. RAAF higher & tech. training at Hed, Ont., Canada, received training as AWA technician. Began railway work 1928, joined 3KZ from 1945, now chief transmission. Married, 2 children, resident Sandringham, Melbourne.


PORTER—Richardson


government, Balgowlah. Sydney.


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Stuart—Thompson

Taylor, Ernest James. Radio station manag­
New managing dir. H.L.T. and a newspaper &
div. MHR. MHR. active interest in Lithgow
Clinic activities. Married, resident Cootamundra,
N.S.W.

Taylor, Francis Hennell. Actor. Born Ber­
caster, South Australia, Feb. 26, 1927. Radio ex­
Also TV ex­p. East Sound for Lars Tenax chan­
pel. F.A. member. Queen’s Pub, Lon­
don. Member Vic. Laws Tropic Empire A.A.
Germany, three yrs. Married, resident Burwood,
sydney.

Taylor, Great Harold. Actor. Born Hebburn‐
On Tyne, Eng., Dec. 8, 1912. Wide film & stage
and radio exp. Five yrs in H.L.T. Resident Sydney,
N.S.W.

Taylor, Henry Arthur. Radio network chief
First wireless-air gunner, Scotland. Since 1946.
Now chief engineer and trainer for R.A.F. Radio
service, East Goldfields, Royal Flying Doctor Service,
exp. and air patrol. Married, resident Nundub, Perth.

Born July 15, 1904. Advtg mgr, minor
Man., ENG. Managers, Major Broadcasting Network

Taylor, William Blackwood. Advtg manager,
directly, back ably, Vic., June 8, 1927.
Advtg exec, 1946-49. Tech. Advisor, B.C.A.
Lecturer, marketing management, market re­
search, Advtg, Adelaide, School of Mines. Married; 3
children, resident Wooloof, Adelaide.

Thau, Leon. Actor. Born Jaffa, Israel, April
18, 1921. Certified school teacher. R.A.P., radio,
TV, films, stage as roles. Also singer, specialis­
ces character roles. Married, resident

Thomas, Charles Alfred. Actor. Born Glasgow,
stage, TV, film, radio, advtg, resident mel­
bourne, Sydney.

Thomas, Monty Albert. Radio announcer.
Born Adelaide, S.A., Aug. 12, 1926. Office duties, 1941-44. Gen. and
Programming dept, 1944-45: advtg program dir., 1945-
1949, program dir., since 1951. Turpentine O.R., B.A.S.
1944-49. Program Uplink Opr. 1957. Married,
3 children, resident Woolloomooloo, S.A.

Thompson, Allan Watson. Radio station
Manager. Born Renell, S.A., April 8, 1927.
Actor, program writer, R.A.P., newsman, copywriter, tech. several country stations. Two yrs
and minor H.L.T. Now gen. manager H.L.T. before PMG 1st class COP. Married, resident

Thompson, Geoffrey George. TV film produc­
tion. C.O.O. Director Production, Born Balmain, N.S.W., Jan. 20, 1911. Journalist, then oper­ents, engl. Allied and A.G.T. 1942-45. motion picture cameraman, Melb., minor Chau­
seal, 1941-51. Member Films Advisory Counc­


TRELLOVE, Philip Herbert, agency director, senior account executive. Born Glastones, NSW, Nov. 21, 1914. 2yrs B.S. & R. Powell Advty, now dir. & exec account exec., VAT (Aust). Author, Signals Corps, 1941-44. Married, resident West Ryde, NSW.


WALCH, Garnet I., sales manager, Rose Bay, Sydney. 21 yrs; 15 yrs sales mgmt. Radio, news, talk stations. 4 yrs sales mgmt. TV, radio stations. 1 yr, owner, resident. 1950, Gregor Gordon, Sydney.


WALLACE, Thomas B., sales manager, Sydney, NSW, April 1, 1903. Salesman, radio, TV, press, advtg; sal manager, Sydney, Melbourne; radio, TV, press, advtg; sales manager, NSW, Vic., SA; advtg panel ACM, research committee. CARA, F.R.C., Com. F.R.A. Acting socio leader, I.A.R.A. Married, resident Killara, Sydney.


WALKER, Robert F. Agency deputy managing dir., radio-TV dir., Greaves Paterson Advtg, Melbourne.

WALLACE, Thomas B., sales manager, Sydney, NSW, April 1, 1903. Salesman, radio, TV, press, advtg; sal manager, Sydney, Melbourne; radio, TV, press, advtg; sales manager, NSW, Vic., SA; advtg panel ACM, research committee. CARA, F.R.C., Com. F.R.A. Acting socio leader, I.A.R.A. Married, resident Killara, Sydney.


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Legislation, regulations and standards

- Main provisions, Broadcasting and Television Act 1942-1956 — Pages 250-252
- AFCBS Standards of Broadcasting Practice, including advertising and wordage — Pages 253-257
- Broadcasting Control Board's TV program standards — Pages 258-263
- Notes on medical advertising — Pages 264-266
- AFCBS rules of accreditation — Pages 267-268
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 by 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.

(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 80% of the shares must be held by Australian residents and not more than 15% 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 matters 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 5% of the time occupied in the broadcasting of music by commercial broadcasting stations is to be devoted to the works of Australian composers.

TELEVISING 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' license 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' license 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.
COMMERCIAL broadcasting at the moment abides by the undermentioned AFCBS Standards of Broadcasting Practice, which have been drawn up by the Federation and have been in existence for several years, and also incorporates relevant Broadcasting Control Board notices to stations.

The Broadcasting Control Board, which last year issued television program standards, which are reproduced in full in this Year Book, was empowered under the Broadcasting and Television Act 1942-1956 to draw up similar standards for commercial broadcasting.

After consultation with the AFCBS management committee, a draft of the proposed standards was submitted to the Federation.

On consideration, the 1957 AFCBS convention opposed the draft standards submitted and directed its management committee to prepare a case for revising the Federation's broadcasting standards and undertake any necessary discussions with the Postmaster-General and Broadcasting Control Board.

These undermentioned standards therefore, although in force at the moment, are likely to be changed during 1958.

PART (1) GENERAL PROGRAM STANDARDS.

(2) CHILDREN'S PROGRAMS.

(3) ADVERTISING STANDARDS (GENERAL, POLITICAL, SUNDAY RESTRICTIONS).

(4) RECORDED COMMERCIAL ANNOUNCEMENTS.

PART I: GENERAL STANDARDS

1. COMMERCIAL stations are bound not to accept any script, continuity, or program matter for broadcasting, recorded or otherwise, which introduces or incorporates :-
   - Obscene and off-color jokes or songs, oaths, sacrilegious expressions, and anything of doubtful propriety.
   - Use of the Deity's name excepting when used reverently or as part of a standard classie work.
   - Statements or suggestions that may be considered offensive of religious views, racial traits, and the like.
   - Any statement that comments・ upon, ridicules, or incorporates the name of a member of any Royal Family, or any Australian or overseas personality in a derogatory manner, or in relation to advertising other than advertising placed on behalf of a publisher of a periodical containing any article published or contravenes any Federal or State legislation.
   - Matter that constitutes a breach of or contravenes any Federal or State legislation.
   - Matter of such a nature as would destroy or tend to destroy public confidence, or create any feeling of insecurity in the community.

2. All scripts, continuities, advertising copy, recorded commercials, talks or addresses, entertainment ideas, 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 Friday or Monday.

A clearance to scripts, recorded commercial announcements, etc., given by the Federation as provided herein may be accepted by commercial stations in any State.

PART II: CHILDREN'S PROGRAMS

Because of the obligation of the broadcasting stations to their juvenile audience, it is necessary that meticulous supervision should be exercised over all programs or sessions designed for child listeners, and also over programs broadcast during early evening sessions when children are likely to be listening.

The customary standards of propriety governing programs in general shall, of course, apply to children's sessions, but in particular the following standards are to be observed :-

4. All scripts for children's programs must be carefully written, having in mind the particular audience for which they are intended.

Children should be encouraged in the art of correct speech and pronunciation, therefore, the use of slang and incorrect English should be discouraged.

All stories must reflect respect for law and order, adult authority, good morals and clean living.

Where applicable, the hero or heroine and other sympathetic characters must be portrayed as intelligent and morally courageous. The theme must stress the importance of mutual respect of one man for another, and should emphasise the desirability of fair play and humanitarian behaviour.

Cowardice, malice, deceit, selfishness and disrespect for law must be avoided in the delineation of any character presented in the light of a hero to the child listener.

Adventure stories may be accepted subject to the following prohibitions :-

- No torture or suggestion of torture.
- No horror—present or impending.
- No use of the supernatural or of superstition likely to arouse fear.
- No profanity or obscenity.
In order that children will not be emotionally upset, no program or episode shall and with an incident which will create in their minds moral suspense or hysteria.

Dramatic action would not be over-accentuated through gun play or through other methods of violence. To prevent the over-stimulation of the imagination, sound effects intended to anticipate or simulate death or physical torture are not permitted.

- "Secrets of storyell broadcast in children's sessions should reflect fair play and consideration of the child's imagination, sound effects should not undermine parental authority.

- Sessions designed to impart knowledge of the history and potentialities of our country, e.g., special sessions of the works of appropriate authors should be broadcast in such a way as to encourage the habit of reading. It is recommended that there be regular sessions devoted to particular hobbies.

- Contents and offers which encourage children to enter strange places and to associate with strangers in an attempt to help characters in the story by sending in box-tops or wrappers may present a danger to the children. Therefore such contents and offers are not acceptable.

- No appeal should be made to the child to help characters in the story by sending in box-tops or wrappers, nor may any appeals remain in character which departs in any respect from truth as to the character of the product advertised or its equivalency for the purposes for which it is recommended. Further, no sentimental or emotional copy, address the child urging him to purchase the product, the sale of which constitutes a violation of law.

- Testimonials which do not reflect the genuine experience or opinion of a competent witness. An anonymous advertising testimonial being read is being broadcast by the individual concerned, it should be broadcast in the normal voice of the announcer.

- The "simulation" of voices of a member of any Royal Family or any Australian of overseas personality in connection with advertisements for commercial products is also prohibited. Bona fide evidence shall be provided that such personality has given permission for the use of his or her voice and it is clearly understood that stations broadcasting such advertisements are indemnified by the advertiser or advertising agency against any possible legal action.

- No advertising copy or material intended for broadcasting shall contain any matter which departs in any respect from truth as to the character of the product advertised or its equivalency for the purposes for which it is recommended. Further, no sentimental or emotional copy, address the child urging him to purchase the product, the sale of which constitutes a violation of law.

- Testimonials which do not reflect the genuine experience or opinion of a competent witness. An anonymous advertising testimonial being read is being broadcast by the individual concerned, it should be broadcast in the normal voice of the announcer.

- Statements of prices and values not in accordance with specific facts or any misleading price claim or comparison.

- Comments upon products other than those of the advertiser or their industries, professions or institutions.

- Matter which is barred from the minds as fraudulent, deceptive or objectionable.

- Reference to any remedy or other product, the sale of which or the method of sale of which constitutes a violation of law.

- Any form of speculative finance, except from firms of bona fide standing whose services comply with legislative requirements.

- Statements or claims, known or believed to be false, deceptive or grossly exaggerated.

Para. 19 to 20 deleted.

PART III: ADVERTISING STANDARDS

(1) GENERAL:

5. The provisions of Part One—General standards herein shall apply to all advertising copy.

6. Any sound effects which might startle the listening public or in any manner are objectionable must not be incorporated in commercial announcements. For example, and without limiting the scope, the use of the following sound effects will not be permitted in commercial announcements:

- Rapid gun fire, or rifle shots; massed aeroplane effects; sirens; bombardments; screams; raucous laughter and the like; fire engines; explosions; and explosive, raucous, startling sound effects. Such announcements may be introduced by phrases such as—

  "Stand by for an important announcement!"; "Flash"; "Attention please!"; "we interrupt our programme," and the like.

stations must not be requested to "fade out" any prohibited sound effects in recordings owing to the margin for error, and for this reason, a station may not accept for broadcasting any recorded commercial announcement which incorporates or uses the prohibitions herein.

- Prohibited sound effects in recordings owing to the margin for error, and for this reason, a station may not accept for broadcasting any recorded commercial announcement which incorporates or uses the prohibitions herein.

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(2) ELECTION AND POLITICAL BROADCASTS:

25. Two Sections of the Broadcasting and Television Act 1942-56 refer specifically to the procedure that must be observed in connection with election and political broadcasts. These are Sections 115 and 117. Under Section 115 it is provided that:

1. During the two days immediately preceding any Federal or State election or by-election, and up to the close of the poll on election day, there shall not be broadcast any speech or matter:
   - Commenting on, or eliciting votes for, any candidate;
   - Commenting on, or advocating support of, any political party;
   - Commenting upon, stating or indicating the election issues or the policy of any candidate or party;
   - Referring to any meeting held in connection with the election.

2. The broadcasting of any dramatisation of any political matter which is current or was current at any time during the past five preceding years, is prohibited. It has been generally accepted that this prohibition does not preclude authentic dialogue or discussions between authorised individuals, in their normal voices as an alternative to simulated voices. A general principle which should be observed is that dramatisation are:
   - Any broadcasts with dialogue containing simulated voices must be avoided;
   - There should be no pretence that any persons other than the actual spokespersons are participating in the broadcast. This is particularly important, and may be made from speeches or statements of politicians or other well-known people.

In all cases it must be clearly stated that it is a quotation and no impression must be given that the person quoted is actually making the announcement.

Under Section 117 it is provided that:

1. The true name of every speaker who delivers an address or makes a statement on a political subject or current affairs, when current or was current at any time during the past five preceding years, is prohibited. It has been generally accepted that this prohibition does not preclude authentic dialogue or discussions between authorised individuals, in their normal voices as an alternative to simulated voices. A general principle which should be observed is that dramatisation are:
   - Any broadcasts with dialogue containing simulated voices must be avoided;
   - There should be no pretence that any persons other than the actual spokespersons are participating in the broadcast. This is particularly important, and may be made from speeches or statements of politicians or other well-known people.

In all cases it must be clearly stated that it is a quotation and no impression must be given that the person quoted is actually making the announcement.

2. The announcement must be made in such a manner as to disclose to the listener the identity of the speaker and, where required, to disclose to the listener the identity of the author of each address or statement.

3. Stations must keep a record of the name, postal address and credentials or occupation of the author of each address or statement broadcast relating to a political subject or current affairs.

Compliance with the election provisions of the Broadcasting and Television Act 1942-56 will also meet satisfactorily the requirements of the Electoral Act.

(3) SUNDAY ADVERTISING:

27. Under Section 116 it is provided that:

1. Direct advertising announcements ("spot advertisements") may be broadcast, but, except as expressly provided in paragraph 28, the total time occupied by such announcements shall not exceed six minutes in any period of one hour.

Not more than two groups of announcements shall be broadcast in any 15-minute period and not more than three advertisements shall be included in any one group.

2. The price of any article or service shall not be mentioned more than once in each advertising announcement; relating to the article or service.

28. A session containing a group of advertising announcements, in the form of a shopping guide, may be broadcast at a time, not later than 9 pm (local time), to be approved by the Board.

29. Any broadcasts with dialogue containing dramatized voices must be avoided;

30. There should be no pretence that any persons other than the actual spokespersons are participating in the broadcast. This is particularly important, and may be made from speeches or statements of politicians or other well-known people.

In all cases it must be clearly stated that it is a quotation and no impression must be given that the person quoted is actually making the announcement.

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In all cases it must be clearly stated that it is a quotation and no impression must be given that the person quoted is actually making the announcement.

2. The announcement must be made in such a manner as to disclose to the listener the identity of the speaker and, where required, to disclose to the listener the identity of the author of each address or statement.

3. Stations must keep a record of the name, postal address and credentials or occupation of the author of each address or statement broadcast relating to a political subject or current affairs.

Compliance with the election provisions of the Broadcasting and Television Act 1942-56 will also meet satisfactorily the requirements of the Electoral Act.

31. Direct advertising announcements ("spot advertisements") may be broadcast, but, except as expressly provided in paragraph 32, the total time occupied by such announcements shall not exceed six minutes in any period of one hour.

Not more than two groups of announcements shall be broadcast in any 15-minute period and not more than three advertisements shall be included in any one group.

32. The price of any article or service shall not be mentioned more than once in each advertising announcement; relating to the article or service.

33. A session containing a group of advertising announcements, in the form of a shopping guide, may be broadcast at a time, not later than 9 pm (local time), to be approved by the Board.

34. Any broadcasts with dialogue containing dramatized voices must be avoided;

35. There should be no pretence that any persons other than the actual spokespersons are participating in the broadcast. This is particularly important, and may be made from speeches or statements of politicians or other well-known people.

In all cases it must be clearly stated that it is a quotation and no impression must be given that the person quoted is actually making the announcement.

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Compliance with the election provisions of the Broadcasting and Television Act 1942-56 will also meet satisfactorily the requirements of the Electoral Act.
PART IV: RECORDED COMMERCIAL ANNOUNCEMENTS

The following procedure will apply in respect to recorded commercial announcements for broadcasting by commercial stations:

1. All recordings for distribution among stations must be submitted for approval to the office of the AFCS in Sydney or Melbourne.

2. If approved as being in accordance with standards of broadcasting requirements, such recordings will be filed by the Federation and an undertaking is given that the recordings will be distributed for broadcasting.

3. Such recordings must be accompanied by a copy of the script recorded on each disc and such script must include all particulars relating to sound effects used, name of advertiser or advertising agency, and the text of the advertisement that has been submitted to the advertiser or advertising agency as soon as possible.

4. Where approval is required in respect of any medicine as required under the provisions of the Australian Broadcasting and Television Act 1922-1923, or any advertisement for talk under any legislation or authority, the obtaining of such approval shall be the responsibility of the advertiser or the advertising agency.

5. In order to ensure that recordings are in accordance with standards of broadcasting requirements, it is recommended that advertisers or advertising agencies submit to the Federation the script proposed to be recorded, including sound effects, before such recordings are made.

6. Recordings which contravene these standards of broadcasting requirements of the Federation shall not be approved by the Federation for acceptance for testing, and the responsibility for complying with such standards shall rest entirely with the advertiser or advertising agency.

7. These provisions regarding recorded commercials shall also apply to commercial announcements incorporated in recorded entertainment programs or features.

8. In cases where large numbers of recorded entertainment programs are involved, this ruling will be met if the 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.

9. If the text of such commercials is approved by the Federation, one copy will be returned duly stamped to that effect, together with the required number of seals for the disc involved which the advertiser or advertising agency must ensure are properly fixed to each recording before despatch to stations, subject to the approval being renewed if any undertaking given to the Federation is not fulfilled or if 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.

WORDEAGE AND DURATION OF COMMERCIAL ANNOUNCEMENTS

Counting of words:

- A telephone number counts as one word.
- 5 to 10 words counts as one word.
- 11 to 29 words counts as one word.
- 30 to 69 words counts as one word.
- 70 to 100 words counts as one word.
- 101 to 200 words counts as one word.
- 201 to 300 words counts as one word.
- 301 to 500 words counts as one word.
- 501 to 750 words counts as one word.
- More than 750 words counts as one word.

Place name count as one word:
- eg. Double Bay, South Australia, New South Wales (one word).
- eg. George Street (one word).
- Places count as two words.
- Live announcements:
- Any recorded announcement may be identified on the top right hand corner of the announcer, the category of the announcement, and the number of words supplied by the advertiser or agency, eg.
- Category-100 words.
- Actual count-98 words.
- Announcements of 25, 50 and 100 words must not contain any more words than stipulated in the category; while one minute announcements must not contain more than 60 seconds, inclusive of all music and/or sound effects.
- All charge in wordage will be charged for at the next highest rate, bearing in mind that the AFCS has established a 2 minute rate.

RECORDED ANNOUNCEMENTS

All copy furnished to the Federation should carry, on the top left hand corner of the category of the announcement and the actual count of the words used.

25-word announcements: 25-word announcements must not exceed 30 seconds in total duration, which period will include all music and/or sound effects.

50-word announcements: 50-word announcements must not exceed 1 1/2 minutes in total duration, which period will include all music and/or sound effects.

100-word announcements: 100-word announcements may not exceed 3 minutes in total duration, which period will include all music and/or other sounds.

One-minute announcements: 1-minute announcements must not exceed 60 seconds in total duration, which period will include all music and/or other sounds.

RECORDED COMMERCIALS WITH LIVE TAG:

Tag: Any recorded announcements that require the addition of live copy spoken by station personnel will be charged in accordance with the rates for the appropriate wordage, and the recorded announcement is reduced to permit the addition of the spoken copy, without exceeding the total wordage and/or time ordered, i.e., a 35-word announcement requiring the addition of a tag-line of five words must be limited to 30 words in the recorded portion of the announcement and must complete the advertisement exceed 35 seconds.

SPONSORED SESSIONS

The permissible length of copy for sponsored sessions will be as specified in the Standard Order Form, namely:

<table>
<thead>
<tr>
<th>M INUTES</th>
<th>WORDS MAXIMUM</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>100</td>
</tr>
<tr>
<td>10</td>
<td>200</td>
</tr>
<tr>
<td>15</td>
<td>250</td>
</tr>
<tr>
<td>20</td>
<td>300</td>
</tr>
<tr>
<td>30</td>
<td>500</td>
</tr>
<tr>
<td>60</td>
<td>1200</td>
</tr>
</tbody>
</table>
In accordance with the provisions of section 16 (3) (d) of the Broadcasting & Television Act 1942-1956, the Australian Broadcasting Control Board determines that the following standards shall apply to the broadcasting of advertisements in the program of a commercial broadcasting station on any day other than Sunday:

1. In these standards the expression “advertising matter” includes all words relating to goods or services, whether in the form of a direct announcement, a slogan, a description, or any other identifiable reference, together with all music and sound effects associated with such words.

2. In sponsored sessions not exceeding 15 minutes in duration, the time devoted to advertising matter should not exceed the following periods:

<table>
<thead>
<tr>
<th>Duration of sponsored program</th>
<th>Maximum duration of advertising matter</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 min.</td>
<td>1 min.</td>
</tr>
<tr>
<td>7½ min.</td>
<td>1 min. 30 sec.</td>
</tr>
<tr>
<td>10 min.</td>
<td>2 min.</td>
</tr>
<tr>
<td>15 min.</td>
<td>2 min. 30 sec.</td>
</tr>
</tbody>
</table>

3. In sponsored programs of 30 minutes duration or longer, the total time devoted to advertising matter should not exceed a period calculated at the rate of 2 minutes for each 15 minutes or part thereof.

4. Direct advertising announcements should be distributed at reasonable intervals throughout any program period set aside for the broadcasting of such announcements, having regard to the entertainment or service provided in the remainder of the period.

5. The following standards should be observed for direct advertising announcements and time purchased for announcements only:

<table>
<thead>
<tr>
<th>Type of announcement</th>
<th>Maximum time or words permitted for complete presentation of announcement</th>
</tr>
</thead>
<tbody>
<tr>
<td>≤ 25 words</td>
<td>15 sec.</td>
</tr>
<tr>
<td>≤ 50 words</td>
<td>25 sec.</td>
</tr>
<tr>
<td>≤ 100 words</td>
<td>45 sec.</td>
</tr>
<tr>
<td>110 words</td>
<td>1 min.</td>
</tr>
<tr>
<td>≥ 140 words</td>
<td>1 min. 30 sec.</td>
</tr>
</tbody>
</table>

6. Direct advertising announcements may be broadcast in groups if:

   - Each announcement complies with these standards;
   - Not more than three announcements, or three announcements plus an advertising slogan of not more than twelve words, are included in any group; and
   - No group exceeds one and one-half minutes in duration.

7. Not more than 30 per centum of any program period during which direct advertising announcements are broadcast may be devoted to advertising matter; and not more than 18 minutes may be so occupied in any period of 60 minutes.

8. The preceding paragraphs do not apply to advertising matter which is broadcast in the form of a service program such as a shopping guide or programs consisting of market reports or service matter, provided that the total time devoted to such programs does not exceed nine hours in any one period of seven days.

9. This determination shall take effect on and from the first day of September, 1954.
TELEVISION PROGRAM STANDARDS

Drawn up by the Broadcasting Control Board and in force as from July 1, 1956.

GENERAL PROGRAM STANDARDS

1. These Standards set down the requirements which the Board considers necessary for the production of programs that are suitable for transmission, and which should be treated with discretion. If programs do not meet these requirements, they may not be broadcast. The Board will, if necessary, refuse to license any broadcasting organization and will take other action as it thinks fit to ensure that the requirements of these Standards are observed.

2. All programs should be selected with care, and the steps necessary for their production should be taken. Programs containing material that is harmful or likely to be harmful to the public interest should not be produced. The Board may order any broadcasting organization to withdraw from transmission any program that it believes may be harmful to the public interest.

3. Programs should be selected to ensure that they are suitable for the audience that is likely to be viewing them. Program material should be selected to ensure that it is suitable for the age and sex of the audience. Programs that are unsuitable for children should not be transmitted between the hours of 6.00pm and 8.00pm.

4. The Board may order any broadcasting organization to withdraw from transmission any program that it believes is unsuitable for the audience that is likely to be viewing it. The Board may also require any broadcasting organization to make any amendments to a program that it believes may be harmful to the public interest.

5. Programs should be selected to ensure that they are suitable for the audience that is likely to be viewing them. Program material should be selected to ensure that it is suitable for the age and sex of the audience. Programs that are unsuitable for children should not be transmitted between the hours of 6.00pm and 8.00pm.

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8. The Board may order any broadcasting organization to withdraw from transmission any program that it believes is unsuitable for the audience that is likely to be viewing it. The Board may also require any broadcasting organization to make any amendments to a program that it believes may be harmful to the public interest.

9. Programs should be selected to ensure that they are suitable for the audience that is likely to be viewing them. Program material should be selected to ensure that it is suitable for the age and sex of the audience. Programs that are unsuitable for children should not be transmitted between the hours of 6.00pm and 8.00pm.

10. The Board may order any broadcasting organization to withdraw from transmission any program that it believes is unsuitable for the audience that is likely to be viewing it. The Board may also require any broadcasting organization to make any amendments to a program that it believes may be harmful to the public interest.

11. Programs should be selected to ensure that they are suitable for the audience that is likely to be viewing them. Program material should be selected to ensure that it is suitable for the age and sex of the audience. Programs that are unsuitable for children should not be transmitted between the hours of 6.00pm and 8.00pm.

12. The Board may order any broadcasting organization to withdraw from transmission any program that it believes is unsuitable for the audience that is likely to be viewing it. The Board may also require any broadcasting organization to make any amendments to a program that it believes may be harmful to the public interest.

13. Programs should be selected to ensure that they are suitable for the audience that is likely to be viewing them. Program material should be selected to ensure that it is suitable for the age and sex of the audience. Programs that are unsuitable for children should not be transmitted between the hours of 6.00pm and 8.00pm.

14. The Board may order any broadcasting organization to withdraw from transmission any program that it believes is unsuitable for the audience that is likely to be viewing it. The Board may also require any broadcasting organization to make any amendments to a program that it believes may be harmful to the public interest.

15. Programs should be selected to ensure that they are suitable for the audience that is likely to be viewing them. Program material should be selected to ensure that it is suitable for the age and sex of the audience. Programs that are unsuitable for children should not be transmitted between the hours of 6.00pm and 8.00pm.

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17. Programs should be selected to ensure that they are suitable for the audience that is likely to be viewing them. Program material should be selected to ensure that it is suitable for the age and sex of the audience. Programs that are unsuitable for children should not be transmitted between the hours of 6.00pm and 8.00pm.

18. The Board may order any broadcasting organization to withdraw from transmission any program that it believes is unsuitable for the audience that is likely to be viewing it. The Board may also require any broadcasting organization to make any amendments to a program that it believes may be harmful to the public interest.

19. Programs should be selected to ensure that they are suitable for the audience that is likely to be viewing them. Program material should be selected to ensure that it is suitable for the age and sex of the audience. Programs that are unsuitable for children should not be transmitted between the hours of 6.00pm and 8.00pm.

20. The Board may order any broadcasting organization to withdraw from transmission any program that it believes is unsuitable for the audience that is likely to be viewing it. The Board may also require any broadcasting organization to make any amendments to a program that it believes may be harmful to the public interest.
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 the lives of people than they actually do.

The following in particular should be avoided:

- Torture or suggestion of torture; barrier or unique suspense; the use of the supernatural or superstition so as to arouse anxiety or fear; or other matter likely to lead to emotional or physical disturbances in children (e.g., hysteria and nightmares).
- Dramatic action should not be over-emphasized, 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 over-stimulated 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 act of correct speech and pronunciation, and slang and incorrect English should be avoided, and programs should be watched, 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 those 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.

In programs specially dedicated to children, custody 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 serve the importance of mutual respect of one man for another, and should emphasize the desirability of fair play and honorable behavior. Cowardice, murder, deceit, selfishness and disrespect for law must be avoided in the treatment of any character presented in the light of a story.

- Programs in which children appear as actions, particular attention should be directed to avoiding the possibility of encouraging programs to "show off" in front of the studio or home audiences.

- Cautions 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 foster an appreciation of such cultural pursuits as music, painting, ballet, the theatre and literature,
- To encourage interest and active participa-

16. Programs Unsuitable for Adolescents.- Certain types of programs either because of the nature of the theme, 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 selected 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:

(a) Unrestricted for television. (Symbol "U");
(b) Not suitable for children. (Symbol "A");
(c) Not to be televised before 8.30 pm. (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 programs, as detailed in paragraph 13. Programs so classified may be presented during periods in which those standards apply. Programs classified as "Not to be televised before 8.30pm" (AO) are those in which references are made in paragraph 16.

TELEVISION OF RELIGIOUS MATTER

18. Section 112 of the Broadcasting and Television Act 1942-1956 provides that--

"A licensee shall ... not telecast 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 not telecast any religious matter (other than sponsored religious matter)--"

- Time should be allocated among the various Churches and denominations as far as practicable.
- 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 the lives of people than they actually do.
- 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, heroism, love and sacrifice which are 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.
TELEVISION OF POLITICAL MATTER

26. Sections 116 and 117 of the Broadcasting and Television Act 1942-1956 provide, in relation to commercial television stations, that:

116.-(1) a licensee shall not televisualize a dramatization of any political matter which is then current or was current at any time during the last five preceding years.

117.-(1) In this section—‘election’ means an election of a member of either House of the Parliament for which the election is being held at the time of the last meeting before the election period.

(2) If the speaker is not the author of the address or statement being submitted to the election, ‘address or statement’ 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 more than one hundred words or less 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 Postmaster-General notes for the guidance of persons concerned with the preparation of announcements.

PROGRAMS CONTAINING MATTERS OF A MEDICAL NATURE

21. Section 112 of the Broadcasting and Television Act 1942-1956 provides that a licensee shall not televisualize a medical subject unless the text of the subject has been approved in writing by the Director-General of Health, or by a medical officer in a State to whom the Postmaster-General has delegated this power, or, on appeal to the Postmaster-General, the Director-General of Health has issued notes for the guidance of persons concerned with the preparation of announcements.

NEWS AND NEWSREEL PROGRAMS

22. A station which undertakes to provide a news or newsreel service should observe the following principles:

(1) News should be presented accurately and impartially.

(2) Each news session should be well-balanced and reasonably comprehensive.

(3) Commentary and analysis should be clearly distinguished from news.

(4) Material describing, commenting on, or advocating the policies of a political party to which a candidate at an election belongs shall not be included in the contents of a news bulletin or newsreel.

(5) Material commenting on, stating or inquiring into a political subject unless the text of the material has been approved in writing by the Director-General of Health, or by a medical officer in a State to whom the Postmaster-General has delegated this power, or, on appeal to the Postmaster-General, the Director-General of Health has issued notes for the guidance of persons concerned with the preparation of announcements.

TELEVISION OF SPORTING EVENTS

23. Section 119 of the Broadcasting and Television Act 1942-1956 provides that a licensee shall not televisualize a sporting event or other entertainment held in Australia, after the commencement of this section, in a place to which a licence for admission, is 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, or sporting event 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 1901-1915, and such conversations, whether on wire or radio circuits or both, may not be included in any televised 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 11 of the Broadcasting and Television Act 1942-1950). It is, however, permissible to transmit certain messages, under certain conditions, without contravention of the relevant statute. The Board, in conjunction with the Postmaster-General's Department, has determined the conditions to be as follows:

- Urgent messages to persons who are present on a television station for the purpose of accepting and transmitting messages or information of a personal nature relating either to himself or to an individual listener, the message containing words in a foreign language should be translated into English; and
- where it is unavoidable to use one or more foreign languages in the course of a program, the names of winners should be released as soon as possible after the closing date for the contest. The conditions of all contests must meet the requirements of Federal and State laws.

CONTESTS

26. 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 unfairly on chance.

27. All rules and conditions of contests, including commencing and closing times, should be clearly and fully announced as required by section 25 of these Standards.

28. No program should be based on the exchange of letters, or on words or numbers which correspond to any chance in the ability of a preselected person to win on the basis of ability and skill.

29. All advertisements soliciting business for contests must offer the opportunity for any person viewing the program to win in English; and
- programs containing the contest or for other educational purposes, may include matter in foreign languages where necessary; and
- the use of foreign languages should be permitted where it is considered to be in the interest of a reasonable proportion of viewers of the station concerned.

Advertisements soliciting business concerning contests which constitute substantial prizes should be included in any televised program unless, in special circumstances, permission has been granted by the Board in consultation with the Postmaster-General's Department.

USE OF FOREIGN LANGUAGES

30. 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 notice to the public of the opportunity for any person to win.

31. Where a program is recorded in advance of the date of the contest, and there is adequate opportunity for any person to win, the conditions of all contests must meet the requirements of Federal and State laws.

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- where it is unavoidable to use one or more foreign languages in the course of a program, the names of winners should be released as soon as possible after the closing date for the contest. The conditions of all contests must meet the requirements of Federal and State laws.
ADVERTISING TIME STANDARDS

33. For the purpose of calculating the time occupied by advertising matter, the following standards are to be applied:

All advertisements for goods and services whether by means of words or visual presentation or with, and whether in the form of direct advertisements, 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 sound effects (including music) associated with such advertisements.

WEEK-DAY ADVERTISING

1. The following time standards apply to the televising of advertising matter by a com-
In commercial television stations on any day except Sundays, Christmas Day and Good Friday.

38. In programs which are sponsored either by sex advertiser or by several advertisers jointly, the time devoted to advertising matter should not exceed the following periods:

(a) In programs exceeding 15 minutes in duration, a period calculated at the rate of one minute and a half minutes in each 15 minutes of program time should not exceed the following periods:

- For a single advertising announcement occupying the full period, or for several shorter announcements, at the discretion of the licensee.
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39. In each sponsored program the periods devoted to advertising matter may not exceed one minute in each 10 minutes of program transmission time.

40. In sponsored programs exceeding 15 minutes in duration, the following sub-paragraphs may be used either for single advertising announcements occupying the full period, or for several shorter announcements, at the discretion of the licensee.

(a) Spot advertisements may be included in "announcer's program", which are designed to announce individual advertisements, at the rate of one minute of advertising matter in each period of five minutes. Such advertisements should be spaced so that no period of consecutive advertising exceeds two minutes. Spot advertisements may be of any duration up to two minutes.

(b) 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 purpose of this paragraph the brief announcement or visual presentation of a sponsor's name and address at the beginning or end of a program is not regarded as an advertisement.

41. 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 obscure program interest or entertainment. "On Camera" shots of this nature should be avoidable.

42. Programs should not be selected 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.

43. 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.

44. Programs relating to medicines and medical or toilet preparations should be kept within the bounds of good taste, and advertisements of goods and services relating to personal hygiene, unreasoning, and the like should be avoided.

45. In addition to the general provisions of these Standards the following special provisions apply to the televising of advertisements on Sundays:

(a) In the application of this paragraph, the expression "advertising matter" does not include a brief announcement or visual presentation of a sponsor's name and location 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 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 relating to any single article or service shall not exceed two in any period of 15 minutes.

(c) The intervals between advertisements, whether within the framework of one program or in adjacent programs or periods shall not be less than three minutes.

(d) The price of any article or service shall not be multiplied more than once in each advertisement relating to that article or service.

(e) No advertisements relating to alcoholic liquor shall be televised.

(f) Paragraphs (e) and (d) do not apply to a section 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 35.

(g) 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.

46. Paragraphs 35, 41 and 45 do not apply to programs which take the form of a shopping guide, market information, or similar programs, and to provide a special service to viewers in which advertisements provide an informative and integral part of the program content; thus:

- Such programs should not be transmitted between 7.30pm and 9pm.
- The time occupied by each such program should not exceed 30 minutes at any one time.
- The time occupied by one advertisement per 30 minutes 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

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 selected before spots having regard to the need for maintaining a proper program balance.

ADVERTISING ON CHRISTMAS DAY AND GOOD FRIDAY

48. Section 108 of the Broadcasting and Television Act 1942-1946 provides that a licensee shall not telecast 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 Director-General to review any decision of the Director-General of Health or of the Deputy Director-General.

49. The Director-General of Health has issued notes for the guidance of licensees and advertisers on this subject.

MEDICINE ADVERTISEMENTS
MEDICAL ADVERTISING

Notes issued by the Commonwealth Director-General of Health for guidance on the preparation of medical advertisements or talks on medical subjects for broadcasting and television purposes.

(This section is also applicable to commercial broadcasting).

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.

(2) A licence 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.

(3) The Director-General of Health may delegate to a medical officer of a State a power under this section to approve the text of an advertisement.

(4) Any such delegation is revocable at will and does not prevent the exercise of a power by the Director-General of Health.

(5) 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 the sections of this Act, which sections are applicable to advertisements, or advertisements relating to a matter which is in any way connected with medical subjects.

Any appeal under this section must be lodged within 7 days of the decision to which the appeal is made.

Experience has shown that considerable difficulties will be avoided if advertisements are prepared in accordance with the following guide to standards for the preparation of medical advertisements or talks on medical subjects for television purposes.

1. No matter shall be included which in any way departs from truth as to the composition, character, or action of a product or method of treatment or its suitability for purposes for which it is recommended. No untruthful implications should be imported into any advertising matter.

2. No description of any proprietary medicine should be used which conveys the suggestion that harm or discomfort may result from the medicine not being used.

3. Where 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.

4. No testimonial given by a foreign doctor should be used in any way so as to imply that the doctor is a British doctor.

5. 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 rank in which this person holds the title.

6. In the case of any testimonial, the person using it may be called upon to furnish the original.

7. Any statement or testimonial given by a doctor in medicine should be accompanied to the advertising matter by the reference to the original publication in which the statement appeared.

8. Any reference to a published statement is used in the manner in which the statement was written without amending or altering the words therefrom in any way so as to imply an authority which the original writer did not contemplate by the original author.

9. When any reference is to a published statement, it must be called upon to furnish the original reference, unless the statement is one commonly known to be issued by the original reference, unless the statement is one commonly known to be published in any article of the profession or culture.

10. Any claim that a product or method of treatment is used or recommended generally by doctors, dentists or hospitals will not be allowed.

11. Any implication that a product or method of treatment is used or recommended generally by doctors, dentists or hospitals will not be allowed.

12. Any reference to a published statement will be disallowed if the passage has been removed from the 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.

13. No manufacturer or distributor of proprietary medicines should without authority use any description or address which may lead persons to believe that the product recommended emanates from any hospital or official body unless the use of such words or expressions is necessary for the purpose specified.

(B) DECENTY AND ETHICS

2. No spoken or pictorial representation may be used which stimulates desire or mental situations involving ailments or sickness or which conveys the suggestion that harmful results may result from the medicine not being used.

3. No advertisement should contain any matter which would lead persons to believe that they are suffering from any serious ailment.

4. Any description of proprietary medicines should be one which departs practically or realistically from talking to bodily ailments which are generally not considered acceptable topics of conversation in mixed social groups.

5. For example, and without limiting the scope, the use of the following words or expressions will not be permitted:

- Deafness, bladders, bad breath, heartburn, phlegm, anything that makes the listener feel uncomfortable.

6. Any implication that a product or method of treatment is used or recommended generally by doctors, dentists or hospitals will not be allowed.

7. Any reference to a published statement will be disallowed if the passage has been removed from the 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.

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13. No manufacturer or distributor of proprietary medicines should without authority use any description or address which may lead persons to believe that the product recommended emanates from any hospital or official body unless the use of such words or expressions is necessary for the purpose specified.
The appearance of a patient implying or testifying to cure of any condition will not be approved.

(2) Truth in Relation to Medical Advertising

The word "cure" or any similar 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 strictly limited.

Advertisements should not contain:

General statements not properly qualified;

Statements directly stating or implying that "all" of a certain group of diseases will be cured by the preparation;

Statements directly stating or implying that "all" diseases are due to a particular cause;

For example—

(3) "All skin rashes and blotches, not over . . . are due to . . . At last they have found the formula", which should not be used.

The word "cure" or any similar 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 strictly limited.

(8) No advertising should contain—

(a) "All skin rashes and blotches, not over . . . are due to . . . At last they have found the formula", which should not be used.

(b) "The self preparation" which will achieve a certain result; "A certain" or "influencing" remedy for any purpose; "Nature's own remedy", "Australia's national remedy; "One cure will immediately . . .", "Never fail . . . The cure for . . . At last they have found the formula".

In the course of any preparation stated to contain cinnamon, a specification, in any advertisement relating to such a preparation, of the particular kind or quantity of the cinnamon in the preparation.

Statements which contain an allusion, when properly qualified, to a number of diseases, may be used, but no attempt should be made to convey the impression that the preparation is one that is "centuries old", "was known to the ancients"—and it is occasionally used by criticisms of various diseases. All these complaints are the direct result of improper eating of foods.

The idea of a preparation which digests that food properly, then you will be perfectly healthy.

Examples of expressions which should not be used are—

The self preparation" which will achieve a certain result; "A certain" or "influencing" remedy for any purpose; "Nature's own remedy", "Australia's national remedy; "One cure will immediately . . .", "Never fail . . . The cure for . . . At last they have found the formula".

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MEDICAL ADVERTISING
ADMINISTRATIVE ARRANGEMENTS FOR GUIDANCE OF ADVERTISERS AND BROADCASTERS

BROADCASTING

All approvals for broadasting scripts will be for a definite period only. The period will be indicated by the Director-General of Health in his approval.

Broadcasting scripts should reach the Director-General at least ten days before the approved date of broadcasting.

Broadcast script must be sent in duplicate so that an approved copy may be returned to the sponsor while the original is held by the Director-General.

Extra copies should not be sent.

Space should be left at the bottom of each page of script in order that any written approval or stamp by the Director-General may be inserted without covering the actual script.

TELEVISION

All material proposed for medical advertising by television will require to be submitted in a manner that allows the relationship of the visual and sound contents one to the other to be clearly understood.

A large proportion of television advertising will be by “stills” or films.

For “stills”, approval may be sought when the preliminary sketches have been drawn or when the slides or artwork are complete.

For films being manufactured in Australia, in view of the preparation necessary and the cost involved, it is suggested that the advertisers might consult the Director-General at the commencement, when little expenditure has been incurred but when the treatment has been decided on and at one or both of the following intermediate stages in the preparation of material if required:-

- When the screenplay shooting script or storyboard has been finalised.
- When the film has been completed but before the sound track has been added.

Films which have been imported into Australia in completed form will of necessity be submitted in that form 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 purpose, will be given subject to the subsequent approval of the Director-General of Health in the terms of this authority under the Act.

In Circular letter No. 28 reference M/1/1 the Broadcasting Control Board advised all concerned that the Director-General of Health had clarified the question whether antiseptics came within the scope of the word medicine, so far as control of such advertising or talks was concerned.

The Board advised that antiseptics in most cases could be regarded as exempt.

However, advertisements for such products as gargles, mouth washes and others for similar purposes should be treated as advertisements relating to medicine.

Such advertisements should therefore not be broadcast unless the text of the proposed advertising matter has been approved in writing by the Director-General of Health.
1. For the purpose of these rules—
(a) "Federation" means Australian Federation of Commercial Broadcasting Stations.
(b) "Management committee" means the management committee of the Australian Federation of Commercial Broadcasting Stations.
(c) "Secretary" means the secretary of the Australian Federation of Commercial Broadcasting Stations.
(d) An "agency" is for the purpose of these rules an advertising service agency who has applied for or has obtained accreditation from the management committee.
(e) A "member" of the Australian Association of Advertising Agencies means a member of any of the bodies affiliated with that Association.
(f) "Station" means a commercial broadcasting station.

2. For the purpose of these rules full powers on behalf of the Federation to issue, withhold and cancel accreditation certificates are vested in the management committee.

3. All applications for accreditation or renewal of accreditation shall be made to the secretary on the form prescribed in the schedule hereto accompanied by a fee of £5 5s, and agencies seeking renewal shall make application not later than the 31st October of each year. Such applications shall be supported by whatever evidence may be required by the management committee that the applicant maintains a properly equipped office, has the necessary financial standing and ability to carry out the undertakings involved in the granting of accreditation under these rules.

4. Applications for accreditation shall be made individually by agencies whether operating as individuals, partners or incorporated companies. In the case of partnerships the application must be signed by all of the partners, and in the case of corporations the application must be signed in conformity with the company's articles of association.

5. (a) The period of accreditation shall be as determined by the management subject to no accreditations exceeding 12 months from the first day of January in each year.
(b) All accreditations in force on the 31st December of each year shall terminate on that date.

6. The management committee may determine that any accreditation shall be of a provisional nature only.

7. A certificate shall be issued by the secretary to the agency accredited.

8. The management committee shall consult with the Australian Association of Advertising Agencies upon all matters affecting the interest of their members under these rules.

9. Before dis-accreditation, any agency, in the event of a direct infringement of these rules, has the right to state its case to the management committee.

10. Accreditation may be withdrawn or withheld by the management committee in the case of an agency—
(a) any principal of which is a salaried employee of an advertiser or
(b) which was created for and is dependent on the advertising and publicity activities of any particular firm or individual.

11. Every accredited agency shall keep the usual books of account, and punctually post up the same so as to be a complete record of all his transactions and affairs, and of all monies paid and received in the course of his business, and shall keep the said books on the premises and permit at all times the Federation, its auditors, servants or agents authorised thereto in writing to examine and report on the said books, and to inspect all contracts and other documents of the accredited agent, and the accredited agency shall at all times furnish all such information as the Federation or the said auditors, servants or agents may require for the purpose of verifying the same or otherwise.

12. No agency shall offer to any advertiser or seek from any station an advantage of 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 authorized to quote.

13. Stations shall pay accredited agencies commission on air time and features at the ruling rates fixed from time to time by the Federation. Not less than two months notice shall be given to the accredited agencies of any variation in the rate of commission. In the event of any variation of commission rates or any variation in advertising rates, such variation shall not apply to existing orders or to bona fide quotations already made by an agency to an overseas client; this arrangement to be subject to the production of evidence satisfactory to the station concerned.

14. Only such agencies as are accredited in
accordance with these Rules shall be eligible or entitled to receive commission.

15. Full commission allowed by the station shall be retained by the agency and shall not be shared with or related to any person, firm or company directly or indirectly and shall be apart from any service fees that may be charged by the agency to the client.

16. The agency shall accept full responsibility for the guarantee of its clients’ accounts in respect of all orders placed by the agency, or on which commission is paid or payable in accordance with the standard terms and conditions of the form of advertising contract issued by the Federation and in addition will be liable jointly and severally with the advertiser in respect of all other moneys that may become payable by the advertiser to the station in accordance with the said standard terms and conditions.

17. No commission shall be payable to or deducted by an agency unless payment of accounts is received by the station within forty-five (45) days of the end of the month following broadcast.

18. In the case of a transfer of an advertising account from one agency to another during the currency of an order, both agencies shall inform the station or stations in writing of the transfer, and the fullest of all obligations of the order shall rest with the agency to whom the contract has been transferred, and all monies payable under the order for which the transferring agency is or could thereafter become liable to the station or stations shall be payable by the agency to whom the contract has been transferred without, however, releasing the transferring agency from its liability to the station or stations under the terms of the contract.

19. No commission shall be payable on landlines and other out-of-pocket expenses.

20. An agency shall not sub-let station time of its principal in any form nor shall time be made the subject of a rebate of goods, indirectly or otherwise. Distributing agencies or others are not permitted to advertise the goods of several manufacturers or business houses under one order without the approval of the station.

21. The agency shall conform strictly to the Federation’s Standards of Broadcasting Practice and to the standards laid down from time to time by the Australian Broadcasting Control Board, and the individual station’s conditions respecting:
   (a) Program standards
   (b) Policy
   (c) Receipt of copy
   (d) Amount of worth
   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 reorganizing 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 is, at the option of either party, 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 Broadcasting Advisory Report.

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) 7½% 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) 12½% of the amount of station time involved if the agency negotiates and signs the contract, prepares the copy and services the account.
   (iii) 12½% of the value of the features purchased from a station on behalf of a client but which excludes landlines, prize money, or other out of pocket expenses.
corrigenda

Page 160: Cratchley Advertising Agency Pty Ltd's telephone number should read BU 4748 and not BX 4748 as listed.

Page 169: Delete line reading "Proprietor: John Shadwell".
The SIEMENS “2000”

A remarkably new 16mm projector system for silent, optical sound and magnetic sound recording and reproduction operation, built from interchangeable units.

Here are some of the outstanding features of the Siemens . . .

★ Flexibility. The only projector built up of interlocking units to suit your particular requirements — silent, optical sound, magnetic sound, or both.

★ Superb optical system. Gives large, brilliant pictures up to 16ft. 6in. wide (normal commercial cinemas size).

★ Never-dulling of full-length motion pictures. Two projector units are coupled to one amplifier system.

★ Lightweight triple-claw feed mechanism, minimum film wear, absolutely steady image.

★ Attachment available for use of sprocketed magnetic tape—for synchronisation of sound with film.

★ 2,000ft. reels on standard reel arms.

★ Quick and easy changeover to extension arm for 4,000ft. reels.

* Write or clip this advertisement to your letterhead, and we will send you free illustrated booklet with full details of the famous Siemens “2000” Projector.

HANIMEX

Standard optical sound projector with 5 Watt amplifier, 10 Watt 12in. speaker and carrying cases. Prices on application.

Siemens Projectors are part of the large range of quality photographic products distributed by HANIMEX PTY. LTD., 12 King St., SYDNEY. And at Melbourne, Brisbane, Adelaide and Perth.
Most of the really big names in radio are connected with...