

# The Richmond River Story 1964

## Supplement to The Northern Star

Saturday, August 15, 1964

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# Attention focussed on practical decentralisation

PROGRESS in any district must be primarily measured by effort at every level to give security in the economy which exists and, through a proper use of resources, makes potential a direct reward for practical enterprise.

In presenting the second of its reviews of the deeds and ambitions of the Richmond River, "The Northern Star" believes the supplement—a record for a provincial newspaper—will, by examples of achievement and prospects, turn attention to decentralisation in practice.

None will claim the potential is near attainment. The promise of what can come is true of the Richmond's primary and secondary industries, commercial enterprises, education levels, transport and communications facilities, civic amenities and project participation, tourism and the district appeal for those both here and likely to come.

Over this broad range of district development, the potential is no more than the logical ultimate of what has been commenced and planned. The Richmond has everything for a full living by a heavily expanded population.

### Wide range

The range embraced by the supplement does not reflect spectacular development since the first Richmond River Story was published a year ago. But that is not the test. There has been a further, and significant, stirring of interest in what the district is doing and what it has to offer. The momentum is increasing—

- An English investment company has pledged a stake of £100,000 in its Lismore enterprise.
- A capital city company paid more than £200 a foot for property in Molesworth Street.
- A new industry to employ 100 men by Christmas has been established.
- Expenditure of more than £300,000 has been made or approved for established food-handling industries in Lismore, Casino and Ballina.
- Engineering and shipbuilding works have specialised products which have attracted world-wide customers.
- Construction firms have been awarded contracts as high as £1,000,000 in two States and New Guinea.
- Works completed or planned in Lismore have cost £2,500,000.
- Canadian and Hong Kong outlets have been established for Lismore-made clothing.
- Casino industry, started in January, has doubled its employment.
- Norco Co-op. Ltd. has "decentralised" with a £500,000 factory in Brisbane.
- In the primary industries, sugar acreages have been heavily increased as part of the national boom; dairying realisations are 3d lb. higher commercial butter than a year ago.
- First steps for the Richmond Valley Development Association towards a fuller use of water resources have been endorsed by the Minister for Agriculture.
- Research at Wollongbar and Terranova has opened prospects of extraordinary promise for the use of tropical legumes and grasses.
- In the communications field the Australian Broadcasting Commission supplements Richmond-Tweed TV Ltd. for television media.

### Barometer

A survey by the Northern Rivers County Council relates the present and the future through its records of power supplies. "The rate of increase," says the council, "indicates the loading in the Northern District is doubling every nine years."

The council's supply can be fairly accepted as a barometer of district effort and development—in the last year the heavy increase in consumer demand included nearly 5,000 horsepower of new motors. Every aspect of the Richmond economy must be improved if the potential is to become something more than whistling in the dark. Dormancy can only keep the promise alive; a weakening of any facet is a weakening of the whole.

### Economy key

The primary industries remain the economic key to district well-being. The dairy industry, during the last year, received a total pay that was 10 per cent higher than the previous year.

In the year to June 30, the Richmond butter production was 14,250 tons, which was about 300 tons higher than in the previous year. Trends indicate there will be a further increase in the total output to be received in the series of years from consolidation realisation.

### Potential

The Standard Research Institute recently stated in a decentralisation survey: "Development is not possible unless there is something to develop. . . . Private enterprise will move into the district only if there is something to develop."

The Richmond has everything for a full living by a heavily expanded population. The challenge exists only in improvement.

### Division of Industrial Development and Decentralisation

The district, most densely settled provincial area away from Newcastle and Wollongong, is two hours from the Gold Coast. Two State Highways, Pacific and Bruxner, pass through the district, with Ballina on both.

The highways are linked with the tourist appeal of the area. Heavy expenditure has continued on reserves, motels and the development of coastal resorts and inland towns. Tourist bureaux, subsidised by the Government, operate in Lismore and Ballina.

Significant progress in the field of communications has been made with the completion of the Lismore-Sydney microwave telephone link and the Brisbane-Lismore coaxial cable.

These two major developments have given the Richmond district generally, and Lismore in particular, new and important status in the rapidly-expanding nation-wide chain of communications systems being established by the Commonwealth Government.

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In the year to June 30, the Richmond butter production was 14,250 tons, which was about 300 tons higher than in the previous year. Trends indicate there will be a further increase in the total payment to be received in the series of pays from equalisation realisations. A £500,000 additional pay will be made next month.

The Richmond turnover in the industry exceeds £10,000,000 annually.

The £4,000,000 beef industry has been able to sustain its national role through a prompt official acceptance of its facilities to meet the rigid standards laid down by U.S.A. authorities.

Acreage assignments are being expanded in line with the boom for Australian sugar on world markets.

The pattern for the Richmond development sets a target of 44,000 tons of sugar by 1967. The previous record was 26,746 tons in 1962.

The impetus to the industry in the Lower Richmond is being currently reflected in the clearing and preparation of many hundreds of acres of land for planting this season. The expansion involves growers already linked with the industry and 50 others, who will be sharing the North Coast's fastest primary industry expansion.

The Colonial Sugar Refining Co. is also developing its crushing capacity at Broadwater to a peak of 95 tons of cane an hour.

Tropical fruits are worth more than £1,000,000 annually; fishing and prawning are attracting larger fleets at Evans Head, Ballina and Brunswick Heads.

Expansion in the fishing industry has been accompanied by a striking increase in the number of trawlers being built. At Ballina, seven were being constructed in recent weeks.

The industries are on the move.

Research centres at Alstonville for tropical fruits and cattle tick control and at Wollongbar for animal nutrition have framed studies which could revolutionise district practices—and returns.

The emphasis on tropical legumes and grasses through Government and private enterprise studies will undoubtedly change the pattern of the district's basic industries.

The year of change is 1964 as the hope which qualified so much research has been translated into firm recommendations.

Their application to the North Coast dairying and beef industries is to be demonstrated by a total of 50 plots in the five agricultural areas. The

legumes and grasses will be cultivated in a variety of soil types, the range of which is expected to provide a full example to the district of the benefit to management, and returns, of a practical application of the findings of research.

These achievements of practical farm study are also to be demonstrated in two other vital fields. A pilot plot is to be set up on a run-down farm area to prove the value of farm water storage, contour planning and other measures of conservation.

The third demonstration aims at establishing the benefit to selected pastures and crops of quicker drainage through the flood mitigation works of the Northern Rivers County Council. The Valley projects have involved £450,000, of which more than £200,000 was spent in the last year.

## Potential

The Stanford Research Institute recently stated in a decentralisation survey: "Development is not possible unless there is something to develop. ... Private enterprise will move into financially attractive opportunities ... there will be little settlement unless the facilities are provided and the incentives offered whereby manufactures rather than materials are exported."

The supplement establishes without qualification "there is something to develop."

District industry has left no doubt that the economy, resources and labour capacity of the Richmond can match any competition in price and quality. The repeat orders and widening lists of national and international customers provide the example for other enterprises.

"The Northern Star" is confident the potential exists for tremendous expansion. The merit of the example exists whether there is a dependence upon the area's raw materials or on the products which can be brought to the manufacturer and prepared for district and distant markets.

## CHARTER FOR DEVELOPMENT

*"The greatest problem in the world today is the production of food and the greatest limiting factor to food production is the shortage of fresh water. This applies to crop and animal production ... There is hardly any part not short of fresh water for agriculture at some time."—Professor J. R. A. McMillan, Dean of Faculty of Agriculture, University of Sydney.*

### Unity bridges gaps for progress

Application of the broad charter of the Richmond Valley Development Association has been one of the significant changes in 12 months of the River story.

The association, only a few months old when the first Story was published, has become an organisation with official recognition as an authority with a community voice.

It is an important new status in top-level dealings for district welfare. It accepts, in a practical way, the need for self-help to be hand-in-hand with departmental responsibilities.

When the association was formed its pattern for community and official appeal sought to bridge major gaps operating against the smooth flow of district progress. —

- Apathy and parochialism at the community level.
- Tragedy of water wastage followed by shortages and drought.
- No official assessment of district potential.
- No survey knowledge of the Valley scope for water conservation — farm dams, stream weirs, irrigation or major storage.
- Community effort working in co-operation and collaboration with political representation.

Highlight of the first full year of establishment has been the extraordinary representation of interests within the district and central structure of the association.

### Major value

But while the response has achieved a breaking down of apathy and parochialism, its immediate value was most strikingly reflected in the visit to the area by the Minister for Agriculture, Mr. Enticknap, and his senior departmental specialists to meet the association last month.

It was unique departmental recognition of community enterprise.

While the principal commitments by the Minister dealt primarily with the development of farm water storage, assurances were received to give full encouragement to the association in pressing its aims for a survey of the valley storage and economy.

The clipping features a main headline "CHARTER FOR DEVELOPMENT" and a sub-headline "Unity bridges gaps for progress". It includes a quote from Professor J. R. A. McMillan about food production and water shortage. There are several smaller articles: "Ask for water surveys", "Richmond developing new spirit of enterprise — Premier", "Cow's water use", and "Potential to help". The clipping is dated August 11, 1964.

The farm water storage methods recommended by the minister will be helped by low-interest loans for 15 years. The help has been always available in the plan of working for the farm water branch of the Conservation and Irrigation Commission, but agricultural extension emphasis has been insufficient to emphasise its advantages.

### Cow's water use

The extraordinary advantage to be gained from irrigation and farm conservation was recently reviewed by a national authority, Mr. H. J. Geddes, who said that while a cow may drink 10 to 12 gallons of water daily, it took at least 160 times as much water to grow her daily food as it did to satisfy her thirst.

He said also there was not much scope for originality in the methods of saving water on the farms as the principles were established many centuries ago.

The two comments provide a complete background to the conservation aspects of the association's charter. They express simply a basic weakness in farming in an area where there is a total dependence on the right quantities of rain falling at the right time.

The association's Master Plan presented to the Minister, and backed by the surveys of district members, showed production increases by irrigation of more than 300 per cent on some farms in the Kyogle and Casino districts.

In the cycle of seasons, there have been only two years in the last decade when it was not necessary to use irrigation. Lack of water storage on some occasions forced irrigation to be abandoned because the creek source of supply was dry.

### Priorities

The emphasis on the association charter has fallen on water storage only because it places first things first.

Its blueprint for Valley development is wide enough to embrace combined representations on any aspect which may be retarding primary and secondary industry growth in the district.

At the start of the association's work there was a clear doubt, both inside and outside its organisation, whether parochialism and apathy could be overcome.

It was felt that these weaknesses in a full picture of valley effort occurred largely because little or no attempt had been made to bring those people together in a single organisation.

The association has formed regional committees at Casino, Kyogle, Mid Richmond, Nimbin and Lismore in the last 12 months — a distinctive advance in the Richmond River Story.

They are thoroughly representative of commercial, civic and farming interests in each area. The association's central committee has brought them together as a community cross-section that is more representative and responsible than that attained by any other group in the past.

### Potential to help

The potential of the association to help the valley's primary production has been fully and directly accepted by the Northern Co-operative Meat Co., Casino Dairy Society Ltd. and Norco Co-op. Ltd. It has been equally significantly endorsed by membership of the Conservation and Irrigation Commission.

They have each stated there is a job to be done for Valley development and accepted that the community-level approach, with its acceptance of self-help, is the key to Valley effort and the strength to present the necessary claims fairly to the respective departments.

The association is non-political, but seeks to be strong enough to demand attention by the district's political representatives.

It regularly advises them of its objectives and discussions and has frankly acknowledged the assistance it received from the Minister for Lands, Mr. Compton, in planning the presentation of the Valley blueprint to the Ministerial party last month.

The president of the association, Mr. C. A. Small, said yesterday: "In the Richmond River story last year I stated 'the general purpose is to bring the Valley together as a united force willing to fight for its development'.

### United force

"We feel we have made great progress towards this aim. Our committees have extended on a scale that reflects the community consciousness of the waste that is continuing with our district heritage.

"More important, our voice has become strong enough to express that concert to the authorities who can do most about it."

[Picture] This is the proposed storage area for an upstream dam at Terania Creek submitted by the Richmond Valley Development Association as a "layman's plan" to the Water Conservation and Irrigation Commission.

The dam is one of two on which flow and storage investigations were made by the association with a civil engineer, who is experienced in water storage and irrigation works. The second is Tuntalble Creek.

It has been estimated that the storage of both Terania and Tuntalble Creeks could satisfy the water supply needs of 200 farmers.

Two dam sites are regarded as suitable on Tuntalble Creek. One is at the falls cattle dip and the second is at the school.

Both sites would approximate the same storage.

In the layman's case prepared with the proposals it is claimed the dams will store water in areas that are serving no useful purpose. No farm land would be inundated.

The survey disclosed that leakage and erosion would be at a minimum level due to the hard rocky sides and bottom of each stream.

On both the Tuntalble and Terania Creek storages, land suitable for water usage would commence almost immediately below the proposed dam sites.

The two streams meet at The Channon and wind to Lismore through miles of first-class farming lands.

On Terania Creek one dam site is near the last house at the top of the creek (photo) and second is at the concrete causeway.

Earth dams approximately 50 feet high would store approximately 5,000 acre feet of water. The storage capacity with the perennial flow would yield approximately 10,000 acre feet of water.

The total holding capacity at the proposed four sites would be approximately 20,000 acre feet. The estimated flow of water would give an estimated total storage and perennial flow of 40,000 acre feet.

The survey adds: Authorities suggest the minimum economical acreage for irrigation is 10 acres and that each acre of land requires approximately one acre foot of water per annum.

It was estimated that with storage and perennial supply, sufficient water could flow from the dams for 200 farms each irrigating 10 acres.

### Ask for water surveys

In the last month applications for farm water surveys in the Richmond Valley have doubled the total of 70 which had been received in the previous 16 years.

The sharp boost in farm interest in water usage followed three major developments.

- Acceptance by the Richmond Valley Development Association of farm water supplies as an essential beginning to other water usage development.
- Announcement by the Minister, Mr. Enticknap, of loans at 4½ per cent. interest for 15 years for farm storage.
- Announcement by conservation engineers that almost every Richmond farm had some potential for water storage.

The terms announced by Mr. Enticknap were not new. With provision for applying to 90 per cent. of an approved farm scheme, they had been available since 1946. A farm survey by a Commission engineer is free for one day, which is usually long enough to complete the investigation.

The Commission, in a review of the operation of its scheme, states: "Since 1946 a good deal has been accomplished by way of conserving water, providing irrigation and installing stock and domestic water supply reticulation on individual properties and groups of farms, to the considerable benefit of the landholders concerned and to the primary production of the State as a whole."

The earth dam is the most common form of surface water storage. They have been constructed in various forms by various means since farming began.

The Commission points out that in considering water supply provisions for stock or irrigation purposes, an important factor is water requirements:—

- How much is necessary to safely carry out a project?
- What can be expected from a certain catchment?
- How often will it fill?
- Allowance for irrigation of certain areas with various crops.
- Allowance for evaporation and seepage losses.

## Richmond developing new spirit of enterprise - Premier

Community participation is essential in meeting development problems, according to the Premier, Mr. Renshaw.

And there are heartening indications of a growing awareness of this need, he says.

Mr. Renshaw, who is also Minister for Industrial Development and Decentralisation, as well as Treasurer, says the Government is convinced that only through partnership of Government and community interests will maximum regional advancement be achieved.

He says: "One of the most encouraging signs of a new spirit of enterprise that is pervading the north-east corner of New South Wales is the interest of ordinary people in what is being done to plan for the future development of their regions.

"This refreshing attitude is evident in many ways and is reflected in such movements as the formation of the Richmond Valley Development Association, the increased interest of shire and municipal councils, chambers of commerce, progress associations and in the vigorous approach of the Richmond-Tweed Regional Development Committee to its important task.

"Town development committees have been set up in many centres and these are working splendidly to promote the interests of their centres in the number of directions.

"The principal instrument for the implementation of the Government's regional development policy is the Department of Industrial Development and Decentralisation, which has been very active, particularly during the past 12 months, in the Richmond-Tweed and surrounding regions.

The regional officer of the department, whose duties include liaison between regional development committees, other development organisations, councils and his head office, has spent a great deal of his time in the field.

"His activities include coverage of the Richmond-Tweed, New England, Oxley and Clarence regions, so that the inter-related needs of all four regions are given appropriate emphasis in the assessment of development opportunities.

"His knowledge of the potential of the whole north-east section of the State enables him to offer sound advice to the many committees and development groups whose meetings he has attended.

"The department reports activity in the encouragement of established manufacturers to take advantage of Government assistance.

"As a result, a number of firms is expected to expand their operations, which will mean increased employment.

"In Lismore, the city council has acquired land for factories and has formed a secondary industries development sub-committee.

"As a result of the combined efforts of this sub-committee, other local groups and the department, it is expected that several new factories will be established in the coming year.

"In consequence of the Decentralisation Advisory Council's recent report to the Government, a special sub-committee of the Richmond-Tweed Regional Development Committee has been appointed to investigate specific dairy industry problems.

Mr. Renshaw says it should not be overlooked that manufacturing in north-eastern regions is by no means insignificant at present.

The Commonwealth Statistician's reports for 1962/63 show that there are 533 factories in the Richmond-Tweed region employing 4,045 people.

Mr. Renshaw says: Included in this total are many long-established industries which have proved their ability to survive and prosper.

"Industries that have been established during the more recent past are nut chocolate manufacturing at Murwillumbah, peanut processing at Alstonville and Fairy Hill, Easter egg manufacturing and tubular steel furniture making and fish processing at Lismore, rutile mining at Cudgen Creek, the manufacture of rutile mining machinery at Lismore and the manufacture of small-goods at Casino.

"This nucleus of secondary industry is a foundation for the future build-up of manufacturing centres in the northern regions to supply local retail markets worth in excess of £200 million in an area bounded by Newcastle, Walgett and the Queensland border.

"The Government will continue and intensify its efforts to advance the economic and social welfare of regional communities, but the importance of the impetus that vigorous local groups must contribute to regional development promotion cannot be overstressed."

## MARKETS, RESEARCH BOOST DAIRYING HOPES

### • Pattern changes in £10 mill. industry

Influences currently at work are expected to result in profound changes in the dairy industry — backbone of the Richmond River's economy.

These influences promise in the long term to bring the industry to a state of

4 Supplement to The Northern Daily Sunday, August 15, 1964

# MARKETS, RESEARCH BOOST DAIRYING HOPES

## • Pattern changes in £10 mill. industry

Influences currently at work are expected to result in profound changes in the dairy industry — backbone of the Richmond River's economy.

These influences promise in the long term to bring the industry to a state of soundly-based stability, with prospects for a continuance of this stability.

The industry's leaders are confident the factors now affecting dairying trends will ultimately justify their optimism for the future.

While acknowledging the problems facing this £10 million-a-year industry, they point to the many signs of renewed prosperity ahead.

They see the depressed state of the North Coast dairy industry — in contrast to its buoyancy elsewhere — as a man-made problem that can be righted with a determination in the right quarters to act.

Faced with ever-increasing prices for the goods he must use, the farmer has struggled to survive on his low earning rate, which in many cases is below the assessed cost of production.

It is this type of situation coupled with instances, which cannot be denied, of lack of initiative and economic practices on the part of farmers themselves, that has brought the dairy industry to the crossroads.

But, despite the loss of probably 500 dairymen in the last 10 years, new factors are beginning to make the future of the industry on the Richmond River bright with promise.

• With the beef industry—to which dairying has surrendered much of its land areas in the changing pattern of usage—the dairy industry is sharing the prospects of new marketing opportunities, and a resurgence of buying power by former customers.

• Intensive research in the use of legumes to provide feed on a year-round basis will bring an end to reliance on summer-growing grasses, with a consequent "dead spot" in winter.

• Other research tackling the problems of plant and animal nutrition, farm management and improved land usage is aimed at restoring dairying to its full and important place in the district's economy.

• Flood mitigation work now under way, and in the planning stages, will make possible a production increase worth an estimated £642,000 a year.

In addition, losses of £100,000 a year as a result of floods will be prevented.

### NEW PLANT EXTENDS DAIRY PRODUCTS OUTPUT AT CASINO

Introduction of new plant and wide distribution of products are keeping the Casino Co-operative Dairy Society Ltd. in the forefront of the dairy industry's leaders.

The plant — already recognised as one of the best in Australia — has been further modernised with the installation of automatic neutralising equipment and a buttermilk separator, worth a total of about £4,000.

The society's new equipment and changes will be seen completed by a further £100,000 worth of improvements.

The new plant is the result of a long period of planning and construction, and is the largest dairy plant in the district.

The plant is situated on the Richmond River, and is one of the best in Australia.

The plant is equipped with the latest machinery, and is capable of producing a wide range of dairy products.

The plant is expected to be completed by the end of the year.

The plant is expected to be one of the best in Australia.

The plant is expected to be one of the best in Australia.

### CASINO CO-OPERATIVE DAIRY SOCIETY LTD.

MANUFACTURERS OF

- RICHMOND BUTTER
- RICHMOND ICE CREAM
- FULL CREAM POWDER (Small and Bulk Packs)
- SKIMMED MILK POWDER (Small and Bulk Packs)
- BUTTERMILK POWDER (Bulk only)
- HIGH-NUTE CALF MILK POWDER
- FROZEN CONFECTIONS
- PASTEURISED and HOMOGENIZED MILK
- SWEETENED CONDENSED MILK
- ICE

THE SOCIETY CONDUCTS ITS OWN RETAIL STORE

- Enthusiastic endeavours are being made by the Richmond Valley Development Association to bring about full utilisation of the tremendous natural resources of the Richmond.  
The association believes proper management of the valley's water resources could solve many of the main problems now existing.
- Continued and vigorous representations for the right to sell milk in the Sydney Milk Zone are being made.  
A strong case in support of this right has been prepared by the Richmond - Tweed and Clarence Regional Development Committees.

### Milk problem

They claim the present milk marketing system in New South Wales is hampering the development and prosperity of northern areas, and causing a decline in the number of dairy farmers, with a consequent drop in employment in associated industries.

The committees can see no better way of improving the population trend and prosperity of the Far North Coast than improvement in the dairying industry.

The committees are confident that implementation of their recommendations for levelling-out the disparity in Milk Zone and non-zone returns to farmers will restore the dairying industry as a great decentralising factor, increase employment and population and invigorate the whole economy of the area.

A call by the N.S.W. Labor Party's rural conference for Government investigation of certain proposals on supply to the Milk Zone has been regarded as a "major breakthrough."

The three political parties in the State all have declared that something must be done to help the dairy industry, although no definite plans have been announced.

### "Potential"

The Agriculture Minister, Mr. Enticknap, says: "The Richmond region has the potential for expansion in many fields of farming activities.

"Whether such expansion will take place, however, will depend largely upon the adoption by the landholders themselves of sound land-use practices and modern techniques and the full and proper use of the natural resources available—particularly water, which can be stored on the individual properties.

"Officers of the Departments of Agriculture and Conservation stationed in this part of the State will do everything possible to help landholders to improve production."

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The society's three stainless steel churns will be soon augmented by a fourth, for which preliminary installation work has already begun.

The society recently has branched out into distribution of frozen foods in addition to the large range of products of its own manufacture.

The recently-introduced Rich-n-vite calf milk powder is in big demand.

Supplies go as far as the Atherton Tableland in North Queensland as well as to many other parts of that State, and to the N.S.W. Northern Tablelands.

This expansion in both plant and products is part of the progressive policy of the society, which plays a vital role in the economy of Casino and the surrounding district.

### Wide range

The extent of the society's operations is indicated by last year's production figures:

- Full cream powder — 60 tons.
- Skim milk powder — 400 tons.
- Buttermilk powder — 250 tons.
- Sweetened condensed milk — 40 tons.
- Pasteurised milk — 190,000 gallons.
- Ice cream — 18,000 gallons.

Butter production last year was 2,272 tons, with the society's 600 suppliers being paid well over three-quarters of a million pounds.

Total turnover in milk and butter exceeds £1 million annually, with local sales running to £300,000.

In the interests of its suppliers, the society operates a trading department to provide for their requirements.

From a small beginning, this has grown to a £120,000-a-year business.

### First in Aust.

The vacreator unit at the factory was the first introduced in Australia. It has been recently reorganised for even greater efficiency.

With the new acid-neutralising equipment allied to the vacreator, the factory can pasteurise 2,500 gallons of cream an hour at higher temperatures than employed under normal processing methods.

The society's milk products section can turn out 10,000 gallons of milk a day, with 6,000 gallons of buttermilk coming from the butter-making department.

The butter-packing room is one of the most modern in Australia, with hydraulic machinery handling butter in ton lots.

The whole process of cutting, wrapping and boxing the butter — even to glueing down the flaps on the cartons — is automatic.

After 63 years of existence, the Casino Co-operative Dairy Society continues its record of growth, modernisation and development of service to the farmers of the district.



### NORCO STORY HIGHLIGHTED IN EXPANSION

Spectacular expansion has highlighted the story of Norco Co-operative Ltd. in the last twelve months.

The biggest — at Lismore — turns out more butter in a three-week peak period than the average Australian factory makes in a year.

It recently set a new Australian record with an output of 221 tons in one week.

### Huge turnover

In less than 70 years, Norco's annual turnover has increased 1,200 times to a figure approaching £9 million.

It sells two and a half million gallons of processed and unprocessed milk each year and manufactures 34 million pounds of butter, two and a half million pounds of the finest cheese in Australia, a million gallons of pasteurised and homogenised milk, 250,000 lb. of milk powders, 350 tons of casein and thousands of gallons of ice cream.

Substantiating Norco's claim of making the finest cheese is this year's win by the company in the dairy products exhibition in Sydney, in which it gained the highest aggregate points in various classes for the second year in a row.

As well as manufacturing butter, cheese, ice cream, frozen confections and bottled milk, the company markets frozen vegetables, fish, poultry, smallgoods and yoghurt.

Demonstrating the enthusiasm with which Norco has embarked on its northern expansion is the fleet of 24 refrigerated vehicles delivering frozen goods to shops all over Southern Queensland.

To manufacture frozen confections - "stick" lines - Norco has imported from the United States one of the world's most modern units, which turns out their lines at the rate of 10,000 an hour.

This modern machine manufactures and wraps its products in seven minutes.

It can produce - untouched by human hands - a wide variety of flavoured milk and ice cream lines and apply chocolate coatings.

Norco, owned by 9,500 shareholders, has distributed its products widely for many years.

The main selling floor in Sussex Street, Sydney, serves a wide area through branches at North Sydney, Gosford, Katoomba, Rockdale and Wollongong.

Canberra, Goulburn, Dubbo, Gunnedah, Tamworth, Grafton, Coffs Harbour, Inverell and the Queensland Gold Coast also have distribution facilities.

Distribution is continually expanding from the new premises in Brisbane to cover a wider area of Queensland.

Directing this vast organisation and implementing the decisions of Norco's directors is an executive staff headed by general manager Mr. J. K. Donaldson.

Much of the expansion of the company has been guided by the now-retired district manager, Mr. J. R. Hunter, who has been succeeded by Mr. G. C. Cook.

### Bold move north

The year's highlight was the company's bold, forward-looking move into the lucrative and vigorous Queensland market.

And to back this move, Norco — Australia's biggest dairy co-operative — has invested half a million pounds in a manufacturing and distribution centre at Rocklea, a Brisbane suburb.

This giant Lismore-based farmers' co-operative society — one of the world's biggest — is again demonstrating its determination to be an integral part of the development of the Richmond River and adjacent areas.

Just as dairying is the Richmond's economic lifeblood, so is Norco the dominant force in dairying.

The new Brisbane plant brings the company's total of factories to six.

### Frozen Confection lines pouring out

Frozen confection lines on sticks pour from this giant machine at the rate of 10,000 an hour in Norco's new factory at Rocklea in Brisbane. The machine imported from America, produces lines in a variety of flavours and with chocolate coatings as desired. The product leaves the machine wrapped ready for packaging in cartons for dispatch to retailers. The freezing room at Norco's modern plant is one of the biggest in Australia, and employs the most modern plant available. Refrigerated vans rush Norco products to many parts of Southern Queensland and Northern N.S.W. from the new £500,000 factory.

## FIRM'S PROMINENT INTEREST IN PASTURE RESEARCH

The North Coast firm of E. J. Eggins Pty. Ltd. has played a leading part in pioneering pasture research in the Richmond Valley and today is continuing in this role in several directions.

The company believes the dairy and beef industries have tremendous potential in the area, mainly as a result of introduction of better practices that are flowing from research work.

The foresight and ability of many district pioneers has not only had a tremendous impact on development in the Richmond Valley but has enabled the business of E. J. Eggins to grow until their activities cover the whole of the valley.

When the late Mr. E. J. Eggins returned to the North Coast from a world tour about 15 years ago, he saw the need for financial assistance for university research into pasture improvement.

With the support of the late Mr. E. H. Stratton, the Commonwealth Bank made available £2,000 for the commencement of university research.

The firm co-operated with Mr. E. J. Brakewell—then senior lecturer in agronomy at the University of Sydney—in the design and establishment of the sod-seeder and the building of prototypes.

Since then, the firm has taken an active interest and part in research and has made money available to further the work.

### Research fund

Dairy farmers in this area are each contributing to research funds.

A levy on butter and cheese producers is administered by the Australian Dairy Produce Board, and a considerable contribution each year is channelled back into research.

To keep pace with the scientific advances made in the production of sub-tropical legumes and other agricultural seeds and the manufacture of balanced stock food, Eggins recently established a modern laboratory.

With these up-to-date facilities and qualified staff, it will be possible to carry out at their Carrington Street premises purity and germination tests on all varieties of seed.

This laboratory will also enable on-the-spot constant checks to be made on the protein content of grain used in stock feed manufacture.

The moisture testing of grain, which is most important before harvesting and before storage, will also be carried out in this laboratory.

### Vindication

The firm feels its confidence in the future of the North Coast's primary industries is vindicated by the fact that southern companies have already invested considerable amounts in poorer country in the district and are spending large amounts on pasture improvement.

These firms are proving that pasture improvement can make this class of land profitable.

One of the major clovers used today on the North Coast — ladino — was first imported from Europe by Eggins about 15 years ago.

The advertisement is a composite of two parts. The top part is a newspaper clipping from the Northern Star, dated August 15, 1944. The main headline of the clipping is "FIRM'S PROMINENT INTEREST IN PASTURE RESEARCH". The text of the clipping discusses the North Coast firm of E. J. Eggins Pty. Ltd. and its involvement in pasture research in the Richmond Valley. It mentions a research fund and the company's commitment to improving the district's primary industries. To the right of the main text is a photograph of a field with the caption "EXCELLENT GROWTH OF GLYCINE". Below the newspaper clipping is a large advertisement for E. J. Eggins. The headline of this advertisement is "EGGINS have progressed". It features a comparison between the company's state "41 YEARS AGO..." and "TODAY...". In 1903, it was run by one man, the founder E. J. Eggins. Today, it employs 80 people with modern machinery. A portrait of E. J. Eggins is shown on the left. On the right, a box contains the text: "Confidence in our district and by our customers enables us to expand our services". At the bottom right, the EGGINS logo is displayed, with the tagline "THE STORE FOR THE MAN ON THE LAND" above it.

Approximately 150 tons of ladino clover seed now enters Australia each year, and is planted in many parts of the country.

The expansion recently of Eggins' grain and feed-manufacturing operations has made necessary the introduction of new, modern handling equipment. The first pneumatic grain conveyor between Sydney and Brisbane is now operating on the third floor of the firm's grain and feed mill in Lismore. The plant's 120 ft. suction line is the longest in Australia. It lifts grain 44 feet to storage silos on the top floor of the mill.

This versatile equipment draws material from trucks by suction, then forces it with an air draft into the silos.

### Out of flood

The new plant is out of flood reach, and has made it possible to keep incoming trucks out of the loading bays, resulting in quicker and better service for Eggins' customers.

The cane-growing boom along the Richmond has prompted Eggins to import from Queensland a new high-clearance disc harrow which does the work of five machines.

The new implement designed by a former cane farmer, works as an offset harrow, a ratooning harrow disc cultivator, tandem harrow and "cotton king" discer.

The company believes introduction of this unit will prove very advantageous to farmers sharing in the growth of the cane industry, both as a result of its many uses and its low price.

Apart from its manufacturing activities—the stock food mill can turn out 1,000 bags of stock food a day—Eggins export seed and sell a complete range of agricultural machinery and farm requirements.

## DEPARTMENT IS AIMING TO LIFT STANDARDS

To ensure the people of the North Coast can have the opportunity to live on a reasonably high standard, it is essential that ways and means be found to utilise the area's resources to the fullest advantage.

This is the view of the N.S.W. Minister for Agriculture, Mr. Enticknap.

He says the aim of the services provided by his department is to lift the production standards of the primary industries that are the lifeblood of the Richmond and adjacent districts.

Mr. Enticknap says: "The main income of the coast comes from primary production, and the Government — fully conscious of the need to implement policies to improve the lot of the man on the land — is constantly striving to strengthen the regulatory, extension and research services of the N.S.W. Department of Agriculture — services which are now recognised to be equal to any in the world.

"Since the inauguration of the North Coast agricultural region in May, 1953, advisory services to landholders have been progressively increased until now on-the-spot service is provided at Mullumbimby, Byron Bay, Lismore, Casino and Kyogle by six dairy officers, two fruit officers, two agronomists, one livestock officer (pigs), one livestock officer (beef cattle), four fruit inspectors, sixteen herd recorders, one milking machine survey officer, two herd organisers, one field assistant, and one publicity officer.

"Extension officers provide an advisory service of one officer to approximately 375 farmers in the area mentioned.

"Approval has been obtained, subject to the availability of funds and staff, for the appointment of the following additional personnel: One economics research officer, one dairy bacteriologist, and one relief herd recorder.

"It will be apparent that the Government's policy of decentralisation of agricultural services is a major factor in the development of North Coast primary production."

Mr. Enticknap believes improved water supplies on the individual property can be a major factor in raising production and also in safeguarding income against the effects of droughts and dry spells.

The Water Conservation and Irrigation Commission has an office of its farm water supplies branch at Grafton.

Engineering advice is available to landholders through this office and inspections involving not more than one day on the property are free of charge.

So far, 70 landholders in this region have received technical advice, but there is scope for much more investment in improved water conservation facilities on farms in this part of the State.

Mr. Enticknap says landholders could assist in reducing the waiting time for an inspection by a visiting engineer if they conferred with each other through local organisations or committees and put in a number of requests at the same time.

If necessary to meet the demand, an engineer could be stationed specially in the district — at least for a time.

Water supply facilities could include farm dams to catch run-off on the property of ring tanks or hillside dams into which water could be pumped from streams as a reserve against insufficient flow in those watercourses during dry periods.

### Money available

Advice can also be obtained on joint water supply schemes involving more than one property.

Advances are available to finance the costs of water supply works. Throughout the State as a whole, 1,825 loans, totalling £2,000,000, have now been approved.

The amount of the advance may be up to 90 per cent. of the total cost of the works. Repayment may be made over varying periods, according to the amount of advance, up to a maximum of 15 years, with interest, currently at the rate of 4½ per cent. per annum, reducing with the balance.

Mr. Enticknap says: "It is pleasing to see the very great increase in interest in private pumping for irrigation during recent years.

"The number of licensed works on the Richmond River catchment has increased sevenfold since 1952 — from 55 to the present 385 licences.

"There has been a corresponding expansion in the area licensed for irrigation, from 725 acres to 5,340 acres."

Landholders have continued to avail themselves of the facilities provided by the Soil Conservation Service of N.S.W. through its sub-district office at Casino.

In the past twelve months, a further 41 landholders have contacted this office for the first time to request soil conservation advice and assistance in respect of their properties.

This brings the total number of properties visited by the soil conservationist from the Casino office to 684.

In addition, the soil conservationist makes a large number of repeat visits to properties on which advice has been given, or work has been done previously.

"Soil conservation works and measures do more than merely halt active erosion on a property," says Mr. Enticknap.

"They ensure that the land can be used intensively without erosion developing. This is particularly important where market crops are cultivated, as such farming requires careful planning of land management.

"In addition, soil conservation works and measures raise production per

**DEPARTMENT IS AIMING TO LIFT STANDARDS**  
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This is the view of the N.S.W. Minister for Agriculture, Mr. Enticknap.

**MADE EXTENSIVE TOUR OF VALLEY**  
A group of men in suits are gathered around a table, looking at a large map or document.

**Peter's Ice Cream Bricks**  
Family Size Bricks

**ZIP and serve!**  
**Peter's ICE CREAM BRICKS**

**Friends of the Farmers**  
The famous "ALLOWRIE" DAIRY MEAL  
★ PIG MEAL  
AND ALL FARM PRODUCE  
The Producer's Co-operative Distributing Society Limited  
LISMORE Phone 2395 CASINO Phone 373  
we proud to have played a part in the rural progress on the Richmond River.

acre — in the first place because of the greater absorption of rainfall which promotes growth of vegetation, and, subsequently, because of the increasing fertility which results from the greater quantity of plant residues and animal manures returning to the soil.

"Farmers and graziers would be well advised, therefore, to introduce soil conservation practises on their properties.

"The facilities provided by the service, including the hire of earthmoving plant and information regarding advances to finance works where necessary, are available through the Casino office, or the office at Grafton.

"There is no charge for the advisory services or the provision of plans for land management."

The Soil Conservation Service also is concerned with the stabilisation of coastal sand-drifts.

Its big experimental work at Iluka, to protect the works on the breakwater, has been very successful and is now nearing completion.

In addition, advice has been given to the Department of Mines on the action which should be taken by beach-mining companies to restore and stabilise areas throughout the coast of this region following mining for rutile and zircon.

In general, these measures have been well implemented and fully effective.

## TRIUMPHANT YEAR FOR ELLERDALE

### Top Aust. Jersey stud

1964 has been a triumphant year for Mr. R. Watson Hewett's Ellerdale Jersey Stud which still retains its premier position among Australia's best known stud dairy cattle breeding establishments.

After an absence of 25 years from the Sydney Royal Show, Ellerdale Stud returned this year with a small team, which brought more honours to the Jersey breed in the Richmond River district.

Ellerdale's most notable successes at the "Royal" this year included the senior and junior bull championships with a father and son combination, and the reserve female championship with a young cow making her first show-ring appearance.

Mr. Hewett first exhibited his Ellerdale Jerseys at Sydney in 1931. The team of seven head included three great brood matrons, Floss of Iona, Nancy of Mountain Vale and Oxford Nancy of Mountain Vale, who were all prizewinners that year.

Oxford Nancy of Mountain Vale gained Mr. Hewett his first major award at Sydney when she won the reserve championship ribbon in 1932.

Ellerdale Jerseys were exhibited at Sydney from 1931 to 1939 and during those nine years the stud annexed the most successful exhibitor award on four occasions, the Australian Jersey Breeders' trophy twice, and the winning group three times.

These coveted awards earned Ellerdale Stud praise and recognition from Jersey breeders throughout Australia.

Mr. Hewett selected his first imported sire from Jersey Island in 1931. This importation — Mildred's Wonder — established himself as one of the greatest breeding bulls ever to come to Australia from Jersey Island.

His outstanding successes in progeny classes during pre-war Sydney Royal Shows included first prize on no less than four occasions.

Ellerdale Stud's present reigning Sydney Royal champion bull, Ellerdale Peer, is a descendant of Mildred's Wonder (imp.).

### Senior champions

Ellerdale Peer has won the senior championship at the last two North Coast National Exhibitions. His sire, Ellerdale Sunny's Heritage, was champion bull at Brisbane on three successive occasions.

Ellerdale Stud was founded by Mr. Hewett on a 52-acre property at Rous 46 years ago. Subsequent purchases of adjoining properties have increased the Ellerdale holding to 277 acres on which Mr. Hewett, assisted by his sons Jack and George, now conducts a small Poll Hereford stud in addition to the Jersey stud.

By winning 23 champion cow awards in 41 years of continuous exhibiting at Lismore, Ellerdale Jersey Stud has established an enviable record unlikely to be eclipsed in the present century.

The stud made its first appearance at Lismore showground in 1922, but it was not until 1927 that championship honours came its way.

That year Ellerdale annexed the championship double with Nancy of Mountain Vale and Kelvinside Noble Link.

Nancy of Mountain Vale went on to win five successive championships at Lismore. Her run of successes was broken in 1933 when her younger full sister, Oxford Nancy of Mountain Vale, won the tri-colour.

**RESERVE R.A.S. JERSEY**

**TRIUMPHANT YEAR FOR ELLERDALE**  
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**17th ANNUAL SALE**  
**of**  
**Ellerdale Stud Jerseys**  
To be held on the Property at Alstonville  
**MONDAY, OCTOBER 19, 1964**  
COMMENCING 12.30 p.m.

**10 other specially selected top quality cows have been included in the catalogue**

These cows will be submitted to a special classification prior to the sale and results will be given with each lot offered. Several V.H.C.s. are anticipated.

The outstanding selection of heifers and young bulls are by the noted sires, ELLERDALE PEER, and his outstanding son, ELLERDALE PEER'S CHAMPION, and the proven sire, AUSTRAL PARK DREAMING SAM.

**T.B. TESTED. FEMALES INNOC. STRAIN 19**

Livestock provided by ladies of the Lywood Red Cross.  
Catalogues are available from the Licensed Auctioneers in conjunction  
**R. GORDON & SON DALGETY & NEW ZEALAND**  
PTY. LTD. LOAN LTD.  
LISMORE SYDNEY

**R. Watson Hewett** ELLERDALE JERSEY STUD,  
ALSTONVILLE  
Hard Insurances by Appointment Phone Alstonville 167.  
When visiting Lismore for the Ellerdale Sale, make it a real Jersey week by staying for the North Coast National Exhibition.

**KNOWLEDGE RECOGNISED**

Mr. R. Watson Hewett's Ellerdale Jersey Stud has been recognised as one of the best in the world by the International Jersey Association.

Mr. Hewett's expert knowledge and experience in the breeding of Jerseys is well known throughout the world.

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**SIDELINE**

The success of the Ellerdale Jersey Stud has been a result of the stud's championship winners clearly shows why Mr. Hewett unhesitatingly names Floss of Iona and Nancy of Mountain Vale as the two best cows he has ever owned.

The majority of Mr. Hewett's 23 senior female championships at Lismore have been won with descendants of Floss of Iona or Nancy of Mountain Vale.

A pedigree survey of the stud's championship winners clearly shows why Mr. Hewett unhesitatingly names Floss of Iona and Nancy of Mountain Vale as the two best cows he has ever owned.

Ellerdale Jersey Stud was officially herd tested for a period of 28 years, during which time very creditable results were consistently achieved under economic farming conditions.

Highest individual production was by Ellerdale Northwood Lena in 1934 when she gave 11,406 lb. milk, and 642 lb. butterfat in 273 days.

This outstanding daughter of Floss of Iona was champion cow at Lismore in 1934 and a type and production class winner at Sydney the same year.

Mr. Hewett has never believed in forcing cows to obtain high individual production figures.

### Reduction sales

The first of sixteen annual Ellerdale reduction sales was held in 1947 during the North Coast National Show week.

No other dairy or beef cattle stud, of any breed, throughout Australia, has been able to match this record of annual reduction sales whose continued success is an eloquent tribute to the quality of stock catalogued each year by Mr. Hewett.

These annual sales are regarded as one of the most reliable sources in New South Wales for securing Jerseys possessing outstanding breed type, good production backing, and bred from world renowned strains of imported blood.

Each year Mr. Hewett submits a splendid catalogue of stylish Jerseys that invariably do well for their subsequent owners scattered throughout most States of Australia.

Mr. Hewett firmly believes that the best way to promote the Jersey breed is to give those who are establishing new studs the opportunity of acquiring a really top quality cow. For this reason he invariably includes at least one of his top show cows in the catalogue each year.

Up to 700 guineas has been paid for top Ellerdale cows at these annual sales. South Australian, Victorian and Queensland breeders have been successful bidders for the best Ellerdale stock.

Ellerdale stud's 17th annual sale will be held on Monday, October 19. The catalogue this year includes no less than eleven specially selected top quality cows.

Heading this impressive list of Ellerdale matrons is last year's North Coast National champion, Ellerdale Austral's Beauty 2nd, V.H.C.

The offering of heifers and young bulls should be at least equal to the best Mr. Hewett has ever catalogued and includes a number by Ellerdale Peer, the reigning Sydney Royal Show champion bull.

## KNOWLEDGE RECOGNISED

Mr. Hewett's expert knowledge of the Jersey breed and his success as a breeder were recognised by the N.S.W. Government in 1947 when he was selected as a member of Government's Overseas Stud Stock Buying Delegation.

During his trip abroad Mr. Hewett (pictured above) made a careful study of stock available on Jersey Island for export.

Mr. Hewett's selections included two bulls for his own stud, a bull for Mr. E. H. Olley of Goolmangar, two bulls for Victorian breeders, and a bull and heifer for Mr. E. V. Smith of Sydney.

Opas White Queen, the heifer selected for Mr. Smith, subsequently became the highest producer ever imported from Jersey Island to Australia. The bull, Bellavista Signalman's Royal, selected for Mr. C. S. Walker of Victoria later won a Melbourne Royal championship.

## SIDELINE

The breeding of stud Poll Herefords, commenced by Mr. R. Watson Hewett in 1954 purely as a hobby, has now developed into a profitable sideline to his Jersey stud.

A consistent local demand exists for young stock particularly by commercial dairy farmers wanting to increase their returns on the bobby calf market.

## RICHMOND ROLE IN ROAD PLAN

### Big funds share

A major share of the multi-million-pound development program for the State's roads system is being spent in the Richmond and adjacent districts. The Richmond program involves important highway reconstruction projects and the building of several major bridges.

When considered with programs being carried out in adjacent areas, the total cost in the two-year period covering 1963-64 and 1964-65 will run to more than £4 million.

In 1964-65, the Department of Main Roads, administered by the Minister for Highways, Mr. Hills, will spend £1,660,000 on construction and £402,000 on maintenance on the Far North Coast.

The magnitude of the department's current programs is seen in the following achievements in 1963-64:

Construction of a bridge over the Richmond River at Wardell, together with an eight and a half miles deviation of the Pacific Highway on the western side of the river between Wardell and Duck Creek, which were opened to traffic on April 10, eliminated the vehicular ferry service at Wardell.

Construction of a new bridge over Duck Creek was also completed as part of this work.

The department commenced a deviation, about one and three-quarter miles in length, of the Pacific Highway between Duck Creek and the Bruxner Highway, in extension of the deviation between Wardell and Duck Creek.

A start was also made with the building of a new bridge over Emigrant Creek on this deviation.

Work continued during the year on construction of a bridge over the Clarence River at Harwood.

The approaches to the bridge were commenced by the department.

A bridge over the Richmond River at Ballina Street, Lismore, was completed and opened to traffic on September 7, 1963.

### Highway work

Reconstruction and bitumen surfacing of the Bruxner Highway is being carried out at Bugden's Hill by Gundurimba Shire Council as part of a general program of improvement to bring the entire length of the highway from Lismore to Casino to an appropriate standard of width, strength of pavement and elevation above low places.

The reconstruction and bitumen surfacing at the western end of Bugden's Hill and the construction of a deviation across Pelican Flat was completed recently.

Construction by contract of a new bridge over Pelican Creek is nearing completion. The bridge is 210 feet long with a carriageway 28 feet wide.

Work continued on reconstruction and bitumen surfacing of the section of the Bruxner Highway between 12 miles east of Tenterfield and Drake, which is being carried out progressively by Tenterfield Shire Council on behalf of the department.

On Truck Road 83 (Grafton-Casino), the department completed a deviation at Sportsman's Creek, including bridges over Sportsman's Creek and at Dilkoon.

Work is in progress on the reconstruction and bitumen surfacing of the section of this road between 30.9 miles and 39.2 miles from Grafton.

Says Mr. Hills: "Completion of these works has not only facilitated greatly the flow of traffic, but has inevitably aided the economic growth of the whole district."

The program for 1964-65 will be even more costly than that completed in 1963-64, and includes the following projects:

- Completion of the length of one and three-quarter miles of the Pacific Highway between Duck Creek and the Bruxner Highway, including the construction of a bridge over Emigrant Creek. This work, which extends from the end of the deviation on the western side of the new Wardell Bridge, is expected to be completed towards the end of this year.
- Continuation of construction of a bridge over the Clarence River at Harwood, including the construction of the approaches by the department. The bridge will be 2,915 feet long and will be the third longest road bridge in New South Wales. The carriageway will be 28 feet wide with a separate footway for pedestrians. A vertical lift span will be provided to allow shipping to pass through the bridge. The total cost of the bridge and approaches will be in the order of £1,400,000 and the work is due to be completed towards the end of 1965. This bridge will eliminate the last ferry service on the route of the Pacific Highway and on the State Highway system.
- Commencement of a Pacific Highway deviation at Newrybar between 13.3 miles and 14.6 miles north of Ballina.
- Continuation of the construction by Lismore City Council of a deviation of the Bruxner Highway via Ballina Street from Dawson Street to Lismore Heights, a length of about 2¼ miles.

Supplement to The Northern Star, Saturday, August 13, 1964. B.

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## NEW BRIDGE IN LISMORE



This new £80,000 bridge over the Richmond River at Lismore forms part of the proposed new route of the Bruxner Highway, linking coast and Tablelands. The highway will reach Lismore Heights via Ballina Street when a new deviation is completed.

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## NEW AFL FERTILIZERS

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### ANHYDROUS AMMONIA

This is the most concentrated form of nitrogen fertilizer, containing 82% N. It is a liquid gas fertilizer, stored and transported under pressure, and applied under the soil at a depth of approx. 6 inches. It offers these special advantages:

- Economical applied — no extra equipment.
- Most economical form of nitrogen available.
- Produces higher quality sugar cane.
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20-22-9 and 18-18-6 — now from A.F.L.'s Port Kembla plant. Applied now, these new high-analysis fertilizers will give up to 80% more feed for dairy cattle in late winter and early spring. "High analysis" means more plant food per bag, less freight, lower handling costs.

### Group Plan Aerial Top Dressing

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- Reconstruction and bitumen surfacing of the Bruxner Highway at McKee's Hill by Gundurimba Shire Council as part of a general program of improvement.
- Completion of the reconstruction and bitumen surfacing of the section of the Bruxner Highway from 12 miles east of Tenterfield to Drake, which is being carried out by Tenterfield Shire Council. In addition, the department will commence the reconstruction and bitumen surfacing of the section of the highway from Drake to Tabulam.
- Completion of the works being undertaken by both Copmanhurst and Tomki Shire Councils as part of the provision of a bitumen surface over the full length between Grafton and Casino. The department will continue reconstructing and bitumen surfacing the 28-mile length of this road between Dilkoon and Myrtle Creek. It is expected that the full length of the road between Grafton and Casino will be provided with a bitumen surface by June, 1966.

Mr. Hills says: "This program, which will contribute so much to the future prosperity of this great district, is part of the whole pattern of overall development which the Department of Main Roads is carrying out at a cost of many millions of pounds throughout the State."

## NEW BRIDGE IN LISMORE

[Picture]

This new £400,000 bridge over the Richmond River at Lismore forms part of the proposed new route of the Bruxner Highway, linking coast and Tablelands. The highway will reach Lismore Heights via Ballina Street when a new deviation is completed.

## BULK GRAIN SILOS INSTALLED AT PROVENDER MILL

The first stage of an expansion program has recently been completed by Wilcox Mofflin Ltd. at their North Lismore provender mill.

In the first stage, bulk silos have been installed, with new modern conveying and distributing equipment.

This allows grain to be automatically handled in bulk from the time it is received until the finished product is bagged.

The company plans further extensions and installation of more new plant that will make the mill one of the most up-to-date and flexible in country areas of the State.

Sold under the "Wilmo" brand, stock foods from the mill are distributed over a wide area of northern N.S.W. and southern Queensland.

Further expansion has also taken place in the seed-processing plant at North Lismore.

### High standards

Modern seed-cleaning equipment is installed and almost all types of agricultural seed can be processed at highest local and overseas standards.

Products from the provender mill and seed plants are handled at the sales sections in Bridge Street, North Lismore, and in Walker Street at Casino.

In addition to these products, the company carries a complete range of agricultural requirements for the man on the land including fertilisers, veterinary supplies and instruments, agricultural chemicals, Nuffield Universal tractors, farm implements, misting machines, chain saws, milker rubberware, fencing materials and general hardware.

Specially-selected and trained staff who know local conditions are in charge of departments, and are at the service of the Richmond's farming community at all times.

## Research station helps producers

Work going on at the Wollongbar Agricultural Research Station will have a lasting effect on the prosperity of the Richmond's primary industries.

The station's research into problems of the pig industry is expected to have a State-wide application and to be of benefit to the entire industry.

Since 1960, the State Government has poured £212,000 into the station for provision of new facilities and operating costs.

The program of research into dairy cattle and pig nutrition has already proved of great benefit to producers, not only on the Far North Coast, but throughout all dairying and pig-raising districts.

Dairy cattle research is concentrated on the development of leguminous crops and pastures and embraces the concept of a whole feed-year system

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- ★ Wilmo Veterinary Instruments.
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- ★ Vic-Lic Stock Salt Blocks.
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SUPPORT LOCAL MANUFACTURERS AND HELP KEEP THE YOUTH OF OUR DISTRICT EMPLOYED AT HOME.

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Skellerup Blue Line Inflation have perfect fit resistance, smooth finish, retain their original shape, and last longer. You'll like the Skellerup etc. milk, and slow taking, too.

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For the Skellerup Blue Line Rubberware at Wilcox Mofflin Limited, Lismore.

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MONSANTO CHEMICALS (AUSTRALIA) LIMITED  
BY DARLING STREET, WOLLONGBAR, N.S.W.

12. Supplement to The Northern Star, Saturday, August 15, 1964.

under which adequate nutrition is provided for dairy cattle by means of pasture or fodder crops throughout the year.

The Minister of Agriculture, Mr. Enticknap, says: "This work is being undertaken jointly by the Divisions of Animal Industry and Plant Industry, and it has already shown that milk production can be very substantially increased by the provision of new improved pastures and crops and that the increased production more than offsets the cost involved."

Pig nutrition work at Wollongbar began in 1954.

A veterinary research officer and a livestock research officer are assisted by a livestock officer in this work, and next year it is expected that a third research officer will be appointed to undertake investigation into protein metabolism and meatmeal evaluation.

Research into pig nutrition has included trials on rates of feeding, proportions of milk to grain, and the use of stabilised Vitamin A supplements.

## SOME LEGUMES FAVOURED TO HELP PASTURES

A change in emphasis in one aspect of pasture research in the Richmond district is being hailed as another milestone in this vital work.

Legumes originally were regarded as possible supplements to native and naturalised pastures, and it was expected they would be sown on relatively small areas of the farm.

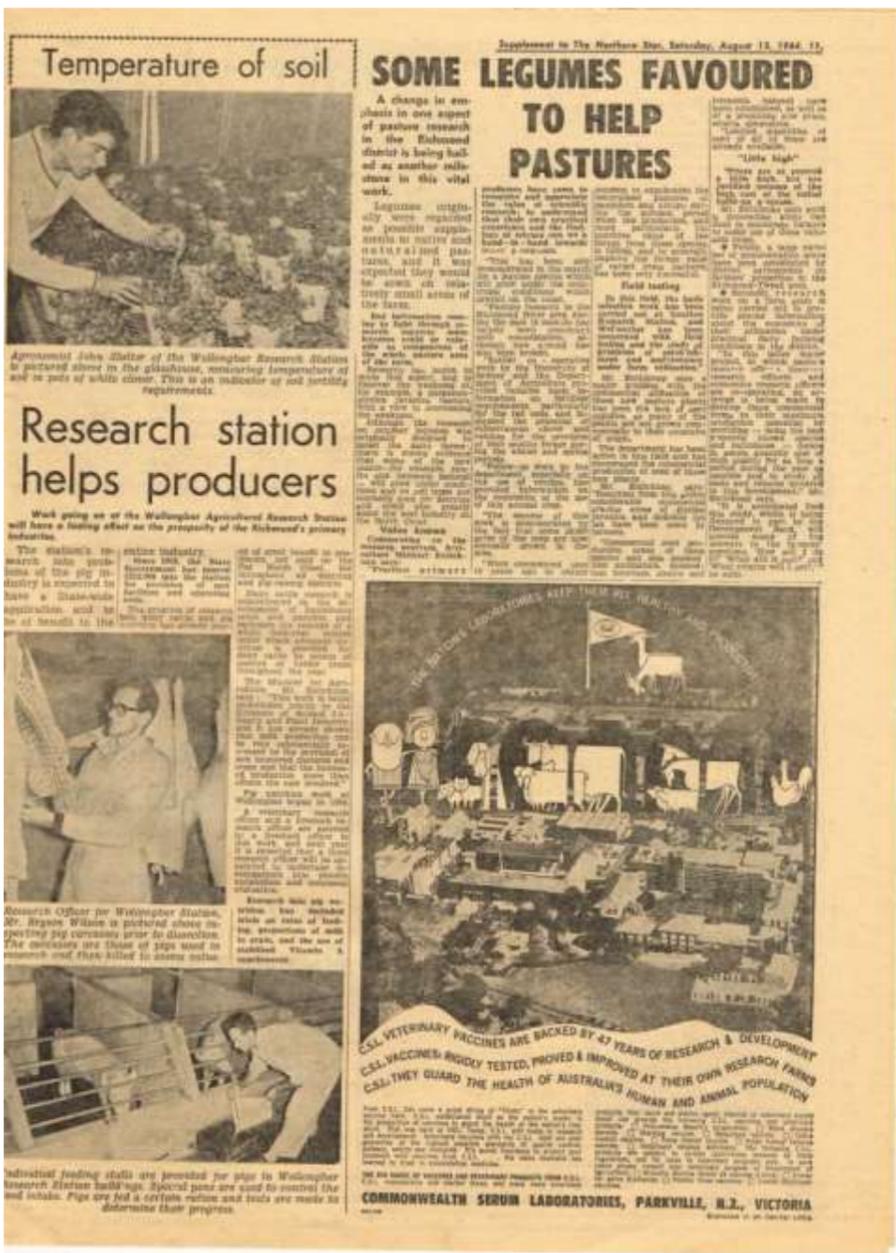
But information coming to light through research suggests some legumes could be valuable as components of the whole pasture area of the farm.

Research has begun to study this aspect, and to discover the weakness of, for example, a paspalum-glycine javanica pasture, with a view to overcoming the weakness.

Although the research on summer legumes was originally designed to assist the dairy farmer, there is strong evidence that some of the new plants—for example, siratro and lotononis bainesii—will grow under conditions and on soil types not normally used for dairying and could also greatly assist the beef industry on the North Coast.

### Value known

Commenting on the research program, Agriculture Minister Enticknap says: "Practical primary producers have come to recognise and appreciate the value of scientific research; to understand that their own practical



experience and the findings of science can work hand-in-hand towards better production.

"This has been ably demonstrated in the search for a legume species which will grow under the semi-tropic conditions which prevail on the coast.

"Pasture research in the Richmond River area during the past 12 months has largely been concerned with consolidation, although new ground has also been broken.

"Earlier cooperative work by the University of Sydney and the Department of Agriculture provided valuable basic information on fertiliser requirements, particularly for the red soils, and indicated the potential of subterranean clover and vetches for the provision of high quality forage during the winter and spring periods.

"Follow-up work by the department, especially on the use of vetches, has provided information on the economics of the use of this annual crop.

"The success of this work is demonstrated by the fact that some 20,000 acres of the crop are now annually grown in the area.

"Work commenced some 10 years ago to obtain legumes to supplement the naturalised pastures of paspalum and kikuyu during the autumn period when the production, and more particularly the nutritive value of the forage from these species, is falling, and to generally improve the forage value of carpet grass pastures, has been very successful.

### Field testing

In this field, the basic selection work has been carried out at Grafton Research Station, and Wollongbar has been concerned with field testing and the study of problems of establishment and maintenance under farm utilisation."

Mr. Enticknap says a major problem with the commercial utilisation of these new pasture plants has been the lack of seed supplies, as many of the plants are not grown commercially in their countries of origin.

The department has been active in this field and has encouraged the commercial production of seed of these new plants.

Mr. Enticknap says: "Resulting from this action considerable commercial grazing areas of glycine javanica and dolichos lab lab have been sown by farmers.

"Commercial seed production areas of these species and also desmodium uncinatum, desmodium intortum, siratro and lotononis bainesii have been established, as well as of a promising new grass, setaria sphacalata.

"Limited quantities of seed of all of these are already available.

### "Little high"

"Prices are at present a little high, but are justified because of the high cost of the initial build-up program.

Mr. Enticknap says work is proceeding along two lines to encourage farmers to make use of these valuable crops.

- Firstly, a large number of demonstration areas have been established by district agronomists on farmers' properties in the Richmond-Tweed area.
- Secondly, research work on a farm scale is being carried out to provide precise information about the economics of their utilisation under practical dairy farming conditions in the district.

"In this latter major project, in which pasture research officers, livestock research officers and economics research officers are co-operating, an attempt is being made to develop these commercial forms to their maximum production potential by providing — using the best presently known species and techniques — forage in ample quantity and of high quality for as long a period during the year as possible and to study all costs and returns involved in this development," Mr. Enticknap says.

"It is anticipated that this study, which is being financed in part by the Development Bank, will provide many of the answers to the farmers' questions, 'How will I do it?' 'What will it cost?' and 'What returns will I get?,' " he adds.

## EXPANSION, EXTENSIONS

Expansion in its cold-storage operations and ice cream manufacture has resulted in extensions to Pioneer Cold Stores' premises in Lismore.

Two new cold-rooms have been built bringing the total to 20.

The ice cream plant has been enlarged by installation of bigger processing vats, making possible manufacture of this product in 300 gallon batches.

Pioneer ice cream sales are rising in the face of strong competition from larger manufacturers, and the product now is sold in 30 shops in Lismore alone.

As well, it is distributed over an area bounded by Maclean, Bonalbo, Mullumbimby and the coast.

Main demand on the new cold storage rooms is being made by Tablelands fruit growers, who store their products for sale locally.

According to seasonal requirements, apples, oranges, pears and stone fruits are stored.

Temperatures ranging from 55 to minus 30 degrees are provided in the

rooms, which are rented as well as being used to store products distributed by Pioneer.

Among items handled by the stores are:

- Turkeys — up to 3,000 pounds of turkey meat is exported from the district in the season.
- Vegetables — snap frozen lines in many varieties, with about 25 tons being sold each year.
- Frozen fish — about 20 tons is imported each year from South Africa, Britain, Germany, Denmark and Norway.
- Egg pulp — stored after pulping by the Egg Board in Lismore and prior to sale to pastrycooks. About 60 tons are handled annually.
- Japanese oysters, local prawns, prawn cutlets and scallops.

## NEW INDUSTRY WELCOME

### Plant now in Lismore

Production is expected to begin at a new caravan-assembly plant in Lismore at the end of this month.

The industry is the newest to be set up in Lismore, having been attracted to the city by enthusiastic indications locally that it would be made welcome.

The firm — Fleetwind Caravans Pty. Ltd. — had the choice of four centres in which to establish its central plant.

In the face of strong opposition, Lismore won the new industry, which is already providing jobs for 40 men, and is expected to be employing 100 by the end of the year.

The managing director, Mr. J. Reeves, says Lismore City Council's secondary industries committee and Lismore and District Chamber of Commerce "bent over backwards" to help his firm establish in Lismore.

The plant is set up in a building near the South Lismore Railway Station, but if negotiations with the State Government for financial assistance are successful, the company will build a new factory at East Lismore, where the city council has set aside land for industrial sites.

The South Lismore plant will be Fleetwind's main production centre.

The firm claims that by setting up its assembly line in Lismore, it has placed itself in the centre of its market, and is able to take advantage of considerable freight savings.

At present, new employees are being trained, and production is expected to begin soon.

Initial output will be 12 units a week, increasing as the plant comes into full production.

In addition to its range of caravans, Fleetwind will assemble units for Australia's first mobile motel, which is to be set up at Banora Point on the Tweed River.

The 24 units for this project will cost £50,000.

They will be set up on the site to form the biggest motel of this type in the Southern Hemisphere.

Each unit will be 30 feet long and eight feet wide, and mounted on four-wheel bogies for transport.

It will accommodate up to six adults in two interconnecting suites. Alternatively, each unit may be divided into two self-contained suites with bedroom, kitchenette and bathroom.

Sites will be specially prepared and will feature a miniature garden with flowers and shrubs, a concrete path and steps to the door of the unit.

Mr. Reeves said the advantage of the units was that they could be located at prime locations which, for some reason or other, might not warrant heavy expenditure in purchase of land.

### Many orders

Since the new units were introduced in Australia last month, Fleetwind has received many orders from prospective motel owners or present proprietors of fixed motels.

In the 10 days after the first contract was announced, the company accepted orders for a quarter of a million pounds worth of units.

One buyer told Mr. Reeves he intended using his mobile units as subsidiary units to his present fixed motels, moving them north or south as the seasons changed.

The units designed for construction in Australia are adaptations of those already well-known in America.

Some changes have been in size, the 10 ft. width of the American models being impossible to transport in Australia.

Mr. Reeves said there has not been a great deal of change in the interiors of the units, all being far more luxurious than most Australian motels.

The assembly of these units and caravans in Lismore will mean the purchase of 80 per cent. of materials through Lismore firms.

Nine transport units will also be based in Lismore, ready to take finished caravans or mobile motel units from the assembly line to any part of Australia.

## BIG PROGRAM IN PUBLIC WORKS

A big building program is highlighting current work on the Richmond by the Department of Public Works.

Public Works Minister, Mr. Ryan, says the Richmond has been undergoing a period of unprecedented growth and has participated commensurately in

**BIG PROGRAM IN PUBLIC WORKS**  
A big building program is highlighting current work on the Richmond by the Department of Public Works.

**NEW SCHOOL TAKES SHAPE**  
The \$250,000 Casino High School, now taking shape on a picket site on Kings Road in a rapidly-developing section of the town, is the newest school building project now being carried out on the Richmond by the Department of Public Works. Designed for the North Coast climate, the school incorporates many modern teaching aids. For ventilation by cross-draft, provision has been made in the building for five staff rooms, a tin room and a sick bay for students. An area measuring 175 feet by 40 feet has been set aside for parking and bicycle racks will be provided. The playing fields of the school, which have been described as adequate, healthy, sheltered and level ground.

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FAST AND SAFE FOR MAN AND BEAST  
ELIMINATES ROUGH HANDLING  
REDUCES LABOUR COSTS  
IDEAL FOR ALL KINDS OF STOCK HANDLING JOBS

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HEALTHY GROWTH! BETTER PROFITS!  
control the worms that threaten growth and production

The graph shows that a typical field grows 100-150% more through the first year. The actual amount of daily gain will vary according to feeding and feeding. But to achieve this type of daily growth young cattle must not suffer attacks, particularly during weaning time. Infestations can be caused by a fall in the nutritional value of feed, by the effects of disease and, especially, by the gastro-intestinal roundworms that infect cattle, particularly young stock. Symptoms of worm infection are often difficult to identify but growth and production can be severely affected without cattle showing typical "wormy symptoms". Control these parasites and increase the profit on every calf you rear. THIBENZOLE is highly effective against roundworms and most sensitive forms of the gastro-intestinal roundworms. No side effects have been experienced in cattle treated with THIBENZOLE and diluted on the same day. Play safe! Ask for the red, white and black THIBENZOLE pack.

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£1,000,000 program under the supervision and guidance of the Public Works Department.

Annual expenditure on the program is about £200,000, with the State and Commonwealth Governments each providing two-fifths of the cost and the county council the remainder.

Mr. Ryan says: "I am confident that this project will be completed within the six-year period envisaged in the Commonwealth Government's agreement to subsidise flood mitigation works on the North Coast Rivers."

He says that a great impact has been made on the problem of providing safe anchorage facilities for the fishing vessels operating from the more important fishing ports on the Far North Coast.

"Positive and effective steps are being taken to foster the development of the fishing industry.

"The Government's aim, ultimately, is to link the entire New South Wales coastline with a chain of safe fishing ports in those centres where the fishing industry is actively operating.

"In this direction, works have recently been completed at Brunswick Heads and Evans Head at a total cost of almost £500,000.

"At Brunswick Heads, the new channel from the boat harbour to the entrance is taking some time to develop under natural conditions, and I recently authorised the hiring of a dredge to undertake the dredging of a pilot cut.

"The livelihood of the professional fisherman depends on his being able to put to sea and to return in safety. The fishing port program aims to meet this need, and thereby to assist in stabilising the fishing industry.

"My department is actively expanding its program of assistance to councils for the construction of country towns' water supply and sewerage schemes consistent with the loan finance available for that purpose.

"At present, schemes to the value of £5,400,000 are in progress to bring water supply and sewerage to the country.

"District schemes under consideration include Lennox Head water supply, Woodburn North water supply, Brunswick Heads sewerage, Coraki sewerage and Evans Head sewerage."

Mr. Ryan adds: "There is no reason to doubt that the Far North Coastal region will continue to expand.

"My recent overseas tour convinced me that there is nothing overseas to compare with Australia's beaches, the variety of our climate, and sheer natural beauty.

"The Richmond River area is richly endowed in natural beauty and the public works program will keep pace with the continued development which is bound to take place in the years ahead."

## WORK WILL COST £1 MILLION

Projects completed or in progress in the flood mitigation program for the Richmond River have so far cost £450,000.

Of this amount, about £205,000 was spent in the last financial year.

This dramatic increase in expenditure resulted from the decision of the Commonwealth Government last year to match the State Government's £2 for £1 subsidy on mitigation work.

The complete program for the Richmond — currently estimated to cost about £1 million — will bring about a production increase of £2 million every year.

But rising costs and fuller investigations are expected to bring the final cost of the scheme to well over £1 million.

The 1956 estimate — based on a cursory investigation — was £910,000.

In the four years since it was set up, Richmond River County Council has carried out projects that have already brought non-productive land into production.

### Damage prevented

Thousands of pounds worth of damage to crops and pastures has been prevented as periods of inundation have been reduced by floodgates and canals.

The basic function of works so far undertaken has been to control the early inflow of floodwater to farms by means of floodgates, and to quickly remove floodwaters by means of canals.

This means that farms are not flooded until the river breaks its banks, and that water is removed as fast as the fall of the river will allow.

Flood mitigation work is playing an important part in the present expansion of the sugar industry in the Richmond.

Plans call for a 70 per cent. increase in the area to be cultivated for cane growing. The increase in sugar production every year which could result from flood mitigation work has been estimated at more than £1 million.

74, Supplement to The Northern Star, Saturday, August 15, 1964.

## Flood mitigation on the Richmond

This map shows the locations of Richmond flood mitigation works that are completed or in progress. Roughly one third of the total program is complete.

|  |   |                                       |
|--|---|---------------------------------------|
| 1 Burn Ridge drain and floodgate.      | 15 Kildin-Dunbarra drain and floodgate.       | 21 Hawthorn drain and floodgate.      |
| 2 Brunswick Creek drain.               | 16 Richmond escape—dry channel.               | 22 Rosely's Lane drain and floodgate. |
| 3 Broadwater floodgate.                | 17 South Hutton drain and floodgate.          | 23 Pundric project.                   |
| 4 Buckle-down levee.                   | 18 Tuckombil escape canal.                    | 24 Tuckombil escape canal.            |
| 5 Tuckumbil drain.                     | 19 Tuckumbil levee.                           | 25 Huttons drain canal and floodgate. |
| 6 Broadwater Flood levee.              | 20 Tresser's headworks.                       | 26 Great Bay canal and floodgate.     |
| 7 Tuckumbil Creek drain and floodgate. | 21 Bungawalbyn-Evans Bay drain and floodgate. | 27 East Coast canal and floodgate.    |
| 8 Keith Hall drain and floodgate.      | 22 Merriam's Lane drain and floodgate.        | 28 Wyalah drain and floodgate.        |
| 9 West Coast drain and floodgate.      | 23 Tuckombil Plains floodway.                 | 29 Oudumbil canal and headworks.      |
| 10 Brown's Creek scheme, Lismore.      |   |                                       |

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### Water must be used

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### Boost sugar

A total annual production of 200,000 tons of sugar could be increased, as a result of mitigation work, to 432,000 tons.

The increase in annual dairy production following completion of the mitigation program has been estimated at £642,000, with losses of £500,000 in a major flood being cut by £300,000.

Pig industry production could rise by £170,000 a year, and beef production by £220,000.

Although it has not been possible to make firm estimates of the savings in regard to crops, it is known that, during a relatively minor flood last year, damage running to £6,000 to the millet crop was prevented.

The major project initiated so far on the Richmond is the Brown's Creek scheme in Lismore.

This is expected to eventually cost £60,000.

The work of clearing the creek has begun, and contracts for two culverts — in Dawson and Uralba Streets — are expected to be let soon.

The scheme will drain the city basin, eliminating local floods entirely.

Associated with the scheme will be small levees and floodgates south of the city.

Another major project now under way is the Tuckombil escape canal.

### Faster runoff

This canal will have a bed width of 200 feet and will carry floodwater from areas near Woodburn direct to the sea via the Evans River.

This will result in much faster run-off of water from this area, and will relieve the volume of water travelling to the sea via the Richmond River.

Smaller canals — with 30 ft. beds — are completed or in course of construction at many sites along the river flats.

### Forecasting system developed

A scientific flood forecasting system is being developed for the Richmond River.

The system is being set up by the Commonwealth Bureau of Meteorology at the request of Richmond River County Council.

In a memorandum of the catchment begun this year so that it will be possible to make accurate forecast of flood heights at strategic points.

The system will involve no local cost, its implementation being part of the responsibility of the Bureau.

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### Water must be used

The Richmond catchment makes up less than a thousandth of the area of Australia.

Yet a hundredth of the continent's water runoff occurs in the Richmond River.

Says Richmond River County Council's engineer, Mr. K. R. Galbraith: "This must be wisely controlled and used.

"Australia is the driest continent on earth."

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Each has headworks consisting of a floodgated culvert, and those completed already have proved their value in drastically reducing the period of inundation.

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The system will involve no local cost, its implementation being part of the responsibility of the bureau.

### Higher study level

A changing pattern is evident in the decentralised activities in the Richmond and adjacent areas of the University of New England.

Where there was once considerable emphasis on practical subjects, such as painting or drawing, there is a growing trend towards courses pitched on a higher educational level. Most lectures now arranged by the university's Richmond-Tweed Regional Adult Education Officer are at the level of first-year university work.

The officer, Mr. Max Praed, says the university appreciates the growing co-operation of groups such as the Arts Council and drama and amateur art clubs.

He says their work makes it possible for the university to devote its limited budget to the organisation of lectures on a higher academic level.

Since the beginning of this year, 1,151 people have been involved in a number of projects organised by the university's extension department in the Richmond-Tweed region.

Mr. Praed says that, in the five years since the university opened an office in Lismore, the aim has not been to compete with other educational institutions such as the technical college and evening colleges.

He adds: "My brief, in short, is to provide the community with university resources where, when and how they are required."

"I am always grateful for requests and suggestions along these lines."

Other courses arranged have included:

- "Celebrity Music Notes," preceding each A.B.C. celebrity concert.
- Lectures marking the 400th anniversary of Shakespear's birth.
- Public speaking (at Kyogle).
- "The Bible and Archaeology" — lectures given by a Roman Catholic priest, Fr. Kenny, to Mullumbimby Methodist Men's Brotherhood.
- "The Vatican Council and Christian Unity" to be followed later this year by "The Vatican Council and some modern issues."

## EDUCATION THROUGH TO MATRICULATION

Every child on the Richmond River can gain education to university matriculation standard by daily travel to school while living at home.

This level of achievement by the Department of Education has resulted from a broad and expansive program of providing accommodation and equipment that is within reasonable reach of every child.

The school building program on the Richmond — covering work under way or approved — will be worth about £1 million.

Area Education Director Mr. C. M. Ebert said, "We consider that this investment on youth is the best possible contribution to the future of the Richmond Valley for, in the long run, its destiny will be determined by the quality, the courage, the knowledge and the leadership of its people, and we hope that better education will build these things into the rising generation."

The school system on the Richmond River provides primary, secondary and special education for more than 15,000 children, employs about 800 teachers and brings well over a million pounds in salaries and services to the valley each year.

"Lismore is the centre of educational administration for the whole North Coast Area, which each year brings a greater degree of decentralisation of authority and responsibility to local officers, and with this a closer association of schools and communities."

Mr. Ebert believes such administration, combining oversight of all aspects of educational services, is able to break down barriers existing between the various structures of educational development and relate these services to community needs and aspirations.

At the primary level there are about 180 schools in the district, and every child is reasonably able to get to one of these schools of basic instruction by daily travel from home.

Primary schools range in size from the small one-teacher units of ten or twelve children to the largest staffed schools of about a thousand, but all are able to cover the requirements of the curriculum.

There has been a tendency, in recent years, for the smaller schools to close, and the number of single-teacher schools is decreasing. This is not the result of Government policy, however, and schools have not been closed in opposition to the wishes of the people concerned.

A notable advance has recently been made in the primary education of aboriginal children in this region.

Two aboriginal schools on the Richmond have been closed and their students integrated with very pleasing results into this larger neighbouring staffed schools, whilst in the other two, senior children have been brought into larger schools for assimilation purposes, the "station" school becoming something in the nature of a nursery school, closely associated with homes and parents.

### Area Director praises Kayleena

Special classes have been established and developed in staffed primary schools to meet the special needs of retarded children, while Kayleena Special School, run by a local committee with two departmental classes, is something of a model in collaboration to meet the training of subnormal children.

Particular attention has been given this year to the needs of children who suffer disabilities such as impaired hearing and sight.

A class for deaf children is now functioning under the care of a specialist teacher, catering for preschool children as well as those of school age.

A survey is about to be carried out to determine the need for a special class for children with some loss of sight.

The following is a summary of the current secondary school building program for Richmond district schools. Funds have been released for these works:

- BALLINA HIGH SCHOOL: Under construction now — Two science laboratories, geography room, art room, classroom, shelter accommodation. To follow in 1965 — Two science laboratories, four classrooms, combined woodwork-metalwork room, senior study



centre, staff study room.

- CASINO HIGH SCHOOL: Complete new school under construction at a cost of £360,000.
- KYOGLE HIGH SCHOOL: Art room, music room, science laboratory.
- MULLUMBIMBY HIGH SCHOOL: Four classrooms, music room, double art room, two science laboratories, agriculture store.
- NIMBIN CENTRAL: Classroom, science-art-general studies room, extension of manual arts room, new principal's office and store.
- LISMORE HIGH SCHOOL: Double art room, music room, descriptive geometry room, food preparation room and shelter.
- RICHMOND RIVER HIGH SCHOOL: Two science laboratories, art room, 7 classrooms, music room, senior study room and offices.
- WOODBURN CENTRAL SCHOOL: Science-art-general studies room.
- WOODENBONG CENTRAL SCHOOL: Science laboratory, art-music room, classroom, agriculture store, extensions to office and staffroom.

The program for primary schools is not as spectacular, but will meet the needs of a growing school population.

The following works have been approved and funds released:

- GOONELLABAH: New brick school of four classrooms and ancillaries, elevated with shelter and toilets under, and ground developments on the new site opposite the present school.
- SOUTH LISMORE: New kindergarten room elevated with shelter under.
- MULLUMBIMBY: Whole school to be elevated with brick ground floor, providing additional kindergarten room and extensive shelter accommodation.
- WYRALLAH ROAD: Additional classroom elevated with shelter under.
- BALLINA INFANTS: Three brick rooms and offices on new site, raised with shelter, toilets and washing facilities.
- RAPPVILLE: Complete new brick school of two rooms and ancillaries.
- WOYUNG: New one-roomed school elevated to provide shelters, ablutions.
- YORKLEA: New one-roomed school elevated with shelter, ablutions.
- COOMBELL: New teacher's residence of brick construction.

## Catholic schools

The role of Catholic schools in the education pattern on the Richmond has been given added emphasis by a big building program now under way.

New technical drawing and woodwork rooms of the most modern standards have been opened at St. Joseph's Marist Brothers' School in Lismore, where total expenditure in the last 18 months has run to £60,000.

A new wing and science block costing £80,000 has been added to St. Mary's College in Lismore, and a science room and other extensions at South Lismore Convent School.

It is proposed that new schools be erected at Byron Bay and Kyogle, and that additions be made to other schools.

There are 28 Roman Catholic schools on the Richmond — 18 primary and 10 secondary.

They are staffed by 147 teachers, and attended by more than 4,500 children.

## Popularity of courses

Two thousand people study technical subjects at colleges in the Richmond district each year in 60 courses offered by the Department of Technical Education.

A program of providing more accommodation for increasingly bigger classes was highlighted recently by the opening in Lismore of a new building worth £140,000.

A further £11,000 was spent in the last year on maintenance and provision of new equipment in Lismore.

The principal of the Lismore Technical College — regional centre for the area — Mr. Jeffery, sees a quickening of interest in technical training.

The number of new apprentices beginning training this year is a record.

Rural courses, first offered only at Lismore, now are available at all Richmond colleges.

These rural courses — with separate classes for juniors and adults — are tailored to meet the wide range of training needed in the many types of primary production undertaken locally.

The colleges offer secondary industry courses as well, and courses to meet the special training needs of other groups of people.

Growth of the Lismore college has been assisted by the provision of a separate building for women's handicrafts courses, a separate building for fitting and machining and welding courses, the acquisition of the Army drill hall in Conway Street and its conversion for panelbeating courses and the erection of the new contemporary general-purpose building on the Conway Street frontage.

Lismore has been enjoying the benefits of technical education for 31 years. By 1946 Casino and Murwillumbah were well on the way to having their own technical colleges, made possible by the acceptance of technical education courses by the industrial and commercial houses.

## Progress

The most substantial progress has been made in the years since World War II.

Slow progress in the early period was in great measure due to lack of staff, especially full-time staff.

Up to the end of 1946, commercial classes, carpentry and joinery, fitting and machining and plumbing were conducted by a few part-time teachers, who assisted the principal.

The following year, however, saw the appointment of additional full-time staff and the introduction of additional courses at all three centres.

The question of accommodation was an ever-present problem as student numbers increased steadily each year.

## MEAT INDUSTRY'S QUICK RESPONSE TO NEW DEMANDS

A year ago the Richmond River meat industry — with the Australian meat trade generally — was facing one of its biggest-ever challenges.

The challenge involved the need to spend big money to meet new rigid standards being demanded by North American importers; the need to modernise slaughtering plants; the need for greater co-operation by every section of the industry.

16. Supplement to The Northern Star, Saturday, August 15, 1964.

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The challenge involved the need to spend big money to meet new rigid standards being demanded by North American importers; the need to modernise slaughtering plants; the need for greater co-operation by every section of the industry.

Today, that challenge is being met — with resultant greater security for producers, slaughtering, exporters and employees.

N.S.W. Country Meatworks Association president Mr. S. Jeffery, of Casino, says this new security applies particularly to the overseas market.

He paints a bright picture of the industry's future, indicating the confidence he expressed a year ago when he said the industry could go forward with success despite the difficulties that lay ahead.

From almost total dependence on the North American "hamburger one basket" beef market for disposal of its export meat, the North Australian meat industry now is in a most favourable position, or having at least so wide Australia meat seven nations increased to buying Australian meat, particularly the better-quality domestic market.

The British market has brightened considerably, bringing back some of the trade of the time when it was Australia's main overseas outlet — which gradually was lost as more and more attention was paid to the North American trade.

And now Japan, Italy, France, Germany, Sweden and the United Arab Republic are interested in Australian meat.

With these countries likely to take first and second-quality beef, and North America the first-quality product, Australia seems assured of a balanced export market in the future.

As Mr. Jeffery puts it, Australia will not be lost in the position of dependence on the North American "hamburger one basket" beef market.

But he points out that the North American market still is a most valuable one and will remain so while Australia can move her third-quality meat there without disturbing the better-quality domestic market.

Abattoirs throughout Australia are getting down to the business of bringing their works up to the standards required to comply with the regulations covering hygiene and packing standards.

This involves expenditure of millions of pounds on the national level, and not inconsequential expenditure locally.

The Northern Co-operative Meat Company Ltd. at Casino is currently spending about £20,000 to bring its works into the type of meat required by Anderson Meat Industries Ltd. in spending considerable sums to use is apparently being made of the Agriculture Department's advice on pasture improvement.

Mr. Jeffery says the New Leagues now being developed show promise of making year-round beef production feasible.

He compliments the work of the Northern Co-operative Meat Company's abattoir at Casino, has a capacity of 600 tons. Boneless beef and other types of meat are stored here awaiting shipment to overseas and Australian markets. An evidence of their faith, the directors of the Casino company are spending more than £100,000 to make the abattoir the equal of any in the world.

Mr. Jeffery believes development with proper assistance. Perhaps the only danger is that of building new abattoirs that are not necessary.

Modern up-to-date smaller killing centres cost big money and before they can operate successfully they must be assured of their required meat industry as a minimum throughput of "undergo tremendous de-



Ultra-modern freezing room

One of the most modern freezing rooms in Australia, this store (above) at the Northern Co-operative Meat Company's abattoir at Casino, has a capacity of 600 tons. Boneless beef and other types of meat are stored here awaiting shipment to overseas and Australian markets. An evidence of their faith, the directors of the Casino company are spending more than £100,000 to make the abattoir the equal of any in the world.

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EXPORT MEATS BEING LOADED AT THE ABATTOIR BY ROAD AND RAIL FOR DIRECT SHIPMENT ONTO OVERSEAS VESSELS

All Livestock Roads lead to the District's Service Abattoir at Casino serving the whole of the Richmond Valley and Upper Clarence.

PROPRIETORS

### Northern Co-operative Meat Company Limited

Registered Export Works No. 239 — Situated Kyogle Road, Casino

OFFERING COMPLETE ABATTOIRING SERVICE TO SATISFY WORLD-WIDE MARKET REQUIREMENTS UNDER QUALIFIED VETERINARIAN INSPECTION STANDARDS

The district's meat production is currently being prepared for: Domestic Market, United Kingdom, U.S.A., Japan, Greece, Italy, Singapore.

Today, that challenge is being met — with resultant greater security for producers, slaughterers, exporters and employees.

N.S.W. Country Meatworks Association president Mr. A. S. Jeffery, of Casino, says this new security applies particularly to the overseas market. He paints a bright picture of the industry's future, vindicating the confidence he expressed a year ago when he said the industry could go forward with success despite the difficulties that lay ahead.

From almost total dependence on the North American "hamburger beef" market for disposal of its export meat a year ago, the industry now is in the happy position of having at least seven nations interested in buying Australian meat, particularly the better-quality beef.

The British market has brightened considerably, bringing back some of the trade of the time when it was Australia's main overseas outlet — an outlet which gradually was lost as more and more attention was paid to the North American trade.

And now Japan, Italy, France, Germany, Sweden and the United Arab Republic are interested in Australian meat.

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As Mr. Jeffery puts it, Australia will not be so much in the position of having "all her eggs in one basket."

But he points out that the North American market still is a most valuable one and will remain so while Australia can move her third-quality meat there without disturbing the domestic market.

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### Expenditure

This involves expenditure of millions of pounds on the national level, and not inconsequential spending locally.

The Northern Co-operative Meat Company Ltd. at Casino is currently spending about £20,000 to bring its works into line, and at Byron Bay, Anderson Meat Industries Ltd. is spending considerable sums to meet the new standards.

Mr. Jeffery says the transformation throughout Australia will not be completed overnight, but good progress is being made.

He compliments the producers on their part in meeting the challenge by trying to turn out the type of meat required by the industry.

He says considerable use is apparently being made of the Agriculture Department's advice on pasture improvement.

New legumes now being developed show promise of making year-round beef production possible.

Mr. Jeffery believes the work of the newly-formed Richmond Valley Development Association—added to the valuable work already being done by other agencies—could play a major part in developing the area's "fantastic" potential.

With such great natural resources, the beef industry could undergo tremendous development with proper assistance.

But Mr. Jeffery warns against trying to improve too much land.

He believes better results would flow from improvement of smaller areas of "quick potential" land.

In the overall assessment, Mr. Jeffery sees the meat industry as a secure one, with no reason for this security to be queried.

Perhaps the only danger is that of building new abattoirs that are not necessary.

Modern up-to-standard killing centres cost big money, and before they can operate successfully they must be assured of their required minimum throughput or they face disaster.

## BACON COMPANY IS EXPANDING RAPIDLY

Expansion in several fields marked the last year of operations by Dandy Bacon Northern N.S.W. at Casino.

To meet increased demand for its products, the company has increased its fleet to six refrigerated delivery vans, including a new type incorporating a deep-freeze unit.

A new depot has been set up at Ballina and the firm has entered the export trade with beef and mutton.

As well, it has begun wholesale distribution locally of beef.

These activities have resulted in an increase in staff to 22, with creation of other employment in associated industries.

Beef is purchased locally and slaughtered at Casino, and mutton is purchased and slaughtered locally whenever possible.

The firm—part of an Australia-wide organisation—has begun bacon-curing and canning on a small scale, and hopes to be able to considerably expand this business in the future.

Continental-type smallgoods are included in the more than 20 lines manufactured by the company at Casino and distributed over the Richmond and Tweed areas.

Deliveries are made at least weekly and in many cases daily.

The vans are connected to normal power supplies at night, keeping them at a constant temperature.



## PIG PRODUCERS HAPPY ON PRICE STABILITY

Producers of 150,000 pigs slaughtered annually on the Richmond River are "pretty happy men" following stabilising of prices in the last 12 months.

This is the view of Mr. A. S. Jeffrey, general manager of the Northern Co-operative Meat Company Ltd. at Casino, where more than 93,000 pigs were killed last year.

A year ago, Mr. Jeffery saw the pig industry as being in need of a complete overhaul and lacking the stability it should have enjoyed.

Now, he says, the industry has to a certain extent "sorted itself out".

Mr. Jeffery believes there is no reason why these more stable prices should not hold.

The North Coast produces the best pigs in Australia, turning out the type of pig required by the trade.

But Mr. Jeffery still feels — as he did last year — that the processing side of the industry could be brought to a higher level.

Better methods of processing would bring in their train a higher demand for pigmeats.

Australia could well pattern her improvements on methods used in North America, Denmark and Poland.

Producers must aim at turning out a heavier pig with certain fat coverage to allow the primal cuts to be obtained.

Mr. Jeffery says every effort must be made by the industry to induce people to eat more pork and bacon products in a greater variety of lines.

Changes in eating habits could lead to changes in processing, with Continental-type treatment giving the pig greater value.

## Engineering firm wins contract for Victorian job

A further victory for decentralised industry has been chalked up by H. T. Reading Pty. Ltd. with the installation of two meat conveyors in a Melbourne abattoir.

The contract followed installation of a similar conveyor at the meatworks last year by Readings.

In the face of stiff competition from southern manufacturers, Readings won this double repeat order, which involved manufacturing the stainless steel units in Lismore, transporting them to Melbourne and installing them in the abattoir.

The conveyors, designed by Readings after consultations with the manager of the Northern Co-operative Meat Company Ltd., Mr. A. S. Jeffery, are constructed from stainless steel and aluminium.

The whole design accents maximum hygiene and ease of cleaning.

The main conveyor belt is made from sheet stainless steel and runs over large aluminium pulleys 90 feet apart.

Stainless steel tables along the length of the conveyor form work areas for the boners.

The boned meat is fed through chutes to a second conveyor which takes it to the packing department for preparation for shipment.

A third conveyor transfers bones and trimmings to a by-products plant for production of tallow and fertilisers.

Readings installed their first conveyor at the Casino meatworks in 1959, with a second going to an abattoir at Bendigo.

The conveyor systems were entirely built in Readings' South Lismore factory, with some of the raw materials coming from Melbourne.

## Dismantled

After trial assembly, the units were dismantled and taken to Melbourne for installation under the supervision of Mr. Frank Reading, who was project engineer for the contract.

Inquiries indicate the placing soon of further orders.

Other services to the meat industry by Readings include manufacture of electric backing-down saws, elevators, screw conveyors and offal cookers as well as supply and installation of "Maxitherm" oil-fired boilers.

## Casino abattoir equal to be world's best

The Northern Co-operative Meat Company's plant at Casino soon will be as modern as any in the world.

The company has embarked on a £130,000 modernisation scheme which will bring an already up-to-date plant into the forefront of the meat industry's killing centres.

Only a relatively small part — about £20,000 — of this spending has been made necessary by demands for higher standards from North American importers.

The scheme is aimed primarily at meeting the expanding needs of the district served by the abattoir.

The company's general manager, Mr. A. S. Jeffery, says his directors have such confidence in the north-east corner of N.S.W. that they plan to develop the works so they can serve to the full the Richmond Valley and areas beyond.

This progressive policy will enable the works to supply meat for the markets of the world on the production standards demanded.

The slaughtering section at Casino has recently introduced the most modern killing methods for calves, vealers and pigs.

The beef section is being organised on the "canpak" system used in the U.S. allowing the best value to be obtained from each carcass and providing for maximum hygiene.

This new system is expected to be fully operational next month.

Equipment installed at Casino is of world standard. It will allow greater through-put and let the company meet foreseeable growth in the district's meat industry.

The boning room — already one of the most modern in Australia — is to be further improved and enlarged.

Refrigeration capacity is to be increased, including installation of blast-freezing plant.

The company is determined to meet changing trends and demands and to continue to serve the industry, believing that it owes a great responsibility to producer, operator, exporter and the local butcher.

## Sydney likes our bacon

The high regard by metropolitan consumers for Richmond River bacon and pork has enabled a Casino firm to build up a valuable business on the city market.

The firm, F. J. Ellis and Co. Pty. Ltd., retails and wholesales meat — mainly calves, yearlings and pigs.

Stock is purchased through saleyards at Lismore, Casino, Kyogle and other parts of the district.

The animals are processed for the firm by the Northern Co-operative Meat Company Ltd. at its Casino abattoir.

The products then are marketed by Ellis and Co. through the Homebush selling floor, finally being retailed through Sydney butchers' shops.

### Set up factory

In some cases, Ellis and Co. deliver their products direct to Sydney retailers with whom they have built up connections.

After being in the wholesale meat trade for a number of years, the firm decided to begin making its own bacon, mainly to supply its retail shops in Casino.

A small factory was set up, and this allows the firm to vacuum-pack for wholesale and retail distribution its bacon rashers, boiling bacon and hams.

### Create jobs

In its retail activities, F. J. Ellis and Co. employs 17 people, with an annual wages bill of £20,000.

In addition, their activities indirectly create jobs for many people engaged in slaughtering, handling and carting the products they market.

The firm packs edible offals for export to the British and Canadian markets.

### Beef cattle population

The beef cattle population of the Richmond district is estimated to be in the vicinity of 230,507.

This represents 6.9 per cent. of the State's total.

The pig population is about 111,623, which is 28.4 per cent. of the State's total.

## EXPORT STANDARD MEAT FOR LOCAL CONSUMERS

Efficiency and economy are emphasised at J. C. Frederick's South Gundurimba slaughterhouse, which fills, at comparatively cheap costs, Lismore demands for meat of export trade standard.

Hygiene standards are high at the modern abattoir, where the killing floor is capable of handling 200 head a day.

In compliance with a national trend, the consumption of yearling meat weekly in the Lismore district has risen by 50 per cent.

Fredericks' now handle yearlings worth between £700 and £800 each week.

Steer meat consumption has increased by 25 per cent. until now, Fredericks' slaughter about 40 steers a week. Total cost of these animals is in the vicinity of £1,600.

Animals going to South Gundurimba are purchased by auction at the Lismore and Casino saleyards.

Twenty-five employees draw their wages from the firm, which also operates retail butcher shops.

Meat meal and tallow are made from inedible offals and sold locally.

In fact, Fredericks' business caters for local demand, including wholesaling and slaughtering for other butchers.

## SOARING DEMANDS FOR ELECTRICITY HAVE PROMPTED COUNCIL TO EXPAND RAPIDLY

### Increase rate predominant in Valley area

Soaring demands for electricity have caused Northern Rivers County Council to continually expand and enlarge its supply system.

This applies particularly in the council's northern district, which covers the Richmond and adjacent areas.

Demand for power in the northern district has jumped from 10,000 kilowatts in 1954 to 22,800 last year.

The council has almost 38,000 customers, whose accounts are processed by an electronic "brain" at the council's Grafton headquarters.

A total of 731 new consumers was connected to the supply last year.

The rate of increase indicates that the loading in the northern district is doubling every nine years.

The modern trend of most domestic consumers is to have an all-electric home with cooking appliances, water-heating and numerous smaller appliances.

During 1963, 672 new stoves plus nearly 600 fixed water-heating appliances were connected to the council's system.

In the industrial and commercial field the rapid increase in electricity demand can be seen from the fact that in 1963 alone nearly 5,000 horse power of new motors were connected to the supply system.

Major augmentation work has been carried out in the Richmond River area during 1963 to enable the demand for power to be met and to cater for large increases in loading expected within the next few years.

### MAJOR PROGRAM

The council currently is engaged in a major expansion program in the Lismore area that will cost well over half a million pounds over the next five years.

At Goonellabah, the £80,000 first stage of a substation to cost an eventual £240,000 has been completed.

This station supplies a large section of Lismore and later will feed the Bexhill and Alstonville areas.

The station consists of a 10,000 kilovolt-ampere transformer with associated switchgear and control equipment.

Provision has been made for installation of at least two more similar units.

In flood-time the station will feed practically the whole of the flood-free areas of Lismore and will be accessible at all times.

The new substation has been strategically placed in relation to industrial land set aside by Lismore City Council at East Lismore.

Unrestricted supply will be available for this area as demanded.

The major project planned for Lismore is a 132,000-volt substation at Three Chain Road, South Lismore.

The total cost of this station, which will cover eight acres, will be an estimated £330,000.

A £17,000 switching station is already in operation on the site as part of the council's 66,000-volt system.

### CAPACITY DOUBLED

The capacity of the 66,000/11,000-volt section of the substation at South Lismore power station has been doubled with the installation of a 10,000-kilovolt-ampere transformer.

A major development in the last 12 months was the commissioning of the new 66,000-volt transmission line from Kyogle to Lismore, together with the

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**Sponsorship of engineers**

Two engineers studying full-time at the University of N.S.W. are being sponsored by Northern Rivers County Council.

The council is paying their fees and book costs, as well as providing them a salary.

The council expects to award a further grant to a student in the next few months.

The council is also sponsoring a student in the next few months.

**Statistics**

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bringing into service of the first stage of a new 66,000/11,000-volt substation.

This work cost more than £60,000.

A 33,000/11,000-volt substation also was commissioned at Urbenville to handle added loading on the council's system.

Major augmentation work has been completed at the Lynwood substation in the Lower Richmond area and land has been acquired in Ballina for a new modern-type substation to provide the required capacity for growing power demands.

In July, 1963, a major interconnection was made at Koolkhan power station with the New South Wales Electricity Commission's system to enable the council to take from the State grid system larger blocks of marginal power when required to meet the increased loading.

This is the second point of interconnection with the Electricity Commission, the first being at Kempsey, which is being retained for emergency purposes.

The rural electrification program which has been vigorously followed by the council over the years has been curtailed to some extent during recent years due to restricted loan funds.

However, supply has recently been given to consumers in Tabulam-Drake area and construction of 35 miles of line to supply 57 consumers in the Beaury Creek area is currently in progress.

To the end of 1963, the total value of subsidy approved by the Electricity Authority of New South Wales was £1,103,021, of which £541,934 had been paid to the council under various agreements.

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Two engineers studying full-time at the University of N.S.W. are being sponsored by Northern Rivers County Council.

The council is paying their fees and book costs, as well as paying them a salary.

One cadet engineer is in second year and the other is a first-year student.

After they complete the four- or five-year course, the students will work for the council for a stipulated period.

The council also is currently training 25 apprentices, one of whom was selected last year as the State's top apprentice in the trade of electrical fitter/mechanic.

### Statistics

In 1963, in excess of 15 million units of electricity were supplied to the Mullumbimby Municipal Council under its marginal supply agreement.

During 1963 Council's Koolkhan power station consumed 85,561 tons of coal.

Council generated at its power stations, in excess of 177 million units of electricity during 1963.

## BETTER MARKETING PLAN IS VITAL FOR BANANAS

Banana-growing — a fruit industry second only to citrus lines in production value in N.S.W. — has a number of unresolved problems to face in the future.

The basic problem of over-production and low prices is today being compounded by growing demands for a better-quality product.

Intensive investigations are going on in a determined bid to bring more orderly and sounder marketing to the industry, which is worth £5 million a year to North Coast growers.

While experts praise the increasing knowledge of growers, they criticise them for sending fruit to the markets in poor condition.

One expert, Mr. F. C. Chalker, recently told growers they are getting better and better at growing bananas, but were sending their fruit to market in the same shocking condition they did 50 years ago.

Every year, growers are repeatedly warned against sending fruit to the southern markets in a mixed-ripe condition, but many continue to ignore these warnings.

As a result, the market is thrown into chaos.

22 Supplement to The Northern Star, Saturday, August 18, 1964

### BETTER MARKETING PLAN IS VITAL FOR BANANAS

Banana-growing a fruit industry second only to citrus lines in production value in N.S.W. — has a number of unresolved problems to face in the future.

The basic problem of over-production and low prices is today being compounded by growing demands for a better-quality product.

Intensive investigations are going on in a determined bid to bring more orderly and sounder marketing to the industry, which is worth £5 million a year to North Coast growers.

While experts praise the increasing knowledge of growers, they criticise them for sending fruit to the markets in poor condition.

One expert, Mr. F. C. Chalker, recently told growers they are getting better and better at growing bananas, but were sending their fruit to market in the same shocking condition they did 50 years ago.

Every year, growers are repeatedly warned against sending fruit to the southern markets in a mixed-ripe condition, but many continue to ignore these warnings.

As a result, the market is thrown into chaos.

**Warnings ignored**

Picture here is Mr. J. Spence packing bananas on his property at Tullahoma, near Lismore. He is using cardboard crates and is packing the bananas to hand. Marketing of the fruit is one of the big problems associated with the industry.

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## BANANA GROWERS!

In this important industry improvements are constantly being made to save you both time and money. Call at your B.G.F. STORE and see the latest in PLANTATION EQUIPMENT.

**MISTING**  
The efficient way to control disease in your plantation, and the answer to your WEED PROBLEM.  
Many reliable Machines available including:

**THE "HOLDER" MIST SPRAYER AND DUSTER**  
Working over 1000 ft. this machine is light and manoeuvrable. It is ideal for spraying and dusting. The sprayer is controlled by a foot pedal and the duster by a hand lever. It is ideal for spraying and dusting. Price £94'10'.

Other Machines with this I.L.O. Engine include:  
"SOLD" price £22'10'  
"SHERMAN" "VIBROWIND" £31'10'  
"MARBON" £30'10'

See them now at your nearest store.

**Banana Growers Federation**  
A/c: MULLUMBIMBY, CASINO STREET, SOUTH LISMORE COFFS HARBOUR, MACKSVILLE.

**CASE CLAMPING MACHINE**  
A new improved machine which saves the time and effort of hand clamping. It is ideal for clamping cases. Price £14'10'.

**THE EVER POPULAR DIPPING MACHINE**  
Price £7'16'.

**GALV. CON. DIPPING VATS**  
Price 57'6

26 Supplement to The Northern Star, Saturday, August 15, 1964

## Northern Rivers County Council

### ELECTRICITY SUPPLY

The Northern Rivers County Council wishes to direct public attention to the Consumers' Advisory Service, provided by the Council for the benefit of consumers and introducing consumers of electricity in the Northern Rivers County District.

This Service is entirely free, is designed primarily to assist consumers in selecting the type of motor appliances or equipment that is most suitable for their own particular application, to ensure that the appliance or equipment meets the requirements of Council and that the consumers' electrical installation is correctly designed for the purposes intended.

The Consumers' Advisory Service is under the control of the Consumers' Service Engineer (Mr. S. C. Ellis) who is stationed at Head Office, 17 Prince Street, Grafton. This office is available for consultation; call personally or telephone Grafton 811 for an appointment to discuss your particular problem, and if necessary, he will arrange for an on-site investigation and advice.

Should any consumer live in an area which makes it inconvenient for them to telephone or call personally at Head Office, they should contact the District Engineer at Lismore, Casino or Coffs Harbour.

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### Electricity on the farm

Electricity brings farmers efficiency, reduces labour, saves space and saves money for the man on the land. Farmers are increasingly making increased use of electricity as an aid to better planning and better production. Electric farming is a new term in agriculture in Australia. It describes the planned usage of electricity to advance some particular farm, but to ensure economy of labour and operational costs with greater efficiency.

These pumping and irrigation, farm washing machines, milking and refrigeration, egg and grain drying, milking and sorting of food, poultry housing, farm lighting, electric fences for crop growing and dairy water heating are just a few of the many applications that the most versatile of all services—electricity—is able to perform.

The Northern Rivers County Council is confident that you will value the electrical services provided by Council to greater and greater use. In keeping with the modern electrical advances being made in the field of electric farming.

In order to assist the Farmer and promote the use of electricity for Electro-Farming, Council has recently appointed a Rural Officer in the Southern District.

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● **Have you planned for your electric range**  
Today, the modern electric range is a scientifically designed electric appliance which cooks faster, is more economical and is cleaner than any other cooking appliance.

● **And your hot water system**  
An electric hot water service is essential in the home. At one time of the night and day you have cheap, constant, streaming hot water at the turn of a tap. The system is quite automatic—it requires no attention and a hot water system which increases in the value of your home. Be sure the hot water system you choose is adequate for your requirements and, most of all, is eligible for connection to the special Off Peak or Restricted Hour Tariff.

● **REMEMBER**  
The installation of an Electric Hot Water System for domestic, dairy or commercial use will enable you to obtain the benefit of special cheap rates provided under the Council's Off Peak or Restricted Hours Tariff.

**The more electricity you use the cheaper the average cost per unit becomes**

Once you have obtained 200 units per quarter you are able to purchase your additional requirements at the lowest rate provided under the Residential Rate for light and domestic power. If you have any problems with your electrical installation, appliances or equipment,

**CONTACT YOUR NEAREST NORTHERN RIVERS COUNTY COUNCIL OFFICE OR RING THE CONSUMER'S SERVICE ENGINEER AT HEAD OFFICE, GRAFTON - TELEPHONE 841**

"Bad condition"

Mr. Chalker, a Department of Agriculture fruit officer at Mullumbimby, adds: "At the markets you see our bananas in such a bad condition that one wonders why anyone buys them.

"Apples, for example, have been over-produced, but they have gone into better marketing methods.

"We produce bananas well, but then we fall down on the job.

"A visit to the markets will make you wonder why we can sell as many bananas as we do. There are dirty ones, bruised, blemished, mixed-ripe, poorly graded, black-end and other types.

"Yet they are selling in competition with other fruits which are in plentiful supply, but are well-presented and look a picture.

"The progress in packing other fruits has been phenomenal over the last few years. We all realise how poorly our bananas are presented, but who does anything about it?"

"We must make a start — and soon. Some growers have, all must!"

"Banana growers will do everything to produce bananas, but when it comes to clinching the deal, they fall down on the last and most important part — from the time it is cut to the time it is sold on the markets."

A major step towards finding solutions to the industry's problems has been the setting up at Alstonville of the Tropical Fruit Research Station. Officers at the station are studying methods of handling bananas so they will not be blemished by injury before reaching the consumer, and are investigating ripening techniques that will be generally applicable.

The chief of the Agriculture Department's Division of Science Services, Dr. Magee, sees a progressive growth in future demand for better bananas by supermarkets and specialised food stores.

He predicts that, in a country where there is so much competition in the field of better-quality fruit, more and more central packing houses — run by individual growers or co-operatives — will spring up.

Dr. Magee believes the new research station has brought a great deal of new hope for the future of the banana industry.

The changing pattern in the industry is shown in the decrease of 555 acres under bananas in the Richmond district in 1963-64.

This was the biggest decrease in the State's banana-growing areas.

It resulted from destruction of 747 acres of older and poorer plantations and replacement by only 192 new acres.

This has brought total acreage on the Richmond down to 5,154.

### Warnings ignored

In the Brunswick district there was a decrease of 345 acres.

These decreases are coming in the face of statements that the Richmond River has the best banana-growing area in the State.

A survey some years ago revealed that the potential of the Richmond stood out over all other districts.

Mr. Chalker said: "If I were to grow bananas tomorrow, I would go to the Lower Richmond."

"Thousands of acres could be grown to bananas there."

"There is potential there for three times as many bananas as are now grown."

But until the industry solves some of its problems, these bananas will not be grown.

When they are solved — as they eventually must be — the Lower Richmond could once again enjoy the banana-growing prosperity it did when the district industry was pioneered there 50 years ago.

Latest figures show there are more than 900 growers in the Brunswick district and almost 1,700 on the Richmond.

The industry on the North Coast cultivates 26,320 acres of land, with almost 8,000 growers active.

Mr. Chalker says that while expansion does not seem warranted at present, acreages should at least be maintained at current levels to meet increased demands resulting from a growing population and the danger of poor seasons sharply reducing production.

## CANE INDUSTRY IS EXPANDING

### Increased acreage

The "boom" industry on the Richmond River is currently that of sugar production.

The industry is entering a period of controlled expansion that will boost acreage available for cane from 12,500 to 20,750 by 1967.

Established cane farmers and those new to the industry are working at top speed to prepare newly-allocated land assignments.

Flood mitigation work by Richmond River County Council is playing a vital role in making more land available and improving existing areas.

The expansion program follows spectacular growth in the industry in the last 10 years.

In 1954, the C.S.R. Company's mill at Broadwater crushed 88,000 tons of cane to produce 11,000 tons of sugar.

This year, the mill is expected to harvest 230,000 tons of cane, producing 29,300 tons of sugar for shipment to the refinery in Sydney.

Shipping traffic on the Richmond has been boosted this year by the shipment of sugar from the Tweed River through Ballina.

The raw sugar is transported by road to the Broadwater mill, where it is stored until loaded into ships.

**Record harvest**

With the Tweed and Clarence River mills, the Richmond this year will share in a record 742,000-ton harvest.

Total raw sugar production is expected to reach 93,300 tons.

The previous highest output in N.S.W. was under 80,000 tons, in 1962.

The cane crop on the three rivers will be worth about £4 million.

The Richmond River cane industry supports well over 700 people, and this figure will increase substantially with the current expansion.

At present there are about 235 growers, more than 50 permanent field workers, and about 160 mill employees.

In addition, more than 250 men are employed as cutters, haulers and derrickmen during the season.

### New growers

By 1967, about 100 new growers will be operative on the three rivers as a result of the expansion program.

To meet the greatly increased production, sugar mills are being expanded. Additional transport plant is being established, and structural alterations are being made to enable cane to be received and crushed at greatly increased rates.

When the improvement program is complete, the Broadwater mill will be able to crush cane at the rate of about 100 tons an hour.

The processing plant is being expanded to handle the increased crop, and a large amount of new plant will be installed.

The yield from sugar cane has been relatively high in recent years.

The record was set in 1962, with a yield of 45.2 tons of cane per acre.

The crop yielded a record 5.56 tons of sugar per acre.

Yields have been increased by implementation of better drainage by individual farmers, groups of farmers and flood mitigation authorities.

Better farming practices, such as application of fertiliser and planting of a higher proportion of disease-free, hot-water-treated cane, has also helped increase yields.

The relatively small outlay on a pump to remove water after floods can be saved in the first flood by preventing damage to crops.

In some cases farmers have banded together in drainage unions to successfully tackle this problem.

A C.S.R. company spokesman says: "Flood mitigation work is likely to have a long-lasting effect and enable the low-lying land to produce much more in crop value than was spent on the drainage work."

"Everyone in the Northern Rivers is benefiting either directly or indirectly from flood mitigation projects."

## Easter egg 'rush' starts in Sept.

Next month, Gray and Son will begin their annual hectic production season at their South Lismore Easter egg factory.

In the following six months, the staff, which includes 12 girls, will manufacture and market a quarter of a million sugar Easter eggs.

Twenty tons of icing sugar will be converted into eggs in five colours for sale in chain stores throughout Australia.

One of the main factors that enabled the firm to meet strong competition from metropolitan manufacturers was the invention by Mr. Gray of a banding machine that joins the two halves of the eggs.

Using the air-operated units, three girls can join more than 3,000 eggs in a day.

A sideline carried on in Gray and Son's 80ft. by 36ft. factory is production of an icing mixture.

More than two tons of pure sugar is imported from Brisbane every week for conversion into a soft icing mixture by machinery processing half a ton an hour.

Mr. Gray came to Lismore 10 years ago as a cake decorator, and began making Easter eggs as a sideline.

Starting in a small backyard factory, he produced 6,000 eggs in the first year.

Since then the output has increased more than 40 times as a result of contracts to supply the chain stores.

## MODERN PLANT — NEW EGG BOARD BUILDING

Egg-handling equipment in a proposed new building for the Egg Marketing Board in Lismore will be the most modern automatic plant available.

The board, which handled well over four million eggs at its Lismore branch in the last twelve months, has purchased a site for the building in Union Street, South Lismore.

Commercial egg production in the Richmond district makes an important contribution to the industry in N.S.W., which is worth between £12 and £15 million a year.

In the last financial year, the Lismore branch received 364,835 dozen eggs, worth more than £85,000.

The Egg Marketing Board—controlled by the poultry farmers—is the chief instrument in the orderly marketing of eggs.

But it has no control over production and is obliged to sell at the best possible price all eggs consigned to it.

Intake by the board is rising. At the Lismore branch, it was up 11½ per cent. in the three months to June 30 this year.

As a result, the board has warned farmers against increasing the size of their flocks.

The chairman, Mr. M. G. Whinfield, says anticipated record production next year could mean lower returns to the producer because of difficulties in disposing of surplus eggs.

He adds: "If Australia were no more than self-sufficient in egg production, the export situation would be of no major concern."

"Unfortunately, the poultry industry sustains a loss on all exports, and the United Kingdom market—previously Australia's best outlet for surplus production—is now self-sufficient."

Since its inception in 1928 the board has followed a policy of decentralisation for the speedy and efficient handling of all eggs consigned to it, whether from large-scale poultry farmers or "backyard" producers.

The Lismore branch, which has been operating since 1941, is one of 13 country depots throughout the State operated by the board.

Headquarters are at Lidcombe, a Sydney suburb. The Lidcombe "floor" is the largest egg-handling floor in the world and can handle up to 9 million eggs a week.

As part of its program to increase efficiency and improve the quality of its eggs, the board is continually developing the egg-handling facilities at each of its branches.

Building extensions, installation of air-conditioned cool rooms, increased refrigeration and replacement of old machinery with the most modern equipment has been considerable at many country depots during the past few years.

The Lismore depot has shared in this development. An air-conditioned coolroom was installed late in 1962 and the is now a mechanical vacuum extractor for the easier processing of pulp.

The Lismore branch of the board has an estimated weekly intake capacity of 19,500 dozen eggs.

There is a staff of seven, under the management of Mr. V. Graham.



## 12,000 BIRDS AT MODERN BALLINA POULTRY FARM

A Ballina poultry farm owned by Mr. J. McLeod has a capacity of up to 12,000 birds, most of which never touch the ground.

The layers spend their whole lives, including a two-year working life, in wire cages.

They are fed and watered from troughs running the length of the long banks of cages in sheds on the farm.

Eggs are collected from wire trays in front of the cages twice daily. They are automatically graded on a machine that determines grade by weight.

The birds currently are producing at about 65 per cent. of their potential.

They are encouraged to lay during the winter by lights which are switched on every day at 3 a.m.

This "fools" the birds into believing the day will be a long one, so they continue to lay during the period of the year when eggs are scarce and prices good.

The automatic grading unit is the only one of its kind in the district.

The farm has facilities to store well over 100 tons of feed for the birds, and this is mixed in one and a half-ton lots and carried by conveyor to new silos adjacent to the laying sheds.

Mr. McLeod has run the farm for more than 20 years with his wife, and employs two full-time workers.

He supplies eggs to about 30 local buyers as an agent of the Egg Marketing Board, and sells dressed poultry and chickens.

Other aids to his scientific approach to poultry farming are a plucking machine, a 9,000-egg incubator room and a de-beaker.

The de-beaker is used to remove the tip of the top part of the beak when the chickens are about a week old.

This prevents cannibalism among birds, stops damage to bodies that later will be sold as dressed poultry, and results in the birds digesting their food better.

## Graduate runs "Village"

"Chicken Village", on the Pacific Highway just outside of Ballina, is run by a 19-year-old agricultural college graduate.

He is Ian Gawthrop, a young Ballina man who studied poultry-raising in Queensland for two years after gaining his Leaving Certificate at Ballina High School.

He set up his business at the Lennox Head turn-off north of Ballina a year ago.

Today he has 1,000 layers and 1,000 meat birds, with plans to double the number of layers soon, and add more birds for table use.

Mr. Gawthrop is a producer-agent for the Egg Marketing Board, and sells eggs and dressed poultry at the farm and to Ballina shops.

He does a big business in dressed poultry during holiday periods, and has plans for expansion of this side of his trade.

## Pineapple industry being "created" by cannery

Pineapple growing and canning could become the "boom" industry in the Richmond River area within the next few years.

Acreages given over to pineapples have soared by more than 150 per cent. in the last 18 months and are expected to leap even more spectacularly in the next two years.

### Boom crop within next few years

Eighteen months ago, there were only 46 acres of pineapples in the district. Now there are 70 growers with a total of 171 acres planted with some of the finest fruit in Australia.

Driving force behind this minor revolution has been Ballina Cannery Pty. Ltd.—a privately owned company which has set out to develop a year-round fruit and vegetable canning industry in Ballina.

At times of peak production the cannery employs a work force of 50. Thus, with year-round employment for this number, it could be a vital force in the economy of Ballina and the surrounding district.

Perhaps the biggest single boost to pineapple acreage has been a guaranteed-price scheme initiated by the cannery.

Under this scheme, a grower contracts to sell his entire crop to the cannery for a guaranteed return.

### Gross return

Growers at present under contract to the cannery will receive £35 a ton — a figure which could give them a gross return in the vicinity of £1,000 an acre.

Thus crops at present maturing could be worth approximately £165,000 — which makes this embryo industry already a very important one.

Another big aid to growers is the employment of a full-time field officer who helps them get the best possible results from their crops.

The cannery's field officer is Mr. Dan Mills, who has been a farmer all his life and an expert pineapple grower for many years.

Mr. Mills will advise a grower on the best piece of land on which to plant his crop, the proper chemicals, including fertilizers, to be used and any other aspect of pineapple growing.

Mr. Mills described some of the country around Ballina as "the best pineapple growing country in Australia".

He said single fruit on some plantations will reach a weight of 10 lb. at maturity — a phenomenal weight for a pineapple and one which has amazed visiting growers from Southern Queensland, Australia's premier pineapple country.

Certain plantations, as a result of implementing the latest scientific methods of growing, can expect a yield of more than 30 tons to the acre.

The first of the crops planted over the last 18 months will be ready for harvesting during the next couple of months. From then on, crops and portions of crops throughout the area will be ready for picking at all periods of the year.

### Processing

Once harvested the pineapples will be transported the short distance to Ballina Cannery for processing.

First they will pass through automatic peelers. The cannery has two of these ingenious machines each of which will peel 40 pineapples a minute.

The peelers deliver enough pineapples onto the production line to give an output of 20 tons of processed pineapple in an eight-hour shift.

On the line, the pineapples are trimmed and cut into slices.

Depending on what the end product will be, the fruit is then processed in several different ways.

For pineapple juice, the fleshings are removed from each pineapple skin and the juice extracted from the pulp.

The pineapple juice is then clarified on the vibrating screen.

Other fruit are processed and packed as "slices" or "choice pieces" or used in fruit salad.

After they are packed in the cans, the pineapple pieces are syruded.

The cans are then "exhausted", sealed on a machine capable of handling 60 16 oz. cans a minute, cooked and cooled under carefully controlled temperature conditions.

### Beetroot crop

In addition to providing an incentive for farmers in the area to either increase their pineapple acreages or plant pineapples for the first time, the cannery is also encouraging growers to plant beetroot for processing.

At present most of the beetroot processed at Ballina is of Queensland origin, but local growers are showing such an interest that, in due course, the main source of supply will undoubtedly be local.

Other fruit to be processed by the cannery includes bananas and passionfruit.

Huge present and potential markets for these canned fruits exist, notably with ice cream manufacturers who use them as flavouring.

Last year, the cannery pioneered a new export market in Canada for its line of mashed bananas.

The collage consists of several advertisements:

- Pineapple industry being "created" by cannery**: A large headline with sub-headlines "Boom crop within next few years" and "Working two shifts". It includes a photograph of a factory and text describing the growth of the pineapple industry in the Richmond River area.
- McLEOD'S POULTRY FARM AND HATCHERY**: An advertisement listing products like "Fresh and Frozen Dressed Poultry", "Farm Fresh Eggs", and "Sturdy day-old and started Chickens". It provides contact information for J. & B. McLeod at 127 Fox St. Ballina.
- Chicken Village**: An advertisement for "New Laid EGGS" and "FOWLS FOR ROASTING and BOILING". It is located at the Lennox Head Turnoff on Pacific Highway, Ballina.
- Summerland Nut Co. Pty. Ltd.**: An advertisement for "STOCK FEED", "FARMERS" (peanut growing), and "SEED" (Valencia and Red Spanish). It is located in Alstonville.
- Ballina Cannery Pty. Ltd.**: An advertisement for "CANNED FRUIT AND VEGETABLES" with a logo and contact information at Cherry St., Ballina, N.S.W.

## WORKING TWO SHIFTS

A team of 14 men is working two shifts a day at the Summerland Nut Company's Altonville factory.

The cleaning, shelling and grading plant is working at top pressure to meet a big bank-up of orders for peanuts.

The company expects to process 25 per cent. more Queensland nuts this year and double the quantity of locally-grown nuts.

The Queensland nuts come from farms in the Kingaroy district and are trucked to Alstonville in semi-trailers.

A director, Mr. S. Brown, says local nuts this year are of better quality than those grown last year.

There has been an increase in acreage, and good weather has favoured growers.

The company has installed new plant to help it meet the big demand for its product, and has increased its staff.

Latest piece of equipment is a destoner, which removes dirt and small stones picked up in harvesting.

It is a pre-cleaner — the nuts being further cleaned during the later stages of processing.

Mr. Brown says some local farmers this year have tried Red Spanish peanuts, and the company is encouraging this.

The company has long-range plans to expand its activities to cover roasting and manufacture of other nut products.

Shorter-range planning calls for installation of more plant to speed up the type of processing already carried on.

## SAILED AROUND AUST. IN BALLINA BUILT TRAWLER

A 60 foot trawler built last year by K. F. Barlow Pty. Ltd. at Ballina recently circumnavigated Australia.

The vessel, owned by Mr. R. Montford, of Evans Head, performed well in all types of conditions encountered on the voyage.

This was a tribute to the quality of workmanship put into the boat by Barlows, who are boat builders and marine and general engineers.

Several other trawlers for the fishing industry have recently been completed or are under way at the firm's Ballina yard, where another vessel is being fitted out.

Barlows also manufacture a range of equipment for use on prawn trawlers, including winches.

These are exported to South-East Asia, and sent to fishing ports in Australia as far away as Perth and Darwin.

From a two-man business 12 years ago, Barlows has grown until it today employs 25.

A recent general engineering contract called on the firm to drive 83 piles — some up to 40 feet long — on the site of Ballina's new R.S.L. Club.

The site was reclaimed from the Richmond River by pumping sand into it, and the piles were necessary to support the two-storey building, which is the biggest in the town.

## FISHING IS PROGRESSIVE RICHMOND INDUSTRY

A prawning fleet of more than 80 vessels fishes out of three Richmond ports — Ballina, Brunswick Heads and Evans Head.

Ballina at present has a fleet of 34 boats, ranging in size from 62 feet down to 38 feet. More trawlers are being built to swell the numbers.

Total value of the fleet is in the vicinity of £240,000.

Far North Coast trawlers work as far south as the mouth of the Clarence River and north to the Tweed.

About 80 crew members find permanent work on the Ballina trawlers.

Focal point of the Ballina fishermen's activities is the Richmond River Fishermen's Co-operative, situated on the river bank in the heart of the town.

The co-operative was established by the fishermen's own efforts to handle their catches for them.

Similar co-operative societies have been set up at Evans Head and Byron Bay, with the Byron Bay fleet operating from the Brunswick Heads port.

Last year, the co-operative handled 1,300,000 lb. of fish and prawns — valued at between £150,000 and £160,000.

This was made up of 736,000 lb. of prawns and 544,000 lb. of fish.

### Export trade

Ninety per cent of the prawns go for the export trade, while the fish and the remainder of the prawns are sold through the Sydney and Brisbane fish markets.

Last year, 216,000 lb. of fish and 84,000 lb. of prawns were sold locally, largely through the co-operative's retail shop, which is open seven days a week to serve the public.

The co-operative — one of 16 along the N.S.W. coast — was formed in September, 1946.

Twenty-seven boats worth an estimated quarter of a million pounds operate from Evans Head, where — as at Brunswick Heads — major port improvements have been carried out.

Brunswick Heads fishermen claim silting has made the entrance to their port dangerous, and are pressing the State Government for remedial action.

26. Supplement to The Northern Star, Saturday, August 18, 1946

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Fishing trawler in the making.

### THE EVANS HEAD FISHING FLEET

THE EVANS HEAD FISHING FLEET

Patented above is portion of the large fishing fleet which operates from Evans Head.

### FISHING IS PROGRESSIVE RICHMOND INDUSTRY

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### K. F. BARLOW PTY. LTD.

1155 STREET, BALLINA, N.S.W.

BOAT BUILDERS, MARINE & GENERAL ENGINEERS

PRAWNING TRAWLERS TO 60ft. COMPLETELY FITTED OUT FOR PRAWNING AT OUR DOCKS.

- MANUFACTURERS OF PRAWNING EQUIPMENT.
- AGENT FOR CUMMINS MARINE DIESELS.
- STOCKISTS OF SHIPS CHANDLERY.

All enquiries to P.O. Box 61 BALLINA

### RICHMOND DISTRICT FISHERMEN'S CO-OP. LTD.

PHONE 86 2533  
River St., BALLINA

WHOLESALES OF FISH AND PRAWNS  
SERVING LOCAL AND EXPORT MARKETS.

MODERN INSULATED VANS TRANS-PORTING KING AND SCHOOL PRAWNS AND FISH TO CAPITAL CITY MARKETS.

All enquiries to the Manager

### EVANS HEAD FISHERMAN'S CO-OP. LTD.

Phone: Evans Head 206  
Telegraphic Address: "EVANSCOOP."

Wholesaler and retailer of:

- FRESH FISH
- SCHOOL & KING PRAWNS
- FISH FILLETS
- PRAWN MEAT
- KING PRAWN CUTLETS

Salt supplied to the trade and public.  
ALL INQUIRIES WELCOME  
ALL ORDERS DESPATCHED PROMPTLY

The Evans Head industry gives employment to up to 200 people with casual labour being added when prawn catches are heavy.

Last year the fishermen took more than one and a quarter million pounds of fish, prawns and lobsters, with prawns (942,000 lb.) making up most of the catch.

The co-operative has extensive processing facilities, and sells prawns, prawn meat and prawn cutlets in addition to other sea foods.

Three members of the original board of directors are still actively associated with the Ballina co-operative.

They are Mr. L. K. (Pat) Poynting, who now manages it, Mr. Clarrie Eyles and Mr. Alex Heynatz, who was appointed deputy chairman of the recently formed N.S.W. Fish Authority.

There were seven shareholders at the inaugural meeting, but other fishermen hastened to join.

At present there are 62 shareholders, 34 of them being classed as "producer shareholders".

Total liquid assets of the co-operative, including reserves, are £24,000. Issued capital is £14,500.

Building and machinery assets are valued at £26,000.

The co-operative is currently engaged on a program of expansion and modernisation.

### Facilities

Machinery and storage facilities worth about £6,000 are being installed to cope with increasing catches.

In a bid to stabilise the local industry, the co-operative has also recently gone into processing.

The first large batch processed consisted of 15,000 lb. of school prawns. Up to 22 women have been employed on processing at one time.

Local fishermen place great faith in the activities of the N.S.W. Fish Authority.

A spokesman for the Ballina co-operative said: "We feel that since the authority has taken over there have been many improvements in the marketing of our product.

"We are very happy with the abilities of the Fish Authority".

The authority is currently experimenting with the use of specially-treated collapsible, disposable cardboard cartons as a replacement for the present timber cases.

If cartons come into general use, they will make for greater cleanliness, as they will be used only once and burned.

## CATER FOR AMATEUR FISHERMEN

Excellent fishing is available to the amateur angler in the Richmond district. In the area between Snapper Rock at Evans Head and Brunswick Heads there is about 40 miles of open beach and 14 miles of rocky coastline. Estuary fishing is available in the Richmond, Evans and Brunswick Rivers. The main fish species taken from the rocks are rock blackfish, black drummer, bream, jew and tailer. Odd catches of snapper, groper and mackerel are made, with snapper being taken on the outside reefs.

## SLIPWAY HAS BUSY PERIOD

Two new vessels for the Melanesian Mission are currently under construction by the Ballina Slipway and Engineering Company.

They are the latest in a line of cargo boats and luggers built at Ballina for the mission, which operates the vessels mainly in the Solomon Islands area.

The new ships will be a vessel to be used for transporting patients between the mission's leper colonies, and a cargo boat.

A recent highlight of the firm's operations was the conversion of a 112-foot vessel currently in use in an important hydrographic survey in Australia's northern waters.

The contract, worth £100,000, was one of two refits of this type carried out by the company, which is the largest industry in Ballina, and the largest engineering works in N.S.W. outside the Sydney-Newcastle-Wollongong area.

The refitted Ataluma has been described by naval architects and other experts as the most luxurious and best-refitted boat of her type in Australia. She will be able to stay at sea for long periods to allow hydrographic work to continue without interruption.

### High standards

Experts say the workmanship in the vessel is typical of the high standards set by the Ballina Slipway shipbuilders.

The launching of the Ataluma and her sea trials attracted wide publicity.

During the year the slipway carried out another extensive refitting job on the former whaling vessel, Norfolk Whaler.

This job — for Australian Hydrographic Services Pty. Ltd. — will allow the ship to take part in important survey work.

A fishing trawler is among other work under way at the yards, where more than 100 men are currently employed.

Structural steelwork at the sugar mill at Broadwater is being erected by the company, which also builds cane trailers and other items for the sugar industry.

The slipway's staff comprises boilermakers, welders, blacksmiths, engineers, copper-smiths, plumbers, moulders, patternmakers, shipwrights and electricians.

The company is equipped to carry through the complete shipbuilding project from designing to fitting out.

The demand for skilled labour is high in the Richmond River's shipbuilding industry.

Craftsmen in many fields find employment in district shipyards, which turn out vessels that go into service along many parts of the Australian coastline and in the Pacific.

## BEACH MINING EQUIPMENT REVOLUTIONARY

### World reputation

The reputation of mining equipment manufactured at Swan Bay by York Bros. Pty. Ltd. has drawn inquiries from mining firms in 63 countries.

The equipment — designed by Bill and Bob York — is currently revolutionising mining methods throughout the world.

Yorks' minerals separators come in five models from stock or are custom-made to buyers' specifications.

The units, which are in use in some of the largest beach-mining plants in the world, are so efficient that some beaches are yielding more mineral to York separators than they did when worked earlier using older types of plant.

But production of mining plant is only one aspect of York Brothers business.

They build all-steel boats ranging from fishing trawlers, tuna clippers, tugs, dredges, powered lighters and barges to pontoons, as well as associated equipment such as buoyancy tanks and mooring buoys.

**Mission vessels under construction**

**SLIPWAY HAS BUSY PERIOD**

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**BALLINA SLIPWAY AND ENGINEERING CO.**

- SHIP BUILDING, SHIP REPAIRS
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- PLUMBERS • COPPERSMITHS
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- PORTABLE COMPRESSOR HIRE SERVICE

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**S. G. WHITE PTY. LTD.**

SYDNEY

**Ships slipped up to 300 tons**

The firm currently is building a tuna clipper for Evans Head fisherman Evans Paddon.

This vessel will set new standards in tuna boat design with a new approach to fish-handling methods.

York Brothers are confident this boat will be the first of many of its type.

Mr. Paddon plans to operate the boat between Eden on the N.S.W. South Coast and South Australia.

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**Shipyards, too!**

**Axial-flow Pump**

**YORK Separator**

"A unique gravity type mineral separator — a world revolution in beach mining throughout the world." From "Austral News" published by the Department of Trade.

**HIGHER THROUGHPUT AND BETTER RECOVERY THAN ANY OTHER METHOD**

**YORK BROS. All Steel Tugs, Freighters and Trawlers are in Service on Many Parts of the Australian Coastline.**

**YORK BROS. PTY. LTD.**

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Another spectacular success achieved by York Brothers has been made possible by their design for an axial flow pump.

These are made in two ranges, with the larger size moving two million gallons of water an hour.

The sale of pumps for an irrigation plant in British Guiana is currently being negotiated by the firm.

The Richmond River's flood mitigation authority is employing York pumps in conjunction with its canals and floodgates to move water from inundated land with maximum speed.

Farmers along the Tweed and Richmond Rivers also are using the pumps to drain their land and remove floodwater rapidly.

The pumps, although simple in operation, are designed to take maximum advantage of the characteristics of water flow.

They range in price from about £250 to £550.

Power is supplied by a tractor or electricity.

By developing the pump, York Brothers have been instrumental in helping farmers prevent crop damage by floods and convert previously unproductive swampland into fertile, productive land.

Among minerals treatments equipment recently delivered or on order are:

- A sand grading plant (England).
- A 1,200 tons-a-day tin plant (Southern Rhodesia).
- An iron ore beneficiation for the new B.H.P. works at Iron Knob, S.A.
- Coal ash-reducing plant for Corrimal Colliery.

### Most advanced

Yorks claim that theirs is the most advanced gravity type mineral concentrator ever designed.

It separates cassiterite, zircon, rutile, ilmenite, monazite, gold, hematite, galena and magnetite.

Other minerals varying in specific gravity from the parent material also can be recovered by York separators.

Installation costs of the separators are 80 per cent less than for older types and only 10 per cent of the floor areas is required.

York Brothers supplied separators for the giant plant operated near Hastings Point by Associated Consolidated Minerals Limited.

This plant — one of the biggest in the world — was equipped with York separators after all available types were tested.

To cope with inquiries from around the world, York Brothers have appointed agents in New York and Tokyo.

## MINERAL SANDS ARE IMPORTANT TO DISTRICT ECONOMY

Mineral sands industry leaders claim their activities are not always fully appreciated.

The industry — worth £10 million a year to Australia — plays a big role in the economy of the Richmond and adjacent coastal areas.

One of the major companies is Associated Minerals Consolidated Limited, which mines beaches, terraces and dunes between Brunswick Heads and Ballina.

The firm, with about 90 employees and an annual payroll of £90,000, has a factory at Byron Bay where the minerals are treated after primary separation on the beaches.

Annual production at Byron Bay runs to 8,000 tons of rutile and 10,000 tons of zircon.

Industry leaders say publicity given to alleged damage to beachfront areas has overshadowed the importance of the beach sands industry.

Australia supplies the bulk of the world's requirements of rutile, zircon and ilmenite.

From these the free world obtains its supply of new metals — titanium, hafnium and zirconium, which were of strategic importance.

### In spacecraft

The tough heat-resistant and light titanium is needed for the United States space program, where it is being used extensively in spacecraft.

Hafnium compounds are needed for use as refragories in high-temperature technology, and zircon derivatives are needed where atomic engines are used, for example in the United States atomic-powered submarine, Nautilus.

"The industry is of incalculable benefit to Australia, but are its benefits fully appreciated?" an industry leader has asked.

"Let's get away from things like its contribution to Australia's export industry and the fact we can't deny the world these space-age materials, and move to the beaches themselves.

"On Queensland's Gold Coast, and on the northern New South Wales Diamond Coast, the industry is welcome.

"This was not always so, but now the industry is welcome for many reasons.

"It employs many local men—some companies employ 200 or more—and it co-operates with State Governments, local authorities and individuals to see that beaches and foreshores are left in just as good condition as when mining started there."

The spokesman said he wished to point out that there were actually advantages for areas that had been mined.

Frontal dunes were often contoured to a better erosion-resistant shape after mining.

Foreshores were smoothed out, which facilitated sub-division, and grasses and trees were planted to prevent wind erosion.

Mining did not weaken the land for building. Multi-storied Lennons Hotel at Broadbeach had been built on a mined area, and no special foundations were needed.

### Beaches cleaner

Extraction of minerals from beaches made them whiter, and cleaner for sunbathers, and did not weaken their ability to resist erosion.

The spokesman said many of the best beaches on the Gold Coast had been mined.

And along the Gold Coast some of the best beach-front picnic spots had been provided by mineral sands companies and families used these grassy areas with their trees, probably without realising who had provided them.

These were examples of the public-spirited attitude manifested by the mineral sands companies of New South Wales and Queensland.

The spokesman said there was another important aspect: Where these companies went, development followed.

Progress followed in their wake as they built roads, bridges, and brought in powerlines, telephones and other services.

Shops, garages and other suppliers sprang up and settlements grew.

### Areas restored

Lease conditions laid down by the Mines Department in collaboration with local authorities were quite adequate to ensure restoration of the mined

**MINERAL SANDS ARE IMPORTANT TO DISTRICT ECONOMY**

Mineral sands industry leaders claim their activities are not always fully appreciated.

**MACHINE WITH A FUTURE**

**U.S. FIRM PLACES ORDER FOR MINERAL SEPARATORS**

The need of approval has been placed on the Unimac sanding minerals separator with a £30,000 order for three units by an American-controlled company.

**Associated Minerals Consolidated Limited**

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- HIGH INTENSITY ELECTRO-MAGNETIC CROSSBelt SEPARATORS.
- LABORATORY SEPARATION PLANT.
- MATERIAL HANDLING EQUIPMENT, including Conveyors, Elevators and Baling Machines.
- FABRICATION OF STEELWORK for complete Wet Separation Plants.

COOK ST., SOUTH LISMORE, N.S.W.  
P.O. BOX 161

areas.

These conditions were rigorously policed by Mines Department inspectors. "The public has nothing to fear—not only because of the vigilance of the inspectors, but also because of the vigilance of local residents," the spokesman said. "These residents, who are right on the spot, would bring any unsatisfactory features immediately to the attention of the inspectors. "As well, there are very substantial guarantee deposits which are required from mining operators, and these are liable to be forfeited if conditions are not observed. "The department also has the power to cancel leases if conditions are not being observed, and this, if used, could put an operator out of business. This is a strong control."

## U.S. FIRM PLACES ORDER FOR MINERAL SEPARATORS

The seal of approval has been placed on the Lismore-made Reading minerals separator with a £20,000 order for three units by an American-controlled company. Forecasts made a year ago that development of the machine would open up new markets for Readings are beginning to be fulfilled. The mining company which has ordered the machines will install them in a plant on Fraser Island off the Queensland coast. A similar unit has been ordered by another company, and orders for two separators of a different type bring the total value of recent orders to £34,000. The American-based firm selected the Reading separator after extensive tests on the prototype at South Lismore. The machine was completely designed and built by Readings. It was developed to allow the mining industry to meet the demand for increased production and quality, and has proved to be extremely efficient and economical. The firm expects these initial orders will lead to others. Inquiries have already been received from Australian and overseas mining interests. Four magnetic separators recently went to Western Australia in the wake of an earlier consignment of seven units.

## Full range

The South Lismore factory now produces a full range of the units, ranging from laboratory models to machines capable of separating 7,000 lb. of minerals in an hour. The first Reading separator — built in 1952 — is still operational. Since it was sold, more than 60 machines have been delivered by the firm. As well as separators, Readings make suction dredges, aluminium tray frames, surge and feed bins, trommel screens, hoppers, pontoons, screw conveyors, elevators and sand driers. The firm is proud of the part it has played — and is playing — in the development of the important export market of sand mining throughout Australia.

## Employs 36

When Mr. Hugh Reading walks into the staff changeroom at his South Lismore works today, his mind goes back to 1948, when the whole of his engineering business was carried on in the room. From a one-room, one-man business, Reading's engineering works has grown into a concern employing 36 men who turn out products that have earned the highest regard in the industry throughout Australia. That one room 16 years ago contained an old lathe, a bench drilling machine, one grinder, a single electric welder and an oxy-welding plant. Today, the modern plant includes the largest planing machine between Brisbane and Newcastle and an oxy-cutting machine that slices through seven-inch plate in minutes. Other new plant items are an automatic welder and an argon arc unit that welds aluminium and stainless steel. Readings installed the planing machine to help them meet the increasing demands for their minerals separators, which are in use wherever sand mining is going on throughout Australia.

## ARMY ORDER FOR UNIQUE LISMORE-MADE WINCHES

### Sawmilling revolutionised

A £40,000 order for heavy winches is currently being filled by the Lismore engineering firm, D. J. McKee and Sons. The winches—each with a load capacity of 80,000 lb.— employ the multi-disc power-change McKee gearbox.

McKees were the only firm in Australia capable of producing the winches, which the Army will fit to tractors. Development of the winch with a built-in clutch followed the production of tractors with no clutch connection to the power take-off. The clutch designed by Mr. Jack McKee, and already revolutionising construction of sawmilling machinery, was eminently suitable for use in the winches.

A further order for spare parts is yet to be received by the firm. McKee gear-boxes with power-control clutches, are the only ones of their type being made in Australia. The firm claims its sawmill machinery is the best in the world. Mr. McKee feels his "Resaw" equipment is so revolutionary the time is not yet ripe to introduce it to the timber industry.

However, his automatic roundabout equipment already is bringing a high degree of automation to sawmilling. McKees recently installed a complete mill plant for Wilson, Hart and Co. Ltd. at Maryborough. This £32,000 contract called for installation of log deck, log turner-loader, automatic remote-control carriage, twin saw-frame, case rollers with automatic "kicker" and dispatch rollers.

All of this equipment — designed and built at McKees' South Lismore workshops — is operated by one man from a control panel. McKees are currently building a complete sawmill plant worth about £20,000 for Lawson and Son Ltd., of Mareeba, North Queensland.

## Big program

A further expansion program, estimated to be worth £50,000, at the Maryborough mill is expected to result in new contracts for the Lismore firm.

McKees now are beginning production of a roundabout to make possible one-man operation of the sawbench.

30. Supplement to The Northern Star, Saturday, August 15, 1964.

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**MADE ONLY IN LISMORE**



Consistently heavy orders from the Richmond swayed Ken Smythe and Ted Atkinson's decision to leave a Brisbane firm and establish their own business — Lismore Tyre and Trailer Service.

### INDUSTRY CAME FROM ORDERS TO BRISBANE

It is only two months since they came to the city, but already they are being a ready market for their fabricated steel products. They specialise in tractors, including the low and four-wheel drive type. Other products include horse hooks and low loaders. The firm's gear boxes — produced in one of the most up-to-date machine shops in Australia — is the product of almost all the equipment they are producing.

Mr. Smythe's activities in operations for jobs and trailer manufacture. They are now breaking in on the low-hat market. Firm's design For years, one firm has had the Australia-wide reputation for "new, up" With their own design and engineering staff, Messrs. Atkinson and McKee are now producing the gear box. Their present workshouses 40 feet by 60 feet. But they have had, as their business partners, their business partners, will their working space.

**The Logging Winch**

(ILLUSTRATED)

is one of 18 to be fitted to International TD15B Tractors being supplied to the Australian Army.

The same high quality as in this winch is maintained in all of the McKee products. This new McKee Logging Winch features 2 forward and 2 reverse speeds, with neutral and brake, all hydraulically controlled. This all gear drive which still retains the exclusive McKee free-spooling rope drum.

The whole of the design and manufacture of all parts is carried out with the modern machine tools in operation at our plant.

We are also manufacturers of complete sawmill plant, including: LOG DECKS, CASE ROLLS, AIR OPERATED LOG TURNERS, No. 1 & POWER FEED SAWBENCHES, SIZING LOG CARRIAGES, CONVEYOR SYSTEMS, TWIN SAW FRAMES, AIR OPERATED DOCKING SAWS.

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Ideal for Plumbers, Contractors, etc

FREE QUOTES GIVEN ON ANY TYPE OF TRAILER

4 wheel Farm Trailer  
To 5 ton capacity with full ball race turntable.

WE UNCONDITIONALLY GUARANTEE ALL OUR WORK

Other firms have manufactured this type of equipment, but McKees claim their plant will be the first unit that will be "really successful".

The firm's gear boxes — produced in one of the most up-to-date machine shops in Australia — is the nucleus of almost all the equipment they are now producing.

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It is only two months since they came to the city, but already they are finding a ready market for their fabricated steel products.

They specialise in trailers, including the box and four-wheel turntable type.

Other products include horse floats and low loaders.

Boilermaker-welders by trade, the partners worked for a trailer-manufacturing firm in Brisbane.

The firm attracted many district orders and this was the deciding factor in the two-man move to Lismore.

Mr. Smythe's view is that it is "a bad thing for any town to lose that amount of money to outside industry."

"By setting up a business here, we receive the money and spend it within the district. That way, it goes round in a big circle," he said.

The partners have had wide experience in steel fabrication work.

Mr. Atkinson was once foreman at the B.H.P.'s Newcastle steelworks.

Mr. Smythe specialises in quotations for jobs and trailer manufacture.

They are now breaking in on the tow-bar market.

### Firm's design

For years, one firm has had the Australia-wide market almost "sewn up".

With their own design and competitive prices, Messrs. Atkinson and Smythe say they are "doing quite well".

Their present workshop measures 40 feet by 80 feet.

But they hope that, as their business enlarges, so will their working space.

## CONTRACT FOR JOB IN HUNTER

Steel frames for 15 buildings at a new Army camp near Muswellbrook are being fabricated in Lismore by Jasen Steel Constructions Pty. Ltd.

The firm is also erecting the steelwork on the site as sub-contractors to a firm building the camp for the Department of Works.

To remove all rust and mill scale, Jasen Steel Constructions have installed their own acid descaling plant.

This is the only such equipment between Sydney and Brisbane.

It will handle steel in lengths up to 30 feet.

Installation of the new plant will allow Jasen to extend their work even further, following big expansion during the last year.

### More staff

From a staff of 24 a year ago, the firm's work-force has grown to 36.

The steel trusses for the Muswellbrook contract cover a span of 69 feet.

Steelwork also was supplied for Lismore's new city hall, motor registries in Lismore and Casino, and a hall for the Church of England at Casino.

A recently-completed project was a multiple garage for the Wollongbar Cattle Tick Research Station.

Structural steel today is being used in a greater range of buildings than previously.

Architects are designing steel-framed buildings on concrete foundations and clad with many new types of wall sheeting.

A number of contracts with commercial firms in the district have been carried out recently by Jasen. The firm's wire division has completed several jobs, among them:

- Fencing of Oakes Oval.
- Fencing Queen Elizabeth Park at Casino.
- Erection of manproof fencing around the transmitter buildings at Channels 8 and 6 on Mount Nardi.

Pipe and wire fences are used to beautify and protect homes, and to enclose industrial sites and power-houses.

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### SANDBLASTING PROCESS



No, it is not a spaceman, but an operator using a sandblasting machine at City Engineers. Sandblasting is a new field, recently entered by the firm.

### G. J. POPE

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NORTH LISMORE.  
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**ELECTROPLATER**

- ★ Nickel ★ Copper
- ★ Chrome ★ Cadmium

Plating  
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AGENT FOR:  
**FALLSHAW EXCHANGE  
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### OUR BUSINESS

is almost 100% FARM MACHINERY

- ★ DESIGN
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We have helped thousands to overcome their machinery problems, both in Australia and overseas.

— LET US HELP YOU —

See for yourself what the "McLEOD MOWERS" alone are doing for the farmer.

**McLEOD'S (Lismore) ENGINEERING  
WORKS PTY. LTD.**  
MILITARY ROAD, LISMORE. PHONE 3746.  
MUEWILLUMBAH — PHONE 686.

### SAVES THOUSANDS

Metallising, a process developed in Lismore by City Engineers, has resulted in savings of thousands of pounds a year by vehicle operators.

Worn components are resurfaced with metal at a fraction of the cost of new parts.

In other applications, the process provides 20 years' protection of metal against sea water.

A variety of metals can be used in this low-temperature process.

### WIDER SERVICE BY ENGINEERS

One of Lismore's service industries — City Engineers — has extended the scope of its operations into several new fields.

Added to its already established business in manufacture of solar heaters, general engineering work and metallising, the firm has entered into engine reconditioning and sandblasting.

To cope with the big demand for sandblasting services, City Engineers have added an extension to their Lismore workshop.

They provide service to the motor trade by sandblasting rusty and damaged car bodies before repainting, doing the work in one-tenth of the time taken by older methods of cleaning.

This results in big savings on the cost of repair work.

Sandblasting operations are also carried out in the field, with work currently under way on a contract involving erection of a munitions store at Muswellbrook.

The field of engine reconditioning has recently been entered by City Engineers, adding another phase to their service to the motor industry.

The firm recently has installed the biggest solar heater in the district at Mr. and Mrs. N. Townsend's holiday flats at Brunswick Heads.

This unit, with six absorbers, is supplying 150 gallons of hot water a day, using heat from the sun's energy.

### PRODUCING BOLTS BY THE TON

More than a million bolts, each with two washers and a nut — this is just one job for G. J. Pope, chrome plater.

Mr. Pope is the only such chrome plater between Southport and Coffs Harbour.

### Steel Trusses

- Farm Buildings
- Barns
- Sheds
- Cow Bails

Simple to erect — just bolt together. Iron Roofing and walls easily fixed.

### GATES and FENCING

for FARMS AND GARDENS

WROUGHT IRON HANDRAILS

Made to Measure

### QUOTATIONS ARE FREE

**JASEN**  
LISMORE — PHONE 2659

**STEEL CONSTRUCTIONS AND WIREWORKS**  
CASINO — PHONE 214

### SANDBLASTING:



Picture shows permanent protection of Steel Girders against rust and sea water corrosion, applied on site of Wardell Bridge.

**METALLIZING**

Picture shows permanent protection of Steel Girders against rust and sea water corrosion, applied on site of Wardell Bridge.

**AUTOMOTIVE & MARINE SERVICE**

- CRANKSHAFT JOURNALS RESTORED TO SIZE
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- CORD, SUPER X AND PERFECT CIRCLE PISTON RINGS
- BEARINGS SERVICED
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**EXCHANGE SERVICE**

- MOTORS
- PISTONS
- CON RODS
- TWO STROKE CYLINDERS
- SHOCK ABSORBERS

**SOLAR HOT WATER SYSTEMS**  
FREE QUOTATIONS

**CITY ENGINEERS**  
(Oliver Boyles)  
BREWSTER STREET, LISMORE. PHONE 5821

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Mr. Pope is the only such chrome plater between Southport and Coffs Harbour.

These cadmium-plated bolts, washers and nuts are being produced in Mr. Pope's workshop in North Lismore.

His cadmium plating for bridge building began with the Ballina Street bridge, and he also supplied the bolts, washers and nuts for the Wardell bridge. His present contract is for the Harwood bridge, involving 37 tons of these bolts.

However 85 per cent. of Mr. Pope's work is for chromium plating for cars, and he is also agent for a bumper-exchange service with a Sydney firm.

As well he does work for metal staircases and is still engaged in work for the Armidale University.

Mr. Pope has a great deal of plating work from district dairies, this including teat-cups and other small pieces of equipment.

## German belt design

Belts designed in Germany will soon be made in Lismore.

They will be manufactured under licence by North East Productions, a subsidiary of New England Apparel Pty. Ltd.

Managing director Mr. Bert Mullins arranged the Australian franchise for his firm when he was in Stuttgart recently.

Brand names also have been registered in Canada.

However the export arrangements have been temporarily halted by the recent Federal basic wage increase, which has made necessary a complete reconstruction of the cost structure of the products.

## Quality keynote

Mr. Mullins said it had been hoped that samples would have been sent to Canada for spring showings, but the wage rise had hit both mills and manufacturers.

He said it was inevitable also that clothing prices in Australia would rise as a result of the wage increase.

The Vancouver Trade Fair was reported to be the best-ever staged there, and Australia's pavilion was regarded as the best, Mr. Mullins said.

Mr. Mullins said Australia offered "a galaxy of goods from 'Down Under'," and Canadians viewed them for 10 days.

He said fair officials had feared that a 10-day exhibition might be too long but last-night crowds were as big as those that attended on the opening day.

**New England Apparel Pty. Ltd.**  
**MANUFACTURERS OF . . . CITY CLUB SLACKS . . . A Lismore City Production**  
 in town no other trousers in the under £8 price range have all these features . . .  
 out of town  
 • P.V.C. Belt inclusive • Double Tipped Pockets  
 • Safety Stitch Seams  
 • Mending Patch • Secret Pocket  
 • Pen and Comb Pockets  
 • Non-Slip Waist • French Bearer  
 • Leather Cuff Savers  
**City Club SLACKS**  
 TAILORED FROM  
**MACQUARIE WORSTEDS**  
 COUNTRY SQUIRE  
 Whip Tail  
 ARE AUSTRALIA'S LARGEST SELLING SLACK  
 Price **£7/19/6**  
 AVAILABLE THROUGHOUT THE DISTRICT FROM . . .

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|------------------------------------|---|--|--|
| ★ <b>Apparel Arts</b><br>LISMORE   | ★ <b>Halpin &amp; Sons</b><br>TWEED HEADS     | ★ <b>Mackelly &amp; Co.</b><br>MACKRAH                   | ★ <b>Wilkinson Pty. Ltd.</b><br>MURWILLUMBAH |
| ★ <b>Apparel Arts</b><br>LISMORE   | ★ <b>Proudfoots Pty. Ltd.</b><br>MURWILLUMBAH | ★ <b>C. D. McIntosh &amp; Son</b><br>CRONO               | ★ <b>Morleys</b><br>TWEED HEADS              |
| ★ <b>Arcade Mercery</b><br>LISMORE | ★ <b>Fred Hall</b><br>DEATHCH                 | ★ <b>S. McLean Pty. Ltd.</b><br>LISMORE                  | ★ <b>Stewarts Mercery</b><br>MURWILLUMBAH    |
| ★ <b>F. W. Birkbeck</b><br>RYOOLE  | ★ <b>Hearthwoods Pty. Ltd.</b><br>CASINO      | ★ <b>N. Nicholes</b><br>BROADWATER                       | ★ <b>Stewarts Central Store</b><br>TAMWORTH  |
| ★ <b>Dudleys</b><br>BALLINA        | ★ <b>Junors Pty. Ltd.</b><br>RYOOLE           | ★ <b>A. G. Robertson</b><br>Pty. Ltd.<br>LISMORE         | ★ <b>Wallace &amp; Co.</b><br>BALLINA        |
| ★ <b>A. I. Fidler</b><br>BYRON BAY | ★ <b>K. J. Kelly</b><br>WOODSBURN             | ★ <b>Rawards &amp; Jays</b><br>Pty. Ltd.<br>MURWILLUMBAH |  |
|                                    | ★ <b>Mackelly &amp; Co.</b><br>GANTON         |  |  |

## AMERICAN PRAISES LISMORE SLACKS

### Finish "just too good"

Lismore-made City Club slacks have been described as having a standard of finish "too good" for the American market.

This high praise for the products of a successful decentralised industry has come from the vice-president of a big chain of American menswear.

The executive, Mr. David Falk, of the Roos Atkins Group, made his comment to the managing director of New England Apparel Pty. Ltd., Mr. Bert Mullins.

Mr. Mullins met Mr. Falk during a recent overseas promotional tour.

Mr. Falk repeated his comments to the Australian Trade Commissioner in San Francisco, Mr. McRae.

He said he was very impressed with the workmanship in the City Club slacks he saw on display at the Vancouver Trade Fair.

In a letter to Mr. Mullins, Mr. McRae said Mr. Falk's only criticism was that the finish of City Club slacks was too good for the U.S. market, where retailers placed the emphasis on usage.

Mr. Mullins says the trim and finish of slacks made for sale in Australia must be of superior quality to lift the grade of any one brand.

### Canadian agency

While he was in Vancouver, Mr. Mullins arranged — without difficulty — an agency for Lismore-made slacks, with Great West Sales being appointed.

**German belt design**  
 Slacks designed in Germany will soon be made in Lismore. They will be manufactured under licence by North East Productions, a subsidiary of New England Apparel Pty. Ltd. Managing director Mr. Bert Mullins arranged the Australian franchise for his firm when he was in Stuttgart recently.

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**City Club products at Vancouver Trade Fair**  
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**Attendance**  
 A check of people passing through the Australian pavilion on an average night put the attendance at 750 to 800 an hour. He said New England Apparel was there in strength with two displays of City Club products.

**Extra staff**  
 The Lismore factory now is faced with full bookings for spring, and must build up its staff to meet the demand. A lack of skilled operatives is hampering the firm, but a training program has been introduced in a bid to overcome the shortage of skilled workers. Products from the South Lismore plant now are being retailed through more than 1,000 stores throughout Australia.

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The displays, with those of Macquarie Worsteds, of Orange, who worked closely with N.E.A., showed how successful decentralisation of Australian industry could be, Mr. Mullins said.

While he was overseas, Mr. Mullins also arranged an outlet for City Club slacks through Singapore's leading retail store, Robinson and Co. Pty Ltd., in Raffles Place.

This firm has been given the City Club franchise for Singapore.

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Products from the South Lismore plant now are being retailed through more than 1,000 stores throughout Australia.

Despite fierce competition from other manufacturers, the company is holding its own with sales.

Mr. Mullins says it is becoming more evident every day that slacks are no longer just another garment.

"They are an article of fashion, and nowhere in the world did I see young people better dressed than the average Australian male in the 16 to 30 age group," he says.

## RANGE OF ACTIVITIES BY GROUP

Opening this year of the £415,000 Pacific Highway bridge at Wardell marked the completion of a major project by the Lismore-based firm of Dayal Singh Construction Pty. Ltd.

The firm is one of a group of companies founded by the late Dayal Singh, and engaged in a wide range of activities throughout the district and nation. The firm's work also has been carried out over areas of the South-West Pacific, with wharves and bridges being constructed in New Guinea and Papua and building construction in New Zealand and New Britain.

The new bridge at Wardell spans the Richmond River and is part of a £1 million project which diverts the highway around the Burns Point ferry crossing.

The bridge, with abutments, is 800 feet long, 37 feet wide and with a 28 ft. roadway.

A towering 140 ft. lift section enables sugar boats to go upstream to pick up raw sugar from the Broadwater mill.

The bridge is one of a number of major bridges built on the North Coast by the firm.

A previous contract covered the construction of a one hundred foot bridge over the Clarence River at Whitemans.

Associated companies are engaged in the manufacture of joinery and furniture, tyre retreading, ready-mixed concrete and concrete masonry blocks.

The group has built three dams — Rocky Creek, Dungowan and Quilpolly — at a total cost of more than £1 million.

The joinery factory in Lismore is one of the largest on the North Coast.

It employs over 30 men, and specialises in church furniture.

A modern tyre-retreading plant was set up 10 years ago by Dayal Singh Tyre Service Pty. Ltd.

The plant since has been progressively modernised to keep up with introduction of new and improved techniques.

One of the group's subsidiaries, Dayal Singh Transmissions Pty. Ltd., specialises in erection of electricity transmission lines.

It has carried out work in many parts of the State and in Queensland, including some of Australia's roughest country — between Burrinjuck Dam and Wagga Wagga having constructed both the 132 kV lines supplying power to Wagga Wagga.

Another subsidiary, Richmond Ready-Mixed Concrete Pty. Ltd. uses four mobile mixing units to carry concrete from its factory at North Lismore.

Almost every major building and constructional project including several major bridges in the district since 1960 has used ready-mixed concrete supplied by the firm.

The company claims ready-mixed concrete is accurately weigh-batched and is cheaper than that mixed by other methods, and is faster and easier to use.

An associated industry carried on by the group is the manufacture of concrete masonry blocks turned out from scientifically-balanced mixes in many designs.

## HORSES TO BULLDOZERS IN HALF-CENTURY OF EARTH-MOVING, HAULAGE

A service industry associated with many major projects on the Richmond River for 50 years is carried on by W. B. Hepburn and Sons Pty. Ltd.

This Lismore firm—employing up to 70 men—is associated with earth-moving, logging, road-building, land-clearing and building-removal projects. One of the latest jobs was clearing and preparing the site for Lismore's new £1 million Base Hospital block.

The firm had its origin in the pioneering days of log haulage by horse and bullock teams.

This beginning was in sharp contrast to today's operations, with the company's fleet currently consisting of 63 vehicles, including 10 bulldozers and 10 heavy trucks.

The late W. B. Hepburn began dairying in the Rosebank area, near what is now Whian State Forest, in 1905.

He began hauling log timber to Lismore 50 years ago, using bullocks to snig the logs in the forest and horse teams to haul them to Lismore.

### First truck

The trip took several days, and Mr. Hepburn made two journeys weekly.

In 1926 he replaced his horse teams with a solid-tyred Republic motor truck, but bullocks were still used in the forest.

The following year he bought his first crawler tractor with winches, and this

34. Supplement to The Northern Star, Saturday, August 18, 1966

### New Richmond bridge speeds traffic

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## RANGE OF ACTIVITIES BY GROUP

CONCRETE BLOCKS CAN MODERNISE YOUR HOME

**Dayal Singh Concrete Products**

READY MIXED CONCRETE

ACCURATELY MIXED WHERE YOU WANT IT — WHEN YOU NEED IT

68 KEEN STREET, LISMORE Phone 2582 Office Phone 4959 Plant

- CHEAPER
- FASTER
- EASIER

**READY-TO-POUR CONCRETE BY PHONE**

**BUILDERS' SUPPLIES**

GLASS & MIRRORS  
SIBRAME ENGLAND  
BIRCH BOARDS  
MAINTENANCE  
LAMINATE  
KORACOR  
PANELS  
PLYWOOD  
MOULDINGS

ALUMINIUM WINDOWS  
SLIDING DOOR TRACK  
STAINLESS STEEL SINKS  
HOT WATER SYSTEMS  
BATHS  
HEADWARE  
SHOWER FITTINGS  
VANITY BASINS  
BAGG LUGGERS

**QUALITY JOINERY**

☆ **DAYAL SINGH PTY. LTD.** ☆  
JOINERY WORKS Jubilee St., Lismore. Phone 2274  
FLOORING DIVISION 68 Keen St. Phone 2594

**FLOORING SERVICE**

DESIGN & PLANNING—Drop into our Tile Bar, we are at your service.

LAYING—Vinyl Tiles, Parquetty flooring, we can lay for you, or supply for you to lay.

SANDING—Our Dustless Floor Sander makes old floors like new!

POLISHING—Latex Plastic Finishes, Wax Polishes, Cleaners, etc.

**GOODYEAR TYRES for Safer Driving**

BUDGET PLANNING buys them for you

**Pay only 10%**

DOWN ON ALL TYRES — RECAPS — BATTERIES

Pay the Balance at only 1% in the £ each week.

88 RECAPS ALWAYS IN STOCK.

**Dayal Singh Tyre Service**  
68 Keen Street, Lismore Phone 2594  
Canteen Street, CASINO Phone 671

## DAYAL SINGH ENTERPRISES

Supplement to The Northern Star, Saturday, August 12, 1966, 28

### LISMORE BROOMS FOR BRISBANE

First brooms by Jubilee Broom Company, 20, Park Street, Lismore, are a Brisbane customer. The order is taken from a weekly order of 4,000 brooms.

### AMERICAN MACHINES TO BROOM FACTORY

These machines costing a total of 12,000 dollars are on their way from America for a factory in South Lismore.

This is the Jubilee broom factory, which is being built by the Jubilee Broom Company, which manufactures brooms for export to Australia, New Zealand, and other countries.

The factory will be ready for occupation in the next few months and will employ about 20 men.

The factory will be built on a site of 10 acres, which is being cleared and prepared for the factory.

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### HORSES TO BULLDOZERS IN HALF-CENTURY OF EARTH-MOVING, HAULAGE

A service industry associated with many major projects on the Richmond River for 50 years is carried on by W. B. Hepburn and Sons Pty. Ltd.

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One of the latest jobs was clearing and preparing the site for Lismore's new £1 million Base Hospital block.

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This beginning was in sharp contrast to today's operations, with the company's fleet currently consisting of 63 vehicles, including 10 bulldozers and 10 heavy trucks.

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### EARTHMOVING:

- ROAD MAKING
- DAM BUILDING
- SPECIAL HAULING
- HOUSE MOVING

### PLANT HIRE

- BULLDOZERS
- CRANES
- EXCAVATORS
- DRAGLINES
- COMPRESSORS
- DRILLS

Agents for:  
★ REMINGTON CHAIN SAWS

## W. HEPBURN & SONS Pty. Ltd.

81 Orion St. LISMORE Phone 2445

WE PROCESS THE RICHMOND RIVER'S £50,000 MILLET CROP

TOP QUALITY BROOMS MANUFACTURED AT OUR SOUTH LISMORE FACTORY ARE SOLD ALL OVER EAST COAST OF AUSTRALIA.

THIS LOCAL INDUSTRY PROVIDES EMPLOYMENT FOR 20 PEOPLE

**Jubilee Broom Company**  
SOUTH LISMORE

**Large Boat**

With the growth of the Lismore broom industry, it has become necessary to build a large boat to transport brooms to Brisbane.

The boat will be built on a site of 10 acres, which is being cleared and prepared for the boat.

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replaced the bullocks.

In the years that followed, the name Hepburn became closely associated with the Northern Rivers timber industry.

Mr. Hepburn disposed of his business interests in 1949 to his sons Frank, Norman and Roy Hepburn, who continued hauling logs to mills.

As operations expanded, the firm found it necessary to buy more crawler tractors and these were used not only in the timber industry, but also in clearing agricultural land, building forest roads and other projects.

### House-moving

The firm became recognised as experts in removing houses and larger buildings from one site to another.

Removals were made over long distances and often in hazardous circumstances.

This type of work was carried out as far south as Grafton, west to Tenterfield, and in areas north of Lismore.

The implementation of flood mitigation projects made use of the firm's earth-moving capacity, and operations were extended to erection of flood canal headworks and floodgates.

Hepburns constructed flood mitigation works at Bungawalbyn and Keith Hall, and were associated with others.

They are currently clearing extensive areas of land required in an expansion of the sugar industry on the Richmond.

### Large fleet

With the growth of its business, the company has found it necessary to build up a large fleet of vehicles and machines.

For a single garage in Orion Street, the firm's depot has been extended to provide office accommodation, four additional bays for repair, and maintenance work, and storage space.

Adjoining land has recently been bought to allow for further expansion.

## AMERICAN MACHINES TO BROOM FACTORY

Three machines costing a total of 12,000 dollars are on their way from America for a factory in South Lismore.

This is the Jubilee Broom Company, which manufactures 3,000 brooms a week.

The new machines are broom-stitchers, the latest models in the broom-making industry.

At present some of the 20 men employed at the factory are using two older-type stitching machines.

All but two of the employees have worked in the factory since they left school.

Brisbane has a large market for the brooms made in Lismore. Distribution is through the chain-stores along the eastern coast of Australia and into the west of New South Wales.

The factory also has a contract to supply brooms to the N.S.W. Government.

A subsidiary plant in Newbridge Street makes handles for brooms and hammers.

Wood for these handles, as well as millet for the brooms, is bought locally by the factory.

Every year an estimated £40,000 worth of millet is bought from growers on the Mid-Richmond River at Coraki.

The Jubilee Broom Company, the only one in northern New South Wales, has many orders to fill.

## MILLIONS OF LOCAL BRICKS

### FACTORIES AT TOP PRESSURE

Although one and a half million bricks from Bexhill and Coombell went into major building projects in the last year, this figure is only part of the annual output of the works.

The combined production of the two undertakings runs to four and a half million bricks a year.

While the big projects attract the most attention, the bulk of the bricks produced in Gunthorpe's brickworks are in constant demand for home-building and small commercial projects.

Evidence of the important part played by this brick-making industry is seen in the wide range of brick buildings erected or in course of erection on the Richmond River.

Casino's new high school will use a quarter of a million common bricks from Coombell, west of Casino, and 140,000 Coombell face bricks.

The Bexhill works will provide 172,000 face bricks for this important project. The £170,000 city hall being built in Lismore will contain a total of 240,000 bricks from Bexhill and Coombell.

A block away, the new Woolworths building will absorb 75,000 bricks.

A project at Campbell Hospital at Coraki—a new home for nurses—used 107,000 bricks.

A reconstruction project at St. John's College at Woodlawn required more than 200,000 bricks.

Two Ballina jobs called on the brickworks to supply materials, with high school extensions taking 84,000 bricks and the new R.S.L. Club more than 200,000.

Red bricks from Coombell last year went to the Tweed district for Murwillumbah High School (110,000) and East Murwillumbah School (34,000).

A further 70,000 Coombell bricks went into other commercial projects.

Bexhill Brickworks turns out bricks in a variety of colours in the cream range, while at Coombell bricks are made in red tonings.

The two plants employ a total of 38 men, with a substantial number of others receiving employment carting bricks and fuel for the kilns.

Both plants use the dry press method, with the clay's natural moisture content being exploited in the manufacturing process.

Each million bricks produced consumes an acre of clay a foot deep.

A mill crushes the clay into a fine powder, which then is compressed into bricks under pressure of up to 45 tons.

Ninety thousand bricks at a time go into the kilns for a seven-day firing at temperatures reaching 1,500 degrees Centigrade.

## ADVICE AND SERVICE FOR HOME-BUILDERS

A complete home-building service is being provided in Lismore by the firm of A. K. Barnes and Sons, whose "home-planning centre" in Wyrallah Road is now open.

The service offered is one that covers the whole project — from initial design to construction and furniture manufacture.

The firm's facilities enable it to design and build the home, manufacture all the joinery, install the stove and hot-water systems, baths and all other fittings from its own stocks and fit all hardware items from the big range kept in store.

This enables it to maintain full control of the project, resulting in quality work at lower cost.

**MILLIONS OF LOCAL BRICKS**  
**FACTORIES AT TOP PRESSURE**  
Although one and a half million bricks from Bexhill and Coombell went into major building projects in the last year, this figure is only part of the annual output of the works.  
The combined production of the two undertakings runs to four and a half million bricks a year.  
While the big projects attract the most attention, the bulk of the bricks produced in Gunthorpe's brickworks are in constant demand for home-building and small commercial projects.  
Evidence of the important part played by this brick-making industry is seen in the wide range of brick buildings erected or in course of erection on the Richmond River.

**ADVICE AND SERVICE FOR HOME-BUILDERS**  
A complete home-building service is being provided in Lismore by the firm of A. K. Barnes and Sons, whose "home-planning centre" in Wyrallah Road is now open.  
The service offered is one that covers the whole project — from initial design to construction and furniture manufacture.  
The firm's facilities enable it to design and build the home, manufacture all the joinery, install the stove and hot-water systems, baths and all other fittings from its own stocks and fit all hardware items from the big range kept in store.  
This enables it to maintain full control of the project, resulting in quality work at lower cost.

**BARNES BUILT EXCLUSIVE HOMES AT ORDINARY PRICES**  
INDIVIDUAL IN CHARACTER AND DESIGN  
ALWAYS OUTSTANDING FOR QUALITY AND LOW MAINTENANCE COSTS  
REMEMBER . . . Our Homes only LOOK expensive — ASK FOR A QUOTE —

**A. K. BARNES & SONS**  
WE USE AND DISTRIBUTE LYSAGHT BUILDING PRODUCTS  
93 Wyrallah Road, LISMORE. Phone 5510  
MASTER BUILDERS OF LONG STANDING FOR YOUR PROTECTION

**BUILD IN BRICK FOR LASTING ECONOMY**  
★ Whatever your brick needs you'll get immediate delivery of quality bricks (at competitive prices) when you specify: "Bricks from Bexhill and Coombell Brickworks." Range of bricks include: Cream, Red and Buff Face, and Texture Bricks and Common Bricks. Write or telephone for full details or call in at any of our yards.

**BEXHILL BRICKWORKS**  
BEXHILL 216 COOMBELL 1

The new company was formed recently when Mr. Keith Barnes, after trading for more than 30 years as A. K. Barnes, brought his sons Ross and Neil into his business.

The home-planning centre has been set up in new offices above the firm's joinery factory and showrooms in Wyrallah Road.

There prospective home-builders can discuss their needs and make a selection from a large number of plans of proven design, or have a plan specially drawn incorporating features required.

Most of the plans have been designed by Mr. Barnes, and—being prepared by the builder—provide for the highest quality of workmanship while employing the most economical and practical construction methods.

The association of a building firm with a joinery factory also allows for full liaison that leads to lower costs and faster service.

All built-in furniture is manufactured in the factory and then installed on the job as units.

Homes being designed at the centre cater for all modern types of building

existence of 90 sawmills and plywood factories in the Casino district of the Forestry Commission.

Timber men freely admit that while the effects of recent economic restrictions were adverse, they caused — for the first time — a major review of sawmilling activity.

But they agree that the most exciting and interesting era in the industry's development is just around the corner, and that the Richmond will undoubtedly enjoy its share.

They see the immediate future holding keys to many doors leading to new horizons, and are beginning to read future trends with confidence in their ability to promote the industry's products.

The important place the industry has filled in the district for many years seems certain to be consolidated and the titles "sawmill", "timber mill" and "timber yard" will be lost in favour of a new public image of a vigorous "timber industry."

### Huge acreage

The Forestry Commission controls half a million acres of State forests from its Casino office.

It also maintains more than 1,000 miles of forest roads.

Production of timber in the area in 1962/63 ran to 56 million super feet, and in the last financial year the commission spent £200,000 in the district.

Members of the Richmond-Tweed-Clarence Branch of the Sawmillers' Association use the conference table monthly to discuss the industry's problems.

They have been reflecting lately on recent reports of the loss in sales of timber products to such substitutes as aluminium, steel, fibro, concrete and plastics and, in particular, the loss of valuable markets for wooden sheeting as a result of the marked increase in the construction of brick homes.

The world picture on the supply of timber indicates the prospect of a shortage for many years to come.

Sawmillers a few years ago would have been prepared to agree that this is due more to the demands being made by the tremendous increase in world population rather than by the ability of the industry to keep abreast of modern trends and develop its products by the use of technological and scientific advancements.

However, the scene is now changing and better-than-ever prospects are emerging.

Today timber men throughout the nation are looking critically at some of the industry's ills.

They believe much more can be done to promote public interest in timber



material, and feature the latest styling in kitchen layouts.

New equipment has recently been installed in the joinery factory to speed up production and to assist in construction.

A. K. Barnes and Sons are continually introducing new ideas into their construction methods, all of which are aimed at producing low-cost, high-quality, low-maintenance homes.

They specialise in brick veneer construction, and take advantage of the economy of this type of construction, which can be used by home-builders at only a small additional cost compared with all-timber construction.

The firm manufactures vanity basins in a wide range of modern styles, and will custom-make furniture of any type.

### Craftsmen

The staff includes master craftsmen in every trade, making complete handling of a project possible.

To speed construction on the site, a large part of the material is now pre-cut and pre-fabricated in the factory.

Mr. Barnes has been building homes in Lismore since 1928, and his sons are among the best joiners in N.S.W.

The fact that the firm has had many repeat orders for homes from clients over the period of years speaks for itself as proof of the standards of workmanship set

## OPTIMISTIC OUTLOOK IN TIMBER INDUSTRY

The timber industry—one of the Richmond's largest and most vital industries—has been passing through one of the major crises of its existence.

This industry, whose product is worth £2 million a year, is primarily responsible for the maintenance of many small communities and the

**Build In Style With Timber**

Some of the Finest Building and Decorative Timbers in the world are Produced, Chemically Treated, Kiln Dried and Processed into Reliable, Durable, Reasonably Priced Products by Members of the Associated Country Sawmillers of N.S.W.

ASK YOUR BUILDER TO SPECIFY LOCALLY PRODUCED TIMBER FROM:

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| Bennett, J. F., URBENVILLE.                    | National Timbers Pty. Limited, OLD SCHALBO.      | Urbenville Hardwoods Pty. Ltd., URBENVILLE.    |
| Bonshaw Timber Co. Ltd., BODRALBO.             | R.H.I. Timbers, CASINO.                          | West and Sharpe Pty. Ltd., NIMBIN.             |
| Bryant, E. S. & Sons Pty. Ltd., MURWILLUMBAH.  | Six Bros. (Woodburn) Pty. Ltd., WOODBURN.        | Woodenborg Sawmills Pty. Ltd., WOODENBORG.     |
| Ford, E. M., DRAKE.                            | Six's Derris Sawmills Pty. Ltd., MURWILLUMBAH.   | Riverside Timber Co. Pty. Ltd., SOUTH GRAFTON. |
| Hewitson, J. W. & Sons Pty. Ltd., WALLANGONG.  | Standard Sawmilling Co. Pty. Ltd., MURWILLUMBAH. | Corbett Bros., GRAFTON.                        |
| Machin, P., NIMBIN.                            |  |  |
| Macpherson Range Timber Co. Pty. Ltd., KYOCLE. |  |  |

For information we invite you to inquire from the Secretary, Richmond/Tweed/Clarence Branch Associated Country Sawmillers of N.S.W. - Walker Street, Casino - Phone 330

products and to at least maintain per capita consumption. In the Richmond Valley, where the economic recession wiped out many district sawmills, there is now under way a revitalisation of the industry. A new pattern is emerging with the amalgamation of forest licences and creation of bigger mills equipped with modern machinery in main centres. This evolutionary process is continuing and will result finally in fewer sawmills, but each of them will be larger organisations with better log quotas, capable of better industry control and with the opportunity of regulating standards and offering protection to consumers. Many industry members believe the process of merging small units into large ones is the first step towards the development of sound, long-range businesses employing a maximum range of timber utilisation. The greater consciousness of the need for a widening of services by extending operations, coupled with prospects of wider exploitation of exotic pine plantations, is influencing timber men to think in terms of making greater use of the tree. The past public image of the industry within the district would encompass a mental vision of sawmilling plants chugging away day by day at the same job and becoming gradually obsolete with no obvious move toward renovation or expansion. Arising out of current trends, however, a wider utilisation of trees is emerging and the public image will be changed and intensified in many new and nationally important developments.

Cost concern

Much concern has been expressed in recent years over the rising cost of sawn timber produced from indigenous forests and there has been a consciousness of the possibility of this factor having an adverse effect on the consumer acceptance of timber products. Much is being done now to manufacture wood products from waste by making use of the small, unmillable tree. The education of users into the acceptance of sawn timber in appropriate grades for utilisation, thereby widening the merchandising scope and permitting the conversion of a large volume of logs previously thought useless, is one major forward step. Herein lies much of the industry's answer to rising costs. Technological advances in recent years have made it possible to compress sawmill waste and the first thinnings of pine plantations into building boards of excellent quality. Pressure-impregnation has been proved to be a successful method of making non-durable woods, resistant to insect attack, fungus and rot, thereby bringing about a much wider use for forest products and the introduction of species hitherto considered to be of little or limited commercial value.

New fields of timber usage at competitive prices are in sight. These functions, following the fundamental practice of sawmilling, give a wide opportunity for diversification of the industry and virtual life in perpetuity can be developed if these processes are satisfactorily evolved. One of its greatest problems has been its need to maintain full productivity to live. Lack of ability to rationalise creates almost insurmountable problems during short periods of recession. The introduction of modern developments within our district such as high-speed, efficient sawing equipment, the manufacture of building boards, the introduction and exploitation of chemical treatment and pressure-impregnation with water-borne salts, calls for the provision of much capital.

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**TIMBER FOR EXPORT**

[Picture]

Exports are playing an increasingly important part in the economy of the Richmond's timber industry. The Abel Tasman, pictured loading at Ballina, makes regular trips to New Zealand with poles and crossarms for power transmission lines; piles, girders and decking for port work and timber for many other purposes. Timber men say this trade will continue and that a re-examination of Ballina's port potential is warranted. Richmond ironbark is being exported to Canada, the U.S. and the Pacific Islands. Spotted gum goes to South Africa. Indications are of growing overseas interest in Australian hardwoods.

**Huge log being fed into peeler**

[Picture]

A huge log is being fed into the peeler at the Veneer Company's factory at Kyogle. The veneer can be peeled to varying thicknesses before passing

along a conveyor to the clipper. The other picture gives a view of the clipper in operation. It shows pieces of veneer being guillotined, cutting out splits in the timber and sections containing flaws. The newly installed second clipper will speed up the flow of veneer from this early stage of the production program.

**NEW EQUIPMENT TO BRIDGE GAP**

New equipment is about to be installed at the Veneer Company Pty. Limited's Kyogle factory to bridge the present gap between production and demand.

Because of a bottle-neck in the peeling and clipping section about 18 staff members have been working overtime for the last three months to keep up veneer supplies to the rest of the plant.

Engineers recently installed a second clipper, at a cost of £1,100, to speed up this section.

Factory manager, Mr. K. C. Newton, said logs could be put through the peeler at a satisfactory pace but a delay was being experienced at the clipper.

It was expected this second clipper would overcome this delay.

He said the factory produced only against orders and carried very little stock.

At present, because of the bottle-neck at the clipper, production of standing orders were being delayed.

Orders are coming mainly from Sydney and Lismore with smaller demands from Melbourne and Brisbane.

Mr. Newton said with the expected increase in output other expansion work would have to be carried out in the factory.

**New boiler**

Another larger steam boiler was planned for installation before the end of the year.

This would be required to provide high steam pressures for more efficient drying of veneer.

At present the drying staff was working just over two-and-a-half shifts a day.

With the installation of the second clipper there would be greater demands on the steam dryer.

Mr. Newton said although there had been little change in general sales

Supplement to The Northern Star, Saturday, August 15, 1964. 39.

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**Micro-ply up**

Meanwhile the demand of the firm's Micro-ply has exceeded all expectations.

The Kyogle Veneer Company pioneered the development of this product in Australia and is still the only firm making it.

Micro-ply is used as a decorative material in the printing and graphic arts trades.

The company acquired a special machine to produce Micro-ply in 1958 and will shortly be producing a second machine.

One of the main reasons for the success of the Veneer company is the production of Micro-ply which has a decorative effect on the finished product.

After completion of the finished order, the Micro-ply is used for a decorative effect on the finished product.

Mr. Newton said with the expected increase in output other expansion work would have to be carried out in the factory.

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during the last 12 months, there had been substantial increase in demands for waterproof and marine ply.

This could be attributed to the tremendous rise in popularity of boating. Most of the marine ply was being sold in Lismore and district by the firm's associated distributing company, Lismore timbers and Hardware Pty. Limited.

Much of it was being used at the Ballina Slipway Engineering Company and by private boat builders.

Marine ply also was being used extensively in the district—mainly by the mineral sand industry as sand separators.

### Micro-ply up

Meanwhile the demand of the firm's Micro-ply has exceeded all expectations.

The Kyogle Veneer Company pioneered the development of this product in Australia and is still the only firm making it.

Micro-ply is used as a base block in the printing and graphic arts trades.

The company acquired a special machine to pioneer the Micro-ply industry and will shortly take delivery of a second machine.

One of the main reasons for the success of the Veneer company in the production of Micro-ply is that it has access to suitable types of timber.

After completion of the finished board specifications allow for a tolerance of not more than two thousandths of an inch.

### New plant for glassworking

Glass processing is an important development in the work done at Hampton and Larsson's Lismore factory.

Costly plant installed nine months ago is now working full-time to cope with orders.

Although joinery is the company's main concern, glass-processing is proving an important sideline.

One machine alone — a diamond wheel — cost more than £1,000.

The department handles all types of processing, including finger-slotting, rounding and polishing.

Large stocks of glass are carried to suit varied orders.

These come from the firm's Tenterfield agent, as far south as Coffs Harbour and north to its Queensland branch at Mermaid Beach.

An indication of the importance to the Richmond of Queensland markets is shown in the fact that 51 per cent. of Hampton and Larsson's glass products go to the Mermaid Beach branch.

Closely allied with the glass processing business is the sale of aluminium door and window frames.

In the last six months, the firm has been forced to carry a large variety of these to meet modern demands.

Hampton and Larsson employ 35 permanent members of staff.

They are quoting on ambitious home unit projects, reaching well into five-figure costs.

Their biggest job so far is one currently being built at Mermaid Beach.

Even "weekenders" on the Gold Coast are being built for £30,000 today, meaning a £5,000 share in joinery orders for the firm.

### Tubular steel products

A new, specialised industry in Lismore is the manufacture of tubular steel products.

The firm, Reno Products, at South Lismore, is headed by Mr. Reno Del Ben.

It is turning out a wide range of items for household use, including a folding step ladder.

Tubular steel furniture for the patio, garden or kitchen is produced, and special orders are filled.

The firm recently manufactured 400 chairs for a sound lounge in North Queensland.

The tubular steel framework is coated with plastic in many of the lines, and material is used for chair seats and backs.

The firm offers custom-made products to any design required.

It sells most of its goods in Queensland, where it has appointed a Brisbane agent.

## ACTIVITIES EXTEND OUTSIDE DISTRICT

The Lismore Terrazzo Company is one of several local industries whose activities extend well outside the Richmond district.

The company currently is engaged in a concreting contract on the new Army camp at Myanbat, near Muswellbrook.

Concreting and plastering form a large part of the company's activities.

In a factory on the river bank at South Lismore, Santin Brothers manufacture terrazzo from marble chips and cement, using machines to polish the slabs after they set.

This decorative and lifetime building material goes into a wide range of buildings, with Lismore and District Workers' Club's extensions the main project at the moment.

Partitions about six feet square and weighing more than half a ton each are being manufactured for erection in toilets at the club.

Terrazzo window sills are being made for Ballina High School's new buildings and railings for a new bridge over Mooball Creek at Pottsville will come from the South Lismore plant.

This Lismore industry, which also carried out work on the new technical college building, employs up to 12 men.

It turns out large quantities of soakage boxes for absorption trenches as well as other products.

### Joinery specialists

[Picture]

Joiners at Hampton and Larson's Lismore factory turn out the firm's main product for markets covering a wide area of N.S.W. and Southern Queensland.

### Scientific advances applied

[Picture]

Engine tuning, using the latest specialised equipment, is only one of the many services offered by Repco's Lismore branch. The firm has applied scientific advances in the design of equipment used in other industries — such as aircraft manufacture — to the servicing of motor vehicles.

## CONSTRUCTION FIRM'S BIG ROLE IN AREA

The award of a £1 million contract to build Lismore's new Base Hospital wing has given renewed emphasis to the role of R. and B. Constructions in the development of northern N.S.W.

The project is the biggest ever undertaken in Lismore and the biggest ever for this Lismore-based construction organisation.

R. and B. Constructions has under way work worth well over £2,000,000 and a sister company, R. and B. Constructions (Qld.) Pty. Ltd., has completed almost £1,500,000 worth of buildings in the last twelve months. In addition, turnover in glass, tiles and timber of the Robb and Brown group of companies in the last financial year was £1,400,000.

All this has developed from a two-man business started in Lismore in 1932 by Cyril Robb and Jim Brown, both of whom are still active in the business today.

Major projects now under way have given the group an opportunity to further expand its aluminium and glass departments.

The Lismore city hall windows were manufactured and glazed in Lismore by the group, and as all major construction projects today use aluminium windows and doors, the future of the department is assured.

With the modern trend towards greater use of glass, this department of the group has experienced a busy year and expects this activity to continue.

The group has introduced non-actinic glass, which takes the heat out of the sun's rays and provides a pleasant atmosphere inside the building.

The group's tile section, led by Lex Willett, is accounting for all the major projects now under way.

Looking to the future, stocks of tiles in a range equalling that offered by any metropolitan merchant are held.

Examples of the firm's tiling work are seen in the City Hall, Workers' Club and Technical College in Lismore.

Among projects at present being built by R. and B. Constructions are the £1 million Lismore Base Hospital, more than half a million pounds worth of buildings at the University of New England, the £350,000 Casino High School, the £280,000 Duval College at Armidale and £8,000 worth of work at St. John's College at Woodlawn.

In the last twelve months, R. and B. Constructions (Qld.) has completed a £403,000 market, a £43,000 hotel and £330,000 wool store in Brisbane; a commercial centre at Rocklea worth £176,000, a civic centre at Stanthorpe worth £92,000 and a clinical science building at Brisbane General Hospital valued at £400,000.

## COMMITTEES IN MOVE ON PORT PRIORITY

One of the major aims of the Richmond-Tweed Regional Development Committee is Government recognition of the Clarence River port at Iluka as a developmental and decentralisation project.

The committee, set up by the State Government, was formed in 1945, and the port has been of constant interest to it.

Disappointment was expressed when State Cabinet recently failed to make an expected announcement on speeding up of the work and deepening of the port entrance.

The development committee had asked the Government to make the port a high-priority developmental and decentralisation work.

Work on the project has been in progress for 14 years and £2.7 million has been spent.

Although the Government has not yet agreed to speed up the work, it has asked the Public Works Department to continue investigations aimed at determining the ultimate depth and the scope of internal port works.

### Big influence

The Premier, Mr. Renshaw, has described the port as a long-range project of great significance and one which will have a profound influence on the development of the north and north-west of the State.

The regional development committee will continue to press for deepening of the port.

In a report prepared by Lismore accountant Mr. C. M. Thomas on behalf of the committee (and adjacent committees) and the Department of Industrial Development and Decentralisation, it is claimed that greater depth is essential at the port entrance.

Mr. Thomas says: "I am firmly of the opinion that, if the port is to succeed, it must be deep enough to receive larger ships carrying overseas cargo".

The area's regional development committees believe their port sub-committee should be regarded as a permanent group to advise the Government on usage and development of the port.

Another major current interest of the committees is the fight to have North Coast milk sold in the Sydney Milk Zone.

It has prepared a special report on the matter and submitted it to the Department of Industrial Development and Decentralisation.

The report points out that should non-zone dairymen be allowed to supply 10 per cent. of the Milk Zone's requirements, they would receive an annual income increase of £1.8 million.

It points out very clearly that North Coast farmers are not backward in helping themselves by contributing to industry research and taking active parts in research programs.

The Richmond-Tweed Regional Development Committee, with others like it throughout the State, will continue its work of planning the development of its region.

## DEVELOPMENT OF HEALTH SERVICES ON THE FAR NORTH COAST

Continuing development of health services in the Richmond River area has been highlighted recently by a start on erection of the £1 million first stage of Lismore's new Base Hospital.

The soaring seven-storey building, in the latest building design, will dominate the city's skyline.

It will be the most expensive and biggest building ever erected in the Richmond Valley, and will form the new hub of a ring of smaller hospitals serving the district.

A new departure in hospital care will be the erection at Caroon Home for the Aged in Lismore of a 40-bed hospital for geriatric patients.

This project was announced recently by the Methodist Church.

Headquarters of the North Coast health district administered by the Department of Public Health is in Lismore.

Former limitation of activities and influence was ended by implementation in recent years of a policy of decentralisation, with health officers playing an ever-growing role in the fields of environmental and personal health services.

Residential and industrial development has involved inspectors in increasing duties related to installation of septic tanks, investigation of existing and proposed water supplies, food premises and hygiene of food products, particularly meat and milk.

Two important investigations were made in conjunction with other agencies into use of pesticides.

Investigations were made into exposure of agricultural workers to chemicals at agricultural research stations, and recommendations for elimination of hazards and protection of workers were made.

Following intensive investigations into use of organic phosphates in cattle tick control programs, a code of practice was laid down for the protection of workers in this field.

The North Coast health district's officers have played an important part in recent improvements in housing and living standards for district aborigines. Highlights of this program have been the building of new cottages at Box Ridge reserve and the rehousing of people from Cubawee reserve in new homes in and near Lismore.

Constant supervision by departmental officers is given to aboriginal reserves and stations, and the hookworm problem is being currently attacked by use of a new drug, by constant attention to environmental conditions and by the Aborigines' Welfare Board's policy of assimilation and integration.

A big step forward in maternal and baby health services was made recently with the appointment of an assistant nurse inspector to the local staff, resulting in improvements to baby health centres and their services.

A new modern centre is being built in Lismore, and another will soon be built at South Lismore.

Clinics to supervise the health of pre-school children have been inaugurated at Lismore and Casino, and it is hoped that similar clinics will be opened at other district centres.

Health supervision of 16,000 schoolchildren has been the responsibility of the Lismore staff of the school medical service for several years, but last year a comprehensive and continuous system of routine examinations was begun.

Today, every school-child's health is supervised.

Latest development in health services has been the appointment of the North Coast Medical Officer of Health, Dr. Hay, to take charge of regional medical and health services of the civil defence organisation.

## FIRM CONDUCTS HIRE BUSINESS

"If it's a tool, we rent it" is the slogan of Lismore Traders — the only business of its kind between Newcastle and Brisbane.

Everything from concrete mixers and tractors to a hammer or a painter's ladder is available to the man who wishes to hire rather than buy.

Mr. Ken Edwards started his unusual one-man business 18 months ago.

He has gradually built up his stock of "hireable" equipment until it includes floor sanders, compressors, electric pumps, rotary hoes, trestles, welders, chain saws, misting machines, power tools and smaller tools for the handyman.

A large percentage of Lismore Traders' customers are white-collar workers planning weekend odd jobs.

When they rent small pieces of equipment, they take delivery of it themselves, but with a concrete mixer or something of similar size it is a different story.

A carrier delivers them and picks them up when the hirer has finished.

Repairs take up a lot of Mr. Edwards' time.

He does them himself to keep the equipment in first-class running order.

An advisory service is offered to help customers select the machine most suitable for the job they intend doing.

Mr. Edwards says many people arrive at the shop not quite certain about what they want.

He advises them to buy the material, but to rent the tools.

## BUILDINGS GIVEN A NEW LOOK

Surfaces are the main interest of a Lismore company, Building Surfaces and Finishes Pty. Ltd.

These include stucco processes for complete buildings or feature panels, spray-on techniques for walls and ceilings, waterproof underlays for floors subject to flooding, vinyl tiles, parquet floors and many others.

Increasing in popularity, particularly where there are existing concrete floors is natural timber parquet flooring.

The inlaid mosaic design using a great variety of timbers, gives a beautiful and hard-wearing effect.

Other types of flooring include cork, rubber, ceramics, liquid nylon and magnesite, a type of lightweight concrete which is in demand for its quiet cushioning properties.

An important aspect of the company's operations has sprung from the modern demand for clean, uncluttered outside walls.

Originally developed in Switzerland almost 40 years ago, Granosite is a process which is fast growing in popularity with builders and architects on the Far North Coast.

It is a stucco or texture finish which can be applied with equal success to new construction or in renovation of older buildings.

It is an extremely durable material consisting mainly of silicones, marble chips, stabilising chemicals and plasticised colouring.

The mix is sprayed onto a wall surface which has been specially prepared with sealing and bonding compounds.

This ensures the walls are completely weatherproof and provide the base for the Granosite application.

So strong is the bond between the Granosite and the treated wall that one virtually becomes part of the other.

Granosite can be applied to almost any surface, including brick, concrete, fibro, weatherboard and wallboards.

It gives a greatly improved appearance, complete freedom from maintenance worries, permanence of colour and more efficient heat and sound insulation.

Numbers of homes from Taree to Chevron Island on the Gold Coast have been treated in this manner in the past few years.

In Lismore alone six old homes a month are receiving this renovation treatment.

Commercial applications include the feature panelling on "The Northern Star's" Goonellabah production centre, the new T.V. station at Coffs Harbour, the Mt. Nardi transmitting station — where it has been subject to very severe conditions — the Star Court Arcade and many others.

## Choice honey produced here

The Richmond River district is an important honey-producing area, providing some of the State's choicest quality honey.

The outstanding honeys produced in the area are white clover, grey ironbark and brush-box.

This section of the North Coast is important to the commercial beekeeping industry in other northern parts of the State, because beekeepers from inland districts frequently move their hives to the coastline to take advantage of the wonderful flowering heath plants, principally banksias, callistemons and leptospermums.

## Kyogle firm's growth story

A Kyogle firm which started business in 1946 in a cycle repair shop with two partners and a junior assistant now exists as three separate companies, with a branch in Brisbane.

Premier Motors, of Kyogle, was formed by Alan Brown and Jack Hurley after World War II, and today the firm carries a staff of about 30.

From the cycle repair business the two men expanded their interests and began a motor vehicle repair service.

Two years later they secured their first motor vehicle agency and in this year made their first sale—a White truck.

In 1949 and 1950 they acquired the Singer agency and sold these vehicles in the Kyogle area until 1954, when they were granted the local franchise for Volkswagen and Land Rover.

The firm was one of the first agents for Volkswagen appointed by the Queensland distributors, Annand and Thompson Pty. Ltd.

In 1953, the firm moved from the old weather-board building to new premises in Kyogle.

Then in 1957 they made their first real move into the heavy vehicle trade.

They secured the Leyland agency and this resulted in a steadily-growing business.

In 1958 the new building was extended and the workshop space doubled.

Truck sales continued to soar and in 1961 a branch was opened in Brisbane.

This originally was planned as an outlet for used trucks from the Kyogle area, but the branch soon revealed itself as a valuable part of the firm's truck sales interests.

Trucks have been sold to buyers from Mount Isa in Queensland to Adelaide, and a number of cattle train units, of 100,000 lb. gross weight, have been sold to Western Queensland stock carriers.

This year the firm split into three companies. It now trades as Brown and Hurley Pty. Ltd., of Brisbane; Premier Motors Sales Pty Ltd., of Kyogle; and Premier Motors Service Pty. Ltd., of Kyogle.

## SOCIETY ESTABLISHED HERE FOR 50 YEARS

### Will erect new building

The A.M.P. Society established its regional office for the Richmond in Lismore 60 years ago.

Before the end of this year, it expects to have a new regional headquarters under construction on the site now occupied by the Lismore Hotel.

When he announced the proposals for the new building, the society's N.S.W. sales manager, Mr. Baker, said the move was an indication of the society's faith in the economic future of the district.

The present office in Magellan Street was opened in 1905, when the directors of the society said they were very favourably impressed with the importance of this rapidly-developing centre and with the highly gratifying results that had attended the extension of the society's field of operations in the Northern Rivers districts generally.

This confidence in the area has been reaffirmed with the decision to open modern air-conditioned offices in Lismore, with space available for tenants.

### Society's policy

The planned development is another phase of the society's support of decentralisation, which it has practised for more than 30 years.

The society believes that if every major organisation decentralised its activities and had its representatives live in the communities they serve, they would not only improve their service, but make a major contribution to decentralisation.

Mr. Baker said in Lismore that the Richmond district had a real potential for increased development of primary and tertiary industry.

He said that although the area had many economic problems at present, the combined energies of local government and commerce, supported by the local population, were doing much to overcome them.

Mr. Baker said that one of the major problems seemed to hinge around the lack of depth in the financial reserves of many primary producers, partly due to seasonal flooding which resulted in considerable hardship and marked fluctuations in monetary returns.

He said the establishment of producer-controlled farm advisory bureaux, which had proved so successful in New Zealand and which were now firmly established in many parts of N.S.W. and other States, could make a major contribution to the development of primary production in the district.

The A.M.P. had been able to help in the establishment of bureaux in several N.S.W. centres, and would be pleased to discuss possibilities with interested people from the area, Mr. Baker said.

The A.M.P. Society is Australia's largest and oldest insurance office, and the biggest insurance organisation founded on the mutual system in the British Commonwealth.

The A.M.P. is one of the largest single investors in the Australian economy. At the end of December last year it held investments of more than £325 million on behalf of policyholders, owned £56 million in property and

44. Supplement to The Northern News, Saturday, August 18, 1964.

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### REPEATER STATION

### N.C. communication facilities are vastly improved

### LIGHT AIRCRAFT STRIP COULD HELP DISTRICT

### Have interest in TV

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FLYING TRAINING  
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Lismore 3798, Casino 959

equipment and had made loans totalling £259 million.

It has paid more than £450 million in claims to policy holders since its first claim — for £100 — was made in 1852.

From regional offices all over Australia, the society's staff of 5,000 maintains the well-established A.M.P. tradition of personal service to the policyholder and public.

This regular service is provided by highly-trained representatives working in every shire in Australia.

While the society is Australia's oldest, it is progressive and modern in outlook, and is pioneering the field of office systems and procedures.

In recent years it has branched into fire and general insurance, the short-term money market, superannuation, farm advisory services, and a vast land development scheme in South Australia and Victoria.

In collaboration with the C.S.I.R.O. and the Governments of South Australia and Victoria, the society has almost completed a vast land development scheme in the areas once known as the Ninety Mile Desert of south-eastern South Australia and the Big Desert of Western Victoria.

**LARGEST LIFE ASSURANCE OFFICE IN THE SOUTHERN HEMISPHERE**

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 'Phone 4060 LISMORE P.O. Box 57A

The scheme has led to the conversion of about 570,000 acres of semi-arid desert country into pasture lands, providing more than 300 settlers and their families with properties.

The ambitious project began in 1949 to celebrate the A.M.P. Centenary Year, after research officers of the C.S.I.R.O. discovered that the addition of certain trace elements to soils thought useless would convert them to productive soils.

The society decided that it would make use of this discovery to develop the South Australian and Victorian areas as a project of national importance.

Leases over the areas were granted on the broad condition that the land be developed and handed to settlers within 21 years.

The society undertook the Australia-wide task of selecting men for the scheme, and set up management and finance facilities within the A.M.P. The headquarters of the scheme was at Keith, S.A., where the men selected, with their families, and tractors and earth moving plant provided by the A.M.P., moved into the property of Brecon.

The men were to work for the society for five years in clearing and improving the land, after which ballots would be held on a seniority basis as each property was developed to the production stage.

At the production stage, each property was equipped with a comfortable stone homestead, tractor and agricultural implements, utility truck and some stock.

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 Phone 2691

## LIGHT AIRCRAFT STRIP COULD HELP DISTRICT

Northern Rivers Aero Club members believe a light-aircraft strip in Lismore could lead to establishment of a new industry in the city—aircraft servicing. And with four club planes, three private machines and others that would be attracted by a strip, such an industry could play an important part in bolstering the economy of Lismore and district.

Current maintenance costs run to more than £2,000 a year for club aircraft. Added to this direct cost are the indirect costs of flying the planes to Brisbane for servicing, thus taking them out of productive use.

The club believes a strip at Lismore would allow it to set up its own servicing organisation, which could service private aircraft as well.

A Lismore strip also would become the site of a headquarters building for the club.

Although the club is administered now from Lismore, it cannot operate its aircraft from the city.

Since the club was formed in 1958 it has advocated establishment of a strip in Lismore.

### Serves district

It does not support the idea of a field for commercial airliners, believing Casino's airport at present adequately serves the district.

But it claims Lismore is losing business because it does not have a light-plane strip which would attract more charter flights to the city and bring more businessmen here.

The three private firms at present operating aircraft would be joined by others, the club believes, if the facilities were available.

A strip also would allow the club to greatly expand its training program, and make charter facilities available to Lismore people.

A conservative estimate of the growth in the size of the club—at present with more than 200 members—has been put at 20 per cent.

A club spokesman says: "It has always been a matter of deep concern to us that our organisation was formed in and is governed from Lismore, but has been able to be of service to every major town on the Northern Rivers except our own."

### 120 Pilots

The Northern Rivers Aero Club, with 120 active pilots, operates aircraft worth a total of £19,000.

In addition, it anticipates delivery early next year of a new £7,000 Australian-made aircraft, a Victa Air Tourer.

It employs two full-time and three part-time instructors with operations spread over the Richmond and Clarence Rivers and the Queensland Gold Coast.

Celebrations of its seven years of operation will be held by the Aero Club on January 31 next year. An air pageant at Evans Head will be held during the Australia Day weekend.

Official guest for the pageant will be the Chief of Staff, R.A.A.F., and a former officer in charge of the Air Force base at Evans Head, Sir Valston Hancock.

Among the aircraft taking part will be the club's two Cessna 172 four-seaters and two Victa Air Tourer 115 two-seaters.

There will also be a unique Topsy Nipper, a very small single-seater owned by club member Frank Sandes.

A large number of visiting aircraft, including Cessna, Piper, Victa and Beechcraft machines, are expected at Evans Head for the air pageant.

The day will start with briefing for pilots and staff, then a flypast will begin the pageant.

Aerobatics, streamer-cutting, parachute-jumping, aerial agriculture displays, dead-stick landing and aircraft demonstrations will form the first part of the program until the official opening at 1.20 p.m.

Further similar displays will be held until approximately 3 p.m. when the planes will be available for joy-riding until nightfall.

## Have interest in TV

Engineers at Koolkhan power station know when a popular TV program is on the air.

But they don't watch the program—they keep a sharp eye on their load-measuring instruments.

A good film keeps viewers in front of their sets longer than usual, and it keeps the generators humming longer at Koolkhan.

When RTN Channel 8 screened *Pride and Prejudice* on April 22 this year, there was a big demand for power until the film ended.

Then—as usually happens—there was another surge as viewers switched on jugs and toasters for an after-TV “cuppa”.

A county council engineer says load records show quite clearly when the popular programs are on the air.

## N.C. communication facilities are vastly improved

Completion of two major projects in the last twelve months has climaxed a spectacular period of development in communications in the Richmond district.

The projects—the Brisbane-Lismore coaxial cable system and the Lismore-Sydney microwave system—have given Lismore new status as an important station in the main trunk communications system stretching from Cairns to Western Australia.

This is a composite telephone, telegraph and broadcasting system which—with the opening of ABRN, the district station of the national television service—has even further advanced the Richmond's communications facilities.

Commenting on this progress, the Postmaster-General, Mr. Hulme, says: “I believe the progress of any area and the development of its communication services must necessarily go hand in hand.

“The Richmond River district is well served both by radio and television, the dual national and commercial system of each medium stimulating healthy competition and giving listeners and viewers their right to a choice of program.

“The Post Office is pleased to have been associated with the development of the Richmond River district. It will continue to develop its services as the area progresses, as it undoubtedly must.”

In the past 12 months 230 new telephone services were connected to automatic exchanges in the area, while 739 services were converted from manual to automatic working.

More than 220 new services were connected to existing manual exchanges.

The most important installation in the district was the provision at Ballina of an 800-line “crossbar” exchange—one of the most modern in Australia.

At the same time, manual exchanges operating under restricted hours at Naughton's Gap, Rous Mill, Minyon, Green Pigeon, Nashua and Eltham, were closed and the subscribers given continuous service by the connection of their services to other exchanges.

Telephone subscribers at Lismore were given automatic access to exchanges at Alstonville, Ballina, Lennox Head, Tintenbar, Wardell, Wollongbar, Wongavale and Wyrallah.

In the last 12 months also, 212 additional junction and trunk lines were provided over 45 routes in the district

Included amongst these were 10 additional Sydney-Lismore channels, 12 between Lismore and Brisbane and 28 between Lismore and Ballina.

## BUSINESS MEN ASSIST COUNCIL

Two experienced men with intimate knowledge of Lismore and the Richmond are serving Lismore City Council in honorary capacities.

They are Mr. C. M. Thomas, whom the council recently appointed as honorary consultant.

The other is a former well-known Lismore businessman, Mr. J. Meaney, who is the council's honorary liaison officer in Sydney.

Mr. Thomas, a chartered accountant, will be available to help tradesmen who set about establishing their own business, but who have little or no knowledge of business procedure.

The council believes that too often tradesmen setting out in their own new venture have no appreciation of the need to apply principles of proper management.

When he accepted the position, Mr. Thomas complimented the council on its progressive attitude.

He said he would be pleased to offer assistance himself or to arrange for assistance to be given by appropriate businessmen.

Mr. Meaney, also only recently appointed, already has done a great deal of work for the council, which has the utmost confidence in his handling of its inquiries and negotiations in Sydney.

## BUILDING BOOM LIFTS LISMORE

### Expansion program

Lismore, first city of the Richmond, is going through a development boom involving projects worth more than two and a half million pounds.



Already one of the most modern country cities in Australia, Lismore will have its status raised to an even higher plane when the current program is completed.

Biggest items are the new £1 million base hospital wing and the city hall, which will cost an estimated £170,000 when equipped and furnished.

The hospital's seven-storey wing will be the first of three stages of a plan to completely replace the present buildings.

The new wing, which will be equipped with the most modern equipment available, is expected to be ready for use in two years.

The city hall—dominating the new southern gateway to the city—should be completed early next year.

Opening this year of the £400,000 Ballina Street Bridge has brought the Bruxner Highway across the Richmond at a different point, and given it a new route through Lismore.

Coupled with the city hall and other projects in the vicinity, this development is changing the face of Lismore.

Commercial interests are gravitating to the newly-developing area, with a £58,000 drive-in store the biggest project.

But while this flurry of development is taking place, back in the main city block the modernisation continues unabated.

### Floods ignored

Business houses, undeterred by an average 48 hours of flooding in every six years, are continually improving their premises.

As a result, Lismore boasts perhaps the most modern shopping centre of any country city in the Commonwealth.

There is a changing pattern in retailing, with new arcades in two streets being opened in the last year.

Latest projected development is conversion of the Royal Hotel into a two-storey building containing five shops and storage facilities.

This will cost — with purchase price and remodelling — more than £100,000.

In addition to the new base hospital, other development is taking place in the city's health services.

Two modern baby health centres are being built at a total cost of £15,000.

The Methodist Church which conducts Caroon Home for the Aged at Goonellabah has announced plans to add a 40-bed geriatric hospital on the site of the £60,000 home.

The new hospital is expected to cost at least £45,000.

Lismore City Council intends to open a crematorium in the near future, with the project costing about £20,000.

## Millions spent in city

Lismore, with a population of 20,000, is the shopping centre for an estimated 40,000 people who spend £10 million a year.

It is the centre of an area which is the most densely populated rural part of Australia, with 75,000 residents.

As a result of the progressive outlook of Lismore City Council, Lismore is supplied with community services to the highest degree.

Sewerage is available to almost every home. There is an unlimited water supply. The city council conducts an efficient gas undertaking.

### Power demand

Northern Rivers County Council, the electricity supply authority, is spending more than half a million pounds in Lismore in a five-year program that will make possible the meeting of the growing demand for power.

Lismore's educational facilities are of the highest standard.

The city has three high schools, two colleges, a technical college and 10 primary schools as well as educational facilities for the handicapped.

A nursery kindergarten provides for infants, and there are three homes for the aged and medical rest home for the aged.

Home-building is running at a high level, with choice sites overlooking the city and surrounding country being opened up.

In the last 12 months, new homes worth £374,000 were completed.

Lismore is the centre of the Summerland tourist area, and gives easy access to six of the finest beaches in Australia.

The city is set in some of the most beautiful rural scenery in the world.

Annual events of major importance are the North Coast National Exhibition, the Floral Carnival, Lismore Musical Festival and big sporting carnivals.

## NEW INDUSTRIES IN FIRST YEAR

### Committee proud

Two new industries for Lismore in its first year—this is the proud record of Lismore City Council's one-year-old secondary industries committee.

## COUNCIL HELP PRAISED

The new industries — one already firmly established and the second now setting up its plant — are a triumph for the committee and other groups working to attract much-needed secondary industry to Lismore.

The decision of Fleetwind Caravans Pty. Ltd. to open an assembly plant in Lismore capped the committee's first year, and was the most spectacular of its many achievements.

Lismore and District Chamber of Commerce also played a major role in the negotiations that were climaxed by the recent announcement that Fleetwind would be employing 100 people in Lismore by Christmas this year.

The workshop of McLeod's Engineering (Lismore) Pty. Ltd. has been built by the council at East Lismore for industrial purposes.

This industry came to Lismore as a direct result of the council's offers of assistance in several ways.

In a positive program of development aimed at boosting Lismore's secondary economy, the city council has made available:

- Industrial sites with all community services.
- Loans to help expand existing industry and establish new industry.
- Concessions in water charges.

### Harmony

Secondary industry committee members, led by chairman Arthur Sackley, are delighted at the harmony that today exists between the city council and the Chamber of Commerce, which have joined in a concerted drive to boost Lismore's economy.

Leaders of the two new industries established so far have praised the committee and the chamber for the encouragement and help they gave during negotiations.

The council has provided an access road to the East Lismore site, and this will be extended as required.

Water supplies are available, as is electricity — and Northern Rivers County Council's new sub-station at Goonellabah will make certain the meeting of all power demands.

Sewerage is available, and services will be connected as required.

The council has adopted as policy the raising of loans to help industry.

Under the "60-30-10 plan," the council will lend to prospective industrialists 30 per cent. of the cost of a new factory if the State Government lends 60 per cent., leaving 10 per cent. to be raised by the applicant.

The State Government already has promised loans to encourage decentralisation.

These loans are available at 4 per cent. interest, but the council is pressing for a more liberal rate.

Following its early successes, the secondary industries committee is confident it will be instrumental in attracting other new industry.

## Valuable aid to firms

While the opening of a new industry is spectacular, the council has been giving valuable assistance to already-established firms.

Advice has been given, and in several cases local manufacturers have been told of freight equalisation plans that have extended their capacity to tender in competition with metropolitan firms.

With the Department of Industrial Development and Decentralisation's regional country research officer, Mr. S. Angus, committee members visit local manufacturers to offer advice and discuss kinds of assistance that are available.

As a result, several local firms have borrowed money from the Development Bank to expand their businesses.

In association with the Chamber of Commerce, the committee has arranged lectures by experts in finance and management.

The council recently told the Minister for Industrial Development and Decentralisation, Mr. Renshaw, that it appreciated the work of country research officers, and urged him to appoint one officer to each region so that the officer can devote his full time to the work.

The council believes an officer could be fully employed in the Richmond-Tweed region, instead of having to cover other areas as well.

The council also is urging the establishment of a separate portfolio covering decentralisation, under a senior Minister.

The work now is handled by Mr. Renshaw, in addition to his duties as Premier and Treasurer.

# CASINO'S STORY IS ONE OF PROGRESS

## Confidence in future

Casino's chapter of the Richmond River Story for 1964 is one that tells of progress — industrial, civic and educational.

Most spectacular development taking place is construction of a new high school in a picked spot on Kyogle Road.

But the modern school now taking shape is only one of the signs of Casino's continuing growth and prosperity.

The town's major industry — the Northern Co-operative Meat Company Ltd. — is engaged in a modernising program that will keep it in the forefront of the meat business.

Further modernisation of the already up-to-date plant at the Casino Co-operative Dairy Society Ltd. factory is also reported.

One of Casino's proudest claims, and one that can be made by few cities in Australia, is that virtually the entire municipality will be sewered by the end of the year.

Only about 10 of Casino's more than 2,000 homes will not be served by the system.

Home-building is proceeding at a rate that promises to make this year the biggest in almost a decade.

## Weir plan

This progressive development is the product of the forward thinking of Casino Municipal Council, which also is planning this year to build a small weir across the river upstream from the town.

The town's water supply is normally quite adequate, but the weir will give insurance against difficulties in the unlikely event of prolonged drought.

This low-cost (£3,270) project also includes a channel that will tap the millions of gallons of water held in a basin in the river by a rock shelf.

Casino welcomes the expanding role being played in its economy by R.N.I. Timbers, which promises to become one of the town's biggest employers.

Newest industry for Casino is a hide-treatment works.

This plant draws its raw material from the meatworks, and is built adjacent to the abattoir.

Construction of the new high school on Kyogle Road is helping speed up the development of this growing section of Casino.

Land for home sites is selling fast in the area, which promises to be the scene of Casino's most rapid development in future years.

As well as being the centre of a thriving agricultural area, Casino also is the focal point of the Richmond Valley's main transport services.

This strategic situation assures Casino's 8,500 people of a continuing share in the prosperity of the Richmond Valley.

The town is on the main Sydney-Brisbane railway line, and is a stopping place for both divisions of the ...

A branch line runs from Casino through Lismore to inter-city express.

The aerodrome — established by the Commonwealth Government — is the main airport for the Richmond district.

Casino stands at the junction of the Bruxner Highway — linking the coast and Tablelands — and the Grafton-Kyogle Trunk Road.

## Stock centre

Because of Casino's close link with the dairying and beef industries, it naturally follows that the town is a big stock-selling centre.

Total animals passing through the council's saleyards last year was 128,500 — a tremendous contribution to the district's economy.

Casino, established in 1839 by Clay and Stapleton, was the centre of three large cattle stations — Wooroowoolgan, Runnymede and Tomki.

By 1891 the town's population had reached 1,486 and in 1929 it was 3,455. Casino's founders chose the site of the town wisely. It is the only upstream Richmond River town not affected by floods.

Amenities on a level with those of most cities are provided for Casino's residents.

Electricity is supplied by Northern Rivers County Council. There is a filtered water supply, sewerage system and gas.

Sporting facilities are outstanding, and include an 18-hole golf course, turf cricket pitches, bowling greens and croquet lawns, hockey fields, tennis courts, rifle range, basketball and squash courts and an Olympic swimming pool.

The war memorial pool was established at a total cost of more than £54,000.

In the district surrounding Casino there are about 285,000 head of stock under the care of the Casino Pastures Protection Board.

The board's work includes control of stock diseases, suppression of the rabbit menace and eradication of dingoes.

Casino is the headquarters of the Forestry Commission in the district extending from the Clarence River to the Queensland border and west to the ranges.

Thirty-five people are employed in the area by the commission.

Geographically the centre of the Richmond, Casino is second only to Lismore in the role it plays in the life of perhaps the richest valley in Australia.

**CASINO'S STORY IS ONE OF PROGRESS**  
**Confidence in future**

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Geographically the centre of the Richmond, Casino is second only to Lismore in the role it plays in the life of perhaps the richest valley in Australia.

**CASINO**

A prosperous town on the Far North Coast of New South Wales, Australia, is situated astride the Richmond River and is 82 feet above sea level.

- The population of Casino is 8,500 and its citizens are indeed fortunate as the town is above flood level.
- Residents of Casino enjoy amenities comparable with most large cities, including electricity and gas supply, filtered water supply and a modern sewerage system.
- Sporting facilities available include an 18 hole golf course, turf cricket pitches, bowling greens and croquet lawns, hockey, football and soccer fields, tennis, squash and basketball courts, rifle range and an Olympic swimming pool.
- Educational facilities in Casino consist of a first class High School, Primary School and Infants' School, Morist Brothers High School and Convent School.
- The Primary industries of Casino and the surrounding district are dairying, grazing, pig raising and timber forests and mills, the growing of bananas, pineapples and small crops.
- The airport serving the Far North Coast of New South Wales is situated in Casino and is only half a mile distant from the Post Office.
- Casino is the railway junction on the Sydney/Brisbane railway line and is also the road junction on the Bruxner State Highway, the Trunk Road from Grafton and the Main Road joining with the Pacific Highway.
- Because of its central geographical location, Casino is widely known as the "Hub" of the Far North Coast, thus it is an ideal town both for tourists and industries being situated within easy reach of Lismore, Kyogle, Grafton, Woodburn, Coraki and the golden sands of Ballina and Evans Head beaches.
- The town has a large Butter Factory and a Co-operative Meat Company which is one of the foremost of its kind in the Southern Hemisphere. It is also the centre of the N.S.W. Forestry Commission for the Far North Coast.

## Commerce and development

[Picture]

Thriving Casino, set in a rich dairying and grazing district, has a large and modern shopping centre. Busy Walker Street, one of the three streets forming the main business area, is pictured above. Casino is currently experiencing a building boom, which includes a new £350,000 high school, now in the course of construction. Casino is strong also industrially. The Northern Co-operative Meat Company operates its abattoir there and the district is served by the Casino Co-operative Dairy Society. An intensively civic minded town, Casino has some very fine buildings, including the Civic Centre, Memorial Baths and the ultra-modern R.S.M. Club. It is the second biggest town on the Richmond.

## BALLINA IS THE FASTEST GROWING TOWN IN THE NORTH

Ballina, the sea port of the Richmond River region, is something of a "boom" town because statistically, it is the fastest-growing town in Northern New South Wales.

Figures taken in the 1961 census showed that Ballina was growing at a rate of 16 per cent. per annum, a rate which has been maintained in the three years since.

The present population is in excess of 4,200.

Ballina has a well-balanced, thriving and soundly-based economy.

The town has a solid background of secondary industry, with shipbuilding being the largest single industry in the town.

The surrounding area is well endowed with primary industries, including fishing, dairying, fruit-growing and cane.

In recent years, the town has also been catering for a rapidly growing tourist industry.

A fair indication of a town's progress is usually its building figures.

In this respect, Ballina is doing very well indeed.

### Building growth

In the past three and a half years, building applications valued at well over £1,000,000 have been approved by Ballina Municipal Council.

The figures for the past six months show that buildings worth £161,000 are being erected or are about to be erected in and around Ballina.

The figures include business premises, private dwellings, apartment buildings and public buildings.

Impressive buildings erected recently in Ballina include a £100,000 Returned Servicemen's Club, a £50,000 church and a £30,000 surf club.

At Ballina High School — one of the best-equipped of its size in the State — a new building to be erected next year will bring the total value of building works at the school in the past five years to a quarter of a million pounds.

### Tourism

The growing tourist industry is making the accommodation business an increasingly important one in Ballina.

The town now has six modern motels, and one of them holds the top tourist rating.

In addition, there are five licensed hotels, a private hotel, guest houses, holiday homes and flats.

Big expansion now taking place in the sugar industry is expected to have an impact on the economy of Ballina — main town in the cane-growing area.

Shipping traffic through the Ballina port is on the increase, with Tweed sugar being brought by road to Broadwater mill for loading on the Cobargo and other sugar boats.

Timber exports through the port are being made regularly, and timber industry leaders believe there is a good case for the re-examination of Ballina's port potential, and for its development to handle a wider range of exports from the district's primary industries.

Extensive work by the Department of Main Roads in the Ballina district recently has focussed new attention on the area.

A £1 million project took the Pacific Highway away from the Burns Point ferry crossing, which created severe bottlenecks in traffic at peak holiday periods.

### New bridge

Traffic approaching from the south is now speeded towards Ballina across the new £415,000 Wardell bridge and a new stretch of highway built to high standards.

Other highway work has been carried out north of the town, and Ballina's main street — River Street — which forms part of the highway, has been reconstructed.

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## GIANT T.V. TOWERS REACH FOR THE SKY

## TELEVISION SITES ARE TOURIST ATTRACTION

In the expanding tourist industry of Summerland, and particularly the Richmond Valley, an increasingly important role is being played by Terania Shire.

Although the shire's largest village has a population of only 500, the area boasts some of the most spectacular rural and mountain scenery in Australia.

### SPECTACULAR SCENIC DRIVE

This scenic drive, commencing from the summit of Mount Nardi, passes through the Richmond Valley, and is a must for all tourists visiting the Richmond Valley.

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Television, which came to the Richmond Valley more than two years ago, is today being used for a number of purposes. It is a must for all tourists visiting the Richmond Valley.

## TERANIA SHIRE COUNCIL

AREA 340 SQUARE MILES U.C.V. £2,180,938 L.C.V. £8,606,255

POPULATION 6,000, MAINLY RURAL VILLAGES NIMBIN (Pop. 500), BEXHILL, CAWONGLA, CLUNIE, DUNOON, GOOLMANGAR, ELTHAM, THE CHANNON

PRINCIPAL INDUSTRIES:

- DAIRY FARMING
- BEEF CATTLE RAISING
- BANANA GROWING
- TROPICAL FRUITS
- TIMBERGETTING
- SMALLCROPS

THE NORTHERN BOUNDARY OF THE SHIRE lies in the Hightrap Range, causing the area to be divided by numerous roads running north to the Richmond River at Lismore. The area varies from steep forest country to fertile creek flatland.

BY VIRTUE OF THIS VARIED TERRAIN, there are many hours in and around the Shire which provide the tourist with magnificent views of mountain and rural scenery.

THE NIGHTCAP NATIONAL FOREST covers about 31,200 acres. Many species of hardwood are logged, including Blackbutt, Tuggerima, Tallow Wood, Brush Box, Red Mahogany, Bloodwood, Flooded Gum, Blue Gum, and Baysong. A hip through this forest will amply repay any lover of forest areas.

WITHIN THE WHIAN WHIAN STATE FOREST (which is included in the Nightcap National Forest), are Minyon Falls with a leap of 400 feet. This attractive spot, together with Peach Mountain lookout in the same forest, can be reached by good bitumen and gravel roads.

A POPULAR PICNIC PLACE FOR TOURISTS IS ROCKY CREEK DAM, the source of water supply for Woodburn and Byron Shire and Lismore City Councils. Water supply is controlled by the River County Council, and visitors can find this beauty spot by travelling on a bitumen road from Lismore to 2½ miles past Dunoon. One trip can conveniently take in Rocky Creek Dam, Minyon Falls and Peach Mountain Lookout.

ANOTHER ATTRACTIVE SCENIC TOUR WITHIN THE SHIRE is from Lismore via the Dawson Road, through The Channon and Kooragang on to Nimbin. The road over the Kooragang Range gives a magnificent panoramic view of the Tweed Valley. Just before reaching Nimbin, the famous Minyon Falls are passed on the left of the road. Past the village, the road climbs 2,700 feet above sea level to Mount Nardi, where the transmission towers of the two local television stations, 27N 5 and 27N 6 are located. From this fine vantage point there are wonderful views of all the surrounding country, including the coastline.

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Although the shire's largest village has a population of only 500, the area boasts some of the most spectacular rural and mountain scenery in Australia.

The most recently-developed tourist spot is Mount Nardi, whose 2,700 ft. peak is surmounted by the television transmission masts of the district's commercial and national stations.

A sealed road — Newton Drive — takes visitors to the summit along a route that affords magnificent views of some of the finest country in Australia.

Hundreds of square miles stretching north and south and east to the coast are visible from Mt. Nardi, where the council — helped by Lismore Apex Club — has provided facilities for sightseers.

These include shelter sheds, fireplace and toilets.

Trees have been cleared near the transmission towers to give better views of the surrounding country.

### Lookout tower

Similar views are obtained from Peach Mountain a few miles to the north-east, and here visitors can drive right to the summit, which is surmounted by a fire lookout tower.

Near Peach Mountain are Minyon Falls, hurtling 400 feet into Repentance Creek. The falls are a popular picnic spot, and the top can be reached by car.

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## BALLINA IS THE FASTEST GROWING TOWN IN THE NORTH

Ballina, the sea port of the Richmond River region, is consisting of a "fastest growing town in Northern New South Wales."

Figures taken in the 1961 census showed that Ballina was growing at a rate of 16 per cent. per annum, a rate which has been maintained in the three years since.

The present population of Ballina is 4,190, an increase of 1,100 since the 1951 census. This is a growth of 27 per cent. in ten years.

Ballina is a growing town with a bright future.



A view of the shopping centre of Ballina.

Building growth in Ballina is a fact. The town is growing rapidly and is a beautiful town. The town is growing rapidly and is a beautiful town.

One of Ballina's most impressive buildings, the new R.S.L. Club, built at a cost of \$100,000.

## BALLINA

Seaport to Summerland in Northern New South Wales, at entrance to Richmond River, 68 miles south of Queensland border and 510 miles north of Sydney.

AREA - 9 square miles. POPULATION - 4,190  
VALUES - U.C.V. £1,153,953. I.C.V. £5,000,652.  
A.A.V. £335,861

BANKS - Commonwealth, Commercial of Sydney, National.  
SCHOOL - Modern High School (Leaving Certificate), Primary School, Concert School (Intermediate), Pre-school Kindergarten.

INDUSTRIES - Shipbuilding, Dairying, Bananas, Sugar Cane, Fishermen's Coop, Cannery.

LIBRARY - Public Library available to visitors.

HOSPITAL - Modern Hospital available, three doctors practicing.

BUS SERVICES - Daily to Brisbane, Lismore, Beralga, Byron Bay, Woodburn and Evans Head.

CAMPING AND CARAVAN PARK AREAS -  
(a) EAST BALLINA. Adjoining Shaws Bay and Richmond River. Camp Supervisor. Modern toilets and facilities. Electricity, ample hot water, showers, washing machines. Buses and roads throughout. Fee: 7/6, 2/6, 5/- per night, depending on site.  
(b) BOOMERANG PARK. Near town area and Richmond River. Camp Supervisor. Modern toilets and facilities. Electricity, ample hot water, showers, washing machines. Buses and roads throughout. All inclusive tariff being 2 persons 7/6 daily, 42/- weekly, plus 1/- and 5/- per day for each additional adult and child respectively.

HOTELS AND MOTELS - Hotel - One private (Central) and five public hotels, Ballina, Beralga, Ararat, Lakeland, and Shaws Bay. Six privately owned modern Motels - Sandover, Uncle Peters, Sunnyside, Highway, Colaba and Ballina.



CLIMATE - Average temperature: Summer 82 degrees, Winter 62 degrees.

SPORTING FACILITIES - Tennis, Bowls (Men, Women), Golf, Swimming, Surfing, Sailing, Power Boats, Squash, Hockey, Football. Boats for Hire.

Rocky Creek Dam — source of the water supply to Lismore and the shires of Byron and Woodburn, is in the same area.

The scheme, costing well over £1 million, supplies water to 35,000 people through a gravity reticulation system.

With a capacity of 3,000 million gallons, the reservoir could keep the area supplied with water even if no rain fell for three years.

Terania Shire Council is anxious to offer assistance and advice to persons seeking land suitable for investment in the shire.

### Agriculture

Agricultural activities include dairy farming, grazing, banana and tropical fruit growing, vegetable growing and timber.

The Nightcap National Forest covers 31,800 acres, providing many species of hardwood.

Visits to the shire's lookout points and waterfalls take tourists through much of the forest areas.

The council intends as part of its development of tourist attractions to clear a walking track to the foot of Tumble Falls, in the shadow of Mount Nardi.

At present the falls are accessible only to the keen bushwalker, who is well rewarded for his efforts.

Nimbin Rocks, near the shire's main village, are another spectacular natural feature of the district, standing near the main Lismore-Nimbin Road.

About 6,000 people live in Terania Shire's 340 square miles, which have an improved capital value of over £8½ million.

One of the finest tourist drives in the shire is from Lismore to The Channon and then over the Koonorigan Range. The views from the range of the Tumble Creek Valley are among the finest rural vistas.

## Shire is important to City

Gundurimba Shire is an important service area for the City of Lismore, which it surrounds on three sides.

The shire's importance in the transport field is obvious when its 1963 spending on roads is revealed as more than £170,000 — only £12,000 short of the whole public works program in the shire.

Attractions for tourists in the shire include an aboriginal bora ring and a koala sanctuary at Tucki.

Native bears can be seen in the eucalypts in the area, many of which have been planted by local residents and Lismore service clubs.

Gundurimba Shire is wholly rural, with a closely-settled population of more than 3,000.

Although small in area, it is highly valued, with a current unimproved capital value running to more than £2 million.

The shire is the centre for the meat operators who supply Lismore.

Last year a total of 23,212 head of stock was killed at plants in the shire — an increase of 3,000 head on the previous year's kill.

The figure included 5,700 cattle, 5,880 calves, 6,840 sheep and 4,800 pigs.

A major program of construction on the Bruxner Highway within the shire is nearing completion.

This involved the building of some miles of new road and a bridge at Pelican Creek.

Because of its closely-settled nature, the shire has a network of roads, totalling 48 miles of main roads and 166 miles of by-roads.

The shire is typical of the many that, although small, play an important part in the economy of the larger districts of which they form parts.

## SOME SHIRE STATISTICS

According to statistics recently issued, Gundurimba Shire has a population of 3,134.

There are 636 rural holdings in the area and 765 dwellings.

The cattle population is made up of 39,117 dairy cows, and 9,700 beef cattle. It also has 9,949 pigs.

The shire produces 20,368 bushels of bananas every year.

The Byron Shire has a population of 8,508.

There are 986 rural holdings and 2,275 dwellings.

Dairy cattle number 38,802 and beef cattle 5,659. The pig population is 44,461.

Banana production is in the vicinity of 577,418 bushels annually.

## WATEGO'S IDEAL FOR SURF BOARD RIDING

[Picture] Surfboard riders try out the breakers at Watego's Beach, Byron Bay. Watego's, the scene of the Summerland surfboard championships earlier this year, has become famous throughout Australia. Followers of the sport claim the beach is one of the best for surfboard riding on the eastern coast.

## NEW SPORT HAS WON AREA WIDE PUBLICITY

In one short summer — the summer of the surf board cult — tiny Watego's Beach at Byron Bay has become almost as nationally famous as the resort's lighthouse.

It was only last summer the surf board riding boom hit Australia, but summer had not far progressed before word was out Watego's provided some of Australia's best board riding surf.

Surfing magazines and southern capital city newspapers gave "splash" treatment to stories and photos of and about the surf at Watego's, and its neighbouring beach, The Pass.

The young tanned followers of the sport were soon "on safari" (in the jargon of the cult) to try the surf at Watego's and The Pass for themselves.

With surf boards loaded on the racks of their cars, they travelled hundreds, in some cases thousands of miles just to ride the waves there.

Seldom were they disappointed, and board riding champions added their praises to those of the magazines and papers for Watego's.

### Before public

All in all, it added up to a booming publicity campaign, completely spontaneous, which kept the name Watego's Beach before the public for almost the whole summer.

But here were things which undoubtedly helped the boom along — like the excellent tourist and camping amenities available at Byron Bay, and within the whole of Byron Shire.

For a young man with a desire to spend his summer surfing, and on a limited budget, these amenities brought the chance to surf as he dreamed, within the scope of his pocket.

So popular and orderly are the youth who frequent the Bay for surf board riding, they staged, without incident, their own Summerland surf board riding championships there at the close of last summer.

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**Shire of Gundurimba**  
• A compact area of 175 square miles almost surrounding the City of Lismore.  
U.C.V. £1,905,956.  
I.C.V. £3,620,224.  
• Visit the Pinnac Park at Boatharbour, which is undergoing development through the joint efforts of the Lismore Lions Club, the Department of Lands and the Gundurimba Shire Council.  
• Inspect the aborigines' Bora Ring at Tucki, and see the koalas in their natural surroundings at the Tucki Faunal Reserve.

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Dairy cattle number 38,802 and beef cattle 5,659. The pig population is 44,461.  
Banana production is in the vicinity of 577,418 bushels annually.

**SHIRE OF BYRON**  
"Where Australia First Greeted The Sun"  
AREA: 215 sq. miles POPULATION: 8,500  
HEADQUARTERS: BYRON BAY  
PRINCIPAL TOWNS: BYRON BAY  
BRUNSWICK HEADS  
BRUNSWICK HEADS  
Total Unimproved Capital Valuation: £2,486,215  
The Shire comprises rich pastoral and agricultural land where the main industries are dairying, cattle and pig raising and fruit growing (bananas and pineapples).  
In addition, Byron Bay (with rail facilities) is the centre for Australia's butter and cheese production, and mining and processing of asbestos and mica, and a deep sea fishing industry, the anchorage for which is at Brunswick Heads. The three principal towns and practically all village points are served by water and electricity.  
The Shire is bounded on the east by miles of beautiful beaches, along which are camping and caravan parks and abundant in beautiful scenery, with mountains and coastal, and points of interest to tourists, that of which is Cape Byron, the most easterly point in Australia, where the Lighthouse is a noted tourist attraction.  
Enquiries may be directed to the Shire Clerk,  
P.O. Box 75, Byron Bay.

The championships were staged as a forerunner to later held Australian and world titles, and drew entries from Queensland, and the south. Local boys too, figured prominently amongst the title winners in the championships, proof of the skills Watego's had taught them. But Byron Bay and Byron Shire is not all surf boards and teenagers. Year by year, the Byron Shire area has been building up a steadily increasing tourist traffic. This is the spot, where, as the shire's slogan reads "Australia first greets the Sun", and there is much to attract the more mature sightseer, family man and holidaymaker.

### Lighthouse

Atop Cape Byron stands the famous Byron Bay lighthouse, Australia's most powerful. The 82ft. tower houses a light of three million candlepower, visible for 27 miles to sea. Hundreds of visitors are attracted to the lighthouse each year, and, while in the area, trip into the surrounding picturesque rural countryside, or head down to the beach to try the fishing. Another of the State's major holiday centres — Brunswick Heads — also is in Byron Shire. On the Pacific Highway about 40 miles from the southern end of Queensland Gold Coast, Brunswick Heads each year is invaded by thousands of holidaymakers — many of them Queenslanders. An ideal family spot, it is a favourite with those families who like to spend their holidays under canvas or in caravans—on the excellent camping reserves there.

The slicer has scallop-type knives which are worked vertically by a two-throw crank shaft. This action means that adjacent knives move in opposite directions in a vertical plane, giving perfectly parallel slicing. The most outstanding feature of the wrapper is that it is able to cope with a change of girth in loaves, and in consequence, wrapped cut-off length.

### Size no problem

The sliced loaf is passed to the wrapping section, which automatically measures the amount of paper necessary. This paper is waxed and as the paper is wrapped, the ends of the paper are heated to make them adhere together. This heated wax paper is cooled during its passage from the wrapper to the despatch section of the machine. The cooling off is effected by passing along conveyors backed by tanks of water kept at freezing point. Before this machine was purchased, all slicing and wrapping was done on a smaller hand-operated machine, with packaging in polythene bags still done with a wind-machine operated by an electric motor. A fourth type of packaging is cardboard packets for a new product, bread crumbs, which the bakery markets through a wholesale organisation. There are 31 employees at the bakery, seven of these doing the actual baking, and 11 being bread delivery men. A mechanic is employed full time to service the 11 delivery vans. All bread taken out to the country areas is wrapped, and three-quarters of the total output is wrapped or packaged in some way.

### New machine

The newest machine in the upstairs baking department is an Eberhardt cutting machine for bread rolls. It has been installed only a matter of weeks, and was bought while in transit to Australia from its German manufacturers. Instead of having to slice and roll dough by hand for rolls or buns, this machine cuts 30 pieces in one section of dough, then vibrates the plate on which they are placed until all are rolled into little balls. This is achieved by a continual vibration and series of concentric circles etched into the plate. A machine beside this is an Italian one for the cutting and rolling of long torpedo rolls and horseshoe shaped ones. All are common to most bakeries. The German machine will be a time-saver for next Easter's bun-rush, as Wakely Bros. made 3,000 dozen last year.

**YOUR DAILY BREAD**  
Baked By  
**WAKELY BROS. Pty. Ltd.**  
57 Bridge Street, North Lismore  
PHONE 3038-5595

**1,300 LOAVES ARE MADE EVERY HOUR**  
In Our • Modern • Hygienic Bakeries

All Buns and Rolls are hygienically bagged in polythene — 3500 bags each week — Protecting your family's health

Look for and insist on the Wakely Bros. label

Serving The Whole Richmond District

## MACHINE SLICES AND WRAPS 38 LOAVES OF BREAD PER MINUTE

The ultimate in bread slicing and wrapping machines is in use at Wakely Brothers bakery, North Lismore. This machine slices the bread and wraps the loaves at the rate of about 38 loaves a minute. The machine has been in operation for about nine months, and is used constantly to cope with the large Lismore and district bread demand. The bakery firm started many years ago and although now a company under managing director Mr. Trevor Hattersley, it still trades as Wakely Bros. The new bread-cutting machine has a synchronised action with the wrapper, this matching the continuous feed of the slicers with the intermittent feed of the wrapper.

**WAITING FOR THE DELIVERY MAN**  
Thousands of school uniforms are cut out and pinned together every year at Marvess Apparel Productions, South Lismore.

**FACTORY SPECIALISES IN PRODUCTION OF SCHOOL UNIFORMS**  
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**MODERN PLANT**

**UNIFORMS: FOR Schools Sports**  
BASEBALL FOOTBALL HOCKEY BASKETBALL  
Designed and Manufactured to your own requirements  
SOLD IN LOCAL STORES  
We have designed and supplied uniforms for hundreds of Schools and Sports Teams throughout N.S.W. and Interstate — Our designers can assist and advise on style, materials and colour combinations.  
**MARVESS APPAREL PRODUCTIONS**  
105 Union Street Phone 3672  
SOUTH LISMORE  
ESTABLISHED FOR 17 YEARS IN LISMORE.

The ingredients are mixed in huge dough machines, each taking 600 lb. of flour. These vats are wheeled about on steel castors. The floor of the bakery in that section is tiled in steel.

The dough is placed in a "divider" which cuts it into the various weights for baking. A 2 lb. loaf would be cut as a dough piece slightly more than 2 lb. allowing for drying out in the baking.

### Not handled

From the moment the dough is placed in the divider it is not handled until ready to place into the tins for baking.

It passes through a series of buckets on conveyor belts, enclosed by glass for "proving" then on to a conveyor belt for shaping by adjustable plates.

These feed it under a press lined with oil-soaked felt. Instead of having to oil each baking tin, the dough itself is oiled for easy removal.

From there it is a quick trip to the baking tin and into either the large steam pipe oven or the large Lidomat electric oven.

When Wakely Bros. bought this oven some six years ago it was the second one made in Australia, and the first made for New South Wales.

It has a capacity of 1,200 loaves per hour with automatic "lidding" for sandwich type bread. It also tips the baked loaves out of its doorway onto the conveyor belt taking them down to the despatch department.

## FACTORY SPECIALISES IN PRODUCTION OF SCHOOL UNIFORMS

Thousands of school uniforms are cut out and pieced together every year at Marvess Apparel Productions, South Lismore.

Cutting is simplified by a specially-designed machine which handles fabric in eight-inch stacks.

When the Marvess factory opened 12 years ago, it was essentially a family industry for Mr. Arthur Sackley, his wife and children.

He now employs eight full-time workers in the peak September-February period.

This is the time leading up to the back-to-school rush.

Uniforms are sent as far south as Wollongong and to all centres between Nyngan and Brisbane.

Designs have been revised to suit recent trends toward the frock-type uniform.

More orders are being received for these or for brightly-coloured tunics than the conventional dark-coloured box-pleated style.

Most of the sporting uniforms seen in the Richmond district and a good proportion of those outside are made by Marvess Apparel.

They specialise in two and three-tone sportswear.

Bulk orders for big quantities of standardised lines have replaced the wide variety of lines at first produced.

For two years, Mr. Sackley has been filling orders for an Australia-wide warehouse.

Orders may involve anything up to 2,000 pairs of boys' wool and terylene knickers at a time.

## KIRKLANDS SPECIALISE IN PLANNING TOURS

### World-wide cover

A quarter of a million people will travel with Kirkland's bus company this year—the firm's silver anniversary.

Thousands more rely on Kirland's experts to plan holidays through the agencies they operate for all the world's major air and shipping lines.

But the firm's specialty is co-ordinating their tours with rail and air transport.

This season, 14 land-sea tours will run to Tasmania. And they'll run in luxury—£8,000 coaches and first-class service, in conjunction with the Princess of Tasmania and later the Empress of Australia.

Coach-air tours operate from all over Australia, New Zealand and overseas.

Tourists are flown into Brisbane by a national airline and handed over to Kirklands for a tour of North Queensland and the Great Barrier Reef.

After each trip, the bus travellers are returned by air to their starting-point.

Heavy bookings and waiting lists pose problems for the company on these tours.

Recently, they were licensed to station coaches in Tasmania and Queensland if they wished. This will fit in with their future plans for dropping passengers in Sydney for the Empress of Australia and picking them up at Burnie for a Tasmanian tour.

### Many return

Co-ordinated coach and railway tours bring people through the Richmond district and often encourage them to return.

As Mr. Clarrie Kirkland says: "With these tours, we are bringing people through here constantly, when normally they would go straight to Brisbane and then back down to the Gold Coast.

Rail-coach tours are particularly popular with Victorians, New Zealanders and South Australians.

Passengers travelling with Kirklands are given preferential treatment.

When there's a ship to board or a 'plane to catch, people travelling with the company are called first.

Special meal sittings are arranged on board to continue the policy of first-class treatment.

The company has a reciprocal arrangement with all Australian and New Zealand Government tourist bureaux, so there are no problems for the tourist who seeks the wider scope of overseas travel. There are 145 Kirkland's agencies in New Zealand alone.

Branches at Lismore and Casino and a special travel advisory service recently set up in the Star Court Arcade, Lismore, cater for district people.

### Humble start

Expansion of this nature was not envisaged when Jim and Clarrie Kirkland opened for business on August 4, 1939.

They didn't even have an office — they worked through an agent at first.

Now, 17,000 people are carried to and from Lismore each week by the company's daily services.

This figure does not include the 700 children who are transported to 28 district schools each day.

A fleet of 24 omnibuses have as their headquarters, Kirkland's Busway in Magellan Street, Lismore.

Staff numbers have risen to 30, including mechanics to service and keep the 'buses in running order.

When one of the luxury, air-conditioned tourist coaches goes on a long haul, it leaves the 'Busway with two crew members.

While the driver concentrates on the road ahead, the courier-manager looks after public relations.

In line with Continental trends, he caters for the wishes of passengers and makes a commentary on the countryside using the coach's public address system.

**KIRKLANDS SPECIALISE IN PLANNING TOURS**  
World-wide cover

**Ballina area popular**

**Adelaide bowls tour**

**FIRM'S TRAVEL FORMULA**

**KIRKLANDS**  
COACH TOURS

**14 Tours of N.S.W., Canberra, Victoria and Tasmania**

**TRANS-AUSTRALIA AIRLINES and KIRKLANDS COACHAIR TOURS**

## Adelaide bowls tour

With the success of a tour to the Empire Games in Perth behind them, Kirklands will embark on another ambitious program in 1965.

A tour will depart from Lismore on March 2 for the Australian Women's Bowling Championships, in Adelaide.

Four days later, the coach will arrive in the South Australian capital, where passengers will stay for the duration of the championships.

Scenery will not be duplicated; coaches on the forward trip will go by the Oxley, Newell and Sturt highways and return via Melbourne and the Hume Highway through Wagga, Katoomba, Sydney and the Pacific Highway to Lismore.

Already, good bookings have been received.

This is an indication that the public appreciates the company's motto of adding a few extra features for the same price.

## FIRM'S TRAVEL FORMULA

Kirkland's Travel experts apply a "mathematical formula" to their tours and this has proved immensely popular with their thousands of customers.

The formula ignores subtraction and concentrates on addition.

Mr. Jim Kirkland said "If we put out an itinerary we always add to it to give our customers more for their money. We never subtract from our set program."

These tours by Kirklands have become well-known throughout Australia.

Satisfied customers in six States have told their friends about the delightful tours and the first-class service.

Recently six parties from Victorian Teachers' Colleges booked for the August holidays.

Several religious groups have also made firm bookings for tours.

## ROAD, RAIL AND AIR BOOKINGS

From a one-man business operating a horse and sulky to one of the biggest coach lines in the Commonwealth ... this is the story of the New England Motor Company.

Today, 55 years after its foundation, the firm has developed into a dual-purpose travel organisation operating a comprehensive network of its own road services and the largest all-purpose travel booking agency on the North Coast.

It offers facilities for booking travel by road, rail and air to all Australian and overseas destinations.

It was in 1909 that the late Mr. G. A. Robinson entered the transport business with his horse-drawn vehicle.

Today, the company operates a fleet of 28 modern buses and three passenger cars.

It conveys passengers and freight along 1,500 miles of roadway on its nine regular daily inter-district and interstate routes.

The comprehensive nature of these services and the high frequency of the company's timetables take its vehicles from Lismore to Casino 43 times weekly, with 24 extensions to Kyogle.

There are seven services a week to Byron Bay and Brunswick Heads, 25 to Murwillumbah, the Gold Coast and Brisbane, six to Tenterfield and Glen Innes and to Grafton and Yamba.

The holiday and business travel booking service provided by the firm has grown spectacularly in the last 10 years, now arranging travel around the world.

In addition to having the sole franchise for Airlines of N.S.W. and Pioneer Tours, the company offers speedy bookings by air and rail to all Commonwealth destinations.

New England's overseas booking services embrace all the intercontinental airlines to all airports in the world.

The firm also is agent for the luxury ships of the Matson Line plying between Australia and America and calling at all intermediate ports with tourist appeal.

The company's experienced and courteous staff handles promptly all inquiries about timetables, fares, passports, health clearance requirements and other matters affecting travellers.

## INDUSTRIAL DEVELOPMENT VITAL TO

## TOURIST TRADE

Tourism is trade; tourism is people and — above all — tourism is service. This is the view of the tourist promotional officer for the Northern N.S.W. Tourist and Development Association, Mr. H. Ludford.

And, he says, the rewards for such service are high.

Tourism is currently ninth on the list of Australia's major industries and is worth £27m. a year.

Internally, tourist traffic generates a minimum of £250m. worth of trade each year.

This figure will be increased with the general acceptance of four weeks' paid annual leave for workers and the inevitable increase in long-service-leave travellers.

Mr. Ludford says: "Summerland can well benefit from this prosperity, for Summerland has much to offer the visitor in the way of natural charm.

"But natural advantages are not enough in themselves. Summerland needs more — much more — industrial development for it to maintain its rightful place within the rapidly-advancing framework of Australian prosperity, with substantial secondary benefits being distributed to all other existing industries in this area.

### Dedicated

"N.T.A., on behalf of the people of Summerland, is dedicated to the task of actively promoting this region for the benefit of resident and visitor alike.

"The association, however, needs the continuing support of business houses in the area if it is to actively fulfil its proper functions."

N.T.A. originated in 1954, when Lismore City Council determined that tourism could be a valuable secondary industry in an area possessing, without doubt, some of the finest pastoral and coastal scenery in the world. In 1960, the name "Summerland" was chosen from more than 1,000 submissions in open competition to delineate this Northern Rivers region of N.S.W.

The association then came under the administrative control of the shire councils of Byron, Gundurimba, Kyogle, Terania, Tintenbar, Tomki, Tweed and Woodburn; the municipal councils of Ballina, Casino and Mullumbimby, and the council of the City of Lismore.

Further support was later granted by the N.S.W. Government Tourist Bureau.

N.T.A. now operates two full-time tourist bureaux and ten information centres within the area to serve the needs of a rapidly-increasing travelling public.

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### SURFING POPULAR AT EVANS HEAD



Evans Head, pictured above, is one of the many attractive beach resorts to be found on the coast. These resorts attract especially crowded during the summer months, while there is always a steady stream of visitors during the winter. These resorts are so famous for their fishing and diving that they are known as the "surfing beaches."

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### LET'S MAKE YOUR AUSTRALIAN AND OVERSEAS TRAVEL BOOKINGS PROMPT AND TROUBLE-FREE!

by Highway, Skyway or Railway

Our service provides speedy reservations to ALL AUSTRALIAN and OVERSEAS destinations and complete all-inclusive holidays to Barrier Reef resorts and special LOW COST AIR-CONOMY TOURS to New Zealand.

**SOLE AGENTS FOR**

- Airlines of New South Wales
- Pioneer Road Tours, all States

**MATSON SHIPPING LINES** to U.S.A. and intermediate ports.

**LISMORE-GOLD COAST-BRISBANE** 25 Services weekly, highest frequency, lowest fares, same-day returns, and weekend special extension fares.

**DISTRICT SERVICES:**

- LISMORE-CASINO: 43 Services weekly with 24 extensions to Kyogle.
- LISMORE-BYRON BAY-BRUNSWICK: 7 Services weekly.
- LISMORE-TENTERFIELD-GLEN INNES: 6 Services weekly.
- LISMORE-GRAFTON-YAMBA: 3 Services weekly.

**ON TIME ALL THE TIME—AS DEPENDABLE AS THE CALENDAR**

**NEW ENGLAND MOTOR COMPANY**  
(LISMORE TRAVEL AGENCY)  
MOLESWORTH STREET LISMORE PHONE 2731

### Tourist promotion Advertising Administration

Remember, Mr. Businessman, that every tourist we can encourage to come to Summerland means increased business for you!

The N.T.A. has a limited fixed income which necessarily restricts our promotional activities. Therefore, to enable us to continue our vigorous tourist promotional campaigns we need the financial support of EVERY BUSINESSMAN, SERVICE CLUB and COMMUNITY ORGANISATION IN SUMMERLAND.

Annual membership is £5/4- for Lismore and Coastal Towns and £2/12- for inland towns.

**Join the N.T.A. today and help us to help you!**

An attractive Membership Transfer for your shop window will be sent with your receipt.

The N.T.A. offers everyone the following FREE Services—

- Australia Wide Accommodation Bookings
- Tourist Literature
- Summerland Map Guides
- Road Maps
- Brochures

Write to: THE NORTHERN N.S.W. TOURIST AND DEVELOPMENT ASSOCIATION, P.O. BOX 472, LISMORE.

Supplement to The Northern Star, Saturday, August 15, 1964, 58.

## Dealers carry complete range of spare parts

Spare parts worth £18,000 — everything from a split pin to a complete body shell — are available at Keen Motors in Lismore to any Volkswagen, Rover or Rambler owner.

This policy eliminates long waits for parts before a mechanic can begin repairs and replacements.

It is one of the services offered by a business which ended the last financial year with a turnover of three quarters of a million pounds—a monthly average of £62,000.

Helping to make up this total is the average of 20 new cars Keen Motors' salesmen put on the road each month.

Immediate delivery is a feature, the firm stresses.

It supplies from the Tweed, out to Tenterfield and south to Grafton.

On the mechanical side, the service available is of a high standard.

Each of the seven factory-trained mechanics attends four service schools a year in Brisbane.

They use special tools — mostly tailor-made for Volkswagens — worth £2,500.

In addition to the mechanics, the company has 12 spare parts and administrative employees.

Spare parts staff attend annual merchandising schools to assist the firm in fulfilling the wants of car owners.

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### NOW! EVERY Repco Automotive Service

including all incidental repairs by your garage man is available on

### NO DEPOSIT And shillings a week

### THE REPCO CREDIT PLAN

includes any service or product provided by Replacement Parts (N.S.W. Div.) Pty. Ltd. (a Division of Repco Limited) and includes dismantling, installation and incidental repairs by your garage man.

- REMANUFACTURED EXCHANGING ENGINES
- REMANUFACTURED EXCHANGING UNITS
- SPECIALISED RECONDITIONING SERVICES
- DIAGNOSIS, REPAIRS, TRANSMISSION
- GENUINE REPCO PRODUCTS

You choose the garage

All work under the Repco Credit Plan can be carried out at your usual garage. Just ask your garage man for an estimate and ask your nearest Repco branch.

All makes and models

The Repco Plan applies to all makes and types of cars.

**FREE INSURANCE!**

Ask your garage man for an estimate or for further details ring the nearest Branch of

### REPLACEMENT PARTS (N.S.W. Div.) Pty. Ltd.

(A Division of Repco Limited)

289 KEEN STREET, LISMORE. Telephone 2761.

### FIRM CONDUCTS STAFF SCHOOL

Intensive training to fit Repco staff for maximum service to the public begins with special apprenticeship schools in Melbourne.

Apprentices employed by the Lismore branch of Replacement Parts (New South Wales) Pty. Ltd. may attend such a school if their work is promising.

When they return from the year's live-in tuition, they are better equipped to work in branch engine-reconditioning workshops.

In Lismore, a staff of 18 is employed and equipment is continually being modernised.

Recently, the branch installed a new machine for turning brake drums. This cost about £500.

Then, there is the piston well-sizer, a £600 English machine for expanding pistons.

The branch offers a reclamation service involving a short arc-welding process.

## Keen Motors' Lismore Showroom

KEEN MOTORS showroom and workshop in Woodlark Street, Lismore.

# KEEN MOTORS

121 WOODLARK ST., LISMORE

## THE BIGGEST DEALER ON THE NORTH COAST

**OFFER ON THE SPOT VALUATION! OBLIGATION FREE**

VOLKSWAGEN FROM £799

RAMBLER FROM £1,499

LAND ROVER FROM £1,240

THIS SERVICE IS WITHOUT ANY OBLIGATION—WHY DON'T YOU PHONE US NOW AT 2330-2339 AND ASK FOR Neil Dunleavy or Jim Johnson AND WE WILL CALL AND OFFER YOU THE BEST PROPOSITION AVAILABLE IN NEW SOUTH WALES — WE WILL TRAVEL ANYWHERE ANYTIME TO DO A DEAL.

**YOUR BUSINESS IS OUR BUSINESS**

PLEASE FORWARD DETAILS AND BROCHURES COVERING:

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

**WE ALSO HAVE A TREMENDOUS RANGE OF USED VEHICLES IN STOCK AT ALL TIMES.**

**ESTABLISHED OVER 20 YEARS**

**Who in the world seals the bottom? Volkswagen.**

There's a side of the Volkswagen that very few people know about: the underside. It is not only protected, but sealed with rubber to make it particularly air-tight. So tight, in fact, that water can't get through. But there's a more useful advantage: a VW stands through water that brings most traffic to a standstill.

Its road coils, control wires and cables are all enclosed. But you don't see them under a VW all you see is the steel lattice that protects them from water and mud. And that solid state of steel helps keep the engine long and the air and window frames tight. The VW is stronger than most. The steel

underbody is one of the basic reasons why. The way we seal the car together is a good reason a VW should last for many years.

Another design that makes a VW a good car is the way we charge only 60% for the car to be sealed.

**£799**

121-123 Woodlark St., Lismore, N.S.W. 2459. Tel. 2761. Repco Limited, Sydney, N.S.W. 2000. Repco is a member of the Repco Group of Companies.

A recent American development, the process reclaims automotive engine crankshafts, crane track rollers or other vital units put beyond usual repair methods by damage or wear.

Parts sold in Lismore are similar to those used in the Repco racing car driven by world-famous Jack Brabham.

Before they are put on the market, prototypes of all new parts are tested at Repco headquarters in the company's own experimental car.

Replacement Parts took over from P. J. Taylor in Lismore four years ago.

In that time more modern equipment has been installed and a fuller range of workshop services introduced.

## Turnover in motor industry

The total value of the sale of new motor vehicles in New South Wales for the 12 months ending June, 1962, was £118,155,000.

In the same period the sale of used motor vehicles totalled £84,449,000.

The sale of motor parts, accessories including tyres and tubes, was £42,709,000. Petrol, oil and other lubricants sales totalled £87,833,000.

These figures all add up to £313,146,000, which is the sum the people of the State spent on motor vehicles.

## RADIO, TV ROLES IN PROGRESS

Fuller coverage of district activities marked the last twelve months of operations by Radio 2LM and television station RTN-8.

Both stations showed their involvement in the pattern of growth on the Richmond by associating themselves with new developments and trends.

A highlight was RTN's cover of the visit to the district of the Minister for Agriculture, Mr. Enticknap, and officers of his departments.

The station placed its resources at the disposal of the Richmond Valley Development Association in a gesture aimed at giving wide publicity to the association's vital programs for development.

RTN chartered an aircraft to record the aerial tour of the valley by the Minister, and later presented a 45-minute live discussion on the valley's problems.

This program, originating in the station's studios, allowed thousands of viewers to gain an insight into the association's aims and the attitudes of the State Government.

Broad revision of the station's news format has given viewers a new concept in presentation and a greatly increased cover of daily events, especially in the viewing area.

With 2LM, the station joined in a simulcast to raise funds for the victims of the Weowna trawler disaster.

Again the stations joined forces to stage the Summerland Beach Day at Ballina to raise funds for the Ballina Surf Club.

Throughout the afternoon, 2LM's mobile studio broadcast its programs from a point on the beach beside the dais, announcing awards as competitions were decided.

Many program changes were seen on RTN as some of the earlier series were replaced, hours were extended and the scope of film cover increased to include a greater variety of events within the viewing area.

One interesting phase of RTN's growth in programing has been the wider use of documentaries, such as those of the Sunday Night Special series, more recently, "Biography".

The television station's special cover of major sporting events — particularly the Grafton and Casino race carnivals — gave both towns their biggest race days for years.

This promotion and cover was made possible in each case by the co-operation of each centre's business interests.

Sport also provided another major achievement in the establishment of a weekly 15-minute cover of Rugby League in conjunction with a motor company, while Lismore business interests combined to sponsor a fortnightly cover of baseball which has given the sport and its supporters new impetus.

Channel 8 also figured prominently in the cover of the Miss International Air Hostess competition on the Gold Coast, an area into which RTN is continually expanding.

The growth of Gold Coast viewer interest over the past year is one of the station's major achievements.

The introduction of the new early evening Epilogue series and its expansion to include a greater number of denominations has been well received, while the number of live feature presentations has also been stepped-up.

The deluge of letters in conjunction with the screening of Beatles specials told its own story of viewer participation in RTN programming.

Here, too, it was interesting to note the origins of the letters, with fringe areas such as Kempsey continuing to show greater interest in RTN reception.

The advent of ABC relay transmission through ABRN Channel 6 at Mt. Nardi was another major event of the year, bringing to the viewing area a new dimension of TV interest and adding a breath of competition which is vital in any sphere of activity.

To assist in the promotion of their new stores, several firms have incorporated the 2LM mobile studio in opening campaigns.

Broadcasts direct from these stores have advised listeners of the location, the range of merchandise being offered, and special opening promotions and specials.

Broadcasts have ranged in duration up to six hours, with as many as four personalities taking part.

Listener interest has been shown by the number of people who visit the displays to see the station "on air".

These broadcasts serve the dual purpose of assisting clients and enabling customers to see what makes the sound of modern radio.

Special equipment was designed for use in these broadcasts. The three-piece unit can be arranged to suit the circumstances of any location, and is adaptable for solo control by an announcer, or dual operation with announcer and technician.

The popular "Question Box" competition conducted in 2LM's women's session, Monday to Wednesday at 10.45 a.m., has received more listener support through 2LM than in any other part of N.S.W., according to the agent's program.

Each Saturday, a 2LM personality journeys to the town in which the "Question Box" has been placed for that week. It is opened and a customer of the grocery shop concerned chooses the winner.

Casino, Kyogle, Lismore, Ballina, Byron Bay and Woodburn have so far been visited.

Two new transistor tape recorders have been added to 2LM's "out and about" equipment. Wherever there is a news story or an interesting personality, 2LM is there with its mobile equipment.

The station will cover the annual Lismore Musical Festival again this year, with broadcasts on the Tuesday, Wednesday, Thursday, Friday and Saturday nights.

Highlights of each night will be recorded and played on the following evening.

The radio section, sponsored by 2LM, and one of the most popular competitions open to all singers, will be presented on the Thursday night of the festival, with £25 in prizes.

The image shows a vintage advertisement for Nissan Datsun vehicles. On the left, there is a photograph of a Datsun 18-cwt truck. Below the photo, the text reads: "expect more: £895, TAX PAID, B.Y.J.S. A DATSUN 18-CWT. TRUCK YOU SAVE MORE THAN £300 ON THE PRICE OF COMPARABLE UNITS." The text continues to describe the truck's features and reliability. On the right, there is a newspaper clipping with the headline "RADIO, TV ROLES IN PROGRESS" and a sub-headline "Out and about". The clipping discusses the role of Radio 2LM and television stations in providing local news and entertainment. At the bottom of the advertisement, there is a list of Nissan Datsun dealerships across Australia, including Sydney, Brisbane, Melbourne, and Perth.

## Out and about

Radio 2LM is fast becoming known as the "out and about" station.

This stems from an increasing range of outside activities, ranging from beach broadcasts and store promotions to competition judging by 2LM personalities.

## QUICK SERVICE SECTION IN MODERN WORKSHOP

A new "quick service" section has been introduced in the extensive workshop of W. Robinson and Son in Lismore.

This supplementary service has been prompted by a realisation of the need for motorists to keep their vehicles on the road, with a minimum time loss in the workshop.

In cases where the operation can be completed in a short period, the customer is invited to relax in a comfortable waiting room, and also to make use of the firm's telephone facilities if desired.

If the work is to take longer, a firm completion time can be fixed, enabling the client to plan the use of his time to complete other business.

To take full advantage of this new service—which costs no more than normal workshop service—the customer should make an appointment so that a workshop timetable can be planned.

The new service offered by Robinsons in no way interferes with the more extensive work and emergency services normally provided.

The workshop contains a comprehensive range of specialised time-saving equipment for precision servicing of the full line of General Motors cars and trucks.

In addition to extensive standard G.M.H. plant, more than 400 jigs and tools specially designed for Holden work are installed.

It is more than 48 years since W. Robinson and Son first linked its destiny with the service industries of Lismore.

## Ready sale for Japanese cars

Reid's Motors are finding a ready market throughout the district for the product of Japan's largest automobile exporters, the Nissan Motor Company.

When Frank Reid was given the agency for Datsun and Nissan vehicles two years ago, supplies from the manufacturers were limited.

The position has improved until now the firm is able to meet immediate demands.

Most of the 150 vehicles sold since the agency was introduced have been sold in the last 12 months.

An amazing range of vehicles is offered by the Japanese company.

There are 12 different models, from four-wheel drive to panel vans, trucks, station sedans, sports cars and the ordinary family sedan.

Then, in each category, several different types are available.

Mr. Reid has operated his Woodlark Street business for the past 11 years. He employs seven men.

They provide a full repair service in addition to normal service station facilities.

In Mr. Reid's opinion, the competition flourishing between Japanese car manufacturers for a share in the Australian market, benefits the public considerably.

The Nissan group has been forced to reduce prices on some vehicles and add extras like car radios to compete.

## Assistance given to trustees of parks

Funds totalling almost £31,000 have been made available in the last year to trustees of parks and reserves in the Richmond district by the Department of Lands.

The department—administered by the Minister for Lands and Member for Lismore, Mr. Compton—plays a constantly changing role in the development of the Richmond Valley.

Of the funds made available for reserve and park improvements, £24,985 was in the form of grants, and £6,000 in loans.

The loans are repayable over 15 years at concessional interest rates of three per cent.

Mr. Compton says the Lands Department's liberal approach to the provision of grants and long-term low-interest loans to trustees of parks and reserves is a matter of vital interest to the tourist industry associated with the Richmond.

"Tourist activity can only be encouraged by the provision of modern and essential amenities to parklands. The department's policy has met with enthusiasm from trustee bodies and is having marked success," he says.

"Important also in the development of tourist activity is the need for providing holiday homesites.

"In the past 12 months, 63 blocks have been made available between Ballina and Byron Bay under weekend lease tenure.

"The subdivision of these blocks involved expenditure of £8,081 for the construction of bitumenised roads.

"This class of tenure, a perpetual lease with an annual rental of only two and a half per cent. of the capital value, with an option to apply to purchase after a dwelling has been erected, is providing a substantial lift to the growth of seaside resorts."

## Aids industry

Whereas the planning for settlement of large areas of vacant Crown Land was once a major function of the department, today its activities are concerned mainly with assisting wherever possible existing primary and secondary industries and the establishment of new industries.

Vacant Crown Land within the Richmond Valley consists mainly of small areas insufficient in size and capacity for establishment as complete economic farm units.

Such land is often of value to adjoining landholders or rural workers wishing to supplement their income by part-time farming of a small area.

Consequently there exists a regular demand for this type of land and in the last 12 months areas totalling 660 acres were made available by way of special lease.

It is the policy of the department to continue to make this class of land available where a demand exists.

Mr. Compton says the difficulties experienced by the dairying industry in this area have been widely publicised.

"Efforts are being made to assist those dairy farmers outside the Milk Zone whose farms are considered to be below a living area standard.

"This is being done under the "build-up areas" provisions of the general closer-settlement scheme, the idea being that a holder of a sub-standard farm can, on locating land suitable to build up his farm to a full economic unit, negotiate with the owner and, with his consent, make application for the purchase of the land by the Crown.

"If the proposal is approved, the purchased land is granted under a closer-settlement lease to the holder of the sub-standard unit.

"Naturally, one condition of the scheme is that acquisition of a build-up area must not leave the vendor with less than a full living area.

"A number of such proposals from this area are at present being examined."

## LISMORE FIRM EXPANDS WORKSHOP FACILITIES

With expansion costing £20,000 in the last 12 months, R. H. Trevan Pty. Ltd. now claims to operate in Lismore the biggest automotive repair workshop outside the State's metropolitan areas.

All this from humble beginnings 53 years ago, when the late Mr. R. H. Trevan imported components of the Model T Ford from Canada and assembled them locally.

It was 1925 before the Ford Motor Company established in Australia and the firm secured one of the original dealerships.

On the workshop side, special equipment has been bought this year to simplify and modernise processes.

A frame and body aligner is the only one between Newcastle and Brisbane.

It is used to straighten the modern type of mono-construction car body, which is fabricated in one unit — body and chassis together.

For high standard automobile painting, modern spray booths have been built and new equipment installed.

Recently, Trevans bought engine tuning and automatic transmission reconditioning apparatus.

It can be used on vehicles with either hydraulic or electrical transmission.

Expansion has not stopped with the workshop. Trevans now operate a full farm tractor service division.

The number of trucks supplying these services has been increased from one to three.

As part of the firm's determination to satisfy the primary producer's needs, this division takes service direct to the farm, rather than expecting the farmer to come to town.

Used car sales also figure in Trevan's interests. A large block of land was acquired in the last year to establish a modern used car lot.

## Motor dealers on Richmond

In the Richmond area there are 117 motor dealers.

These figures exclude the Byron Shire and Mullumbimby.

According to the Commonwealth Bureau of Census and Statistics, the total value of motor sales in the area for the 12 months ending June 30, 1962, was £4,173,000.

The motor dealers were carrying stocks valued at £457,000.

An average of 80 reconditioned tyres is turned out at the firm's Conway Street premises each week.

Three young men with 26 years' experience behind them make up the partnership known as Summerland Tyre Service. They are Len Cook, Bob Dwyer and Len White.

They established in their new workshop plant worth £6,000.

In the 12 months they have been on their own, business has steadily improved until figures show a 50 per cent. increase in 10 months.

They own three vehicles and employ three men, two of whom are travellers.

One covers a larger area than any other tyre company representative on the North Coast — he travels an average of 1,000 miles a week — while his counterpart canvasses the Lismore district.

## WIDE AREA IS SERVICED FROM LISMORE BRANCH

Fifty years of service to the motor trade is the proud record of Westcott Hazell and Co. Ltd., which established a branch in Lismore more than eight years ago.

A young link in a chain celebrating its Golden Jubilee, the Lismore branch with a staff of 20 supplies garage equipment, automotive parts and accessories, electrical hardware and tools.

In the last 12 months, the number of lines carried has increased by about 700 to 13,350.

Four representatives are employed to cover the area from Wauchope, north to the Queensland border and as far west as Tenterfield.

Expansion on such a large scale could hardly have been envisaged when E. J. Hazell and C. Westcott formed a partnership in 1914 to market motor oils.

They began with £200 capital in 400 square feet of floor space at a time when there were only 10,590 motor cars registered in New South Wales.

A branch was first opened in Lismore in 1931 but closed shortly after the start of World War II.

Since its re-establishment, it has become the largest automotive parts warehouse between Newcastle and Brisbane.

## BRINGS FLOUR TO RICHMOND

Carting flour to bakers on the Richmond forms part of the carrying business conducted by A. D. Keech Pty Ltd.

Some of the firm's fleet of 20 trucks are permanently assigned to working between the flour mills at Warwick and Toowoomba and Lismore.

Special depots have been established on the Darling Downs to facilitate loading.

Mr. A. D. Keech established his business 22 years ago and recently it was formed into a proprietary company. The company has a staff of 25 men, including drivers and maintenance staff.

The company operates mostly in Lismore, with running between Grafton and Brisbane.

Loads of goods have also been carted as far as Adelaide, and the firm's one furniture pantehnicon has taken a load to Mt. Isa.

## TRAILERS TO SUIT EVERY NEED

Trailer assembly kits for the "do-it-yourself" man are an innovation offered by the Lismore section of Bearing Service Company.

Component parts come in kit form and sizes vary to suit the customer.

There is a trailer suitable for hauling behind a baby car and another for the luxury sedan or farm tractor.

As the firm's name implies, bearings for every imaginable purpose are the primary line carried.

Supplies from Bearing Service go as far away as Tweed Heads, Wallangarra, Dorrigo, Coffs Harbour and Glen Innes and all centres in between.

## PEOPLE ON THE MOVE TRUST LISMORE FIRM

Moving Artur Rubenstein's piano is one of the more unusual jobs done by Monaghan's of Lismore.

One of the firm's 10 pantehnicon vans took the piano from Sydney to Brisbane during Mr. Rubenstein's recent visit to Australia.

It was a once-in-a-lifetime cargo for Monaghan's, which specialise mainly in removing the entire household contents from one house to another.

**ALL-ELECTRIC PLANT FOR TYRE COMPANY**  
All-electric equipment at the Lismore workshop of Summerland Tyre Service is the most modern available in Australia.  
Until quite recently, the only plant available for tyre reconditioning was steam-heated, involving the installation of costly and often troublesome boilers.  
New developments using electricity have simplified the processing for a re-treaded tyre so that it now takes about one and a quarter hours.

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**Westcott Hazell GOLDEN JUBILEE 1914 - 1964**  
50 YEARS OF SERVICE TO THE MOTOR TRADE  
Leading Distributors of Genuine Automotive SPARE PARTS WHOLESALE ONLY  
270 Molesworth Street. Phone 2471 LISMORE

**HENSLEY'S BULK FREIGHTS PTY. LTD.**  
LOCATION  
Glasgow Lane, Lismore  
C. Shed, Darling Harbour, Sydney  
★  
Goods received daily for conveyance in louvred vans to Richmond and Tweed districts from Sydney and Newcastle  
SPECIAL FEATURES OF OUR SERVICE ARE ITS SPEED AND SAFETY  
Phones Lismore 2631-2-3-4-5 Sydney MW 9408 - MW 9409 P.O. Box 185

**H. J. HENSLEY PTY. LTD.**  
General Carriers and Forwarding Agents  
Glasgow Lane, Lismore  
ALSO  
Specialists in Heavy Crane Lifts and Earth Moving  
★  
Suppliers of Pumped Sand and Cement  
DAILY SERVICE - LISMORE - CASINO  
Phones Lismore 2631-2-3-4-5 Casino 88 P.O. Box 185

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**ELECTRIC MOTORS & STARTERS**  
The world's largest stock of electric motors, from 1/2 H.P. to 100 H.P. in all sizes and voltages. Also a large stock of starters, alternators, and dynamo machines. Write for catalogue.

**BRINGS FLOUR TO RICHMOND**  
Carting flour to bakeries on the Richmond farms part of the carrying business conducted by A. D. Keech Pty. Ltd.

**OUR MOVING STORY**  
Illustration of a moving scene with people and furniture.

**TRAILERS TO SUIT EVERY NEED**  
Trailer assembly kits for the "ready-to-go" type are an innovation offered by the Lismore office of Bearing Service Company.

**PEOPLE ON THE MOVE TRUST LISMORE FIRM**  
Moving Arthur Robinson's piano is one of the more unusual jobs done by Monaghan's of Lismore.

**THE BEARING MAN**  
is at your service in the LISMORE DISTRICT. Whatever your needs, whenever you are — if you want bearings — we have the range and staff with technical know-how and experience to help you. Our policy is "service-just" — available at a moment's notice. Look to the Bearing Man for Australia's foremost Ball and Roller Bearing Service.

**BEARING SERVICE CO. OF AUSTRALIA PTY. LTD. and BALL BEARINGS PTY. LTD.**  
Distributors of all HASC0 Ball and Roller Bearings.  
49-51 CONWAY STREET, LISMORE.

**Entrusted with precious cargo**  
Illustration of a truck carrying a large object.

**LITTLE PARCELS OR TRUCK LOADS WE CARRY THEM ALL**  
Between BRISBANE LISMORE BALLINA EVERY DAY  
BUYING IN BRISBANE BY MAIL OR PHONE? JUST SAY "SEND IT BY LISMORE FREIGHTERS", AND HAVE IT DELIVERED TO YOUR DOOR — NEXT DAY!  
**BEXHILL BRICKS CONTRACTORS**  
**Lismore Freighters PTY. LTD.**  
Terania Street, North Lismore, Phone 4026, 4227. 387 Stanley Street, Brisbane, Phone 4-3791.

**A. D. KEECH Pty. Ltd.**  
**Bulk Freight Service**  
Daily between Brisbane - Lismore - Casino - Grafton  
REGULAR SERVICES TO WARWICK and TOOWOOMBA  
★ All classes of General Carrying  
★ Furniture Removals by Pantechnicon  
DISTRIBUTORS FOR:  
CONWELD WELDING AND CUTTING PLANT AND EQUIPMENT.  
E.M.F. ELECTRIC WELDERS, RODS AND EQUIPMENT.  
ARNOLD SPRAY GUNS.  
DEPT FOR:  
C.I.G. OXYGEN & ACETYLENE  
CASTROL OILS & GREASES  
SULF OIL SUPPLIES TO PRIMARY PRODUCERS AT PRIMARY PRODUCER RATE.  
Inquiries to —  
31 Terania St., Lismore - Phone 4131  
41. Supplement to The Northern Star, Saturday, August 15, 1944.

## STARTED OFF BRICK CARTING

### Firm's progress

Brick carting 20 years ago was the start of one of the North Coast's best known carrying businesses.

Ron Mortimer's energy and drive have resulted in the formation of Lismore Freighters, with a fleet of 14 large trucks.

One definite qualification for his 18 employees is that they must be able to drive.

Each man drives alone in his truck and is also responsible for its maintenance.

During one week, each truck would cover from 1,600 to 1,800 miles, mainly between Brisbane and Lismore or Grafton.

The firm of Lismore Freighters has had jobs carting goods to Dalby or cane rollers to the C.S.R. mill at Bundaberg.

A storage depot in Terania Street, North Lismore is identical with the one in South Brisbane from which trucks operate.

Timber carting is the main business around Grafton and other trucks bring cars for Lismore retailers from Brisbane distribution centres.

A regular load is scrap metal from a Lismore collector, this being taken to Brisbane.

Lismore Freighters do not carry livestock, just "packaged or bagged goods." Their trucks include four with bogey trailers, these capable of taking a 16 ton load, seven eight-tonners, two 12-tonners and two four-tonners.

As well there are four delivery vans based in Lismore and Brisbane.

## PUBLIC BUYS CHEAPLY

Independent retailers on the North Coast are able, through Piercy and Nott Pty. Ltd., to sell more cheaply to the public.

This firm of general wholesale merchants supplies 170 retail outlets, from warehouses at Lismore, Casino, Murwillumbah and Grafton.

Based at Lismore, Piercy and Nott is building a reputation as the sponsor of Star Special Stores on the North Coast.

At this time last year, 80 tons of goods were being moved each day. This figure has been increased in 12 months to around 100 tons.

From interstate and overseas sources, goods are brought to Lismore, 15 tons at a time, by rail.

Queensland stocks are brought in by road to the Lismore base.

To maintain a smooth flow of stocks - more than 2,500 lines - throughout the North Coast, the firm operates a fleet of vehicles.

It employs 70 people.

This can be done whether it is to a house in the next street or the next State, or even overseas.

The firm has had several experiences of arranging shipment of household furniture for people moving to New Zealand.

Although it has been established for 32 years, it was not always a removalists firm. Mr. W. H. Monaghan started it as a general carrying business with about six men and trucks.

The war brought a change in people's moving habits, many preferring to have it done by road rather than by rail.

General manager of Monaghan's, Mr. E. J. Sidney, said it has become the accepted way to move now, for vans can travel where perhaps there are no railway lines.

There are now 17 vehicles engaged in moving work, with branches of the Lismore head office in Sydney and Murwillumbah.

Most work is done in the 10 huge pantechnicons, some with a capacity of 40 cubic tons, others 28 cubic tons.

Government departments, banks and insurance offices are regular customers wishing to move employees from one centre to another, and the vans do an average of 6,000 miles each week.

The 27 employees also drive flat-top trucks and utilities for smaller jobs, each vehicle having two men assigned to it.

If a family wished to move from Lismore, the driver and his assistant would go to the house the day before removal, pack all the china, furniture and personal effects, leaving just enough for the family's evening needs.

They would return next morning with a van, do the last packing and load the van to be away before midday.

As well as being drivers, the men have to be skilled packers, and wrap each piece of furniture individually in thick furniture packs when inside the van.

Included in the trips made this year were three to Cairns, a distance of almost 2,000 miles.

The head office of Monaghan's in Lismore has a storage department for people wishing to store furniture while waiting to move into a house.

This area of 32,400 square feet is completely enclosed with bird wire and is kept behind locked doors. One lot of furniture has been there since 1948.

The transit area is for reception and packing of loads, even the family's pot-plants being fitted into a corner of the huge vans.

**Drinks acceptable on long haul**  
Illustration of a factory or warehouse interior.

**CORDIAL FIRM'S RECORD OUTPUT**  
As the district leader for Lismore distils, Richmond Cordials has a distinct advantage over smaller concerns — technical advice from engineers and industrial chemists employed by the Lismore company.

**Piercy & Nott Pty. Limited**  
GENERAL WHOLESALE MERCHANTS  
AT Lismore, Grafton, Casino, Murwillumbah  
Sponsors of the... STAR SPECIAL STORES on the North Coast

**STARTED OFF BRICK CARTING**  
Firm's progress  
Brick carting 20 years ago was the start of one of the North Coast's best known carrying businesses.

**DAVIS and PENNEY PTY. LTD.**  
Wholesale Merchants  
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Independent retailers on the North Coast are able, through Piercy and Nott Pty. Ltd., to sell more cheaply to the public.

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Wholesaling Confectionery to the North Coast of N.S.W.  
Representing Hulsecomb, Hordley, Fawcett, Ouseley, Red Top, Smith, Sibley, Van Heusen, Wilson, Woodruff, Biscoe, Lissenden, Wright, Hygiene Confectionery  
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**Before you POP a bottle top be sure it's Tristrams**  
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