

Advertising That Pays

Directories are read, consulted and studied by literally millions of people in their twelve months of busy life, and even then are not discarded.

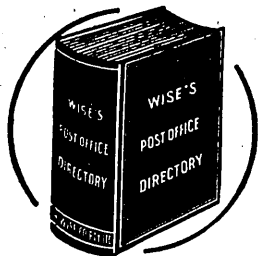
They are kept because they contain information which can never be replaced and are continually wanted for reference.

Refer to the trades section of this directory. You immediately see just how many people you can buy from and exactly the goods they manufacture or sell.

Directory advertisements are not just fill-ins. They are displayed in large, clear type faces that catch the eye, are directly to the point, and appear just where readers are going to look.

Potential buyers' thoughts are not disturbed by extraneous matter as in the case of nearly every other form of advertising.

That is why business executives and advertising specialists value the Directory, and know Wise's Post Office Directories offer advertising advantages that are second to none.



PASTORAL AND AGRICULTURAL

Including

APIARISTS, HORSE BREEDERS, PIG BREEDERS, SHEEP & CATTLE STATIONS, VIGNERONS & SOCIETIES

DEPARTMENT OF AGRICULTURE

Offices, St George's ter, Perth
 Minister—Hon J T Tonkin
 Under Sec—G K Baron-Hay
 Chief Clerk—W M Kirk
 Accountant—W C Hobson
 Supt of Horticulture—H R Powell
 Asst Supt of Horticulture—T C Miller
 Horticulture Research Officer—T C Dunne
 Tropical Adviser—G B Barnett
 Viticulturist—H K Johns
 Officer-in-charge Irrigation—A R Clifton
 Assistant—H K Gibsons
 Chief Insp of Rabbits—A S Wild (acting)
 Supt of Dairying—M Cullity
 Supt Wheat Farming—I Thomas
 Asst Supt of Wheat Farming—F L Shier
 Agrostologist—H G Elliott
 Dairy Bacteriologist—H Kretschmar
 Govt Entomologist—C F Jenkins
 Asst Entomologist—P N Forte
 Controller Abattoirs—J Dunbar
 Asst Controller of Abattoirs—P C Rowland
 Sheep & Wool Adviser—W L McGorry
 Apiculturist—L Blair
 Govt Botanist—O A Gardner
 Asst Botanist—G R Meadly
 Plant Pathologist—V P Cass-Smith
 Asst Plant Pathologist—H L Harvey
 Tobacco Advisers—J M Allen & A Sharp
 Principal Agricultural College, Muresk
 Principal, W Southern; Lecturer in Agric, W Bennett; Science Mstr, J Tulloch; Farm Mtr, R R Rutherford; Supt Dairy Factory, H M Lister
 Agricultural Advisers, H G Carless, N Davenport, G Gauntlett, G L Throssell, R F Roberts, T Lutz, W M Nunn, A L Hamilton, T J Robinson, K Needham, R D Royce, L C Lightfoot, L T Jones, B Williams, S T Smith, A J Marshall,
 N R McKeown, F E Ryan
 Dairy Supervisor—J M Nelson
 Dairy Adviser—T McNally
 Dairy Instructors—C M Scott, C W Tobin, A H Hobbs, V Weston
 Plant Nutrition Officer—Dr L J H Teakle, BSc, Agriculture
 Asst Plant Nutrition Officer—G H Burhill, M Agric Sc
 Animal Nutrition Officer—Dr E J Underwood, B.Sc., Agric., Ph.D. (Cantab.)
 Wheat Inspector—H Hadden
 Cereal Research Officer—Dr L W Samuel
 Officer in Charge Potato Branch, E T Morgan
 Potato Inspr—J C Palmer, B N Lowe, M Hardie
 Poultry Adviser—E Lovegrove
 Horticultural Instructors, A T Gulvin, V Cahill, R Charles, E Bennett, W R Jamieson, P F Herlihy, E J Badham (Kalg), F Melville, O Hanbury
 Market Insp—E H Rawson
 Agric Research Stations—Denmark, —; Merredin, E Langfield; Chapman, F Gishub; Wongan Hills, R D Bateman; Salmon Gums, F A Newman; Avondale, W A Human
STOCK BRANCH
 Chief Inspector of Stock—A McKenzie Clark, L.V.Sc.

Asst Insp of Stock—C R Toop
 Veterinary Pathologist—Dr H W Bennetts, M.V.Sc., D.V.Sc.
 Senior Vet Surgs—E F Twaddle, R Harley, S P Hobdon
 Registrar of Brands—A S Wild

INSPECTORS

Perth—H G Giles, B W Read, A D Sedgwick, W K Lyall, G A Smith
 Albany—J W Howe
 Port Hedland—J Fletcher
 Walla—A Aitken

AGRICULTURAL, HORTICULTURAL, SOCIETIES & FARMERS' CLUBS

See General Trades Section

POULTRY & DOG SOCIETIES

All communications to be addressed to the Secretary)
 Albany Dog & Poultry Soc, Albany
 Collie Poultry Soc, Collie
 Eastern Districts Ptry & Dog Soc, Northam
 Katanning Poultry Soc, Katanning
 Ladies Kennel Club, Mrs Lane, Pier st, Fremantle
 Narrogin Poultry Soc, Narrogin
 Poultry Farmers Assoc of WA—M A Crooke, sec
 Poultry Growers of W A—Railway cres, Welshpool
 Rhode Island Club of W A, U Doust, sec, Salisbury st, Maylands
 W A Kennel Club (inc), I K Exley, sec, 807 Hay st, Perth
 W A Poultry Assoc, sec A F Lethbridge, Fisher st, Banded
 W A Poultry Science Assoc, G D Shaw, sec, Lenke st, Belmont

APIARISTS

Aylmore H G, S Toolbrunup
 Banks R, West Brookton
 Barrie Andw, Manjimup
 Beales G L, Lwr Chittoing
 Bevan S, Bridgetown
 Blair L, Swan st, Osborne Park
 Bolitho W, Wanneroo rd, Tuart Hill
 Boxshall J W, Jarrahdale
 Brown Carl, Dwellingup
 Bugden E B, Bridgetown
 Burt Mrs F, Pemberton
 Calles H, Narrogin
 Carter J R, Greenbushes
 Cheney—Serpentine
 Clontarf Orphanage, Victoria Park
 Coad & Sops H J, Woodjenillup, Mt Barker
 Cook Ern & Ira, Moollabeanie
 Cook Alf, Toodyay
 Cook Arth, Dewar's Pool
 Cook F E, Toodyay
 Cook F H, Coondle
 Cook G N, Belmont
 Cousins R F & F W, Kojonup
 Daniels H E, Ravenhorpe
 Dickson Geo A, Boyup Brook
 Edwards P W, Waterloo
 England W Y, Lwr King Rvr, Albany
 Fewster N, Gingin
 Fewster V R, Muchea
 Folland W, Katanning
 Fremantle F C, Pemberton
 Gardner W E & J E, Pemberton
 Gay B J, Southern River rd, Gsals
 Green A E, 100 Serpentine rd, Albany
 Guille W E, Main st, Osborna Park
 Hall F H, 25 Bellevue ter, Bcnafd
 Hall J M, Manjimup
 Hancock E J, Wanneroo
 Hargreave S, Wagin
 Harrison & Son, Kelmscott
 Holzberger Wm, 159 Forrest st, Fre
 Hunter T, Bullsbrook
 Ireland Miss J B, Balcata Bch rd, Osborna Park
 Jacks Mrs H V, Sth Guildford
 Johnson J, Badgeup
 Jones D, Alice st, Serbrgh
 Kelly C, Manup
 Lance H Willoughby, Sanderson st, Bayswater
 Lawrence Bros, Cranbrook
 Layton D H, Mandurah
 Layton G W, Mandurah
 Lee H, Narrogin
 Livesey E, Denmark
 Lloyd K, Coondle
 Lloyd Vernon, Coondle
 Lutz A E, Needilup
 McManus Bros, York
 Meyers C, Denmark
 Norris C, 44 Wasley st, N Pth
 Neaves T C, Wanneroo
 O'Connor W J, Albany
 Parrett A, Balcata rd, N Beach
 Patten V H, Mundaring
 Pickett W B, Lwr Chittoing
 Pike A W, West Brookton
 Popple J, Muchea
 Ragless Bros, Bullsbrook
 Read W G, Golden Valley, Moollabeanie
 Reading G A, Victoria st, Bunbury
 Rees C J, Harvey
 Rogers R M, Mt Hawthorn
 Rome J, 80 Terrace rd, Glfdrd
 Rowe A W, Greenmount
 Shepherd T H, Muzadup
 Shugg E, Osborna Park
 Smith J, Jarrahdale
 Smith L W, Victoria Park
 South West Honey Co, Bunbury
 Steer, Wm H, Muchea
 Strange Andw, Brookton West
 Tame W H, Denmark
 Taylor Chas, Forrestdale
 Thorley L, Northam
 Trent Bros, Mt Barker
 Wade H J, Eva st, Maddington
 Watson Edw, North Dandalup
 Watson R, Kojonup
 White E W, Albany
 Willis A B, Woodjenillup
 Willis R, Woogenillup
 Worth & Coad, Porongorups, Mt Barker

HORSE (GLYDESDALE) BREEDERS.

Blight L R, Wattoning
 Bradford S G, "Alwynne," 14 Mile Ranch, Narrogin
 Brechin W D, "Inglefield," Cunderdin
 Carroll R, Bungally Stud, York
 Collins F, Tambellup
 David E, Ferndale Farm, Kellerberrin
 Folland G R, "Thornborough," Waddy Forest
 Gardner F R, "Grasslands," Boyanup
 Hicham Harry N, Williams
 Jones J B, Araluen, Blandin