

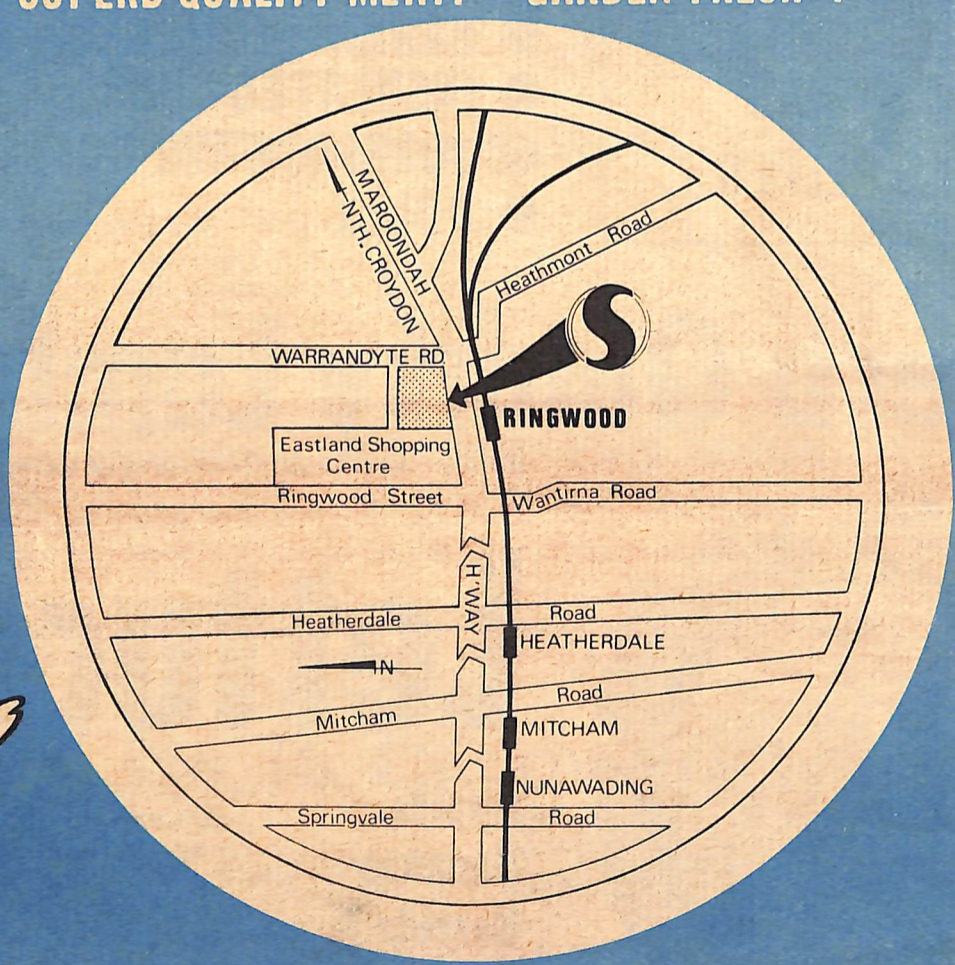
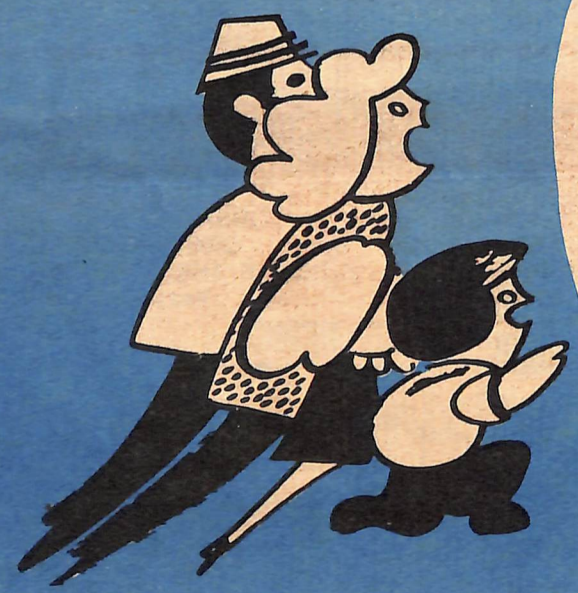
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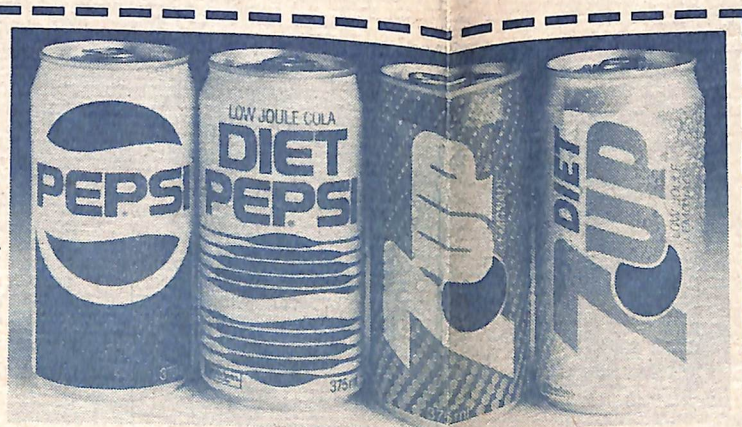
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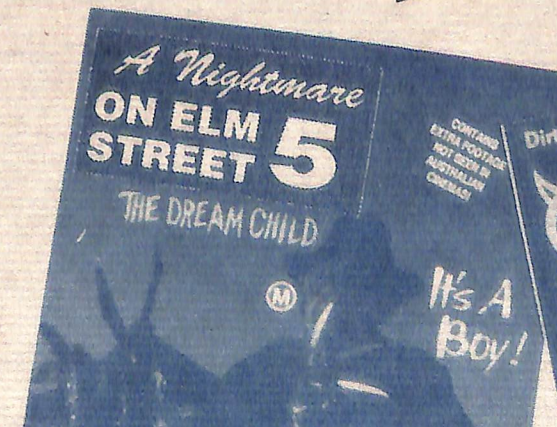
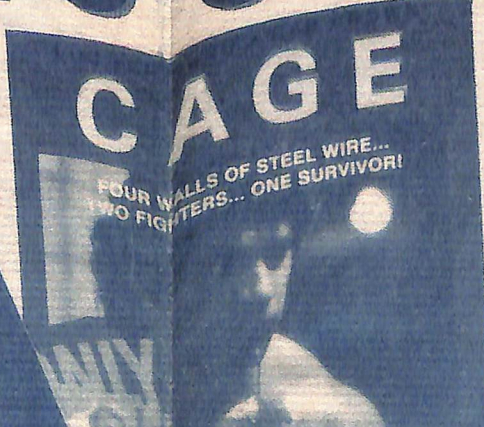
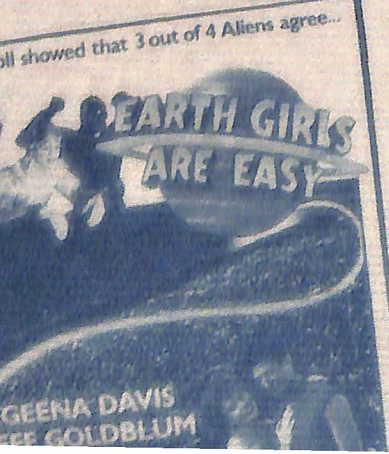
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| SKIMMED MILK POWDER | 1/5 lb. |
| MALTED MILK | 1/9 8 oz. |
| VANILLA ICE CREAM MIX | 1/2 4 oz. |
| STRAWBERRY ICE CREAM MIX | 1/2 4 oz. |
| SELF-RAISING FLOUR | 1/6 2 lb. |
| PLAIN FLOUR | 1/3 2 lb. |
| WHOLEMEAL S.R. FLOUR | 1/6 2 lb. |
| WHOLEMEAL PLAIN FLOUR | 1/3 2 lb. |
| RYE FLOUR | 1/1 lb. |
| CAKE MIX (Pine, Orange, Choc., Vanilla) | 1/10 14 oz. |
| PASTRY MIX | 1/5 12 oz. |
| SOYA BEAN FLOUR | 2/7 lb. |
| GLUTEN FLOUR | 3/9 lb. |
| MAIZE MEAL (Polenta) | 2/3 lb. |
| MILLET MEAL | 1/9 lb. |
| LINSEED | 2/- lb. |
| BREWER'S YEAST | 5/11 lb. |
| ROLLED OATS | 1/8 2 lb. |
| CREAMED OATS | 1/- lb. |
| QUICKOATS | 1/- lb. |
| SCOTCH OATMEAL | 1/- lb. |
| WHOLEMEAL PORRIDGE | 8d. lb. |
| SEMOLINA | 8d. lb. |
| WHEAT GERM | 11d. lb. |
| BREADCRUMBS | 1/4 lb. |
| CHICK PEAS | 2/- lb. |
| GREEN SPLIT PEAS | 1/6 lb. |
| YELLOW SPLIT PEAS | 10d. lb. |
| BROSE MEAL | 1/- 8 oz. |
| PEARL BARLEY | 8d. lb. |
| ROLLED BARLEY | 1/3 lb. |
| SOUP MIX | 1/1 lb. |
| HARICOT BEANS | 2/- lb. |
| SOYA BEANS | 2/- lb. |
| SALLUGIA BEANS | 1/9 lb. |
| BROWN BEAUTY BEANS | 1/6 lb. |
| CANNELLINI BEANS | 2/2 lb. |
| RED LENTILS | 2/4 lb. |
| GREEN LENTILS | 2/11 lb. |
| CHICKEN NOODLE SOUP | 10d. pkt. |
| DE-HYDRATED SOUP | |
| VEGETABLES | 1/4 2 oz. |
| BLUE BOILING PEAS | 1/6 lb. |
| EGG NOODLES | 1/3 lb. |
| SPAGHETTI, No. 1 | 1/3 lb. |
| SPAGHETTI, No. 2 | 1/3 lb. |
| SHORT CUT MACARONI | 1/3 lb. |
| SHELL MACARONI | 1/3 lb. |
| ALPHABET MACARONI | 1/3 lb. |
| LONG GRAIN RICE | 1/11 lb. |
| WHITE RICE | 1/1 1/2 lb. |
| UNPOLISHED RICE | 1/1 lb. |
| GROUND RICE | 1/- lb. |
| PEARL TAPIOCA | 1/5 lb. |
| SAGO | 11d. lb. |
| RICE FLOUR | 1/- lb. |
| ARROWROOT | 2/6 lb. |
| CORN FLOUR | 1/1 lb. |
| CUSTARD POWDER | 1/4 lb. |
| COCOA | 2/- 8 oz. |
| DRINKING CHOCOLATE | 1/8 8 oz. |
| MILK CHOCOLATE | 1/8 4 oz. |
| COOKING CHOCOLATE | 1/8 4 oz. |
| WALNUT PIECES | 1/4 4 oz. |
| ALMOND KERNELS | 10d. 1 oz. |
| BRAZIL KERNELS | 3/6 4 oz. |
| ASSORTED KERNELS | 3/- 4 oz. |
| GROUND ALMONDS | 1/9 2 oz. |
| MARZIPAN MEAL | 2/3 4 oz. |
| SALINE POWDER | 1/4 8 oz. |
| SALTED CASHEWS | 2/9 4 oz. |
| TOASTED CASHEWS | 2/9 4 oz. |
| SALTED PEANUTS | 1/3 4 oz. |
| RAW PEANUTS | 9d. 4 oz. |
| ROASTED PEANUTS | 1/2 4 oz. |
| INSTANT MASHED POTATOES | 1/6 3 oz. |
| NUTS IN SHELL - ALL VARIETIES | |
| FULL RANGE OF VITAMIN TABLETS | |
| GRAVY THICKENING | 2/3 lb. |
| COMMON SALT | 3d. lb. |
| POWDERED GLUCOSE | 1/6 8 oz. |

| | |
|--------------------------------|------------|
| POTATO CRISPS | 1/11 4 oz. |
| CRUSHED MIXED NUTS | 1/8 4 oz. |
| DESICCATED COCONUT | 1/2 8 oz. |
| PINK COCONUT | 1/3 4 oz. |
| GREEN COCONUT | 1/3 4 oz. |
| LEMON COCONUT | 1/3 4 oz. |
| SHREDDED COCONUT | 1/3 4 oz. |
| NONPAREILS | 9d. 4 oz. |
| CHOCOLATE SPLINTERS | 1/- 4 oz. |
| COLOURED SPLINTERS | 1/- 4 oz. |
| ORANGE SLICES | 1/2 4 oz. |
| ANGELICA | 1/3 2 oz. |
| SILVER CACHOUS | 1/8 oz. |
| COLOURED CACHOUS | 1/8 oz. |
| YOGHOURT | |
| COMPRESSED YEAST | 4d. oz. |
| RAW SUGAR | 1/- lb. |
| LIGHT BROWN SUGAR | 1/- lb. |
| DARK BROWN SUGAR | 1/- lb. |
| CASTOR SUGAR | 1/- lb. |
| SOFT ICING SUGAR | 1/1 lb. |
| PURE ICING SUGAR | 1/2 lb. |
| GELATINE | 1/4 2 oz. |
| FULL RANGE OF CAKE DECORATIONS | |
| COLOURINGS AND ESSENCE | |

HOUSEHOLD CLEANERS

| | |
|--------------------------|------------|
| BULK LIQUID DETERGENT | 1/8 pint |
| BULK PINE DISINFECTANT | 2/- pint |
| BULK H.A. CLEANER | 3/1 16 oz. |
| BULK LIQUID FLOOR POLISH | 4/3 pint |
| BULK FLY SPRAY | 3/3 16 oz. |
| BULK BLEACH | 1/6 pint |
| BULK LIQUID STARCH | 1/9 pint |
| BULK STARCH | 1/4 lb. |
| SOAP POWDER | 1/4 lb. |

SPICES, Etc.

| | |
|---------------------------|--------------|
| DRAINED GINGER | 1/6 4 oz. |
| CRYSTALLISED GINGER | 1/9 4 oz. |
| ROOT GINGER | 1/- oz. |
| CURRY POWDER (Madras) | 6d. oz. |
| TUMERIC | 8d. oz. |
| CUMMIN SEED | 1/- oz. |
| WHOLE CORIANDER | 6d. oz. |
| WHITE PEPPER | 7d. oz. |
| GROUND BLACK PEPPER | 8d. oz. |
| WHOLE BLACK PEPPER | 9d. oz. |
| CAYENNE PEPPER | 8d. oz. |
| SWEET PAPRIKA | 1/2 oz. |
| POPPY SEED | 6d. oz. |
| GROUND POPPY SEED | 5/- lb. |
| WHOLE CLOVES | 9d. oz. |
| GROUND CLOVES | 9d. oz. |
| WHOLE PIMENTO (All Spice) | 1/1 oz. |
| GROUND PIMENTO | 1/1 1/2 oz. |
| CINNAMON | 6d. oz. |
| CINNAMON STICKS | 1/4 oz. |
| MIXED SPICE | 6d. oz. |
| GROUND NUTMEG | 1/5 oz. |
| WHOLE NUTMEG | 3 for 1/- |
| GROUND MACE | 1/10 oz. |
| SESAME SEED | 5 1/2 d. oz. |
| GROUND GINGER | 7d. oz. |
| SAFFRON | |
| MONOSODIUM GLUTAMATE | 1/9 oz. |
| MUSTARD SEED | 8d. oz. |
| DRIED MUSTARD | 7d. oz. |
| CHILLIES (Bird's Eye) | 9d. oz. |
| MIXED HERBS | 6d. oz. |
| BAY LEAVES | |
| CELERY SALT | 1/11 4 oz. |
| VEGETABLE SALT | 1/11 4 oz. |
| ONION SALT | 1/11 4 oz. |
| GARLIC SALT | 1/11 4 oz. |
| BI-CARB. SODA | 5d. 8 oz. |
| CREAM OF TARTAR | 1/5 4 oz. |
| BAKING POWDER | 2/4 lb. |
| CITRIC ACID | 8d. oz. |
| TARTARIC ACID | 8d. oz. |
| GLACE CHERRIES (Red) | 1/9 4 oz. |
| GLACE CHERRIES (Green) | 2/- 4 oz. |
| GLACE APRICOTS | 3/3 8 oz. |
| GLACE PEACHES | 3/3 8 oz. |

| | |
|-------------------------|-----------|
| GLACE APPLES | 3/3 8 oz. |
| GLACE FIGS | 3/3 8 oz. |
| GLACE PEARS | 3/3 8 oz. |
| GLACE PINEAPPLE RINGS | 3/6 8 oz. |
| CRYST. PINEAPPLE PIECES | 2/3 4 oz. |
| GLACE QUINCES | 3/- 8 oz. |

COFFEE BEANS

Ground While You Wait

| | |
|----------------------|------------|
| NEW GUINEA | 2/9 4 oz. |
| SANTOS | 2/3 4 oz. |
| KENYA | 3/3 4 oz. |
| MOCHA HARARI | 2/10 4 oz. |
| ROYAL BLEND | 3/9 4 oz. |
| CEYLON 1st GRADE TEA | 2/9 8 oz. |
| INSTANT COFFEE | 2/11 2 oz. |

DRIED FRUITS

| | |
|------------------------------|------------|
| JAM APRICOTS | 3/11 lb. |
| APRICOTS (Large) | 2/11 8 oz. |
| APPLES | 2/3 8 oz. |
| PEARS | 4/9 lb. |
| PEACHES | 2/6 8 oz. |
| DATES | 2/3 lb. |
| RAISINS | 2/6 lb. |
| SULTANAS | 2/5 lb. |
| CURRENTS | 2/4 lb. |
| MIXED FRUIT | 2/9 lb. |
| MIXED PEEL | 1/4 8 oz. |
| WHOLE CANDIED PEEL | 1/3 4 oz. |
| MUSCATELS, 9 CROWN | 4/6 lb. |
| DESSERT PRUNES | 3/- lb. |
| LARGE TABLE PRUNES | 3/9 lb. |
| DONCASTER: PURE FRUIT JUICES | |

BRING OWN CONTAINERS

FOR

| | |
|----------------------------------|------------------|
| CORDIALS | From 2/9 26 oz. |
| TOPPINGS | From 1/11 13 oz. |
| MAYONNAISE | 3/4 lb. |
| WHITE VINEGAR | 1/- 26 oz. |
| MALT VINEGAR | 1/- 26 oz. |
| BLACKBERRY JAM | 2/3 lb. |
| RASPBERRY JAM | 2/3 lb. |
| APRICOT JAM | 1/9 lb. |
| FIG JAM | 2/3 lb. |
| MARMALADE (Orange or Grapefruit) | 1/9 lb. |
| STRAWBERRY CONSERVE | 3/6 lb. |
| CREAMED HONEY | 2/6 lb. |
| HONEY (Yellow Box) | 2/3 lb. |
| HONEY (Stringy Bark) | 1/8 lb. |
| CLEAR HONEY | 1/11 lb. |
| LIQUID GLUCOSE | 2/9 lb. |
| MALT EXTRACT | 2/6 lb. |
| MOLASSES | 11d. lb. |
| GOLDEN SYRUP | 11d. lb. |
| MARMITE | 1/9 4 oz. |
| YEAST EXTRACT | 1/9 4 oz. |
| PEANUT BUTTER | 3/6 lb. |
| FRUIT MINCE | 2/10 lb. |
| LEMON BUTTER | 1/6 8 oz. |
| TOMATO SAUCE | 1/6 13 oz. |
| VANILLA ESSENCE | 1/- oz. |
| ALMOND ESSENCE | 1/6 oz. |
| LEMON ESSENCE | 1/6 oz. |
| RUM ESSENCE | 1/9 oz. |
| COFFEE ESSENCE | 1/11 8 oz. |
| WORCESTERSHIRE SAUCE | 1/6 10 oz. |
| SWEET MUSTARD PICKLES | 1/9 lb. |
| MAIZE OIL | 5/6 26 oz. |
| SOYA BEAN OIL | 5/- 26 oz. |
| SUNFLOWER OIL | 5/6 26 oz. |
| PEANUT OIL | 4/9 26 oz. |
| OLIVE OIL | 5 1/2 d. oz. |
| FRENCH MUSTARD | 1/6 4 oz. |
| SOYA SAUCE | 2/- 5 oz. |
| FRUIT CHUTNEY | 2/4 lb. |
| MINT SAUCE | 1/2 7 oz. |
| BARBEQUE SAUCE | 1/11 10 oz. |
| APPLE CIDER VINEGAR | 2/9 26 oz. |
| TOMATO PASTE | 11d. 4 oz. |

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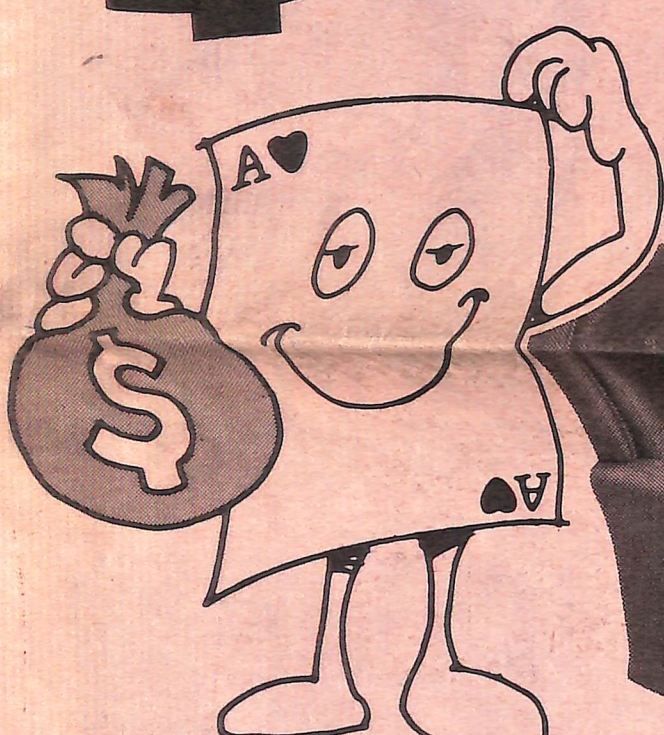
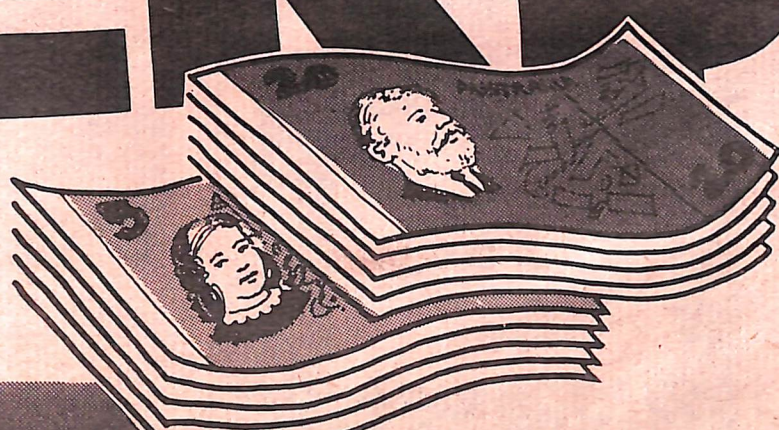
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WHAT IS REAL ESTATE?

3807e
Allan Pres of Chamber of Commerce 1956.

Real estate partners Allan and Richard Carter explain the fundamentals of real estate to staff writer Harald Nicholson.

Because of their current diamond jubilee I took the opportunity the other day to talk to second and third generation partners of C.E. Carter and Son, real estate agents, 122 Whitehorse Road, Ringwood.

Allan Carter, second generation, and son, Richard, third generation, talked to me informally about real estate as a profession and its future.

Commencing at an historical stage when practically anyone could be asked to sell your property, the stage was eventually reached when some regulative process had to be introduced and a system of

licensing was given legal force. The original system was simple and a licence could be obtained provided the applicant was recommended by worthy people.

Turning to Mr Allan Carter, I asked him what were the qualifications required to make a successful estate agent.

Speaking from long experience, Mr Carter said that first and foremost a man or woman entering the real estate business should be prepared to work a 60 hour week.

Furthermore, and this was emphasised by both senior and junior, real estate is a job that pays by results. It's a job that

doesn't carry passengers.

It was also pointed out to me that real estate involves matters which are becoming increasingly complex. Town planning, law and finance, to mention three of the broad headings that encapsulise the complex matters to which I have referred.

Both Allan Carter and son, Richard laid emphasis on the fact that while knowledge was necessary everything must be based on professional integrity which includes truthful presentation in selling.

Looking to the future, Richard Carter said that while in-

creased general knowledge in the community might encourage property vendors to do their own selling, he believed that because of the growing complexity to which I've referred those who try to do their own real estate buying and selling will discover very quickly the value of the expertise built up by the real estate profession over many years.

As I listened to what the two partners had to say I felt that their words heavily underlined the reason why the Carter organisation had survived in a highly competitive field and why they had earned and retained respect in the community of our eastern suburbs.

C.E. Carter & Son celebrate sixty years

The Ringwood-based estate agency of C.E. Carter & Son is celebrating its 60th anniversary.

The firm, which has become somewhat of an institution over the years, was founded by the late Charles Ernest Carter in 1923. "C.E." was previously a storekeeper operating the general store at Vermont in the early 1900's. His trips by horseback to the receiving office of the old E.S. & A. Bank in Ringwood led him ultimately to set up business in that town.

"C.E." had some prior experience in real estate back in the depression of the 1890's following the collapse of the land boom. He saw houses which cost 250 pounds to build being sold for a fraction of their cost for removal. There seemed little profit in this and he did not return to the industry until after the First War, when he backed his judgement that Ringwood — because of its location — had a great future.

When he set up shop in 1923 — on Main St near what is now Safeway Corner — Ringwood was a quiet orchard based township and was still part of the Shire of Lillydale.

"C.E." must have been game then, because at 45 years of age with 6 children to support, he had to compete with about six other estate agency firms. He survived whereas not all the others did.

C.E. Carter ran the business with his daughter Peg during those early years and what tough times they were, with the Depression, the Second World War, Land Sales Control and numerous smalltown problems to contend with. Years later he was heard to remark that "the first 25 years were the hardest!"

C.E. was joined by his son Allan Ballard Carter in 1947. Whilst A.B. Carter had had some experience working in the business whilst at school, he had been absent from Australia for the previous twelve years. He had gone to London in 1934 to work in the office of a Melbourne firm of stockbrokers, had

become caught up by the War and served six years in the British Army.

Growth

It was during the time the firm was run by A.B. Carter — particularly after the retirement of C.E. Carter in 1955 — that Ringwood's tremendous growth took place. Ringwood changed during this period from an orchard district to a dormitory suburb at Melbourne.

The third generation, Richard Allan Carter, joined the firm in 1972 after completing an economics degree at Monash University. The firm is now run jointly by Allan and Richard Carter.

It has a work force of nine. The Carters are both licensed estate agents, registered valuers and auctioneers. The sales department also contains Kent Longmate and Delmar Helland, both of whom have had over ten years experience in real estate, mainly locally. Both are also fully licensed agents.

The firm has one of the largest property management departments in the area. It is headed by Ian Booth, a registered valuer who is assisted by Graeme Kelly.

Secretarial assistance is given by Mrs Margaret Ashwell, Miss Christine Zinelis and Mrs Glenda Longshaw.

Mr Carter's former secretary, Mrs Dulcie Mitchell, retired last year after 21 years service.

C.E. Carter & Son are justly proud of their record of service to the local community over 60 years.



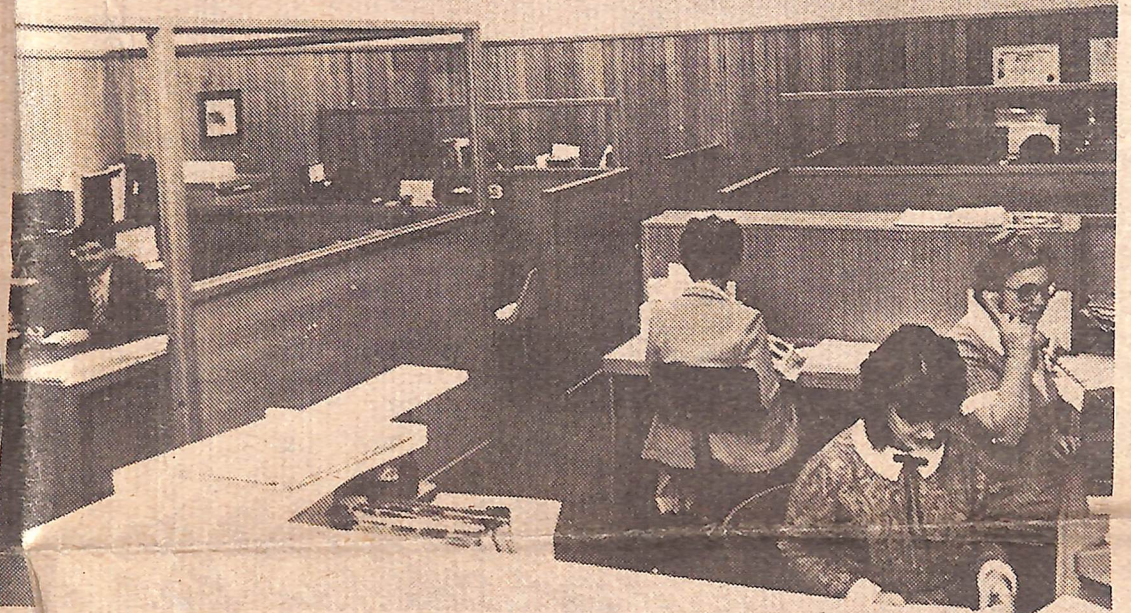
C. E. Carter
 Founder



A. B. Carter
 Principal



Richard Carter
 Principal



Christine Zenelis
 Receptionist-Secretary



Graham Kelly
 Rental Officer



Kent Longmate
 Salesman
 Licensed Estate Agent



Glenda Longshaw
 Secretary



Margaret Ashwell
 Receptionist-Secretary

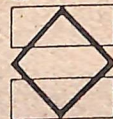


Delmar Helland
 Salesman
 Licensed Estate Agent



Ian Booth
 Property Officer
 Registered Valuer

Carter



C.E. Carter & Son RESI
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60th ANNIVERSARY



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- Auto Specialties Eddie Bacon
- Baron Signs Barry Pitman
- Bill Patterson Motors Ian Gibson/Kevin Thompson
- Brown, W. L. (Jeweller) Graham Brown
- C. E. Carter Real Estate Andy McLean
- Coles Stores (Ringwood) G. Zemkalnis
- Commonwealth Bank Don Chamberlain
- Complete Floor Service Max Capon
- Crestwood Service Station Chris Roberts
- Cummins Deisel Tom Cregan
- Dickson Estate Agent Bill Dickson
- Dunlop Tyre Service John Hollingsworth
- ES&A Bank (Westend) J. Ruffels
- Esso Service Station L. Leech
- Hannams (Eastland) Pty. Ltd. Max Finch
- Hassett, E. & Sons Pty. Ltd. J. Hassett
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- James, Solicitor Denzil James
- Johnston, Solicitor Jack Johnston
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- L. Kohlman & Associates (Midway) Leonard Kohlman
- Machin E. A. & Co. Limited Laurie Hurle
- Maroondah Auto Electrics Keith Poile
- Morris Estate Agent Keith Morris
- Motor Life & General Insurance Pty. Ltd. E. A. (Lex) McKeown
- National Bank Alan Clayton
- Pascoe & Whitaker Bruce Whitaker
- Prices Service Station E. J. Price
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- Whitehorse Press R. Dixon
- Wright Bros. Television Colin Wright

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