

# CRAWFORD PRODUCTIONS

PTY. LTD.

TELEVISION AND BROADCASTING PROGRAMMES

475 COLLINS STREET, MELBOURNE, AUSTRALIA CABLES: CRAWFORDISC MELBOURNE PHONE 62 3851

28th May, 1964.

Mr. Robin Boyd,  
290 Walsh Street,  
SOUTH YARRA. S.E.1.

Dear Robin,

We are really trying, and  
no-one can blame us for that.

With kind regards,



HECTOR CRAWFORD

# AUSTRALIAN CONSOLIDATED PRESS LIMITED

DAILY TELEGRAPH  
SUNDAY TELEGRAPH

THE AUSTRALIAN  
WOMEN'S WEEKLY

168-174 CASTLEREAGH STREET  
SYDNEY

N.S.W., AUSTRALIA

G.P.O. BOX 4088, SYDNEY

CABLE AND  
TELEGRAPHIC ADDRESS:  
"PACKPRESS," SYDNEY  
BENTLEY'S CODE

TELEPHONE: B 0666

Mr. Hector Crawford,  
Managing Director,  
Crawford Productions Pty. Ltd.,  
475 Collins Street,  
MELBOURNE, Vic.

Dear Mr. Crawford,

Thank you for your letter of March 19, setting out the conditions under which your organisation will produce and offer "Ginger Meggs" for use on television. A copy of this letter has been submitted to our Managing Director and I am pleased to inform you that Australian Consolidated Press Limited agree to the conditions.

It was disappointing that the Australian Broadcasting Commission decided against "Ginger" but Sir Frank Packer has approved of your offering the series to Channel 9 and I would suggest that you mention this to either Mr. Ken Hall or Mr. Alex Baz. I pointed out to Sir Frank that Channel 9 might be able to sell the interstate rights, at least, to offset the cost.

I am endeavouring to locate some earlier artwork but, unfortunately, most of it has been sent to our Annandale Store and it may take several weeks before it is located.

In the meantime my thanks and best wishes for your efforts with this series which I personally consider a cartoon capable of attracting a tremendous juvenile T.V. audience !

Yours sincerely,

AUSTRALIAN CONSOLIDATED PRESS LIMITED.

*Thelma de Tustey*  
(Mrs.) Thelma de Tustey.  
Syndications Editor.

HC:DP

28th May, 1964

K. G. Hall, Esq.,  
Chief Executive,  
Television Corporation Ltd., (TCN Channel 9)  
Artarmon Road,  
WILLOUGHBY.            N.S.W.

Dear Ken,

Further to our discussion, I am sending to you, by air express, the pilot episode of GINGER MEGGS.

This series, which we think has tremendous possibilities, is presented as a TV comic strip, on our telestrip system, a device which we developed, and which offers an economical and effective form of semi-animated picture continuity.

As for the subject, there is probably very little I need say to commend it to you. GINGER MEGGS is unquestionably the greatest Australian cartoon character - enormously inventive, while being uniquely a product of this country. In fact, 'Ginge' has risen from the realms of the comic strip character to become a true folk figure, with great validity for both the older and younger generations.

The universal appeal of 'Ginge' means that the programme could be slotted at any hour of the day or night, with a playing frequency of four or five times a week. We have entered into an arrangement with Australian Consolidated Press for the television rights of this property and, as I mentioned to you on the phone, Sir Frank Packer has approved the submission of this proposition to you for first refusal before it is offered to another commercial outlet. This is, I think, very logical and highly desirable, as we would very much like to resume our business association with your network.

.... /2

28th May, 1964

K. G. Hall, Esq.

The proposition is as follows:

Australian rights for five years

Unlimited replay rights during this period  
of five years.

Price: £195. 0. 0. per episode.

Episode Duration: 4.30 minutes.

Our negotiations with Australian Consolidated Press have been conducted through Mrs. Thelma de Tuetey, their Syndications Editor. A part of our agreement with A.C.P. was that the pilot episode should be submitted to them in the first place to ensure that we had captured the image of the various characters. I am pleased to say that our representation of these characters has met with their complete approval and I am sure the series will be a winner.

I shall look forward to hearing your reaction to this proposition, after you have had an opportunity to audition the pilot.

With kind regards,

Yours sincerely,  
CRAWFORD PRODUCTIONS PTY. LTD.

HECTOR CRAWFORD  
Managing Director