

*60 Years of Fine Blending*

*50 Years of Filter making*

In the Nineties the increasing fame of Mr. Rothman's first shop began to attract orders from connoisseurs who recognised the skilful blending of Rothmans Cigarettes.

Even in those early days some cigarettes were made of greater length to please the fancies of gentlemen from the clubs around Pall Mall.

Today, many smokers prefer Rothmans King Size Filter cigarettes because the extra length cools the smoke on the way to your throat, and the filter provides additional smoothness.

Behind Rothmans King Size Filter stand 60 years experience of blending fine Virginia tobaccos and 50 years of filter making.



*Rothmans of Pall Mall*

**PRESS  
BALL**

1965

will proudly su  
back on the mainlan  
crooked and suggestiv  
ing around the villas, th  
visteria, over a ridge and ar  
at rocks of the Faraglioni, v  
pri live, until at last yc  
elated, upon that magr  
er to Sorrento, where  
is palaces, and

and meat on  
the funicular.  
through it all, wi  
lde s, the ordinary Cap  
ill, for all the corrosions of eas  
urprisingly sweet and simple peop  
and, even now, an underlying sens  
be same folk-setting against which  
pleasures of despots and sybarit  
d with such crimson emphasis  
is still a place where you  
cented sunshine, wher  
lonely sheds or

**14 Sept**

val alleyw  
ntry lanes go 1.  
e prickly pears and  
vineyard, beyond th  
he rare blue lizards  
e deposited, breathless  
gh promontory, le  
the most sr

# THE KING SIZE CIGARETTE OF INTERNATIONAL SUCCESS



## STATE EXPRESS 555 FILTER KINGS

In Hong Kong, as in all leading countries throughout the world, people who prefer the best in king size filter smoking are asking for State Express Filter Kings... 'the best cigarettes in the world'

Telegraphic Address—PERMENT  
Telephone Nos. 84432 & 88228



Kuala Lumpur

### MESSAGE FROM THE PRIME MINISTER



I am very pleased to send my best wishes to the National Union of Journalists, Malaya, on the occasion of their Press Ball, which is being held to raise money for their Educational and Welfare Fund.

I well remember the successful Ball the Union held some three years ago, and I was delighted to see all the newsmen and their friends having a happy get-together.

Journalism makes great demands on the time and effort of all its members. In covering news events they have not only to deliver their stories but must also keep to daily deadlines.

More than any other profession they are in constant close contact with both the Government and the people, striving their best to present the news as fairly and fully as they can.

They are subject to pretty continuous rush and strain in carrying out their duties, and at the same time they can wait with quite persistent patience.

I have always admired their devotion to duty, and knowing their difficulties. I myself have tried to help them in any way I can.

The National Union of Journalists has shown itself to be both patriotic and active, so I am glad to know that they wish to promote the education and welfare of their members.

I hope that the public, who benefit daily from their efforts, will rally round to make the Press Ball of 1965 not only a most enjoyable function but also a financial success.

Kuala Lumpur,  
14th August, 1965.

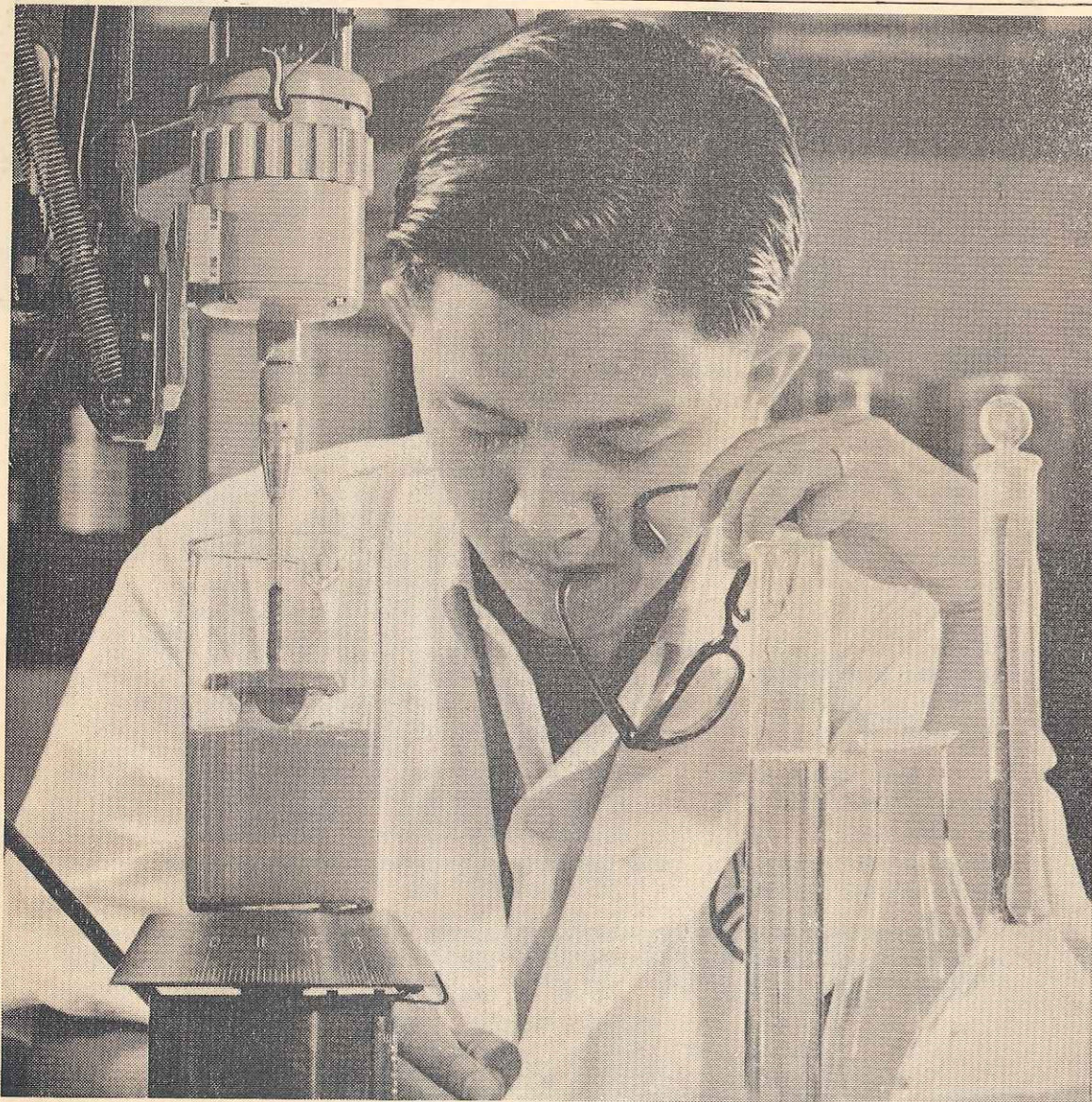
(Tunku Abdul Rahman Putra)  
PRIME MINISTER



# PAINTS



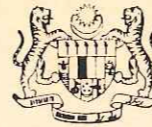
## Stay Brighter — Last Longer



ICI have no less than 5 laboratories at their Petaling Jaya paint factory, keeping a continuous check on all aspects of paint technology and production. The Technical Service Laboratory in particular... the only one of its kind in Malaya... is constantly evaluating materials and new products to meet Malaysia's building programme and industrial growth.

### ICI PAINTS (MALAYA) LTD.

PA/PE/1



# KEMENTERIAN PENERANGAN DAN PENYIARAN

(MINISTRY OF INFORMATION AND BROADCASTING)  
MALAYSIA

KUALA LUMPUR

TALIPON - 81301

BILANGAN SURAT:

August 18, 1965.



### Message from the Minister of Information and Broadcasting

I am happy to learn about the Press Ball 1965 sponsored by the National Union of Journalists in aid of its Educational and Welfare Fund. I feel honoured to accept your kind invitation to be its Chief Patron.

In Malaysia, the Press has always been regarded as an instrument of nation-building and it is hence that the Government has made it a point to maintain close and friendly relations with the Press and pressmen. Despite what has been alleged by some foreign correspondents, Malaysia has always upheld in every way the true traditions of a Free Press. Our Constitution itself has stipulated that "Freedom of the Press" shall remain one of the fundamental liberties of our citizens.

As such, there need be no fear now or ever that the Alliance Government would regard an honest, if critical, Press as an unfriendly group, as long as the Press plays fair with News and is constructive in regard to comment and criticism. To be fair, one has to take into consideration the views of all concerned, at all times.

Nevertheless, whatever the nature of our official relations be, there is always the scope and need for us to know each other well and to forge friendly contacts at personal level. I am sure that Press Ball 1965 would help in some measure in attaining this objective. For this reason, I welcome your effort in sponsoring this event under your auspices.

It is indeed praiseworthy that the NUJ maintains an Educational and Welfare Fund; like any other section of a developing society, the Press has both the need and the opportunity to keep on expanding continuously its vistas of knowledge and learning in this space age.

I am happy to know that our Pressmen are fully aware of this vital need, the fulfilment of which would bring them lasting rewards—both personal and professional.

I wish the NUJ and their guests a happy and fruitful evening. I wish the Press Ball 1965 all success.

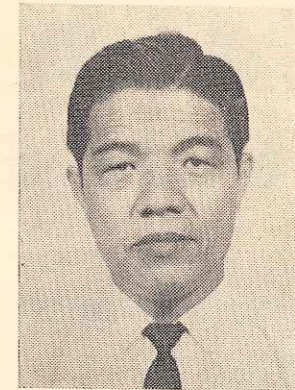
Sgd. SENU BIN ABDUL RAHMAN.

# GO SUPERWELL GO SUPERSHELL

Go, go, go, with power—  
increased Supershell and  
Shell Super Motor Oil



**Message from the  
President of the NUJ,**



This happy occasion must be a welcome break to many of our members and their colleagues working for foreign newspapers and news agencies, for all of us have been literally kept on the run the past few months covering the news in and around Malaysia.

We are a very harrassed lot these days but I am glad to say that a great majority of our members have carried out their tasks - be it editing, subbing or reporting-pretty well indeed. The fact there have been only one or two "casualties" so far is proof of this.

Thanks to journalists, Malaysia has been firmly planted on the world map, for hardly a day goes by without a good news story breaking in or around the Federal Capital.

But it is daily becoming more evident that senior government officials and ministers must adopt a more liberal attitude towards the working journalist in his sacred task of getting at the facts first hand and in double quick time without any let or hindrance.

The complaints about bureaucratic treatment and red tape are coming in rather frequently these days, and the union is as anxious as the government to ensure that freedom of the press is not an old hackneyed cliché but a living symbol of the Malaysian way of life.

We will be tackling this and other matters with the authorities concerned soon as this is neither the place nor the time for it.

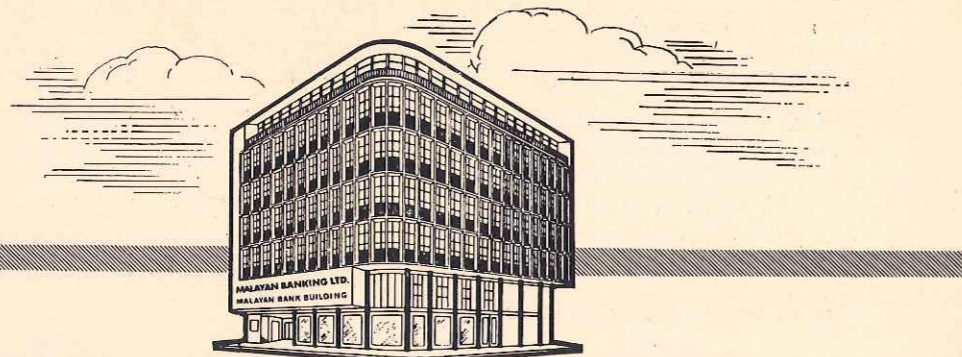
I hope all of us will forget our little problems and enjoy ourselves tonight for occasions like this are but few and far between.

September, 4th 1965,

LIEW MOOK YOONG,  
*President,*  
*National Union of Journalists.*

# MALAYSIA'S OWN BANK

The Bank with the biggest network  
of branches in Malaysia with  
overseas branches in London,  
Hong Kong, Kowloon and Brunei.



HEAD OFFICE:  
MALAYAN BANK BUILDING  
92, Jalan Bandar,  
Kuala Lumpur.

## MALAYAN BANKING LIMITED

(Incorporated in the States of Malaya, Malaysia)

AUTHORISED CAPITAL: \$50,000,000

ISSUED AND PAID UP CAPITAL: \$15,000,000

### SOME OF THE CONTESTANTS



MISS ROSMAWATI



MISS LILIAN WONG



MISS JUDY TAY



MISS AISHAH DOLMAT



MISS JUNE LEE



MISS VICKY TAN



MISS PEGGY LIM

**GUNAKAN-LAH**

**BAHASA**

**KEBANGSAAN**

**KITA**

*Programme for the Night*

*Let's go to Press with Cyril Gomez 8.00 p.m.*

*Floor Show*

*First appearance of Press "Queens"*

*Introducing the Hawaiian Serenaders*

*Fashion Show (Globe Silk Store)*

*Auction Sale*

*Floor Show*

*Fancy Dress Competition*

*Introducing Rudy Santa Maria and his Combo*

*Auction Sale*

*Floor Show*

*Crowning of "Press Queen, 1965"*

*Beer drinking contest*

*Lucky Draw for Souvenir Programme*

*Negara Ku*

BANDS: CYRIL GOMEZ AND HIS QUINTET  
HODGES AND HIS HAWAIIAN SERENADERS  
RUDY SANTA MARIA AND HIS COMBO

COMPERES: MR. BILLY THANGADURAI

NOTE: THERE WILL BE SEVERAL SPOT AND NOVELTY DANCES DURING THE NIGHT.

**BUY**

**NATIONAL**

**DEFENCE**

**BONDS**

# The Royal Orchid Service...

The Royal Orchid Service is a subject of enthusiastic conversation wherever discriminating travellers meet. Invariably the talk turns to the hospitality and efficiency of Thai and Scandinavian flight crews in their whisper-quiet Caravelle jet setting. Gourmets find a subject dear to their hearts in the superb Royal Orchid Service cuisine. Even businessmen in a hurry find time to relax and enjoy the finest service in Orient skies.

If you find conversation lagging, book a trip on THAI INTERNATIONAL, the airline that everyone is talking about.

Contact your travel agent or:

**THAI INTERNATIONAL** 

84, AMPANG ROAD, DENMARK HOUSE,  
KUALA LUMPUR.

PHONE: 86937, 89696, 25121 Exts. 73, 74 & 75



165-NS

Serving: BANGKOK · HONG KONG · TAIPEI · OSAKA · TOKYO · MANILA · KUALA LUMPUR · SINGAPORE · DJAKARTA · RANGOON · CALCUTTA · SAIGON

## ON THE BINGE!

oleh UNCLE T-N

WHEN I was asked to contribute an article for the N.U.J. Press Ball souvenir programme, I was flattered.

Not many chaps refer to the stuff I churn out as an article. Frequently, they dismiss it as so much you-know-what one usually associates with dustbins.

And so, I immediately set to work. Grabbing David Thambyah's typewriter, I sneaked to the sports table, away from The Malay Mail subs, away from the hurly-burly and the phones and the bells and Hairy's incessant coughs.

Peace and quiet is what a chap needs — if he is to produce a masterpiece in 10 minutes.

Hullo, hullo, hullo! And what is this? It is no secret that some chaps have a nip or two while they are at work.

But 10 bottles of beer in a row?

I was fascinated. The face of the chap sitting opposite was familiar. But, for the life of me, I could not remember his name.

Ah well! Did it matter?

The chap opened a bottle, poured the contents into a glass, drank it, and continued with his typing.

In a jiffy, he was at it again. Poured what was left in the bottle into the glass, drank it, and continued with his typing.

If he had been Rose You-Know-Who, I could not have been more bewitched. I sat there — and ogled at him.

He opened a second bottle, poured the contents in a glass, drank it, and continued with his typing.

Then he opened the third bottle, drank what was in the typewriter, poured the contents in, and continued with his typing.

Ho, ho, ho! This chap was good. He opened the fourth bottle, continued with his glass, and poured his typing into the bottle.

Then he opened the fifth typewriter, poured out the paper into the glass, and drank the bottle.

From then on, you could not stop him. He opened the other glasses, poured the bottle into the w.p.b., and drank my glass of kopi-oh.

# ENJOY



**Security of Capital  
A Good Investment Income  
Special Housing Loan Benefits**

By Opening a

**"FIXED DEPOSIT" or  
"FIXED TERM SAVINGS" ACCOUNT**

With the

## MALAYA BORNEO BUILDING SOCIETY LTD

Leaflets and Details Obtainable From  
the Following Offices:—

4th FLOOR, MACDONALD HOUSE, ORCHARD RD.,  
S'PORE. 9 Tel: 21221  
"SENTOSA RAYA", 13-15 LEBOH AMPANG,  
KUALA LUMPUR Tel: 81341  
177, BREWSTER ROAD, IPOH,  
PERAK Tel: 5321  
43-47, PENANG ROAD, PENANG  
Tel: 65156

**ASSETS \$105,000,000**  
**RESERVES \$6,000,000**

When there was not another drop left in the bottles, he poured the typewriter into the glass, steadied the table with a drink and mistook me for Felix Abushinthegarden.

Aloud he muttered: "I am not drunk. I work lobbly. But I am not drunk. No. Not under the alfluence of incohol either. But I do fool so feelish."

The round went room and room and suddenly collapsed on top of me.

He sent me home. What else could he do.....after he had shared his beer with me?

THE phone rang. "Gopal?" a voice asked.

I passed it to Gopal.

"Hullo," he said.

"Is that Gopal?" the voice asked.

"Yes."

"I have just sent your wife to the doctor."

"My wife? Doctor?"

"Yes. But don't worry. Doctor has confirmed it. Three months."

"What three months?"

"Three months bonchet (pregnant) lah."

"No. How can?"

"Is that Gopal?"

"Yes."

"Gopal of the Straits Times?"

"No. This is Gopal of The Malay Mail."

"Sorry. I want Gopal of the Straits Times."

More than one chap around the table heaved a sigh of relief.

HEARD this one on the Straits Times side of The Malay Mail office:

REPORTER: What's yaws?

SUB: A beer, thanks.



*Comfortable Rendezvous for your Family  
functions and Parties  
and the service is second to none.*

**THE FINEST INDIAN MUSLIM FOOD IN TOWN  
WE CATER FOR HOME PARTIES TOO**

## **BILAL RESTAURANT**

33, Jalan Ampang, Kuala Lumpur. Telephone: 80804

Branch: 40, Jalan Ipoh, Kuala Lumpur. Telephone 87825

*With Best Compliments*

*from*

**KUM LENG  
Restaurant Ltd.**

119, Jalan Pudu,

Kuala Lumpur.

Telephone: 82430

*With Best Compliments*

*from*

**I. B. M.  
World Trade Corporation**

110, Jalan Pudu,

Kuala Lumpur.

Telephone: 81705/8

## *A Message from Rothmans*

---

It is a great pleasure for us to be given this opportunity to say a few words on this happy occasion and to join you in your merriment.

There are many of us who tend to take the good things of life too much for granted. The swift and efficient propagation of news has become so much a part of our life that we seldom, if ever, reflect upon the tremendous amount of organised effort preceding the production of newspapers so matter-of-factly delivered to our very doors. We owe our thanks to your gallant band of news gatherers for the inured habit of having instant news with our instant coffee each morning. Whether they bring us joy and hope, whether they bring us sorrow and despair, we dare not brave the day without first filling in with the news.

Our interest in civic affairs, our sponsorships of sporting and cultural events have brought us in close contact with your members and we are grateful for the excellent coverage given these occasions in the promotion of our mutual interests. There may be times when issues involving ourselves take on a controversial character. Freedom of the press is a hallowed institution in a democracy and because of this we accept the fact that criticism from our detractors, no matter how much we disagree with them, will be heard through your columns. However, we know that we can also rely upon you for giving us equal representation to ensure that the public is given a balanced perspective of the issue at stake. This, we humbly put to you, is objective reporting..... the hallmark of true journalism which stamps it as a respected profession.

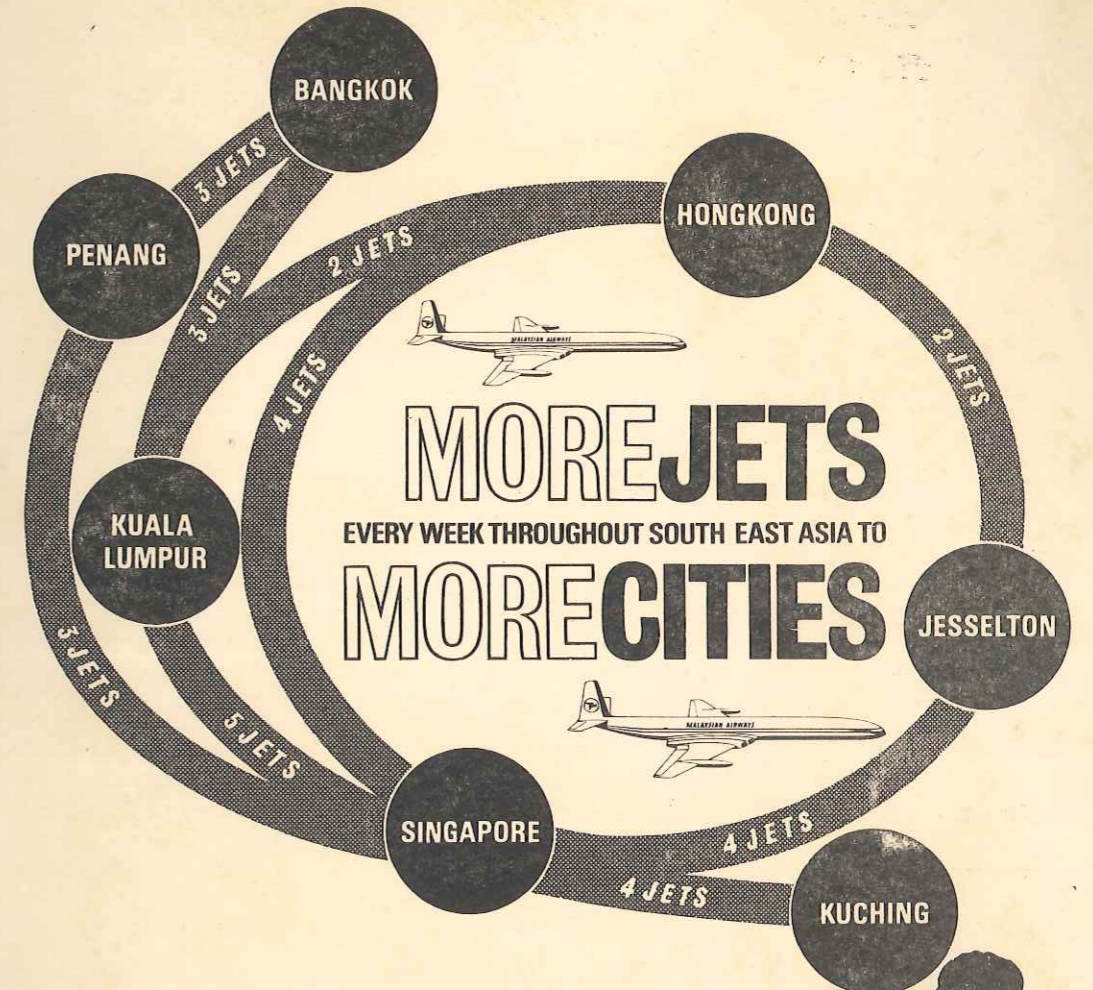
## ACKNOWLEDGEMENTS

The National Union of Journalists, Malaya, would like to express its thanks to the following for their generous contributions, gifts and services rendered :

- Rothmans of Pall Mall
- Malaysian Airways
- Thai International
- Globe Silk Store
- Kee Huat Radio
- Fraser and Neave
- Yoke Siong Tailoring Institute
- Kwang Teow Sang Yeong Kee
- Sime Darby
- Sandilands Buttery
- Air India
- Chanrai's
- Federal Dispensary
- P. Lal Store
- Malayan Tobacco Company
- Lam Soon Oil & Soap Manufacturers
- Selangor Pewters
- Shaw Brothers
- Yuen Kum Hair Waiving Saloon
- Kim Lan Beauty Saloon
- Lisa Beauty Saloon

WE ARE ALSO GRATEFUL TO ALL THE JUDGES, MODELS, ADVERTISERS, COMPERES, GUEST ARTISTES, THE STRAITS TIMES GROUP, UTUSAN MELAYU, NANYANG SIANG PAU, CHINA PRESS, SIN CHEW JIT POH, MALAYAN TIMES, DONORS, AND ALL OTHERS WHO HAVE RENDERED THEIR SERVICES IN CONNECTION WITH "THE PRESS BALL".

We APOLOGISE TO THOSE WHOSE NAMES HAVE NOT BEEN RECORDED HERE.



# MALAYSIAN

# AIRWAYS

MALAYSIA'S NATIONAL AIRLINE  
SERVING SOUTH EAST ASIA



**CONSULT YOUR TRAVEL AGENT**

M25D