

RADIO in Western Australia



WHITFORDS BROADCASTING NETWORK 115 St. George's Terrace, Perth Tel. 21 2201 (3 lines)

NOVEMBER, 1959

What have YOU to sell to Western Australia?

You will best serve your own interests by following the "local" interests. Western Australia's comparative isolation has resulted in a greater-than-normal interest in local matters and the stations which cater most thoroughly for those needs are the stations of the Whitford Network. Add to this the considerable BONUS coverage (see audited maps inside) and you will see why the Whitford Stations are a MUST for all who would woo the West.



Now in its 23rd year and the longest-running session in W.A. . . . Willie Weeties Community Concert at Boans Ltd., every Saturday morning. Conducted by John Luke over 6PM-6AM. Full houses are the rule.

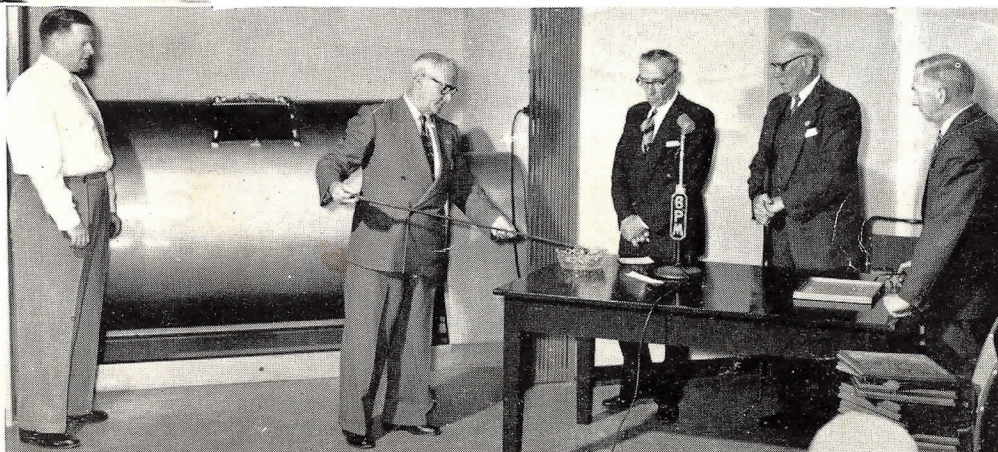


(Above). A State-Government show ("W.A. Prosperity Parade") sponsored by the Dept. of Industrial Development over 6PM-6AM. Conducted by Graham Gooden weekly to a packed studio.



Another regular house-full show. A midday group attending one of the popular "Housewives' Choice" sessions (Monday to Friday) over 6PM-6AM. If YOU are interested in the choice of W.A. housewives, cash-in on "Housewives' Choice."

(Right). Another State show. Drawing W.A. Charities Consultation number 1168. These drawings have been broadcast by 6PM-6AM since the inception of State lotteries and are exclusive to the Whitford stations.



Follow the "Local Interests" on the Whitford Network

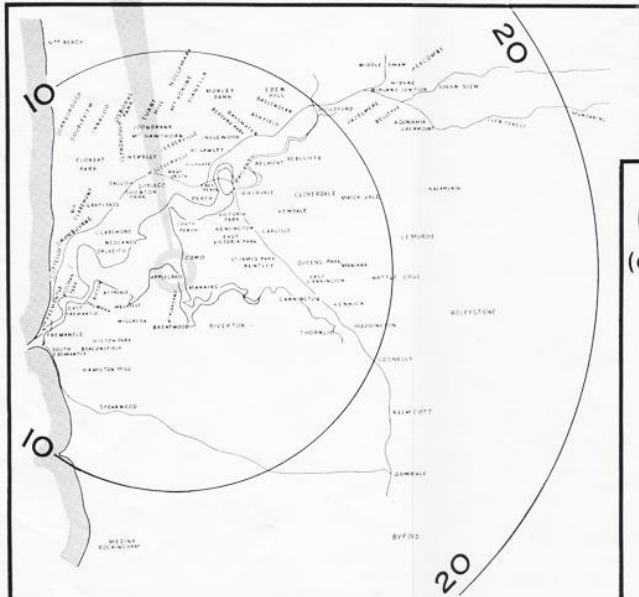
6AM-6PM-6KG-6GE is the only single organisation in W.A. able to offer effective daily contact with the State's Metropolitan, Rural, Pastoral, and Goldfields markets

Here's **"AUDITED"** Coverage... to prove our value to **YOU** in W.A.!

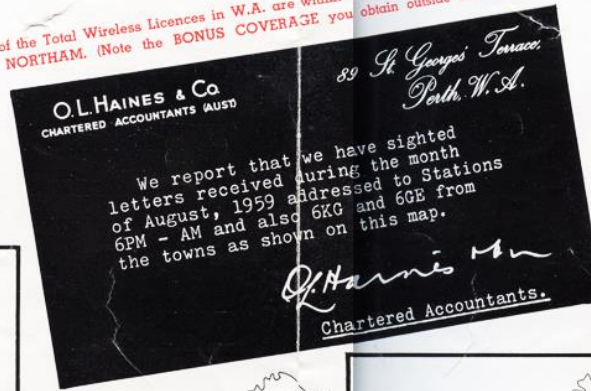
To win profitable business from Western Australia, make use of the local-interest appeal of the Whitford Network! . . . To **PROVE** this intense local interest, here are details of listener-letters received in the month of August.

August was just an ordinary month with normal programmes . . . No gimmicks! . . . No stunts! . . . No special inducements of any kind! . . . and the correspondence rolled in as usual. The towns from which the letters came are shown on the maps below and AUDITED . . . Is that proof enough? . . . Now what have **YOU** to sell to W.A.?

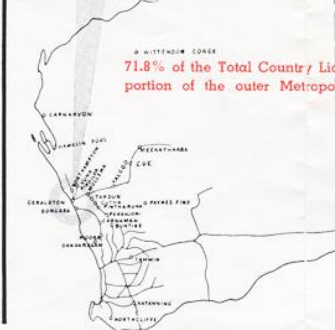
6PM (PERTH)



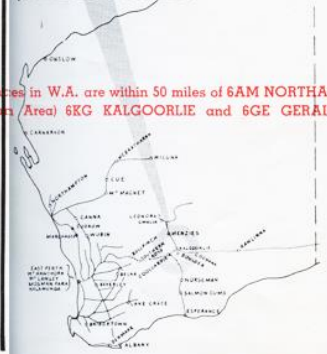
69% of the Total Wireless Licences in W.A. are within 50 miles of **STATION 6PM PERTH** and **6AM NORTHAM**. (Note the **BONUS COVERAGE** you obtain outside the 50 mile radius!)



6GE (GERALDTON)

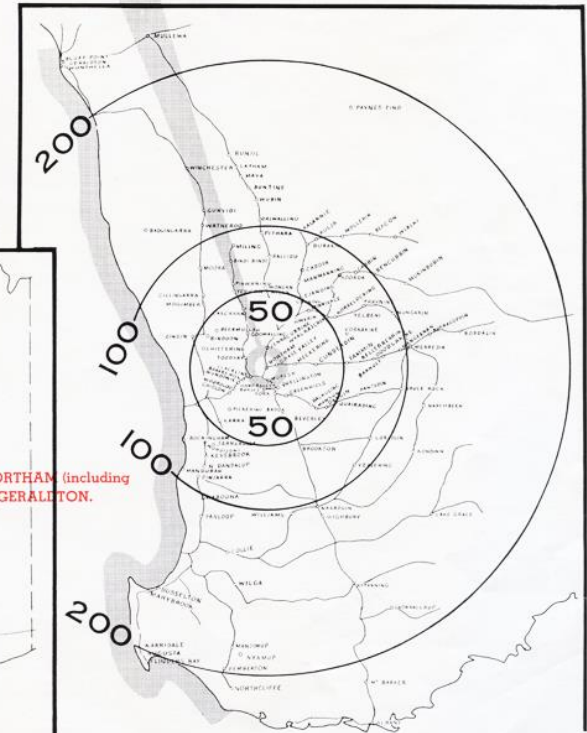


6KG (KALGOORLIE)



71.8% of the Total Country Licences in W.A. are within 50 miles of **6AM NORTHAM** (including portion of the outer Metropolitan Area) **6KG KALGOORLIE** and **6GE GERALDTON**.

6AM (NORTHAM)



EASTERN STATES REPRESENTATIVES

SYDNEY : Mr. Don Scott, 56 Young Street
BU2763

MELBOURNE : Mr. E.L. JEFFREY 8th. Floor Albany Court
230 Collins St., Tel. 63 9192, 63 9193

WHITFORDS BROADCASTING NETWORK

115 St George's Terrace PERTH

6KG . . . Kalgoorlie

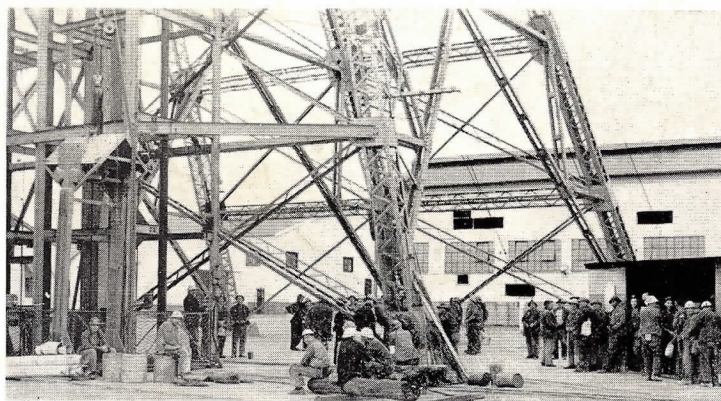
6KG is the oldest commercial country station in W.A. and broadcasts to the largest local country audience in the State. It was officially opened in 1931. Kalgoorlie boasts the first and finest Olympic Swimming Pool in the West, the richest square mile of earth in the WORLD and a community spirit second to none. It is 375 miles from Perth and 200 miles from the next-nearest commercial radio station. There's no doubt about 6KG's exclusive coverage.



A section of Hannan Street, Kalgoorlie

6KG "BONUS" Coverage

Right through the Dundas, Yilgarn, Northern District and East Coolgardie Goldfields, and from Laverton in the North to Esperance in the South, 6KG is the people's radio touch with the world. Some of these towns have their own special sessions. For instance, the businessmen in Norseman (120 miles away) sponsor a quarter-hour 5 days weekly.



Here are gold-miners standing by for underground shift. W.A. produces 79% of Australia's gold. From 1893 to 1958 W.A.'s total exceeded £417 millions, most of which, of course, came from 6KG's hunting grounds. In 1958 alone, production was worth nearly £14 millions. The 6KG audience comprises hard workers and good spenders . . . but they must be "sold." You will find the easiest and most economical way is through their own local-interest station 6KG.

WHY "GOLDFIELDERS" Listen . . .

The residents of the district are generally regarded as the 'stay-at-homs' type and rely on radio for the greater part of their entertainment. The ONLY alternative entertainment is movies, which can accommodate only a very small proportion of the population. The nearest commercial station is nearly 200 miles away. Following the Whitford policy of providing sessions of local interest—6KG is satisfying listeners needs. Requests are played 10 hours per week and thousands of letters prove their popularity. Live, locally produced programmes, are particularly well received. Recently 6KG conducted a search for a typical Goldfields couple, offering prizes valued at £1,000 and, as well as Kalgoorlie and Boulder Heats, the recording team travelled to Norseman (120 miles) and Southern Cross (140 miles) to conduct heats. Goldfielders look on 6KG as the family station.

6GE . . . Geraldton

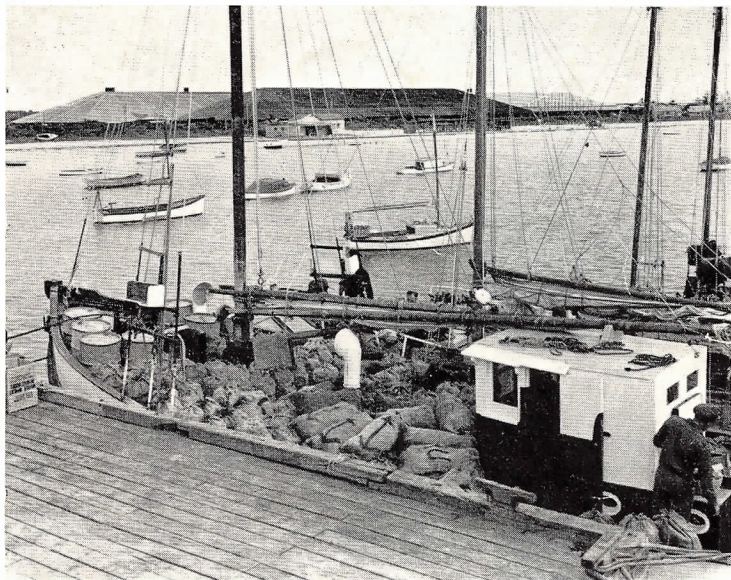
Geraldton is situated plumb in the centre of one of the richest areas in the Commonwealth . . . W.A.'s Victoria District (300 miles North of Perth) . . . 24,000 square miles of lush pastures, wealthy crops and fertile grazing lands. And the voice they hear is that of 6GE whose nearest commercial opposition is more than 200 miles away.



A section of Marine Terrace, Geraldton

6GE "BONUS" Coverage

Auditors' report for August '59 shows listeners' requests coming from as far as Carnarvon (300 miles to the North), Meekatharra (250 miles to the East), and Moora (200 miles South). That bracket covers a mighty big area and it's a bonus that's yours "for free" with 6GE.



Here a "carrier" boat arrives from the Abrolhos Islands with bags of crayfish ready to be processed for export. Annual exports to America alone, exceed 1,500,000 dollars. But Geraldton has many more industries in its claim to fame. Take tomatoes, for instance. Where do you think Melbourne and Sydney get their early tomatoes? Yes, Geraldton . . . by air-freight from Perth. Geraldton's Tomato Growing Industry is worth in excess of £350,000 annually. What have YOU to sell these prosperous people? Tell 'em through 6GE.

Cash-in on Geraldton District's Prosperity

Still bigger things are afoot in Geraldton! . . . Current expansion plans in the Metropolitan Area alone include Bulk Grain Terminal, Oil Terminal, Depot and Service Stations, a Motel, Ice Cream Factory, Engineering works, large Holiday Camp, District Abattoirs and a vigorous Housing programme. Geraldton claims to be the fastest-growing town in the West. It is certainly the State's second-busiest port; its volume being headed only by Fremantle.