



RADIO
2CH

the station that adds
to your Profit Power
through

proven
results



Be sure you reap the **benefit** from the
 'New Australian' market potential in today's
 and tomorrow's Australia — through 2CH the
 only radio station in Sydney which caters for
 this vast and growing market.

	AUSTRALIAN POPULATION PROJECTION*	MIGRANT CONTENT **
1966	11,599,498	2,204,000
1971	13,153,200	2,690,000
1976	14,849,000	3,053,000
1981	16,723,000	3,457,000
1986	18,780,000	3,899,000

* Projection by Bureau of Census and Statistics.

** Projection by Bureau of Census and Statistics based on the average increase rate of 1957-61 remaining unchanged.

Almost 2,500,000 people — many of them of South European descent — this is the size of your actual "migrant" market. It is, indeed, a big and important area of potential; by any consideration. Ethnically, these people come from many countries; speak many different mother-languages. But they ALL share one characteristic in common — they are ALL consumers, spenders and YOUR potential customers, clients and buyers. And whether they buy **your** product or service — or your competitor's — largely depends on whether YOU reach and influence them with your advertising.

And Radio 2CH gives you a unique opportunity

to persuade and permanently convince Sydney's Italian and Greek communities with advertising messages broadcast in **your prospects' own languages**. You are indeed "with it" in the true sense of the term when you advertise and SELL to the foreign-born Sydney community in their own language . . . the language they can fully understand.

No media plan, no marketing programme can ignore the tremendous profit potential offered by 2CH foreign language programmes; so phone TODAY for full details of how you, too, can take full advantage of the vast and BOOMING "migrant" market in Sydney.

REMEMBER, WHETHER YOU MARKET TO 'OLD' OR 'NEW' AUSTRALIANS 2CH PUTS PROFIT POWER INTO YOUR RADIO ADVERTISING.

2CH the radio station with BUY APPEAL



"Mamma Lena" is 200,000
Italians. **LENA GUSTIN**,
M.B.E., broadcasts 6.00 to
9.30 p.m. Mondays and
Wednesdays; 6.30 News
Monday to Friday.

2CH

gets results

the station that

2CH

take the right turn to bigger profits