

Geraldton Sunshine Festival Programme

(1971)



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2014



Geraldton
Sunshine
Festival

souvenir
programme 30c





CONE

DRUMSTICK

CHOC
WEDGE

CHOC PAL

TWO IN ONE

FUDGE BAR

fun people
go for... **Peters**



GATEWAY TO THE NORTH



TELEPHONE 21 2888

CATHEDRAL AVENUE GERALDTON W.A. 6530

ALL CORRESPONDENCE TO
THE TOWN CLERK

IN REPLY PLEASE QUOTE

YOUR REF

DATE

Dear "Friends of the Festival",

As Mayor of the Town of Geraldton, it is with pride that I extend these greetings for this month of festivities.

Much has been accomplished during these past years, to the extent that "September" and "Geraldton" have become synonymous with tourists everywhere.

The Geraldton Sunshine Festival Committee has engendered an urgent desire to improve, even further, the overall Festival programme.

Now, the Festival has outgrown its usual weekly confinement and thus, for the first time since its inception, the programme will embrace a full four weeks.

For many months the Festival Committee, with their supporters and a host of organisers in various spheres of activity, have been working to ensure that the 1971 Festival will present a spectacle of fun, gaiety and friendliness for our enjoyment. Obviously, the 1971 Sunshine Festival is the culmination of such voluntary teamwork as can only be brought about by civic pride.

To all the workers in the Festival team I express my deep thanks for, and appreciation of, their public spirited efforts. To the visitors I say "Welcome! Enjoy this month, or as much of it as you can. Make your stay a happy one."

Now with its added recreational and entertainment activities extended a further three weeks, FESTIVAL '71 has reached a peak of achievement where only the participation of all is required to make this Festival Month a lasting memory.

Very sincerely,

V.S. Askew

V.S. ASKEW, J.P.

MAYOR OF GERALDTON.



Civic Centre

GERALDTON— SUN CITY

Yes, Geraldton is well named Sun City and is a mecca for fun-loving sun people. Here you will enjoy balmy winter days, with an average yearly temperature of 75 degrees F. The sun seems always to be shining, the sea a lovely blue, beckoning you to take a dip, or to go fishing in the bay.

In the old days Geraldton seemed a rather foreboding place, as the early explorers did not realise that over the other side of the

Geraldton Regional Hospital



bleak sand hills lay rich and fertile farm land. Then came the Dutch traders, who were wrecked on the reefs and Abrolhos Islands. The first white men to settle in the district were Dutchmen, Wouter Loos and Jan Pelgram de Bye van Bommel, who were marooned by Francis Pelsart in 1629 for their part in the famous Batavia Mutiny. When visiting the Civic Centre a mounted cannon is to be seen, which is one from the Batavia wreck.

There are many historical buildings still remaining in Geraldton, such as The Cultural Trust Library, which was the Railway station for the first Government railway in the colony, and ran between Geraldton and Northampton. The Mission to Seamen was the first school and the prison building, the Victoria Pioneer Hospital.

Nowadays Geraldton is a prosperous sea-port town, with a population of 16,000. The main industries are the exporting of wheat and iron ore, and is the chief centre for crayfishing.

There are several contrasts in achitectural design, St Francis Xavier's Roman Catholic Cathedral and the Cathedral of the Holy Cross. Then too, there are two modern, well equipped Hospitals, several primary and high schools, an

attractive Civic Centre, with adjoining Public Library.

The Sunshine Festival is always held during the early spring and it is at this time that the wildflowers are at their best. They grow in such profusion and variety that special tourist buses bring nature lovers to see the changing greys and silver of the Smoke Bush, the golden wattle showers and the beauty of the Geraldton Wax in full and riotous bloom.

It is the wish of the Geraldton peoples that whoever should visit their town, shall always remember it with delight and pleasure.

—Mrs. M. E. Murdoch, Managing Secretary, Geraldton Tourist Bureau.

Aerial View of Geraldton



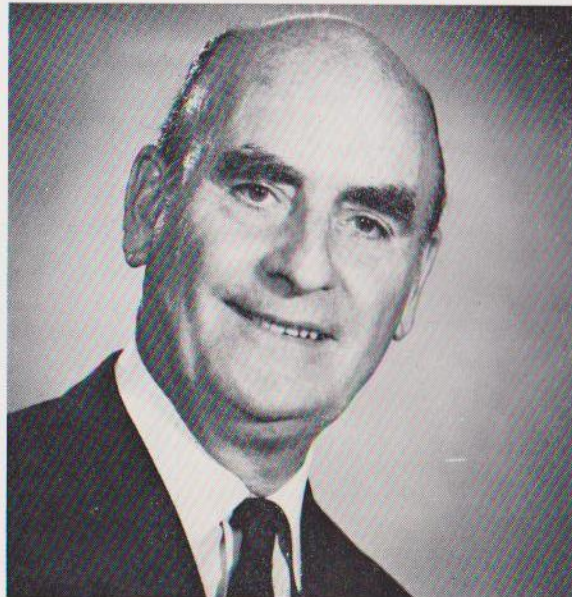
FESTIVAL V.I.P.

It is with the greatest of pleasure that I welcome the 1971 Geraldton Sunshine Festival.

If Geraldton had nothing but sunshine to offer — particularly at this time of year — its festival would be a highlight of the Australian calendar of enjoyment.

Far more than just sunshine, however, generates the stimulating character of this busy, prosperous, and beautifully situated port with its traditional supports on sea and land, and its foot in the door of two most profitable new ventures in iron ore and tourism.

In welcoming the advent of the 1971 Sunshine Festival, and in congratulating its organisers, I am happy to wish the event the great success it deserves.



The Premier, Hon. John Tonkin, M.L.A. will formally open the 1971 Sunshine Festival on Saturday afternoon, August 28, at 3 p.m.

FESTIVAL FRIENDS

Sunshine Festival Inc. records here its thanks to the undermentioned firms and citizens, whose generous support has assisted in the publication of this brochure:—

Hotels:

Murchison Inn, Eleanor St. 21 1656
 Palace Hotel, Walkaway. 26 1015
 Queens Hotel, Durlacher St. 21 1064
 Railway Hotel, Eleanor St. 21 1108

Motels:

Hacienda Motel, Durlacher St. 21 2155
 Highway Motel, Cathedral Ave. 21 1422

Guest Houses:

Geraldton House, Marine Tce. 21 3285
 Grantown House, Marine Tce. 21 3275
 St. Francis Guest H., Francis St. 21 2549

Serviced Flats:

Kiah-Kiama Lodge, Augustus St. 21 1513

Caravan Parks:

Separation Pt. Caravan Pk., Ring Rd
 21 2763

Restaurants, Cafes & Snack Bars:

Dimitris, Marine Tce. 21 3109
 El Toro Coffee Lounge, Marine Tce.
 21 2870
 Golden Rice Bowl, Marine Tce. 21 1223
 Jade House, Eleanor St. (Chinese Food)
 Jock Sutherland, Marine Tce. 21 3143
 Oceanic Fish Supply Fitzgerald St.
 21 1645
 P. Paras Cafe & Milk Bar, Marine Tce.
 21 1698
 Sail Inn Snack Bar, Marine Tce.
 Seaspray Delicatessen, Marine Tce.
 21 1048
 Sunshiners Pt. Moore. 21 2634. Snack Bar
 Vic's Snack Bar, Durlacher St. 21 2356
 Wades, Eleanor St.
 Jack's Snack Bar, Willecock Drive. 21 2464
 Swiss Inn, Foreshore Drive. 21 2921
 (Licensed)

Soft Drinks:

Chapman & Jose, Francis St. 21 1323
 Cheers Bottling Co., Ruby St. 21 3058
 Coca Cola Bottlers, Flores Rd. 21 2174
 Passionata Bottling Co., Marine Tce.
 21 3390

Food and Fruit Market:

Bluff Pt. Supermarket. N.W.C.H.
 Costantino & Son, Marine Tce. 21 1113
 Fitzgerald's Mart, Marine Tce. 21 2443
 Freecorns, Marine Tce. 21 1704
 Geraldton Fruit & Veg., Gregory St.
 21 2940
 Great Northern Traders, Allen St.
 21 2487
 Highway Provision Store, Durlacher St.
 21 2307

New World Supermarket, Marine Tce.

21 3773
 Rangeway Store, Rifle Range Rd.
 21 2647

D. A. & M. B. Robertson, Marine Tce.
 21 2547

Utakarra Store, Eastern Rd. 21 2738
 Wonthella Poultry Store, Flores Rd.
 21 2845

Butchers:

Merv Hagan & Sons, Marine Tce. 21 2076

Bakers & Pastrycooks:

Dunstans Bakery, Eleanor St. 21 3352
 Geraldton Bakery, Gregory St. 21 1878
 Golden Crust Bakery, Durlacher St
 21 2056

H. & C. Thuys, Eleanor St. 21 2340

Milk Vendor:

H. & M. M. Stanton, Crowther St.
 21 1794

Chemists:

Chapman's Pharm, Marine Tce. 21 1312
 Geraldton Pharm, Marine Tce. 21 1965
 Fountain's Pharm, Marine Tce. 21 1578
 Sallurs' Pharm, Marine Tce. 21 2543
 Wall's Pharmacy, Marine Tce. 21 2331.

Clothing and Drapery:

Bennetts Elite, Marine Tce. 21 1322
 Carter & Co., Marine Tce. 21 1256
 Geraldton Shoe
 Macys' Marine Tce. 21 1476
 Stuarts, Marine Tce. 21 3132
 Willocks, Marine Tce. 21 1444
 Wrights, Marine Tce. 21 1313

Florists and Garden Centres:

Flowertalk, Marine Tce.
 Glenfield Hwy. Garden Centre, N.W.C.H.
 23 1483
 Jubilee Florist, Flores Road. 21 1114

Hardware and Sports:

G'ton Hardware Sup., Eleanor St.
 21 1068
 Geraldton Sports Centre, Marine Tce.
 Guscotts, Marine Tce. 21 2098
 Harry Star's Sports Store, Marine Tce.
 21 3311
 Sunshine, Crooks & Brooker, Marine
 Tce. 21 1864

Furniture & Electrical Sales & Service:

Bluff Pt. Elect. Contr., N.W.C.H.
 23 1257, 21 3257
 Charlie Boyes, Cathedral Ave. 21 2611
 Garland & Johnson, Eleanor St. 21 2122
 Geraldton Refrig. Serv., Durlacher St.
 21 2242

Herb Elliott Furnishers, Anzac Tce.

21 2389
 K B Electronics, Marine Tce. 21 2176
 King & Brown Electrics, Durlacher St.
 21 3332

C. F. & G. M. Mildwaters, Eleanor St.
 21 1554

Stokes & Jupp, Marine Tce. 21 2661
 Stuart S. Johnston, Marine Tce. 21 2189
 TV Rentals, Marine Tce. 21 3111

Jewellers:

Lindsays, Marine Tce. 21 3976
 Mazzucchellis, Marine Tce. 21 1590

Newsagents:

R. & J. Newbold, Eleanor St.
 Pennimts, 163 Marine Tce. 21 2665
 Rocks, Marine Tce. 21 1353

Variety Stores:

G. J. Coles, Marine Tce. 21 1389
 Woolworths, Marine Tce. 21 1289

Wholesale Distributors:

Burns Philp, Durlacher St. 21 1044
 Peerless Flour Mills, N.W.C.H. 21 1676
 Plaistowe & Co., Sanford St.
 Union Carbide, Hay St., Perth
 Watsons Foods, Fitzgerald St. 21 2744
 D'Orsogna Bros, Anzac Tce. 21 2017
 Sunnywest Dairies, Anzac Tce. 21 2017
 Murrickville Holdings, Eleanor. 21 1835

Service Stations:

Beard's Ampol, Durlacher St. 21 2483
 BP Junction Autos, cnr Durlacher and
 Waldeck. 21 2196
 Golden Fleece, Durlacher St. 21 2623.
 Econocars for Hire
 Creams By-Pass Roadhouse, Rowe St.
 21 2598
 Hills Northside, Eleanor St. 21 1241
 Brian Keeble & Co., N.W.C.H. 23 1355
 Queens Service Stn., Durlacher St.
 21 2857
 Triangle Service Station, Eleanor St.
 21 1776
 DP Roadhouse, N.W.C.H. 21 2991

Vehicle & Machinery Sales & Service:

Auluxe, Cathedral Ave. 21 3333
 Bluff Point Auto Repairs, Bedford St.
 23 1239
 F. Boneham Towing, Boyd St. 21 3181
 Brady & Cobley, Marine Tce. 21 1189
 Coastliner Caravans, Forrest St. 21 2956
 Coventry Motors, Durlacher St. 21 2388
 Drennan-O'Malley Motors, Eleanor St.
 21 1739

FESTIVAL FEATURES

MASTERS DAIRY

Around-the-town Cycle Race. \$300 prize money, sashes and trophies for first place—seniors and juniors; presented by Geraldton Cycle Club. Commences from Yacht Club.

TRADE AND INDUSTRIES FAIR

Organised by Jaycees; all the fun of a Royal Show under the one roof; over 140 exhibits. Adults 50c, Children 10c.

CRAVEN FILTER \$1000 HOLE-IN-ONE

The Festival Fluke!
Hole it in one shot and win \$1000; four tries for 20 cents; SIX DAYS. Be early. Behind Civic Centre.

W.A. BALLET CO

Presenting another fine programme for you during our week of the Arts. One performance only. Box Plan King & Brown—See paper for details.

OFFICIAL OPENING

To be performed by the Premier of W.A., the Hon. John Tonkin, M.L.A.

Afterwards: Model Aero Display, German Shepherd Show Dogs, Judging of Floats. Eats, Bars. Afternoon for all the family.

CORONATION BALL

Festival Queen crowning highlights the Ball. MMA's Sales Manager, Mr. C. Eadon-Clarke, will crown the adjudged winner. Formal. Box plan King & Brown. \$8 double. View crowning ceremony from balcony. Small admission.

W.A. ART GALLERY

A fine selection of paintings from this Gallery on view at Civic Centre during Cultural Week. See also famous shipwreck pieces; International Expo.

FESTIVAL FEATURES

GERALDTON CAMERA CLUB

International Slide Evening.
Best slides from every country;
from Photographic Society of
U.S.A.

Supper. Small admission.

MID WEST SUN CITY GOLF

Inaugural play-off. W.A.'s top
amateur players. Big prize
money. Joint Sunshine Festival-
Spalding Park fixture.

All welcome.

PERTH MODERN SCHOOL BAND

Acclaimed popular Military
Band. One concert only.
Music, brilliantly interpreted,
for everyone. By arrangement
with Sunshine Festival Com-
mittee. See centre pages for
time and place.

MINI NIPPERS CARNIVAL

Local teams versus visiting
teams. Playing for inaugural
Perpetual Trophy. Enthuse the
Nippers by your attendance.
Guest: John K. Watts.

RODEO

Features Swan Brewery Open
Buckjump \$120; Boans Ltd.
Open Bareback \$120; more
prizeworthy events.
V.D.T.C. Racecourse.

KITTEN AND BIRD PARADE

A must for the children.
Prizes. All birds in a cage.
Enter! Your pet might win!

"A NIGHT AT THE PIG AND WHISTLE" CABARET

With Geraldton Repertory; \$4
includes complete meal and
fun-packed review. Licence
applied for; see middle pages
for times, etc.

THIRD WEEK

Exhibit Nude Studies—American Artist
Exhibit Nude Studies—American Artist
Church Services
West. Australian Art Gallery Exhibition
International Expo '71
Famous Shipwreck Items Display
Exhibit Nude Studies—American Artist
W.A. Ballet Co.
W.A. Art Gallery Exhibition
International Expo '71
Famous Shipwreck Display
Exhibit Nude Studies—American Artist
W.A. Art Gallery Exhibition
International Expo '71
Famous Shipwreck Display
Exhibit Nude Studies—American Artist
W.A. Art Gallery Exhibition
International Expo '71
Famous Shipwreck Display
Exhibit Nude Studies—American Artist
Open Bridge Night
Fete Anglican Ladies Guild
Camera Club Film and Slides Insect Jungle

FOURTH WEEK

Spalding Park "Sun City-Midwest" Golf Tourm.
(54 Hole Course)
Exhibit Nude Studies—American Artist
Junior Farmers Drama Group
Geraldton Hockey Association Fixtures
Squash Tournament
Masters Dairy "Around the Town" Cycle Race
Lightning Softball Carnival
Polocross Exhibition Match
Church Services
Squash Tournaments
Ladies Festival Tennis
Ladies Sunshine Festival Golf Tournament
High School Drama "Sweeney Todd"
Arrival of Yachts (Annual Perth - Geraldton Race)
Open Bridge Night
High School Drama "Sweeney Todd"
Northampton Angling Club Dry Casting Competition

RECURRING EVENTS

Geraldton Baseball Association Fixtures
Pioneer Folk Museum
Shell Museum
Chiverton House
Warnameenia Bird Sanctuary
Town and District Tours
Football
Apollo Moon Exhibition (4-14)
Craven Filter \$1000 Hole-In-One

CULTURAL

Durlacher Street 9 a.m.-5 p.m. Sat. 11th
Durlacher Street 9 a.m.-5 p.m. Sun. 12th
7 a.m. onwards
Civic Centre 9 a.m.-4 p.m. Mon. 13th
Civic Centre 9 a.m. - 4 p.m.
Civic Centre 9 a.m. - 4 p.m.
Durlacher Street 9 a.m. - 5 p.m.
Town Hall 8 p.m.
Civic Centre 9 a.m.-4 p.m. Tues. 14th
Civic Centre 9 a.m.-4 p.m.
Civic Centre 9 a.m.-4 p.m.
Durlacher Street 9 a.m. - 5 p.m.
Civic Centre 9 a.m.-4 p.m. Wed. 15th
Civic Centre 9 a.m.-4 p.m.
Civic Centre 9 a.m.-4 p.m.
Durlacher Street 9 a.m. - 5 p.m.
Civic Centre 9 a.m.-4 p.m. Thur. 16th
Civic Centre 9 a.m.-4 p.m.
Civic Centre 9 a.m.-4 p.m.
Durlacher Street 9 a.m. - 5 p.m.
Durlacher Street 9 a.m.-5 p.m. Fri. 17th
Community Centre 8 p.m.
Town Hall 10 a.m. - 3 p.m.
Civic Centre 8 p.m.

SPORTING

Spalding Park Golf Club 9 a.m. onward Sat. 18th
Durlacher Street 9 a.m. - 5 p.m.
Town Hall 8 p.m.
Eadon-Clarke Ground
Orana Squash Courts 1 p.m. - 5 p.m.
Commences Yacht Club 9 a.m. Sunday 19th
Queen's Park 12 noon
Walkaway Ground 2.30 p.m.
Orana Squash Courts 9 a.m. - 12 noon
Eighth Street, Wonthella 12.30 - 5 p.m. Tues. 21st
Geraldton Golf Course Wednesday 22nd
Town Hall 8 p.m. Thurs. 23rd
Foreshore Friday 24th
Community Centre 8 p.m.
Town Hall 8 p.m. Saturday 25th
Maitland Park 9 a.m. - 2 p.m.

Queen's Park 3.30 p.m. Sundays
Greenough 10 a.m. - 4 p.m. each day
N.W.C. Highway Open Daily
Northampton Open Daily
Utakarra Open Daily
Book at Travel Centre By Arrangement
Recreation Ground 2.30 p.m. Sundays
Birdwood House 3 p.m. First Week
Queen's Park Mon. 30th - Fri. 3rd

FIRST WEEK

Festival Float Parade
 Official Opening
 "A Night at the Pig and Whistle"—Repertory Club
 Geraldton Art Society Annual Competition
 '71 Sunshine Festival Rodeo
 Art Society Annual Competition
 Comb. Church Service—Perth Modern School Band
 Church Services
 Tugboat Rides—Subject to shipping
 Pet Show
 Art Society Competition
 Road Safety Films
 "A Night at the Pig and Whistle"—Repertory Club
 Free Aeroplane Rides—Book Tranters Agency
 Trike Race
 Dog's Fancy Dress
 Art Society Competition
 Concert Recital—Perth Modern School Band
 Free Aeroplane Rides—Book Tranters Agency
 Mini Nippers Football Carnival. Guest John K. Watts
 Festival Race Meeting
 Art Society Competition
 Free Aeroplane Rides—Book Tranters Agency
 Fish-N-Q
 Pavement Art Exhibition
 Official Kid Goat Show
 Craven Filter Invitation Stakes Open Golf (18 holes)
 Art Society Competition
 Road Safety Films
 Children's Party Nite and Films
 Concert Recital—Perth Modern School Band
 Trade Fair
 Free Aeroplane Rides—Book Tranters Agency
 Soap Box Derby
 Hole-In-One Golf Competition
 Trade Fair
 Art Society Annual Competition
 Road Safety Films
 Open Bridge Night

SECOND WEEK

Trade Fair
 Utakarra Races
 Coronation-Cabaret Ball
 Soccer
 Church Services
 Music and Lectures
 Trade Fair
 An Evening with Australian Writers
 Trade Fair
 Handicraft Display (afternoon teas) Girl Guides
 Festival Mannequin Parade
 Senior Citizens Night Out (No Charge)
 Horticultural Society Spring Flower Show
 Arrival Naval Ships
 Apex Cabaret

CHILDREN

Marine Terrace 2.05 p.m. Saturday 28th
 Recreation Ground 3 p.m.
 Yacht Club 7 p.m.
 Durlacher Street 9 a.m.
 V.D.T.C. Racecourse 11 a.m. Sunday 29th
 Durlacher Street 9 a.m.
 Cathedral Holy Cross 7.30 p.m.
 7 a.m. onwards
 Geraldton Wharf 1.30 p.m. Monday 30th
 Town Hall 3 p.m.
 Durlacher Street 9 a.m.
 Civic Centre 7.30 p.m.
 Yacht Club 7 p.m.
 Airport All Day
 Yacht Club Foreshore 10 a.m.
 Presp. Church Hall 2.30 p.m. Tuesday 31st
 Durlacher Street 9 a.m.
 Town Hall 8 p.m.
 Airport All Day
 Recreation Ground All Day Wednesday 1st
 V.D.T.C. Racecourse 2 p.m.
 Durlacher Street 9 a.m.
 Airport All Day
 Fishermen's Wharf Area 8 p.m.
 Regional Hospital 10 a.m. Thursday 2nd
 Old Bluff Point School 2 p.m.
 Geraldton Golf Course Noon
 Durlacher Street 9 a.m.
 Civic Centre 7.30 p.m.
 Badminton Centre 8 p.m.
 Town Hall 8 p.m.
 Marine Terrace (West) 2 p.m. - 10.30 p.m.
 Airport All Day
 George Rd (Queen's end) 10.30 a.m. Friday 3rd
 Behind Civic Centre 12 noon - 4 p.m.
 Marine Terrace (West) 2 p.m. - 10.30 p.m.
 Durlacher Street 9 a.m.
 Civic Centre 7.30 p.m.
 Community Centre 8 p.m.

TRADE FAIR

Marine Terrace (West) 11 a.m. Saturday 4th
 V.D.T.C. Racecourse 2 p.m.
 Town Hall 9 p.m.
 Spalding Park
 7 a.m. onwards Sun. 5th
 2 p.m.
 Marine Terrace (West) 2 - 10.30 p.m. Mon. 6th
 Town Hall 8 p.m.
 Marine Terrace (West) 2 - 10.30 p.m. Tues. 7th
 Guide Hall—Sanford St. 1.30 - 5 p.m. Wed. 8th
 Marquis Hotel 2.30 - 8 p.m. Thurs. 9th
 Town Hall 8 p.m.
 Town Hall 2.30-9.30 p.m. Fri. 10th
 Geraldton Wharf
 Badminton Centre 8 p.m.

FESTIVAL FEATURES

APOLLO MOON EXHIBIT

Depicting complete moon missions 4 to 14. Will be officially opened by American Consul. Conducted by R.S.L. Centre page for details.

ART SOCIETY COMPETITION

For the Sir Thomas Wardle Prize, \$200; Cultural Trust Prize, \$100 and many more prizes. Presentation of prizes Saturday evening 28th, 8.30. Open daily. Centre page for details.

DRY CASTING COMETITION

Competition for the longest and most accurate cast. Prizes for senior and junior. Small entry fee. Sporting Week.

OFFICIAL KID GOAT SHOW

Children's novelties, pony rides, etc.

CHILDREN'S PARTY NITE

For tinies and primary age. Hats, whistles, sweets, etc. Fancy Dress, Small admittance.

COMBINED SERVICE

Cathedral Holy Cross; featuring visiting Perth Modern School Band. Centre Page for details.

FESTIVAL RACE MEETING

Main event, Invitation Stakes; Eastern States and metro jockeys. Bars, teas, local and TAB betting. Fashion in the Field. Prizes courtesy of Wright's Fashions. First race 2.15 p.m.

FLOAT PARADE

Prior to official opening. Commences Anzac Terrace; features two Festival Committee floats professionally made; parade proceeds to Recreation Ground and Opening Ceremony.

FESTIVAL MANNEQUIN PARADE

Spring and summer fashions by Bennetts Elite and Wrights; visiting city and assisted by local mannequins. Two showings. Centre Page for details.

FESTIVAL QUEENS

1959—Frances Clune.

1960—Pam Evans.

1961—Valma Cope.

1962—Moirra Johnson.

1963—Suzanne James.

1964—Delores Morris.

1965—Patricia McDonnell.

1966—Anthea Fawcett.

1967—Joan Box.

1968—Sharon Walker.

1969—Sue Devaney.



1970

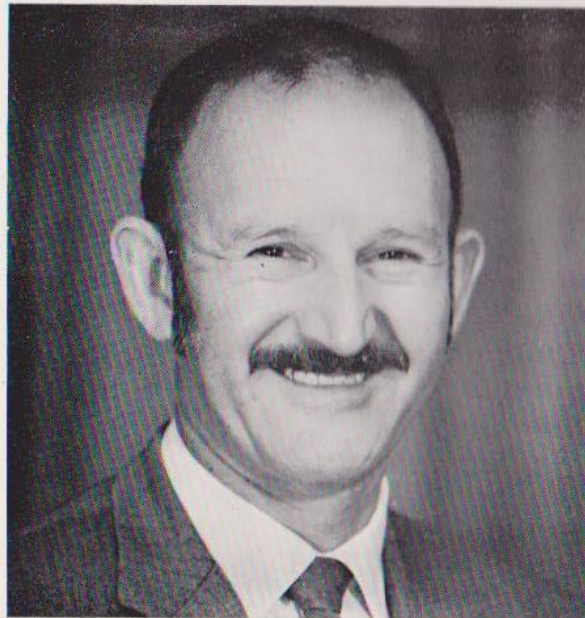
Helen Summers.

CHAIRMAN'S MESSAGE

It is pleasing to note that the Festival has for the first time been extended to four weeks. It is realised there will ever exist a need to seek new ideas to add glamour to the Festival.

Just as I am proud to refer to the Trade Fair, I am equally proud to mention the week of culture — a feature which in future years could become a major attraction.

I gratefully acknowledge the wholehearted co-operation from Council, Service Clubs, Business houses, groups and individuals who have worked with the committee for the betterment of the Festival.



Mr. George Kino,
Chairman 1969-1971.

FESTIVAL FRIENDS

Geraldton Brake Serv., Sanford. 21 2051
Geraldton Auto Car Wash, Fitzgerald
St.

Griffiths & Purcher, Flores Rd. 21 2166
Herbert's Panel Repairs, Armstrong St.
21 2001

Jack & Hovell, Anzac Tee. 21 2523
D. & K. King Body Works, Flores Rd.
21 2210

Magnus Motors, Urch St. 21 2066
North West Disposals, Flores Rd. 21 3192
O'Brien & Debnam Smash Repairs,
Place Rd. 21 2288

Panel Repair Co., Urch St. 21 2757
Radio Motors, Fitzgerald St. 21 2022
South. Cross Machinery, Crowther St.
21 2897

Staines & Co., Urch St. 21 2333
Young Motors, Cathedral Ave. 21 1088
Hug Motor Co., Eleanor St. 21 2144

Tyres:
Beautrepaire Tyre Service, Eleanor St.
21 1766
Dunlop Tyre Service, Cath. Ave. 21 1622
Lin McCurry & Co, Marine Tee. 21 1545

Hairdressers:
Felicity Coiffure, N.W.C.H.
Freddys & Milady's, Marine Tee.
Geraldton Hairdressing, Marine Tee.
21 2478
Maison Elizabeth, Durlacher St. 21 1432
Tiffany Coiffure, Marine Tee. 21 2254

Banks:
ANZ Banking Group, Marine Tee. 21 1611
Commercial Bank, Marine Tee. 21 1390
Commonwealth Bank, Marine Tee.
21 2588
National Bank, Marine Tee. 21 1222
R & I, Marine Tee. 21 2788
Bank of NSW, Marine Tee. 21 1166

Building:
A.C.I. Fibres, Peel St., O'Connor
American Building Co., Flores Rd.
23 1470
Armanasco & Son, Rowe St. 21 1037
P. J. & S. J. Clancy, Gertrude St.
21 2506
Geraldton Building Co., Ocean St.
21 1555
Geraldton Plumbing Co., Ocean St.
21 2211
J. Fitzpatrick & Co., Eleanor St. 21 1777
James Hardie & Co., Rutland Ave,
Welshpool
J. & H. A. Kember, Gregory St. 21 2708
Millars, N.W.C.H. 21 1532
Panorama Homes, Johnston St. 21 2390
Earl Petersen & Co., Johnston St.
21 2390

Photographers:
Gilda Studio, Durlacher St. 21 2023
Modern Photographs, Eleanor St.

Printing:
Advans Display, Harris St. Carlisle
Geraldton Newspapers, Marine Tee.
21 1200
Lamson Paragon, George St., Queens Pk.
UCS, Marine Tee. 21 3011

Real Estate Agents:
A.R.M. Real Estates, Eleanor St. 21 1509
Bogle Bros., Marine Tee. 21 1099
Noel D. Clancy, Marine Tee. 21 1367
W. H. Dymond & Assoc., Marine Tee.
21 3377
Geraldton Estate Agency, Marine Tee.
Syd Hatch Pty. Ltd., Marine Tee.
21 3398
R. K. Eaton & Co., Marine Tee. 21 1655
Tranters, Marine Tee. 21 3623

Stock Firms:
Elder Smith-Goldsbrough Mort, Eleanor
St. 21 1666

Travel:
Flotta Lauro, Terrace Arc., Perth
Geraldton Travel Agency, Marine Tee.
21 1807
Parlorcars, Barrack St., Perth.

Drycleaners:
Geraldton, Marine Tee. 21 1968
Grant's, Eleanor St. 21 2078

Engineering and Welding:
P. A. & K. Black, George Rd.
R. A. & P. I. Calligaro, Bedford St.
23 1337
Millman Services, Flores Rd. 21 2269
Northern Fibreglass Products, Nanson
Rd. 23 1462
K. W. McKay & Co., Flores Rd. 21 2778
Reed & Moir, Eleanor St. 21 3404
W-S Sheetmetal Works, Abrolhos St.
21 2827
Wiltshire Bros., Fitzgerald St. 21 1276

Funeral Services:
Geraldton Funeral Service, Eleanor St.
21 1990
Murray James, 8th St. 21 2535

Hiring Services:
Geraldton Hire Serv., Urch St. 21 2999
Matthews Hiring Serv., Fitzgerald St.
21 2169

Lawnmowers:
R. G. & E. J. Fox, Eleanor St.

Professional:
Agribusiness Counsellors, Durlacher St.
21 2655
Documentary Serv., Forrest Pl. Perth
John S. Oliver, Durlacher St. 21 3054

Packaging:
Leigh Mardon, Abernathy Rd., Belmont

Upholsterers:
R. G. & F. M. Jenkin, Marine Tee.
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Air Charter:
G'ton Air Charter, Airport 23 3588.

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Other "Friends":
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Shell Museum, N.W.C.H. 21 1325
Tomato Growers Assoc., Durlacher St.
21 2896
Swanville Wines, Marine Tee.
WAPET, St. Geo. Tee, Perth
West Australian Natural Gas, St Geo.
Tee., Perth
Oasis Drive In Theatre, Rowe St.
21 2723
Webb & Garraway, Flores Rd. 21 2801
Sanford Veterinary Clinic, Sanford St.
21 1797

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W.A. Plaster Mills, Durlacher St.
21 1821

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Tranters, Marine Tee. 21 3623

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Geraldton, Marine Tee. 21 1968
Grant's, Eleanor St. 21 2078

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Sanford Veterinary Clinic, Sanford St.
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RURAL DEVELOPMENT

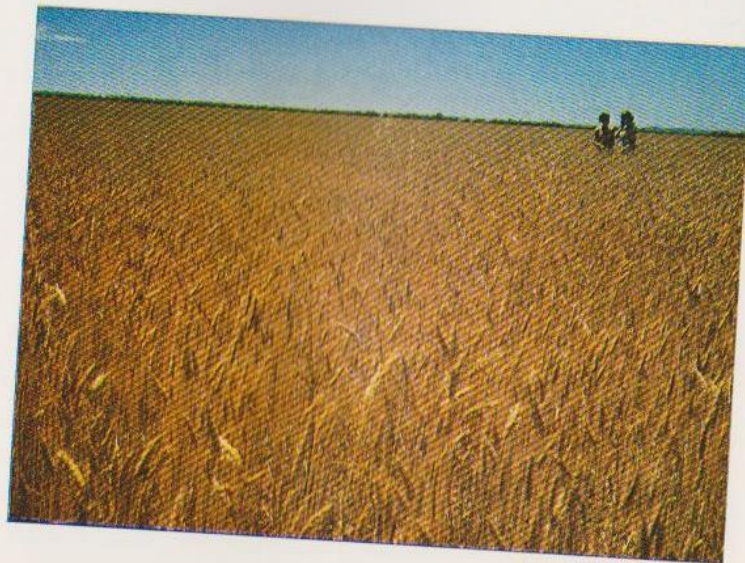
Agriculture in the Geraldton Region has been affected by the Australia wide fall off in farm income brought about by falling returns for farm products especially wool and the introduction of wheat quotas.

The region is fortunate that the great majority of farmers are well established and should be able to weather the present economic squeeze. Naturally there has been a slow down in the rate of new development.

Farmers are looking to new ways to diversify their incomes and many crops new to the region are being grown, for example oil seed, rape seed, safflower and sunflowers.

Beef cattle numbers are on the increase as more farmers are turning their attention to them and last season saw the successful introduction of feed lots for both cattle and fat lambs.

Department of Agriculture, Geraldton.

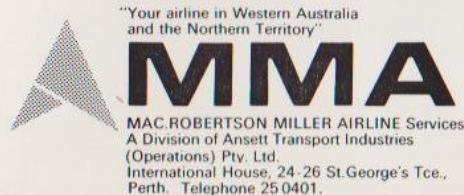


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FISHERMEN'S WHARF — Marine Terrace West.
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GERALDTON ART SOCIETY — Durlacher Street.
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ST. JOHN OF GOD HOSPITAL — Cathedral Avenue.
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POST OFFICE — Marine Terrace.
APEX MEMORIAL CEMETERY — North-West Coastal Highway.

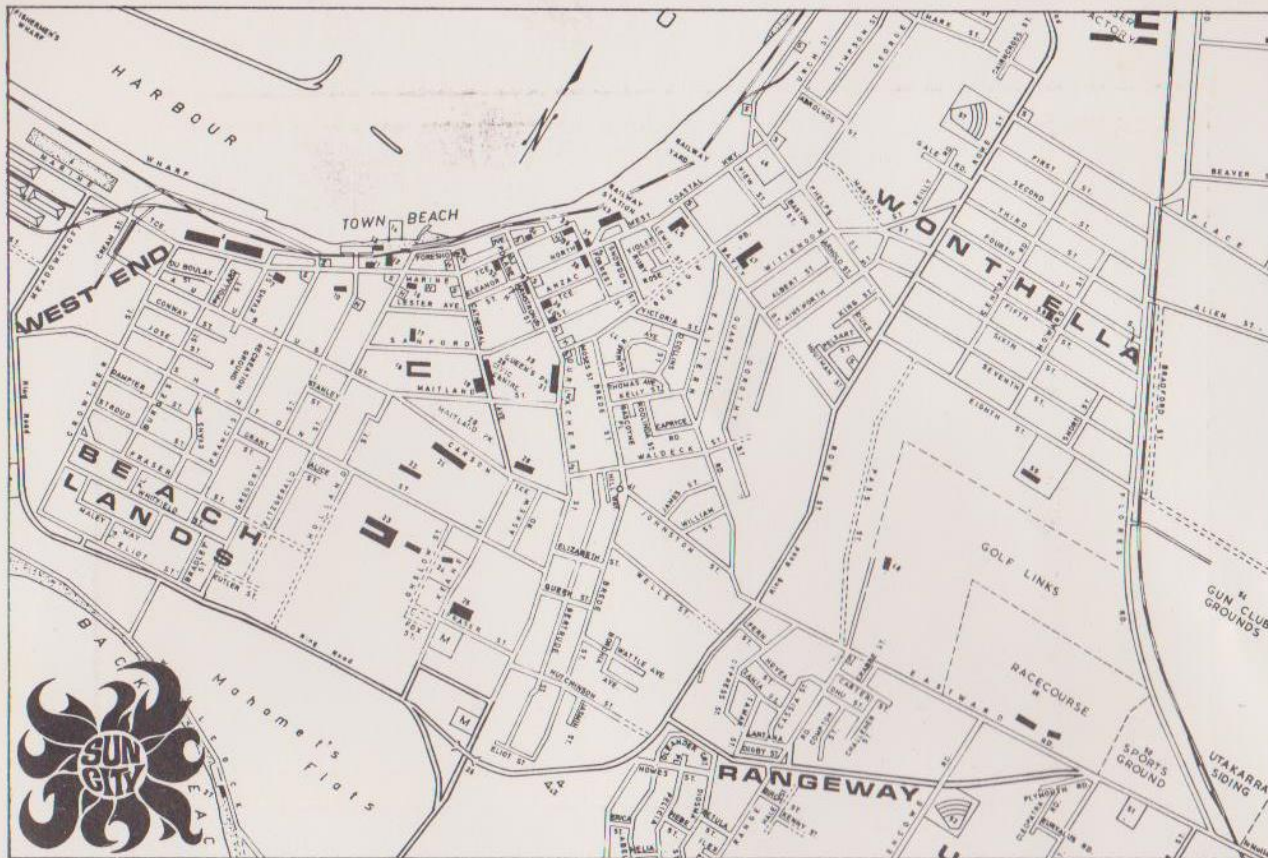
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Picture—Geraldton Port Authority Administration Building

The Port of Geraldton serves the Mid-West region—a large and important pastoral, agricultural and mineral area. 1.6 million tons of cargo for 1970-71 included phosphate, sulphur, fuel oils,

grains, iron ore, sheep and general. The harbour has four land-backed berths with cargo sheds and mechanical loaders for grains and minerals in bulk. Enquiries to P.O. Box 1064 welcome.



EXECUTIVE

Chairman: G. I. Kino.
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 Official Opening: J. Spendlove.
 Rodeo: R. W. Maslen.
 Float Parade: H. Dymond, L. McCurry (Marshal).
 Programme: G. te Brinke (Design), V. W. O'Dea (Editor).

The Sunshine Festival acknowledges the co-operation and generous support of the following in the production of this programme:

His Worship The Mayor: V. S. Askew, J.P.
 Geraldton Town Council.
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