

OUT OF A GRASS-ROOTS TRIP

goes with a specific product in mind, a specific group of broadcast outlets under consideration.

He may spend as little as a day in a market, investigate nothing beyond what applies to the product that is to be the core of his immediate campaign. If that product is toothpaste, he will leave the town with a good idea of toothpaste marketing; he will have called on some of the stations and heard their rating stories. But the chances are very slim that he leaves town with a clear, over-all picture of what makes this market tick. The things that distinguish it from every other market, things that often can make or break a spot advertising push in that area are likely to have been passed over.

This is why the McGavren travel-study program for its salesmen has considerable significance to the advertising industry. The rep who has spent a week or more in a market talking to merchants, manufacturers, distributors, civic leaders comes away with a storehouse of information that is valuable to the advertiser away and beyond the ratings statistics found in printed reports.

What Lang found out in Omaha is indicative of what others in the firm are finding out in other markets (and, incidentally, featuring in their trade paper advertising).

The area: You drive across miles of prairie, flat and rich farm lands; then suddenly, there is Omaha, a bustling metropolis of 314,000 population on the Missouri River. Just across the river, in Iowa, is the sister metropolis of Council Bluffs. Between the two, they make up a metro market of 440,000 persons. Drive through these towns and all of a sudden you are suddenly in the country again. There is no raggedy fringe of metro area.

Influence of the metro center. Because Omaha-Council Bluffs rise like an oasis in the middle of an incredible mileage of farm land, they have become the cultural and merchandising hub of much of their states. Every weekend finds Omaha over-

flowing with the influx of shoppers and visitors from miles around. Auto traffic is heavy, stores are bustling. A top-flight motion picture probably will enjoy as long a run in Omaha as it will in New York City; "South Pacific," for example has run there for a solid year, is now being replaced by "Ben Hur" which is figured to show for another year. National

advertisers might well consider that Omaha swings just as much cultural weight in its area as does a New York or San Francisco.

Tastes of the town: Omaha is a town of casual dress: slacks, jackets, sweaters and not too many neckties—certainly not the best climate for a Brooks Brothers but a great place for
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DRUG SALES: 50% of drug sales in Omaha are in food stores giving rise to distribution system of "rack brokers." Lang (l) and KMEQ's v.p. and general mgr. Herb Golombeck inspect a brokerage house



OMAHA AGENCY: Home of Bozell & Jacobs (it has branches in other cities) is this city of 314,000 on the Missouri River. Golombeck (l) and Lang (r) talk with B & J's media director Claire Gross (ctr)

MANUFACTURING: This modern potato chip plant is just one of many Omaha industries which include Western Electric, Storz Brewing, Continental Can, and Cudahy

