

GRASS-ROOTS TRIP

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the sports or work clothes outlet. In eating habits, it is pretty much a "meat-and-potatoes" town. Most of the downtown restaurants bear the name "Steak House." On the potables side, favorite drinks are beer and bourbon. Many of its taverns sell beer only, are neighborhood meeting places in sharp contrast to a Manhattan cocktail lounge. In short, Omaha-Council Bluffs still reflect the frontier town; probably nothing points this up better than its Castle Hotel, long the headquarters for the ranchers and cattlemen.

Industries: Although it ranks first in cattle handling and processing (Cudahy alone employs about 3,000), Omaha is far from a one-industry town. Indeed its balance of industry is one of its strong points. The Union Pacific R. R. is based in Omaha, employs more than 5,000. Three big insurance companies (Mutual, United and Woodmen of The World) hire more than 3,000. Manufacturing concerns (including Western Electric) employ some 36,000, retail business, another 24,000. Per-household income averages \$6,337.

Work patterns: "Just about everyone out there drives to work," said Frank Woodruff, head of McGavren research and promotion. Driving time varies from 10 to 30 minutes, so many workers go home to lunch.

The radio advertiser interested in traffic times would do well to check, ahead of an Omaha campaign on how industry is working at the time.

Stockyards work two or three shifts, depending on the time of year. Continental Can operates three shifts in summer, two in winter. In general, most larger plants run on two-shift basis, 5% work three shifts.

SAC: Omaha is the heart of U.S. Strategic Air Command, an Air Force installation which differs from most military bases in that its personnel are permanent (many of the 10,000 are civilian employees). A big portion of SAC people own their own homes in the area. This is a young home-maker's market.

Best selling foods: In the Omaha grocery stores, here are regional brands that fare well in sales: Duncan Hines (it started in this area), Butternut Coffee and bread, Ocoma Frozen Pies, Swanson's Tv Dinners, Cudahy products, Otoe Foods, Merchant Biscuits, Storz Beer (brewed in Omaha) and Metz Beer.

Best selling drug products: Colgate, Prell, Alka Seltzer, Jergen's, Dristan, Bufferin are high on Omaha sales parade. Of especial interest to the drug industry and therefore the drug advertiser is the fact that there are no national drug chains in the metropolis. About 50% of all drugs are purchased in food stores. From this has developed an unusual distributing system of "drug rack brokers" and these brokers account for about 33% of those grocery store drug sales. The stores they service are largely of the "Mom-and-Pop" or corner independent types.

Racial characteristics: Always an important guide to the marketer is the stock of a population. Omaha's breaks

percentagewise: German 11.5% Czech 12.4%, Polish 8.2%, Swede 7.8%, Austrian 2.7%, Italian 13.3%, Irish 2.6%, English 3.4% non-white 7%. Home ownership stands at 63%.

This is part of the Omaha story gathered on the spot for Daren McGavren in the interests of Omaha station KMEO (formerly KOWH) as an aid to advertisers. It also is part of an over-all picture of U. S. markets being collected by the firm. 

SPONSOR ASKS

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market playing some form of Top 40 it made sense to offer a listening product unduplicated in the market.

In making the big switch, not only the format was changed, but the call letters as well. Thus, KOWH, the father of today's Top-40, became KMEO, programing beautiful "Cameo Music." A full scale promotional campaign was launched with the aid of a Top-Flite Omaha Advertising Agency. This campaign included spot saturation on two of Omaha's three television stations, a 100% showing on billboards, a direct mail campaign, as well as taxi signs and sound trucks cruising the city.

We expected response, but the response we did get was, to say the least overwhelming. Our advertisers are equally thankful for the change.

The "Good Music" sound on "Cameo" stays in the middle-range. Not too light, but not too heavy. Everything blends: music, commercials, announcers. Everything done has meaning and continuity. 

6,000,000 eyes/ears—listen/watch Green Bay's Channel 5

And over 160,000 little eyes/ears—listen/watch and wrote in for Channel "5's" Santa Claus Coloring Book. Letters came from 36 Wisconsin and 17 Michigan counties and was so heavy that the Green Bay Post office set up a special mailing slot. As Soren Munkhof, G.M. said, "The original printing of 5,000 was done over my protest . . . now 40,000 books and several thousand dollars later I'm still protesting. Our remarkable INCREASE in mail response is 'TOO MUCH.' But, we like it and it dramatically proves the effectiveness of Green Bay's quality station."

TOO MUCH



Another sure proof of . . . the

INCREASE

wfrv green bay 5

highest tower . . . maximum power

best cost per million