



TAMPA—ORLANDO—LAKELAND AREA

featuring

FLORIDA'S MOST UNIQUE & ORIGINAL CONTEMPORARY SOUND

SERVING AGRICULTURE, FLORIDA'S #1 INDUSTRY



Represented By: Edward Petry & Co., Inc.

MONDAY THRU FRIDAY

GEORGE PRESCOTT PROGRAM — SIGN-ON - UNTIL 10:00 A.M.

Mid Florida's best wake-up show featuring one of the top morning men. Lots of Time & Temperature checks, and overnight scores. *The Agriculture Bulletin Board with Farm Director Jim Corbett 7:05 — Weather 7:10 & 7:55.* News 7:15 & Sports 7:20 with News Director John Taylor. Major News 8-8:15 featuring direct reports from the WGTO statewide reporting team. *Florida Gardener 9:50 - 9:55 a.m.*

LARRY GREENE PROGRAM — 10:00 A.M. - 12:00 Noon

Florida's best sound continues . . . Temperature . . . Weather . . . and constant contact with News via direct 1st person reports from our newsmen throughout Florida hourly.

12:00 NOON - 12:30 PM

Complete weather 12 noon. Major News 12:05 - 12:20 featuring News Director John Taylor & the statewide WGTO reporting team. 12:20 - 12:30 *Agriculture and Citrus Markets* featuring Farm Director Jim Corbett, member of N.A.R.T.F.D.

WELCOME TO FLORIDA — 12:30 - 1:00 PM

George Prescott interviews tourists and celebrities visiting Cypress Gardens from all over the world, and with a pretty Aquamaid hands out product samples.

LARRY GREENE PROGRAM — 1:00 - 2:00 P.M.

The big bright WGTO musical sound continues with News, Time, Temperature, Weather and Florida News on the hour, featuring Florida's Finest Mid-Day Air Personality.

BILL BRIGHT PROGRAM — 2:00 - 5:00 P.M.

Florida brightest and best late afternoon drive time show for total audience appeal.

INFORMATION SHOW — 5:00 - 5:45 PM

- 5:00-5:05 N. Y. Stock Exchange Closing prices direct from Boardroom of Orlando brokerage house.
- 5:05-5:10 "Information Citrus" direct from Florida Citrus Mutual in Lakeland. Only daily program of this type in Florida.
- 5:10-5:15 Sports
- 5:15-5:25 Major News featuring direct reports from statewide WGTO reporting team.
- 5:25-5:30 *Grower's Weather Forecast.*
- 5:30-5:45 "Lifeline"

BILL BRIGHT PROGRAM — 5:45 until Sign-off.

The music continues along with late weather, news and sports.



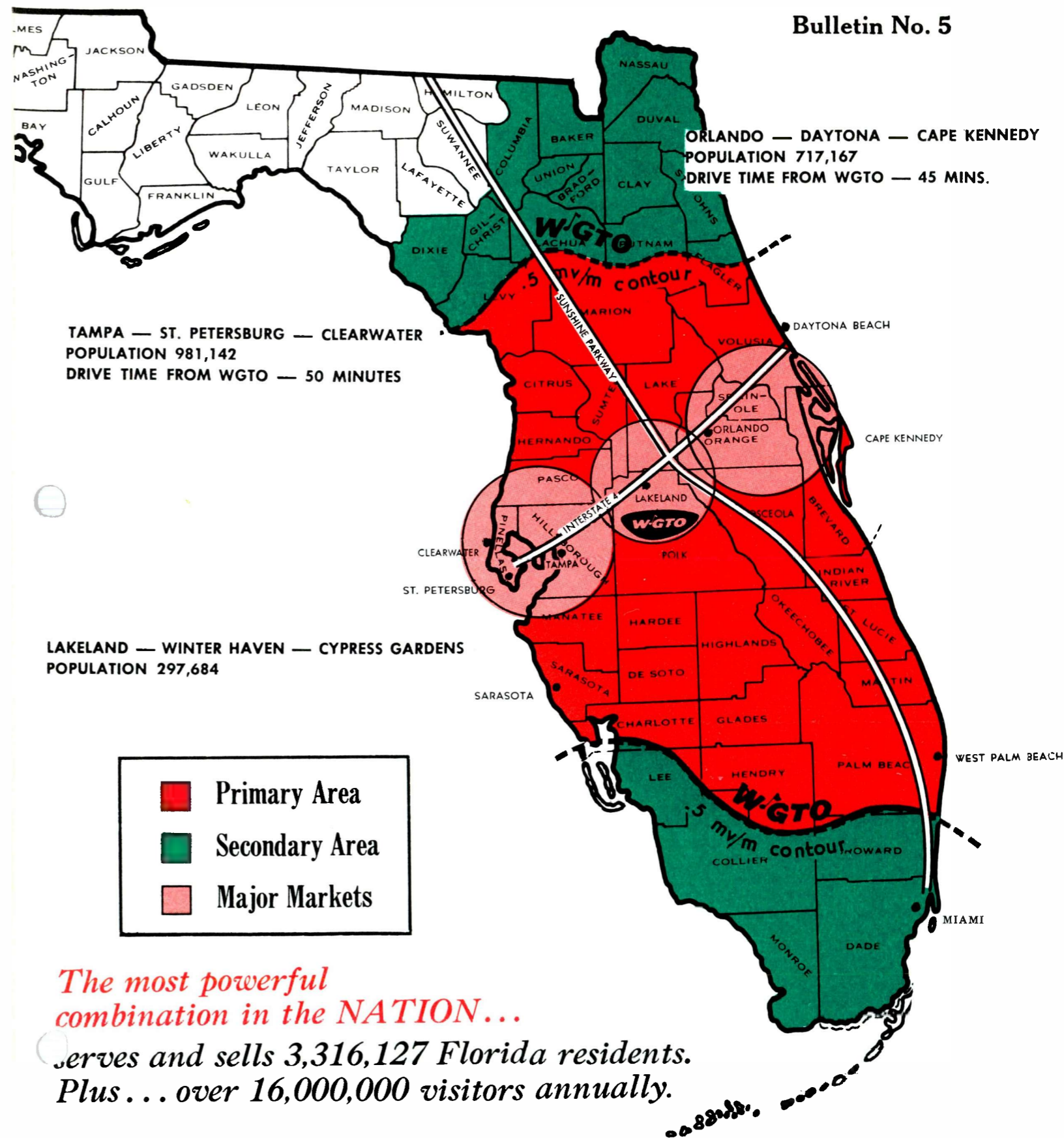
The ONLY station able to sell 3 major Florida markets SIMULTANEOUSLY with...

540 KC 50,000 WATTS



CYPRESS GARDENS The Original Station Representative

Bulletin No. 5



WGTO SERVES AGRICULTURE

Florida's No. 1 Agri-Station

In the 33 Counties

Covered by WGTO

Farm Product Sales

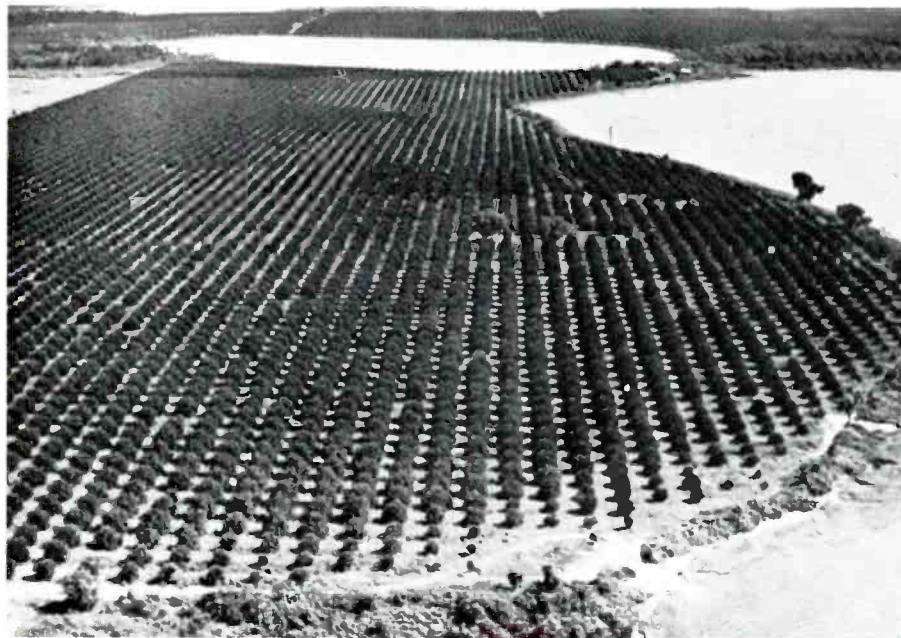
*Amounted to \$762,234,040.***

With WGTO

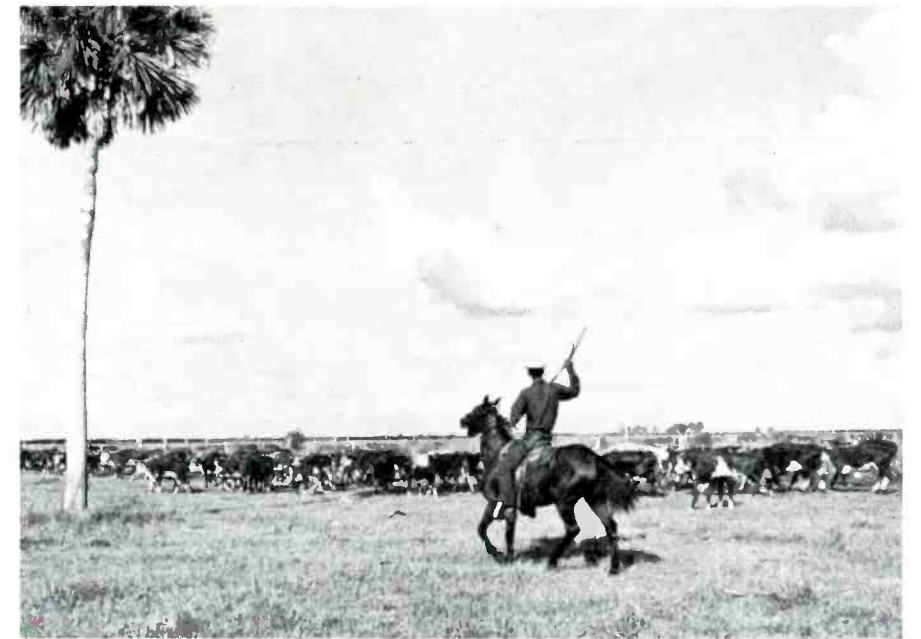
You Can Reach

**88.8 % of the Total
Gross-Farm Income**

Florida's No. 1 Industry



1967 CROP EXPECTED — 142 MILLION BOXES
LARGEST IN FLORIDA HISTORY — U. S. Govt. Estimate



DAIRY PRODUCTS — \$86 MILLION — LIVESTOCK \$83 MILLION **



126,088 PERSONS IN FARM HOUSEHOLDS PLUS
A LABOR FORCE OF 53,697. **

LIKE

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| <ul style="list-style-type: none"> Agrico Alcoa Aluminum Allied Chemical Co. Armour Agricultural Chemical Co. Ashcraft-Wilkinson Company Bartow Cattle Sales Black Magic Cattle Sales Chase & Company Fertilizer Chemagro Corporation Chevron Chemical Company Chilean Nitrates Consumers Co-op. Cypress Gardens Citrus Products Dixie Lime & Stone Company Dow Chemical Company Elanco Federal Crop Insurance Corporation Firestone Florida Angus Association Florida Fruit & Vegetable Association Florida State Fair Ford Tractor Geigy Agricultural Chemical Company | <ul style="list-style-type: none"> Ben Hill Griffin, Inc. Gulf Oil Corporation Hardee Livestock Market Hess and Clark International Harvester International Minerals & Chemical Co. Irrigation Equipment & Supply Marion County Cattlemen's Assoc. Massey Ferguson Okeechobee Cattlemen's Association Peaches of Florida Pure Oil Co. Race & Race, Inc. Rainbow Fertilizer Raticate Southern Nitrogen Company Southwest Potash Company Standard Oil Company Sunoco Grove Heater Virginia Carolina Chemical Company Verly Growers Wedo Containers |
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U. S. DEPT. OF COMMERCE
BUREAU OF CENSUS



FLORIDA'S HORN OF PLENTY GAVE THE ECONOMY \$145.7 MILLION **