

THE COMPLEAT RADIO MAN

Harold Fair sees radio as 'high-flying bird'
rather than 'depressed rhinoceros'

How radio soars for B & J advertisers

Safeway Stores, through the Omaha office, has upped its spot radio budget regularly for the past five years. Its

pattern: 30 30-second announcements weekly per station with most schedules on air 52 weeks per year, mainly day.

Public Service of Indiana, through the Indianapolis office, airs 470 one-minute commercials monthly on 21 sta-

tions with news adjacencies on a 52-week basis. Client, pleased with radio, is spending \$23,000 on it this year.

Sioux City office services 11 local radio accounts: Andes candies, Dividend Bonded gas, First Federal Savings

& Loan, Greater Siouxland Merchandising Council, plus jewelry, bread, car, dairy, stationery, banking firms.

Omaha headquarters of the agency services 24 radio accounts, most of them local. Budgets range from lows

of \$1,000 for a florist and a clothing store to highs of \$124,000 for Safeway, \$103,000 for Storz Brewing each year.