Monday-Friday

6:00 AM  Dan Clayton Show

10:00 AM  DON MCNEIL Breakfast Club

11:00 AM  Dale Dorman Show

3:00 PM  Johnny Mitchell Show

6:00 PM  ABC Radio News
Edward P. Morgan
KBTR News Special
Paul Harvey
Alex Drier
Tom Harmon Sports
Bob Considine

7:00 PM  Bud Ballou Show

all night long…

Tod Wallace

Sat. 6:00 AM  Bill Fortune Show
10:00 AM  George Michael Show
1:00 PM  Johnny Mitchell Show
6:00 PM  ABC Radio News
6:30 PM  Bud Ballou Show

Sun. 6:00 AM  Sunday in Denver
10:00 AM  Jerry Castro Show
12:00 N  Dan Clayton Show
6:00 PM  Johnny Mitchell Show

…and… 54 news programs every day!  78 news programs every weekend! …on KBTR Denver
A
PORTFOLIO
OF
KBTR
ALL-AMERICANS
Dan Clayton traveled more than half-way around the world before joining the other All Americans on KBTR. Born in the Bavarian Alps, Dan's parents brought him to the American "Alps" in Washington state at the start of the War. Dan's first taste of radio came while he was in the Navy, later in San Diego, and Las Vegas. It took Denver a hundred years to grow from a small mining community to the 24th city it is today... in just ten years Denver developed a truly cosmopolitan atmosphere and attitude. Dan Clayton, with his worldwide background speaks the right language for the new generation on his early morning show on KBTR.
...another ALL AMERICAN

PROFILE

KBTR

DALE DORMAN

Would you believe Homer, New York...in up-state New York?...Dale has some trouble in finding people who will believe that he was born in this hamlet, and just about as many people who will believe that he does not ski! But, at 23, KBTR's newest All American speaks the language of the tween-ager. he should, after all he belongs to the group. Dale, with skill and dexterity that belie his years, handles the important 3-6 PM time period and manages, while appealing to the interests of different listeners, to somehow reach the common denominator. Dale Dorman, the newest All American, recreates the excitement of the bazaar...the environment of all good selling.
JOHNNY MITCHELL

Johnny is a Denver old timer who just "naturally" settled in Denver following four years in the service as an instructor in swimming and in various aircraft units.

Following another few years with an organization programming some sixteen radio stations, Johnny came to KBTR where his show reflects his adventure background, recreating the sights and sounds, the soul and the excitement of the city he loves.

His three hours every day attract and keep all age groups...for the older, he gives memories, for the younger, action as modern as the minute they hear him.
...another ALL AMERICAN

PROFILE

KBTR

BUD BALLOU

Bud, although still under 25, has two children and is settled down in Denver to stay. He got his start in radio “back East” after attending Syracuse University where he majored in dramatic arts. Bud has had television experience too, and it has given him the master’s touch of “show biz” so evident on his KBTR show aired from seven to midnight.

Bud, with the little spare time he has, likes water skiing and flying, two hobbies he uses in his Boy Scout work.

Bud Ballou
...another ALL AMERICAN

PROFILE

KBTR

EV WREN

KBTR General Manager Ev Wren has spent twenty years in broadcasting and now heads up one of the unique radio stations in the country.

Ev owned and operated his own advertising agency in Denver for a number of years, then founded his own radio/TV production company.

Ev developed Formatic radio, in use now by over a hundred radio stations, worked with the Modernnaires, and produced the "radio a la carte" service for Mark Century.

KBTR's General Manager was production manager for WMCA when he first entered radio property management with WOLF in Syracuse. Later he headed up a six station chain.

Born in Steamboat Springs, Colorado, Wren is a well known skier, golfer and flyer. He is the father of four boys, a graduate of Denver University, and a respected member of the community.
30 NEWS PROGRAMS EVERY DAY

48 BANNERLINE NEWS REPORTS

24 MOBILE REPORTS

PLUS

The world-wide news facilities of the American Broadcasting Company

- Paul Harvey
- Edward P. Morgan
- Alex Drier
- Tom Harmon
- Bob Considine
EFFECTIVE MASSIVE
MERCHANDISING WITH A REACH
FULL CYCLE SELLING

There is no radio station in the Western United States so set up in depth to do a full cycle selling job for any advertiser as is KBTR. This All American radio station firmly believes that its purpose is to create ideas which will motivate people to buy goods and services. To this end, its entire staff is oriented to creating selling ideas.

With the full facilities of the Mullins Broadcasting Company behind your radio advertising schedule, you can be sure of the big reach in the central Colorado market.

KBTR
DENVER'S ALL AMERICAN

★ PREMIUMS
★ POINT OF SALE PLANS
★ CONTESTS
★ TELEVISION
★ MARKET STUDIES
★ OUTDOOR POSTERS
★ COMPLETE ART STUDIO
★ PRODUCTION STUDIOS
★ SPECIALIZED MAILINGS
Denver got its start over one hundred years ago when a band of Cherokee Indians, headed for California, found gold in Ralston Creek. It was the magic touch needed ...from a small settlement, to a mining community, to the truly cosmopolitan city of today...the lure of gold set the pace, the vigor of newcomers sustained it.

Today, more than twenty cities and towns make up the greater metropolitan Denver area...thousands enjoy uniquely different suburban living, mere minutes from jobs, recreation, educational and cultural interests. Renowned now for its excellent weather, Denver has an extremely economic climate as well. Over 1,500 manufacturers are here, and Denver is widely known as an international marketing location and financial nerve center.

Over a million people call Denver home, with 350,000 homes in the area, over 17% of them reporting incomes of $10,000 and 11% reporting incomes in excess of $15,000.

Here on the front range of the Rockies, the beauty of the Old West is blended with the cosmopolitan life of one of the nation's most beautiful areas. Really, the one spot in the nation, truly "America the Beautiful."
A STATION IS KNOWN
BY THE COMPANIES
IT KEEPS
AUTOMOBILES
Chevrolet
Ford
Plymouth
Buick
Cadillac
Oldsmobile
Pontiac
Rambler

BANKS
Bank of Denver
Central Bank & Trust
Lakeside National
First National Bank

DRUG STORES
Republic Rexall
Yarborough Drugs
Skaggs Drugs

DRUG PRODUCTS
American Home Products
Bronzatan
Coppertone
Lustre Creme
Cover Girl
Old Spice
Vicks
Wildroot
Noxema

DEPARTMENT STORES
The May Company
Howell's
Fashion Bar
Denver Dry Goods
Neusteters
Joslins
Montgomery Ward
Sears Roebuck
Gano-Downs
J. C. Penney

A STATION IS KNOWN BY THE COMPANIES IT KEEPS

BEVERAGES
Coca Cola
Pepsi Cola
Dr Pepper
Duffy's Drinks
Denver Beer
Hi-en Brau
Schlitz
Hamm's
Budweiser
Canada Dry
Lite
7-Up
Squirt
Vernor's
Colt 45
Hi Brau Beer

FOOD STORES
Safeway
National
King Soopers
Red Owl
7/11 Stores

FOOD STORE PRODUCTS
Rainbo Bread
Rosalita Foods
Loma Linda Foods
G&W Sugar
Foster Frozen Foods
Wrigley's
Dentyne
El Molino Foods
Vemp Flour

SHOPPING CENTERS
Brentwood
Villa Italia
University Hills
Lakeside
Hoffman Heights
Cherry Creek
Westland

TOBACCO PRODUCTS
Winston
Salem
Marlboro
Tarreyton
Lucky Strike
Camels

RESTAURANTS
Le Profile
Lafittes
Scotch & Sirloin
McDonalds
Griff's
Shakey's Pizza
Pizza Oven

HOME BUILDERS
Colorado Mountain Estates
Magnuson Homes
Perl-Mack Homes
Wood Brothers Homes
Witkins Homes

DIVERSIFIED CUSTOMERS
Firestone
Goodyear
Goodrich
Bulova Watches
Kinney Shoes
Colorado Potato Growers
Colorado Milk Producers
### THE CLASSIFICATIONS

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<th>Classification</th>
<th>Times</th>
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<tr>
<td>AAA</td>
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<tr>
<td>AA</td>
<td>MON-FRI 9:15 AM-4:00 PM</td>
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<td>A</td>
<td>SAT-SUN 6:00 AM-6:30 PM</td>
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<td>B</td>
<td>MON-SUN 6:30 PM-12 MID</td>
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### THE TOTAL AUDIENCE PLANS

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<th>Distribution</th>
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<th>PLAN II</th>
<th>PLAN III</th>
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<tr>
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<td>10</td>
<td>12</td>
<td>18</td>
</tr>
<tr>
<td>B</td>
<td>4</td>
<td>6</td>
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</tbody>
</table>

- PLAN I: 18 times per week, $160, 60's, $100, 30's
- PLAN II: 24 times per week, $190, 120
- PLAN III: 36 times per week, $230, 140

### THE BASE RATES

<table>
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<tr>
<th>Periods Per Week</th>
<th>AAA</th>
<th>AA</th>
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<tr>
<td>36</td>
<td>12</td>
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</table>

### THE NEWS CASTS

- AAA: The base rate plus $10 per unit
- AA & A: The base rate plus $7 per unit
- B: The base rate plus $4 per unit
- Bannerline: The base rate plus $1 per unit

### THE DISCOUNTS

- 60 and 30 second announcements – All time periods combine for frequency discounts.
- Minimum rate holder – five announcements weekly.
- Consecutive week discounts: 5 weeks - 5%, 13 weeks - 10%, 26 weeks - 15%, 52 weeks - 20%

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1089 BANNOCK STREET  
DENVER, COLORADO  
(303) 266-3601  

Rate Card 32