

What is an **influencible**?



Air University Library
Maxwell Air Force Base, Ala.
PROPERTY U. S. AIR FORCE

Part of the go-go crowd. The part that listens to Storz radio, then goes out and buys your product or service. The young moderns. The young marrieds. The crowd with shopping lists umpteen feet long, just waiting to be told their business is appreciated. So why not tell 'em? *Influence the influencibles.*® On a Storz station you talk to the most influenceable people so the word gets around faster because the go-go crowd responds.

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