



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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APR 6 1966

BC EXP 1/67
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What is an influencible?

A potential customer who listens to Storz radio. An influencible is a modern young adult, probably married, most certainly with buying power and a need and desire to buy many products and services. Storz radio effectively reaches more of these potential customers who are forming lifetime buying habits. **Influence the Influencibles®.** Get the response you want with Storz radio.

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STORZ



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(Blair)

KXOK St. Louis
(AM Sales)

WHB Kansas City
(Blair)

WTTX New Orleans
(Eastman)

KOMA Oklahoma City
(Blair)

WAM Mia
(Blair)