



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

The big boom in TV is in the daytime. p33
Radio's audience: Its cumes get big-league numbers. p40
1965 was another \$1 billion year for spot TV. p44
Network radio gets \$17.6 million in '65's 3d quarter. p45

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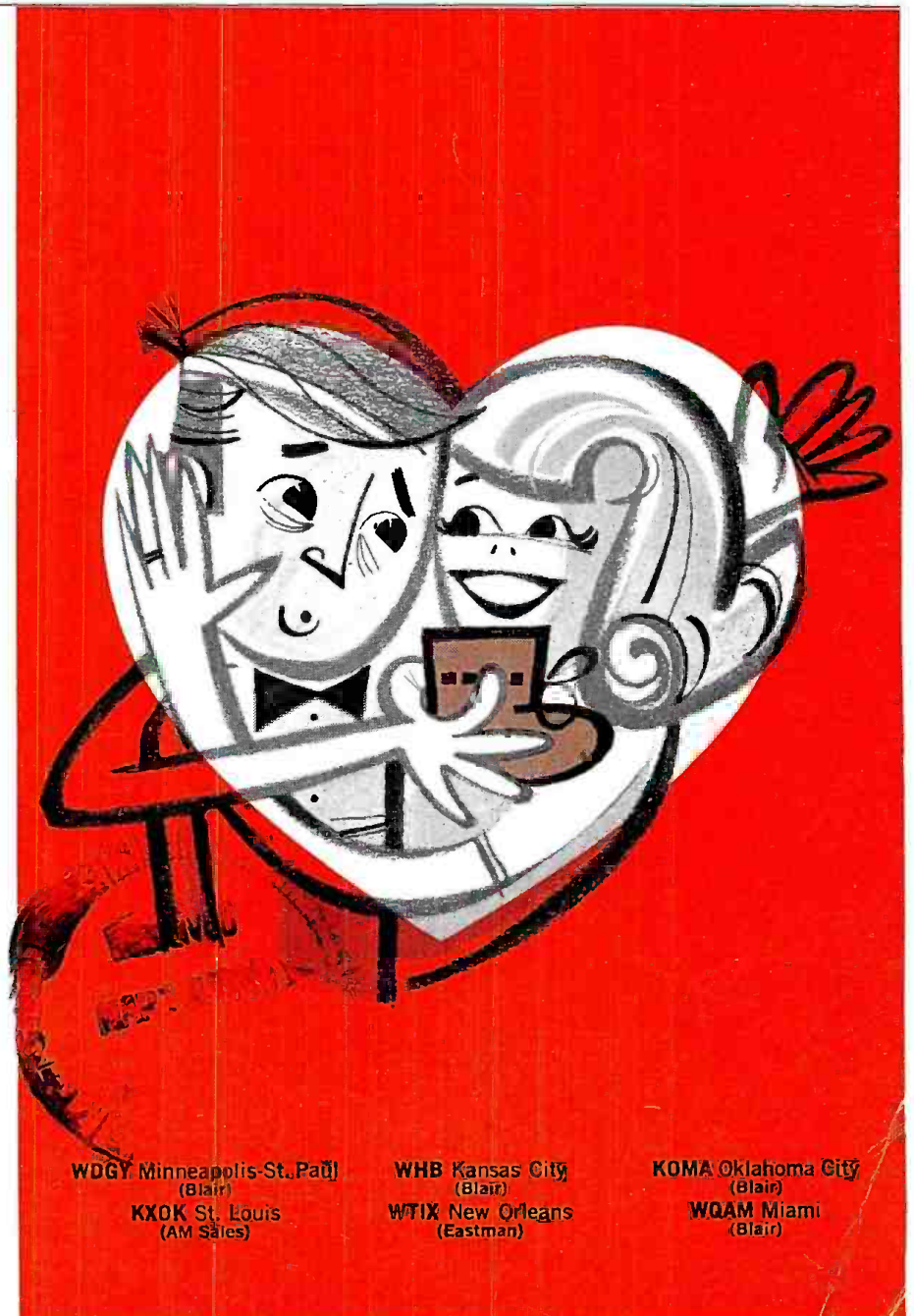
What is an influencible?

A radio lover. An influencible loves all kinds of radios. Car radios. Home radios. Away-from-home transistor radios. Most of all an influencible loves Storz radio. This young adult audience, many of them young marrieds with children, is influenced by your message on Storz radio.

Figure it out yourself. When you've got the buying audience, you've got the sale. *Influence the influencibles.*®

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STORZ



WDGY Minneapolis-St. Paul
(Blair)
KXOK St. Louis
(AM Sales)

WHB Kansas City
(Blair)
WTIX New Orleans
(Eastman)

KOMA Oklahoma City
(Blair)
WQAM Miami
(Blair)