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NEWSPAPER

Spot TV rallies in spurts, but market still seems sluggish. p25
Senate sends Public Broadcasting Act to the White House. p38
FCC's authority over CATV may be decided by Supreme Court. p56
AT&T seeks to boost rates for black-and-white service. p61

COMPLETE INDEX PAGE 7

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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