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THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE



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COME TO KXOK_{MO.} THE LAND EMPIRE WHERE THE RATINGS ARE ON THE RISEAND THE WOMEN ARE 18-39

MORE THAN 5,000,000 PEOPLE in parts of 7 states are within range of KXOK's radio signal. In fact, some advertisers who do not sell in the St. Louis metropolitan zone, use KXOK to sell in highly populated Central and Southern Illinois.

THE "BUYING YEARS." 52% of KXOK's morning audience are age 18-39. In the afternoon it's 47.4%. Most of the other leading stations are heavy with 40-plusses.

AND MORE LISTENERS EVERY DAY, drawn by KXOK energy, enthusiasm, news, public spirit and sound. Audience up 50% since the start of Storz programming on a clear trend up! Isn't that right, John Blair? "Right, Chet Thomas!"



630 kc, the Storz Station in St. Louis

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- WDGY**
Mpls.-St. Paul
- KOMA**
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