

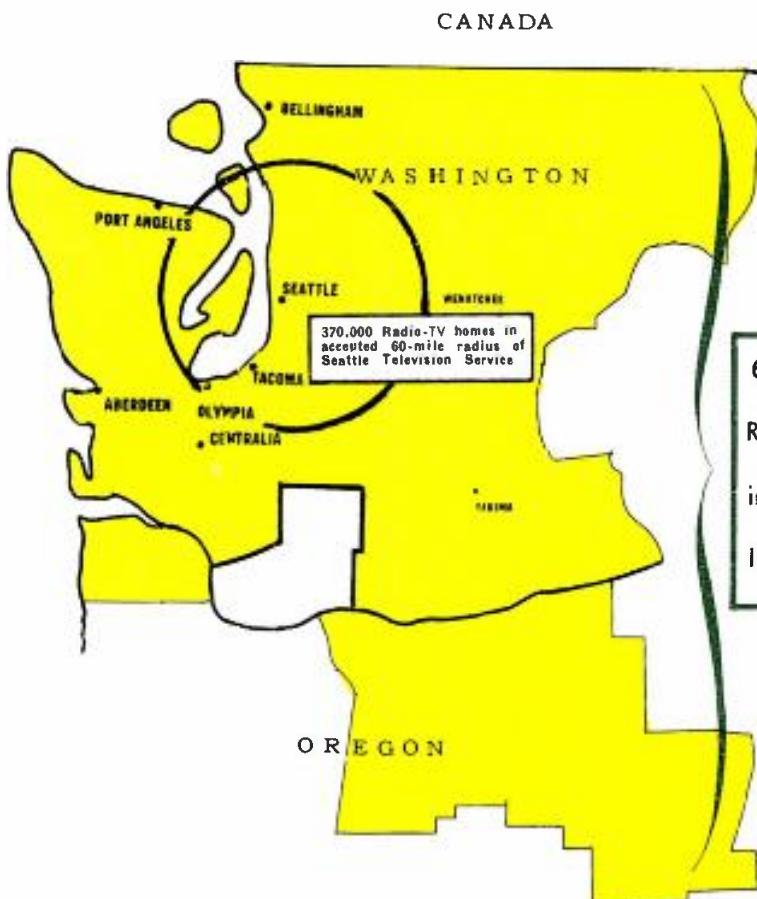
CBS Seattle **KIRO** One of the Nation's Great Stations

For the best buy in the Pacific Northwest

take a look at **KIRO**

Exclusive CBS Radio affiliate in Western Washington—50,000 watts

In one of the Nation's
Fastest Growing Markets
KIRO offers



618,000
Radio homes
in KIRO's proven
listening area

- 248,000 radio homes beyond the Seattle TV area with—
- \$548,000,000 more retail sales at—
- lowest cost per thousand of any medium

KIRO's listeners all over have remained loyal because, through the years, KIRO has performed more services for more people than any other station in this area. ——— See following pages ———→