

HOLD YOUR  HAT! WE'VE DONE IT AGAIN

CALIFORNIA'S *3 for 1* STATION



No. 1

KRAK

50,000 WATT CLEAR CHANNEL RADIO



**HERCULES
BROADCASTING
COMPANY**

IN 17-COUNTY PULSE

Oct. - Nov. 1969

KRAK'S more than No. 1!

KRAK is California's one-station network

There are more than 30 AM stations in KRAK'S California bailiwick, but you can buy KRAK alone and get top-station coverage of the entire 17-county area. That's what the latest (October-November 1969) Pulse shows. KRAK is No. 1, both Metro (6 a.m. to 7 p.m.) and 17-county. So, at rates based on a Sacramento buy, you get two other major markets plus top-station coverage of the rich Sacramento Valley. That's it. Buy one, get two free . . . and a lot more to boot. Now you can be a hero. Ask your HR Man for details, *including the lovely demographics!*

*Confirmation
11-28-72
JRH*



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