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BY **BILL ZWECKER** Sun-Times Columnist

KING OF BAGELS? Now that **Larry King** is going to be stepping down from his weeknight show, the veteran broadcaster will be boosting bagels. The New York native recently invested in the Original Brooklyn Water Bagel Co., which is planning to expand nationwide. The firm makes its bagels with water that *Dead line.com* reports "replicates" the water from the New York borough. King is so keen on the product he plans to make TV commercials for it, as well as other major marketing moves.

Unique Monthly Visitors: 2,673,095

<http://www.suntimes.com/entertainment/people/2455578,CST-FTR-zp02.article>