



in all the world of radio
this man is closest
to the people of america

Some call him "disc jockey." Others prefer "personality."

Both designations are too limiting. He is more:

He is friend, companion, confidant.

He is teacher, counsellor, shopping guide.

He is entertainer, public servant.

He serves the housewife, the handicapped, those who toil by night.
Apart from his air salesmanship, he is often a talent in his own right.

His audiences accept him as one of the family.

They write him; they hang on his words.

He has great responsibility.

He lives up to it.

the storz stations salute
the disc jockeys of america

*on the eve of the First Annual Pop Music Disc Jockey Convention
and Programming Seminar, to be held under Storz Station
Sponsorship, March 7-8-9, 1958, in Kansas City, Missouri*