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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 Stations sponsorship,
March 7-8-9, 1958, in Kansas City, Missouri