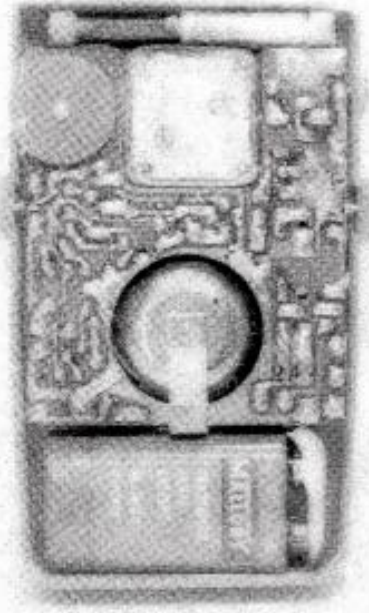


why does this
radio sound different
in Kansas City
and St. Louis?



because of Storz

Storz Station concepts with a regional flair give KXOK the largest audience of any independent St. Louis radio station. (Reference: Pulse)

Storz Station concepts with a regional flair have given WHB nine consecutive years of unrelieved, unchallenged dominance of the Kansas City area.

(Reference: Every survey taken during that period.)

Storz Station concepts (originally a product of the Heart of America) . . . make radio different and more productive for advertisers . . . not only in St. Louis and Kansas City . . . but in four other leading markets as well. One word says it all:

STORZ
WHB | KXOK

Kansas City St. Louis

Represented by: John Blair & Co.

Also: KOMA, Oklahoma City WTIX, New Orleans WDGY, Minneapolis-St. Paul WQAM, Miami

KOMA, WDGY, WQAM—represented by Blair. WTIX, represented by Eastman.