

SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE

St. Louis has 2 stations with
2 K's in the call letters.

2 stations share a K, an X and an O.

Nine have a K in common.

DON'T CONFUSE KXOK

WITH ANY OTHER ST. LOUIS RADIO STATION

(KXOK IS THE STORZ STATION!)

■ The station that alone among all U.S. radio stations was present in President Kennedy's office to receive the National Recreation Association's award . . . is KXOK.

■ The station whose audience has jumped 50% since the start of Storz Station creativity . . . is KXOK.

■ The station which a number of advertisers

(who don't sell in St. Louis) use for its thousands of listeners in Missouri and Illinois . . . is KXOK.

■ The station that's brought technical broadcast efficiency to a new high . . . is KXOK.

■ The station with the sound and spirit of St. Louis . . . energetic, enthusiastic, public-spirited, and motivating . . . is KXOK.

The representative who can dispel all confusion about St. Louis radio . . . is BLAIR or talk to KXOK Gen. Mgr. CHET THOMAS

KXOK

630 kc, the Storz Station in St. Louis

AFFILIATED WITH

WHB
Kansas City

WDGY
Mpls-St. Paul

KOMA
Oklahoma City

WTIX
New Orleans

WQAM
Miami

ADVERTISING ENTERS AGE OF COMPUTERS

Impact on radio/tv of BBDO method to select media via computers will be far-reaching

Page 25

Why we don't buy by the numbers: Part two: radio

Page 30

Harvard man becomes tv tough guy

Page 32

Ted Bates' aim: fresh faces for tv commercials

Page 36