

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

OKLAHOMA CITY'S

ONLY

50,000 WATT

RADIO STATION

IS NOW A

STORZ STATION

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ANA WANTS MORE CREATIVITY IN 1959 CAMPAIGNS

Advertisers with '59 budgets of \$1½ billion meet at Hot Springs, say greatest need is for more creative use of all media, and for better commercial copy

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Noble-Dury puts tv image first, makes product fit

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Are you making full use of your local ratings?

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Videotown loves morning radio says C&W report

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THE NEW

K | O | M | A

50,000 WATTS
clear channel
Oklahoma City

Storz Station proven programming with 50,000 watt (clear channel) to create the big, bright new station in America's 48th market. KOMA General Manager Simpson.

the STORZ STATIONS

WDGY, | WHB, | KOMA, | WTIX, | WQAM,
Minneapolis-St. Paul | Kansas City | Oklahoma City | New Orleans | Miami

Todd Storz, President, Home Office, Omaha • WDG, WHB, WQAM represented by John Blair & Co. WTIX represented by Adam Young Inc.

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