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THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

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30 ROCKEFELLER PLAZA, NEW YORK, N.Y.

New KOMA  
Oklahoma City's only 50,000 watt  
station proudly  
announces the  
appointment of

JOHN BLAIR & CO

as national representatives  
effective January 1, 1959

# K|O|M|A

50,000 WATTS clear channel

Oklahoma City

Jack Sampson, General Manager

## ELGIN'S XMAS BABY SELLS ALL OVER TV

JWT's heartwarming one-minute commercials with year-old Michael Lang, of Chicago are scheduled on six high-rated network programs plus spot.

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## Radio wallops newspapers in new study

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## How Cyanamid sells to the "Farmer's friend"

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## Edsel's Fox faces a tough ad job

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One  
of the  
**STORZ**  
Stations

Todd Storz, President  
Home Office: Omaha  
**WDGY** Minneapolis-St. Paul  
**WHB** Kansas City  
**KOMA** Oklahoma City  
**WTIX** New Orleans  
**WQAM** Miami

WOGY, WHB, KOMA, WQAM  
represented by John Blair & Co.  
WTIX represented by Adam Young Inc.