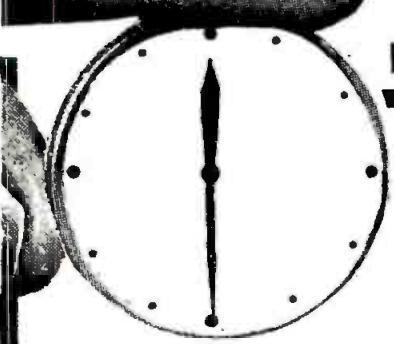


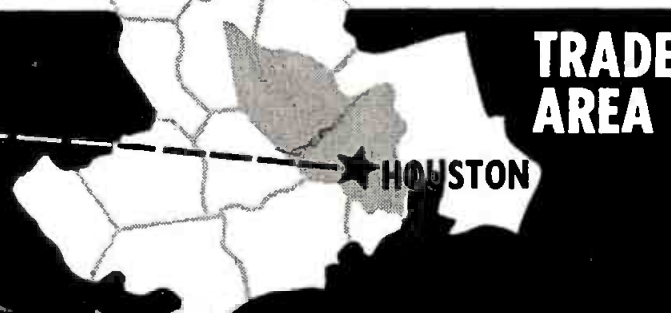

K-NUZ **1ST** **Where It Counts!***



No. 1 6:00 AM-6:00 PM
MONDAY Thru FRIDAY


* **NIELSEN-December, 1958**

K-NUZ *Covers* **96% OF THE ENTIRE HOUSTON**

TRADE AREA

K-NUZ **STILL THE LOWEST COST PER THOUSAND BUY!**



HIGHEST RATING FOR ADULT AUDIENCE WITH SPENDABLE INCOME!

74% of K-NUZ Audience is Middle & Upper Income
*Special Pulse Survey (Apr.-May, 1958)
84% of this Audience is ADULT Men and Women
*Nielsen (June, 1958)

Kay-News
K-NUZ
Radio Center
Houston's 24-Hour
Music and News

National Reps.:
FORJOE & Co.—

New York • Chicago
Los Angeles • San Francisco
Philadelphia • Seattle

Southern Reps.:
CLARKE BROWN CO.

Dallas • New Orleans • Atlanta
In Houston:
Call Dave Morris
JA 3-2581

U. of Florida, Gainesville. (April 27 is Broadcasters Day).
April 29—Comments due on FCC proposal to prohibit networks from representing tv stations other than their own in spot representation field. Docket No. 12,746.
April 29-30—International Advertising Assn. convention, Hotel Roosevelt, New York.
April 30-May 2—Alabama Broadcasters Assn., Buena Vista Hotel, Biloxi, Miss.
* April 30-May 3—American Women in Radio & Television, annual national convention, Waldorf-Astoria Hotel, New York.
April 30-May 3—4th district, Advertising Federation of America, Tides Hotel & Bath Club, St. Petersburg, Fla.

MAY

May 1—National Radio Month opens.
May 1—National Law Day.
May 1-3—Texas Assn. of Sigma Delta Chi, Hotel Galvez, Galveston. Annual meeting.
May 4-6—Assn. of Canadian Advertisers, annual conference, Royal York Hotel, Toronto, Ont.
May 4-8—Society of Motion Picture & Tv Engineers, semi-annual convention, Fontainebleau Hotel, Miami Beach, Fla. Theme will be "Films and Television for International Communications."
May 6—National Academy of Television Arts & Sciences, 11th annual Emmy awards presentation on NBC-TV, 10-11:30 p.m. (EST).
* May 6-9—Ohio State U. Institute for Education by Radio-Tv, Deshler-Hilton Hotel, Columbus, Ohio.
May 7-8—Kentucky Broadcasters Assn., Sheraton-Seelbach Hotel, Louisville.
* May 7-9—5th district, Advertising Federation of America, convention, Hotel Frederick, Huntington, W.Va.
May 12—Wisconsin Fm Clinic, Center Bldg., U. of Wisconsin, Madison.
May 13-15—Pennsylvania Assn. of Broadcasters, Bedford Springs. Frank Palmer, WFBG-AM-TV Altoona will direct panel on reduction of operating costs and Ralf Brent, WIP Philadelphia, will be chairman of panel on service to local advertiser. Presidents from adjoining state associations will attend.
* May 14—Virginia AP Broadcasters, spring meeting, National Press Club, Washington, D.C.
May 16-17—Illinois News Broadcasters Assn., spring meeting, Southern Illinois U., Carbondale; also, United Press Intl. business meeting.
May 20-22—Assn. of National Advertisers, spring meeting, Edgewater Beach Hotel, Chicago.
May 21-23—Montana Radio Stations Inc., Great Falls.
May 21-23—Electronic Industries Assn., annual convention, Sheraton Hotel, Chicago.
May 24-27—Associated Business Publications, annual meeting and management conference, Skytop Lodge, Skytop, Pa.
May 28-31—Second Annual Radio Programming Seminar and Pop Music Disc Jockey Convention, Americana Hotel, Miami, Fla. Speakers will include Matthew J. Culligan, NBC Radio executive vice president, and Gordon McLendon, head of McLendon station group. Storz stations are sponsoring seminar with Bill Stewart, Kilpatrick Bldg., Omaha, Neb., as convention coordinator.

JUNE

June 1-3—National microwave symposium, Professional Group on Microwave Theory & Techniques, Boston Section, Paine Hall, Harvard U., Cambridge, Mass.
* June 3-5—Armed Forces Communications & Electronics Assn., annual convention, Sheraton-Park Hotel, Washington, D.C.
June 7-10—Advertising Federation of America, annual convention, Hotel Leamington, Minneapolis.
June 9-11—National Community Television Assn. annual convention, Mayflower Hotel, Washington, D.C.
* June 12-16—National Federation of Advertising Agencies, annual convention, Chatham Bars Inn, Chatham, Mass.
* June 13-14—UPI Broadcasters Assn. of Texas, annual meeting, Hilton Hotel, San Antonio, Tex.
June 14-17—National Industrial Advertisers Assn., national convention, Fairmont and Mark Hopkins Hotels, San Francisco.
June 17-19—American Marketing Assn., national conference, Hotel Statler, Cleveland.