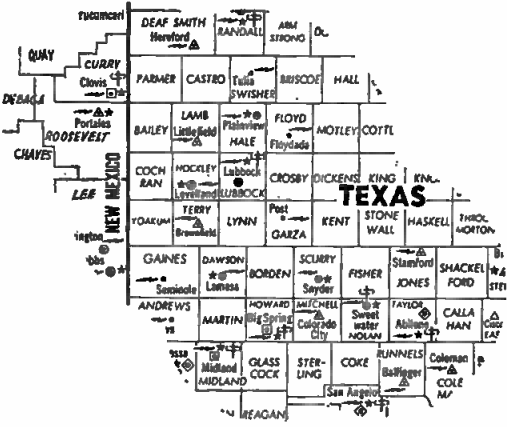




KICA-TV



West Texas Television Network

Station	Population	Families	Effective Buying Income	Retail Sales
KDUB-TV	658,700	181,400	\$1,188,034,000	\$833,529,000
KPAR-TV	385,100	111,700	641,821,000	469,786,000
KEDY-TV	288,900	82,400	555,248,000	409,175,000
KICA-TV	121,700	32,600	209,801,000	161,949,000
TOTAL	1,454,400	408,100	\$2,594,904,000	\$1,974,439,000

Set Count

KDUB-TV 166,902
 KPAR-TV 99,213
 KEDY-TV 73,110
 KICA-TV 21,860

TOTAL 361,085

with ONE single purchase!

WEST TEXAS TELEVISION NETWORK

KDUB-TV
LUBBOCK, TEXAS

KPAR-TV
ABILENE - SWEETWATER

KEDY-TV
BIG SPRING, TEXAS

KICA-TV
CLOVIS, NEW MEXICO

NATIONAL REPRESENTIVE
THE BRANHAM COMPANY

W. D. "Dub" Rogers, President and Gen. Mgr.
 R. S. "Bud" Nielsen, General Sales Manager
 John Henry, National Sales Manager

ton-Seelbach Hotel, Louisville.

May 7-9—5th district, Advertising Federation of America, convention, Hotel Frederick, Huntington, W.Va.

*May 8—Deadline for comments to FCC on day-time radio stations' request to operate from 6 a.m.-6 p.m. or sunrise-sunset, whichever is longer. (Extended from April 8 deadline, previously announced). Docket 12,729.

*May 8—Connecticut Broadcasters Assn., Waverly Inn, Cheshire.

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—Sigma Delta Chi annual banquet ceremony, Ambassador West Hotel, Chicago. James A. Byron, news director of WBAP Fort Worth and president of fraternity, will present bronze medallions and plaques to winners of 1959 SDX distinguished service in journalism awards in 15 categories.

May 14—U. of Michigan Advertising Conference. Agency and advertising executives will appear as panel leaders. Michigan advertising groups are cooperating.

*May 14-15—Nebraska Broadcasters Assn., annual convention, Cornhusker Hotel, Lincoln.

May 16-17—Illinois News Broadcasters Assn.,

spring meeting, Southern Illinois U., Carbondale; also, United Press Intl. business meeting.

May 20-22—Electronic Industries Assn. 35th convention, Sheraton Hotel, Chicago. Fred R. Lack, past EIA director, will receive 1959 EIA Medal of Honor.

May 20-22—Assn. of National Advertisers, spring meeting, Edgewater Beach Hotel, Chicago.

*May 21—Oral argument before FCC en banc on Miami ch. 10 case involving charges of behind-the-scenes wirepulling. Initial decision by Examiner Horace Stern recommended grant to Public Service Television Inc. (National Airlines Inc.) be revoked and allegations of ex parte representations by applicants be weighed against them in new comparative hearing. Docket No. 9321 et al.

*May 21—National Assn. for Better Radio & Television, tenth anniversary dinner meeting, Statler-Hilton, Los Angeles. Dr. Garry Cleveland Myers, editor, Highlights for Children magazine, will be chief speaker.

May 21-23—Montana Radio Stations Inc., Great Falls.

May 21-23—Electronic Industries Assn., annual convention, Sheraton Hotel, Chicago.

*May 29-31—Second Annual International 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; NAB President Harold E. Fellows; three station representative executives—John Blair, Robert Eastman and Adam Young.

OPEN MIKE

Rating the tv picture

EDITOR:

I was naturally quite interested in the comments on pages 59 and 60 of the March 23 issue . . . regarding the TASO session at the NAB convention. Although the general coverage of the session was accurate, in a couple of places under the general heading of "other highlights of the TASO panel," the remarks attributed to our speakers were not correct.

First, it is reported that we stated that "visual power should be increased from the present two-to-one to four-to-one." Actually, TASO took no stand regarding the preferred picture-to-sound power ratio. A large amount of information was presented regarding the influence of this ratio on lower adjacent channel interference receiver performance and transmitter economics, but decisions regarding this and all other standards are the responsibility of FCC and not of TASO.

Second, it is reported that we stated that "engineers are less critical of picture quality than householders. On the average, engineers rated a picture as better by 20% than the layman." Actually, the contrary is the case. We reported that on the average, the engineers rated a picture lower than the householder by 0.13 step on a six-point scale of picture quality. We had expected the engineers to be much more

critical than the householder and were surprised that the difference found was not greater. Nevertheless, on the average the engineers were still slightly the more critical of the two groups.

George R. Town
 Executive Director
 Television Allocations Study
 Organization, Washington

Declaration of independence

EDITOR:

STORY IN MARCH 30 ISSUE RELATIVE TO DON LEE AFFILIATES (PAGE 27) IN ERROR AS REGARDS KPUG. KPUG DROPPED ALL NETWORK AFFILIATION JAN. 1. WE LIKE OUR INDEPENDENCE AND DON'T PLAN TO HOOK UP WITH MUTUAL OR GO OVER TO ABC AS STORY LISTS US AS DOING.

JOHN R. DIMEO
 GENERAL MANAGER
 KPUG BELLINGHAM, WASH.

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