When the surveys indicate that WHBF am. fm. tv.

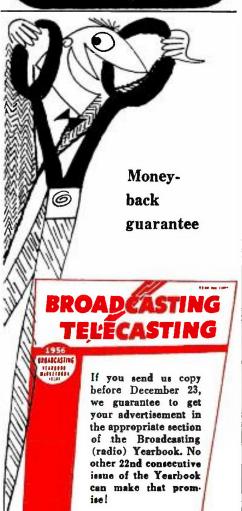
is the

"Quad-Cities' Favorite"

... we believe that this distinction has been earned and achieved through the 25 years of continuous, reliable WHBF service in the broadcasting of news, education and entertainment to an appreciative Quad-City community ... now 1/4 million people.

Les Johnson, V.P. and Gen. Mgr.





Court Order Halts Bankrupt KTVQ (TV)

BANKRUPT KTVQ (TV) Oklahoma City ceased operation Dec. 15 under court orderbut it didn't go down without a fight. In a "last minute" maneuver to stay on the air and recoup "severe" financial losses, the ch. 25 station asked the FCC for special authority to operate on educational ch. 11 Tulsa until the permittee, Oklahoma Educational Tv Authority, is ready to commence operation with its

KTVQ, which has been operating under a trusteeship since December 1954, was ordered by the U. S. District Court for western Oklahoma, to cease operation unless authorized to operate on a vhf channel. As the FCC did not act on KTVO's request, the station was bound by the court order to get off the air. Both the Oklahoma Educational Tv Authority and the Joint Committee on Educational Tv filed with the Commission objections to KTVQ's proposed Tulsa operation.

KTVO, ABC-TV affiliate in Oklahoma City, reported that since the date of trusteeship its losses have been about \$115,000. Other operating stations in Oklahoma City are KWTV (TV), ch. 9, and WKY-TV, ch. 4.

KTVQ cancelled commercial programming to air a special telethon Thursday evening before conforming to the court order. The telethon carried appeals to viewers, utilizing talent, interviews and other features to dramatize its "uhf problem" and asking viewers to express their comments.

Troy Hoskins, KTVQ sales and acting manager, told BoT that cessation of operation would result in the loss of about 80% of ABC-TV programming to Oklahoma City viewers. Mr. Hoskins declared that sufficient funds to enable KOED-TV to commence operation would not be available until 1957, when the legislature again meets, but that if the educational group could have raised the money before that time KTVQ would have relinquished the channel.

Mr. Hoskins said he contacted Oklahoma Gov. Raymond A. Gary, the local mayor, councilmen, advertisers, agencies and others inviting comments on whether Oklahoma City viewers should be "deprived of a third vhf station.'

KTVQ said it was prepared to continue operation from its present studios in Oklahoma City, renting the tower and transmitter of deleted ch. 19 KMPT (TV) Oklahoma City if FCC had granted its bid for the Tulsa channel.

Blair Presentation Explains Penetration of Farm Radio

THE VALUE to advertisers of reaching the farm market through local farm radio programs is pointed up in a new John Blair & Co. slide presentation previewed in New York last week.

Titled "Farm Service Radio-Immediate Road to Greater Farm Sales," the presentation is part of the station representation firm's overall effort designed to show that the future of radio lies in local radio that is tied to local personalities. Before the presentation, Wells H. Barnett Jr., assistant to the president, pointed out that Blair represents 39 radio stations, of which 25 have farm directors or carry farm programs.

Albert C. Long, sales executive of Blair, provided commentary to the presentation, which emphasized three main points. These were that farm radio provides vitally needed information to the farmer; gives him this news and data speedily, and focusses its attention on local developments in the community.

The presentation also stressed that only radio penetrates the whole farm market. It claimed that radio reaches 98% of all farm homes, while television is available to only one out of two homes, and even combinations of farm publications cannot deliver the whole farm market.

The importance of radio farm directors was highlighted in the presentation. It asserted that farm directors are qualified agricultural experts and often influential local leaders who share the farmer's life and "talk his language." The presentation concluded with case histories of several advertisers who have successfully used farm service radio.

Mr. Barnett reported that the presentation has been shown to some advertisers and agencies in the past few weeks, and will be given to many of the 150 companies that have used farm radio in the past. The presentation also will be shown to potential sponsors in the consumer products and service fields.

Larson Named to New Post With Meredith Co. Stations

APPOINTMENT of Alfred Larson, commercial manager of KPHO-TV Phoenix, Ariz., as assistant to the director of radio and television for the Meredith Publishing Co. was announced

last Friday by Payson Hall, Meredith treasurer and director of radio and television.

Mr. Larson will assist in the coordination of policies and operations of the Meredith broadcasting group consisting of KPHO-AM-TV Phoenix; WHEN - AM - TV Syracuse, N. Y.; WOW-AM-TV



MR. LARSON

Omaha, and KCMO-AM-FM-TV Kansas City,

Howard Stalnaker, commercial manager of KPHO, will succeed Mr. Larson as KPHO-TV commercial manager.

Other promotions at KPHO-AM were announced by Richard Rawls, general manager. They are the appointments of Gene Spry as assistant manager; Gene Packer as commercial manager; John Crowley as national sales manager, and John Green as program director.

KSON Promotes Executives

RABELL ENTERPRISES, licensee of KSON San Diego, has announced three personnel changes: Dorothy Rabell has been appointed executive vice president; Emery Chase, station manager, named vice president in charge of sales, and Jack Rathbun, operations director, appointed vice president in charge of operations. KSON reports a 35.8% increase in advertising revenue for the first 11 months of 1955 over the same 1954 period.

WCDJ Edenton, N. C., on Air

WCDJ Edenton, N. C., has gone on the air as a 1 kw daytime operation on 1260 kc. Officers of Colonial Broadcasting Co., which operates the station, are Ray A. Childers, president and commercial manager; William E. Johnston, general manager; Harry M. Doggette, program director and promotion manager, and Max H. Barnes, chief engineer.