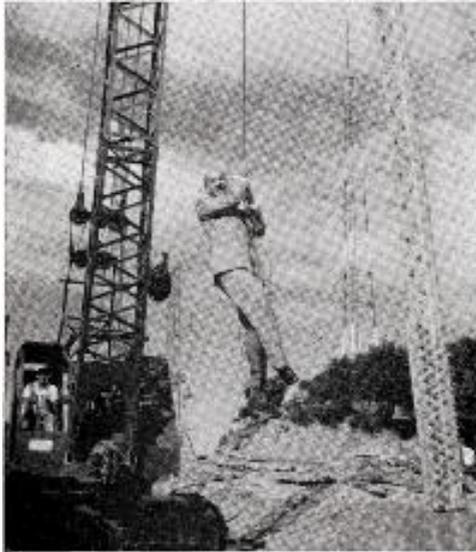


was engaged in building a \$450,000 studio and office building in Grand Rapids, of which \$156,000 had been paid out for construction, and \$118,000 committed for furnishings. It also disclosed that company has leases for studio and other space costing it \$36,800 annually.

The book value of the stock was set at \$648.198 (\$1.07 per share) for the 151,800 common and the 455,400 Class B common outstanding.



SWING AND SWAY with Tom McCray might best describe the antics of the KRCA (TV) Hollywood general manager as he inspects the first piece of upright steel that will form the 450-foot base of the station's new transmitter tower atop Mt. Wilson, which is scheduled to be in operation next month.

Nathan Cook, WIBX, Dies

FUNERAL SERVICES were held in Utica, N.Y., last Monday for Nathan W. Cook, 70, national sales and promotion manager for WIBX Utica-Rome. Mr. Cook died suddenly at his home in Utica on Nov. 19.

Mr. Cook, who entered the radio field in 1929, had been associated with WIBX since 1934.

He is survived by his wife, Mrs. Clarynda Rowland Cook, and two daughters, five grandchildren and a brother.

WMAQ 'Blanket' Coverage To Be DJ Show Feature

SALES PLAN offering advertisers "blanket" weekend coverage of an estimated three-and-a-half million listeners for each group of 20 announcements on its disc shows was announced by WMAQ Chicago last week.

Called the "20 plan," the package contains 20 one-minute spots in four selected blocks of time on Saturday and Sunday at a total cost of \$500, or roughly 15 cents per thousand listeners, according to Charles Dresser, WMAQ and WNBQ (TV) sales director.

Advertisers must buy a minimum of 10 spots for any given weekend, with announcements limited to one each half-hour period. The station has set aside five hours Saturday and three hours and 15 minutes Sunday during record programs featuring five different WMAQ disc m.c.'s.

KOTV (TV) to Commemorate Fifth Year, Power Boost

KOTV (TV) Tulsa, Okla., has completed conversion to 100 kw from 16.5 kw and has increased its coverage from 9,000 to 24,000 square miles, C. Wrede Petersmeyer, KOTV Inc. president, reports. Its tower reaching 1,328 feet above average terrain, and the \$500,000 transmitter are both to be made available to educational KOED (TV) Tulsa when it goes on the air.

Tomorrow (Tuesday) the station has scheduled ceremonies, with Oklahoma's governor participating, to commemorate both the power increase and the station's fifth anniversary.

KTRK-TV Linked by Bell

KTRK-TV Houston has been connected to the Bell telephone system's nationwide intercity television facilities, bringing to 349 the number of stations and 226 the number of cities now capable of receiving live network programs, the Long Lines Dept. of AT&T announced last week.

WKNB-TV Readies for 210 Kw

WKNB-TV New Britain, Conn., is completing installation of equipment to increase its power from 20 kw to 210 kw, according to Peter B. Kenney, general manager of the ch. 30 station. The station estimates its set count is presently 220,000.



THE NEESE Sausage Co. of Greensboro, N. C., enters tv for the first time in its 29-year history and agrees to sponsor *Waterfront* on WFMY-TV Greensboro on alternate weeks with the Streitmann Biscuit Co. of Cincinnati. At the signing are (l to r): seated, Bob Neese, vice president; Homer Neese, president and sales manager; standing, Fred Fischer, WFMY-TV sales representative; Don Pierce, announcer, and Bill Baskerville, commercial manager.

Hoffman Heads KOVR (TV)

LES HOFFMAN, president of Tv Diablo Inc., permittee of KOVR (TV) Stockton, Calif., has been elected chairman of the board, it was announced last week. A. E. Joscelyn, executive vice president and general manager of the ch. 13 outlet, has been elected president succeeding Mr. Hoffman. Mr. Joscelyn will be located in Los Angeles.

Terrie H. Lee, former assistant manager of WFAA-TV Dallas, has been named general manager and executive vice president of KOVR, succeeding Mr. Joscelyn.



CONTRACTING for exclusive use of Dr. Irving Krick's weather service at KLZ-TV Denver, Colo., are (l to r): Paul J. Caubin, general manager, Krick meteorological service; Jack Tipton, KLZ-TV sales manager; Clayton Brace, KLZ-TV program manager, and Phil Hoffman, KLZ-AM-TV manager. Krick service includes seven-day forecasts and picture illustrations of forthcoming weather.

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