WPAT at 93

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24 hours a day

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WPAT at 93
PATERSON, NEW JERSEY

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Passaic Clifton, N. J.

WKY PLANS
New Building and Studios

PLANS for construction of a new building to house studios and offices of WKY Oklahoma City have been announced by E. K. Gaylord, president of the Oklahoma Publishing Co. The plans also call for construction later of new studios and other facilities for the firm’s WKY-TV, Mr. Gaylord said.

The move was made after the directors decided, during their annual meeting, not to renew the lease on the present WKY space in the Skirvin Tower, Mr. Gaylord said. WKY, ABC affiliate, has been in the Skirvin Tower since 1936. Studios of WKY-TV, on the air commercially since June 6, 1949, now are located in The Little Theatre of Oklahoma City’s Municipal Auditorium.

Two new directors of the Oklahoma Publishing Co. were named during the annual meeting. They are Don C. Dickinson, vice president of the Security Trust and Savings Bank, San Diego, Calif., and O. C. Brown, advertising director of the Oklahoma Publishing Co.

‘BARGAINS’
Close Scrutiny Planned

CLOSE SCRUTINY of radio commercials offering sensational “bargains” is being planned by the Better Business Bureau of New York City, according to Hugh R. Jackson, president, in the BBB’s monthly memo.

Mr. Jackson noted that a recent radio commercial offering “sensational five giant inflated toy animals” for a dollar brought the Bureau a flood of complaints. Such listener reaction has inspired the “close scrutiny” policy, he indicated.

W. ROSENBLATT, also one of firm’s original directors.

JOHN F. HOGAN, recently manager of Newell-Smnett’s industrial department, establishes his own consulting service on industrial and trade advertising. Services, located at 245 East 17 St., New York, is offered to both agencies and industrial companies, he said.

ELECTROVOX Co., East Orange, N. J., announces production of new shape-phonograph needle tip which will play both microgroove and standard record grooves with equal fidelity, firm claims.

HARRY J. MAYER, former manager of technical products service of RCA Service Co., Chicago district, appointed New York district manager of company’s technical products service division. He is succeeded in Chicago by FRED W. WENTKER, formerly of company’s Camden, N. J., offices. WILLIAM F. HARDMAN, former New York district manager, named special representative in Washington.

P. L. ALGER, MARSHALL ANDERSON, T. M. LINVILLE, C. H. RIDGLEY and F. P. WILSON Jr., named staff assistants in General Electric Co’s Apparatus Dept., Schenectady, N. Y.

LEE McCANNE, vice president of John M. Emmett’s district, announces production of new, low-priced magnetic tape recorder. Unit is light and compact and has list price of $99.50.

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