

# Allied Arts



**DAVID H. LION**, vice president of Spectrolux Television Corp., resigns to join Fletcher Smith Studios Inc., New York. He will be director of sales and producer on special accounts.

**JACK STEWART**, formerly head of his own Hollywood agency, and before that director of radio writers department of William Morris Agency, Beverly Hills, Calif., joins Frank Cooper Assoc., Hollywood, as executive. He will specialize in building of radio and television programs.

**GREY ADV.**, New York, signs with A. C. Nielsen marketing research firm for its Class A national radio index.

**LAWRENCE L. SYNNE**, vice president and program director of International Trans-Video, New York television packaging company, resigns his post to re-enter advertising agency field as TV production executive.

**JACK LOW**, teacher at Hal Styles School of Radio and Television, Beverly Hills, Calif., is the father of twins, Jack and Jill.

**HARRY S. GOODMAN Productions**, New York, announces assumption of sole sales rights in U. S. and possessions of *Doctor's Orders*, series of 52 quarter-hour transcribed programs.

Series produced by Radio Providence, Providence, R. I.

**MCA Artists Ltd.**, New York obtains *It's in the Bag*, new daytime TV program, for representation. Show is owned and produced by **WILLIAM VON ZEHLE**.

## Equipment

**EDMOND G. DYETT Jr.**, production manager of Hermon Hosmer Scott Inc., Cambridge, Mass., elected director and assistant treasurer of firm, which makes Dynaural amplifiers, noise suppressors and pocket-size sound level meters.

**MICHAEL J. KINGSLEY**, executive vice president of Vidcraft Television Corp., New York, TV set manufacturer, promoted to presidency of firm. He also has been corporation's general manager since its start in August 1948. He succeeds **LEOPOLD GODOWSKI**, retiring president who has been elected board chairman. **JAMES STEWART**, retiring chairman, elected chairman of company's executive committee. **MARVIN R. LIVINGSTON**, director since company's inception, elected secretary, succeeding **ARTHUR W. KANN**, who continues in his original capacity of treasurer. Elected vice president was **ROBERT**

**W. ROSENBLATT**, also one of firm's original directors.

**JOHN F. HOGAN**, recently manager of Newell-Emmett's industrial department, establishes his own consulting service on industrial and trade advertising. Service, located at 345 East 17 St., New York, is offered to both agencies and industrial companies—latter on basis strictly non-competitive with agencies.

**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 Stromberg-Carlson Co., Rochester, N. Y., elected president of Rochester Chamber of Commerce.

**ALLIED RADIO Corp.**, Chicago, announces release of new, low-priced magnetic tape recorder. Unit is light and compact and has list price of \$99.50.

## 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.

## Technical



**SELWYN (Red) REED**, formerly with WONS Hartford, WKNB New Britain, Conn., and WNAC Boston as engineer, joins WTVN St. Johnsbury, Vt., as engineer-announcer.

**ROBERT W. CONNER**, RCA broadcast field engineering representative for western region for past eight years, joins KLAC-TV Los Angeles Feb. 1 as director of engineering.

**ALLEN B. DuMONT Labs.**, Clifton, N. J., announces new Type 250-AH cathode-ray oscillograph with improved sweep circuit, fast sweep starting time and high output.

**GENERAL ELECTRIC Co.**, Schenectady, N. Y., announces new miniature receiving tube, type 6CB6, for use as wideband amplifier in intermediate-frequency or radio-frequency stages of TV and FM receivers.

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## '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.

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