

WFEC PURCHASE

Steere Buys Miami Outlet

PURCHASE of WFEC Miami by Howard D. Steere, head of the Howard D. Steere Adv. Agency in Detroit, was announced last week, with sales price at \$50,000. The transaction is subject to the usual FCC consent.



Mr. Steere

Mr. Steere, in advertising and sales promotion for 25 years, plans to take an active part in the management of the station, which operates on 1220 kc with 250 w, daytime only. Spokesmen said J. Lyle Williams Jr. will continue as station manager.

The station was bought from Dorothy M. Bartell, of Milwaukee, and associates. Blackburn-Hamilton Co., media brokers, handled the transaction. The station license is in the name of Florida East Coast Broadcasting Co.

The Steere agency is now in its 11th year in Detroit. It handles advertising, promotion and publicity for a number of local and national accounts including one of the area's major network stations.

CHWK Chilliwack moved from 1340 kc to 1230 kc., with same 250 power.

FIRST...
WHERE THERE'S
MOST!

WJDX

NBC AFFILIATE
IN Jackson
MISSISSIPPI

In JACKSON, MISSISSIPPI, building permits for October 1949 showed an INCREASE of nearly one million dollars over October 1948... further proof of the continued growth and development of the JACKSON MARKET AREA. Twenty years of radio selling have proved the worth of WJDX-WJDX-FM. Buy the leader in this big 1949 market... at low 1939 rates.

5000 - DAY
1000 - NIGHT

19 YEARS' LEADERSHIP

Represented Nationally
by the
George P. Hollingsbery Co.

Production



MELTON MALTZ, formerly with WLDZ then in Tuscola, now in Decatur, Ill., WBBM, WJJD and WGES Chicago, joins announcing staff of WKID Urbana, Ill. While in Chicago, he was director of radio for Chicago Boys Clubs.

ED BALTIMORE, formerly with KOA Denver, joins announcing staff of KFSD San Diego.

TOM GLEBA appointed to newly-created post of program director for WLWC (TV) Columbus, Ohio. He formerly handled special events, sports and announcing duties for WCOL Columbus. **WALTER JACOBS** appointed WLWC production manager. He has been with station since its opening in April of this year. Previously, he was floor producer with WLWT (TV) Cincinnati.

LEN BENNETT resigns from WBIB (FM) New Haven, Conn., to join WNHG same city.

MICKEY COLLIS joins KXYZ Houston, Tex., as traffic manager.

BARRY CASSELL, formerly with WMAR-FM-TV and WBAL-TV Baltimore, joins WAAM(TV) same city as staff announcer-writer. He also appears on NBC's *TV Detective* show.

FRANK HAMILTON, formerly of WHBI Newark, N. J., and WCTC New Brunswick, N. J., joins WKBS Oyster Bay, N. Y., as disc jockey. He previously was with AFN Paris, ABSIE London, WKAX Birmingham, Ala. and WBRB Red Bank, N. J.

ROBERT J. BANNER, director of *Garroway At Large* on NBC-TV from WNBQ (TV) Chicago, Jan. 8 joins Fred Waring's staff as television director of his CBS network show. Mr. Banner, who trained at WBKB (TV) Chicago and taught radio and music production at Northwestern U., leaves Chicago this week for New York, where he will train three weeks. He started at WNBQ last December as an assistant director.

BILL WELSH, radio and television director of Walter McCreery Inc., Beverly Hills, Calif., conducting three-hour morning program on KFI-TV Los Angeles.

TED BROWN, freelancer with disc show on WNEW New York, signs for additional show on WMGM New York. **KENNETH ROBERTS** and **HAL TUNIS**, also freelancers, join WMGM is similar capacity. Each has his own record show.

BILL QUINN, formerly with WTYC Rock Hill, S. C., and WKLB North Adams, Mass. as continuity chief, joins production department of WBTB(TV) Charlotte, N. C.

RAY BROCK, former staff announcer and disc m.c. at WKYW Louisville, joins announcing staff of WHBY Appleton, Wis.

MARIAN KINGLAND, formerly with KGLO Mason City, Iowa, joins KAYX Waterloo, Iowa, as continuity writer.

JIM PANSULLO of WAVZ New Haven, Conn., resigns to join staff of WCCC Hartford, Conn. He is graduate of New England School of Radio,

Bridgeport, and formerly was program director for WENC Whiteville, N. C. **BILL WOODSMALL**, formerly page boy at WBBM Chicago, joins staff of station as vocalist.

Mrs. **HAZEL KENYON MARKEL**, director of program service for WTOP Washington, appointed to membership in Civic Participation Committee for AMVETS' presentation of memorial to Arlington cemetery, and Governor's Citizens' Highway Safety Committee for Maryland.

JOHN PONDFIELD, staff projectionist for WAAM(TV) Baltimore, appointed chief projectionist and film editor for station. He has been with WAAM for 10 months.

ETHEL GREY, director of women's programs at WQUA Moline, Ill., resigns. No future plans announced.

MARK HAWLEY, NBC director of *Bonnie Maid Versatile Varieties* show on NBC-TV, and *Maggie Bride* were married Dec. 5.

PHILIP BOOTH, staffer at ABC Los Angeles, is the father of a boy, Douglas Allen.

GENE WANG, writer of ABC's *The Amazing Mr. Malone*, is writing scripts for *Quick as a Flash*, also on ABC, sponsored by Quaker Oats.

BYNG WHITTAKER, announcer and commentator of CJBC Toronto, and Edna Metcalf Smith have announced their marriage.

ED KAHN, production manager at WGN Chicago, is father of a girl, Sandra-Lynn, born Dec. 6.

EDWARD DUNN, resigns as KNBH (TV) Hollywood film editor to become assistant pastor with Evangelical Free Church, Los Angeles.

ANN CORNISH, director of recorded music at WQXR New York, and Richard I. N. Weingart have announced their marriage.

GEORGE FENNEMAN, member of cast of ABC's *Amazing Mr. Malone*, is the father of a girl, Stephanie.

GEORGE H. WILSON Jr., program director for WSTV Steubenville, Ohio, is the father of a boy.

KALA ON AIR

With 250 w on 1400 kc

KALA Sitka, Alaska, began operations Dec. 11 on 1400 kc with 250 w, the station announced. Outlet's owner is Baranof Enterprises and Walter Welch is manager.

KALA announced it is operating 8 a.m. to 10 p.m. weekdays and both afternoon and evening on Sunday. Station representative is Gil Wellington, of Seattle.

IN MEMORIAM

Taps Blow For PDQ Spot

DEATH on Nov. 30 of the famous PDQ gasoline spot, known to Californians for its "whacky" copy content, was mourned a few days later with only a few reminiscing playbacks echoing its memory.

The uninhibited radio and TV spot's demise was given a touching farewell by a gathering of agency men, station representatives and the client, at the offices of McNeill & McCleery, Los Angeles, agency handling the account. KFI-TV Los Angeles arranged to run the "last PDQ spot" during the party held on Dec. 5. As assembled mourners watched in silence, curtain was slowly drawn in front of the famous PDQ trademark to sound of bugler playing taps while a woman sobbed softly in background. Startled viewers swamped KFI's switchboard.

ABC officials at the party got busy and a few minutes later Southern California listeners were startled to hear a voice cut in on Elmer Davis' newscast to announce the news analyst had kindly consented to give a minute of his time to observe PDQ spot's passing. On CBS the following morning, Fred Beck played a couple of his favorite PDQ spots on his Pacific Coast network show. Typical PDQ spots enthusiastically ribbed advertising in general and radio campaigns in particular. An example is the spot's take-off on deodorant in which the copy plugged PDQ oil for "underhood protection."

RECORDING CORPORATION

Paramus, New Jersey

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THE WORLD'S FOREMOST MANUFACTURER
OF INSTANTANEOUS SOUND RECORDING
EQUIPMENT AND DISCS