

MARCH 28, 1949

BROADCASTING
The Newsmagazine of Radio and Television
TELECASTING

A Continuing Study of Major Radio Markets

Study No. 12

New Orleans

Wesson Oil



TABASCO

ASBESTONE



Valmy
GARMENTS

These Famous Names Use
ADVERTISING
by
FITZGERALD

Godchaux
Sugars

JAX
BEER

to Speed their Sales



FITZGERALD ADVERTISING AGENCY
Southern Building, New Orleans, La.

Vaccaro Line

VALVOLINE
MOTOR OIL

SNOWDRIFT



WATER MAID
RICE

ALAGA
SYRUPS

Twelfth of a Series

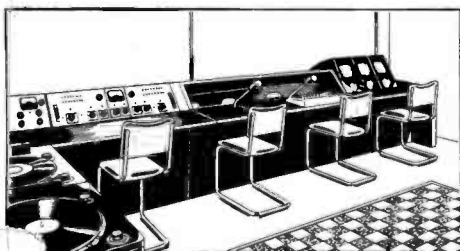
WDSU TV

CHANNEL 6 **NEW ORLEANS** 30,800 WATTS

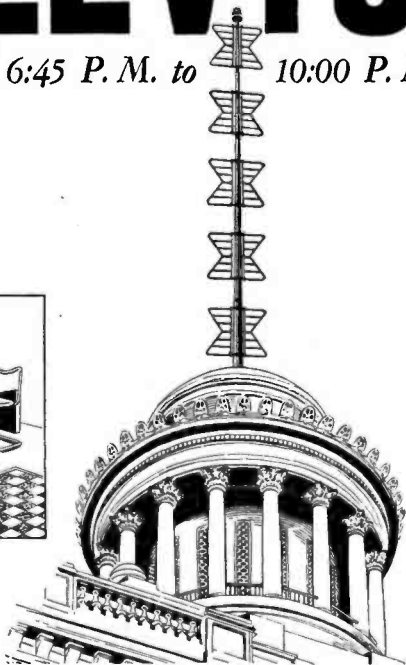
*brings a new world
of entertainment to New Orleans*

TELEVISION

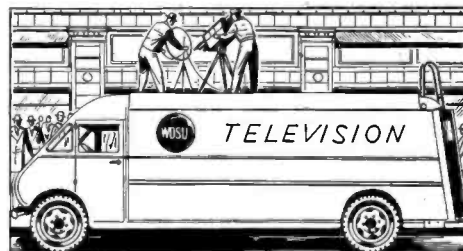
every night 6:45 P. M. to 10:00 P. M. except Monday



WDSU—The station with the most facilities to present New Orleans, the birthplace of showmanship.



TV transmitter and studios atop the tallest building in the Deep South — the Hibernia Bank Building.



WDSU — First with the most in New Orleans — this mobile television unit picks up "on the spot" telecasts.

WDSU

AM — 1280 KC — 5000 watts *Studios atop the Monteleone Hotel*

TV — Channel 6 — First and only station in New Orleans

FM — 287 KC — 15,000 watts (licensed 155,000 watts)



American Broadcasting Co. Affiliate

National Broadcasting Co.—Du Mont—WPIX Television Affiliate

Affiliated with the New Orleans Item

New Orleans

RADIO MARKET

By J. FRANK BEATTY

NEW ORLEANS boasts smugly of its romantic past, speaks proudly of its prosperous present but goes into sheer ecstasy when it projects current growth and physical plant into the future.

Few bother to question the historic tales of New Orleans' loves and troubles. Hundreds of books have been written about the amours of its swashbuckling forebears and the antics of its political regimes.

Curiously, and unfairly, the penners of these animated phrases forget or neglect to mention that up to the Civil War New Orleans was the nation's first port; that it now is the second largest port, and that it is in hot pursuit of the No. 1 rank enjoyed by New York.

New Orleans, to the literary and art cults, is a city of spicy Creole cooking, wrought-iron balconies and quaint old buildings all concealed behind a laughing mask.

Remove the mask and you'll find a mercenary glint. For the Mardi Gras, besides ranking as "the world's greatest free show," is an important part of the city's economy, just as its Sugar Bowl football game, an ABC network exclusive, is more than a mere matching of the running and passing prowess of schoolboy athletes.

When the eloquence of the fiction and article writers is wrung out there remains commercial New Orleans, an incredibly fast-growing city whose surging lifeblood is

nurtured by the heart of the nation—the Mississippi Valley. There remains, too, a radio market influencing the spending habits of 660,000 people who earn \$850 million a year.

Modern Port Facilities Enhance City's Economy

Any faithful recounting of the modern New Orleans must be based on the premise that the city's economy—some 70% of it—is centered around the 17 miles of completely modern port facilities. For New Orleans worships the Father of Waters as the provider of its blessings. Thus blessed, it is utilizing its talents in the biblical tradition, multiplying them tenfold and even a hundredfold.

The visitor to New Orleans might as well leave his compass at home. This riverside metropolis is a geographical flipflop. The map shows it to be situated east of the river, but the early riser who gazes eastward at the morning sun's reflection on the winding stream is likely to wonder if he has partaken too bountifully of the city's enchanting and readily available night life.

For East is West and North is South in New Orleans. Standing not far from the foot of Canal St.—it's 171 feet wide—the startled visitor is told that the Mississippi is flowing northward.

The explanation lies in the pretzel pattern of Old Man River, giving

rise to the "Crescent City" label. The general direction, of course, is southward. Due to a complete reversal of course in the New Orleans area, the city lies generally westward of the temporarily northbound river.

New Orleans is a good radio city. Its stations, doing over \$2 million annual business, are expertly managed. Competition is intense, especially with the arrival of several independents since the war, and this has served to unearth new clients.

The eight AM stations augment their service with five FM signals but the FM outlets are far from self-supporting since most of the time they duplicate AM programs.

The Advent of Video To New Orleans

Television came to New Orleans last December, and it received a warm reception. Young Edgar B. Stern Jr., president of WDSU, directs operation of WDSU-TV, located atop the Hibernia Bank Bldg. Two studios are available there, and transmitter facilities were ingeniously installed in a roof-top edifice adjoining the antenna. Mr. Stern is an electronics engineer.

As of mid-February there were some 3,000 TV sets operating in New Orleans and of course the figure is rising every day. The city lacks coaxial cable networking but the kinescope film service is de-

scribed as highly satisfactory.

Maison-Blanche store (WSMB) and WTPS hold television grants but have not yet announced plans to go on the air.

The AM programming, with its appeal to special audiences, includes many examples of noteworthy public service. Commercially, the stations are cordially received in the 155,170 radio homes (88.3% of all homes), and broadcasting shares with newspapers the first and second spots in the local advertising sphere. Retailers have been using the air medium more actively in recent years as station competition has been accompanied by a rapid rise in radio sales activity.

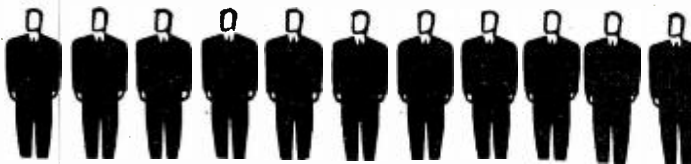
Five of the stations have their studios in the five leading hotels. WSMB is housed in the Maison-Blanche building, the store being half-owner. WTPS has a unique and elaborate studio setup in a modernized library building.

A score of efficient advertising agencies handle a substantial share of the \$2 million in radio time placed on New Orleans stations. Their media buying is concentrated for the most part on radio and newspapers, with white space getting a rather heavy share of the advertising placed for retail stores.

Fitzgerald Adv. Agency, handling a list of important local and national accounts, is working on extensive radio plans for Jax beer (Continued on New Orleans 4)

POPULATION

581,000



UP 90,000



SINCE 1939

New Orleans

(Continued from New Orleans 3)

(Jackson Brewing Co.), an account it has just acquired. Jax has always been radio-minded. Blue Plate Foods Inc., New Orleans, markets two score products and has used serials and spots. The firm likely will use more radio soon. H. J. Hills Stores buys announcements and Sunday television.

Maison Blanche, big department store, places TV through Fitzgerald. It handles other radio direct. West Oil & Snowdrift Sales Co. is on the Pacific states with a Webster Says and has a program on WWL, *A Day in the Life of Mrs. Pierre Broussard of New Orleans*. The agency has bought time for Greater New Orleans Inc., local promotion group.

Howcott Sees AM and Video Each Appealing to Audience

Point of the Fitzgerald agency is Leonard Gessner. Roy is partner in charge of the B. Howcott is media and Tom Newman heads production. Mr. Howcott sees AM each appealing to the people like to read and things around the house, adding that they can't read and concentrate on television.

The local utility company, New Orleans Public Service Inc., uses institutional radio via the New Orleans Symphony Society, placing through Bauerlein Inc. Clark Salmon, with an interest in a New Orleans station applicant, is president of Bauerlein, with H. S. McGehee vice president.

The public service company buys spots for its lighting and transit services on at least three stations. Mr. McGehee said radio performed an important service during the February storm, warning of falling wires and handling other emergency announcements.

Night Club Uses Minute Recordings of Its Talent

Beverly Country Club, world-famed night club and dining place, uses minute recordings of club talent through Bauerlein. The famed

Higgins Industries had a coast-to-coast hookup during the war. Yellow Cab buys time for special purposes.

American Brewing Co. (Regal) is another of the radio-minded breweries buying New Orleans time. Its agency is Walker Saussy, with Mr. Saussy president of the firm. Regal has a half-hour Frank Parker disc in Louisiana and Miami and places news, sports and music in Louisiana and along the Gulf Coast.

William B. Reily Co. sponsors *Old Corral* for Luzianne tea and coffee in the South and for another brand as far north as Frederick, Md., some 65 stations in all. Walker Saussy handles Gibbons Feeds, sponsoring music and farm talks from the state agricultural school on several Louisiana stations. Mr. Saussy started the agency in 1932. Alvin Camus is office manager.

Spot Series Boosts Sales of Dog Food

Robert Kottwitz agency places a successful spot series for Kam, dog food sold by National Packing Co., Greenville, Miss. Using spots as its principal means of advertising, the dog food rose to first place in New Orleans. The plant was forced to expand facilities but kept Kam on the air even during the period it was sold out. Kam has used television as well as sound radio.

American Coffee Co., a Kottwitz account, buys spots in New Orleans and Florence, S. C. Delta Life Insurance Co. is a local program and spot account. Burglass, large furniture retailer, is radio minded; Collord Motors (Dodge, Plymouth, Seiberling tires) is on four stations; Southern Heater Co. likes spots and television, and Gulf Bottlers plans a six-month campaign starting this month, all placing through Kottwitz.

William B. Wisdom Inc., head of the agency bearing his name, believes many TV set owners give video the first break when they turn the dial but can't see it ever replacing radio. He adds that he

has 12 radios and one TV set in his home.

Tulane, LSU Football Sponsored by Coca Cola

One of the active local sponsors, Louisiana Coca Cola Bottling Co., sponsors Tulane and Louisiana State U. football games exclusively, and sometimes simultaneously, along with college basketball and the Pelicans baseball team. Other bottlers form a statewide football hookup.

Mr. Wisdom says coke consumption in the area is highest in the nation. Some years ago he built up Coca Cola business in the Chicago and Toledo areas by use of radio, having as many as 65 spots a day in Chicago alone.

Southern Music store, DuMont distributor, buys radio and television locally through the Wisdom agency.

Video to Get 3/4 of Night Audience in Decade—Winius

Walter Winius, branch manager of Winius-Drescher-Brandon, with main office in St. Louis, figures that within a decade video will get perhaps three-fourths of the audience at night, where service is available, and perhaps half in the daytime.

The agency went into radio extensively for Jackson Brewing Co., having some 40 programs on as many stations, with TV included. An average of 10 programs a day was placed in New Orleans alone, including music, variety, sports and outdoor activities (salt water sports are open the year round).

Dixie Brewing Co. sponsors spots on five New Orleans stations and TV announcements on WDSU-TV, through Sewell Adv. Agency. The Sewell radio accounts include Foltz Tea & Coffee Co. (Zodiac, JB), placing in Gulf Coast states; Paillet & Penedo, jewelry manufacturer, and Union Savings & Loan Assn. Granville Sewell is owner, with Robert J. Caire and K. B. Thompson account executives, and Kenneth Franz media buyer. The agency has a number of industrial accounts.

Stone-Stephens has a list of radio accounts, including spots for Merchants Coffee Co. of New Or-

leans (Union coffee); transcribed and life announcements in New Orleans for LaNasa Baking Co.; participations for Dickey's potato chips; Commonwealth Homestead (building and loan); Baumer Food Products (Crystal preserves); Dixie Lumber Co.; Servi-Cycle distributors. Zetz Seven-Up Bottling Co. in association with Maison Blanche store sponsors fights and wrestling matches. Lawrence H. Stevens is executive vice president of the agency. Margot Burvant is media buyer.

City's Life Centers About the Mississippi

The radio activities of these firms are typical of the principal advertising agencies in the city.

Every appraisal of the New Orleans scene, be it economic, electronic or romantic, must get around eventually to the curling Mississippi. Don't make the mistake of calling it the Lazy Mississippi—not if an Orleansian or a maritime man is within range. The river at this point is a swift, turbulent stream a half-mile wide and well over 100 feet deep but its flood hazards have been eliminated.

In fact, there's nothing lazy about New Orleans that the business-bent visitor is likely to detect in daylight hours. Contrary to popular conception, the New Orleans pace in store, agency, radio station or any other commercial place matches that of New York, Chicago and other American cities.

Though it boasts that it is the hub of the Deep South, the city lacks many Southern traits. Even the usual Southern drawl is relatively scarce, the average dialect more nearly resembling a mixture of Bostonian and Brooklynes.

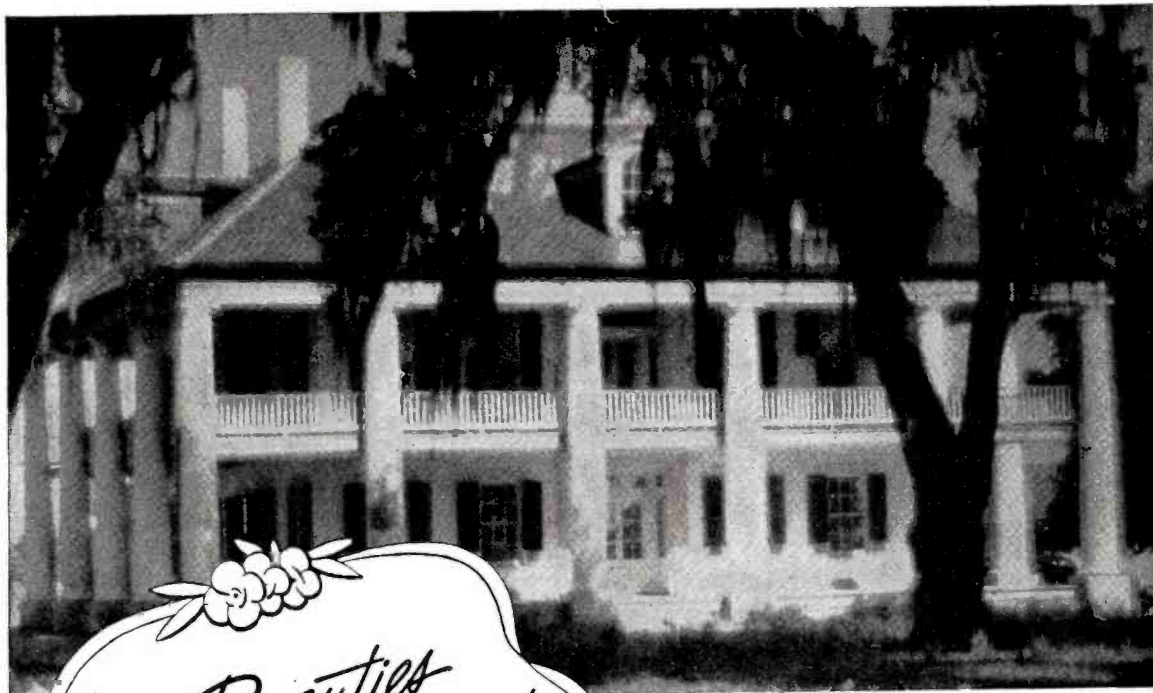
With an international heritage—five flags have flown here since its founding in 1718—New Orleans likes to be known as the International City rather than as part of the South. Most of its early inhabitants were Latin Catholics, especially French, Spanish and Italian. Their imprint remains in many phases of New Orleans life. Radio programming naturally is influenced by the history and habits

(Continued on New Orleans 6)

NEW ORLEANS RETAIL SALES

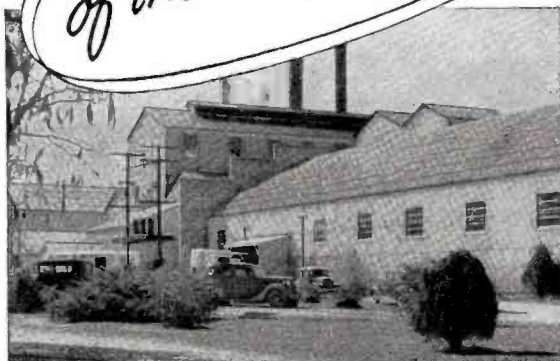


\$552,000,000
Triple Prewar Figures

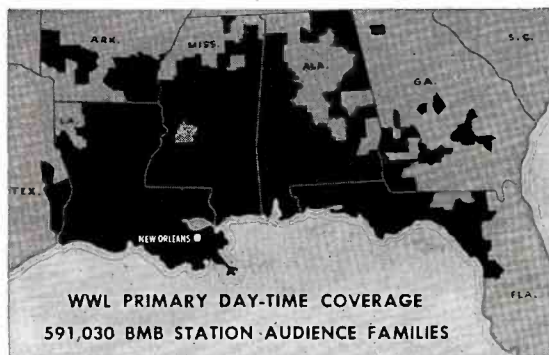


3 Beauties of the Deep South

1. HOUMAS HOUSE, Burnside, Louisiana — a manor house in the grand tradition. Once occupied by the wealthiest planter in America, it is rich in romantic history.



2. J. ARON SUGAR REFINERY, White Castle, La. In 1948, nearly 5½ million tons of sugar cane were produced in Louisiana, which also leads the nation in cane sugar refining. Another reason why WWL-land exceeds national average in increased income, buying power, general prosperity.



3. WWL'S COVERAGE OF THE DEEP SOUTH 50,000 watts—high-power, affording advertisers low-cost dominance of this new-rich market.

Note: Coverage mapped by Broadcast Measurement Bureau. Some scattered counties, covered by WWL, are not shown.

**The greatest selling power
in the South's greatest city**

50,000 WATTS CLEAR CHANNEL CBS AFFILIATE

Represented nationally by The Katz Agency, Inc.



New Orleans

(Continued from New Orleans 4)

of the diversified audience.

Many of the programs have French characters and cater to the nearby Cajuns who engage in fishing, farming and trapping. The Cajuns have a patois all their own that defies recording on paper.

The city is an educational and cultural center. Tulane, Loyola and H. Sophie Newcomb College for Women rank high and along with Louisiana State U. provide famed medical centers. There are 1,092 churches, including St. Louis Cathedral, oldest in America.

Just to show its diversification, New Orleans is a center of classical music and the birthplace of jazz. Two symphonies and an opera association are supported by the populace. The jazz supply is supported partly by Orleanians but mostly by tourists. Perhaps two dozen havens of rhythm prosper in a few blocks along famed Bourbon St., though their musical appeal is supplemented by floor shows featuring dancers skilled in the nuances of primitive terpsichory.

The story of Dixieland jazz with its Louis Armstrong and other Basin St. impresarios traces back to African tribal dances, European classics and American folklore. Proud of its musical heritage, New Orleans is broad-minded and has adopted the more violent fulminations of the bebop cult without conceding it superiority in sound or rhythm to its own Dixie jazz.

Economic Gains Made During War Maintained

Fortunately for New Orleans, the war's need for transportation facilities brought just the recognition it long had desired and the war-wrought economic gains have been more than maintained. Similar stories can be told of the city's factories and other enterprises.

Living standards have reached a new high, and purchasing power is up 48% in the last decade despite inflation. Business activity was at an alltime high last year, dipping slightly at yearend with the national trend.

New Orleans' economic growth has been faster than that of most American cities. Here are some of the indicators that show the way the economic winds are drifting down by the Mississippi delta:

BANK DEBITS—Almost \$8 billion in 1948, 12.7% over 1947 while the national average dropped 1.5%. This was nearly triple the 1939 total.

BANK CLEARINGS—Almost \$6½ billion, up 8.5% over 1947 and triple the 1939 figure.

CONSTRUCTION—Building permits 136.3% over 1937 and nearly five times 1939 figure.

RETAIL SALES—\$552 million, 6.3% over 1947 and triple prewar figure.

WHOLESALE SALES—\$1½ billion, 9.4% over 1947 and triple prewar total.

POSTAL RECEIPTS—\$5,812,568 in 1948, or 9.4% above 1947 and double 1939 level.

UTILITIES—New records for water electricity and gas consumed; 100,000 new telephones installed in last decade for total of 189,723.

POPULATION—City total of 581,000, up 90,000 or 18.3% since 1939; metropolitan total increased from 552,244 in 1940 to 666,000; growth in city population in 1948 was 2.1%.

LABOR FORCE—Numbered over 320,000 at end of 1948 compared to 240,000 in 1939, with two of every five persons working and only 16,000 unemployed as 1949 opened.

TOTAL INCOME—Increased from \$287 million (\$513 per person) in 1939 to \$838 million (\$1,335 per person) in 1948, 6.5% above 1947. Per capita income thus rose from well below to 10% above national average.

City a Natural Gateway For Midcontinent Area

New Orleans considers itself most fortunate in its geographical location about 100 miles from the mouth of the Mississippi. In this spot it is the natural gateway for the vast midcontinental area embracing 51% of the nation's people; producing 40% of U.S. factory products; mining 63% of its minerals; growing 56% of its crops and timber, and handling 42% of its retail sales. Moreover, it is the natural artery for Latin American trade.

Quite aware of this strategic situation, the area has deliberately set out to attain dominance in international trade. First, it has adopted, among others, the label "International City." Second, it has constructed vast wharf, loading and warehouse facilities. Third, it has coordinated all forms of transport. Fourth, and highly important to the whole picture, it operates a three-ply trade-getting setup that includes International House, In-

ternational Trade Mart and International Free Trade Zone.

Foreign Trade Grows; Ships Dock Year Around

Having jumped in three years from fifth to second place in dollar value of its foreign trade, New Orleans boasts that it is "The First Port in Efficiency," and jumps at the chance to argue it out with anyone. Ships dock in all seasons, attracted by the 12 miles of covered wharves and other facilities.

The Army, New Orleans notes proudly, because of this efficiency ships 40% of its overseas cargo through the port, which has 51.4 miles of total harbor frontage on the Mississippi and 11 on the Industrial Canal and a 117-mile belt railroad.

Scores of shipping companies provide scheduled cargo and passenger sailings to all the world. Nine converging railroads provide comparatively low-rate service to the Midcontinent as well as the rest of the nation. Seven domestic and overseas airlines use the tremendous Moisant International Airport, described as the largest commercial field in the nation. An extensive highway system feeds into New Orleans.

Of special interest commercially is the fact that some 14,000 miles of inland waterways provide efficient and low-cost barge and other water-carrier service in all directions.

Canal Links Mississippi, Intra-Coastal Waterway

Heart of this extensive inland waterway system, New Orleans has constructed the Inner-Harbor Navi-

gation Canal, or Industrial Canal as it is commonly known. Connecting the Mississippi and nearby Lake Pontchartrain—a saltwater annex of the Gulf of Mexico, the canal is the link between the Mississippi and its tributaries and the Intra-Coastal Canal from Trenton, N. J., to Brownsville, Tex.

Coordinating rail and water services, the inner-city belt railroad connects with river and intra-coastal barge terminals on the canal; with rail terminals, and with steamship lines. Through, all-water routes, barge-rail and rail-barge-rail service are available with 40 states and in each case the rates are lower than the favorable all-rail rates.

The port facilities must be seen to be appreciated, and New Orleans sees to it that they are seen. A palatial 153-foot yacht, originally built in 1931 for William Fisher of the General Motors Fisher family, is used to give visitors a quick and thorough view of the harbor. Quite modestly, the port's Board of Commissioners reminds guests aboard the *Good Neighbor*, between demitasses, that it is the finest harbor inspection boat in the world.

City Awaits Building Of Channel to Gulf

The highly mechanized port has gadgets to handle everything from a bunch of bananas to a steam engine. The public grain elevator holds over 2½ million bushels and easily handles an annual 10-time turnover.

Unconcerned by seasons, the port's diversity in cargoes blends with its modern facilities to give the city a 1-to-1 import-export ratio that is the envy of other U.S. ports. And peeking contentedly into the future, the city awaits construction of a 70-mile deepwater channel to the Gulf that will eliminate hazards of navigating the delta's hairpin bends and spur its economic and commercial progress.

The port is thoroughly equipped with repair facilities capable of handling ships up to 18,000 tons. Several big refineries and terminals provide oil and coal while ships are loading and unloading.

Through Seatrain or freight-car carrying vessels provide service between New Orleans and Havana.

Major banks in New Orleans provide foreign trade departments and necessary financial services for the international business and 34 countries maintain consular representation. Busy commodity markets for grain, coffee, cotton, sugar, rice and other products influence the flow of tonnage.

International House Businessmen's Rendezvous

The three-ply International House-Trade Mart-Free Port service provides combined facilities that draw important business to the city.

International House offers a place where businessmen from all

(Continued on New Orleans 8)

IN NEW ORLEANS

Do Annual Billings of



8 AM, 5 PM, 1 TV STATIONS



\$2,000,000



WWEZ

New Orleans

NOW FULL TIME!

5000 Watts — 690 KC

WWEZ

HOTEL NEW ORLEANS, New Orleans

Also Operating **KSKY—Dallas**
KGHI—Little Rock

Ask a

Geo. Hollingberry Man

New Orleans

(Continued from New Orleans 6)

countries can meet. It was formed by valley business, civic and educational leaders to stimulate growth of trade, travel and cultural interchange. Operated on a non-profit, non-trading basis, it is housed in a 10-story building providing secretarial, library and other services along with complete club facilities—all helping the businessman from abroad transact business in this country.

Supporting this good-neighbor project is the ultra-modern International Trade Mart, a few steps away and also in the heart of New Orleans. The mart, too, is non-profit. It is a wholesale trading center where raw materials and manufactured products are attractively displayed along indoor streets. Here buyers and sellers meet, buyers to see what people of the U. S. and other nations have to sell, and sellers to display their wares without expense of warehouse stocks.

The International Free Trade Zone is a segregated port area with a half-million feet of storage space, cargo-handling machinery as well as a long parallel wharf where ocean-going ships may berth right beside railroad tracks.

It is a customs-free fenced-off spot where products from abroad

may be stored, examined, processed and otherwise manipulated without paying any import duties. These goods can be held, or processed under customs immunity, and then transhipped at the convenience of the importer. The free zone has low fire insurance rates and provides another stimulus to foreign trade.

City Feels Well Protected Against Business Letdown

New Orleans contemplates its geographical advantages, industrial plant, port facilities and nearby agriculture with satisfaction as first fears of a business letdown are voiced in other major cities.

The economical balance—1-to-1 export-import ratio, extensive oil and gas resources, growing industry, expanding agriculture and heavy reliance on distribution enterprises—is considered quite depression proof, relatively speaking. Distribution declines, for example, are expected to lag possibly 18 months behind industry. Farmer suffering would be minimized by parity support.

Mortgage money people, Orleanians remind, are generally bullish on the whole region in their land valuations.

The area sits on one of the

world's great fuel bins—a 200-year supply of gas plus off-shore oil resources surpassing the fondest dreams. Even today, local oil men say, Louisiana is the nation's No. 1 petroleum state.

Agriculture is thriving in many parts of Louisiana, especially the Delta area to the south where for centuries the persistent Mississippi has been depositing the finest topsoils of the Midcontinent. With a semi-tropical climate four vegetable crops are harvested every year. The sugar, rice, corn, cotton, strawberry and sweet potato crops are heavy. Citrus fruit growing is just starting to assume importance. Livestock raising is expanding. The fur business is noteworthy, Louisiana supplying three times as many pelts as Canada and Alaska, and the lumber industry is developing speedily.

The cane crop is processed in nearby refineries, including the world's largest—American Sugar Refining Co. Half the industrial alcohol in the nation is distilled around New Orleans. Four out of every five washable men's suits come from the city and Wemby Inc. is the world's largest necktie manufacturer.

Other big industries in New Orleans, all making essential products, include American Radiator & Sanitary Mfg. Co., which is converting the wartime Consolidated Vultee airplane plant to manufacture vitreous china and will have a \$5 million annual payroll; Celotex, Johns-Manville and Lone Star Cement Corp., among others, in the building supply field; Chase Bag Co., Higgins Industries and Jones & Laughlin Steel Corp., International Harvester (twine) and Penick & Ford to name a few more.

understood in the North. Negroes comprise less than a third of the populace—perhaps even smaller than that of Washington, D. C.—but this group of 165,000 has developed impressive earning power.

The 165,000 Negroes have 75,000 earning units. Even maids get \$16 to \$20 a week and in the building trades the wages run around \$1.25 an hour. If they can't find a job, they receive unemployment insurance but the high rate of compensation hasn't resulted in an army of unemployed siphoners of the public purse.

Eight percent of Negroes own their homes. They spend 27% of their income for food and have a total buying power estimated as high as \$2½ million a week. Moreover, they buy for cash. Sixteen insurance companies do a business of \$6 million a year. Two colleges, Dillard and Xavier, serve the Negro population along with 45 public schools and 552 teachers, and 475 churches.

Surveys of Other

MAJOR

Radio Markets

Are Underway

Watch For

- Richmond
- Buffalo
- Seattle
- Detroit
- And Others

1,000 Industrial Firms Have \$147 Million Payroll

In all, over 1,000 industrial firms employ over 60,000 persons and have a payroll of \$147,600,000—212½% increase in employees and 637% in payrolls since 1939.

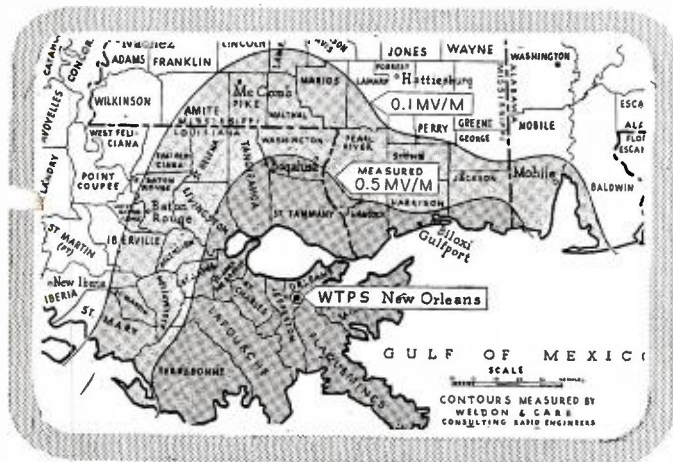
Like other cities New Orleans has weather and politics—and both in abundance. The weather is its pride and joy. The politics—well, the time has passed when Orleanians let their heads drop silently when the subject is mentioned.

Year round the weather is delightful, the Association of Commerce boasts. This claim is supported by Weather Bureau statistics and by the confirmation of transplanted northerners who wouldn't live anywhere else.

The political situation has changed violently since Mayor de Lesseps Story (Chep) Morrison took office in 1946. America's youngest mayor, he has partly bleached the nation's oldest Red Light district in the French quarter and has launched a tremendous program of public works. This program includes a union station, traffic facilities, recreation centers and similar projects.

The Negro audience, important in New Orleans, is widely mis-

940 KC **WTPS** 1000 WATTS DAYTIME
THE TIMES-PICAYUNE STATES STATION
Serving Over a Million and a Half Listeners
in the South's Greatest Market



MARKET DATA

	0.5 MV/M	0.5-0.1 MV/M	TOTAL
Population	924,820	648,378	1,573,198
Families	261,480	177,270	428,750
Radio Families	211,745	145,263	361,008
Retail Sales	\$681,202,000	\$396,433,000	\$1,077,635,000
Food Sales	\$146,711,000	\$101,835,000	\$250,550,000
General Merchandise	\$92,619,000	\$53,297,000	\$145,826,000
Drug Sales	\$26,558,000	\$15,401,000	\$41,959,000
Effective Buying Income	\$1,026,170,000	\$596,077,000	\$1,622,247,000

SOURCE: POPULATION SALES BUYING INCOME Sales Management Survey of Buying Power, May 16, 1948

NATIONAL REPRESENTATIVES: THE WALKER CO.

STATION HISTORIES

Background, Data on New Orleans Outlets

WDSU; WDSU-FM; WDSU-TV

Hotel Monteleone—Raymond 7135
AM—5,000 w 1280 kc
FM—55,000 w 105.3 mc
TV—30,800 w Channel 6

WDSU was born in 1924 in the backyard chicken coop of J. H. Uhalt, radio dealer, as WCBE, 100 w. In the mid-20s he bought out his brother's interest and the station was licensed to use 1,000 w. Call was changed to WDSU (for De Soto and Uhalt) when the station moved to the De Soto hotel.

CBS affiliation was lost in the early '30s and the station was an independent until it joined NBC.



Mr. Stern



Mr. Swezey

When NBC was split, WDSU acquired its ABC affiliation. Later in the '30s the station moved to the Monteleone Hotel in the Vieux Carre area. It was sold in 1943 to Fred Weber, former MBS vice president and general manager; E. A. Stephens, auto dealer, and H. G. Wall, president of WIBC Indianapolis. A year later WDSU acquired 5,000 w power directional.

Last autumn the Stern family bought the station, with Edgar B. Stern Jr., becoming president. The new WDSU-TV went on the air commercially Dec. 18, 1948, less than a year after the CP was granted. Mr. Weber resigned and was succeeded Feb. 1 by Robert D. Swezey, also an ex-MBS vice president and general manager. Mr. Swezey is executive vice president and a member of the board.

WDSU-TV Atop Highest Building in Deep South

Only TV station in the area, WDSU-TV is located atop what is claimed to be the highest building in the Deep South, the Hibernia Bank Bldg. Reception is described as "fairly good and regular over 150 miles away in Alexandria, La." TV goes on at 6:15 p.m., closing at 10 (6-10 p.m. on Sunday), with 5:30 p.m. opening planned in the near future. A mobile unit covers events outside the TV studio.

The WDSU Class A rate for AM is \$180 an hour, with TV \$100 an hour. John Blair & Co. is representative. FM station duplicates AM programming. WDSU says it broadcast 628½ total hours of public interest programming in 1948. The TV programs include ABC, NBC, DuMont and Telepix,

all by means of kinescope film. The test pattern is decorated with touches of typical New Orleans iron grill designs.

WJBW

924 Canal St.
Magnolia 3488
250 w 1230 kc

FOUNDED in 1926 by Charles C. Carlson, in the electrical business, WJBW for about two decades was the only independent station in New Orleans. The station's modest studios are located in the heart of the city with transmitter in Gentilly, five miles out.

The station features baseball, basketball and prep football, augmented by news and music, according to Harry Nigocia, program director. Mr. Carlson is president and general manager. *Midday Serenade* from noon to 2 p.m. has been on the air 17 years.

Station on Temporary License Until April 1

WJBW is operating on temporary license to April 1, having been granted in part a request for 90-day extension pending appeal to the U. S. Supreme Court for review of a decision by the U. S. Court of Appeals for the District of Columbia. The appellate court had upheld an earlier FCC ruling denying renewal of WJBW's license [BROADCASTING, Feb. 21, 28].

Louise A. Carlson, his former wife, holds a CP for the WJBW facility.

WJBW is represented by William G. Rambeau Co. Its basic hourly rate is \$90.

WJMR; WRCM (FM)

Jung Hotel
Canal 0356
250 w D 990 kc
61,200 w 97.1 mc

FIRST new standard station to take the air in 21 years, WJMR made its bow Jan. 20, 1947. Its FM outlet had opened May 1, 1946 as pioneer southern station in the present band, according to Stanley W. Ray Jr. and Dr. George A. Mayoral, co-managers.

Supreme Broadcasting Co. was founded by Dr. Mayoral, with Messrs. William and Ramon Cortado, export-import businessmen as partners. WRCM (FM) was given a permit in January, 1946. Mr. Ray, college friend of Dr. Mayoral at Tulane and a New Orleans lawyer, joined the partnership and became co-manager. When the FM battle appeared too difficult, the AM grant was obtained. WJMR was a paying project from the moment it took the air, the founders declare. Jules J. Paglin, New Orleans sales consultant, joined the firm as executive vice president.

A former NBC TV development engineer, Dr. Mayoral supervises technical aspects of the business. The station claims the highest tower in the city, a 241-foot structure atop the 200-foot hotel building.

Block Programs Dominate; New Studios Are Planned

Block programming dominates. Three popular race programs are *Poppa Stoppa*, *Jam*, *Jive & Gumbo* and *Boots & Saddles*. *Hi Neighbor* is broadcast from nearby suburbs. New studios are planned on the hotel's 11th floor and construction will include provision for TV. WRCM feeds a group of FM outlets with programs from Continental FM Network's tape. The FM station remains on the air until midnight. AM and FM use the same tower. WJMR representative is Forjoe & Co. Basic hourly AM rate is \$55. FM rate is \$60.

WMRY

CP 500 W D 600 kc

SOUTHLAND BCSTG. Co., holding a CP for a New Orleans local, had not started construction as this was written. President of South-



Mr. Ray



Dr. Mayoral

land is Joe Darsky with Billy B. Goldberg vice president. Southland has a mailing address, 1106 Scanlan Bldg., Houston. It is understood the applicant has examined possible transmitter sites.

WNOE

St. Charles Hotel
Raymond 0423
250 w 1450 kc

CP—50,000 w (D) 5000 w (N) 1060 kc

ORIGINALLY founded in 1924 by Coliseum Place Baptist Church, WNOE was bought by Lt. Gov. (later Gov.) James A. Noe, also owner of KNOE Monroe, La., and part owner of KOTN Pine Bluff, Ark. Gov. Noe changed the call from WBNO to WNOE and in-

(Continued on New Orleans 10)

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WJMR 990 KC

REPRESENTED NATIONALLY BY FORJOE & COMPANY

STATION HISTORIES

(Continued from New Orleans 9)

creased from timesharing to full-time.

Up to World War II WNOE was the first 24-hour station in Louisiana, according to James E. Gordon, general manager, who joined station in 1939 after a decade in New Orleans radio. Mr. Gordon hopes to have the new 50,000 w plant on the air by autumn, when FM will be added. WNOE plans to include eventual entry into TV.

The station claims to have pioneered Negro programming. Prof. O. C. W. Taylor, Negro, is in full charge of programs for this 165,000 segment of New Orleans population and is described as the only fulltime Negro reporter. Negroes produce and direct their own programs from their YMCA.

Originates Statewide Political Programs

WNOE emphasizes public service, says Mr. Gordon. It originates many statewide political programs and has weekly periods for Senators and Congressmen. Big Joe's Happiness Exchange, 6-8 every morning, does everything from recruit volunteers to build a house for a widow to instigating a "Ship of Friendship" for Orleans, France. In charge of the program, whose aim is to help the underprivileged, is Joe Rosenfield. Bill Monroe, newsmen, always takes a wire recorder with him when he leaves the office. Weather reports are carried five times daily direct from the Weather Bureau.

National representative is Burke, Kuipers & Mahoney. Class A hourly rate is \$150. The station is the New Orleans affiliate of MBS.

WSMB; WSMB-FM

901 Canal St.
Magnolia 5921
5000 w 1350 kc
56,000 w 102.7 mc

FOR four years, starting April 21, 1925, WSMB was a goodwill station operated by Saenger Theatres (now Paramount-Richards Theatres) and the famed Maison Blanche department store as a goodwill project. Talent abounded through the theatrical tieup and a 500 w signal was radiated on 940 kc from an antenna atop the store.

Along in 1928 popularity of the programming leveled off. When its NBC affiliation was acquired in 1929, popularity skyrocketed. Pub-

lic reaction to the commercials on NBC programs was favorable so the station decided it could improve local programs by selling them to sponsors. Set sales jumped around the city, programs were accepted favorably and for the first time WSMB was a profit-making institution, a situation that has continued for two decades though profits are down from the war peak due to higher labor costs and a \$150,000 FM plant.

The 56,000 w FM service is given AM advertisers as a bonus, programs being duplicated, but the station feels it is gaining public goodwill from the FM investment in what is described as a vast service area.

Richards Is President, Wheelahan General Manager

E. V. Richards, head of the theatre group, who first conceived the WSMB project, remains president of WSMB Inc. General manager is Harold M. Wheelahan, who has served in many community and industry activities. The station has remained an NBC affiliate. The original 940 kc frequency was changed years ago to 1350 kc.

WSMB is represented nationally by Edward Petry & Co. Basic hourly rate is \$200. The station holds a television grant which now is inactive, but a hearing was scheduled before the FCC.

WTPS; WTPS-FM

601 Howard Ave.—Canal 5561
1000 w D 940 kc
55,000 w 95.7 mc

FIRST radio enterprise of the Times-Picayune Publishing Co. (*Times-Picayune* and *States*) was WJBO, started at Tulane U. in 1923 but soon abandoned. Now the publishing company, a dominant New Orleans institution, is in radio for keeps with a \$600,000 plant.

Studios are described as the most elaborate in the city, comprising a three-story layout in the old brownstone Howard Memorial Library building. H. F. (Bob) Wehrmann, general manager, drew on his architectural background in rebuilding the library interior into a paneled auditorium, three other studios, two booths, vast office space and a basement Circle Room available to civic organizations.

The station is an applicant for fulltime on 940 kc. WTPS-FM duplicates during the day. Evening programs stress good music. The schedule features local programming, says Mr. Wehrmann, with most of the business coming from retail stores. L. K. Nicholson, head of the publishing interests, is head of the radio operations. John R.

O'Meallie is commercial manager and Mike Clarke program director.

Transmitter is located at Gretna, La., where a 607-foot tower carries the AM and FM antennas.

The daytime programming is aimed largely at the women's audience in New Orleans homes. It includes a musical trio along with breakfast series and a Saturday morning *Quizdown* for youngsters.

Firm Has Television CP, But Video Plans Incomplete

Class A hourly rate of WTPS is \$60. Walker Co. is national representative. When the Times-Picayune company went into radio again after World War II it obtained an FM permit and was on the air Jan. 3, 1947. The AM daytime operation started Feb. 16, 1948. Mr. Wehrmann, a former "sparks" in the 20s, was purchasing agent for the Times-Picayune properties at the time of his selection to manage the radio interests. The company has a television CP but has not indicated when it expects to be on the air.

WWEZ

Hotel New Orleans
Canal 3521

1000 w D (CP 5000 w unl.) 690 kc

FOUNDED in 1947, WWEZ has spent much of its life in the throes of construction. Work on the station was started in September, 1947, and it took the air the following Dec. 8. A month later FCC granted a 5,000 w fulltime permit. Clearing of a site was started in June but the swampland of Saint



Mr. Oswald

Bernard Parish below New Orleans wouldn't hold bulldozers. Swamp Skippers, huge machines used for oil prospecting in swamp land, did the trick eventually though General Manager Joe Oswald served as skipper of a Swamp Skipper before the job was done. Because water came within two inches of the surface, special techniques were devised to carry towers.

The 5000 w signal was being tested last month, with plans for early spring dedication of fulltime operation. Hours will be 5 a.m. to the following 1 a.m., seven days weekly.

President of WWEZ is A. L. Chilton, in radio since 1927 and also president of KSKY Dallas and KGHJ Little Rock. Mr. Oswald has been in radio nearly two decades, including posts at KWKH and KTBS Shreveport. He assumed WWEZ managership at the time ground was broken in 1947 at the Jefferson Parish site of the daytime transmitter. Assistant manager is William D. Matthews.

Programming stresses good music and news every hour on the half-hour. Music ranges from western to semi-classical tunes. An early

afternoon hour (1:30-2:30) is entirely free of commercials and carries little talk. First half-hour of this segment is devoted to semi-classical music, the second portion to Broadway show tunes. Two hours of race programming are carried in the late afternoon.

WWEZ has no immediate FM or television plans. Basic half-hour rate of the outlet has been \$57.50. Representative is George P. Hollingbery Co.

WWL; WWLH (FM)

Roosevelt Hotel
Raymond 2194
50,000 w 870 kc
3,000 w 100.3 mc

LOYOLA U. first became interested in radio in 1907 when Rev. Anthony Kunkel, S. J., physics professor, set up a spark transmitter. In World War I he trained radio operators for the government. KDKA's tests in Pittsburgh fired the school's imagination and a broadcast station went on the air March 30, 1922, with 10 w on 833.3 kc. Soon power was increased to 50 w on 1090 kc, upped to 500 w on 1220 kc in 1928 and to 5 kw on 850 kc in 1929. Studios were opened in the Roosevelt Hotel in 1932 when power was raised to 10 kw.

Loyola U. President Also Is Head of WWL

WWL became a CBS affiliate in 1935, an affiliation it still holds. Katz Agency was named as representative in 1937 and that year the power was increased to 50 kw. Rev. Thomas J. Shields, S. J., Loyola president, also is president of WWL with W. Howard Summerville Sr., at one time with WGST Atlanta, general manager of the operation.

WWLH (FM) duplicates most of the AM programs. The station is an applicant for a Channel 10 TV station. Basic hourly AM rate is \$450. The FM station carries a number of serious music programs including complete operas staged by the New Orleans Opera House Assn. and concerts by the New Orleans Symphony Assn. and Philharmonic Society.

Maison-Blanche department store sponsors a five-weekly 5:15-5:30 p.m. school series in which athletes and other students participate. A Friday *Music Land* program is heard by all public schools in cooperation with the Junior League. Other retailers on the station include D. H. Holmes, with a nine-year series of weekly half-hours, and A. Burgess Furniture Co., on WWL since 1932. Jax Beer has been sponsoring six 10-minute sports series and weekly musicale. Falstaff Brewing Co. has six musical half-hours weekly. American Brewing Co., for Regal beer, sponsors *Road to Yesterday*, WWL-produced historical series, and CBS 10 p.m. news which is transcribed and broadcast 10:05-20 p.m.



Mr. Summerville



Mr. Wheelahan



Mr. Wehrmann



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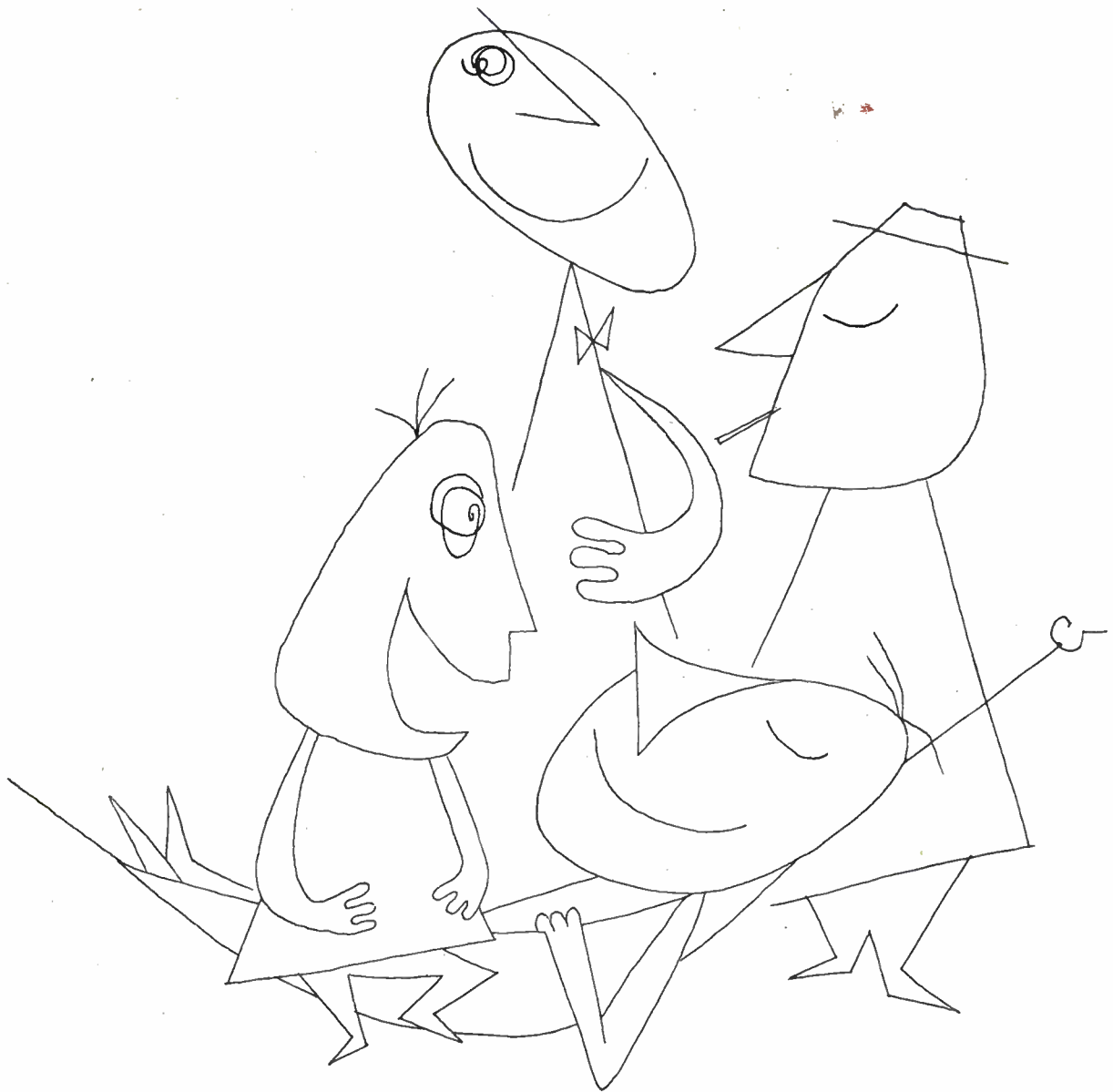
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