

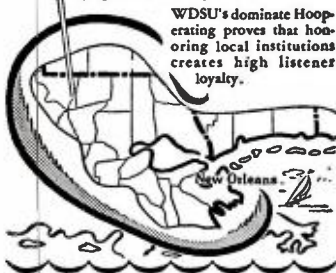
TALK to the SOUTH'S EAR ZONE

through **WDSU**

WDSU broadcasts 5000 watts from the French Quarter to the Gulf and South Louisiana listeners.

From daily association with time-honored New Orleans institutions WDSU has developed a high quality of integrity. WDSU devotes program time regularly and exclusively to the St. Louis Cathedral, the International House, Moisant International Airport, Tulane University, Union Station, the Municipal Auditorium, Symphonies and Operas.

WDSU's dominate Hoop-creating proves that honoring local institutions creates high listener loyalty.



NEW ORLEANS **WDSU** ABC Affiliate 5000 Watts 1280 kc

JOHN BLAIR AND COMPANY Representative

HOLLYWOOD'S TV FILM TOO HIGH—FAIRBANKS

"IT is now apparent that television today is unable to afford the cost of Hollywood video films and all producers of such films and networks are taking a loss to get the new medium underway," according to Jerry Fairbanks, head of his own film production firm.

"There will be a chance for profits only after Hollywood guilds set up scales that television can afford," he concluded. This observation resulted from a story published elsewhere to the effect that NBC and Jerry Fairbanks Production were seeking to realize 100% profit on the *Public Prosecutor* series.

In contrast to these allegations, Mr. Fairbanks insisted that each 20-minute program was running well over \$10,000 in cost and neither NBC nor his organization could possibly profit. Labor, he said, represented 72% of total costs. He also indicated that NBC is now considering an even heavier loss as the series has been offered for several months at \$8,500 per installment.

KDFN Now KSPR

KDFN Casper, Wyo. has changed its call letters to KSPR as one of its planned changes for the 1948-49 period. Earlier the station installed a new RCA 1-kw transmitter as part of the plan.

MILTON SAMUEL, publicity director of Young & Rubicam, Hollywood, and Bob McAndrews, agency promotion manager, have been named chairman and assistant chairman respectively of SCAAAA 1948 Community Chest General Publicity Committee.

BIKES AND MIKES

Program of WMOH Hamilton
—Helps Cut Accidents—

KILOCYCLES and bicycles have been blended by WMOH Hamilton, Ohio, with highly gratifying results reflected in the city's records of rapidly declining bicycle accidents.

In cooperation with local officials and the Hamilton Safety Council, WMOH, licensed to the Fort Hamilton Broadcasting Co., agreed to regularly broadcast proceedings of a bicycle court, established under the supervision of the city's traffic division. Since the start of the broadcast last January, through more than 39 court sessions, automobile-bicycle accidents have been reduced 75%.

The half-hour programs, aired 9:30-10 a.m. Saturdays, when court is held, have proven interesting as well as a valuable means of juvenile education, as the result of simplified court procedure, the station reports.

The council is generous in its praise of the station's work and recently advised the National Safety Council that WMOH "has been like a right arm to us in all safety council activities."

Production



JESS OPPENHEIMER, MADELYN PUGH and BOB CARROLL Jr., will write CBS "My Favorite Husband" show. Mr. Oppenheimer will also direct, succeeding GORDON HUGHES, who is withdrawing from the assignment because of other production commitments.

FRANK HART has been appointed commercial production manager of WTMJ, WTMJ-FM and WTMJ-TV Milwaukee. He was formerly chief continuity writer of these stations.

BILL HEDGEFETH has joined WSCC Charleston, S. C., as announcer.

PETER DOUGLAS, "long hair" disc jockey of the American Forces Network in Germany, is returning to the United States for discharge. He produced and narrated "Outpost Concert," AFN's hour-long weekly program of classical music aired in the U. S. occupied zone of Germany.

JULIE CHASE of WTAG Worcester, Mass., has been appointed Mass. Chairman of the Assn. of Women Broadcasters.

CARLETON IDE, formerly with KDKA Pittsburgh, has joined WNJR Newark, N. J., as announcer.

MYRON DUTTON, producer of NBC "Meredith Willson Show" and Nancy Daviss have announced their marriage.

DICK DARLEY, of Don Lee Hollywood guest relations staff, has been promoted to television production staff.

ROBERT C. GUTKNECHT, former announcer at WHET Durham, N. C., has joined KFI-TV Los Angeles art staff.

BURRITT WHEELER, director of CBS "Housewives Protective League" for five years, has resigned. He has announced no future plans.

JACK LaFRANDRE, writer-director of WGN Chicago's "Theatre of the Air," is the father of a boy.

STEVE VAN GLUCK has been promoted from assistant program director to program manager of WNJR Newark, N. J., succeeding PAUL MUNROE, resigned.

DANIEL LOUNSBERY, correlator at transmitter of WPTZ Philadelphia, has been promoted to a director.

THOMAS S. CADDEN has joined continuity staff of KSTL St. Louis.

ELIZABETH BAUMAN SMYTH has joined the continuity staff of KGVO Missoula, Mont.

BRUCE KAMMAN has joined KMPC Hollywood as production manager. He was formerly NBC production manager in New York and Hollywood.

DAVE SWIFT has joined writing staff of CBS "Jack Carson Show."

JEAN HOLLOWAY, has joined writing staff of ABC "Mr. President" show.

ALLAN BERG, formerly with KHUB Watsonville, Calif., has joined KSBW Salinas, Calif., as writer-announcer.

HAL DAVIS, KCMJ Palm Springs, Calif., staff announcer, has been named director of news and special events.

TOM WILLIS has joined announcing staff of CFCH North Bay, succeeding WALLY REWEGAN, who has moved to CKGB Timmins.

JOANNE LARSON has joined the continuity staff of WHEB Rock Island, Ill.

KSJB Jamestown, N. D., has opened auxiliary studios and sales offices at 700 Front St., Fargo, N. D. New studio will serve as control point for program originations from Fargo-Moorhead area and for switching network programs to KSJB's Jamestown transmitter.

PETE MEGGS, formerly of Canadian Press, has joined announcing staff of CJKL Kirkland Lake, Ont.

DON FORBES, former KWIK Los Angeles program director, has joined KLAC-TV Hollywood as manager of studio programs.

MAURICE DARJES and DOUG WHELAN, the latter from CJKL Kirkland Lake, have joined announcing staff of CKGB Timmins, Ont.

JOHN MELVILLE, listed as executive director of WHP-FM Harrisburg, Pa. [BROADCASTING, Sept. 13], was employed by WHP as an announcer for a short period, station reports.

August J. Bruhn

AUGUST J. BRUHN, 61, Hollywood office manager of McCann-Erickson, died Oct. 13 at St. Luke's Hospital in Pasadena, Calif. Cause of death was thrombosis. He suffered an attack the previous week-end en route to Pacific Council of American Assn. of Advertising Agencies at Arrowhead Springs Hotel. With agency for 28 years, his service had been in both Los Angeles and San Francisco. He is survived by his wife, two daughters and a son.

THE INCOME OF THIS TYPICAL WKIC LISTENER IS UP

215% since 1939



139% MORE THAN THE AVERAGE NON-MANUFACTURING INDUSTRIAL WORKER'S WAGE.

Want Him For a Customer?



"The Voice of the Coalfield" HAZARD, KY.

Represented by: T. F. CLARK CO.

things that make KGNC the Tuned-in station throughout the fabulous Panhandle...

Uncle Jay, through KGNC, has become practically an institution. The Trading Post, a 15-minute six a week program is Uncle Jay's main feature. It's a "country newspaper of the air."



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