

## MARATHON LISTENERS

Magazine Finds Audience

Likes What It Hears

THE May issue of the magazine '47 comes up with a new switch on the marathon radio program—a marathon listening program.

Three of the magazine's contributors—and stockholders—were given the assignment of listening to their radios for a full 24-hour period, each to listen continuously for eight hours at a sitting. At the end each was to write his impressions, which are printed in the current issue of '47.

The trio are all well-known writers: Marion Sturges-Jones, Isabel Scott Rorick and Robert Fontaine. The brunt of the summing-up was borne by Mr. Fontaine, who listened during the final segment of the broadcasting day—from 4 p.m. to midnight.

"The significant fact is that the American people, by and large, like what they hear on the radio," said Mr. Fontaine. And so, apparently, did he.

### Haymes Replacement

ELECTRIC AUTO-LITE Co., Toledo, Ohio, beginning early June for 13 weeks replaces the *Dick Haymes Show* on CBS, Thur. 9-9:30 p. m., with *Lawyer Tucker*, starring Parker Fennelly, who plays the role of "Titus Moody" on the Fred Allen show. Dick Haymes returns to the air in the fall. Agency is Ruthrauff & Ryan, New York.

## Du Mont Labs 1946 Net Loss \$1,472,270; Video Receiver Orders Total \$3,000,000

ALLEN B. DU MONT Laboratories showed a net loss of \$1,472,270 for 1946, according to the company's annual statement, sent to stockholders last week. Company realized a net profit of \$404,168 from the sale of \$1,725,066 worth of cathode-ray instruments, but lost \$1,553,463 on its television products business, which had net sales of \$562,101. The company had a further loss of \$704,051 on its video broadcasting operations, for which its income was \$71,184.

In his statement, Dr. Du Mont, president of the organization, explained that whereas the manufacture of instruments continued with little change from prewar and war days, the production of television transmitters and receivers was a new venture. It was necessary, he said, "to engineer and product-design a complete line of new television receivers, transmitters and cathode-ray tubes. After designing the products and producing test models, it was necessary to test the equipment in the field under actual operating conditions." Then production lines were set up.

During 1946 the company shipped \$562,101 worth of television products, but the production situation has so improved that in the first 10 weeks of 1947 shipments in this category totaled \$1,008,000. As of March 1, the report stated, Du Mont had orders on hand for more than \$3,000,000

worth of video receivers at retail prices, and for \$479,440 worth of television transmitting equipment.

With the Wanamaker studios giving WABD New York "the world's largest and most complete television broadcasting facilities," and its new high gain antenna "making WABD the world's most powerful television station," the report said that this combination "places this station in an advantageous position as an originating network station." WTTG, Du Mont's Washington station, is also operating commercially and feeds outstanding Washington programs to New York via the coaxial cable.

Discussing the relationships of Du Mont and Paramount Pictures Inc., the report said that Paramount, holding all of the Du Mont Class B stock, is entitled to elect three of the eight Du Mont directors and the secretary, treasurer and assistant treasurer, while the Class A stockholders elect five directors, the president and vice president. Thus Paramount "is unable decisively to influence the policies of Du Mont."

The FCC, however, has ruled that Paramount and Du Mont are under common control within the meaning of the Commission's rules and regulations and on Jan. 16, when it granted the Du Mont application for a video station in Pittsburgh, it dismissed the applications for stations in Cincinnati and Cleveland. The Du Mont stations in New York and Washington and Paramount's in Los Angeles and Chicago, plus the Pittsburgh grant, make a total of five, the maximum allowed, FCC explained.

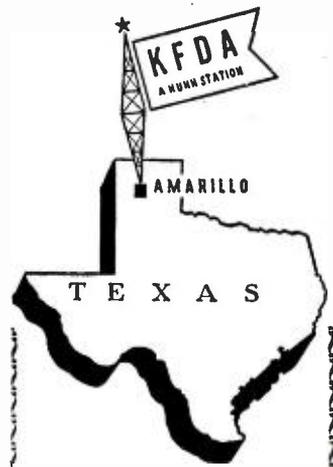
Both Paramount and Du Mont "vigorously maintained and presented evidence at hearings before the FCC that no such common control existed," the report stated, adding that when a hearing on the Commission's order is held "further arguments may be presented."

### New WPTZ Policy

WITH dual motive of giving increased daytime entertainment to the Philadelphia video public and of providing retailers of television receivers with first rate programs for their demonstrations to prospects, WPTZ Philadelphia has inaugurated a policy of celebrity matinees, scheduled as frequently as top talent is available but not less than once a week.

### KWSD Starts June 1

KWSD, 250 w Mount Shasta, Calif., station on 1340 kc now under construction, will go on the air June 1, according to Arthur Adler, general manager. Mr. Adler was formerly commercial manager of KMED Medford, Ore. KWSD's manager and chief engineer is Dave Rees, former chief engineer of KMED. Station is licensed to Shasta-Cascade Broadcasting Corp.



# KFDA

delivers a large, responsive AUDIENCE

in the fast-growing AMARILLO MARKET

## Get the Facts

About this aggressive station from a John E. Pearson Representative—or Howard Roberson, Manager.

- Nunn Stations:**
- KFDA Amarillo, Texas
  - WLAP Lexington, Ky.
  - WBIR Knoxville, Tenn.
  - WMOB Mobile, Ala.
  - WCMI Ashland, Ky.
  - Huntington, W. Va.

# KFDA

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"...for outstanding achievement in program creation and promotion"



To be selected as winner of a Plaque Award by the City College of New York is an honor which KGFJ deeply appreciates. In acknowledging this outstanding Award, we wish to express our thanks also to the following for their splendid cooperation in bringing the Award to "Hollywood House":

- LOS ANGELES COUNTY MEDICAL ASSOCIATION  
Stanley K. Cochems, Executive Secretary and Narrator of "IF THEY HAD LIVED"
- LOS ANGELES BAR ASSOCIATION  
"THE LAW IS YOUR SERVANT"  
David Ballard, Narrator Les Ecklund, Writer
- PAUL FORREST, Promotion
- SUDLER COMPANY  
Advertising Agency who so ably assisted with the presentation
- THELMA KIRCHNER, Manager



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