

PHILCO AWARD

TV Demonstration Is Success

TELEVISION programs were produced and delivered simultaneously in the same spot for the benefit of 750 highly-receptive members of the Sales Managers' Assn. of Philadelphia during their 37th annual dinner April 27. The demonstrations highlighted the annual Howard G. Ford Award night.

1948 Video Output Setting Fast Pace

PRODUCTION of television receivers totaled 118,027 in the first quarter of 1948, according to Radio Manufacturers Assn., which represents 90% of overall industry set production. The figure is three times the rate of the first quarter of 1947 and 66% of the TV output in the entire year.

Output of AM-FM receivers in the first quarter was 437,829 units, 2½ times that of a year ago, with 161,185 AM-FM sets produced in March, a five-week work month.

Including 52,137 TV receivers produced in March, total TV output since the war passed the 300,000 mark. Output of AM-FM sets since the war totals nearly 1,794,418 units. Total production of all sets in March was 1,633,435 units.

March figures are well above those for February, a four-week month, when production totaled 35,889 TV, 140,629 AM-FM and 1,379,605 all sets.

Output of auto radios and portables in March was 935,000 and 518,000 units respectively.

Total production of all types of sets in the first quarter was 4,352,296, compared to 4,321,406 a year ago. Falling off in AM radios was noted.

Sales of receiving tubes in March totaled 18,208,842 units compared to 17,097,461 units in February but below the 19,048,950 a year ago. First-quarter sales totaled 51,311,230 compared to 57,548,414 a year ago.

March sales consisted of 12,966,473 tubes for new sets; 3,573,712 for replacements; 1,604,173 for export; 64,484 for government agencies.

The unique video program, stressing in motif the manner in which television can alter selling and buying habits of the nation, was presented in Philadelphia's Bellevue Stratford ballroom. It followed a ceremony in which James H. Carmine, vice president in charge of distribution for Philco Corp., accepted the coveted Howard G. Ford Award in behalf of his company.

A handsome wood plaque, it represents hand-carving efforts of its donor, Howard G. Ford, vice president of W. H. Hoedt (Photo) Studios Inc., of Philadelphia, over a two-year period. It was presented to Mr. Carmine by M. F. Foeller, division manager of American Telephone and Telegraph Co. and chairman of the association's award committee. Philco Corp., a leader in the radio manufacturing field the past 18 years and a video pioneer, was accorded the honor "for its outstanding contribution in the scientific distribution of goods and services."

In accepting the award Mr. Carmine pointed to the rapid growth of video, and forecast that 6.94% of the nation—or roughly 7 out of every 100 Americans—will have ringside video seats for this summer's national party conventions.

Over 40,000 video sets a month are being installed in American homes, and this record promises to increase to 60,000 a month by the end of this year, Mr. Carmine pointed out to the members.

"Sales of television equipment, including home receivers, transmitters, and relay links promises to exceed a quarter of a billion

* * *



IN BEHALF of the Philco Corp., Mr. Carmine (l) accepts the Howard G. Ford Award from Mr. Foeller. Mr. Ford (r) carved the plaque.



Television stories, on other pages, in this issue:

Television Wage Scale Agreement Reached.....	23
TV's 1947 Record Outstrips Auto Industry 10th Year.....	26
Boston Braves, Red Sox Grant TV Rights Without Charge.....	30
Actors-Artists TV Group and Networks Resume Talks.....	30
CBS Live Musical Show on TV to Start Tonight.....	30
Commercial Firms and Armstrong Get TV Permits.....	32
Madison Square Garden Enters Video Melee.....	32
Union Oil Co. Buys TV Rights to Rams' Games.....	32
Video Is Great for All But the Owner, Says Flynn.....	40
WBT-TV Rates Announced.....	44
WAVE-TV Launches Video Promotion.....	44
Article on TV in 'American Mercury'.....	50
NBC Video Personnel Transfers Continue.....	67
Applications Filed for 10 New Television Stations.....	69
RCA Clinic Views Video Technical Side.....	74
Gimbels Finds TV Aids Sales.....	78
Two Texas Colleges Hold Television Dramatics Classes.....	78
ABC Chicago Staff Gets Video Indoctrination.....	80
DuMont Approves New WABD, WTTG Projects.....	82
Building to House KBTU to Be Erected in Dallas.....	82
Dual TV Rate Card Issued.....	85

For television personnel changes, programs, etc., see various notes departments in this issue.

dollars in 1948. There has been nothing in the history of America to equal it," he declared.

"Television," Mr. Carmine concluded, "will vitally affect the sale and distribution of goods and open entirely new fields of entertainment for millions of people."

Created by Hutchins

The demonstration, "Television In Action," was created and staged for Philco by the Hutchins Adv. Co., and the staff of WPTZ Philadelphia. Designed as a preview of tomorrow's video programs, it featured Paul Whiteman, Bert Wheeler, Connie Haines, Joe Kirkwood, the Walter Wanger girls, Glenn Osser's orchestra and a cast of 25 prominent Broadway and radio actors and actresses.

The ballroom stage was transformed into a studio. Cameras and a full crew operated back stage, where a monitor control room had been set up. A total of 16 large screen projection television receivers were distributed about the ballroom. Through a public address system, aural commercials were presented, then video commercials were heard and seen on the 16 re-

(Continued on page 67)

CBS, 'L. A. Times' To Operate KTTV

New Video Station on West Coast Expected to Start by Fall

CBS and the Los Angeles Times last Wednesday announced plans for the joint operation of KTTV Los Angeles, a television station for which the Times holds a construction permit [BROADCASTING, April 26]. The newspaper will own 51% and CBS 49% of KTTV, which is to operate on Channel 11 (198-204 mc) with 19.15 kw aural and visual power.

On FCC approval of transfer of the KTTV CP from the Times to a new corporation representing both parties the station will become the Los Angeles outlet for CBS-TV. The board of directors of the corporation, to be capitalized at \$1,000,000, is as follows:

Frank Stanton, CBS president; Norman Chandler, Times president and publisher; Philip Chandler, Times vice president; Donald W. Thornburgh, CBS vice president; Omar Johnson, assistant to the Times president; Ned Marr, CBS West Coast attorney, and Richard G. Adams, Times secretary.

There is "every hope" that KTTV will be on the air this fall, Norman Chandler said. Its plant will adjoin KNX-FM Los Angeles, a CBS station. On April 27 the Times filed application with FCC to erect the KTTV transmitter plant on Mt. Wilson.

The exact amount of money involved in the transaction between CBS and the Times was not divulged, but it was reported by a high CBS official that the network would presumably pay the Times 49% of the costs so far incurred in its television activities and would, of course, bear a proportionate share of future costs of the station.

Job Offers for Disabled Vets Follow TV Program

WITHIN three days of a telecast of *Operation Success*, presented on behalf of disabled veterans by the NBC television network in cooperation with the Veterans Administration, 725 employers had called to offer veterans jobs.

The program showed that disabled veterans have been trained as skilled workers, and employers were asked to offer such men jobs. More than 300 offers were received in the New York VA office and a total of 725 in all offices in the range of NBC stations.