PHILCO AWARD

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.

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-caving 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., 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 By 1948 6.84% 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 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 Ad- Co., and the staff of WPTZ Philadel- phia. Designed as a preview of tomorrow's video programs, it featured Paul Whiteman, Bert Wheeler, Connie Haines, Joe Kir- wood, the Walter Wanger girls, Glenn Oser'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-

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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 co- operation with the Veterans Ad- ministration, 725 employers had called to offer veterans jobs.

The program showed that dis- abled 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 area office and a total of 725 in all offices in the range of NBC stations.

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 KTTL CP from the Times to CBS, 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 presi- dent and publisher; Philip Chan- dler, Times vice president; Don- ald V. 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 KTTL 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 the FCC to erect a 500 foot photo- graphic tower for the KTTL transmitter plant on Mt. Wilson.

The exact amount of money in- volved 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 tele- vision activities and would, of course, bear a proportionate share of future costs of the station.