

# PHILCO CORPORATION

A SUBSIDIARY OF *Ford Motor Company*

*Philco*

INTRA-COMPANY COMMUNICATION

SEP 25 '63 AM  
September 25, 1963  
NEW YORK  
WORLD'S FAIR PROGRAM

Mr. Marc J. Parsons  
Extension 5323

SUBJECT: Color TV Installation at World's Fair Exhibit

Attached is Warren Bond's complete report on various aspects of Color TV installation at World's Fair.

Following are my recommendations:

1. Color film be used rather than tape (less critical and more durable).
2. Closed circuit programing be limited to one channel only and visitors not be given option to change channels or adjust set. (Not 20% of general public can adjust a Color set). *↑ = not so*

On this basis, the rough costs, in addition to the receivers, would be:

Equipment-lease, installation and maintenance	\$40,000
Install distribution system	1,750
Maintenance of receivers	600
Incidental additional power distribution	<u>1,000</u>
	\$45,350

I would recommend that any further work on this project be turned over to our Plant Engineering group.

*C. H. Tomlin*  
C. H. Tomlin

CHT/em  
attach.  
cc: Mr. R. E. Nugent



Handwritten text, likely bleed-through from the reverse side of the page.

Handwritten text, likely bleed-through from the reverse side of the page.