



—Star-Telegram Photo.

SARNOFFS AT CARTER FIELD—Brig. Gen. David Sarnoff (in checked coat), Radio Corporation of America board chairman, and his son, Robert W. Sarnoff, executive vice president of the National Broadcasting Company, were flanked by Maury Huffman, left, and Amon Carter Jr., right, Friday during an inspection of the terminal building at Amon Carter Field after they landed there from New York. Huffman is executive director of Fort Worth Air Terminal, Inc., which operates the airport.

SARNOFF SAYS WBAP-TV COLOR SHOW PROVES PIONEER SPIRIT

Saturday's 3 p. m. ceremony at the studios of WBAP-TV, the Star-Telegram's radio and TV center in Meadowbrook, will be "proof that the enterprising pioneer spirit is still here," Brig. Gen. David Sarnoff, Radio Corporation of America board chairman, said Friday on arriving here by plane from New York.

"It's the type of spirit that's made America what it is today," he added in speaking of WBAP-TV's willingness to take the lead in bringing color telecasting to Texas.

Accompanied by his son, Robert W. Sarnoff, executive vice president of the National Broadcasting Company which already is feeding live color telecasts to WBAP-TV via microwave from New York, the general was met at Amon Carter Field by Harold

Hough, vice president and director of radio and television for Carter Publications, and Amon Carter Jr., who escorted them to the Will Rogers suite in Hotel Texas.

After a noon luncheon in the Keystone Room at the hotel, at which the Sarnoffs were presented to 300 radio and television executives from over the Southwest and a number of Fort Worth business and civic leaders, they were to proceed to the studios, accompanied by Harry Bannister, NBC vice president in charge of station relations, and his assistant, Sheldon Hickox, both of New York, for the ceremony.

There, Sarnoff and Amon Carter were to close a switch which will put live, locally originated color television on the air for the first time in Texas, in a three-

hour series of demonstrations with the new RCA transmission equipment.

More than 100 color receivers in the Fort Worth-Dallas area will pick up the program, including sets in the Star-Telegram Home Show at Will Rogers Memorial Coliseum and in downtown business houses. Standard receivers will show the program in black and white.

Sarnoff spoke of the limited number and high cost of color receivers now available, but assured increasing production and lower prices as more color telecasts go on the air. His son revealed that NBC already is preparing a series of 90-minute, four-a-month "spectaculars" in color, in addition to shorter shows which are to be added to the color list one by one.