



GEN. DAVID SARNOFF

Chairman of the Board

Radio Corporation of America

**... the Daddy of Wireless Communications —
Radio, Television and Color Television**

WBAP-TV Luncheon
HOTEL TEXAS Keystone Room
FORT WORTH . . 12 Noon . . May 15, 1954

Gen. Sarnoff, RCA Board Chairman, and Live Color Studio Telecasting Come To Texas

Today at 3 p.m., Gen. Sarnoff and Amon Carter, publisher of the Fort Worth Star-Telegram, will close a switch that will put on the air, over channel 5—WBAP-TV, the first color studio telecast in Texas.

This inaugural color telecast will be a three-hour show staged by ten Fort Worth concerns, all of which will have color TV receivers in operation for the public at their places of business during the telecast.

Color receivers also will be picking up the show in the Longhorn Room of Hotel Texas after this luncheon in the Keystone Room for 300 television and agency executives from all over the state, and Fort Worth civic leaders.

With Gen. Sarnoff here for this history-making event are National Broadcasting Company executives: Sylvester L. "Pat" Weaver Jr., president; Robert W. Sarnoff, executive vice-president; Harry Bannister, vice-president; and Sheldon B. Hickox, of station relations.

WBAP-TV Luncheon HOTEL TEXAS Keystone Room, May 15, 1954

Menu



NBC COCKTAIL

PRIME RIB OF BEEF

Wizard Sarnoff Specialty

POTATOES

Pat's Delight

GREEN BEANS

Robert's Choice

LETTUCE SALAD

Rough-house Harry's Pride

ROQUEFORT CHEESE DRESSING

Smooth as Sheldon

PARFAIT

Cold as Ice

ROLLS

Hot as H___

COFFEE

Andy's Best

WBAP-TV

CHANNEL 5
STAR-TELEGRAM STATION
FORT WORTH

... the Southwest's first television station, opened September 28, 1948, today presents the Lone Star State's first live studio color telecast, using RCA equipment exclusively.

