



—Star-Telegram Photo.

**RCA HEAD ARRIVES**—Brig. Gen. David Sarnoff, left, chairman of Radio Corporation of America's board, and his son, Robert W. Sarnoff, second from right, executive vice president of National Broadcasting Company, are welcomed at Amon Carter Field Friday by Amon Carter Jr., second from left, and Harold Hough, director of radio and television for Carter Publications. The elder Sarnoff and Amon Carter will throw the switch that will put the first live color telecast in Texas on the air from WBAP-TV, the Star-Telegram station, at 3 p. m. Saturday.

**Prediction Comes True**

# Gen. Sarnoff to Help Pull Switch Today On Texas' First Live Color TV Show

BY JACK DOUGLAS.

When Brig. Gen. David Sarnoff helps throw a switch at WBAP-TV, the Star-Telegram station, Saturday, some Hollywood movie makers' memories might get a tingle.

Sarnoff, Radio Corporation of America board chairman, told a group in Hollywood in 1930 that a workable means of transmitting a color show through the air was on the way.

"They laughed at me then," he related shortly after his arrival here Friday afternoon at Amon Carter Field. "I don't think they're laughing so much now."

The genial boss of the top maker of television transmission equipment came here in company with his son, Robert W. Sarnoff, executive vice president of National Broadcasting Company, to participate in the first showing of a live color telecast from a Texas studio.

He and Amon Carter will join in throwing the switch in the WBAP-TV studio which will send the initial Texas color telecast over Channel 5. The showing will start at 3 p. m. and continue for three hours.

Met at the airfield by Harold Hough, Carter Publications

vice president and director of radio and television for the organization, and Amon Carter Jr., Sarnoff expressed his pleasure at being invited to take part in another "pioneering enterprise."

He explained he was particularly anxious to come to Fort Worth, which he is visiting for the first time, "to pay personal tribute to Mr. Carter, his organization and his staff for this forward step."

Sarnoff described WBAP-TV's willingness to take the lead in bringing color telecasts to Texas as "proof that the enterprising pioneer spirit is still here—it's the type of spirit that's made America what it is today."

He pointed out that the undertaking is difficult and not profitable in the beginning but that the rewards will be great for the station and the people it serves.

Prices of television sets capable of receiving color "will go down as the quantity of sets increases," he said. This pattern has been true of black and white television receivers and will continue into those sets which can take either black and white or color.

Right now, he explained, there are only a handful of color sets being manufactured, and since prices must match the cost of producing only a few sets they are high.

When production is measured by the carloads instead of the handfuls, the prices will adjust to the new pattern, he added.

Meantime, makers are busy with new developments, such as bigger screens, Sarnoff said.

Asked what the networks are doing about spreading the viewing of color telecasts, Sarnoff turned the questions over to his son.

Young Sarnoff said his organization has already set up a regular scheduling of "spectaculars" which will start Sept. 12 with a show produced by Leland Hayward.

The presentations will be 90-minute shows and will be telecast four times a month.

Participants in the Saturday switch-on will include Harry Bannister, NBC vice president in charge of station relations, and

## SMALL—BUT NOT VERY STILL VOICE TESTS PASTOR'S POISE

RICHMOND, Ind., May 14 (INS).—Rev. Edward Elson, of Washington, pastor of the church attended by President Eisenhower, proved to an Indiana audience he has poise for the most embarrassing moment.

He was speaking at an Earlham College chapel service on "Love and Marriage." His words of solemn advice and the quiet of the chapel were interrupted by a child in the balcony who called to him:

"Daddy." The audience struggled with its dignity for a second then broke into laughter in which the minister joined, saying: "John Wesley once counseled his ministerial students that a pastor should be able to pray, preach and die, but he never said what you should do when a strange child calls you 'Daddy' in the midst of a sermon."

## OFFERS PEACE PROPOSAL CHINA--WITH STRINGS

calls for an immediate cessation of hostilities and postponement of political issues to a later period, and said:

"The drawback in the French proposal is that it does not deal with political problems. It is impossible to separate termination of the protracted war in Indochina from a solution of at least some problems of such a nature."

French Foreign Minister Bidault, in submitting the proposal last week, insisted that hostilities in Indochina must be stopped at once and that political matters could be decided in the future when conditions have relaxed. He said

any armistice in Indochina rather than mixed groups of the belligerent sides alone, as suggested by the Vietminh.

Western sources said Molotov made it clear by "neutral" nations he did not mean the United Nations but possibly Asian states such as India, Indonesia and Burma.

In his plan Molotov indicated the Soviet Union's willingness to consider continued participation of the three associated states of Indochina—Vietnam, Laos and Cambodia—within the French Union.



# COLOR TV

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his assistant, Sheldon Hickox, both of New York.

The order for the equipment which will be put into use was placed with RCA in 1949, but earlier installation ran into a blockade while the Federal Communications Commission determined which system of color telecasts would receive approval. After one setback, RCA's system won.

Hough has estimated there are about 125 color sets in the Fort Worth-Dallas area. The Saturday demonstration will be picked up by color receivers at the Star-Telegram's Home Show in Will Rogers Memorial Coliseum. In addition, downtown stores will have sets in operation.

Prior to the switching-on ceremony, Sarnoff will be honored at a luncheon in Hotel Texas' Keystone Room. Attending the gathering will be Fort Worth civic leaders plus radio and TV executives and others associated with the industry from throughout the Southwest.

Sarnoff, who during World War II was communications consultant on General Eisenhower's SHAEF staff, will return to New York Sunday.

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