

NEWS AND NOTES FROM THE STUDIOS

By **SIDNEY LOHMAN**

THE Columbia Broadcasting System will begin local public demonstrations of its color television system on Tuesday. Ten receivers have been set up on the street floor of 401 Fifth Avenue, the former Tiffany Building at Thirty-seventh Street, making it possible for several hundred guests to be accommodated at each showing.

C. B. S. plans five showings daily, Monday through Saturday, at 11 A. M., 12 Noon, 1 P. M., 4 P. M. and 6 P. M. Each will be of fifteen minutes duration, with presentations covering a wide range of subject-matter, including fashion shows, singers and variety acts.

The programs will originate in Studio Three at C. B. S. headquarters, 485 Madison Avenue. The first two shows each day will be sent out by the network's Chrysler Tower transmitter, while the others will be a direct wire pick-up between the studios and the demonstration site.

During the two daily fifteen-minute color programs to be transmitted by air, television viewers who tune in Channel 2 on conventional black and white receivers will see only a meaningless jumble of lights and shadows.

Admissions to the color showings will be by complimentary ticket only. These will be available in the lobby of 401 Fifth Avenue, in the lobbies of the Commodore, New Yorker, Roosevelt and

C. B. S. Starts Its Color Shows on Tuesday— More Opera

Wellington Hotels and at 485 Madison Avenue.

C. B. S. also plans to start regularly scheduled network color operations to other cities on Nov. 20, but has not yet worked out a time schedule or program details.

OPERA: The National Broadcasting Company plans to open its video opera season on Sunday, Nov. 26, and has selected the hour from 11 P. M. until midnight for its presentation of Bizet's "Carmen," with Vera Bryner and David Poleri singing the principal roles.

N. B. C.'s opera performances will be produced by Samuel Chotzinoff, with Charles Polacheck as television director and Peter Herman Adler as musical and artistic director.

The series will offer eight operas on a one-a-month schedule. Included in the list are "Hansel and Gretel" by Humperdinck; "Peque Dame" by Tchaikovsky and "Gianni Schicchi" by Puccini.

PROJECT: "Studio One," on the C. B. S. television network tomorrow at 10 P. M., in its most ambitious project to date, will assemble an all-male cast of twenty-five actors in principal roles and fifteen extras when it offers "The

Last Cruise," a video adaptation of Comdr. William J. Lederer's story of the Arctic cruise of the submarines Cochino and Tusk which ended in disaster.

The entire action takes place aboard the submarines at sea, with explosions, fires and deadly gases sweeping the compartments while storms lash the exposed decks.

With United States Naval officers acting as technical advisers, Richard Rychtarik, C. B. S.-TV art director, is creating realistic submarine sets which he claims will be correct down to the last detail.

RETURN: Music lovers who, either in the letter columns of this newspaper or in the privacy of their own homes, have bewailed the disappearance of good music from the radio should take notice of this excerpt from a network press release and from it draw a moral:

"Tough, brash Sam Spade is returning to N. B. C.

"In response to a quarter of a million letters received by the network since the detective halted his air capers, "The Adventures of Sam Spade" will be heard again commencing Friday, Nov. 17, 8:30-9 P. M., E. S. T.

"Performers who will play the fast-talking, hard-hitting Spade and his adoring secretary, Effie, will be announced soon. Returned by popular demand, the Sam Spade series will continue the detective's experiences in San Francisco."

POSSIBILITIES: Dean Martin and Jerry Lewis depart for Hollywood for movie commitments after tonight's television show and will miss two of their regularly scheduled monthly appearances. N. B. C. is reported to be considering putting either Bea Lillie or Buster Keaton into the Sunday night comedy line-up to fill the breach.

Also casting about for a replacement for Morey Amsterdam, who is leaving the master of ceremonies role on "Broadway Open House" on Mondays and Wednesdays after the performance of Nov. 22, the network is said to be contemplating giving Henry Morgan a try at running the hour-long show.

PREMIERE: With Rudolf Bing, general manager of the Metropolitan Opera Association, acting as guest host on the premiere, the Metropolitan Opera Auditions of the Air will return to WJZ and the A. B. C. network on Tuesday at 8 P. M. Milton Cross again will be the commentator.