

# NEWS OF TV AND RADIO

## The C. B. S. Plans for Showing Color Video

By **SIDNEY LOHMAN**

**T**HE Columbia Broadcasting System, which originally had planned to begin public demonstration of its color television on Nov. 1, now is hoping to have facilities ready for showings in about two weeks. The delay is attributed partly to the volume of work necessary to set up the apparatus and partly to the search for adequate quarters to hold the demonstrations.

C. B. S. would prefer a centrally located point in the midtown area which would be in direct line of sight with its transmitting tower on the Chrysler Building, since demonstration plans call for transmission both by direct line and through the air.

Sample color programs will most likely be offered during the morning hours before 11 o'clock when regular telecasting starts, but the network has not ruled out the possibility of using other daytime hours. In such an eventuality, black-and-white set owners who tried to tune in Channel 2 would get a blank screen since present sets cannot receive the C. B. S. color signal without an adapter.

Plans for the content of the programs to be transmitted during the test period have not yet been completed. Just how many persons will be accommodated for each color showing will depend on the number of receiving sets which can be mustered—and the number is limited. In its Washington demonstrations—and the New York operation will be conducted in a similar fashion—C. B. S. had some 250 visitors for each session, with several sessions daily.

Tickets were made available at certain local points and the public was invited to call in person and pick up tickets. The same procedure will be followed here, although such pick-up points have not yet been selected.

In other developments on the color television situation, two local chains of television stores last week announced that they would institute a new service for their customers. Both Vim and Dynamic, on request from a customer, will install an adapter and/or a converter in sets purchased from them.

The service will be available to set owners regardless of the system of color transmission which comes into use—either that of C. B. S., which has been approved by the F. C. C., or that of R. C. A., which still is being worked on.

The Dynamic stores announced a price of \$49.50 while Vim declared the work would be done at cost.

Introduction of the service, of course, will be contingent on an adequate supply of the necessary parts and tubes to make the conversion. Several manufacturers also have announced that their production lines soon would be turning out adapters and converters.

**OPERA:** For the eleventh consecutive season, the Texas Company will sponsor the Saturday afternoon radio broadcasts of the Metropolitan Opera productions, direct from the Metropolitan stage, beginning with the performance on Nov. 11, when Verdi's "Don Carlo" will be the attraction. In all, eighteen matinees will be heard with 237 stations carrying the broadcasts. Milton Cross will be narrator and intermission features will include "The Opera Quiz" and "The Opera News."

**SUNDAY CONCERTS:** In a marked departure from its usual programming format of popular music and news, WNEW, beginning this afternoon, will open a new series of classical music concerts from 3 to 4:15 o'clock. Benny Goodman, clarinet virtuoso, will provide the narration and will interview music personalities.

The format change is designed to meet the Sunday afternoon listening habits of New Yorkers who cannot hear the Philharmonic concerts, now changed to an earlier hour on C. B. S.

Also moving to provide a Sunday afternoon good-music listening period, WQXR, beginning Nov. 5, will realign its Sabbath schedule to include a two-hour symphonic program from 3:05 to 5. To be known as "The Sunday Symphony," the broadcast will offer major symphonic works as recorded by the best-known orchestras and artists. The change will move "The Opera House," previously heard in the afternoon, into the evening time from 8:05 to 10.

And, adding to the symphonic music available to local listeners, WNYC, beginning tonight from 9 to 10 o'clock, will broadcast, by transcription, a series of twenty-six concerts of "Music of All Nations" performed by the Oklahoma City Symphony Orchestra, under the direction of Victor Alessandro.

**DIRECTORY:** An all-inclusive directory of TV programming people has been issued by Ross Reports on Television Programming. Edited by Wallace A. Ross, the booklet carries names, addresses, phone numbers and contacts for about 2,000 persons connected with video programming and production. A partial list of the contents includes a complete list of all network personnel, including executives, producers, directors, etc.; advertising agency TV personnel, accounts and programs and personnel, location, affiliations, rates and receiver distribution of all 107 television stations now operating.