

COLOR TV TO BEGIN IN PHILADELPHIA

Other presentations, requiring tickets, will be offered at 11 A. M., 11:30 A. M., 12 noon and 6 P. M.

C.B.S. Will Transmit New York Programs Starting Friday— New Open House Here

Daily public demonstrations of color television will be extended to Philadelphia by the Columbia Broadcasting System, beginning Friday.

The same color programs being presented in New York at 401 Fifth Avenue will be fed to Philadelphia by coaxial cable, marking the first time that color programs have been carried by a network on a daily basis, C. B. S. announced.

Color receivers have been installed for the Philadelphia demonstrations at 1118 Chestnut Street. C. B. S. headquarters said it did not know whether any of the Philadelphia programs would actually be transmitted on the air by WCAU-TV, the network's affiliate, or be presented entirely by means of a closed circuit.

C. B. S. has revised its schedule for color demonstrations in New York. Beginning today, it will present the open-house session, for which no admission tickets are required, from 12:30 to 1:25 P. M.