COLOR TV IS HERE

Start of Regular Commercial Schedule To Be Celebrated With Special Show

By VAL ADAMS

TOMORROW will mark the commercial birth of color TV and the start of regular program schedules. To bring this development to pass the Columbia Broadcasting System has labored eleven years, spent $3,500,000, and won out as the darling of the Federal Communications Commission over two competitive rivals who fought for approval of their respective color systems.

For its full-hour inaugural show at 4:30 P.M. C.B.S. will present stars of stage, screen, radio and black and white television, including Arthur Godfrey, Fay Emerson, Sam Levenson, Ed Sullivan, Garry Moore, Robert Alda, Isabel Bigley and the Bill Bailey marionettes. Special choreography for S. Hurok's New York City ballet troupe has been arranged by George Balanchine.

Wayne Coy, chairman of the F. C. S., will appear on the broadcast, along with William S. Paley, C. B. S. board chairman, and Frank Stanton, president of the network.

The color extravaganza will be seen on a rainbow network of stations in Boston, Philadelphia, Baltimore and Washington. The only forgotten factor in this might be the general public, which will not be able to witness television's color gala. Because existing black-and-white receivers will not pick up the C. B. S. color signals even in black-and-white, the color broadcast must operate in a vacuum until color equipment reaches the market some months hence.

C. B. S. said last week it could not put color receivers on public view for tomorrow's show because there just isn't enough to go around. The network has only thirty to forty receivers, a spokesman said, and many of these will be needed for monitoring purposes by directors and technicians in all that color TV can stand, will help. But this new wing of show business may boom business in the beauty salons which specialize in skin conditioning.

C. B. S. will guard against any tendency to make a program interesting by color alone, according to Jerry Danzig, color program supervisor. "We plan to keep it ultra simple in the beginning," said Mr. Danzig last week. "Even in color a personality is still more interesting than a strawberry shortcake. And we're going to stay away from weird off-colors and stick to those the viewer immediately recognizes. While the system has a true fidelity in its reproduction, a weird off-color on the television screen might make the viewer think something was wrong with the color method."

Mystery

Mr. Danzig believes the advent of color will bring the discovery of new personalities. "The young and attractive 'no-name' people conceivably can have a chance they never had before," he said. "Because of the added value of color in making a show interesting, a 'no-name' performer would have longer to develop as an artist and at the same time satisfy the audience while he is developing."

General comments on the wonders of color programs have been issued through official channels by most everyone at C. B. S. except Mike, the jovial doorman, who has been too busy telling jokes to people to grind out a statement. There has been no indication, however, as to how C. B. S. intends to fill twenty hours of color programming weekly, a goal set for the fall season.

The truth of the matter is that no one knows yet. Considerable emphasis is going to be put on public affairs and educational programs, Mr. Danzig said. The program planners feel that many educational shows have a much better chance in color, where objects of
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