

G. E. DEVELOPING COLOR TV

Its All-Electronic Set Would Obviate Need for Adapters

The General Electric Company is continuing development of its all-electric color television system notwithstanding the Federal Communications Commission's decision authorizing commercial operation of the Columbia Broadcasting System's color system. This was announced yesterday in Syracuse by Dr. W. R. G. Baker, company vice president and general manager of the electronics department.

Major advantages of the system, Dr. Baker said, were that complicated and precision equipment would be incorporated in the transmitters, keeping home color television sets relatively simple. In addition, he asserted, the system will permit color broadcasts to be received on present sets in black and white without the addition of adapters.
