

# CBS PIONEERS **FULL COLOR**

# FINE-SCREEN TELEVISION!

© CBS 1945



This is the quality of prewar television broadcast up to now—relatively coarse in definition—black and white only—now see opposite:

## Compare these pictures...

On October 10, 1945, the first experimental broadcast of the new, brilliant full-color television in the "radar frequencies" was successfully achieved by CBS. An image in fine-screen color leapt into the air from WCBW in the top of the Chrysler Tower in New York and was clearly captured by a receiver in CBS headquarters across town.

As nearly as the printer's press and inks can accomplish (and in still pictures, rather than images in vivid motion in your living-room) the pictures above contrast the quality of the new CBS High-Definition Television with the prewar

coarse black-and-white—the *only quality you've been able to see up to now.*

Compare the tones. Compare the depth of definition: features, patterns, jewels, play of lights. This picture was taken right in CBS Television Studio WCBW, New York; it shows not only the actual close-up of the pretty Copacabana girls you'd see on your home-television receiver, but the boom-microphone that picks up their voices, and the iconoscope ("camera") that transmits their living, breathing reality.

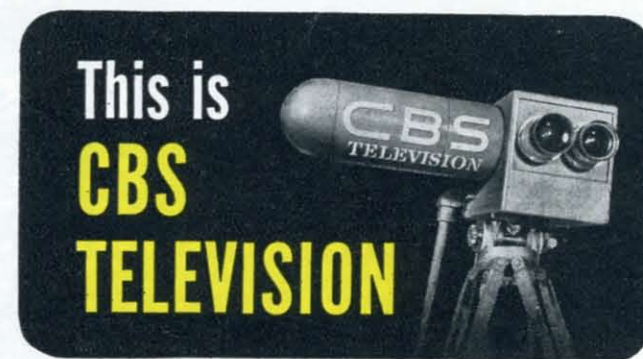
Thus the long search by CBS for a picture really great (not just passable) passes perhaps the most important mile-



This is the comparative quality of the new CBS color television—fine definition—in either rich black and white or full natural color!

stone in the new art. The comparison is of first importance to you. If you're a citizen, you want to own television; you want it at its best. If you're a broadcaster, nothing less than the best will insure an eager regular audience. If you're an artist, you'll not be happy with less than the handsomest possible picture of yourself. And if you're working in television, you naturally want to work with the most versatile scientific tools.

Much work remains to be done before you can sit in your living-room and look at pictures like these in action. For our part, we shall continue in every possible way to bring that day closer.



**THE COLUMBIA BROADCASTING SYSTEM**