

COLOR 5 YEARS OFF, DUMONT TESTIFIES

He Challenges R.C.A.'s Views — TV Broadcast Revenues Up 43 Per Cent Over '51

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WASHINGTON, March 26—Optimistic reports on the proximity of satisfactory color television were challenged today by Dr. Allen B. DuMont, television broadcaster and manufacturer. He told a House of Representatives committee that it would be from five to ten years before workable standards were set and production of receiving sets started.

Meanwhile a healthy state of the video industry operating with black and white was presented in a report by the Federal Communications Commission. In a preliminary 1952 financial data report, the commission said that total broadcast revenues (as distinguished from manufacturing revenues) were estimated at \$336,300,000 for the 1952 calendar year.

The 1952 revenues were approximately 43 per cent above the 1951 volume of \$235,700,000, the report stated. Total revenues are made up of the sale of time, talent and program material to advertisers.

Broadcast income for the television industry was reported at \$54,500,000, or 31 per cent above 1951. The television networks reported revenues of \$191,900,000, expenses of \$182,900,000 and an income of \$9,000,000. The network television revenues for 1952 were almost 50 per cent above those of 1951, the report stated.

94 TV Stations Report Profits

Ninety-three television stations, excluding fifteen network-owned and operated stations, reported estimated total revenues of \$147,700,000 or about 33 per cent above 1951. Ninety-four of the nation's 108 television stations in operation during the full 1952 year reported profitable operations.

Mr. DuMont, president of Allen B. DuMont Laboratories, was a witness before the House Committee on Interstate and Foreign Commerce, which is studying the status of color television. In his testimony Dr. DuMont, took issue with a previous witness, Dr. Elmer W. Engstrom, vice president of the Radio Corporation of America.

Dr. Engstrom told the committee Tuesday that it was technically possible to move into commercial color television immediately and that his organization was going to ask the Federal Communications Commission for a go-ahead on color in six months or possibly sooner.

"We don't feel R. C. A. is as far along as they think they are," Dr. DuMont told the committee. He based his five-to-ten-year estimate on the supposition it would be at least a year before an acceptable system could be submitted to the F. C. C. and it would take that agency about three years to act on the proposed system.

It would take the industry about a year to tool up and go into production, Dr. DuMont stated. If the National Television System Committee, now conducting field tests on a possible system, could conclude its tests and submit a proposal within six months instead of a year, that would reduce his estimate, the witness said.

He said in his opinion neither his company nor any other company had developed a satisfactory color system. He was emphatic that he would not go into production with sets on the basis of any present system.

C. B. S. Move Called Wise.

The witness referred to testimony yesterday of Frank Stanton, president of Columbia Broadcasting System, who indicated his company was ready to abandon its incompatible color system. He said he thought Mr. Stanton's move "wise."

Under the compatible system, as advocated by Dr. DuMont, R. C. A. and others, present receivers could get color broadcasts in black and white without alterations to the receivers and color receivers could reproduce standard black and white broadcasts.

Richard Hodgson, president of Chromatic Laboratories, Inc. was the witness at the morning session of the hearing. His company manufactures the so-called "Lawrence tube" that, he said, can receive both color and standard black and white transmissions. The tube was conceived by Dr. Ernest O. Lawrence, winner of the Nobel Prize for his invention of the cyclotron.

"We can state, without reservation, that Chromatic has now succeeded in removing the technical and economic obstacles to the production of a universal color television tube," Mr. Hodgson told the committee.

Both Mr. Hodgson and Dr. DuMont were highly critical of the National Production Authority's ban on the manufacture of color television sets for home use. The restriction was officially lifted by the N. P. A. this morning.