

# C. B. S. COLOR VIDEO FAILS TO IMPRESS

It Comes Off a Poor Second to Tinted TV Shown by R. C. A.  
—Wolverton Noncommittal

By JACK GOULD

The color television system of the Columbia Broadcasting System, the only method to carry the official approval of the Federal Communications Commission, came off a poor second yesterday to the tinted video shown a day earlier by the Radio Corporation of America.

As seen on C. B. S. sets, the hues did not come up to the standard of early demonstrations made by the Columbia network. The colors seemed cold and harsh and the flesh tones were noticeably erratic. The images had little of either the depth or delicacy of shading that marked the R. C. A. test.

The C. B. S. demonstration was held for members of the House Committee on Interstate and Foreign Commerce, which last night finished its inspection of color TV developments in the New York area and returned to Washington.

Representative Charles A. Wolverton, Republican of New Jersey, chairman of the committee, declined to express any opinion on the C. B. S. system, whereas on Tuesday he had been lavish in his praise of the R. C. A. showing at Princeton, N. J. At the same time, however, Mr. Wolverton expressed the hope that the public might have at least some "color by Christmas."

While refraining from a direct comparative judgment on the C. B. S. and R. C. A. demonstrations, the committee chairman said he believed the F. C. C. should give prompt attention to the color situation so that the TV industry could proceed without delay toward video in natural colors. With the C. B. S. system, it was noted, no such further consideration is needed, but F. C. C. approval is required for the R. C. A. color.

Mr. Wolverton said he expected his committee would make a formal report on color TV within ten days or two weeks. The committee's aim has been to learn whether the introduction of color TV has been unreasonably delayed.

The C. B. S. demonstration was

held at the New York Athletic Club, Seventh Avenue and Fifty-ninth Street, where Frank Stanton, president of Columbia, explained briefly the apparatus used and the transmission system employed.

Earlier, at the committee's hearings in Washington, Mr. Stanton had announced that Columbia did not intend to press its color system now because of its so-called technical "incompatibility" with existing black-and-white video.

When C. B. S. transmits color, an existing set must be equipped with an adapter to receive a picture in black and white and with a converter to receive color. With R. C. A. color, the owner of a set can see the program in black and white as usual.

Yesterday's C. B. S. color program was not put on the air, but instead was relayed by wire directly to the receivers. The two C. B. S. sets employed rotating disks in front of the picture tubes to inject the red, blue and green colors.

Also shown during the C. B. S. test was the new color tube developed by Prof. Ernest O. Lawrence and Dr. Luis W. Alvarez, both of the University of California. The set utilizing the tube was out of adjustment, however, and the image suffered from a strong green overcast.

Later the Chromatic Television Laboratories, producer of the Lawrence-Alvarez tube, gave a demonstration of the device with a simulated transmission system similar to that used by R. C. A. Only color slides were projected and more definitive tests will not be conducted for another month, it was said.

Professor Lawrence and Dr. Alvarez reported, however, they believed they had achieved a substantial simplification of the receiver circuits needed for a compatible color system, which, they said, ultimately would lower the cost of new color sets to the consumer.