

C.B.S. COLOR VIDEO URGED

Network Assails Rivals' Plans in Report to F. C. C.

WASHINGTON, July 10 (UP) — The Columbia Broadcasting System told the Federal Communication Commission today the public interest demanded introduction of color television "now."

It added that the only "satisfactory, practical, economical and fully tested color television system for both local and network operation" was the system developed by Columbia.

C. B. S. submitted a brief, at the request of the commission, outlining the conclusions it believed the Federal agency should reach on the conclusions it believed the the basis of its lengthy color television hearings earlier this year. Radio Corporation of America and Color Television, Inc., which have developed rival color systems, had previously submitted briefs.

Columbia asserted that R. C. A.'s arguments were "on their face, clearly self-contradictory, incomplete and superficial." It accused C. T. I. of relying wholly on the findings of its own experts, and "ignoring all adverse testimony."