

NEW COLOR STANDARD ASKED BY TV GROUP

The National Television System Committee formally asked the Federal Communications Commission in Washington yesterday to adopt new standards for color television broadcasting. At the same time, plans of the Columbia Broadcasting System for experimental telecasts in color were announced here by J. L. Van Volkenburg, president of C. B. S. Television.

The committee is an industry-wide organization of scientists and engineers. Its standards are the same as those specified by the Radio Corporation of America on June 25, when it applied to the F. C. C. for permission to inaugurate commercial telecasts in color with its compatible system, which permits receipt of color telecasts in black and white on ordinary sets.

The Columbia organization said that its own noncompatible system of color television no longer was feasible in view of the existence of 24,000,000 black-and-white sets. However, Mr. Van Volkenburg wrote in a letter to C. B. S. affiliates that the network intended to transmit non-commercial, sustaining programs in color to the affiliated stations. This will be done about Sept. 15, if approval of the F. C. C. is received by that time, the Columbia official said.

News commentary by Drew Pearson will be broadcast weekly over radio station WINS beginning Sunday at 1:45 P. M.