

# NEW COLOR TV TEST HAILED AS 'SUPERB'

**Research by All-Industry Group  
Develops Electronic System  
for Any Video Screen**

**SETS IN USE WOULD WORK**

**Could Pick Up Transmissions  
in Black and White—Public  
Showing Expected Soon**

Highly satisfactory field tests of an all-electronic color television system have been going on for months in New York and other areas, with results now described as "superb."

Many improvements in both transmission and reception have been made. Color pictures now can be transmitted over the existing video networks with "very satisfactory results," an industry spokesman said yesterday.

"As a result the television industry may hope to be ready soon to demonstrate both its new technical achievement and the fact that its use will not make obsolete any present-day home video receiver," the spokesman, who asked that his name be withheld, said.

The new color system is one that has been under development for many months by a special group representing the whole television industry, known as the National Television Systems Committee. Dr. W. R. G. Baker, vice president of the General Electric Company, is chairman of the committee.

## Tests on Since May Here

With such a fully "compatible" color TV system in operation, home video sets would receive in black and white any program put on the air, whether transmitted in color or in black and white. Thus, no set owner would be deprived of the means to receive any program on his own equipment.

To intercept color programs in color, however, a converter for present-day sets would be required, or a complete new color receiver.

Live color programs, originating at the studios of the National Broadcasting Company in this city, are now being transmitted early Saturday mornings over WNET (Channel 4) and WOR-TV (Channel 2). These are picked up by both experimental color receivers and conventional black and white sets. The test has been under way since last May for the study of the new color standards recommended by the National Television Systems Committee.

Particular attention is being paid to such characteristics as color fidelity, synchronization and stability. Earlier, WOR-TV had participated in similar color experiments with the Columbia Broadcasting System's video, known as noncompatible because it required special receivers geared to the C. B. S. color transmission to pick up images in color or a special adapter to receive them in black and white.

## Depends on Defense Program

When the industry's new fully compatible all-electronic system actually will go into operation on a commercial basis, however, depends upon the progress of the defense program and the demand for trained technicians and critical materials, Dr. Baker said in an interview. Field tests, he went on, may be completed by early next year. It had been hoped earlier that they would be finished by late summer.

The Radio Corporation of America and Columbia, along with other leaders in video development, are cooperating with the industry committee to develop a system that will not render obsolete the 20,000,000 receivers now in use.

In the private companies' rivalry to decide what color system to develop, the C. B. S. method received the approval of the Federal Communications Commission last year and the Supreme Court later upheld the F. C. C.'s approval.

A few months after the Supreme Court decision, the National Production Authority barred manufacture of color TV sets to save manpower and materials for the defense drive. The ban was modified last June.