COLOR TELEVISION Today

ALL-ELECTRONIC color television, fully compatible with the present standard black-and-white system, has made rapid strides in the past two years as demonstrated in recent field tests. Owners of TV sets in the New York area responded favorably to reception of the RCA color programs in black-and-white. A new RCA experimental color-TV receiver appears in photo A. NBC studio shots, and outdoor scenes, photo D, were picked up by the color cameras during the tests. In the RCA color-TV system the equipment is all-electronic—at the studio, transmitter and receiver as illustrated in sketch B.

Late in September a new contender made a thrilling entry in the color-television field with a handmade experimental model of a compatible all-purpose TV picture tube. Basically it employs the same idea as the RCA color tube—but simplified. The inventor, shown with the new tube in photo C, is Prof. Ernest O. Lawrence, atomic physicist at the University of California and the inventor of the cyclotron. The tube employs a wire grid for color switching, and automatically switches from one system to another. Experts say that, if it proves successful, the tube can be mass-produced at comparatively low cost.