

# For the RECORD.

BY THE EDITOR

## AT HOME WITH COLOR TELEVISION

It was with feelings of mixed emotion that your editor undertook the responsibility to "guinea pig" a color television receiver at his home during the past several weeks. We knew, for example, that no souped-up laboratory model would provide the necessary data we were seeking. For the purpose a receiver would need to be taken right off a production line in order to serve as a fair basis for our tests.

But production models for immediate delivery to the public were not generally available back in March. The only exception was the announcement by *Westinghouse* that color television sets were now in production and were available for sale and delivery to the public. We decided to request the loan of a receiver from stock for test purposes at the consumer level. Our request was immediately granted and Model 840CK15 arrived promptly at our home in Greenwich, Conn. in its sealed carton *via* truck.

This location is 35 airline miles from the television antennas atop the Empire State Building in New York City. Our antenna is a 2-bay conical, vintage of 1951. It feeds a 2-channel coupler. One channel feeds a 24-inch monochrome receiver. The remaining channel was connected to the color set after curiosity prompted the decision to personally uncrate the set and connect it before the manufacturer's technician could arrive to handle the installation, the same as would be done for a customer (apologies to *Westinghouse*). Somewhat hurriedly we read the tuning instructions and turned on the set. Controls and tuning procedures were found to be about the same as on standard monochrome receivers. All seven channels were in good alignment and monochrome reception was highly acceptable. For comparison, the 24-inch black-and-white receiver was placed near the new color set. As expected, there was an immediate reaction due to the small color screen compared to the large screen to which we had become accustomed. However, experience later showed that one can become acclimated in a hurry providing he draws his chair closer.

No colorcasts were available during the first three days of viewing. We became quite accustomed to the slight sepia tone as viewed on the color screen from black-and-white telecasts and this actually becomes pleasing to the eye. The technician from *Westinghouse* had arrived and checked all con-

trols, utilizing the color test patterns from WNBT. Three days later found us tuning in our first color television at home. It was "The New Review," CBS, and from the standpoint of subject matter was a poor example of color possibilities. Skin tones were yellowish and lip makeup was excessive. A slight adjustment of the flesh control partly corrected the jaundiced appearance of the actors. We experimented with the convergence control for the first time and, possibly due to aging of components, was found to be slightly out of register.

Our impatience for more color programming mounted as the days slipped by. We realized that we would have the loan of the receiver for but a limited time and that all too few colorcasts were scheduled. It seemed that we could enjoy about one hour per week of mediocre subjects, including the Scholz-Andrews fight. This editor doubts if any prospect for a color set could be sold from this example. Our enthusiasm for color reached a climax on March 28 when *NBC* set up their color cameras at New York's Botanical Gardens. This production was excellent from both color and production standpoints. It is a real thrill to enjoy the sparkle and life produced by various plants and flowers when seen in their true colors. A three-dimensional effect and an added depth to the picture results from color television. Small objects which are not even noticed on monochrome are readily identifiable. It has been noted that picture quality (at least at this writing) of color signals on the monochrome set were not as compatible as one would expect. For example, reception of color on a color set is found to be in good focus while the same signals received on the monochrome set always appear fuzzy and contrast excessive.

A total of approximately 125 hours use has now been chalked up on the color set. It is interesting to note that no corrections have been required on any secondary control since the first week of use. It is only necessary to adjust the fine tuning and the color control occasionally when receiving colorcasts. Contrary to many opinions, a color receiver is far simpler to tune than several monochrome sets used in the past.

Now that we have good quality color television receivers, the need remains for more and better telecasts in color. Yes—color TV is here and it's terrific!  
O.R.

RADIO & TELEVISION NEWS

### Shopping Service

TELE-SALES, a new system of merchandising devised by the American Television Corp., New York, to enable customers to shop by television, is now being presented daily to the public at Bloomingdale's Department Store, New York. These telecasts dramatizing store merchandise differ from the ordinary television show in that they project a specially prepared motion picture, which is first run through and "scanned" by the television camera and then conducted by cable through the receiving device to "kinet" screens distributed throughout the store.

According to American Television Corp., a merchant can repeat the messages of any national advertisers by using these special films, and he "can add the greetings, advice, services and influence of prominent visitors, demonstrators and other public figures by simply introducing them to customer audiences throughout his store via Tele-Sales."

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