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COLUMBIA BROADCASTING SYSTEM
485 Madison Ave., New York 22, N.Y.

GENERAL PUBLIC TO PLAY MAJOR ROLE IN COLOR TELEVISION TESTS
TO BE CONDUCTED BY CBS IN NEW YORK, WASHINGTON, PHILADELPHIA

Receiving Sets To Be Installed In Homes
And Public Places To Gauge Reactions
And Collect Technical Data

The general public will play a major role in extensive color television test operation which the Columbia Broadcasting System will conduct in New York and Washington starting January 2, and subsequently in Philadelphia.

These operations will constitute the most comprehensive and intensive test in television history. Involved are pickup devices in New York and Washington; 4 broadcast transmitters; 450 miles of coaxial cable; and more than 50 color receivers.

Cooperating with CBS in the tests are the Bamberger Broadcasting Service; the American Telephone & Telegraph Company and local telephone companies; Smith, Kline & French, Philadelphia pharmaceutical house; television stations WOR-TV and WOIC of the Bamberger Broadcasting Service; the PHILADELPHIA BULLETIN television station, WCAU-TV; and WTOP, Inc., Washington, D. C.

Details of these operations, which include program broadcasting and home installation as well as technical tests, were outlined in a letter filed today by CBS with the Federal Communications Commission

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in Washington. The tests are scheduled for January 2 to February 1, and are being conducted to provide additional information on color television requested by the Commission.

To give a large number of people a chance for the first time to see color television pictures and express their reaction, CBS will install 15 color sets in one or more Washington locations to which the public will have access. This will afford thousands of people their first opportunity to view color broadcasts, and CBS thus will be able to furnish the FCC with data on public reaction to color television.

In New York CBS plans to use members of the public as observers in tests to produce technical allocations data. Primary purpose of the New York tests is to provide the FCC with such information as the extent to which color television stations in different cities on adjacent channels or on the same channels may interfere with each other, and the effect of diathermy and other interference.

Another phase of next month's tests is the installation of color receivers in Washington homes so that the color pictures can be observed under normal viewing conditions. CBS has offered to install color receivers in the homes of the seven FCC Commissioners.

To assist laboratories and manufacturers, CBS is making all the color broadcast signals available for technical tests. It also is providing color receivers for test purposes to the FCC Laboratories in Laurel, Maryland (already delivered), and to the Senate Advisory Committee on Color Television, of which Dr. E. U. Condon, Director of the National Bureau of Standards, is chairman.

In New York the broadcasts will be over the standard television transmitters of WCBS-TV, key station of the CBS Television Net-

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work, and WOR-TV, Bamberger Broadcasting Service outlet in New York. The Washington broadcasts will be carried by WOIC, Bamberger Broadcasting Service station and CBS-TV affiliate in the capital. Studio facilities of WTOP, CBS radio affiliate in the capital, also are to be used in the Washington operations. Broadcasts in Philadelphia, which will start after the tests in the other cities have gotten under way, will be over WCAU-TV, Philadelphia affiliate of the CBS-TV Network.

The American Telephone & Telegraph Company and the local telephone companies in New York, Washington and Philadelphia are providing extensive circuits not only for the local operations but also for inter-city transmission of the color signals via coaxial cable.

The tests, which will include both live and film programs, will be conducted during hours that will not interfere with the regular local or network broadcasting schedules of the cooperating stations. The color transmission periods will generally be scheduled to alternate with standard black-and-white transmissions so that installation of standard television sets in homes in the three test areas can continue without interruption.

Existing black-and-white sets will not receive the color transmission as usable pictures unless they are adapted.

In Washington the live pickup equipment will be that developed by CBS for Smith, Kline & French, Philadelphia pharmaceutical house, for demonstrations of the teaching of surgical and medical procedures before professional groups in major cities throughout the country.

In New York CBS will use color film and slide pickup equipment, together with standard black-and-white film and live pickup

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equipment, in order to study the comparative interference behavior of color and black-and-white television as requested by the FCC.

The New York broadcast schedule will be from 9:00 a.m. to 1:45 p.m., Monday through Saturday.

The Washington schedule calls for color transmissions Monday through Saturday, from 12:45 p.m. to 1:45 p.m., as well as 10:45 p.m. to 12:00 midnight on Sundays and Tuesdays, and 9:45 p.m. to 11:00 p.m. on Thursdays.

When the Philadelphia color broadcasts start they will be scheduled from 12:45 p.m. to 1:45 p.m., Monday through Saturday. The Philadelphia signals will be fed from Washington and New York.

These CBS color test operations will terminate February 1 when the Smith, Kline & French equipment leaves for Atlanta, Georgia, for a demonstration before the Atlanta Post Graduate Assembly. Similar successful demonstrations have been held this year before large gatherings of doctors in Atlantic City, Denver, Chicago, New York and Washington.

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