

NEW COLOR TUBE FOR TV CREATED

C.B.S.-Hytron Has Large-Size Product That Is Said to Be Suitable for Mass Output

The development of a new large-size color television picture tube, said to be adaptable to mass-production methods, was announced yesterday by C. B. S.-Hytron, the electronic tube-manufacturing division of the Columbia Broadcasting System, Inc.

Bruce A. Coffin, president of C. B. S.-Hytron, said the cost of the color tube would be about 30 per cent more than the equivalent black-and-white tube when placed in mass production late in 1955. On this basis, it was said, color television receivers will cost less than earlier estimates of \$800 to \$1,000.

The first tubes, called the C. B. S.-Colortron, will be available to receiver manufacturers next fall, Mr. Coffin said. The company's plant in Newburyport, Mass., will begin "pilot production" by next February, and seven months later a new plant in Kalamazoo, Mich., will go into operation.

To Turn Out 21-Inch Product

Mr. Coffin said the Kalamazoo plant would produce twenty-one-inch rectangular tubes. Color tubes of good picture definition that have been demonstrated so far have been limited to a picture size of about fourteen inches. Mr. Coffin said that the only restric-

tions limiting the size of his company's tube would be those governing large bulbs inside the set and the size of the cabinet.

Low-cost mass production of the tube will be possible through the elimination of many internal parts contained in other color tubes, the executive said. He added that the compensating circuitry, or special adjustments needed in the receiver, would thus be minimized.

WOR-TV Resumes Monday

Although the installation of WOR-TV's new antenna atop the Empire State Building is not yet completed, the station will resume a regular program schedule next Monday. It had announced on Sept. 9 that it would close "in order to coordinate plans" for moving its transmitter and studio facilities to the new location. At that time there was a strike by its engineers and technicians, who agreed last week to return to work.

For the present, the station will continue to use its transmitter at North Bergen, N. J., and its studios at 101 West Sixty-seventh Street. On Mondays through Fridays it will sign on at 4:30 P. M., and on Saturdays and Sundays at 4 and 6 P. M., respectively. Except for the "Broadway TV Theatre," "Merry Mailman," "America Speaks" and the "Spanish Hour," most of its programs will be on film.