

## **NEW YORKERS SEE COLOR**

### **First View of New TV Receives Warm Reception Here**

New Yorkers got their first general view of color television yesterday when the Columbia Broadcasting System began a series of public demonstrations at 401 Fifth Avenue. Two color receivers also were in operation on the tenth floor of Gimbel's department store.

When the first two demonstrations, which were an hour apart and played to different audiences, were ended, most individuals questioned expressed enthusiasm for what they had seen, although some had minor reservations. Some of the comments included:

Mark Mitchell, New York artist—"I thought the color was very good. I couldn't quarrel with it."

Mrs. J. C. Tressler, housewife of Jamaica, Queens—"I think it's marvelous but I prefer a larger screen I just bought a nineteen-

---

**Continued on Page 45, Column 2**

# COURT HEARS PLEA TO BAR C. B. S. COLOR

Continued From Page 33

inch screen and I'm worried about converting it for color."

John Sherman, surgical supply business, Brooklyn—"I like color, but as black and white, the quality of the program will be the important thing."

Mrs. Geneva Roberts, Lansford, Pa.—"I don't have a set now, but if anything would make me buy one this is it."

Shirley Fell, New York advertising agency employe—"I would prefer a large screen black-and-white set to a small color picture."

Mrs. Cecelia Lester, Jersey City housewife—"I made a deposit on a black-and-white receiver last week but got it back when I heard about color."

Perry Poluito, Paterson, N. J.—"I want to get a color set right away. I want to be the first one in my community to have color television."

Jack Foster, Manhattan—"It's too bad that the color system isn't compatible, so people wouldn't have to change their sets to get color in black-and-white. It's unfair to the public."

Ralph Marks, color photographer, Manhattan—"The colors are too brilliant, but that could be remedied by diluting the filter disk."

C. B. S. will continue color demonstrations five times daily except Sundays. Complimentary admission tickets, when available, can be picked up at C. B. S. headquarters, 485 Madison Avenue, the Wellington Hotel, and at 401 Fifth Avenue.