

COAST-TO-COAST TV IS SHOWN IN COLOR

California Audience, Including Film Executives, Applauds Cross-Country Broadcast

R. C. A. TELLS OF NEW GAIN

Will Demonstrate "Recording of Both Video and Films on Magnetic Tape Dec. 1

Special to THE NEW YORK TIMES.

BURBANK, Calif., Nov. 3—The Radio Corporation of America today demonstrated coast-to-coast color television. It also announced the development of recording color and black-and-white television on magnetic tape.

The company said this development would be demonstrated at the R. C. A. Laboratories in Princeton, N. J., on Dec. 1.

An audience of 900, including executives from the movie studios, burst into frequent applause during two demonstrations of the first color television programs sent across the country. The program, received by 14-inch R. C. A. receivers set up in a studio at the National Broadcasting Company here, originated at the Colonial Theatre in New York City. A musical show starring Nanette Fabray, musical comedy star, and color films were transmitted 4,000 miles over the radio relay circuit system of the Bell Telephone Company.

The reception was technically perfect throughout the half-hour demonstrations, which started at 9:30 A. M. and 11. The color, in definition and consistency, was deemed the equal of anything the movie theatres had to offer. Some observers believed that the flesh colors were even more natural than those customarily seen in color motion pictures.

Expects Action Before Yule

The demonstration was on R. C. A.'s compatible color system, which permits color telecasts to be seen in black and white on present monochrome sets.

Brig. Gen. David Sarnoff, chairman of the boards of R.C.A. and the National Broadcasting Company, indicated that he expected the Federal Communications Commission to approve the new color video standards even before Christmas, the date hinted by Rosel H. Hyde, the commission chairman.

The new competition for the movie theatres from color video will not be felt strongly for at least two or three years. This was indicated by General Sarnoff's remark that it would take about that long for television manufacturers to reach a big volume in production of color sets.

Development of magnetic tape for instantaneous recording of images and sound was hailed by General Sarnoff as an electronic advancement "endowed with a far wider horizon than its immediate purpose in TV broadcasting."

"It is a method that records and reproduces pictures in motion in black-and-white and in color, with no intermediate steps such as film processing," he said.

He expressed the belief that continued technical progress would make the process "inexpensive and economical" and forecast that "electronic motion pictures—in black-and-white and in color—for television, for the theatre and for the home will stem from this remarkable development."

One of Three Gifts

R. C. A. engineers started work on the tape recording process in September, 1951, as one of three presents Mr. Sarnoff suggested the technicians could make to him on the occasion of his fiftieth anniversary of service in radio in 1956.

The time and cost savings held out by magnetic tape recording was summed up by General Sarnoff as follows:

"It does away with all chemical processing. The pictures can be viewed the instant they are taken, which adds new flexibility in the making of motion pictures. There will be no need to wait for the next day or days to see the 'rushes.' The process is electronic for the camera, for the making of the tape record and for playing the tape."

The size of the tape now being used by R. C. A. is one-half inch in width. It has a plastic base with a coating of magnetic oxide. Bing Crosby Enterprises also is developing magnetic tape picture recordings and last December demonstrated a black-and-white picture taken off the air and re-shown on a television set. The tape used at the Crosby demonstration was one inch in width, but the company said it had been experimenting successfully with half-inch tapes.