

## **C. B. S. to Conduct Color Experiments Using All-Industry Standards Followed by R. C. A.**

The Columbia Broadcasting System formally revealed yesterday that it would use the color standards adopted by the National Television System Committee, an all-industry group, for a series of experimental color telecasts to begin next week. The same standards were used by the Radio Corporation of America in a demonstration last week at Princeton, N. J.

Industry circles attached much significance to the C. B. S. development for two principal reasons:

- (1) Columbia, which has the only color system now holding the approval of the Federal Communications Commission, will be laying aside its own system to experiment with one that its competitor, R. C. A., helped to develop.
- (2) Columbia's action would seem to imply the formal ending of competition between two rival color television systems. Through the National Television System Committee, of which C. B. S. is a member, the entire industry is now united in furthering the progress of color video.

The authority for C. B. S. to make the on-the-air tests came from the F. C. C. The telecasts, consisting of colored slides, test patterns and possibly motion-picture film, are tentatively scheduled to start over the facilities of WCBS-TV (Channel 2) on Wednesday, April 29, from 5 A. M. to 7:20 A. M. They must be conducted outside of the station's regular program hours.

The C. B. S. decision came less

than a week after R. C. A.'s special demonstration for members of the House of Representatives Committee on Interstate and Foreign Commerce, which has been investigating the status of color television. The Representatives said they were favorably impressed by the quality of the color.

Other observers, who had witnessed many color demonstrations over the years, expressed the opinion that it was far better color than R. C. A. had ever shown before.

A few weeks earlier Frank Stanton, president of C. B. S., had told the same committee members at a hearing in Washington that his company recognized that it would be "economically foolish" to try now to introduce the C. B. S. color system to the public.

He referred to the fact that 23,000,000 receivers now in use could not even receive C. B. S. color in black-and-white without an adapter, and that a converter would be required additionally to receive in color. With the all-industry system, existing sets can receive a color signal in black-and-white, although it is considered impractical to convert them to color.

Primary election returns in New Jersey will be presented in special fifteen-minute telecasts over Channel 13 tonight at 9, 10, 11 and 12 o'clock.

The Drake Relays, a track meet staged annually at Drake University Stadium in Des Moines, Iowa, will be televised over Channel 2 on Saturday afternoon from 3 to 5 o'clock.