

## COLOR VIDEO FOR ALL PREDICTED IN 4 YEARS

*New York Times (1923-Current file); Sep 9, 1953;*

ProQuest Historical Newspapers: The New York Times with Index

pg. 42

### **COLOR VIDEO FOR ALL PREDICTED IN 4 YEARS**

WASHINGTON, Sept. 8 (AP)—A top television expert predicted today that color video would be available "for the millions" in three or four years, but hardly sooner.

Dr. W. R. G. Baker said it would take that long to build up mass production of the required color tubes. He is a vice president of General Electric and chairman of the industry's National Television System Committee.

On behalf of the committee Dr. Baker asked the Federal Communications Commission to give prompt approval to a newly perfected color compatible television system that would not make obsolete the more than twenty-five million black-and-white video receivers now in use in this country.

To support the request he delivered to the commission a sixteen-volume, fifty-two-pound exhibit reporting results of the committee's two and a half years of technical studies of the problems involved.

The proposed committee system would fit into present video operations by offering color telecasts that could be tuned in by existing sets in black and white. If color reception were desired a color set would have to be purchased in most cases since the industry generally does not consider "converters" practical.

Such new color sets initially will cost between \$750 and \$1,000 for a fourteen-inch screen. However, Dr. Baker emphasized that prices

would come down with mass production.

The committee color plan is being offered as a substitute for the Columbia Broadcasting System incompatible method which, though

approved by F. C. C. in 1950, never won general public acceptance. Columbia joined today in asking

approval for the new method and said the previous approval of its own plan should be withdrawn.