

Bendix Pitch Dubious Help To T-V Color

Demonstration Disappoints

NEW YORK, Dec. 7.—Demonstration of its new color television receiver by Bendix Aviation Corporation Wednesday (4) prompted renewed expressions of opinion on the part of black and white advocates that tinted video is strictly for the future—and not the near future. Bendix showing, tipped exclusively in last week's issue of *The Billboard*, suffered from transmission difficulties, with reception not too good either on sound or video. Show, which included both live talent and film shots transmitted by Columbia Broadcasting System, was marred by a definite flutter.

Black and white video execs, collecting data on the Bendix demonstration, expressed the opinion that the FCC's hearing on commercial color video starting Monday (9) would probably result in a directive to both camps—mechanical color and electronic color—to continue experimentation before the FCC will set standards. One exec went so far as to predict that commercial color tele wouldn't be feasible until 1955, on the ground that several years of field testing would be necessary in addition to basic experimentation—just as in the case of black and white. Other arguments were also put forth to bolster the black and white position, among them the likelihood that as black and white reached greater perfection, the demand for color would subside.

Statement by Bendix apropos the demonstration said in part, "We have such confidence in the public's acceptance of full color television that, provided satisfactory programs are established and with even a limited schedule of programs, Bendix is prepared to speed the full commercial introduction of this new medium."

Statement, written prior to the demonstration, added, "This successful demonstration justifies the faith which our company and its department of engineering and research have placed in color television as having the greatest appeal to the entire nation . . . as to the question of price—the widespread appeal of full-color television will automatically adjust prices to a popular level by creating the manufacturing economies thru mass production."

Technically, the Bendix receiver operates on the three color sequential standards proposed by CBS, with the color reproduction being an additive process. Bendix statement that the receiver uses a rotating color disk, added, "However, the sequential standards for transmission will also permit the use of a simultaneous color projection set such as was recently shown at Princeton."

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