



NEWS *from* WCAU

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WCAU TO INAUGURATE FULL COLOR NETWORK TELEVISION DEMONSTRATIONS IN PHILADELPHIA

Philadelphia will shortly witness full color television demonstrations, it was revealed today by Dr. Leon Levy, president of WCAU, with the announcement that arrangements have been completed with the Columbia Broadcasting System whereby WCAU will exhibit for the first time anywhere, full color television over a network. The programs will be transmitted over the coaxial cable from the CBS studios in New York.

At the same time, Dr. Levy announced that WCAU has petitioned the Federal Communications Commission for permission to withdraw its application for a low frequency black and white television station and will apply for a permit to construct an ultra high frequency television station for color and improved black and white transmission.

Commenting on the proposed full color television demonstrations, the president of WCAU said that the programs would be shown just as soon as A.T. & T. completes some technical revisions on its coaxial cable facilities.

PHILADELPHIA'S 50,000 WATT COLUMBIA STATION



He declared, "The dramatic and highly successful test last week in transmitting color television 450 miles by coaxial cable has brought Philadelphia within easy reach of New York, present origination point of this service. Without losing any time we have therefore arranged with CBS which has led all the way in this field, to enable us to hold color television demonstrations here in Philadelphia of telecasts originating from New York.

Philadelphia's eminence as a center of culture since early Colonial days entitles it to the most advance practical media of communication, Dr. Levy continued saying, "Color television opens new vistas for our arts and sciences, our crafts and industries. The rich educational stores of our museums, colleges and schools, the products of our artisans and factories, the historical scenes of our nation's very origin, shortly will be available to millions through the medium of color television. In the same spirit of leadership which WCAU has manifest in standard broadcasting, we are determined to give Philadelphia the best possible kind of television and today that means ultra high frequency, full color transmission.

He went on to say, "WCAU executives and engineers who have closely followed the development of television from its infancy through wartime research now contend that ultra high frequency full color television has reached the point at which present black and white television is rendered obsolete.

"As broadcasters", he said, "it is difficult for us to envisage successful television service in black and white on any substantial scale in the face of the devastating comparison with the color pictures we have seen. Furthermore, it is our hope that as in standard broadcasting, WCAU's organization will be part of a national

network. Transmission of color pictures over the coaxial cable guarantees there can be no delay in providing the technical means for the formation of color television networks which in our opinion will sweep the field."

As an instance of the response of some of the leaders of various industries who have attended color television demonstrations in New York, Dr. Levy quoted from a letter which T.B. Hayward, president of the Philadelphia Wool and Textile Association had sent to its membership, terming color television a "revolutionary phase of commercial contact". Mr. Hayward further stated:

"As they say, seeing is believing. We are convinced that when the day arrives that color television becomes a part of our household, it will aid greatly in furthering the development of our industry. To say we are thrilled is putting it mildly.