

RCA Hopeful Color TV To Be Soon Practical



G. L. Harper, principal of the Person County Training School, was recently elected president of the Piedmont District Teachers Association. Harper, a veteran school official and active in many school-community related activities, is a native of North Carolina. A graduate of Kinston school system and North Carolina College, he also holds graduate degree from Columbia. Among the many organizations he has served are the N.C. College alumni association, the Tarboro P.T.A., the Kinston public library, Omega Psi Phi fraternity, Credit Union of Fremont, school for veterans at Roxboro and is currently president of the Tri-County Resource-Use Education conference and editor of its publication, "The Rue."

CHICAGO — "The TV color 'rainbow round our shoulders' will get there by an orderly process, and not as the aftermath of a storm," it was declared here today by H. C. Bonfig, vice-president and director of sales for the Zenith Radio Corporation. He addressed a noon meeting of the Advertising Club of Minneapolis in session at the Nicolet on the subject of color television and its impact on the public.

High initial cost is an unavoidable part of the process of launching color, he indicated. Pointing out that it was only eleven weeks ago that color TV on its present standards was first presented to the FCC, Bonfig indicated that much technical progress has yet to be made before color TV sets are a commodity on the order of black and white TV.

"The set which we demonstrated for the FCC has the same size picture of all color sets demonstrated on the mar-

ket up to now," he stated. "All those sets, as of today, have pictures that are no greater than 11 and one half inches wide in greatest dimension. This can hardly be considered as satisfactory to a public that insists on 21 inch pictures in its black and white receivers.

"The first 100 color sets which we are making at Zenith are costing our company something more than \$2,000 per set in prime labor and materials alone," Bonfig stated, declaring his belief that this would "hardly be a popular price."

He stated that the rising cost of commercial television time and production was of mounting concern, indicating his belief that stations were now in need or would shortly be in dire need of auxiliary income. "The answer to this problem lies in subscription television," Bonfig declared.

Indicating that subscription TV, which provides a home box office, would not interfere with

commercial television, Bonfig said that it was intended to supplement the station's income from commercial TV broadcasting efforts.

"Many top rated attractions, such as championship boxing events, football games and the like, are disappearing from the home TV screens and into the theater TV circuits. Theater TV has already demonstrated its ability to outbid commercial television for major sports attractions, and this tendency is on the increase. The only way in which home television can realize its full potential as a national program service is to provide it with a box-office that will pay part of the cost. This principal is an old one in the magazine and newspaper field, where subscribers help offset part of the cost in subscription fees and newsstand purchases, and advertisers carry the rest of the burden," he said.

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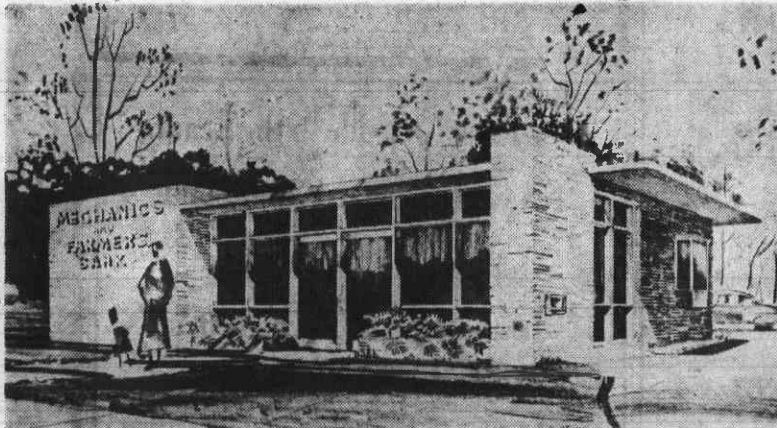
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