

# TV FIRM PLANS SUIT TO BAR COLOR MOVE

## Pilot Radio Says It Will Take Action—R.C.A. Denounces Decision of the F.C.C.

A threat of "injunctive proceedings" by the Pilot Radio Corporation and strong objection by the Radio Corporation of America were among the immediate reactions yesterday to the decision of the Federal Communications Commission granting final approval to the color television method of the Columbia Broadcasting System.

"We very definitely plan injunctive proceedings against the F. C. C. decision," said Isidor Goldberg, president of Pilot. "They should have delayed the decision another nine months as the industry pleaded for them to do. This is a feud between the F. C. C. and the industry."

Brig. Gen. David Sarnoff, board chairman of the Radio Corporation of America, termed the F. C. C.'s decision "scientifically unsound and against the public interest."

"No incompatible system is good enough for the American public," General Sarnoff added. "The hundreds of millions of dollars that present set owners would have to spend and that future set owners would have to pay to obtain a degraded picture with an incompatible system reduces today's order to an absurdity."

A compatible color system is one whose pictures can be received in black and white by present black-and-white sets. An incompatible system requires the use of an adapter for present sets to receive the color pictures in black and white.

### Says F. C. C. Carried Out Threat

General Sarnoff asserted that the F. C. C. had carried out its threat to adopt the C. B. S. system "because the engineers of substantially the entire industry had the courage to disagree with the commission's impractical proposal."

Several television manufacturers declined immediate comment on their plans in view of the commission announcement. Among these were General Electric, the Allen B. Du Mont Laboratories, Inc., and the Emerson Radio & Phonograph Corporation. All said, however, that they did not plan any legal action.

In Washington, the Radio-Television Manufacturers Association reported it had no comment.

The color development brought increased activity on the San Francisco Stock Exchange. Hitting a four-year high, Columbia's Class A stock closed with a gain of 3¾ points, while the Class B was up 4½ points.

On the New York Exchange, where the market was closed when the commission decision became known, C. B. S. Class A stock had gained 1¾ at the close and Class B was up 2½ points.

### Shortage May Delay Output

The Webster-Chicago Corporation, which made the first color converters for use with the C. B. S. system, reported that the shortage of some parts would prevent any appreciable production of adapters and converters before the first of the year.

C. B. S. said that it would not build any color television equipment. Frank Stanton, president of the network, said many of its color programs would be available to stations in the forty-five areas connected by coaxial cable and radio relay.

Mr. Stanton issued a statement that said in part:

"Although there has been understandable controversy within the industry over the color television question, C. B. S. is confident that all segments of the industry will now unite to bring to the public this great advance in the television art and that within a few months color receivers and converters will be on the market. C. B. S. stands ready to cooperate with all segments of the industry so that the public can have color television as rapidly as possible."