

'BIG 10' TV MAKERS REJECT COLOR PLAN

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Most U. S. Set Firms Refuse to Meet F. C. C. Proposal on Chromatic Receivers

WASHINGTON, Oct. 2 (UP)—Most of the nation's television set makers today rejected the Federal Communications Commission's color TV plan.

Reasons varied from charges of illegality through the assertion of one manufacturer, Zenith Corporation of Chicago, that the plan would cost the public \$200,000,000 yearly for equipment which "may never be used."

Most firms said flatly they could not meet the F. C. C.'s time schedule.

Philco Corporation of Philadel-

phia and Motorola, Chicago, were the last of the so-called "big ten" of the industry to join thirty-odd other manufacturers in a stand against the F. C. C.

The agency had asked them to start production this fall of sets to receive both the present programs and Columbia Broadcasting System's colorcasts in black and white.

Manufacturers who have rejected the F. C. C. plan so far have produced about 6,000,000 of the nation's 7,000,000 sets, according to an industry source.

The F. C. C. ruled recently that if combination sets were produced immediately it would adopt the C. B. S. color system only on a tentative basis and canvass the qualifications of other systems next year. Otherwise, the agency said it would authorize C. B. S. color for commercial broadcasts immediately. The purpose is to get production of combination sets going right away so new purchasers will not be "stuck" with non-

color sets in event C. B. S. color finally is favored.

Other manufacturers replying to the F. C. C.'s request included Emerson Radio and Phonograph Corporation, New York; Stewart-Warner Corporation, Chicago; Magnavox Company, Fort Wayne, Ind.; Sentinel Radio Corporation, Evanston, Ill.; Tele-Tone Radio Corporation, New York, and Transvision, Inc., New Rochelle, N. Y.

Also Capehart-Farnsworth Corporation, Fort Wayne, Ind.; Muntz TV, Chicago; Sylvania Electric Products, Inc., and Tele-King, both of New York, and the Hazeltine Electronics Corporation.