

C. B. S. DENIES MOVE TO SELL COLOR VIDEO

no conversation, meeting or correspondence with Mr. Siragusa on any subject during 1949, and I have never made any offer to Mr. Siragusa on color television at any time."

Frank Stanton, president of the Columbia Broadcasting System, denied yesterday that he had ever offered to sell the C. B. S. color television system "lock, stock and barrel" to the Admiral Corporation for \$3,000,000.

The denial was in answer to a statement made in a luncheon speech in Chicago by Ross D. Siragusa, president of Admiral, one of the largest radio and television set manufacturers. Mr. Siragusa said that Mr. Stanton made the offer in 1949, but was turned down because he (Mr. Siragusa) did not believe the C. B. S. system was "the answer to color TV."

In his formal denial Mr. Stanton said:

"After reading the advance publicity handout on Mr. Siragusa's talk, I phoned him to say I had never made Admiral any such offer. He contended that during the spring of 1949 I had made the offer to him personally."

Mr. Stanton added:

"I advised Mr. Siragusa I was in Europe at the time he said I made the offer. Moreover, I had