

C. B. S. URGES USE OF A TV ADAPTER

Suggests F. C. C. Modify Plan That 'Bracket Standards' Be on All Future Receivers

The Columbia Broadcasting System suggested a modification yesterday in the Federal Communications Commission's proposal that "bracket standards" be incorporated by manufacturers in all future television sets. A number of set makers have notified the commission that they are unable to produce "bracket standard" receivers within the time period specified.

In asking for immediate final approval of its color method, which the commission has said it favored, Columbia suggested that "two-point" reception might be installed in video sets, rather than the more elaborate "bracket standards."

The "two-point" reception, which amounts to an adapter estimated to cost from \$15 to \$20, would permit the reception of color programs in black-and-white and also color programs in color when a converter is added. According to a Columbia spokesman, "two-point" reception would provide the same service to a set owner, by present black-and-white standards, as would the "bracket standards."

Would Aid Further Changes

The bracket method, however, would further accommodate any possible changes in present black-and-white standards, should the commission decide to make any in the future. The complexity of incorporating "bracket standards" immediately in all new sets is one of the reasons manufacturers are opposing the commission's proposal, which would pave the way for color television.

In its report to the commission, Columbia said that internal adaptation of "two-point" reception would eliminate "aggravation of the compatibility problem with respect to color television." It added that the commission also would have additional time in which to explore fully as a separate matter the entire question of "bracket standards," including such factors as specific numerical values, cost and time required for field testing and incorporation in production lines.

Six Concerns Reject Proposal

WASHINGTON, Sept. 29 (UP)—Six more companies today joined a solid line-up of television manufacturers in rejecting a proposal of the Federal Communications Commission for authorizing color TV on a tentative basis.

The industry stand confronts the commission with an early decision on whether to give final approval to the color system developed by the Columbia Broadcasting System.

Negative replies were received from Westinghouse Electric Corporation, General Electric Company, Admiral Corporation, Belmont Radio Corporation, Crosley Radio Corporation, and Pilot Radio Corporation.

The proposal previously had been rejected by Radio Corporation of America, Hallicrafters, Inc., and the Allen B. duMont Laboratories.

Although today was the deadline for replies, the commission said it would accept any answers received by Monday. Some leading concerns, including Philco, Motorola and Zenith, have yet to reply.