

# COLUMBIA OPPOSES DELAY IN COLOR TV

## Affidavit Says R. C. A. Can Suffer Injury Only to Its 'Pride and Publicity'

The Radio Corporation of America can suffer injury only to its "pride and publicity" by further delaying regular color television on the air, whereas such delay will result in "irreparable injury" to the public, the Columbia Broadcasting System charged here yesterday in an affidavit served on the corporation.

The affidavit was in opposition to the recently filed R. C. A. motion with the United States District Court in Chicago, seeking a temporary injunction against the Federal Communications Commission's authorization of the Columbia color system for commercial use beginning Nov. 20. Argument on the motion is scheduled to begin Tuesday in Chicago.

Another affidavit, similar in content to that of C.B.S., was prepared by the F.C.C. for filing in Chicago tomorrow.

Suspension of the commission's order, the C. B. S. affidavit contended, would "inflict grave injury to the public by costing it large sums of money, delaying the manufacture of color receiving equipment and aggravating the problem of incompatibility."

"This is the very injury the commission aimed to avoid by making its decision when it did, rather than to delay it for some time, as requested by the R. C. A. and other manufacturers," the affidavit declared.

Columbia went on to assert that any injury the R. C. A. might have suffered in black and white picture receiver sales was "self-inflicted," because of its "adamant refusal, despite ample encouragement and opportunity, to produce

equipment needde, to receive color tect its sets from obsolescence and consequent buyer hesitation."

On the other hand, it was declared, manufacturers and dealers who have assured the public of equipment need to receive color on existing sets "have seen their sales double and triple."

Even if the Chicago court grants the injunction sought by the R. C. A. and holds up commercial color broadcasting, Columbia is expected to continue color demonstrations in New York without benefit of sponsorship. They are scheduled to begin here Tuesday.

Columbia charged that even though the R. C. A. "must have known" since last September that it was "at least likely" that Columbia's mechanical standards would be adopted by the commission, "it [R. C. A.] has refused to produce any internally adapted receivers."

"To have produced such equipment," Columbia went on, "would have deprived the R. C. A. of its central argument against the color system—its incompatibility."

The affidavit charged that the R. C. A.'s "real purpose" in seeking an injunction and thus halting—for a time at least—the use of Columbia color video was to "fight a delaying action" and thus to keep the public from seeing color programs and from purchasing sets on a more informed basis.

The Columbia affidavit said that video sets were being produced at the rate of 800,000 a month. It added that to adapt sets in the public's hands would cost \$32 to \$50 each, but to do it in the factory before they were sold would cost \$7 to \$10.

Failure to produce new internally adapted combination color and black and white sets, Columbia said, "represents between \$28,000,000 and \$43,600,000 a month for adaption costs alone."