

# Court Action on Color Television Is Hailed by Set Manufacturers

## C. B. S. Chagrined, but Expects to Continue Demonstrations—Uncertain on Fate of Program Plans for Monday

The action of the Federal court in Chicago temporarily restraining the introduction of color television on a commercial basis next Monday was hailed last night by set manufacturers as an important victory.

The Columbia Broadcasting System, on the other hand, made no secret of its disappointment but said that it expected to continue its color demonstrations. The network was uncertain, however, about the fate of some of its original programming plans for Monday, including the scheduled appearance of Arthur Godfrey.

Brig. Gen. David Sarnoff, chairman of the board of the Radio Corporation of America, which started the legal fight against the Federal Communications Commission's approval of the C. B. S. system, expressed gratification over the court's decision.

"I recognize this is only the first round," he said, "but, in so far as it represents a victory for our side, it represents a victory for the people of America."

Other manufacturers also approved the decision with such assertions as "wonderful" and "it's high time."

### One Fears Buying Delay

One set maker voiced concern, however, that the court's action might not mean a decision for some weeks.

He expressed fears that many persons might delay buying present black-and-white receivers until they learned the outcome of the court controversy. Such a reaction by the public, he noted, could be particularly serious during the Christmas shopping season when inventories normally are at a high level.

Frank Stanton, C. B. S. president, expressed hope that the court would reach a decision quickly so that "full enjoyment by the public of this new and improved television will not be retarded." He

expressed confidence that the courts would uphold the C. B. S. system.

Mr. Stanton said that the decision would not interfere with demonstrations being staged by his network at the old Tiffany building, Fifth Avenue and Thirty-seventh Street. However, his formal statement avoided mentioning whether the color pictures actually would be transmitted over the air after this week or only relayed over wires.

### Under Experimental License

The demonstrations on Fifth Avenue are being broadcast under an experimental license which was not at issue in Chicago. The court was concerned only with the specific F. C. C. order authorizing commercial use of the C. B. S. system.

Under a commercial license revenue from sponsors can be accepted. Under an experimental license such revenue must be refused.

Arthur Godfrey had been scheduled to be the first major entertainer to be seen on color. C. B. S. indicated last night that it wanted to read the text of the court's decision before deciding whether to put him on. C. B. S. also did not know whether it could send color pictures on the network, as it had planned.

Meanwhile, Dr. Allen B. DuMont, president of the Allen B. DuMont Laboratories, Inc., who has been a consistent opponent of the C. B. S. color system, last night displayed a mock-up model of a seven-foot "color disk." He said that such a large disk would be necessary with the C. B. S. mechanical color system if a thirty-inch set were to be converted to receive the Columbia network's color.

In a speech before the Men of Science and Industry dinner at the Waldorf-Astoria, where the disk was shown, Dr. DuMont remarked: "Somehow, we don't think that you, the consumer, are going to think much of this idea."