

# COY HITS CONCERN IN TV COLOR FIGHT

## F.C.C. Head Says Hallicrafters Company Tries to 'Deceive and Frighten Public'

WASHINGTON, Nov. 3 (UP)—  
The color television fight boiled over again today when Wayne Coy, chairman of the Federal Communications Commission, accused a Chicago television set maker of trying to "deceive and frighten the public."

He aimed the shaft at the Hallicrafters Company, which ran an advertisement in a Chicago newspaper entitled "Five Men Against the American Way." It assailed the commission's approval of the Columbia Broadcasting System's television color method, which involves use of a mechanical color wheel.

Denouncing the advertisement as "pretty contemptible," Mr. Coy said in a letter to W. J. Halligan, Hallicrafter president, that the "American way" was sacred to him. He added that he resented "attempts such as yours to debase the coinage of words through such a malicious smear campaign."

Mr. Coy said the commission's decision to permit C. B. S. to start commercial color operations on Nov. 20 would give the televiewing public "the advantage of new inventions as soon as they are developed."

Mr. Coy suggested that Hallicrafters follow the lead of "some other progressive manufacturers" and turn out adapters and converters to permit the nation's 8,000,000 present television sets to receive C. B. S. color pictures.

Hallicrafters, one of several major manufacturers who are opposing the commission's order, contended it should have waited until a system was devised that would have permitted present sets to receive color without buying additional equipment.

Meantime, the General Electric Company announced development of a new telecasting system designed to improve picture detail in black and white sets. The system has been submitted to the F. C. C. for approval. The company said it would not affect reception by present sets.