

TO MAKE COLOR TUBES

Sarnoff Tells F. C. C. That R. C. A. Is Ready for Mass Output

WASHINGTON, May 3 (AP)—
Radio Corporation of America to-
day disclosed plans for building a
new factory unit devoted solely to
the making of color television
tubes.

David Sarnoff, R. C. A. board
chairman, gave the information to
the Federal Communications Com-
mission in urging the F. C. C. to
authorize general commercial color
TV operations.

Mr. Sarnoff asserted that no
further delay is necessary, in view
of R. C. A.'s recent development of
a single full-color tube designed to
simplify receivers and reduce their
cost. He said the F. C. C. would be
justified in promptly approving the
R. C. A. system over other color
televising plans sponsored by Co-
lumbia Broadcasting System and

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EMERSON REDUCES VIDEO UNIT PRICES

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Color Television, Inc., of San Francisco.

"Our confidence in the R. C. A. tri-color tubes, which have been demonstrated before this commission and the industry, is so strong that we are already proceeding with plans for acquiring a new factory and the machinery necessary to produce these color tubes in quantity," he said.

"By June of next year we expect to commence the manufacture of color tubes on a mass production basis."

He testified that these plans "involve heavy financial commitments" and in answer to questions by commission attorneys, asserted:

"We are spending millions to gear ourselves to mass production of the color tube."

The R. C. A. chairman testified at hearings which have been in progress since last September to determine if color operations are ready for general licensing.