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R. C. A., DuMont, Hallicrafters
Spurn Proposal to Change
Sets to Prepare for Color

WASHINGTON, Sept. 28 (AP)—The Radio Corporation of America and several other television manufacturers today rejected the Federal Communications Commission's proposal for a sudden change in the design of their television sets to make ready for the coming of color.

If other leading manufacturers take the same attitude tomorrow, the result may be an immediate commission order approving a color method developed by the Columbia Broadcasting System.

The commission insists that all the manufacturers redesign future models so they can pick up, in black and white, telecasts sent out in color under the method developed by the Columbia Broadcasting System.

The commission, in a report Sept. 1 favoring the Columbia method, said it would issue a peremptory order requiring all color broadcasting to conform to C. B. S. standards if the industry rejected its proposal for new type black-and-white sets.

R. C. A., the Allen B. Du Mont Laboratories, Inc., the Hallicrafters Company and a few smaller concerns, including Conrac, Inc., all told the commission it would be impossible to start making new type sets within the thirty-day limit set down by the commission.

R. C. A. denounced the commission report as "scientifically incorrect," said R. C. A. could not

chance to produce improvements on the C. B. S. method. But it said that the industry was turning out sets at an enormous rate, that those sets would be made obsolete by the coming of color television, and that it could not wait any longer unless the producers would agree to change over promptly to black-and-white sets that would pick up black-and-white pictures from C. B. S.-type telecasting.

The commission said that if the manufacturers would start making the new type sets within thirty days after a final order to that effect, it would reopen the whole case, and postpone a decision. Otherwise it would promptly issue a decision in favor of C. B. S. and require all color broadcasting to conform to Columbia standards.

Tomorrow is the last day for the manufacturers to send their replies.

The Radio Corporation of America said its preliminary engineering studies showed that the new type receivers sought by the Commission "could not begin to come off the production line before the second quarter of 1951."

The company's reply, signed by C. B. Jolliffe, executive vice president in charge of R. C. A. Laboratories Division, urged the commission to withdraw from its "unprecedented" and "unique" position.

"Never before," said R. C. A., "has an administrative body of the United States undertaken to coerce the freedom of choice of American manufacturers in what they may build and sell under threat that if they do not obey, drastic consequences to the public will follow."

Du Mont said it would take at least six months or a year to reach engineering conclusions concerning the practicability of the new type set. This company said it was not satisfied that the Columbia method was suitable for commercial use, and it still believed that the commission should postpone any decision on color television.

The Hallicrafters Company said, "We find ourselves willing but, unfortunately, not able to give an unconditional affirmative statement." This company said it would probably take three to six months to design the new receivers and another two to four months before actual production could start. In New York, Isidor Goldberg,

agree to its terms, and declared the company would continue to develop its own color television system.

The Sept. 1 report by the commission said that, while the C. B. S. method was not entirely satisfactory, it was the best that had been demonstrated.

The Columbia method, however, stated that is not capable of being received in black and white on the nation's 7,000,000 television sets.

The commission said it would rather postpone a final decision on color television to permit improvements and give other companies a

president of the Pilot Radio Corporation, made public a letter to the commission saying its stand on color television was "based on speculation and hope." He also asserted that the commission was trying, without legal authority, to "extend its control over the manufacture of color television sets."

The commission withheld any comment, for the time being, on the manufacturers' statements.