

LEADERS DISAGREE ON COLOR TV PRICES

**Supplier Differs With Maker,
Sees 3-5-Year Delay Before
Sets 'Become Practical'**

Abraham Blumenkrantz, chairman of the General Instrument Corporation, took issue yesterday with Benjamin Abrams, president of the Emerson Radio and Phonograph Corporation, on future pricing of color television receivers. General Instrument is one of the country's largest suppliers of parts and components for television sets and Emerson is a leading manufacturer of receivers.

The disagreement came to light in a talk by Mr. Blumenkrantz at a meeting of the New York Society of Security Analysts in Schwartz's Restaurant, 54 Broad Street.

On Monday Mr. Abrams had told the same group that color receivers would be priced about 25 per cent higher than corresponding black-and-white sets within eighteen months after color television was placed on the market with Federal Communications Commission approval.

Mr. Blumenkrantz said that a minimum of "three, four and probably five" years must elapse after the introduction of color television before color sets became practical for the average customer "in terms of cost, size of screen and efficiency."

Sees Abrams Misunderstood

During the question-and-answer period following his address, an analyst asked Mr. Blumenkrantz how he reconciled his prediction with the earlier one by Mr. Abrams. He replied:

"Ben Abrams is my friend and valued customer. I do not want to contradict him. But I stand on what I said."

"I think Mr. Abrams is being misunderstood," he continued. "I urge you to read his statement very carefully. There is more to it than a plain and simple prediction that color sets will sell for 25 per cent higher than black and white sets."

Sales of television receivers have increased substantially in the last week, Mr. Blumenkrantz told another questioner, who wanted his comment on manufacturers' large inventories of television sets and parts. The industry is slowly emerging from its slump, he observed.

"A few weeks ago," he said, "I attended a meeting of the Radio-Electronic-Television Manufacturers Association. At that time some of the largest set manufacturers in the business, including Philco [Corporation], Motorola [Inc.] and R. C. A. [Radio Corporation of America] were discouraged. This morning one of the largest set manufacturers talked to me and said industry sales had picked up considerably in the last week."