

COLOR VIDEO SETS SLATED FOR 1954

Sylvania Electric to Market a Few Receivers if F. C. C. Gives Its Approval

Sylvania Electric Products, Inc., will place on the market late in 1954 a few color television receivers if the Federal Communications Commission permits, John K. McDonough, general manager of the company's radio and television division, declared yesterday. Sylvania is the first television set producer to set a definite time for introduction of color receivers.

Mr. McDonough, whose appointment as general manager of the radio and television division was announced at the Pierre Hotel just prior to his statement on color television, said the Sylvania sets will be electronic rather than mechanical. He said they will be made along the lines suggested by the National Television Systems Committee, an industry-wide group working to evolve a color system acceptable to the F. C. C.

"Our production plans call for color set introduction late in 1954 and we are gambling that the commission approves color television before that time," Mr. McDonough asserted.

Sees a Record Year

The television industry may sell at least 6,000,000 sets next year and possibly many more than that, he said. This would make 1953 a peak year for the industry.

While Mr. McDonough was predicting a possible record year for television sets here, in Schenectady, E. F. Peterson, marketing manager for the General Electric Company's tube department, said a market analysis made by his organization indicates that 1953 television production will total 6,200,000 sets. This should exceed 1952 output by 750,000 sets, Mr. Peterson said.

Mr. McDonough reported Sylvania's radio and television division is expecting a 50 per cent increase in dollar volume next year. This includes war work, he added, but he did not predict how important this would be in the sales picture.

Radio sales this year are down 18 per cent from last year throughout the industry, Mr. McDonough revealed. He said it is expected that they will remain at current levels three or four years.