

COLOR TV SETS SEEN COMING EARLY IN '54

Emerson Radio Head Expects F. C. C. Approval of R. C. A.'s System at Year-End

Color television receivers will become a reality early next year, Benjamin Abrams, president of the Emerson Radio and Phonograph Corporation, predicted yesterday. "Only those who have no faith in American industry, he said, maintain that not even limited quantities of color sets will be marketed for several years."

Mr. Abrams spoke at a showing of his company's new line in the Plaza Hotel. Distributors from all over the world saw Emerson introduce a seventeen-inch table model for \$149.95 and a twenty-one-inch table set for \$199.95. Both are well below the prevailing market prices for comparable merchandise, according to Emerson.

Proceeding on the assumption that the Federal Communications Commission will approve the compatible Radio Corporation of America color system at the end of the year, Mr. Abrams said his company would begin output on a small scale right after Jan. 1. He criticized predictions by some radio-television industry figures that color would not be here for years as not only wrong but also harmful to sales of black-and-white receivers.

Cost Differential Will Be Sharp

"It (early introduction of color television) will clear the atmosphere of mystery," Mr. Abrams declared. "When color receivers are placed side by side with black-and-white receivers in dealers' showrooms, the startling difference in cost will be so dramatically highlighted that sales of standard black-and-white sets will, if anything, be sharply stimulated."

The price differential between color and black-and-white sets is one very good reason manufacturers may bring out color receivers soon without fear of making their present sets obsolete, according to Mr. Abrams. He said the first color sets would be about three times as expensive for the home user as present black-and-white models.

Furthermore, he added, the first color sets will take a sixteen-inch screen while more and more black-and-white sets are twenty-one inches or larger.

Emerson also displayed forty-two new receivers in addition to the two low-priced units. David J. Hopkins, director of sales, emphasized that the low-priced units would be produced in quantity.

"They are not advertising leaders to be nailed down to dealers' floors for promotion or as teasers," he declared.