

COLOR TV BELIEVED STILL YEARS AWAY

Head of Philco Does Not Expect Mass Sales Before 1956— Tube Is Bottleneck

Special to THE NEW YORK TIMES.

ATLANTIC CITY, June 8— Large-volume sales of color television sets will not develop before 1956 "at least," a top television and appliance manufacturer predicted here today.

William Balderston, president of the Philco Corporation, Philadelphia, said that mass marketing of color television must await the development of a new, low-priced color tube, even after the Government approves standards for a compatible color system. Present tubes, he noted, are too expensive for most television buyers.

Philco's sales are now at a peak rate, substantially above the 1952 level, Mr. Balderston reported.

"Sales in the first quarter were \$129,000,000, or well ahead of the \$435,000,000 annual sales goal set for Philco in January," he said.

7,500 at Record Meeting

Mr. Balderston made his report to more than 7,500 Philco distributors and dealers from all sections of the United States and from Hawaii and Alaska, as well as distributor executives from ten foreign countries, at a meeting in Convention Hall. It was described as the largest conclave ever held by a single company.

"Television continues to be in the forefront of Philco business, heading for a new production record," the executive declared. "The opening of about 150 new television broadcasting stations this year is creating vast new markets."

Air-conditioning, Mr. Balderston told the dealers, is enjoying its greatest year. He predicted that sales of room air-conditioners, a field in which Philco has led the industry for sixteen years, would set a new record in 1953 by a wide margin.

He said that with Federal Communications Commission approval of a color television system about Jan. 1, "a trickle" of experimental color TV receivers will be available in the last quarter of 1954.

"What we mean by mass production cannot be accomplished before 1956," he added. "The lowest price at which this color set with a fourteen-inch picture can be put on the market will be approximately \$800 to \$1,000. Early color television sets will be at least double the price of present black-and-white receivers, and it may take years to bring the cost down to within 50 per cent of comparable black-and-white receivers."

New Line Introduced

A new line of forty-seven TV models, incorporating large tube sizes, improved clarity and prismatic tubing, was introduced to the dealers by Philco.

The prices of the sets run from \$199.95 for a seventeen-inch screen table model to \$1,000 for a high-fidelity sound and picture "home entertainment center."

Philco also introduced a new line of radios and radio-phonographs. A feature of the line is "Phonorama"—a design of a high-fidelity system in a single cabinet with an acoustically designed sound chamber to reproduce the full range of high and low tones.

The sound is diffused throughout the room by a slot-type opening in the cabinet called the "acoustic lens."