

EMERSON PLANNING \$240 COLOR TV SET

It Promises to Be in Market
18 Months After F. C. C.
Approves New System

The Emerson Radio and Phonograph Corporation will market a color television receiver selling from \$230 to \$240 eighteen months after approval of compatible color television by the Federal Communications Commission, Benjamin Abrams, Emerson president, said yesterday. Up to now industry circles have forecast that the price of the first color television sets to hit the market would be between \$800 and \$1,000.

Other trade sources indicate that the price of a twenty-one-inch color set may possibly be brought down to \$300 by 1957. The commission may approve color television next month or it may postpone approval so as to receive protests against approval.

The Radio Corporation of America, industry leader, has said it could have pilot production of color sets on the market next spring if the commission gave its approval by the end of this summer. The price of its first sets would range between the generally accepted \$800 and \$1,000. General Electric Company, another major producer, says it expects to have limited production of color sets ready by the middle of 1954 to sell between \$900 and \$1,000.

An executive of a large retail organization in the city said the

Continued on Page 40, Column 2

EMERSON PLANNING \$240 COLOR TV SET

Continued From Page 35

\$800-to-\$1,000 range set for initial color units had been given out by manufacturers "for public consumption." The retail official, who asked not to be quoted by name, added that many top manufacturers had assured his organization that the first color sets would be priced "much more realistically."

Mr. Abrams sent a letter Monday to Rosel H. Hyde, chairman of the Federal Communications Commission, urging early approval of compatible color television. In the letter he pledged that his company would produce sets at prices about 25 per cent higher than present black and white receivers.

In a telephone interview, Mr. Abrams was asked to be more specific about prices. He said the first color sets would necessarily be units with sixteen-inch tubes that would give fourteen-inch pictures. The nearest corresponding black and white sets are seventeen-inch units, Mr. Abrams pointed out. The seventeen-inch black and white sets, he said, on the average sell from \$180 to \$190. He declared the color sets he had in mind when he wrote the letter to Commissioner Hyde would be about \$50 higher than the seventeen-inch black and white receivers.