

COLOR VIDEO NEARS THE RETAIL MARKET

Abrams Expects \$700 16-Inch Sets on Sale Soon—TV by Projection Is Revived

The Emerson Radio and Phonograph Corporation exhibited yesterday what it said was the first commercial compatible color television receiver styled for home use and designed for mass production. The set, which will retail for \$700, was shown to members of the New York Society of Security Analysts at a meeting of the group in Schwartz' Restaurant, 54 Broad Street.

Benjamin Abrams, president of Emerson, addressed the meeting. He said the lowest price estimate for the first color sets to reach the market had been \$800.

The new color set, Mr. Abrams told the analysts, will be delivered to distributors and stores "within weeks" after the Federal Communications Commission approves compatible color television. This is the system, developed by the entire electronics industry, that permits owners of present television receivers to receive color broadcasts in black and white. Mr. Abrams predicted that the commission would approve the system before the end of the year.

The set shown at the meeting was a console or floor model. It has a sixteen-inch screen and has been designed to give a fourteen-inch picture. Mr. Abrams said all color television receivers to come on the market after approval of color by the F. C. C. would be similar.

Marketing in 1954

Manufacturers will be able to place only a limited number of color television sets on the market early in 1954, Mr. Abrams declared. He said the sets would be absorbed by consumers who "want to be first in everything." However, he added, color television will not seriously affect continued sales of table model black and white sets with larger screens for a long time after color is introduced.

Black and white table models with seventeen and twenty-one inch screens now sell for \$150 to \$200, against \$700 to \$1,000 for the first color sets that will have fourteen-inch pictures, Mr. Abrams reported. He said the mass market still would buy large-screen black and white receivers, because they would represent greater value in price and picture size.

Projection television, for several years regarded as a dead issue, was revived by Mr. Abrams in his talk. Projection utilizes a tube much smaller than present direct-view tubes to throw a picture as large as four by six feet on a screen some distance from a television receiver.

Mr. Abrams said his company never had lost faith in projection television as the ultimate development and added that Emerson would introduce a projection color set "at the right time." This may be two or three years from now, he emphasized.

Sales of the television receiver industry at the factory level will be 10 to 15 per cent larger than production from now until the end of the year, Mr. Abrams predicted. This will reduce producer inventories to the point where they will be lower next Jan. 1 than they were on the like date this year, he declared. Sales of the electronics industry this year will be far greater than in 1952, he said, and profits will be 50 per cent higher.