

FIRST COLOR TV EXPENSIVE

14-Inch Sets Will Be \$800-\$1,000, Sylvania Official Predicts

BUFFALO, N. Y. (AP)—An official of Sylvania Electric Products, Inc., forecast today that the first color television sets with a fourteen-inch picture would cost two to three times as much as a current twenty-one-inch black-and-white set. John K. McDonough, general manager of Sylvania's radio-TV division, told distributors the expected cost of first color sets on the market, probably in the fall of 1954, would be \$800 to \$1,000.

The company showed distributors its new line of forty-two TV sets ranging from a seventeen-inch table model at \$189.95 to a twenty-seven-inch de luxe combination at \$899.95. The lowest price was \$10 under last year's low, and the company's Halo-light illumination around the screen was added to several models without price increases.