Advice that Buyers Demand Set Makers' Guarantee
Labeled Unwarranted

Robert C. Sprague, president of the Radio-Television Manufacturers Association, yesterday announced a decision that the black-and-white television receivers made by all manufacturers are now included in a new warranty program. The new warranty program was declared further that they could be "bought with confidence" for many years to come, which was later reinforced by the imminence of color video on a commercial basis.

Mr. Sprague's talk was in reply to a request by the New York Times, written to the Manufacturers Association, as to whether color television receivers could be converted to the Columbia Broadcasting System system of color. The Federal Communications Commission, which authorized the Columbia color system for use beginning November 2, stated that it would be "an excellent system, and is already being used commercially.

Asking that what he had to say "is not just one man's opinion," he stated that the new warranty program will continue to provide the best television equipment available for years to come.

Differences in Cost

One of the most important developments in color television receivers is the reduction in cost. The initial cost of a color television receiver has been greatly reduced, making it possible for more people to purchase color television receivers.

On the matter of the adapters and converters, the president of the Manufacturers Association, Mr. Sprague, said that the new adapters and converters will be available in the near future, allowing people to convert their black-and-white receivers to color, and vice versa.

"There is only one clear answer," Mr. Sprague said, "and that is to buy a color television receiver. It will not only be more enjoyable, but it will also save you money in the long run."

"With the new adapters and converters, you can convert your black-and-white receivers to color, and vice versa, at a reasonable cost. This is a great advantage for those who are on a limited budget.

"In the future, the color television receivers will become more affordable, and more people will be able to afford them. This will make color television more accessible to everyone."