

**Amazement grew in Brooklyn as . . .**

## Audience glued eyes on 1st Silvertone color TV screen

New York City.—On a recent Thursday, Brooklyn, home of the beloved "Bums" and other famous local heroes, scored again. The store here staged the first public demonstration—anywhere in the country—of the new, self-contained, Silvertone color TV receiver.

Special - guest invitations had been sent to a selected list of preferred customers, the press, managers and selling personnel of company stores in the New York area. So a fair crowd was, naturally, expected. But a full half-hour before that morning's CBS color broadcast at 10:30 a.m., whole families began pouring into D/57.

Grandmothers and grandfathers, mothers and fathers, children of all ages (including babes in arms) and their assorted cousins, sisters and aunts came. It was really like Christmas in mid-summer!

### Odell explained it

The demonstration was opened with a revealing talk by Chicago's Douglas L. Odell, D/657 ret. sales mgr. described, in laymen's language, the intricacies, present limitations, and boundless possibilities of the fabulous new entertainment medium . . . color TV.

The Silvertone Color TV, used for the Brooklyn demonstrations, it is reported, was the only one in the world at that time capable of receiving either color or black-and-white with the mere flick of a switch.

Self-contained, it is equipped with a 10-inch tube, magnified to a 12 1/2-inch size, and all the mechanism is concealed in a handsome mahogany cabinet with fold-back doors on the upper half.

An interesting comparison between color and black-and-white reception of the same broadcast was shown. There was a standard black-and-white TV set—a small console, specially adapted for the purpose—set up next to the Silvertone color TV cabinet.

### Home ec. gal was star

The first Brooklyn demonstration picked up the CBS broadcast of the show "Modern Homemakers." Wearing a simple summer dress of watermelon pink, Home Economist Edalene Stohr, gave the cooking lesson in a kitchen resplendent with modern white enameled equipment against aquamarine walls and cherry red accessories. (Note: What a spot for Harmony House colors!)

Miss Stohr's opening picture consisted of southern fried chicken, sizzling in a gleaming, stainless-steel skillet. While that was cooking, she prepared (on a celadon green platter) a mouth-watering array of ruby-red sliced tomatoes, frilled fresh-sliced cucumbers, scallions with their pale

green stems and emerald-green pepper rings.

The vegetable course was a luscious arrangement of garden fresh peas and brilliant, orange-colored carrots, quartered the long way.

### Comedy relief (unrehearsed)

All the viewers at the demonstration drooled—actually, visibly in some cases!—when Miss Stohr created a marvelous layer cake, piled high with pale-pink, seven-minute, whipped frosting. And then lavishly covered it with fresh strawberries!

As she was carefully arranging the fluffy frosting, a big, coal-black house fly made a perfect six-point landing smack on the top of the cake. It's satisfaction was brief. BANG! It was liquidated by a swift smack of the cook's spatula—off the cake!

Miss Stohr's neat coup brought roars of laughter from the Sears-store audience. Miss Stohr went calmly on . . . as if nothing had happened.

### Hungered again

The colorful meal was completed with tall, frosty, glasses of iced coffee, chilled with cubes of frozen chocolate "for exotic flavor." And her dish was topped by a huge white cloud of whipped cream.

Seeing such an irresistible meal in actual colors on the new Silvertone Color TV made everyone in the audience ravenously hungry.

Typical remark reported: "Gosh! I just had lunch. But I could eat all THAT right now!" What better proof of how vividly sharp and clear the CBS color program was received on the Silvertone? Also, it indicated what a terrific impact color, added to television, can have upon an audience!

About 350 attended the initial morning broadcast, and well over 400 caught the afternoon show.

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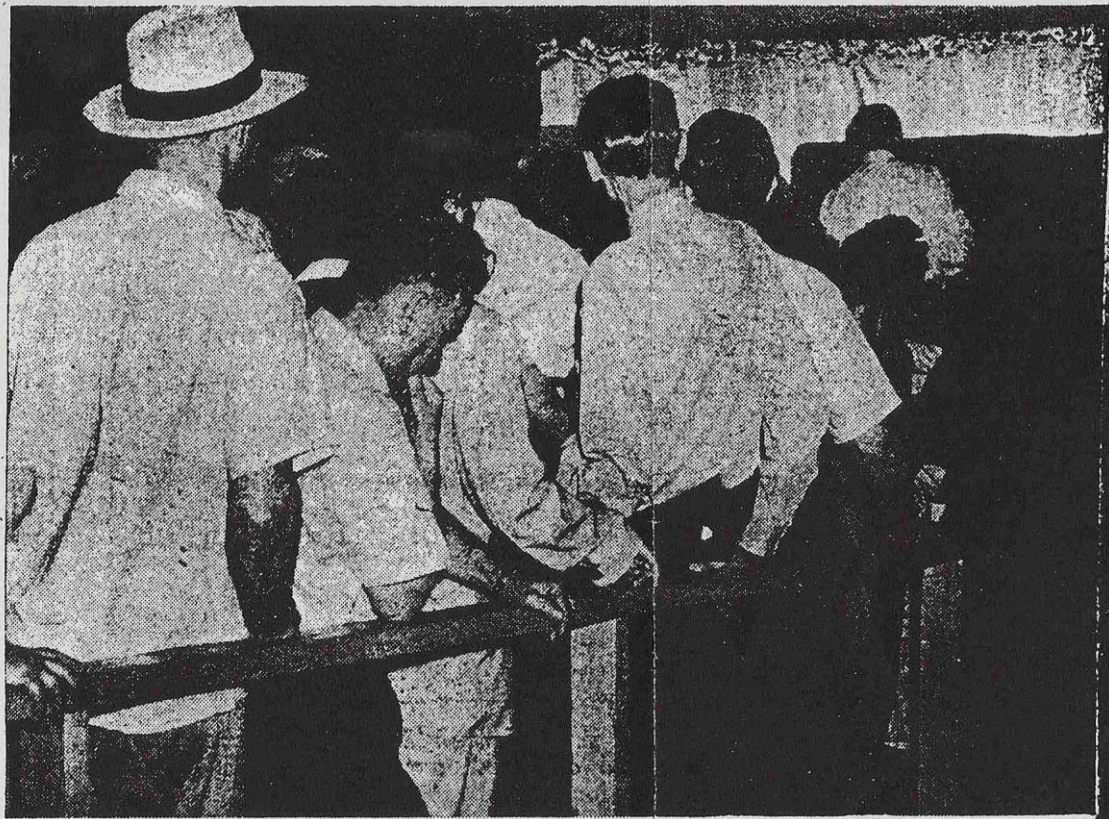
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**GUARDRAILS WERE NEEDED** as men, women, and children crowded into D/57 during recent Silvertone color TV demonstrations in the Brooklyn, N.Y., store. Hundreds asked "How

soon will the color sets be on sale?" as they signed preference certificates entitling them to be among the first to get their sets. It all bodes well for the future popularity of color television.