

Gimbels open Thursdays till 9

Gimbels

has Emerson

COLOR TV



Emerson gave Gimbels color TV. But, they gave Gimbels only *one* color TV set. Color TV is so new that even mighty Emerson can make only a precious few sets. One look at the set's innards shows you why. It takes a lot of electrons, protons, neutrons, et al., to turn on the color. Right now, you can see our sample set in solitary splendor in our 6th floor TV department. Friday, from 5:30 to 6:00 you can see an exciting colorcast. Come see a color TV test pattern daily between 11 a.m. and 12:30 p.m. *radio and TV, Gimbels 6th floor*

New York Times, February 10 1954

Courtesy of Steve Dichter