

TV GUIDE
WEEK OF MAY 15, 1953

TV Guide Goes Backstage at a

COLOR TV

Demonstration



Dolores Gray and flower girl on color set.

THE NBC studio in the former Colonial Theater in New York was all out for color. On the set, show-girls and chorus boys from the *Hit Parade* troupe whirled in costumes of brilliant red, green, blue and purple. A flower girl clutched a huge bouquet of multi-colored blossoms.

Dolores Gray, a star Broadway singer, waited in front of the camera, wiping her moist palms with cleansing tissue. Behind a backdrop, Burr Tillstrom and Fran Allison lounged beside the stage on which Kukla, Ollie & Co. would appear. At the opposite side of the stage, George Burton clucked to his performing parakeets.

Use Bigger Cameras

The cameras were not unlike the ordinary TV camera, but bigger and boxier because they held three image orthicon tubes in place of the usual one. Along the side they carried the magic words "Color Television."

This, and the control room, was what set this performance apart from any other television show. For what appeared on the monitors in the darkened control room was not a black-and-white duplicate of the scene on stage, but brilliant color that matched the dancers hue for hue.

The program was being telecast 45 miles airline to the RCA Laboratories

in Princeton, N. J., where it was being viewed by a Congressional committee headed by Rep. Charles A. Wolverton (R., N. J.). Later, Wolverton said the color was "ready for the public," possibly by Christmas.

On the monitors, the color was impressively brilliant, yet not oppressive to the eye on the small screens.

Brilliant Color Received

Burton's parakeets, which looked colorless on the black-and-white sets, were splashes of brightness, even their fluttering wings registering in color. The program, telecast over New York Channel 4 by Experimental Station KE-2X-JV, went off smoothly. It was received in black-and-white by regular Channel 4 viewers, for the RCA system is compatible—color sets receive color, standard sets show black-and-white.

From Princeton, the Congressional committee came to the Colonial Theater. The entire show was run off again. This time it shared attention with a bar and buffet where Congressmen stood chatting with NBC and RCA executives and an occasional showgirl. Tillstrom, his performance finished, joined the party.

"Great stuff, this color," he said. "Once you've seen it, you're never satisfied with black-and-white again."