



AS BALLERINA TRIES TO COOL OFF, CHOREOGRAPHER GEORGE BALANCHINE DIRECTS DRIPPING-WET TV CREWMEN

COLOR'S HERE, BY GODFREY!

Premiere of CBS system brings full tints to screens, sweat to the brows

The 11 years of experiments, publicity blasts and court battles which have trumpeted the coming of color TV reached fruition recently when the freckled face of Arthur Godfrey blossomed on the screen in full, ruddy tints. "An awful thing to see in color," growled Godfrey as he glowed and sweated under the hot studio lights. But Godfrey and his fellow performers on the first commercial color telecasts (opposite page) presented by CBS suffered more than their audience, which consisted of only 1,400 invited viewers and a comparative handful of TV enthusiasts who have built their own color converters. In the CBS studio, electric fans proved too noisy, and the temperature soared to 120°. Performers sweltered (above) and the

floor buckled (below). However, the show went off on schedule and, although some critics found the entertainment a bit ragged (one reported that food looked better in color than people), most agreed that color TV was fascinating. CBS hurriedly began producing its own color receiving sets, and other manufacturers hastened to turn out attachments which will enable owners of ordinary sets to receive CBS's color programs in color or black and white. By Jan. 1, CBS hopefully predicts 25,000 color receivers will be available. Meanwhile, RCA was perfecting its own system of color TV which, if approved by the FCC, would register in black and white on present sets, but would need a different kind of converter for color reception.



STUDIO TROUBLES arise as floor buckles under the hot TV lights. Heat also plagued commercials, melting the icing on a layer cake and making cherries run out of cherry pie.



HOMEMADE COLOR comes to TV set of Robert Peters, 14, (left) and Carl Weiner, 16, in South Orange, N.J. Boys built converter for \$31, say "even an adult can make one."

FIRST WEEK OF REGULAR COLOR TELEVISION AS SEEN ON THE SCREEN



ARTHUR GODFREY PAYS SARDONIC TRIBUTE TO "AIR-CONDITIONED STUDIO"



MARIONETTE SERENADES ED SULLIVAN, INVITES HIM TO BECOME PUPPET TOO



ON NATURE SHOW A BRIGHT-TINTED TANAGER BURSTS INTO A GLEEFUL CHIRP



BEER COMMERCIAL BEGINS WITH SLOGAN SPELLED OUT WITH PLAYING CARDS



BALLET DANCERS BRING GRACE AND COLORFUL COSTUMES TO THE TV SCREENS



HOMEMAKERS' SHOW GIVES CAKE BAKERS SOMETHING SWEET TO SHOOT AT

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