



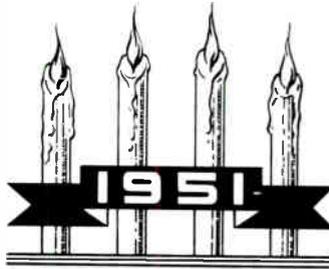
FOURTH ANNIVERSARY

**SUNPAPERS TELEVISION
BALTIMORE, MARYLAND**

WMAR-TV FOUR



BEHIND THE CAMERAS . . . It takes a lot of people to put vision into Television. Here are some three-fourths of WMAR-TV's staff which provides about 100 hours of video viewing each week for WMARyland.



YEARS OLD TODAY . . . OCTOBER 27, 1951

A window on the world was opened to Baltimore's people when the first WMAR-TV signal was beamed October 27, 1947, from the City's tallest building.

The few television sets then working in Baltimore today have become 324,993.

Crowded into those four television years over Channel Two, from the Columbia Broadcasting System and from the cameras of WMAR-TV, the visual horizon of Baltimore's people has run off the edges of the continent to open up fabulous vistas of learning, entertainment and history.

Baltimore's people were there when Princess Elizabeth married, when MacArthur came home and when Whittaker Chambers accused and Alger Hiss denied.

They heard the princes of the world cry for peace in the United Nations and they heard their own leaders call the nation to arms for the Battle of Korea.

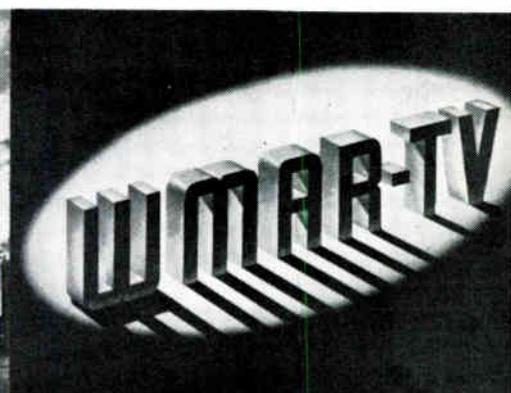
They stayed awake for the stormy diatribes of Andrei Gromyko, the scholarly rhetoric of Britain's Kenneth Younger, the crackling homespun logic of John Foster Dulles, which came to their homes with startling clarity and fidelity from the Japanese Peace Conference in San Francisco.

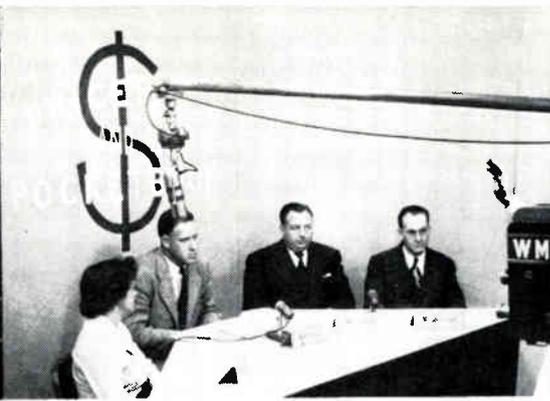
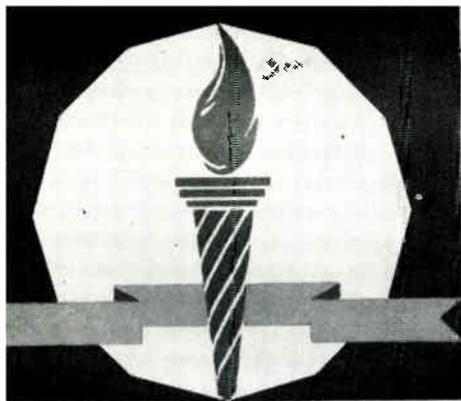
For them, the audience of WMAR-TV, there has been the diplomatic aplomb of Dean Acheson, the political assurances of Harry S. Truman as he stumped the country, the inaugural address of Maryland's governor from the Maryland State House, Christmas services from the Cathedral and Old St. Paul's, and the salty observations of Sir Gladwin Jebb.

There were the hands, and the hands only, of Frank Costello, matching the insistent interrogation of Rudolph Halley; the farewell appearance of Babe Ruth in Memorial Stadium, the great fire at Hawkins Point; and Capot rolling home at Pimlico, twelve lengths in front of Coaltown.

The cigar of George Burns, the raised eyebrow of Godfrey, the music of Waring, the happy home of "Mama," and Bobby Williams pitching football strikes to Leon Hart were part of the pleasant television scene for Baltimore's people in these years.

For Baltimore's people, through television, the horizon expands and the star of WMAR-TV continues in its ascent.





AS FOR EDUCATION . . .

Fundamental to any educative system is the imparting of knowledge, information. Here's where Television can do much of its best work, and WMAR-TV has endeavored to cover a broad range of informative categories constructive to the community.

In the belief that education by TV can have utilitarian values, WMAR-TV's educational efforts are gauged to cover specific, but widely applicable, topics. Personal and community health, for example, are discussed by "Your Family Doctor"—and the doctor himself is briefed by the City Health Department.

Because more than a million people play in and on the Chesapeake Bay, with consequent annual casualties, WMAR-TV instituted the program "Six Bells" with the Patapsco River Power Squadron to promote safety on Bay waters. Because Maryland's highway toll is a ghastly annual statistic, the station long sustained "The Court of Common Sense" with a real magistrate in charge to promote automotive safety.

Because prices, ceilings and costs of living are of paramount importance to everyone now, WMAR-TV with the Office of Price Stabilization started "Prices and Your Pocketbook" quizzing OPS officials for basic answers. For the same reason, "The Woman's Angle" devotes much professional attention to the problem of providing maximum nourishment at minimum budgets. Because the United Nations holds the hopes for peace of the free world, "The UN in Review" is a periodic presentation to keep Channel Two viewers posted; and because there are many big and perplexing problems of national and local import that need discussion, "The Big Question" attracts a mature, reflective audience each Sunday night.

Because the community interest clearly indicated their importance, WMAR-TV initiated a series of discussions of loans on this year's municipal ballot; and when public furore arose over laws proposed to limit scientific research in Maryland, WMAR-TV aired all sides of the controversy. Constitutional questions affecting large numbers of people were similarly treated.

And because matters of the spirit are sometimes more important than any of the above, WMAR-TV gives free religious time to Catholic, Jew and Protestant to spread their doctrines of peace on earth and goodwill among men.

This is a part of the story of education via Channel Two. To instruct, to enlighten, to help the community help itself—these are the aims; and each season brings new programs, now approaches, new efforts. The efforts are unending.





Although WMAR-TV and CBS had done experimental colorcasts from Johns Hopkins hospital two years ago, the first public demonstrations of tinted TV attracted hundreds of Baltimoreans to the two *Sunpapers* buildings last June 17. Their response was enthusiastic. Thereafter, in the interests of always showing the public the latest in electronics, daily colorcasts were scheduled on Channel Two until Defense Mobilization demands put an end to color-television for the duration. So vari-hued video is still in America's future—one of the rewards that will come with peace and prosperity.

Awards for Public Service

Honors for its enterprise in the public interest again came to WMAR-TV this year. And we are proud to include them in a collection which already contains the Variety Showmanagement Award for Responsibility to the Community the Alfred P. Sloan award for Public Safety, and the Safety Plaque of the Junior Association of Commerce.

Awards and citations bestowed upon WMAR-TV during the year came from the American Legion and the American Legion Auxiliary, the Provident Hospital Fund, the U. S. Navy Recruiting Service, the Community Chest and United Defense Fund, the National Safety Council and the Baltimore Safety Council, the U. S. Treasury Department, the Veterans Administration, the American Red Cross, the Department of Defense, the Office of Price Stabilization, the American Heart Association, American Cancer Society, and the National Foundation for Infantile Paralysis. These, among an ever expanding list of civic and charitable groups who know WMAR-TV to be dedicated to the public interest.



UNITED STATES NAVY RECRUITING STATION
POST OFFICE BUILDING
CALVERT & PATETTE STREETS
BALTIMORE MARYLAND

16 October 1951

C E R T I F I C A T E O F A W A R D

To: Station W M A R - TV
Sun Building
Baltimore and Charles Streets
Baltimore, Maryland

In recognition of outstanding service rendered the United States Navy Recruiting Station, Baltimore, Maryland, the Officer in Charge takes great pleasure in presenting Station W M A R - TV with this Certificate of Award.

During the past three years, Station W M A R - TV has consistently supported Navy recruiting in the Baltimore area, and has generously responded, without exception, to requests for public service time to publicize and encourage enlistments in the United States Navy. Relationships with Station W M A R - TV have been most cordial and the station's personnel cooperative and helpful in lending assistance whenever necessary.

Through the interest and support of W M A R - TV, this activity has enjoyed highly satisfactory and effective publicity, and, as a result, has been materially aided in its recruiting efforts. It is difficult to single out any one person or persons on the station's staff as being instrumental in affording Navy recruiting the many opportunities in the past to bring "Navy" before the public. However, mention would like to be made of the courtesies extended by Mr. Robert Cochran, Mr. David Stickle, and Mr. Marvin Elin, and the able counsel and kind assistance rendered by them to this activity.

In the light of the present world situation, and, in particular, our nation's military campaign in Korea, the efforts of Station W M A R - TV in behalf of the Navy Recruiting Service take on added significance and importance. The Navy continues to strive to maintain its strength on a voluntary enlistment basis, and it depends in great measure upon the cooperation and assistance of such public-spirited institutions as W M A R - TV, to maintain such policy. Under the present stepped-up recruiting program to bolster the fighting strength of the Navy, the Navy Recruiting Station, Baltimore, looks to the continued support of W M A R - TV during the critical period ahead.

Station W M A R - TV has rendered and continues to render a service not only to the United States Navy, but to the nation as well by supporting the ideals of a strong and prepared America.

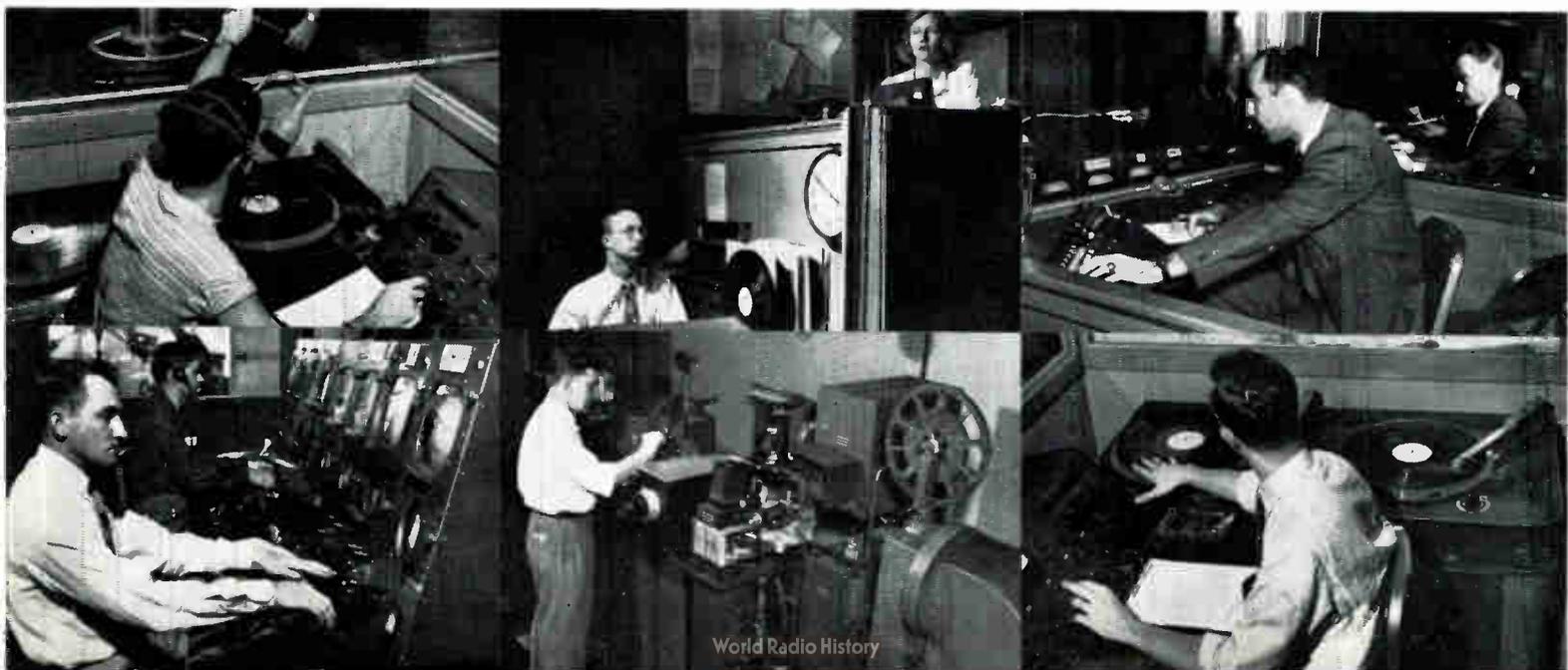


H. A. Bissonet
H. A. BISSONET
Lieutenant Commander, U.S. Navy
Officer in Charge



EQUIPMENT . . .

WMAR-TV's MAIN STUDIO . . . Once the 'city room' of *The Sun*, this is now the main studio of WMAR-TV whence come 15 to 20 hours of 'local live' TV fare each week, including the marathon National Revue which runs 4 to 6 PM six days a week. This photo shows a moment in the two-hour daily cavalcade. On the same floor, a full-scale working kitchen has replaced a bank of teletypes in a smaller studio in space once devoted to activities of The Associated Press. In between, as shown in the candid photos below, are dual control rooms, video master controls, film projection facilities, and announcers' quarters.





DAYTIME SHOWS . . .

DAYTIME TELEVISION . . . In Baltimore, daytime television is like the bright face of a friend in a third-of-a-million homes. It is available at the touch of a knob, from 10 AM, to give cheer and comfort and help and entertainment.

For the progressive there are morning programs in color, experimental shows that are breezy and uninhibited and designed to demonstrate that newest marvel of electronics—tinted video. And then begins the Big Parade of Programs:

"Strike It Rich," known as "the program with a heart," tugs at heart-strings with its basic situations. Then, as the day swings past noon are the fascinating stories of "The Egg and I," "Search for Tommorrow," and "Love of Life."

Baltimore's own Garry Moore led the parade of "Stars into daytime," and his daily hour is a *must* on most looking-lists. That last goes for Steve Allen, too, when he comes peeking down the cable.

High fashion and low budgets get the play on "The Woman's Angle" Monday-through-Friday at 2 45 PM, with Polly Drummond doing the fashions and Ann Mar making with menus that don't deflate the family savings. When Ann remarks, in the middle of her kneading, ". . . I'm getting up a new menu sheet that I'll send you . . ." she can count on an overloaded mailman for the next several days. The ladies in the TV audience have demonstrated they like to learn, and "The Woman's Angle" is the easy way.

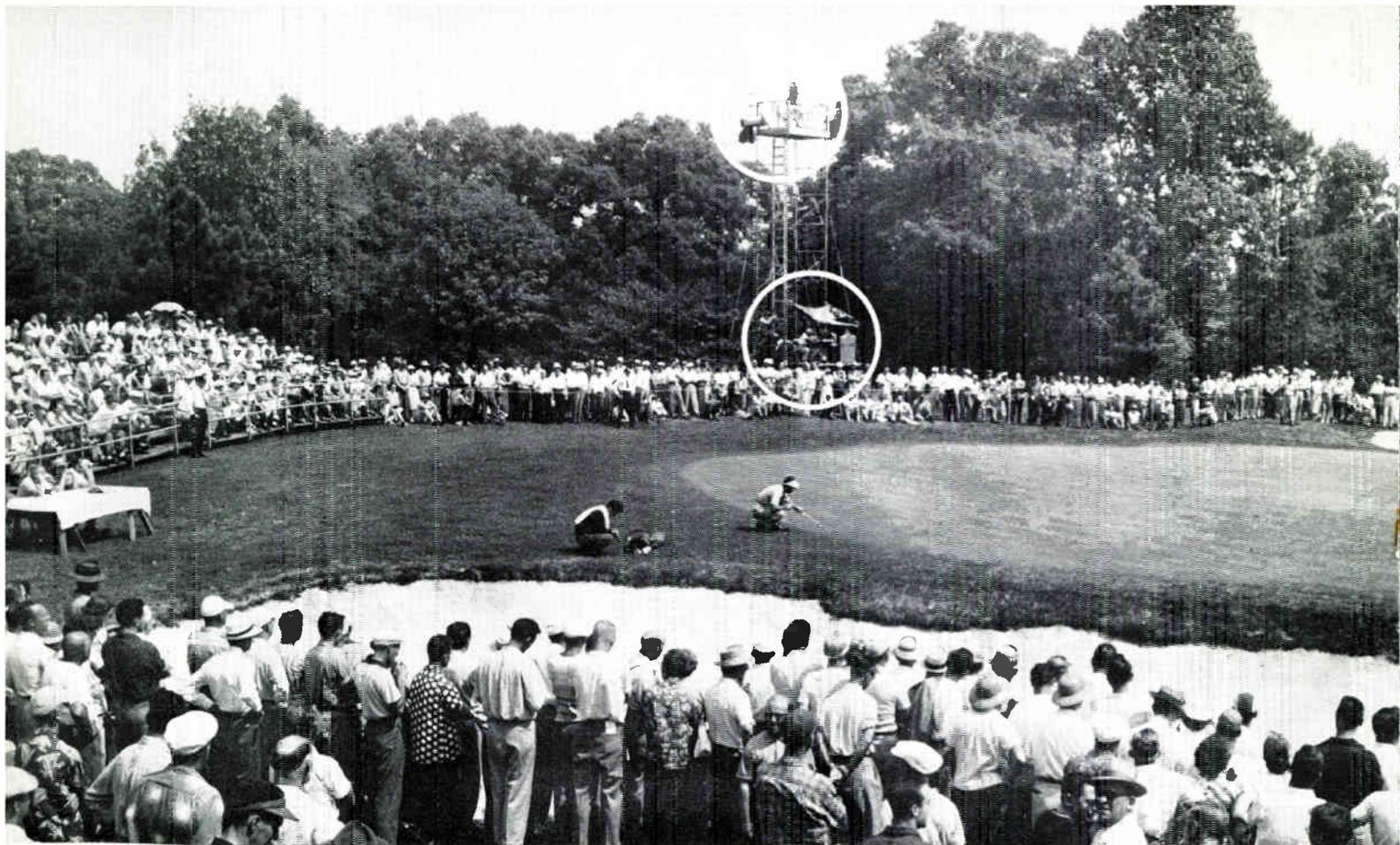
"The National Revue" dominates the late afternoon on Channel Two, and for the past three years it has been re-broadcast simultaneously in Washington over Channel Seven. With big blond good-natured Bailey Goss (*Mister TV* in all the audience polls) as master of ceremonies—with a daily assist from Matt Thomas—the Revue's daily two-hour span encompasses a variety of entertainment and information. There's always a new situation to open the Revue and lend a casualness to techniques that mask a purposeful format. To such usual TV elements as singing, dancing and by-play between regulars and entertainers the Revue adds humorous dramatic bits, a serious forum for discussion of family problems, quiz segments, and a close look each Tuesday into the life of a selected career-woman.

This is by no means the whole story of daylight programming on Channel 2. Marvin Ellin's "Block Party" distributes 200 gifts a week to Baltimore residents; and Brent Gunts does a miniature musical each week for his "Luncheon with the Ladies." "The Home-Makers Roundup" adds more to the vast spread of information that makes daytime TV interesting.



THE SUN PAPERS





REMOTES AND SPORTS . . .

EXTRAORDINARY — BUT ROUTINE . . . Pictured above is the tense, crucial moment that climaxed Baltimore's second annual Eastern Open Golf Tournament and, incidentally, WMAR-TV's 1,139th on-the-spot or 'remote' telecast. Spectators held their breaths and the hush at the 18th green was so intense that open microphones relayed tiny noises of crickets chirping as Dr. Cary Middlecoff lined up the overland putt that won him the 1951 championship by a single stroke.

Viewers at home caught the full effect of dramatic moments in the blazing duel over trap and green that brought golfdom's best shotmakers into action before the cameras. For WMAR-TV's remotewise production staff this September pick-up was one of the year's "big ones," where organization and preparation paid off in nine hours of smooth coverage of the tournament's final three rounds. Television looked in as the players rounded the turn at the ninth; watched as they came through the tricky twelfth; and followed every inch of play from tee to cup on the 17th and 18th holes.

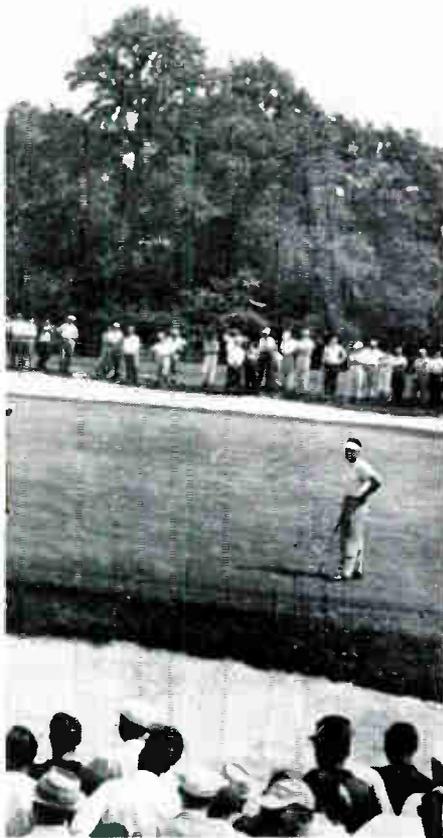
In the photo above, a Zoomar-equipped camera on the background tower gives a better-than-spectator's view of fairway and green, and the canopied lower level affords a vantage point for commentators.

Though a complex and unusual set-up, this was but an extension of routine at WMAR-TV, where twin mobile units permit a schedule of on-the-spot pickups that may occasionally reach a dozen in a single week.

Many of these pickups are sports events—wrestling, football, horse-racing and baseball—but an equally impressive number are devoted to special events or shows that run to such diverse categories as cooking, fashions, talent contests, religious festivals and comedy.

On this fourth anniversary date, October 27, 1951, the on-the-spot telecast total is 1,182. Nearly 150 of these, for example, have been contests for aspiring young performers televised from the stage of the handsome Center Theater in uptown Baltimore; half a hundred others have been weekly cooking classes from the Lexington building; and WMAR-TV is proud of its four-year tradition of televising Christmas and Easter religious observances from Catholic Cathedral and Protestant Parish. WMAR-TV's ubiquitous cameras cover many facets of the Baltimore scene.

They are another reason, why, in Maryland, most viewers watch Channel Two.



Chuck Thompson, who does play-by-play descriptions on Oriole telecasts, talks over a game. Chuck now is also keeper of the Gunther Clubhouse each Friday.



WMAR-TV PRODUCES . . .

Monday

Your Family Doctor

Tuesday

Homemakers Roundup

Six Bells

Fisherman's Luck

Wrestling—with Bailey Goss

Wednesday

Luncheon With the Ladies

Marvin Ellin's "Block Party"

Prices and Your Pocketbook

Dinner at the Sheraton-Belvedere

Thursday

Know Your Sunpapers Route
Owner

Friday

The Gunther Clubhouse

Saturday

Fred Astaire Revue

The Collegians

National Amateur Time

Sunday

The Eternal Lamp

The Vesper Hour

The Church Visible

The Big Question

Good Time Review

Monday through Friday

The Woman's Angle

Hi, Maryland!

Boots & Saddles

Monday through Saturday

The National Revue

Monday through Sunday

Sunpapers Television News



Young Baltimore's proudest event—the Soap Box Derby—is an annual treat for Channel Two viewers.

Furs, furbelows and jewels in the swank Sheraton-Belvedere sometimes impel even cameramen to dress for the occasion.



Christmas on Calvert street was the occasion for the opening of *The Sunpapers'* new publishing plant . . . and for season's greetings via video from the music clubs of the Baltimore and Ohio Railroad.



BALTIMORE
HAS BECOME
KNOWN AS
"A CBS TOWN"

Accustomed to programs rich in showmanship and ripe in performance, home-loving Baltimore has made the television screen part of its life. Survey after survey returns ratings for Columbia Broadcasting System shows that are far above the national average. Such network stalwarts as Newsman Doug Edwards have been heard to sigh for "about thirty more Baltimores along the cable. . . ."

Monday Thru Friday

Strike It Rich
The Egg and I
Love of Life
Search for Tomorrow
Garry Moore Show
The First Hundred Years
Doug Edwards & the News

Sunday

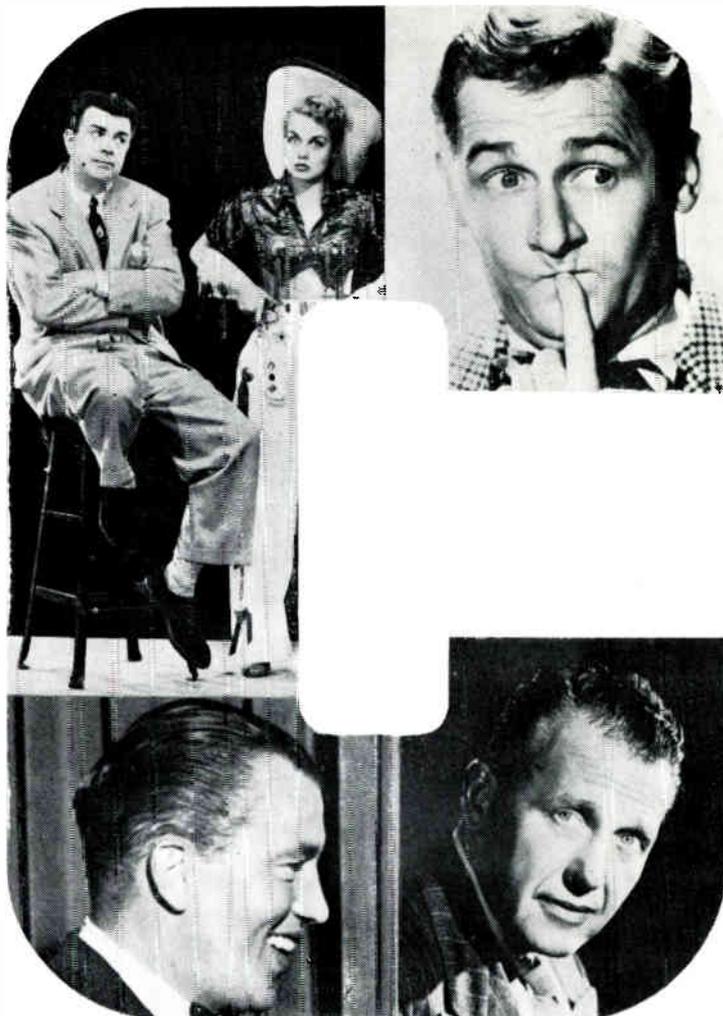
Take Another Look
Lamp Unto My Feet
What in the World
Star of the Family
Gene Autry Show
Sarah Churchill Show
This is Showbusiness
Toast of the Town
Fred Waring Show
Celebrity Time
Sunday News Special

Monday

Perry Como Show
Lux Video Theater
Godfrey's Talent Scouts
I Love Lucy
It's News to Me
Studio One
Chronoscope

Tuesday

The Stork Club
Frank Sinatra Show
Crime Syndicated
Suspense



Naturally there's a kid-next-door feeling for Godfrey and Moore. They grew up and got into the business around here. And Ed Sullivan, who's now a *Sunpapers* columnist and part of the family, started his Sunday visits back when video was a novelty instead of a necessity, so he's become a habit, too.

And Fred Waring and Murray and Sinatra and Como and Steve Allen make the welkin ring with music and



laughter and dancing. They're on the list of preferences along the Patapsco.

Especially beloved in Baltimore, though, are the programs that tell stories. "Studio One," perhaps the cream of the crop, is a long-time favorite; the new "Playhouse of Stars" is a fast-rising newcomer among such top-notchers as the "Lux Video Theater," "The Web," "Suspense," "Big Town," "Man Against Crime,"

"Hollywood Opening Night" and, of course, the program that is without peer in its own realm, the heart-warming life of "Mama," the portrayal for which Peggy Wood has been dubbed 'First Lady of TV.'

They're among the reasons why Baltimore is a "CBS Town." Below is the CBS weekly lineup:

Wednesday

- Perry Como Show
- Arthur Godfrey's Friends
- Strike It Rich
- The Web
- Blue Ribbon Boxing Bout

Thursday

- Bride and Groom
- Burns and Allen Show
- The Stork Club
- Garry Moore Show
- Amos 'n' Andy
- Alan Young Show
- Big Town
- Racket Squad

Friday

- Perry Como Show
- Mama
- Man Against Crime
- Playhouse of Stars
- Live Like a Millionaire
- Hollywood Opening Night

Saturday

- Smilin' Ed's Gang
- The Big Top
- So You Want To Lead a Band
- Patricia Bowman Show
- Beat the Clock
- Ken Murray Show
- Faye Emerson's Town
- The Show Goes On
- Songs For Sale



PERSONALITIES . . .

FAMILIAR FACES . . . Like news, Television is made by personalities. Faces on this page are old friends to Maryland through their regular appearance on Channel Two . . . **BAILEY GOSS**, number 2, is Baltimore's *Mister TV* in all the popularity polls . . . **MATT THOMAS**, Bailey's sidekick in Panel 3 is also Bailey's colleague on *The National Revue* on the air 12 hours every week . . . **ANN MAR**, number 1, and **Polly Drummond**, number 4, are the wise counselors of the distaff side across-the-board on "The Woman's Angle" . . . **PETE CHAMBLISS**, number 5 is not only *Sunpapers* outdoor editor but the conductor of "Fisherman's Luck" on Television . . . **COMDR. "BILL" MATTHEWS**, number 10, knows every creek and cove of the Chesapeake, and shares his salty lore with viewers of his "Six Bells" . . . **DAVID STICKLE**, number 6, calls on his repertorial experience with *The Sun* to conduct election reports and such discussions as "Prices and Your Pocketbook" . . . **DAVID WOODS**, number 7, is the voice of authority on race telecasts from Laurel and Pimlico . . . **MARVIN ELLIN**, number 8, has made a cornucopia of his "Block Party" on Wednesdays . . . **T. OLIVER HUGHES**, number 9, has the biggest heart in Baltimore—which led to the formation of "The Collegians" and their handsome antics under his supervision each Saturday.

"BOOTS" . . .

This is Ad Wienert, the *Boots* of WMAR-TV's nightly western adventure shown on the "Boots and Saddles" series at 6 PM . . . and his iron steed is one of the prizes that reward thoughtful young viewers each week.



FOR THE CHILDREN

Of all television fans, children are the most loyal and devoted. For them, a special country of legend and story has been recreated on the air.

Each nation has its own legend and the legend of America is the West. Nightly on WMAR-TV, it comes to vivid life again and any child can climb the West's rocky crags, cross its boundless deserts and collect a rich harvest of Adventure.

Gene Autry flashes on the screen in unceasing battle on evil and wrong-doers. Guy Madison and Andy Devine, comrades through thick and thin, turn up in another rollicking adventure of "*Wild Bill*" Hickok, and Kit Carson, greatest scout of all time, comes back to life in a tense story of frontier trials and tribulations. The cowboy great of past and present pursue their rugged careers daily on Channel Two.

WMAR-TV has harnessed these wondrous tales of Western daring to good purpose through a "Good Deed of the Week" contest. Handsome bicycles and expensive watches are weekly prizes that encourage youngsters to thoughtful deeds and careful conduct.

Child performers, even toddlers, show their budding talent in the Fred Astaire Review. Another child's delight and child's dream is the circus. Every Saturday, the calliope and the clowns, the performing bears and the tumblers perform for the youngsters at noon under "The Big Top."

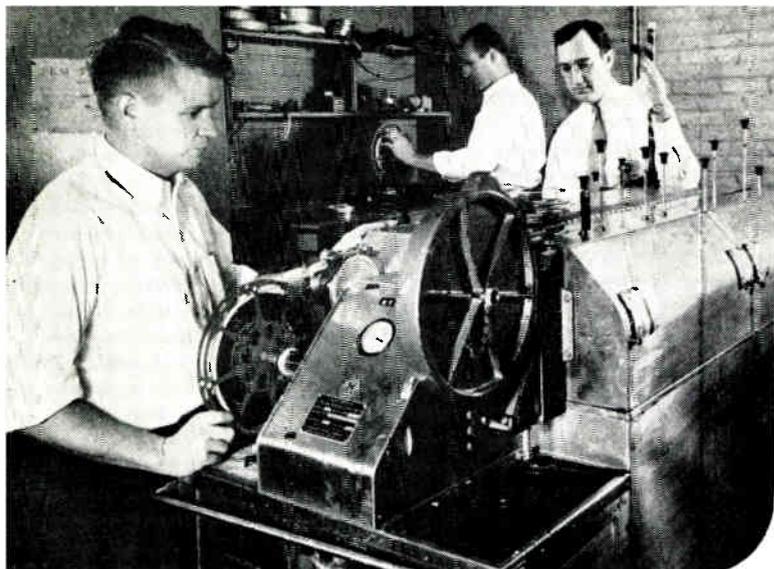
Presto! At 1 P.M., the scene changes and it is the "Collegians"—who aren't quite old enough to own that title—on the air. Here, children from seven to fifteen sing, dance, and act with a dream of some day becoming great stars.

And those who are actually on their way get a helping hand from National Amateur Time, now in its third year of assisting aspiring performers to reach professional careers. Bailey Goss conducts this contest from the stage of the Center Theater, and many graduates from Amateur Time have hit the "big time" as professional entertainers.

COLLEGIANS . . .

This is the group of youngsters which presents a talent extravaganza each weekend and get, thereby, their initial taste of life as Television performers.





NEWSREEL OPERATION

To tell the story of Baltimore and the Chesapeake Basin on television film, WMAR-TV in the past year has spun out 222,400 feet of 16 mm. motion pictures in one of the oldest television newsreel operations in the nation. And since its birth, with the first hour of the station's operation, the Sunpapers Television News has never missed a daily edition.

Its story has become an historical account of the people and the happenings of its State—an account which has used up almost 400 miles of film in the telling.

On-the-spot film coverage of the fast-breaking news event is the newsreel's life blood. But such coverage has always been guided by a sense of responsibility to the community, and, as a result, the Sunpapers Television News has consistently spurred the community.

The Baltimore television community has come to know the "newsreel" as the program on which "they are most likely to see themselves," for it has presented more than 7,000 separate news items, ranging from strawberry festivals to speeches of the President.

Civic-minded organizations have come to know the Sunpapers Television News as a forum in which they can speak out for their charitable, religious and social work. They use it almost daily.

Within its news operation, the WMAR-TV film department daily presents a filmed feature story of Maryland life and living in the current series, "Hi, Maryland," and it has concluded a series of 26 filmed documentaries called, "This Is Baltimore," which presented a cross-section of Baltimore industries, institutions and cultural pursuits.

Repeatedly, its features are a part of the CBS network daily newsreel and for its production of the documentary film, "Slums,—Baltimore's Conscience," the station was honored with the annual Variety award for community service.

The Sunpapers Television News . . . a television newsreel dedicated to public service, accuracy and integrity.

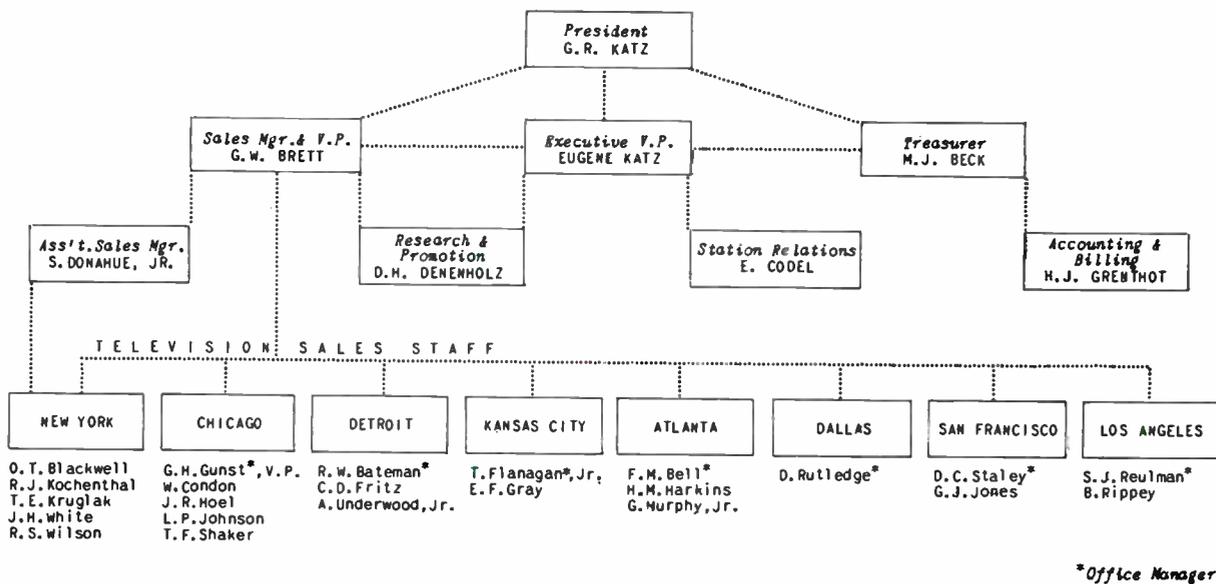


Maryland Governor Theodore R. McKeldin presents to Mr. E. K. Jett, Director of Television for *The Sunpapers*, WMAR-TV's most recent honor—an award Wednesday, October 23, from his own Traffic Safety Commission for the station's efforts in behalf of highway safety.



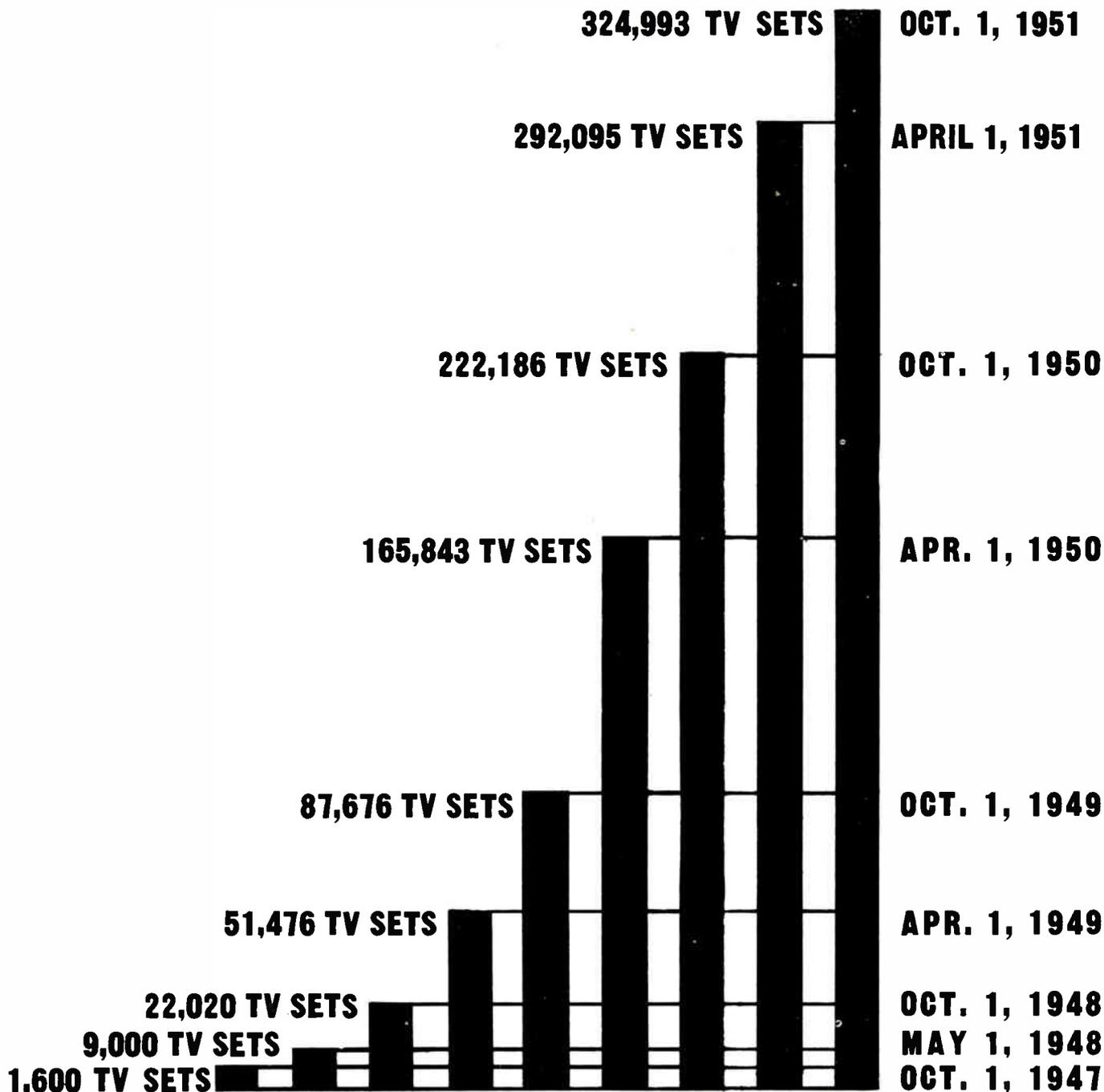
THE KATZ AGENCY

THE KATZ AGENCY, INC. Television Station Representatives



*Office Manager

THE KATZ AGENCY, INC., of 488 Madison Avenue, New York City represents WMAR-TV nationally. Established in 1888, it has covered both the newspaper and broadcast fields and now numbers among its clients many of America's most respected publishers and broadcasters. The Katz Agency has nine field offices across the nation to handle the diverse interests of WMAR-TV and its other associated clients.



Television continues to boom in America's sixth city. Last year a set increase of 31.5% was registered in this great market, the set total going from 222,186 as of October 1st, 1950 to 324,993 on October 1st, 1951. The story of Television in Baltimore is the Story of WMAR-TV.

WMAR-TV

Sunpapers Television

Represented by THE KATZ AGENCY, INC.

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Published by: WMAR-TV, Sunpapers Television in Baltimore

Licensee: The A. S. Abell Company; *Studios:* Old Sun Building; *Transmitter:* Mathieson Building; *Telephone:* Mulberry 5670; *Technical Facilities:* Channel No. 2 (54-60 mc). Visual power, 16 kw. Aural power, 8 kw. Antenna height, 405 ft. above average terrain, 591 ft. above ground. *Network Affiliation:* The Columbia Broadcasting System (TV); *Newspaper Affiliation:* BALTIMORE

SUNPAPERS, Began Commercial Operation: Oct. 27, 1947. *Personnel:* William F. Schmick, Sr., President; E. K. Jett, Vice President and Director of Television; Robert B. Cochrane, Program Director; Ernest A. Lang, Commercial Manager; C. G. Nopper, Chief Engineer.