



Friends We All Grew Up With



*A 50-year history of
WSAZ Television*



Friends We All Grew Up With **A 50-year history of WSAZ Television**

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Photos on the cover include these
people who appeared on-air for
WSAZ-TV, Channel 3 (from top):

Nick Basso
Bos Johnson
Jim Thacker
Jule Huffman
D.J. Schroeder
Bob Bowen
Dean Sturm
Bud Dailey

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David E. Carter in a 1953 photo.

Friends We All Grew Up With
was designed and edited by
David E. Carter

As a young boy, David's first art "lessons" came from watching Shawkey Saba's program *Let's Doodle* on WSAZ.

Later, he watched the New York Yankees win the world series every October on WSAZ.

Carter's first career ambition was to be the next shortstop for the Yankees. While that didn't work out, his early exposure to art led him to graphic design and writing.

He has produced nearly 100 books. This one just might be his favorite.

He is president of London Books, Ltd., which produces books for corporations such as this one. He lives and works in Ashland, Kentucky.

Friends We All Grew Up With

is a 50-year history of WSAZ television.

This book is filled with photos which take the viewer through the station's rich history, from its beginning in 1949, through television's "golden age," and through today, where WSAZ is the leading station in the Huntington-Charleston market.

You'll see pictures of people you remember from years ago: there is a young vocalist named Jule Huffman, a perky performer named D.J. Schroeder, original news anchor Nick Basso, sportscaster Jim Thacker, Saturday Night Jamboree's Dean Sturm, sportscaster Bob Bowen, zany Bud Dailey, and hundreds more.

This book is a visual history of WSAZ television. But it is much more: for many people, this book is a trip back to the past, when all TV was black and white.

Flip through a few pages, and you're sure to revive a lot of memories. Then, start with the first page, and prepare to immerse yourself in nostalgia as you are taken back to a time when Howdy Doody, the Lone Ranger and Roy Rogers were our heroes.

This is much more than the history of WSAZ—it is also a big part of *your* history.

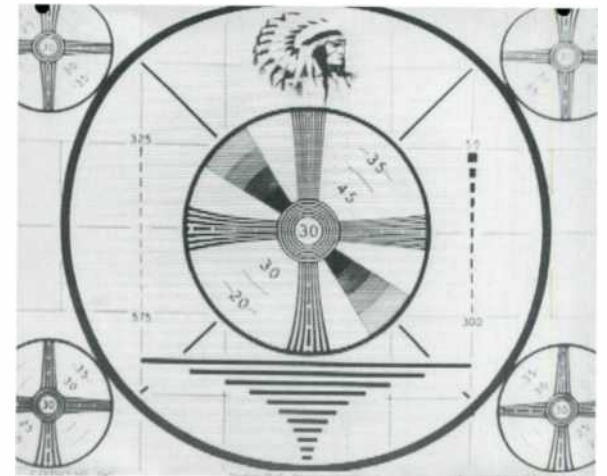


*The book is dedicated to all
the broadcast pioneers at WSAZ TV
who helped to create the television industry.*

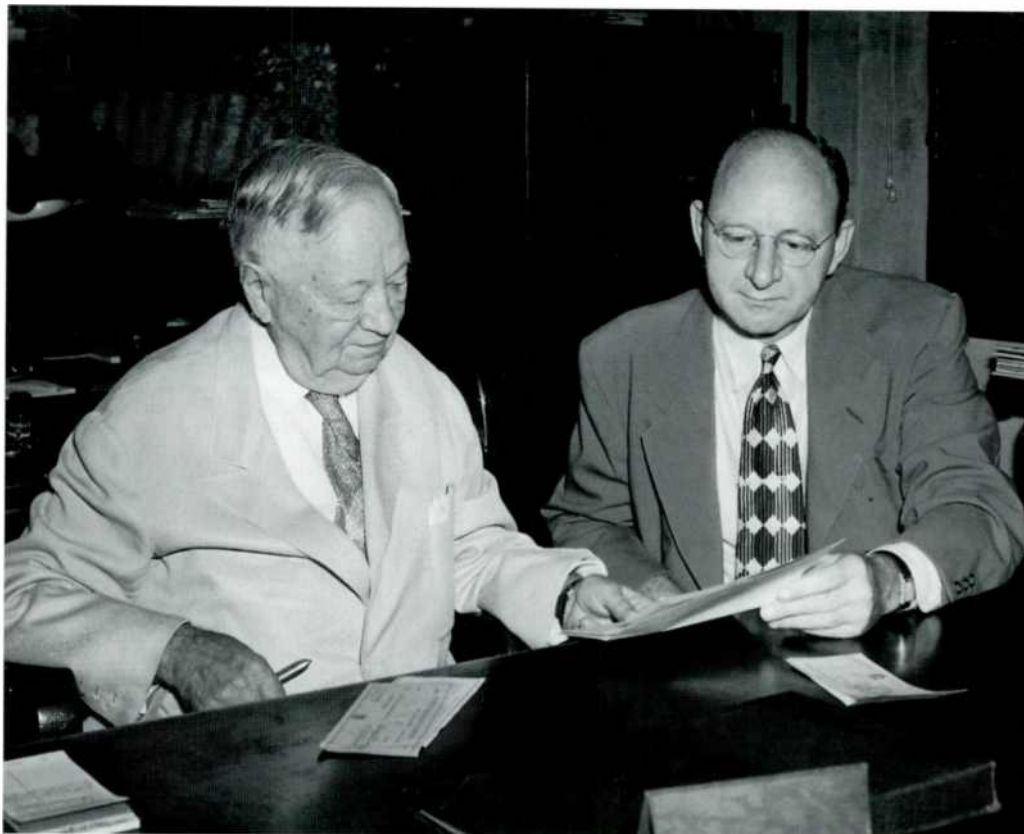
It all began in October, 1949...

October 15, 1949. The few people in the Tri-State who had TV sets were able to see the first television signal ever broadcast in the region. It wasn't a program, but a simple test pattern, followed by a list of TV set distributors. Then, the test pattern returned, followed by the list. With that first broadcast, WSAZ-TV, Channel 5 (now Channel 3) was on the air.

Nine days later, the first regular program — *Stop the Music* — was televised through much of West Virginia, plus large areas of Ohio, Kentucky, Virginia and Tennessee. And by November 15, 1949 — grand opening day — approximately 2200 TV sets were tuned to Channel 5 for programs such as *Kukla, Fran and Ollie*, *Hopalong Cassidy* and Arturo Toscanini conducting the New York Philharmonic. The presidents of RCA and NBC joined West Virginia governor Okey Patterson as honored guests for the opening gala at the old Governor Cabell Hotel. WSAZ-TV, Channel 5 was owned by the Huntington Publishing Co., which included the *Herald-Dispatch* as well as the afternoon *Huntington Advertiser*. The company also owned WSAZ radio, which had become the area's first radio station when it was moved from Pomeroy, Ohio to Huntington in 1923.



This "Indian Head" test pattern was the first television signal ever broadcast to the Huntington region.



Col. J.H. Long, left, the primary founder of WSAZ-TV, with Marshall Rozine, the station's first General Manager.



The legendary Arturo Toscanini conducting the New York Philharmonic was one of the first regularly scheduled programs ever broadcast on WSAZ-TV.



By the early 1950s, "rabbit-ears" were a common fixture on top of TV sets in living rooms all across the region.

Nielsen Top 25 TV programs 1949-50 Season

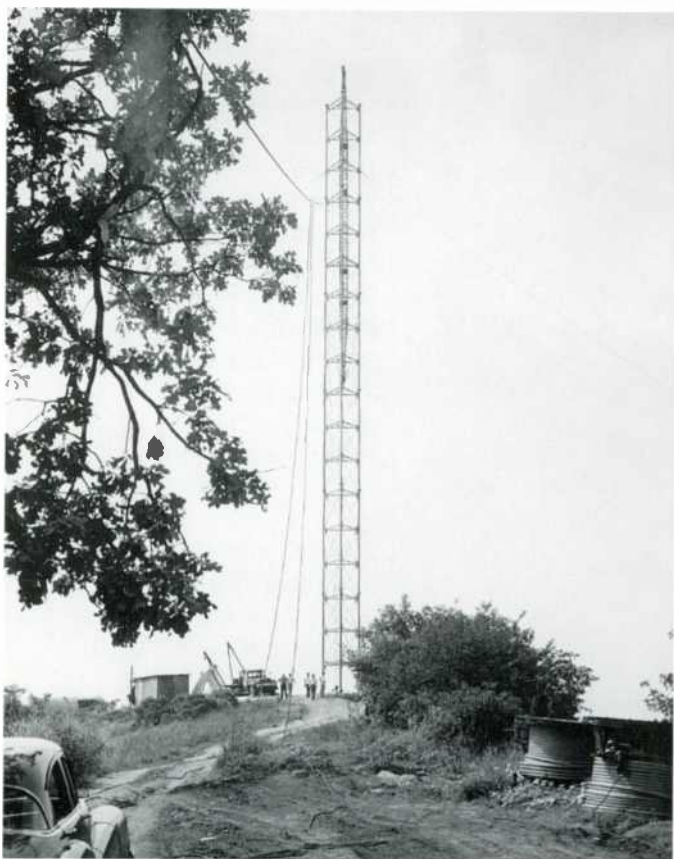
1. Texaco Star Theater
2. Fireside Theater
3. Philco TV Playhouse
4. Your Show of Shows
5. The Colgate Comedy Hour
6. Gillette Cavalcade of Sports
7. The Lone Ranger
8. Arthur Godfrey's Talent Scouts
9. Hopalong Cassidy
10. Mama
11. Robert Montgomery Presents
12. Martin Kane, Private Eye
13. Man Against Crime
14. Kraft Television Theatre
15. The Toast of the Town
16. The Aldrich Family
17. You Bet Your Life
18. Arthur Godfrey and His Friends
19. Armstrong Circle Theatre
20. Lights Out
21. Big Town
22. The Alan Young Show
23. Stop the Music
24. Studio One
25. The Big Story

Source for this and other TV lists in this book: *The Complete Directory to Prime Time Network Shows*, by Tim Brooks and Earle Marsh.

A 9-inch television set cost about \$450 in 1949. Adjusted for inflation, \$450 then is \$3,020 in 1998 dollars.

The TV station had been brought from idea to reality by newspaper executives Col. J.H. Long and Dave Gideon, and broadcaster Capt. John Kennedy. The first TV station in West Virginia was on the air. While Long, Gideon and Kennedy brought WSAZ-TV to life, it was Lawrence H. (Bud) Rogers, grandson-in-law of the Colonel, who was the creative genius behind the growth of WSAZ television.

Television was a new industry, and there were few guidelines on how to run a station. Rogers became an innovator, developing the two-city (Huntington-Charleston) regional market concept, which was the first in the country for TV. He built a TV station that was a national leader while located in two relatively small communities.



The first tower, a used 320-foot high structure, was on top of 8th street hill in Huntington (above).

The original WSAZ-TV studios were on the 14th floor of the West Virginia Building (right).



Television	
WSAZ-TV, Huntington Channel Five Wednesday	
1:00 p.m.	—Sign on Test Pattern.
3:00 p.m.	—TV Matinee.
4:30 p.m.	—Silhouettes in Fashion.
4:30 p.m.	—Test Pattern.
5:00 p.m.	—Ace Drummond.
5:25 p.m.	—Western Theater.
6:00 p.m.	—Kukla, Fran and Ollie.
6:30 p.m.	—Roberta Quinlan.
6:45 p.m.	—Telenews Daily.
6:45 p.m.	—Telenews Daily.
7:00 p.m.	—Sports Almanac.
8:00 p.m.	—Kraft Theater.
9:00 p.m.	—Break the Bank.
9:30 p.m.	—Stars Over Hollywood.
10:00 p.m.	—Feature Theater.
11:00 p.m.	—News Headlines. Weatherbird and Sign Off.
(This schedule is subject to change: depending on the relay. Please Do Not Call the Station. WSAZ-TV schedules will be announced on the air.)	

The WSAZ-TV television schedule as printed in the newspaper on Wednesday, September 6, 1950.



Lawrence H. (Bud) Rogers succeeded Marshall Rosene as General Manager of WSAZ AM-TV in 1951. He later became president of Taft Broadcasting.



With mass production (and mass sales) the price of a TV set dropped drastically. In 1949, the price averaged \$40 per screen inch. By 1953, the tab had fallen to \$10 per screen inch. A nice 21-inch set (which was often a piece of furniture) was a little over \$200.

Many of the early TV sets had round picture tubes, like those shown on this page.



Inflation note: \$200 for a television set in 1953 is equal to \$1,210 in 1998 dollars.

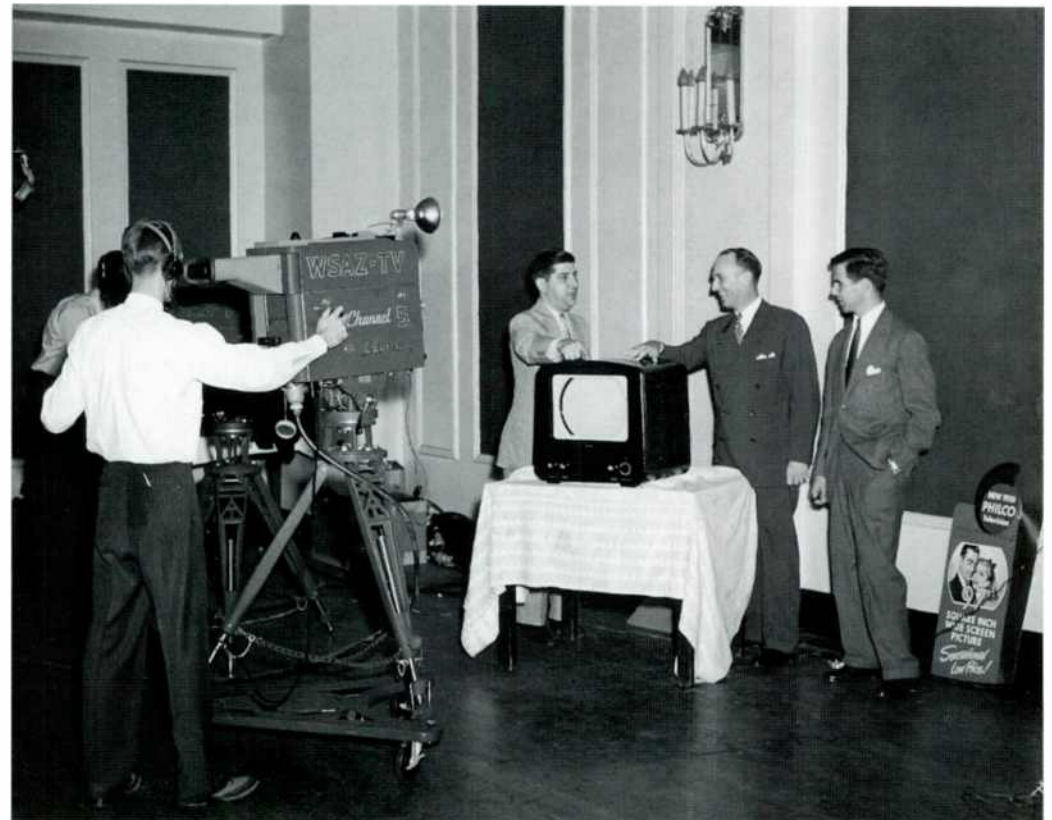


A few days after WSAZ-TV began its regular broadcast schedule, the station produced a live broadcast of the Thanksgiving Day (November 25, 1949) football game between Marshall College and Xavier University at Huntington's Fairfield Stadium. Jack Bradley delivered the first live television play-by-play ever to originate in West Virginia. (Coach Cam Henderson's Marshall team lost 13-7.) Bradley became a play-by-play sportscaster when few other stations were even equipped to produce live sports.



Many television pioneers originally worked in radio. Lots of people warned them: "don't quit your radio job — TV is just a fad."

Since television was a totally new medium, it was necessary to sell TV sets in order to build a potential audience for WSAZ-TV. Here, a promotion for the 1950 Philco table model is produced in the Channel 5 studio. Note the sign at lower right features a "97 square inch screen." Later, the standard was changed and set measurement was based on a diagonal dimension.





Although WSAZ-TV, Channel 5, became an NBC affiliate in 1950, the station also carried shows from ABC, CBS, and the Dumont network. (The change to Channel 3 took place in 1953.)

Kukla, Fran and Ollie was an early TV favorite. It was a hit with adults as well as kids. The show was always done live, and there was no formal script. Burr Tillstrom was the creator of the puppets, and Fran Allison was the human who interacted with the characters, which included Kukla (left) and Ollie the dragon.



© NATAS

Early Emmy award winners 1949 Emmy winners:

Best Live Show:

The Ed Wynn Show

Best Kinescope Show:

Texaco Star Theater

Most Outstanding Live Personality:

Ed Wynn

Most Outstanding Kinescope Personality:

Milton Berle

Best Film Made for Television:

The Life of Riley

Note the distinction between “live” and “kinescope” programs. In the days before videotape, many programs were filmed by pointing a movie camera at a TV monitor. The result was a “kinescope” program, broadcast later exactly as it appeared live.

In the early years of the station, the network provided only limited programming. Even by the summer of 1952, daily sign on was at 10:20 am, and local programming filled much of the air time. The people who worked for WSAZ-TV as on-air personalities were expected to be very versatile.

Jerry Leighton, an early employee, hosted a mid-morning variety program called *Town and Country*. An hour later, he was on the sidewalk in front of the TV station, doing interviews with passersby in downtown Huntington.



An original WSAZ-TV production crew with two Channel 5 cameras: Ron Miller, director Fritz Lechner and Don Lester.

The Saturday-Sunday schedule for WSAZ-TV from June 7-8, 1952.

Saturday June 7

WSAZ-TV—Huntington, W. Va.
Channel 5

9:50 News Headlines
Up to the minute local, national and international news and weather.

10:00 TV Talent Time—Variety
Amateur show with people from the Huntington area vying for top honors. Jerry Leighton, emcee.

11:00 Circus—Kids
Claude Kowchener, ringmaster, presents acts assisted by Mary Hustling.

11:30 Mr. Wizard—Educational
Explanations of everyday phenomena with Don Herbert.

12:00 Big Top—Children Spectacle
Jack Sierling emcees circus fun with clown Ed, McMalino and Chris Keegan. Kids, light wire performer from Mexico, Komars, tight wire performer from Mexico, the Two Adams, who have a bicycle act; the Williams clown; Francine Volante, an acrobat; and Roland Tielhor's seals.

1:00 Milton Berle Telethon
Milt's annual fund raising drive for the Damon Runyon Cancer Fund. Stars from the entertainment world will appear.

1:30 Down on the Farm
Local show with Farmer Click and special guest.

2:00 Milton Berle Telethon

3:00 Baseball—Cincinnati
Cincinnati Reds vs. Brooklyn Dodgers.

4:30 Belmont Stakes—Horse Racing

5:00 Milton Berle Telethon

5:30 News Picture—Nick Basso
Late up to the minute local news and weather.

5:45 Milton Berle Telethon

6:00 The Lone Ranger—Western

6:30 Star of the Family—Comedy
Co-starring Peter, Lind Hayes and Mary Healy. Guests will be Mel Tormé, Buddy Baer and Neil Helt, and his orchestra with vocalist Frances Washie.

7:00 Saturday Night Jamboree
Folksy and folk music played by Richard Hill and the Harvesters. Square dance groups appear regularly on program as well as guest artists of regional interest.

7:30 One Man's Family
Life of an American family in the Bay Area of San Francisco. Featuring Bert Lytell, Marjorie Gatoian, Russell Thomson, Lillian Schaaf, Eva Marie Saint and James Lee.

Sunday June 8

WSAZ-TV—Huntington, W. Va.
Channel 5

1:35 News Headlines—Reports

1:45 Huntington Harmonies
The Huntington Harmonies present an entertaining program of favorite hymns and Negro spirituals in an original style.

2:00 TV Chapel—Religious
Local minister, priest or rabbi offers a Sunday sermon and religious discussion.

2:30 Kate Smith Sunday Revue
A full hour of songs starring Kate Smith. Roland Young as a monologue. The Main Street music hall group featuring stars from the Grand Ole Opry. Hank Williams, singer and the Four Castles quartet.

3:30 Life Is Worth Living—Religious
Bishop Fulton J. Sheen conducts a spiritual workshop in conjunction with a series of addresses.

4:00 Stu Erwin Show—Comedy
Trials and tribulations of a typical American family.

4:30 Hall of Fame—Drama
"The Beautiful Cornet" starring Sarah Churchill. The story of the Egyptian Queen, Seneferu, who about 1400 B.C. pursued the idea of one God.

5:00 Zoo Parade—Marlin Perkins
Films of R. Marlin Perkins' thrilling snake hunting expedition in the South, showing the capture of rattlesnakes and other reptiles. Live specimens of many of the reptiles will be exhibited.

5:30 What In The World—Education
Dr. Alfred Kinder, moderator and panelists Dr. Carlton Crain and Dr. Schuyler Cammann.

6:00 The Jack Benny Show—Comedy
With the aid of his ever-faithful servant, Rochester, Jack Benny pulls his belongings for his forthcoming trip to Europe. On hand for the best sitcom event are Don Wilson and the Spatsky Quartet.

6:30 The News Picture—Nick Basso
Guest interviews on local and national level are an integral part of the program.

6:45 Yesterday's Newsreel—Film

7:00 The Royal Showcases—Variety
Jack Casdin, Best Gordon Jenkins' Orch. Guest: Louis Armstrong.

7:30 Meet the Press—Discussion
Martha Rountree, moderator. Lawrence Spivak, analyst.

8:00 Comedy Hour—Variety
Singing Eddie Cantor with special guest, Pat O'Brien, who they commemorate their 19th wedding anniversary with guest stars Pat O'Brien, Kay Starr, Tom D'Andrea and Hal March.

9:00 Television Playhouse—Drama
"Four Meetings" by Henry James. Starring Leola Dana and John Barrymore, and featuring Paula Laurence and Herbert Patterson. The play concerns a young woman whose fiancé dies in Europe. She later meets his best friend and they in turn become close friends.

10:00 Red Skelton Show—Comedy
Red skews as Willie Lump Lump, Cauliflower Melba and Glen Kadiddlehopper.

10:30 Fred Waring Show—Variety
A Howard University tenor. Charles Scott will be featured. Selections include "Zippety Do-Do", "I Want To Be Loved", "The Bells Song", "Roses in Swains", "Darling, Je Vous Aime Beaucoup", "Lonesome Blues" and "Beyond the Blue Horizon".

11:00 Drew Pearson—News

11:15 American Forum of the Air
Congressmen Hugh Scott (R., Pa.) and Clarence Brown (R., Ohio) discuss "Campaign Issues".

11:45 News and Weather

Newscaster, Nick Basso

Prior to joining the WSAZ-TV staff, Nick Basso maintained heavy newscasting schedules on radio since 1940. Nick is a graduate of West Virginia University where he majored in English.

During the war Basso spent three and a half years in the Navy, working with the radio-radar experimental group.

Now 28 years old, Nick has been Channel 5's news director since the fall of 1951. He reports the news of local and national events in an intelligent, clear, and unbiased manner.

"The News Picture" with Nick Basso reporting, is telecast at 6:30 p.m., Sunday through Friday, and at 5:30 p.m. on Saturday.

The program performs an important public service. It has aided police actions, and community campaigns.

TV DIAL

16B

TV DIAL

16C



Jerry Leighton, an early WSAZ-TV employee. He later went on to work at WCFL in Chicago.

Sam Linn, an early on-camera personality.



World Radio History

Nielsen Top 25 TV programs 1951-52 Season

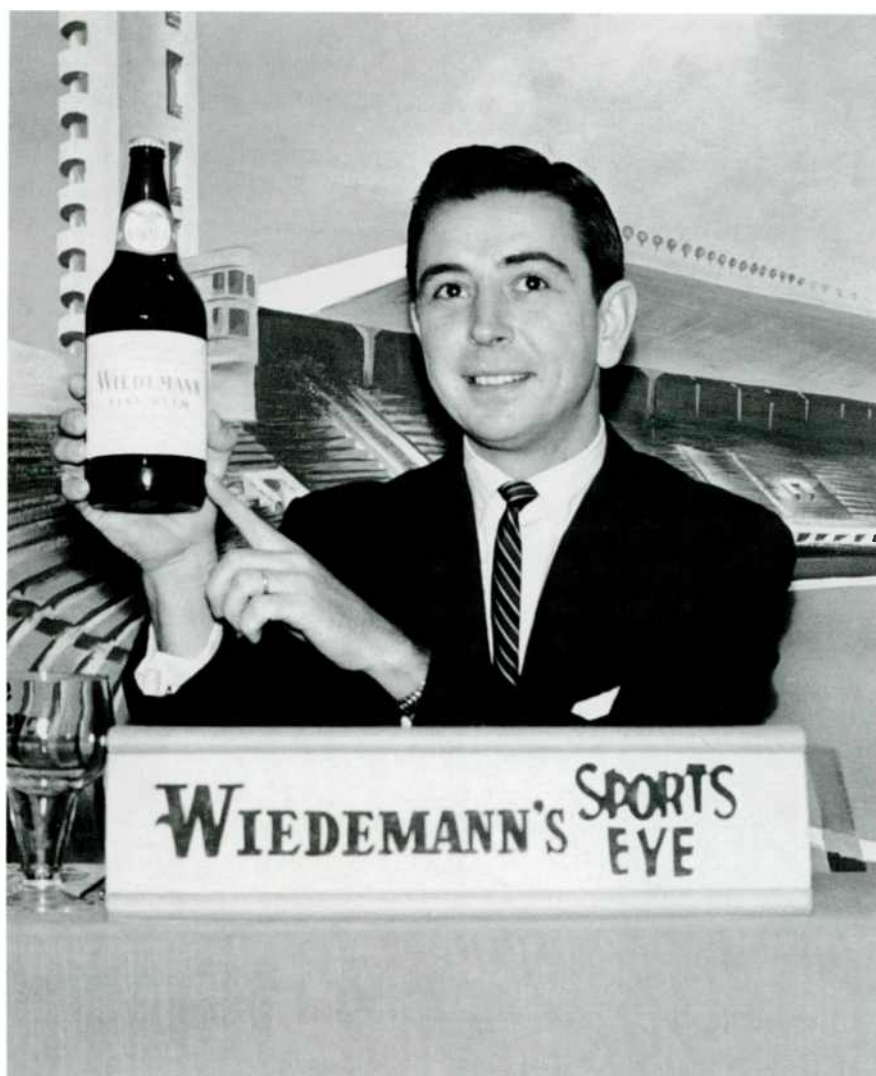
1. Arthur Godfrey's Talent Scouts
2. Texaco Star Theater
3. I Love Lucy
4. The Red Skelton Show
5. The Colgate Comedy Hour
6. Arthur Godfrey and His Friends
7. Fireside Theatre
8. Your Show of Shows
9. The Jack Benny Show
10. You Bet Your Life
11. Mama
12. Philco TV Playhouse
13. Amos 'n' Andy
14. Gangbusters
15. Big Town
16. Goodyear TV Playhouse
17. Pabst Blue Ribbon Bouts
18. The Lone Ranger
19. Gillette Cavalcade of Sports
20. All Star Revue
21. Dragnet
22. The Alan Young Show
23. Kraft Television Theatre
24. Armstrong Circle Theater
25. Strike It Rich

Arthur Godfrey, a former radio star, had two programs in the top six in the 1951-52 season.

By the time Jim Thacker succeeded Jack Bradley as radio/TV sports director in the mid 1950s, WSAZ-TV had become established as a source of live sports programs. University of Kentucky and Ohio University basketball were staples, and in 1959 when Jerry West led the West Virginia University team to the final four in Louisville, Thacker televised the games live — another first for the region. Thacker would be named as Outstanding Sportscaster in the nation in 1962 before moving to North Carolina and network sports assignments.



Promotional post cards like this were used by both WSAZ-TV and WSAZ radio to supplement advertising by sponsors.



Jim Thacker, popular sports director of WSAZ-TV. In the early years, it was common for on-air people to do live commercials for the program sponsors.



WSAZ-TV was a sports broadcasting pioneer. The station's early work led to such events as live broadcast (with Jim Thacker calling the play-by-play) of the WVU basketball team from the NCAA final four.



WSAZ-TV carried an unusual football schedule in 1953 — the game of either the Chicago Bears or Chicago Cardinals was picked up from the NBC network.

The Sunday games began at 2:00 and had Red Grange calling the play-by-play with Bill Fay doing the color.

During the course of the season, every team in the National Football League appeared on the series.

The New York Yankees seemed to appear in the World Series every autumn during the early years of WSAZ-TV. The Yankees were series champions from 1949 through 1954. Manager Casey Stengel is shown here.



World Radio History



While WSAZ-TV was strong in sports, it was its strong commitment to regional news coverage that would forge a long-running reputation for excellence. After some early experimentation, Bud Rogers hired West Virginia native Nick Basso in 1951 to establish the first full-time news operation. Basso brought in three young West Virginia newspaper-trained reporters, plus Professor Paul Krakowski, who had been teaching radio news at WVU.

Together, they began to teach each other about television. Basso remembered "we were creating — and changing — the rules every day. No one knew what was right, so we kept experimenting until we learned what worked. We really were creating an industry."



Prof. Paul Krakowski, who taught radio news, came to WSAZ-TV to teach — and learn — television news.

The Monday-Tuesday schedule for WSAZ-TV from June 9-10, 1952.

Monday June 9

WSAZ-TV—Huntington, W. Va.
Channel 5

10:20 News Headlines
Up to the minute local, national and international news and weather.

10:30 Town and Country—Variety
Sam Linn, emcee and artist Shawkey Saha. News reports, exercise class, and household hints are featured.

11:00 Surprise Store—Audience
Set in a typical city emporium, this show will provide store contestants a chance to swap personal possessions for valuable articles of the counters, shelves and racks of the store, or win other prizes. Lew Parker portrays the store manager and Jacqueline Susan his assistant.

11:15 To Be Announced

11:30 Strike It Rich—Quiz
The show with a heart. Warren Hull asks questions of worthy contestants.

12:00 Sidewalk Session—Interviews
Jerry Leighton interviews passersby in downtown Huntington.

12:15 Love of Life—Serial
The story of Vanessa Dale and her struggle to protect her nephew.

12:30 Search for Tomorrow—Serial
Ben Johnson, Lynn Loring, Paul Barron and Cliff Hall.

12:45 Midday News Special
Local news show with TV News Director, Nick Basso.

12:50 Maida's Kitchen
Kitchen show featuring Maida Shumaker with John Louis. Recipe demonstrations and kitchen hints.

1:30 Garry Moore Show—Variety
A full hour of comedy and song starring Garry Moore with Denise Lee and Durdwood Kirby. Guests: Dick Watson and The Mimic World, novelty act.

2:30 First Hundred Years—Serial
Domestic life of a young couple starring Jimmy Lydon and Anne Sargent.

2:45 Mike and Buff Show—Interviews
Interesting interviews with Mike Wallace and Buff Cobb.

3:00 Big Payoff—Quiz
Sandy Merriman and Ben Myerson.

3:30 Bert Parks Show—Variety
Featuring Betty Ann Grove, The Heatherstone and Bobbe Sherwood's Orchestra. Selections include "Everything I've Got Belongs To You", "Flying Down To Rio", "I've Got Shoes With Wamp On" and "I Should Care."

4:00 Matinee in New York—Variety
Stars Bill Goodwin and Robin Chandler. Special guests are Margaret Truman and Sarah Churchill.

16D

Tuesday June 10

WSAZ-TV—Huntington, W. Va.
Channel 5

5:00 Hawkins Falls—Population 6200
Serial story of life in a typical small town.

5:15 Gabby Hayes Show—Adventure
Tales as only Gabby himself can spin them.

5:30 Howdy Doody Show
Children's show with Buffalo Bob, Charabell and Flabdadah.

6:00 The Old Wrangler—Western
Features a 15-minute Western film daily with the "Old Wrangler" offering safety hints to the youngsters.

6:15 Perry Como Show—Music
Perry sings, assisted by the Fontane Sisters and Mitchell Ayres Orchestra. Tunes are: "And the Angels Sing", "Pin Yonks", "Oklahoma Medley" and "It's Yours".

6:30 The News Picture—Nick Basso
Guest interviews on local and national level are an integral part of the program.

6:45 Sports Corner—Jack Bradley
Sports director with news and interviews concerning local and national sporting events.

7:00 Kukla, Fran & Ollie—Kids
Puppet show. Kuklapolium, Fran Allison.

7:15 Industry on Parade—Film

7:30 Those Two—Musical
Marjorie Searcy, Pinky Lee in skits, songs.

7:45 News Caravan—John Swoyze
Top news events of the world today.

8:00 Mama—Domestic Drama
Starring Peggy Wood as "Mama". "Uncle Kris Goes Home". He would like to go back to Norway in love, and does, only to discover he made a mistake.

8:30 Voice of Firestone—Music
Eleanor Steber, soprano, guest soloist. Selections are "Face, Feet, Mio Dio" as her aria. From Victor Herbert's musical, "Sweethearts", she has selected the title song. Her other number will be "So In Love". Howard Barlow will direct the orchestra and chorus. "In A Hurry" from Fritz's "Katinka." Selections for the Firestone Symphony Orchestra will be "Merriest of Hat Dances" and the "Cavatina March".

9:00 Big Town—Mystery
"The Baby Sitter". A five-year-old child is kidnapped, with Louise, the last person to see the little girl before her disappearance. Pat McVey and Jane Ney are featured.

9:30 Robert Montgomery Presents
"Penny" by Emily Kimbrough starring Walter Abel, Joanne Woodward and Ann Seymour. A light and frothy comedy dealing with teen-age Penny of comic strip fame who is to be treated to a Bermuda vacation by her parents until she has trouble in school.

10:30 Who Said That—Quiz
Quizmaster Walter Kiernan quizzes Robert Sterling, Julianna Loren, Merriman Smith and anchor man Bill Henry.

11:00 Break the Bank—Quiz
Best Parks, hosted by Bud Callver quiz contestants.

11:30 Film Presentation—Movie
12:30 News and Weather

TV DIAL

5:30 Howdy Doody Show
Children's show with Buffalo Bob, Charabell and Flabdadah.

6:00 The Old Wrangler—Western
Features a 15-minute Western film daily with the "Old Wrangler" offering safety hints to the youngsters.

6:15 The Stork Club—Interviews
Sherman Billingsley, host to guests. Special guest is Ginny Simms.

6:30 The News Picture—Nick Basso
Guest interviews on local and national level are an integral part of the program.

6:45 Western Jamboree—Music
Local music show with Richard Cox and the Harvesters.

7:00 Kukla, Fran & Ollie—Kids
Puppet show. Kuklapolium, Fran Allison.

7:15 Ashland Serenade—Music
Local music show with Gene Stephenson at the organ.

7:30 Dinah Shore Show—Musical

7:45 News Caravan—John Swoyze
Top news events of the world today.

8:00 Texaco Star Theatre—Variety
Songs and comedy starring Milton Berle. Dolores Gray and Peg Leg Bates are guests.

9:00 Fireside Theatre—Drama
Majorie Lord and Bill Henry co-star in "Mirage". A housewife, accustomed to the exciting life of a circus performer, finds it difficult to settle down on her husband's ranch after her marriage.

9:30 March of Medicine
The Scientific 1951 annual meeting of the American Medical Association at Navy Pier, Chicago. The nation's leading medical authorities report on the very latest developments in the field of science and medicine. Dr. Roy K. Marshall is narrator.

10:00 Amateur Hour—Ted Mack
Solists in Elmhurst, New York.

10:45 On the Line—Bob Considine
News, views and special guests.

11:00 Man Against Crime—Mystery
Mike Barrett, played by Ralph Bellamy, finds death among the toys and solves a double murder.

11:30 All Around the Town
Interesting interviews with Mike Wallace and Buff Cobb and special guests.

12:00 Film Presentation—Movie
1:00 News and Weather

The nervous soldier, just selected for an appearance on "Give and Take", was approached by a sprightly older, also assigned, who struck up a conversation with his comrade contestant. "Hum", remarked the old man, "you're kinda young to be in service." Then he asked the young man, who spotted five rows of ribbons with numerous clusters and ten hash marks on his sleeve, "Have you ever been overseas?"

16E

The original news staff included Don McClure, who went on to be a Washington-based consultant; Jim Millstone, who later was an editor with the St. Louis Post-Dispatch; and Len Gross, who worked in public relations and then became an Episcopal minister.

Nick Basso, the original WSAZ-TV news anchor.



An early NBC news program was the *Camel News Caravan*, with John Cameron Swayze, who was an “anchorman” before the term had been invented.

While 30-minute news programs are standard today, the Swayze broadcast was only 15 minutes.

After his career as a newsman was over, he became very well known for doing the Timex watch TV commercials in which a watch was put through some high degree of punishment, such as being attached to an outboard motor for several minutes.

Swayze would then hold the unharmed watch and say “Timex — it takes a licking and keeps on ticking.”

In 1952, the NBC Camel News Caravan was on every evening at 7:45 pm.

While most stations were showing 3-day-old theater newsreels in their newscasts, the WSAZ-TV staff took bulky film cameras into the tri-state and provided same-days news from the region.

Basso became the area's first TV anchor personality. He set a high standard for news coverage before moving to Columbus, Ohio in 1960. Remarkably, Channel 3 has had only five people who sat at the 6:00 pm news anchor desk in the 50-year history of the station.

Bos Johnson (1960-76), Bob Brunner (1976-86), Bob Smith (1986-96) and current anchorman Tim Irr (since 1996) have carried on the tradition established by Basso. Early on, the news department was recognized nationally for its excellence. In 1954, WSAZ-TV was named Outstanding News Operation by the Radio and Television News Directors Association.

This recognition was well deserved. In 1953, WSAZ-TV had become the first station allowed to take newsfilm cameras onto the floor of a state legislature, and in 1956 produce the nation's first full coverage of a legislative opening day — also on film. For the first time, viewers could see West Virginia Gov. William Marland's State of the State speech. The following year, the new governor, Cecil Underwood, would make his legislative address on WSAZ-TV live. This is a routine event today, but it was quite remarkable in the 1950s.

When the famous West Virginia Kennedy-Humphrey primary campaign culminated on election day 1960, NBC tested its new election tabulating system in WSAZ's Charleston studio. The NBC/WSAZ returns were so far ahead of the wire services, the New York Times was forced to use them in its stories.

A major technical innovation for WSAZ-TV came in 1954, when the station opened a Charleston studio, 50 miles from Huntington. The station built its own microwave system to deliver the signal to its transmitter.



WSAZ-TV regularly covered governors of West Virginia, including Cecil Underwood (above) and Wally Barron (below).



By September of that year, the News Picture (6:00 and 11:00 pm) programs became the first in the nation to utilize a dual city operation, with Charleston native Bob Horan as the first reporter based in that city. Two years later, NBC executives would come to Huntington to learn from WSAZ-TV as they prepared to launch a two-city (New York and Washington) evening news report with a couple of young guys named Huntley and Brinkley.

WSAZ-TV provides live coverage of the West Virginia legislature.



Producing a news program with both Huntington and Charleston studios was quite an accomplishment for the time. It all began with three microwave relay towers and a \$100,000 expense to create the infrastructure for the two-city broadcasts.

Bos Johnson appeared on the news from Charleston in the first of the daily telecasts. Before long, a regular sports feature was added to the news, and the Midday News program included a Charleston segment.


Due in part to these innovations, the National Radio and Television News Director's Association selected WSAZ-TV News, under the direction of Nick Basso, as the outstanding television news operation of 1954.

May, 1954: there were 390,000 TV sets in Channel 3's area of 116 counties in 5 states.

In the early 1950s WSAZ-TV hired veteran Cabell County agricultural agent William — Farmer Bill — Click. His slow, casual approach — he was never a slick TV personality — perfectly conveyed his essential credibility.

When Bill Click died in 1960, his successors John Heiskell, from Ohio, and Ken Franks, from Kentucky, came to continue the tradition. John L. Lewis followed and later, John Marra became the farm reporter for WSAZ-TV.

The Wednesday-Thursday schedule for WSAZ-TV from June 11-12, 1952.



<p style="text-align: center;">Wednesday June 11</p> <p style="text-align: center;">WSAZ-TV—Huntington, W. Va. Channel 5</p> <p>10:20 News Headlines Up to the minute local, national and international news and weather.</p> <p>10:30 Town and Country—Variety Sam Linn, emcee and artist Showley Saba. News reports, exercise class, and household hints are featured.</p> <p>11:00 Surprise Store—Audience Set in a typical city emporium, this show will provide studio contestants a chance to swap personal possessions for valuable articles of the counter, shelves and racks of the store, or win other prizes. Lew Parker portrays the store manager and Jacqueline Simons his assistant.</p> <p>11:15 To Be Announced</p> <p>11:30 Strike It Rich—Quiz The show with a heart. Warren Hull asks questions of worthy contestants.</p> <p>12:00 Sidewalk Session—Interviews Jerry Leighton interviews passersby in downtown Huntington.</p> <p>12:15 Love of Life—Serial The story of Vanessa Dale and her struggle to protect her nephew.</p> <p>12:30 Search for Tomorrow—Serial Ben Johnson, Lynn Loring, Paul Barron and Cliff Hall.</p> <p>12:45 Midday News Special Local news show with TV News Director, Nick Bass.</p> <p>12:50 Maida's Kitchen Kitchen show featuring Maida Shumaker and kitchen hints.</p> <p>1:30 Garry Moore Show—Variety A full hour of comedy and song starring Garry Moore with Denise Liu and Dunwood Kirby.</p> <p>2:30 First Hundred Years—Serial Domestic life of a young couple starring Jimmy Larkin and Anne Sargent.</p> <p>2:45 Mike and Buff Show—Interviews Interesting interviews with Mike Wallace and Buff Cobb.</p> <p>3:00 Big Payoff—Quiz Lando Merriman and Beas Morrison.</p> <p>3:30 Bert Parks Show—Musical "Take It Easy," "It's Been Years Since Yesterday," and "Till the End of Time."</p> <p>4:00 Matinee in New York—Variety Stars Bill Goodwin and Robin Chandler in a variety quiz show.</p> <p>5:00 Hawkins Falls—Population 6200 Serial story of life in a typical small town.</p> <p>5:15 Gabby Hayes Show—Adventure Tales as only Gabby himself can spin them.</p> <p>5:30 Howdy Doody Show Children's show with Buffalo Bob, Clarabell and Plaidoh.</p>	<p style="font-size: 24px;">Thursday June 12</p> <p style="text-align: center;">WSAZ-TV—Huntington, W. Va. Channel 5</p> <p>10:20 News Headlines Up to the minute local, national and international news and weather.</p> <p>10:30 Town and Country—Variety Sam Linn, emcee and artist Showley Saba. News reports, exercise class, and household hints are featured.</p> <p>11:00 Surprise Store—Audience Set in a typical city emporium, this show will provide studio contestants a chance to swap personal possessions for valuable articles of the counter, shelves and racks of the store, or win other prizes. Lew Parker portrays the store manager and Jacqueline Simons his assistant.</p> <p>11:15 Bride and Groom—Romance The story of Vanessa Dale and her struggle to protect her nephew.</p> <p>11:30 Strike It Rich—Quiz The show with a heart. Warren Hull asks questions of worthy contestants.</p> <p>12:00 Sidewalk Session—Interviews Jerry Leighton, emcee. Interviews passersby in downtown Huntington.</p> <p>12:15 Love of Life—Serial The story of Vanessa Dale and her struggle to protect her nephew.</p> <p>12:30 Search for Tomorrow—Serial Ben Johnson, Lynn Loring, Paul Barron and Cliff Hall.</p> <p>12:45 Midday News Special Local news show with TV News Director, Nick Bass.</p> <p>12:50 Tri-State News—Sam Linn</p> <p>1:00 Godfrey and His Friends—Variety Jeanette Davis, Marian Marlowe, Frank Parker, comedians, The Chorettes.</p> <p>1:30 Garry Moore Show—Variety A full hour of comedy and song starring Garry Moore with Denise Liu and Dunwood Kirby.</p> <p>2:30 First Hundred Years—Serial Domestic life of a young couple starring Jimmy Larkin and Anne Sargent.</p> <p>2:45 Mike and Buff Show—Interviews Interesting interviews with Mike Wallace and Buff Cobb.</p> <p>3:15 TV Handyman—Ned Brooke and Buff Cobb Designed to instruct all homeowners in the proper handling of his or her repair problem. Includes time-saving and money-saving household hints.</p> <p>3:30 Give and Take—Quiz John Reed King, emcee. Contestants are competing for valuable merchandise prizes.</p> <p>4:00 Matinee in New York—Variety Stars Bill Goodwin and Robin Chandler in a variety quiz show.</p> <p>5:00 Hawkins Falls—Population 6200 Serial story of life in a typical small town.</p>	<p>5:15 Gabby Hayes Show—Adventure Tales as only Gabby himself can spin them.</p> <p>5:30 Howdy Doody Show Children's show with Buffalo Bob, Clarabell and Plaidoh.</p> <p>6:00 The Old Wrangler—Western Features a 15-minute Western film daily with the "Old Wrangler" offering safety hints to the youngsters.</p> <p>6:15 The Stark Club—Interviews Mr. Billingsley, host to guest, Vivian Blaine.</p> <p>6:30 The News Picture—Nick Bass Guest interviews on local and national level are an integral part of the program.</p> <p>6:45 Western Jamboree—Music Local rural music show with Richard Cox and the Harvesters.</p> <p>7:00 Kuklo, Fran & Ollie—Kids Puppet show. Kuklopolitan, Fran Allison.</p> <p>7:15 Ashland Serenade Local music show with Gene Stephenson at the organ.</p> <p>7:30 Dinah Shore Show—Musical</p> <p>7:45 News Caravan—John Swayze</p> <p>8:00 You Bet Your Life—Quiz The man with the wagging eyebrow and ever-present cigar and quiz keeps everyone entertained on his comedy quiz show.</p> <p>8:30 Chance of a Lifetime—Quiz Dennis James emcee quiz show as contestants vie for valuable prizes.</p> <p>9:00 Amos and Andy—Comedy "Andy Reviews A Telegram"</p> <p>9:30 James Melton Show—Variety Regulars include Dr. Roy K. Marshall, Billy Barty and Frank Black's Orchestra. Jaramila, Novotna and Edward Everett Hartson as guests.</p> <p>10:00 Martin Kane—Private Eye Lee Tracy stars as the hard hitting detective in a drama of mystery.</p> <p>10:30 Boston Blackie—Mystery Kent Taylor stars as the super sleuth, assisted by Lois Collier.</p> <p>11:00 Racket Squad—Drama "A Place For Greedhus". A woman boarding house keeper tries to cheat an elderly woman out of her life's savings. Capt. Broadbuck steps in to save her.</p> <p>11:30 Film Feature</p> <p>12:30 News and Weather</p>
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By 1954, the staff of WSAZ-TV had grown to 100 employees.



WSAZ-TV's "Farmer" Bill Click, who was farm director for many years.

Bill Click's successor, John Heiskell, is shown below.



Would you like to be Queen for a Day?

A very popular 1950s daytime program began with that question. Host Jack Bailey would interview five women who would each outline their "wish" if they were selected as "queen" for the day.

A typical wish: a woman with eight children would like to have a clothes washer.

At the end of the show, the audience would "vote" with applause and select the "queen" for the day, who would get her wish.

Jack Bailey also hosted *Truth or Consequences*, which ran from 1951 through 1958.

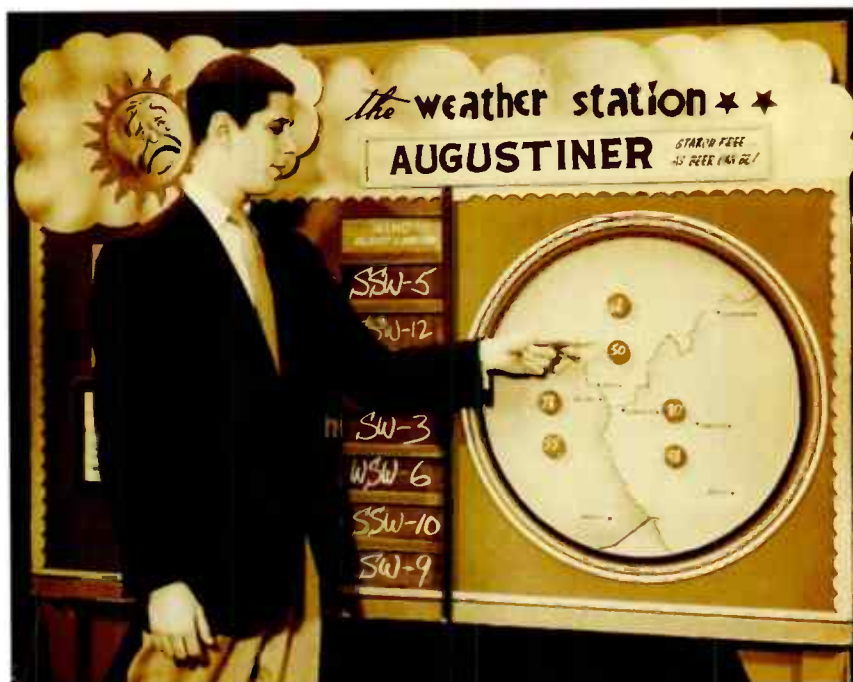
In the early 1950s, two long-term employees began with Channel 3. Dorothy Jeanne “D.J.” Schroeder filled a number of roles in the early years, but she was later best known for her weather reports.

A young vocalist named Jule Huffman started to work for Channel 3. Jule was a singer on a program called *Twilight Time*, and also did various announcing stints with programs such as *Coffee Time*. He too was best known in later years as a weatherman — at least to the adult audience. To kids, Jule was the beloved “Mr. Cartoon” for many years.

Two of WSAZ-TV's best-known personalities:
D.J. Schroeder and Jule Huffman.



Although Jule Huffman was best known as a Channel 3 weatherman and as Mr. Cartoon, he was an accomplished vocalist who sang on many local WSAZ-TV productions.



Above: D.J. at the weather set.
Below: Dave Robinson, another weather person in the early days of WSAZ-TV.



“One of America’s Two Finest Beers”

In the early 1950s, the Augustiner Brewing Company was the sponsor of the late night weather report. The commercials always ended with the slogan: “richer, keener, Augustiner — one of America’s two finest beers.”

This was a very provocative slogan. At a time when advertisers were typically “the very best,” Augustiner was happy to be among the top two beers in America.

And — the slogan generated a lot of talk. People would often ask “who’s the *other* fine beer?”

While people at WSAZ-TV were learning (and defining) how the television business would work, network TV was in its "golden age." Much of television was live, and many of the best writers were attracted to network TV.



Jerry Lester literally invented the late night talk show with his Broadway Open House. This program was the predecessor to the Tonight Show with host Steve Allen. Later, Jack Paar and Johnny Carson were hosts. Today, Jay Leno carries on the tradition.



Red Skelton was a big name in radio and movies before moving to TV. His *Red Skelton Show* ran 20 years, from 1951 to 1971.

Your Show of Shows starred Sid Caesar and Imogene Coca. It is regarded as one of the classics of television's "Golden Age."



Mike Wallace, who would later become famous on *Sixty Minutes*, had a daytime interview show in 1952 called *Pat and Mike*. He was an interviewer who asked "soft questions" of celebrity guests.



Adolphe Menjou was a suave, debonair actor in the 1950s who hosted two different anthology programs.

In *Favorite Story*, which ran from 1951 through 1954, he hosted and also starred in stories which were adapted from the classics.

In *Target*, the stories were about terror and suspense, he was also host and frequent star. Both shows were shown in syndication.

A promotional button for the program *Target*, which starred Adolphe Menjou.



Many early network programs were directed to the children's audience. *Howdy Doody*, *Pinky Lee*, *Hopalong Cassidy*, the *Lone Ranger*, and many other programs also drew adults as viewers. It was the *Howdy Doody Show*, however, that captured the hearts of a generation of young viewers — the first to grow up on television.

The Howdy Doody Show appeared every afternoon on NBC, and featured Buffalo Bob Smith, his marionette friend, Howdy, along with Clarabell the clown. Also in the cast were Princess Summerfall Winterspring, along with puppets Flub-a-Dub and Phineus T. Bluster.

Howdy Doody



Hopalong Cassidy



Comedian Jerry Lewis was a big hit (along with partner Dean Martin) on the *Colgate Comedy Hour*. After the two parted ways, Lewis was a huge movie star (especially in France.)



The Friday schedule for WSAZ-TV from June 13, 1952.

Friday June 13	
WSAZ-TV—Huntington, W. Va. Channel 5	
10:20 News Headlines	6:00 The Old Wrangler—Western
Up to the minute local, national and international news and weather.	Features a 15-minute Western film daily with the "Old Wrangler" offering safety hints to the youngsters.
10:30 Town and Country—Variety	6:15 Perry Como Show—Musical
Sara Lee, science and sport show-key Sara. News reports, extreme ideas, and household hints are featured.	Perry songs assisted by Tom Fontane Sinatra and Mitchell Ayres Orchestra. Selections include "Sweet Lorraine", "You", and "A Guy Is A Guy".
11:00 To Be Announced	6:30 The News Picture—Nick Bosso
11:30 Strike It Rich—Quiz	Guest interviews on local and national level are an integral part of the program.
The show with a heart. Warren Hull asks questions of the contestants.	6:45 Sports Corner—Jack Bradley
12:00 Sidewalk Session—Interviews	Sports director with news and interviews on local and national sporting events.
Jerry Lewis interviews passersby in downtown Huntington.	7:00 Kukla, Fran & Ollie—Kids
12:15 Love of Life—Serial	Puppet show. Kukla, Fran, Ollie, Fran Allison.
The story of Vanessa Dale and her struggle to protect her nephews.	7:15 Norwood Comes A'Calling
12:30 Search for Tomorrow—Serial	Chief musical painter and vocalist presents an entertaining and original musical program featuring the latest popular song hits. He answers request numbers on the air.
Max Johnson, Lynn Loring, Paul Barvon and Cliff Hall.	7:30 Three Two—Musical
12:45 Midday News Special	Mahe Stewart sings in suite songs.
Local news show with TV News Director, Nick Barva.	7:45 News Caravan—John Swartz
12:50 Malda's Kitchen	8:00 Esia Pinza Show—Variety
Kitchen show featuring Malda Shimaker with John Esia. Recipe demonstrations and kitchen hints.	Alan Funt entertains Mr. and Mrs. Public with interesting interviews.
1:30 Garry Moore Show—Variety	8:30 Candid Camera
A full hour of comedy and song starring Garry Moore with Denice Lor and Durwood Ray Malone, dancer.	Alan Funt entertains Mr. and Mrs. Public with interesting interviews.
2:30 First Hundred Years—Serial	9:00 Big Story—Drama
Dramatic life of a young couple starring Jimmy Lydon and Anne Sargent.	A drama series depicting in unusual fashion a true and authentic story named "Drama of the Left-Handed Lullaby". Dramatic story of true romance of respect. Ted MacFarland of the Institute, Philadelphia, Penn.
2:45 Mike and Buff Show—Interviews	9:30 Front-Page Detective—Mystery
Interesting interviews with Mike Wallace and Buff Cobb.	Starring Howard Love.
3:00 Big Payoff—Quiz	10:00 Cavalcade of Sports—Boxing
Randy Merriman and Ben Morrison.	Genevieve Arago vs. Arthur King. Lightweight. Jimmy Powers. Barring the action.
3:30 Bert Parks Show—Musical comedy	10:45 Greatest Fights of the Century
Randy Merriman and Ben Morrison. "What's the River?", "Oh Babe" and "I'll Be Home in A Day".	Jack Dempsey vs. Louis Firpo. Sept. 14, 1912. Filmed boxing bouts.
4:00 Matinee in New York—Variety	11:00 Crime Photographer—Mystery
You in Me. Dancers. Bill Conrad and Robia Chaudler in a variety show.	"The Tall Steel Nightmares" stars Darin McKinnon as Casey of the Morning Express.
5:00 Hawkins Falls—Population 6200	11:30 News and Weather
Serial story of life in a typical small town.	Betty Ann Grove, songstress on the other day at rehearsal about her friend who was stopped by an officer for speeding but didn't get a ticket when she told the cop, "I couldn't have been going fifty miles an hour. I haven't been out an hour."
5:15 Gabby Hayes Show—Adventure	
Tales as only Gabby himself can spin them.	
5:30 Howdy Doodly Show	
Children's show with Buffalo Bob, Clarabell and Flubadub.	

Reminder: Get the new Dial today!
TV DIAL

16H



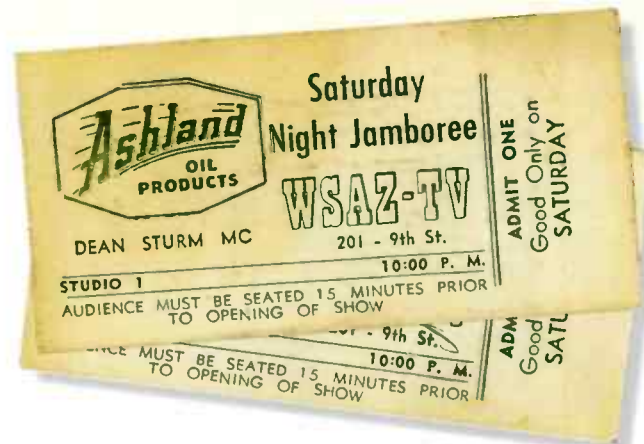
Space Patrol

Space Patrol was an early show which featured time travel, Commander Buzz Corey battled various villains under the banner of United Planets of the Universe. His young friend, Cadet Happy, tagged along with other case members such as Carol, daughter of the Secretary General of the United Planets, who had a crush on Buzz; Tonga, who had once been a villain, and Mr. Proteus, played by Marvin Miller, who was later to star as the Millionaire.

In a switch, once *Space Patrol* left television, the show had a second life on radio, on Saturday mornings.

No one ever got killed on *Space Patrol*. The worst fate was to be stunned by the Ray Gun.

In 1952, *Saturday Night Jamboree* first originated live from the 14th floor of the West Virginia building, with director Fritz Leichner calling the camera shots. Hosted by the late Dean Sturm, the *Jamboree* was a weekly tradition for more than 18 years. It also offered original TV exposure for country artists such as Texas Slim, Bobby Bare, Connie Smith, Ralph Shannon, Odey Crabtree and Hylo Brown.



Dean Sturm (circle) and the *Jamboree* group.

You're invited to meet the Stars . . .

OF THE
**SATURDAY NIGHT
 JAMBOREE**

Just drop a line to DEAN STURM, in care of the SATURDAY NIGHT JAMBOREE, WSAZ-TV, Huntington, West Virginia . . . let Dean know the Saturday that you can visit and how many tickets you will need.

WSAZ 3 TV

Sponsored on alternate Saturdays 7:00 P.M.
 by ASHLAND OIL & REFINING COMPANY

**ASHLAND
 PLUS**

**Ashland
 OIL
 PRODUCTS**

World Radio History

A poster inviting people to visit the show and meet the stars of the *Saturday Night Jamboree*.



A crowd lines up outside the WSAZ-TV studios before a performance of *Saturday Night Jamboree*.



Carole Smole and Odey Crabtree.

Dean Sturm (left) prepares to let the *Jamboree* audience enter the station.



Ashland Oil was a long-time sponsor of *Saturday Night Jamboree*.

The large display window at company headquarters in downtown Ashland often featured promotional materials related to the *Jamboree* program (see photo on next spread).

Jamboree was the first live local color show on Channel 3.



A promotional poster for the *Saturday Night Jamboree*.

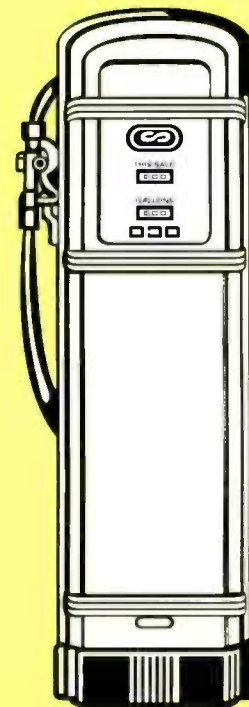


Three long-time *Jamboree* cast members: Glen Ferguson, Gene McKnight and "Big Foot" Charlie Keeton, known as "the mayor of Bear Creek."



Featured square dancers on the *Jamboree* — Harry Mills and the Haylofters.

This window at Ashland Oil's headquarters promoted the *Jamboree*, which the company sponsored.



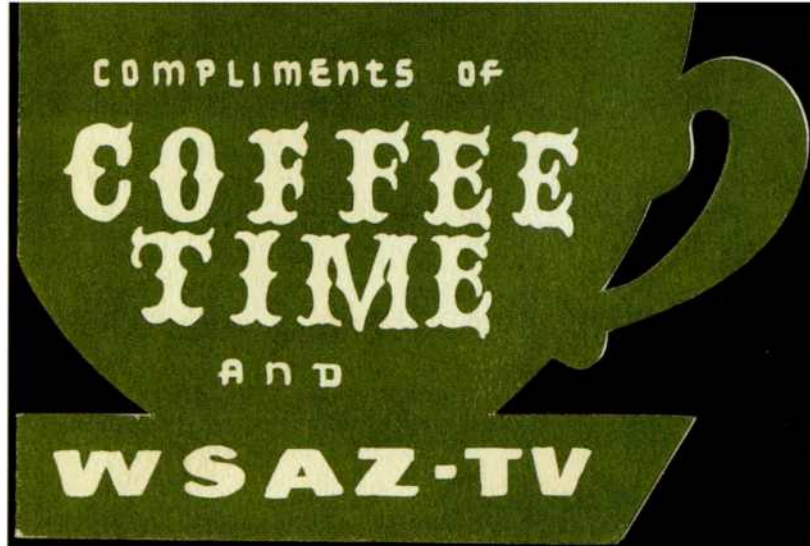
Price of gasoline in 1951:
about 25 cents a gallon.

A new Ford or Chevrolet
automobile could be bought
for about \$1,600.

A 3-bedroom house was
typically priced at about
\$9,000.

Inflation note: \$.25 per gallon
for gasoline in 1951 is equal to
\$5 per gallon in 1998 dollars.

In the early years at WSAZ-TV, local programs were a necessity, since the network did not provide programming all the hours of the day. *Coffee Time* was a very popular local show hosted by Bud Dailey, and later by Dean Sturm, and featured Brownie Benson's music and the voices of Jule Huffman & Sue Chambers. Clubs and community groups traveled hours in the pre-dawn darkness to sit in the audience for this live 9:00 am variety program.



This 1952 promotional item for *Coffee Time*...

Coffee Time's typical audience was women. In the background are program personalities Mickey Banga, Bud Dailey, Pat Ferguson, and Jule Huffman.





...opened to show photos of the stars of the program.

The *Coffee Time* personalities, along with the director. Front row, Brownie Benson, D.J. Schroeder, Sue Chambers, Jule Huffman. Back row, Fritz Leichner (director) and Dean Sturm.



This program schedule from Wednesday, August 18, 1954 shows *Coffee Time* as a one-hour program at 11:30 am.

Wednesday, August 18, 1954

6:55	Sign On
7:00	(NBC) Today
7:15	
7:30	
7:45	
8:00	
8:30	
9:00	(NBC) Ding Dong School
9:15	
9:30	(NBC) A Time to Live
9:45	(NBC) Three Steps to Heaven
10:00	(NBC) Home
10:15	
11:00	(NBC) Bob Smith Show
11:30	Coffee Time
12:50	Midday News
12:45	Maids' Kitchen
1:00	
1:15	
1:30	Camera Goes to Summer School
2:00	(NBC) One Man's Family
2:15	(NBC) Golden Windows
2:30	(NBC) First Love
2:45	(NBC) Concerning Miss Marlow
3:00	(NBC) Hawkins Falls
3:15	(NBC) Bride and Groom
3:30	(NBC) Betty White Show
4:00	Pinky Lee Show
4:30	(NBC) Rowdy Doody
5:00	The Old Timer
5:30	TBA
5:45	Today's News
5:55	Baseball Scoreboard
6:00	Swanee River Boys
6:30	(NBC) The World of Mr. Sweeney
6:45	(NBC) News Caravan
7:00	(NBC) I Married Joan
7:30	(NBC) My Little Margie
8:00	(NBC) Kraft Theatre
8:15	
9:00	(NBC) This Is Your Life
9:30	(NBC) Truth or Consequences
10:00	News Picture
10:15	Sport Eye
10:25	Coast Guard
10:30	(ABC) Break the Bank
11:00	News Headlines
11:05	Weathercast
11:10	Sports Headlines
11:15	TV Theatre—"Varieties on Parade" with Jackie Coogan, Tom Neale and Eddie Gar
11:30	
11:45	
12:00	

Twilight Time with Jule Huffman as vocalist, was another musical creation of the station's veteran production manager, Fritz Leichner. The program also featured the Brownie Benson combo with dinner hour live music.



An early station vehicle.



The Brownie Benson combo was the featured musical group on *Twilight Time*, a nightly 15 minute show. Vocalist Jule Huffman is at right.

D.J. Schroeder, Sue Chambers and Dean Sturm do a live sketch on one of the many local programs produced by WSAZ-TV.





Husband and wife team Bob and Jan Carr hosted *Current*, a daily show.



The Parson, Rev. Griffin Callahan, hosted a live program which explored moral and religious issues.



Spinach Playhouse

Bob Carr was best known to adult viewers of WSAZ-TV for the program *Current*, which he hosted along with his wife Jan.

But to children in the audience beginning in 1957, he was known as the host of *Spinach Playhouse*, a twice-weekly program which featured the popular Popeye cartoons. (There were a total of 234 different Popeye cartoons, 114 of which were in color.)

The show opening featured live, local puppets of Wimpy, Popeye and Olive Oyl aboard the ship USS Spinach. Jule Huffman, later to become Mr. Cartoon, provided voices of the puppets.

With hours of air time to fill, WSAZ-TV ran old movies, hosted by Betty Brodel and Bert Shimp, and also produced a live daily show on cooking. *Maida's Kitchen* was an early live kitchen-based program, featuring Maida Shumaker. Later, Katie Doonan took over the show, with a name change to *Katie's Kitchen*.



Maida Shumaker, shown in the modern (for then) studio kitchen which served as the set for the popular show *Maida's Kitchen*.

Betty Brodel and Bert Shimp, hosts of *Movietime*.



An early WSAZ-TV vehicle.



Katie Doonan, whose *Katie's Kitchen* was a daily program.



Sue Chambers does a live commercial for Martha White Flour. She was a versatile on-air performer, and her duties included various local shows, including singing and also doing an exercise segment on *Coffee Time*.



Local commercials

Most local commercials were done "live," and usually the Channel 3 staff appeared in these commercials.

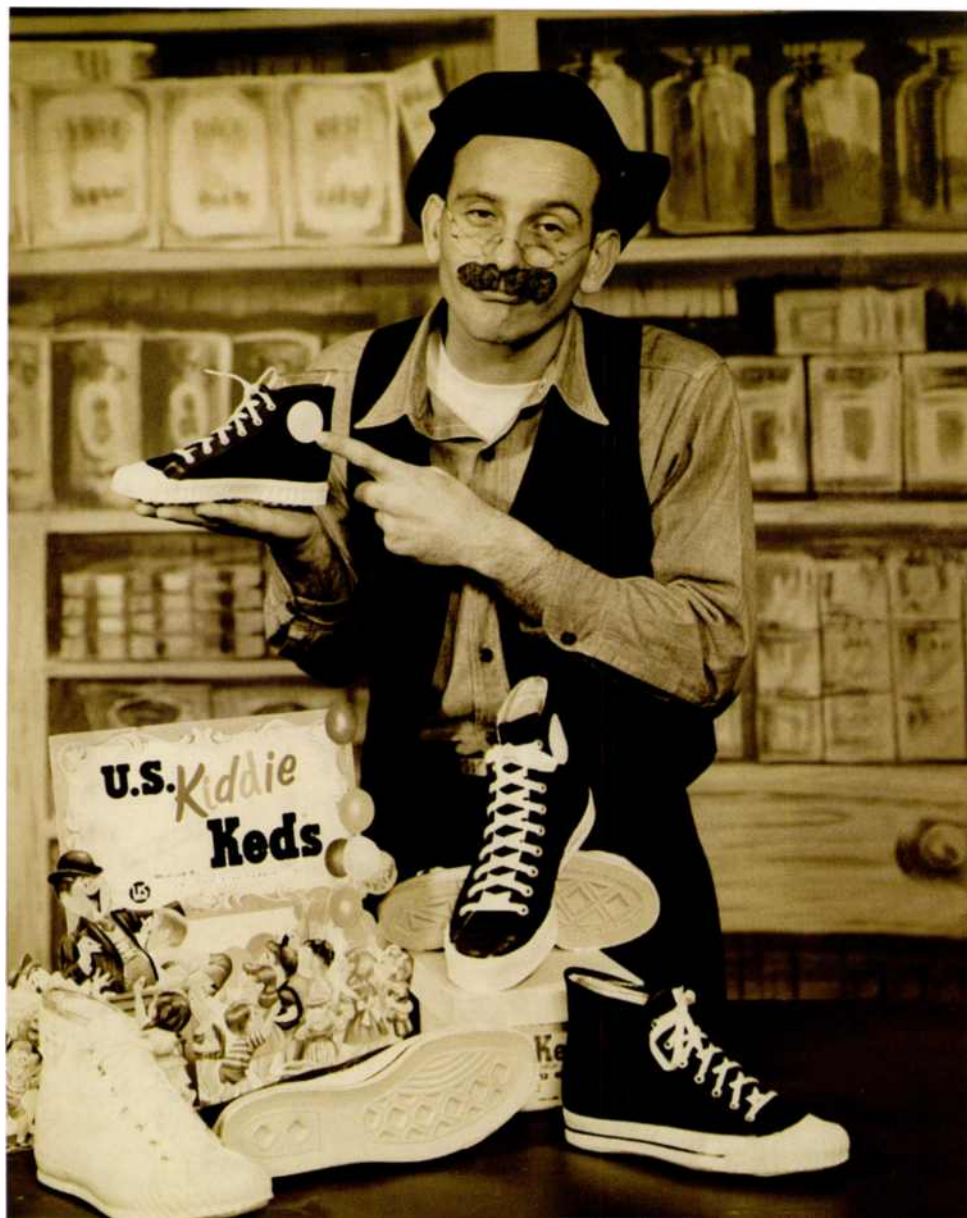
However, some sponsors wanted a different "look" since the station's on-air talent appeared on screen for many sponsors.

To meet this need, WSAZ-TV kept a book showing a number of local women who would appear in ads for sponsors. While this seems pretty simple, "live" commercials meant that the person had to come to the station and do the spot at the exact time it was being sent over the air. This meant that sometimes the ad presenter would have to be at the station at 11:15 pm — and it also meant that any mistakes went out to the viewers; with live TV, there were no chances for "take two."

Afternoon children's programming began in 1953, with Bob Mills as *The Old Timer*. *Aunt Dru*, featuring Mickey Banga followed in 1955. This program was succeeded by Don Waggoner as *The Beachcomber* and George Lewis as both *Mr. Cartoon* and as *Steamboat Bill*.

(Jule Huffman followed with a long run as Mr. Cartoon. See page 147.)

Bob Mills, *The Old Timer*.

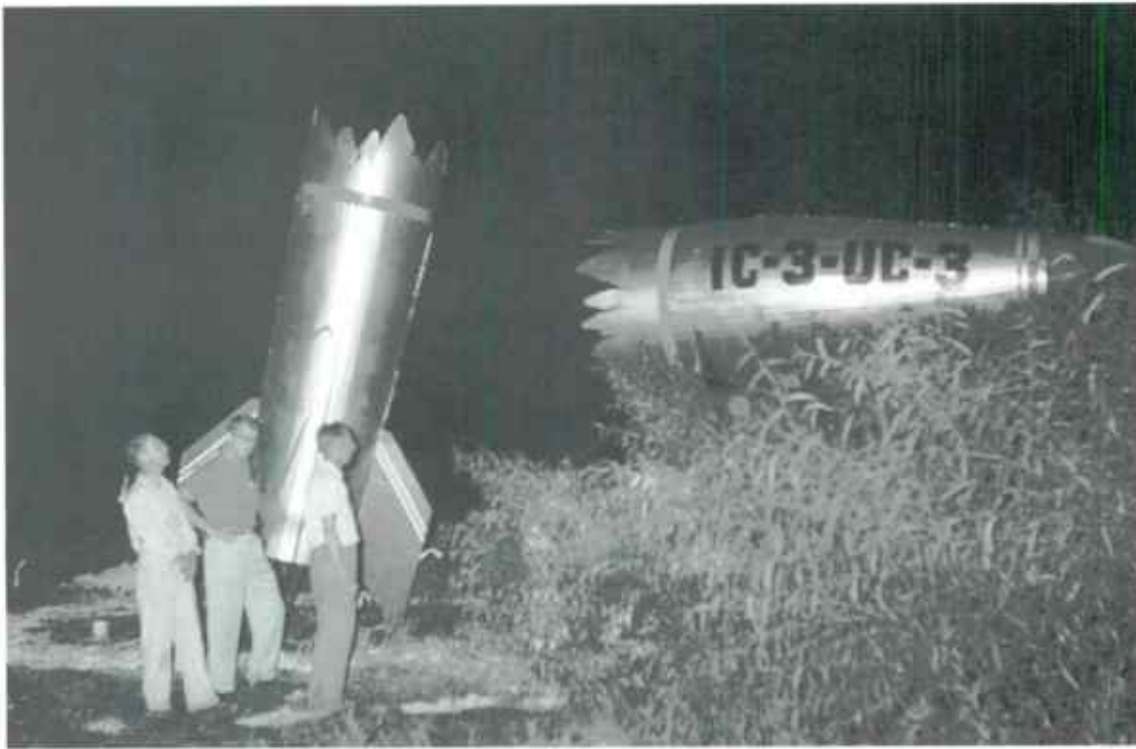


THE OLD TIMER WSAZ-TV CHANNEL 3

A promotional card for *The Old Timer*, WSAZ-TV's first afternoon program directed to the kid's market.

Don Waggoner, as *The Beachcomber*. His program eventually replaced *The General Store* and *Country Store*.

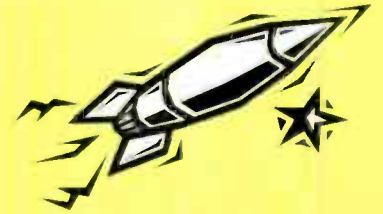




The Beachcomber “crash-landed” a “rocket ship” on a tiny island in the Kanawha River.



Aunt Dru — Mickey Banga.



The “Rocket Ship”

During Waggoner’s days as the “beachcomber”, he once “crash-landed” a “rocket ship” on a tiny island in the Kanawha River at Charleston where he aired the program live for several days. (See photo at left.) As a climax, he was lifted from the island by a cable dropped from a helicopter hovering overhead, while a riverbank crowd cheered, and station officials held their collective breath.

Veteran WSAZ program manager George M. (Mickey) Curry calls that live children’s program “critical to building audience loyalty.” He estimates that 250,000 children came to the studio over more than 30 years, from throughout the region and formed a bond with the station which lasted into adulthood. Many people in their 40s and 50s now fondly remember their visit to the set of *Mr. Cartoon* or another show.

In the early 1950s, Bud Dailey joined WSAZ-TV. He was to stay with the station for the rest of his career, and his mischievous manner brightened the day for thousands of viewers in the region.



Bud Dailey in a 1950s photo.

Bud Dailey and Beverly Franklin do a live commercial.





George Lewis as the *Beachcomber*. Note that the birdhouse has the name "Fritz" painted on the front. This inside joke referred to the show's director, Fritz Leichner.

Three Faces of George Lewis:

George as Steamboat Bill



The "real" George Lewis



George as Mr. Cartoon



A Selection of 1952 Programs

In 1952, Channel 3 was carrying programs from all four of the national TV networks (ABC, CBS, NBC and DuMont). Here are some of the programs from that year. (Not all of them appeared on WSAZ-TV.)

Gene Autry Show
 Hot Seat
 This is the Life
 The Web
 What's My Line
 Rocky King, Detective
 Captain Video
 Pentagon
 Power of Women
 Quick on the Draw
 Life With Luigi
 Pabst Blue Ribbon Fights
 Chicago Wrestling
 I Married Joan
 Two for the Money
 Man Against Crime
 Mr. Wizard
 My Little Margie
 Pet Shop
 Meet Millie
 Those Two
 Down You Go
 Life Begins at 80
 Martin Kane, Private Eye
 Our Miss Brooks
 Stu Erwin Show
 Amos 'n' Andy
 Big Town
 Racket Squad
 Chance of A Lifetime
 Strike it Rich

Network programming in the early years included a big variety of programs. A staple was the low-budget “talk” format, with any number of variations. For example, the program *Zoo Parade* originated from the Lincoln Park Zoo in Chicago. The guests, however, were not people, but animals. Game shows and programs with “audience participation” were common, mainly due to their low production costs.

Budget was less of a consideration for the program *Captain Gallant of the Foreign Legion*. The program was actually filmed on location in North Africa for a while, before moving to politically safer Italy.

In the early fifties, Marlin Perkins had a Sunday afternoon program called *Zoo Parade*. Later, he hosted *Wild Kingdom*.



Buster Crabbe and son, Cuffy, in the children's program, *Captain Gallant of the Foreign Legion*, which ran from 1955 to 1957.



Jan Murray was a perpetual game show host. His programs included *Blind Date*, *Chain Letter*, *Dollar a Second*, *Go Lucky*, *Charge Account*, *Meet Your Match*, *Sing it Again*, *Songs for Sale*, and *Treasure Hunt*.



Bert Parks was best known in his later years as the host of the Miss America pageant, but he appeared on a number of programs including *The Bert Parks Show*, a daytime variety program, *Bid 'n' Buy*, a game show, *The Big Payoff*, another game show, *Circus*, featuring European acts, *County Fair*, a variety show, and a show called *Bandstand*, plus many more.

Parks was the host of the very first program to be broadcast on WSAZ-TV: *Stop the Music*, in 1949.

Channel 3 schedule for
Saturday, January 22, 1955

WSAZ

Huntington Ch. 3

- 9:25 Sign On
- 9:30 Smilin' Ed's Gang
- 10:00 NBC - Happy Felton's
Spotlight Gang
- 10:30 NBC - Winchell and
Mahoney
- 11:00 Cartoon Carnival
- 11:30 NBC - Tom Corbett
Space Cadet
- 12:00 ABC - Super Circus
- 1:00 Down on the Farm
- 1:30 Western Theatre —
- 3:00 NBC—NBA Basketball
- 5:00 Current
- 5:30 Stu Erwin
- 6:00 NBC - Roy Rogers
- 6:30 NBC - Mickey Rooney
- 7:00 Saturday Night Jam-
boree
- 7:30 Show Wagon
- 8:00 Cavalcade of America
- 8:30 NBC - So This is Hol-
lywood
- 9:00 Imogene Coca
- 10:00 George Gobel
- 10:30 NBC - Hit Parade
- 11:00 News & Sports Head-
lines
- 11:10 Wrestling from Day-
ton
- 12:10 Owl Theatre
- 1:15 Sign Off

Smilin' Ed's Gang had a frog character, and the phrase "plunk your magic twanger. Froggy."

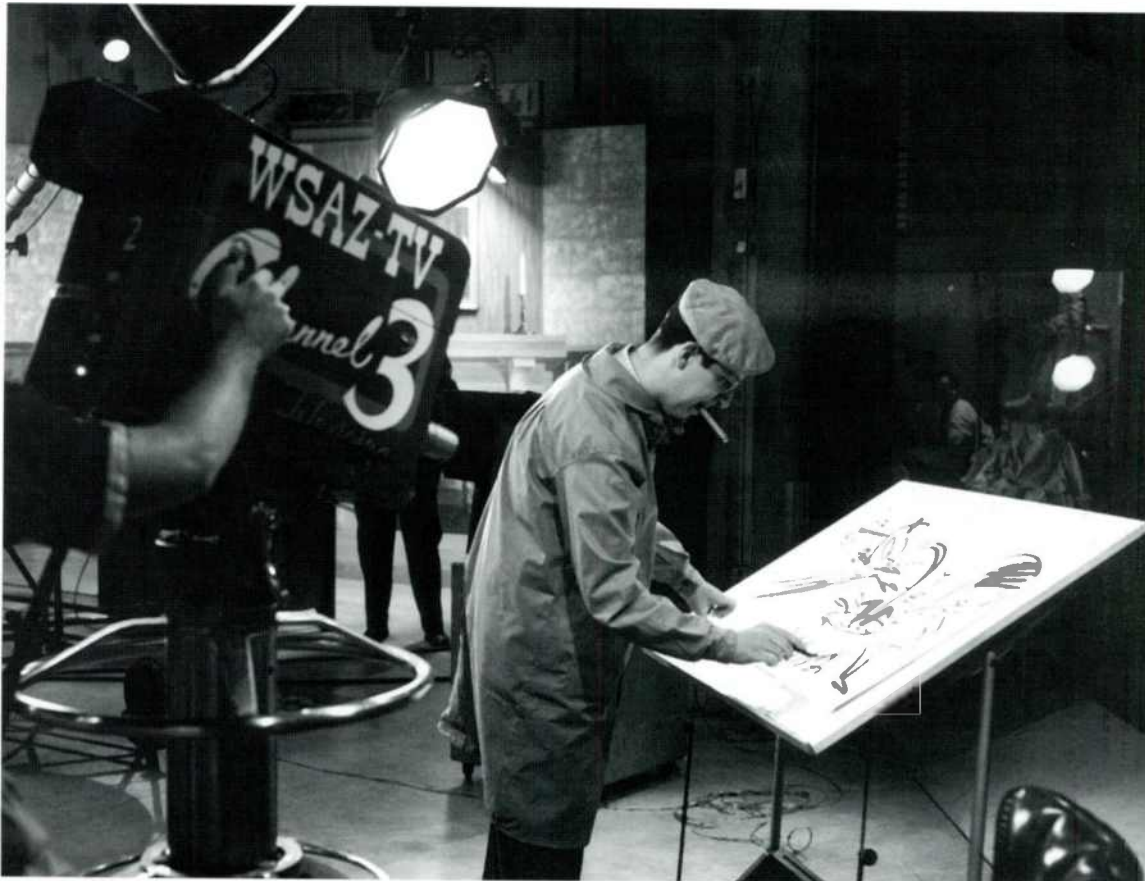
When WSAZ-TV went on the air, the faces of Jule Huffman, D.J. Schroeder, and many others quickly became well known to viewers in the tri-state area. However, there were a number of people behind the scenes who were also broadcast pioneers.

By the mid-1950s, the station had nearly 100 employees. Interestingly, this is close to the number of people employed today. The difference is in the duties. Then, the complex equipment required many people to handle the “technical” side of television, and most of the people were in this area. Today, with automatism, far fewer people are involved in direct production, and about half of the station’s personnel are involved in some phase of the news operation.



Pat Martin at the sound controls.

Station artist Shawkey Saba was responsible for all the art and graphics, and also had his own 15-minute program, *Let's Doodle*.





The WSAZ-TV art department : Phillip Bennett Shaeffer, scenic artist; Shawkey Saba, artist; and Harold Black, printer.

The station's film department : Charley Lockhart, Carl Fain, and Gayle McCracken (in foreground, with back to camera).



Channel 3 schedule for
Sunday, January 23, 1955

WSAZ

Huntington Ch. 3

- 11:10 Sign On
- 11:15 What's Your Trouble?
- 11:30 This is the Life
- 12:00 Gospel Harmony Boys
- 12:15 Industry on Parade
- 12:30 TV Chapel
- 1:00 NBC - Youth Wants to Know
- 1:30 Talent Showcase
- 2:00 Tosca
- 4:00 NBC - Juvenile Jury
- 4:30 NBC - Zoo Parade
- 5:00 NBC - Hall of Fame
- 5:30 Meet Corliss Archer
- 6:00 NBC - Meet the Press
- 6:30 Twilight Time
- 6:45 News Picture
- 7:00 NBC - People are Funny
- 7:30 NBC - Mr. Peepers
- 8:00 NBC - Comedy Hour
- 9:00 NBC - Television Playhouse Show
- 10:00 NBC - Loretta Young
- 10:30 NBC - Bob Cummings Show
- 11:00 ABC - Twenty Questions
- 11:30 Sign Off

Talent Showcase was a local WSAZ program: a weekly contest with local talent.

As network television programmers sought entertainment to fill many hours of programming each week, they often turned to a musical format. Musical entertainment was fairly cheap, it was readily available, and it was often excellent in quality.

The new medium of television brought a variety of musical entertainers into the home — and a pianist with the single name of Liberace was the favorite of many “little old ladies” who were devoted to his program. By contrast, Arthur and Kathryn Murray, who owned a national chain of “learn to dance” studios, had a popular program that was little more than a 30-minute long commercial for their business.

Snooky Lanson was one of the stars of the Saturday night show *Your Hit Parade*.



Pianist Liberace was a huge sensation in the early 1950s.



Your Hit Parade was on the air from 1950 through 1957, and also starred Dorothy Collins, Eileen Wilson, Sue Bennett, and Gisele MacKenzie. One of the show's featured dancers was Bob Fosse, who later directed *A Chorus Line*.

A revival of the show was attempted in the summer of 1974, but failed to draw an audience. One of the regulars on that show was Chuck Woolery, now a game show host.



Perry Como began his television career in 1948, and was a network regular for nearly 20 years, although the format and cast changed occasionally. Even after his last series ended in 1963, he often appeared on specials and as a guest on variety shows.



The Arthur Murray Party, featured Arthur and his wife, Kathryn. It was one of a few shows which appeared on all four of the major commercial networks in the 1950s. The show featured songs, comedy sketches, and dance contests.

Channel 3 schedule for
Monday, January 24, 1955

WSAZ

Huntington Ch. 3

6:55 Sign On
7:00 NBC - Today
9:00 Coffee Time
10:00 NBC - Ding Dong School
10:30 NBC - Way of the World
10:45 NBC - Sheilah Graham
11:00 NBC - Home
12:00 NBC - Tennessee Ernie Ford
12:30 NBC - Feather Your Nest
1:00 Today's News & Social Calendar
1:15 Rainbow Trall
1:30 Menu Maker
2:00 Camera Goes to School
2:30 Tea and Trumpets
3:00 NBC - Greatest Gift
3:15 NBC - Golden Windows
3:30 NBC - One Man's Family
3:45 NBC - Concerning Miss Marlowe
4:00 NBC - Hawkins Falls
4:15 NBC - First Love
4:30 NBC - World of Mr. Sweeney
4:45 NBC - Modern Romances
5:00 Old Timer
5:30 NBC - Howdy Doody
6:00 Superman
6:30 Weathercast
6:35 Sports Eye
6:45 News Picture
7:00 Badge 714
7:30 NBC - Tony Martin
7:45 NBC - News Caravan
8:00 NBC - Caesar's Hour
9:00 NBC - Medic
9:30 NBC - Robert Montgomery Presents
10:30 NBC - Circle Theatre
11:00 News
11:05 Weathercast
11:10 Sports Headlines
11:15 Remember
11:30 NBC - Tonight
1:00 Sign Off

Tennessee Ernie Ford had a daytime show in 1955. He soon became a prime time star.

Local stations followed the lead of networks and did programs which were similar — but with a local twist (and a local budget).

Channel 3 programs included variety shows, talk programs, musical offerings, and others which were something like network shows. The live, local shows were quite unpredictable, as the television industry was still being defined.



Mickey Banga, (Aunt Dru to the kids) is doing a live commercial here.

Anne Shaw, who appeared on several Channel 3 shows.





The *Big Payoff* was a hit network show in the 1950s. Here, Sam Linn conducts a local version of the same program.

A sketch done "live" by Sue Chambers, Jule Huffman and Dean Sturm on *Coffee Time*.



Channel 3 schedule for
Tuesday, January 25, 1955

WSAZ

Huntington Ch. 3

- 6:55 Sign On
- 7:00 NBC - Today
- 9:00 Coffee Time
- 10:00 NBC - Ding Dong School
- 10:30 NBC - Way of the World
- 10:45 NBC - Shellah Graham
- 11:00 NBC - Home
- 12:00 NBC - Tennessee Ernie Ford
- 12:30 NBC - Feather Your Nest
- 1:00 Today's News & Farm News
- 1:15 Rainbow Trail
- 1:30 Menu Maker
- 2:00 Parson's Study
- 2:30 Tea and Trumpets
- 3:00 NBC - Greatest Gift
- 3:15 NBC - Golden Windows
- 3:30 One Man's Family
- 3:45 NBC - Concerning Miss Marlowe
- 4:00 NBC - Hawkins Falls
- 4:14 NBC - First Love
- 4:30 NBC - World of Mr. Sweeney
- 4:45 NBC - Modern Romances
- 5:00 Old Timer
- 5:30 NBC - Howdy Doody
- 6:00 Hopalong Cassidy
- 6:30 Weathercast
- 6:35 Sports Eye
- 6:45 News Picture
- 7:00 NBC - Truth or Consequences
- 7:30 NBC - Dinah Shore
- 7:45 NBC - News Caravan
- 9:00 Milton Berle
- 9:00 NBC - Fireside Theatre - "The Double Life"
- 9:30 Elgin Hour
- 10:30 Mr. District Attorney
- 11:00 News Headlines
- 11:05 Weathercast
- 11:10 Sports Headlines
- 11:15 Remember
- 11:30 Tonight - NBC
- 1:00 Sign Off

In 1955, the 11:00 news, weather and sports were three separate programs.

Network programming included comedy and drama, in addition to the game shows, musical programs, variety shows, and others. Occasionally, an innovative program would emerge. Ralph Edwards was the host of a very popular program called *This is Your Life*, in which a famous person was surprised with a live show in which important people from their past made personal appearances.

Other programs simply looked to other media for inspiration. Many TV programs were simply recycled radio programs. And occasionally, an old movie star would turn up on TV. Groucho Marx, who had been part of the famous Marx Brothers comedy team who made many classic movies, had a hit quiz show called *You Bet Your Life*.



Movie star Robert Young, of the family comedy *Father Knows Best*. He later had another huge hit in *Marcus Welby, MD*.

Ralph Edwards, host of *This is Your Life*. In 1940, he created *Truth or Consequences*, which ran 17 years on radio, and another 27 on TV. He was the original host of the TV version, and was later succeeded by Jack Bailey. Bob Barker replaced Bailey in 1956, when the show began a 9-year run on NBC. Edwards had his own production company and was later executive producer of *Cross Wits*, and a revival of *Name That Tune*.



Wally Cox, star of *Mr. Peepers*, as well as *The Adventures of Hiram Holliday*. He later appeared on *Hollywood Squares*.

Groucho Marx & George Fenneman, of *You Bet Your Life*.



Channel 3 schedule for
Wednesday, January 26, 1955

WSAZ

Huntington Ch. 3

6:55	Sign On
7:00	NBC - Today
9:00	Coffee Time
10:00	NBC - Ding Dong School
10:30	NBC - Way of the World
10:45	NBC - Shellah Graham
11:00	NBC - Home
12:00	NBC - Tennessee Ernie Ford
12:30	Feather Your Nest
1:00	Today's News & Farm
1:15	Rainbow Trail
1:30	Menu Maker
2:00	Camera Goes to School
2:30	Tea and Trumpets
3:00	NBC - Greatest Gift
3:15	NBC - Golden Windows
3:30	NBC - One Man's Family
3:45	NBC - Concerning Miss Marlowe
4:00	NBC - Hawkins Falls
4:15	NBC - First Love
4:30	NBC - World of Mr. Sweeney
4:45	NBC - Modern Romances
5:00	Old Timer
5:30	NBC - Howdy Doody
6:00	ABC - Ray Bolger
6:30	Weathercast
6:35	Sports Eye
6:45	News Picture
7:00	NBC - Norby (color)
7:30	NBC - Coke Time
7:45	NBC - News Caravan
8:00	NBC - I Married Joan
8:30	NBC - My Little Margie
9:00	NBC - Kraft Theatre
10:00	This Is Your Life
10:30	Big Town
11:00	News Headlines
11:05	Weathercast
11:10	Sports Headlines
11:15	Remember
11:30	NBC - Tonight
1:00	Sign Off

I Married Joan and *My Little Margie* featured comedy stars Joan Davis and Gail Storm.

In its first eight months on the air, WSAZ-TV had a broadcast schedule which was totally local programming, with film and kinescope recorded shows. There was no network service. However, after eight months of such operation, there were only 8,500 television receivers sold in an area of 275,000 radio homes.

The management of the station spent a large amount of money to build a private microwave relay system — the first of its kind in the history of television that was ever commercially successful. The system ran from Cincinnati, Ohio to Huntington and brought in network programs.

Four months after network programs were available to this region, TV sets in use grew to nearly four times its original size — to about 30,000 sets.

WSAZ-TV general manager Bud Rogers (center) meets with NBC personality Arlene Frances in New York.



WSAZ-TV salesman Bob White with Lucien Watts of Watts Motor Co., signing a contract to sponsor a Channel 3 program called *The Sportsman Club*. Notice the 1953 Hudson car in the brochure.



George Andrick, Jack Williams and Bob White at a trade show display for WSAZ-TV.

Dr. J.T. Richardson, a Marshall College professor of sociology, teaches on a program called *The Camera Goes to School*.



Channel 3 schedule for
Thursday, January 27, 1955

WSAZ Huntington Ch. 3

6:55	Sign On
7:00	NBC - Today
9:00	Coffee Time
10:00	NBC - Ding Dong School
10:30	NBC - Way of the World
10:45	NBC - Sheilah Graham
11:00	NBC - Home
12:00	NBC - Tennessee Ernie Ford
12:30	NBC - Feather Your Nest
1:00	Today's News & Farm News
1:15	Rainbow Trail
1:30	Menu Maker
2:00	Parson's Study
2:30	Tea and Trumpets
3:00	NBC - Greatest Gift
3:15	NBC - Golden Windows
3:30	NBC - One Man's Family
3:45	NBC - Concerning Miss Marlowe
4:00	NBC - Hawkins Falls
4:15	NBC - First Love
4:30	NBC - World of Mr. Sweeney
4:45	NBC - Modern Romances
5:00	Old Timer
5:30	NBC - Howdy Doody
6:00	ABC - Lone Ranger
6:30	Weathercast
6:35	Sports Eye
6:45	News Picture
7:00	Liberace
7:30	NBC - Dinah Shore
7:45	NBC - News Caravan
8:00	NBC - You Bet Your Life
8:30	NBC - Justice
9:00	NBC - Dragnet
9:30	NBC - Ford Theatre - Theatre
10:00	NBC - Lux Video Theatre - "Love Letters"
11:00	News Headlines
11:05	Weathercast
11:10	Sports Headlines
11:15	Remember
11:30	NBC - Tonight
1:00	Sign Off

Ford Theatre and Lux Video Theatre were two of many drama shows in the golden age of TV

Many stars of network programs came from a motion picture background. Ann Southern, for example, had been in a number of movies in the 1940s. When she made the move to TV, she was already in her 40s, and no longer able to play the “love interest” according to Hollywood standards of the day.

Leo G. Carroll, star of *Topper*, had been a mildly successful movie actor. As a young man, he appeared (without his middle initial, which came later) in “B” movies such as the Charlie Chan series.

Mary Martin as Peter Pan, a “spectacular” on NBC. She was a highly acclaimed stage and movie actress who mostly did special appearances on TV, such as *The Hallmark Hall of Fame*, and *Producers Showcase*. (She is the mother of TV actor Larry Hagman.)



Ann Southern starred as Susie MacNamara in “Private Secretary,” from 1953 through 1957. Jesse White (the Maytag repair man) was in the show as her rival Cagney Calhoun. In later seasons, Louie Nye and Ken Berry appeared as Delbert and Woody. Beginning in 1958 (running through 1961) she was in *The Ann Southern Show*, playing Katy O’Conner, assistant manager of the Bartley House, a New York hotel.



Leo G. Carroll star of *Topper*, a program about a man who moves into a home to discover that it is haunted by the ghosts of its former owners. There was also a "ghost" St. Bernard dog. The ghosts could be seen or heard only by Carroll's character, Cosmo Topper.

From 1964 through 1968, he was in *The Man from U.N.C.L.E.*, a lighthearted one-hour spy show which was a takeoff on the James Bond movies. He also appeared briefly in *Going My Way*, based on the 1944 film, which starred Gene Kelly as Father O'Malley, and featured Carroll as Father Fitzgibbon.

Hugh Downs has spent literally thousands of hours on the TV screen, and is one of the best-known faces from the "Golden Age" of television. He was a sidekick to Jack Paar on the *Tonight Show* and also hosted the *Today* program for nine years.

He also had a long career as a game show host, was the original host on the game show *Concentration* beginning in 1958. At that time, he was also on the *Tonight Show* along with Jack Paar. Downs hosted *Today* from 1962 until 1971, and he stayed on as host of *Concentration* until 1965. He was also on the *Home* show (with Arlene Frances) beginning in 1954, *Over Easy* starting in 1977, among other programs.



Channel 3 schedule for
Friday, January 28, 1955

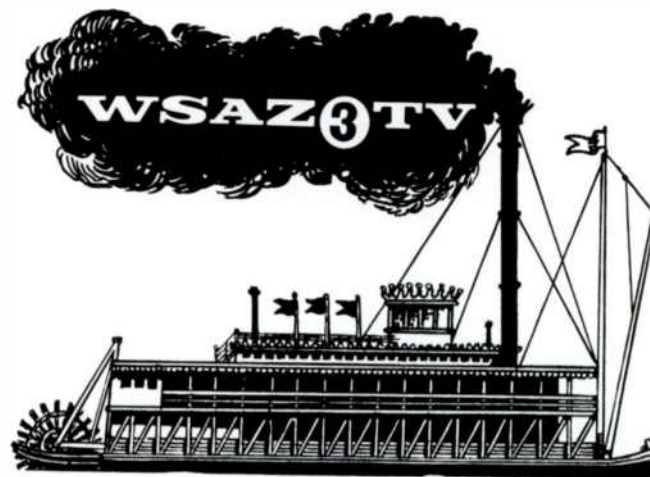
WSAZ

Huntington Ch. 3

6:55	Sign On
7:00	NBC - Today
9:00	Coffee Time
10:00	NBC - Ding Dong School
10:30	NBC - Way of the World
10:45	NBC - Shellah Graham
11:00	NBC - Home
12:00	NBC - Tennessee Ernie Ford
12:30	NBC - Feather Your Nest
1:00	Today's News & Farm News
1:15	Rainbow Trail
1:30	Menu Maker
2:00	Camera Goes to School
2:30	Tea and Trumpets
3:00	NBC - Greatest Gift
3:15	NBC - Golden Windows
3:30	NBC - One Man's Family
3:45	NBC - Concerning Miss Marlowe
4:00	NBC - Hawkins Falls
4:15	NBC - First Love
4:30	NBC - World of Mr. Sweeney
4:45	NBC - Modern Romances
5:00	Old Timer
5:30	NBC - Howdy Doody
6:00	Wild Bill Hickok
6:30	Weathercast
6:35	Sports Eye
6:45	News Picture
7:00	NBC - Life of Riley
7:30	NBC - Coke Time
7:45	NBC - News Caravan
8:00	Favorite Story
8:30	I Let Three Lives
9:00	NBC - Big Story
9:30	NBC - Dear Phoebe
10:00	NBC - Cavalcade of
10:45	NBC - Greatest Moments in Sports
11:00	News Headlines
11:05	Weathercast
11:10	Sports Headlines
11:15	Remember
11:30	NBC - Tonight
1:00	Sign Off

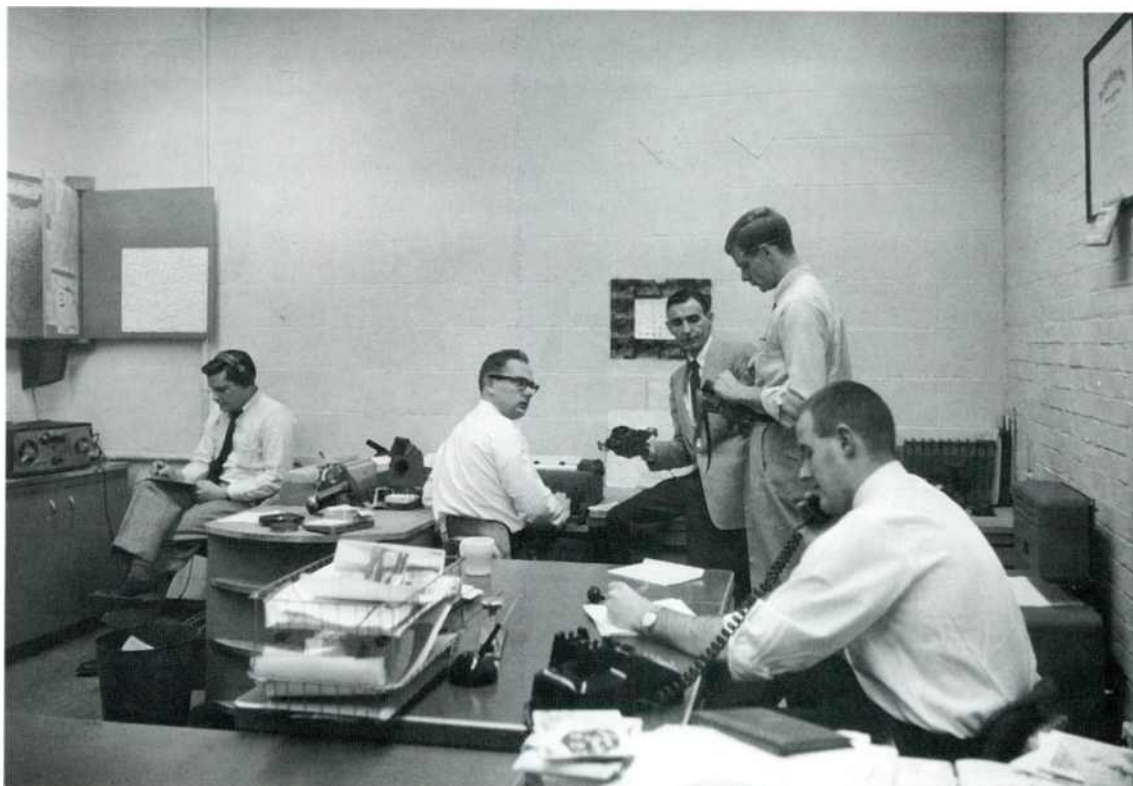
William Bendix starred in *The Life of Riley*. He also starred in the film *The Babe Ruth Story*.

A television station in the early 1950s was the local equivalent of “show business.” The many hours of local weekly programming meant that the station’s staff had to come up with ideas and produce shows using station talent. To the local viewers, Dean Sturm, for example was just as famous as the star of a network show. In fact, Sturm was seen on-air many hours each week, while network stars were limited to, at most, a 30-minute program. The people at Channel 3 were truly pioneers in the TV industry.



**WITH STUDIOS IN
HUNTINGTON-CHARLESTON, W. VA.**

The WSAZ-TV news room: John Hurd, Gordon Leckie, Nick Basso, Jay Wildt and John Kiloran.





The original promotion department: Bill Kelly and Jack Williams.

During a break of the *Tea and Trumpets* program, Don Waggoner, Stan Sweet, Dean Sturm, and Shawkey Saba.



TV's impact on the Movie Industry

When television first came on the scene, people who made movies in Hollywood feared the new competition. In the end, Hollywood's movie industry and the television business became united, but free TV did steal away a lot of audience (and revenue) from the motion picture industry.

In 1929, the year of the first Academy Awards, an average of 95 million people went to the movies each week. (That represented 80% of the population then.)

Today, with TV and other diversions, the weekly average movie attendance is about 27 million — or 11% of the US population.

In 1955, movie tickets were 35 cents during the day; after 6:00, the price raised to 65 cents.

In the summer of 1953, WSAZ-TV moved into new \$500,000 quarters at 201 9th Street in Huntington. The building was equipped with the newest radio and television equipment and for the first time, WSAZ radio and TV facilities were under one roof.

The WSAZ-TV building under construction.



This drawing showed the architect's vision for the new WSAZ Inc. headquarters building.

The completed building.





WSAZ-TV employees coming out of the new building.

The control room of the new building is being assembled.



So what's the price of eggs?

If \$500,000 for the new Channel 3 building in 1953 seems like a low price, keep in mind that things cost a lot less back then.

For example, back then milk was about 20 cents for a quart, and eggs cost about 50 cents a dozen. The best steak you could buy cost about 75 cents a pound.

And TV—it was still very expensive compared to today. In 1953, a nice 21 inch TV set cost about \$200. (Note: the set was black & white, and everyone lived in fear that the "picture tube" would have to be replaced, which cost about \$60.)

When the station moved to the new building, WSAZ-TV had one of the most modern operations in the nation.

That same year, *Coffee Time* made its debut. Brownie Benson, Bud Dailey and Jule Huffman were featured weekly.

And, a young lady named D. J. Schroeder was named Fashion Coordinator and Women's Editor.



John Light operates the film chain at the new 2nd Avenue building.

The control room in the 2nd Avenue building. Pictured are Frank Marshall, Sue Edwards, Jim Short and Pat Martin.





Bill Kelly leads a tour of the new building.

Production manager Ned Brooke tunes in the monitor in the lobby of the new building.



Cincinnati Baseball

Early on, Channel 3 carried a broadcast schedule of Cincinnati Reds' baseball games.

But in the mid-50s, the Reds uniforms were changed to read "Redlegs."

Why? This was the era of the McCarthy hearings, and to many, "red" meant communist. Team ownership, reluctant to have that connection, changed the team name for several years until the furor died.

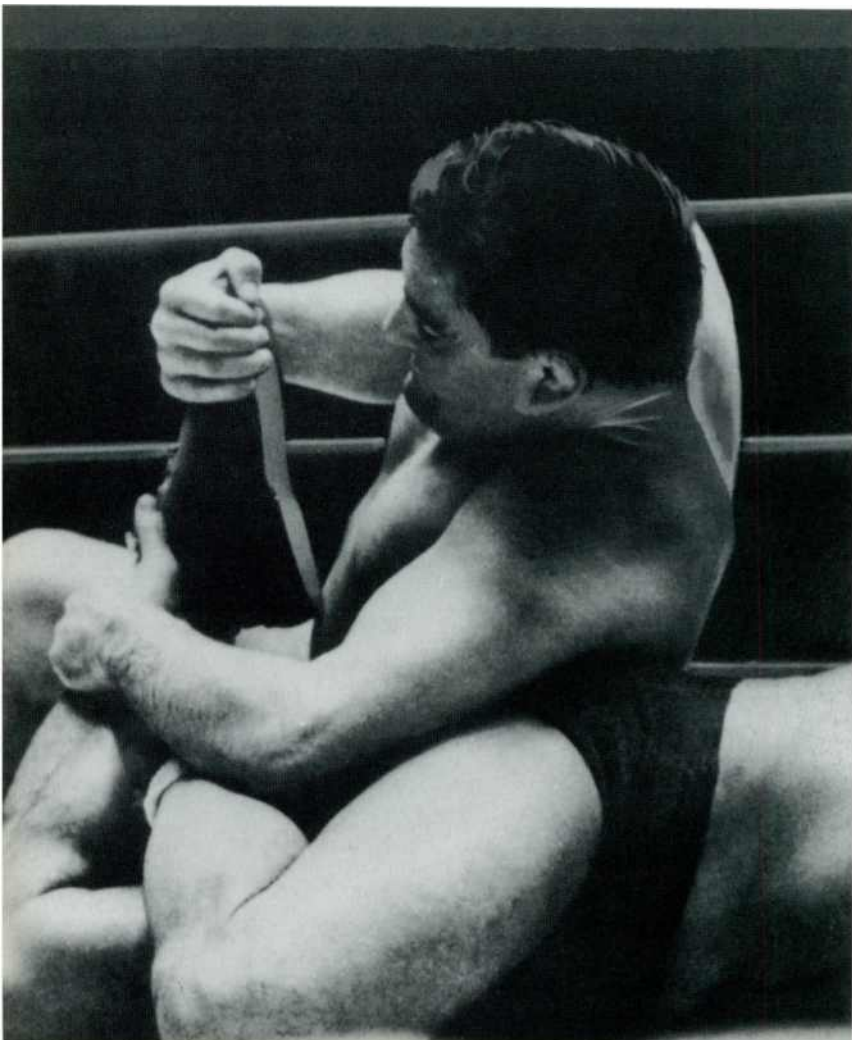
Ted Kluszewski was a big star for the Reds teams of the 50s. He hit 49 homers in 1954.

Sports programming was an easy way to fill time on television in the 1950s. While the network provided some coverage, others were produced through regional alliances. For example, professional wrestling on Channel 3, a staple of early TV, originated in Dayton, Ohio.

NBC was a leader in sports programming, with boxing on Friday nights, college football on Saturday, and the World Series (usually starring the New York Yankees) every October — with all day games.



The college *Game of the Week* was on every Saturday afternoon during football season. Lindsey Nelson (seated) and Red Grange were the announcers. Grange was the greatest football hero of the 1920s, on a level with Babe Ruth.



Professional wrestling was a favorite entertainment on the Channel 3 broadcast schedule. In the early 1950s, wrestling drew big audiences, although it was not broadcast over a national network. Instead, regional feeds were sent to stations around the country. The Channel 3 feed came from Dayton, Ohio.

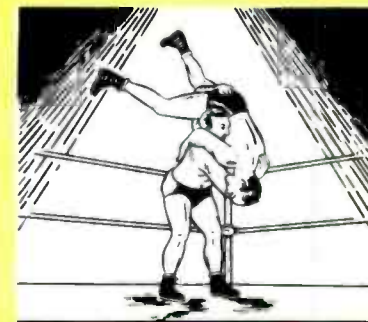


Jim Brown of the Cleveland Browns was the top NFL player of his era. WSAZ-TV carried all of the Browns games. The primary sponsor was Carling Black Label Beer. (Remember the commercials: "Mabel -- Black Label....")



Heavyweight champion Floyd Patterson. On NBC, Friday night at 10:00 was time for boxing, sponsored by Gillette.

World championship fights were frequently seen on this NBC program.



Professional Wrestling

While many early television programs were derived from similar radio shows, professional wrestling and television were made for each other.

Wrestling had two major elements to be successful programming: it featured good vs. evil (there was always the "bad guy" wrestler), and it was cheap to produce.

While Lou Thesz was the undisputed "world champion," there were many colorful characters who attracted large TV audiences, such as Verne Gagne, Argentina Rocca, Ed "Strangler" Lewis, and "Killer" Kowalski.

Some had unusual traits that are even remembered today. "Nature Boy" Buddy Rogers, walked with a "strut" that made you either love him or hate him; Gorgeous George had long blonde hair, and his "assistant" would spray perfume in the ring before he entered; Bobo Brazil would conquer opponents by butting their head — with *his* head, his "coconut crack."

TV wrestlers came to the area, with events in Huntington's Field House and Ashland's Armory.

Television in the early 1950s was still a new medium — and a new business. Running a station meant promoting its products — which were essentially local and network programs.

In addition, Channel 3 managers often met with network stars to get their assistance in local promotions of network shows.

And, of course, it meant selling commercial time to local and regional sponsors.

A promotional poster for *Your Hit Parade*. This Saturday night NBC program included a weekly countdown of the top ten hit songs of the week.



WSAZ-TV's George Andrick, Cecil Ray of Augustiner Brewing Company, and Channel 3 salesman Bob White.



Lloyd Gartin of WSAZ-TV, is shown with singer Eddie Fisher at the "Top 5" awards presentation in New York City in 1955.

Tom Garten, Charlie Dinkins and Lawrence (Bud) Rogers.

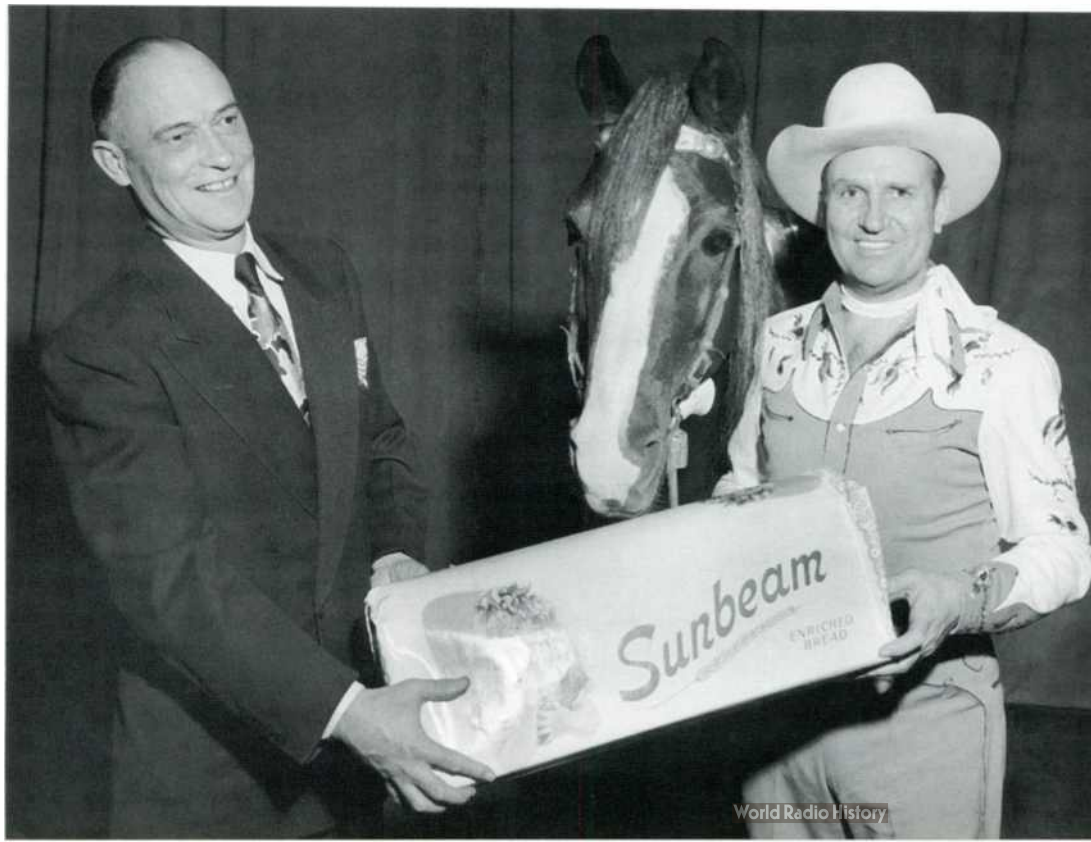
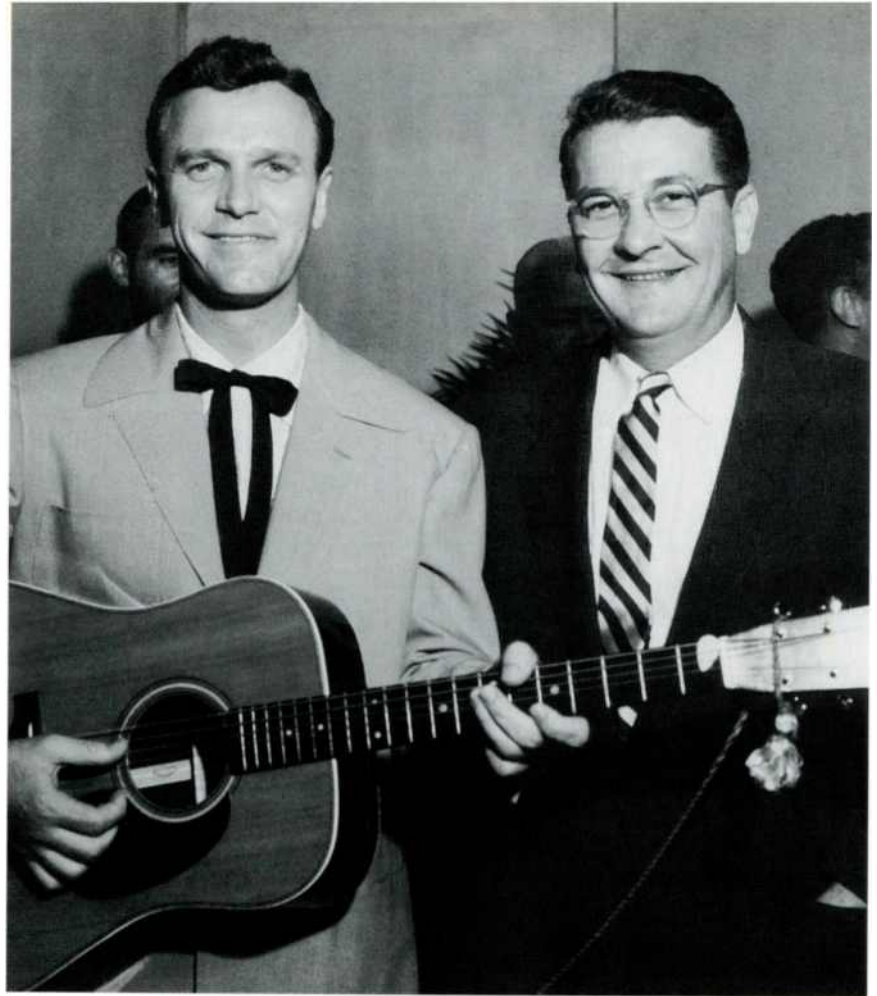


1953 Top 25 Programs

1. I Love Lucy
2. Arthur Godfrey's Talent Scouts
3. Arthur Godfrey and His Friends
4. Dragnet
5. Texaco Star Theater
6. The Buick Circus Hour
7. The Colgate Comedy Hour
8. Gangbusters
9. You Bet Your Life
10. Fireside Theatre
11. The Red Buttons Show
12. The Jack Benny Show
13. Life with Luigi
14. Pabst Blue Ribbon Bouts
15. Goodyear TV Playhouse
16. The Life of Riley
17. Philco TV Playhouse
18. Mama
19. Your Show of Shows
20. What's My Line
21. Strike It Rich
22. Our Miss Brooks
23. The Big Story
24. Gillette Cavalcade of Sports
25. Amos 'n' Andy

Since WSAZ-TV was a leading TV station, many national stars made their way to Huntington-Charleston to make promotional appearances.

Eddy Arnold in the WSAZ-TV studios along with Governor Bill Marland.



Gene Autry holds a giant loaf of Mootz Sunbeam bread in the WSAZ studio.



Pat Buttram in the Channel 3 studios and his own loaf of Sunbeam bread.

A promotional poster for WSAZ-TV showcased four programs, with Cincinnati Redlegs baseball being given top billing.

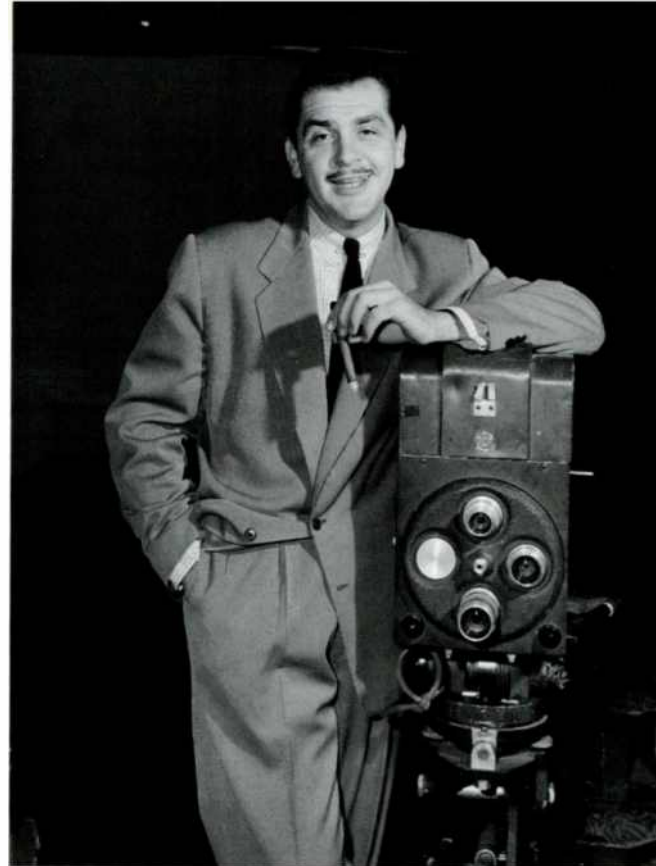


1953 Emmy Winners

- Best Dramatic Program:
U.S. Steel Hour
- Best Situation Comedy:
I Love Lucy
- Best Variety Program:
Omnibus
- Best News or Sports Program:
See It Now
- Best Public Affairs Program:
Victory at Sea
- Best Children's Program:
Kukla, Fran & Ollie
- Best New Programs:
Make Room for Daddy & U.S. Steel Hour
- Best Male Star of Regular Series:
Donald O'Connor
- Best Female Star of Series:
Eve Arden
- Best Series Supporting Actor:
Art Carney
- Best Series Supporting Actress:
Vivian Vance
- Best Mystery or Action Program:
Dagnet
- Best Audience Participation, Quiz or Panel Program:
This is Your Life & What's My Line
- Most Outstanding Personality:
Edward R. Murrow

Network programs of the 1950s included personalities with a wide range of styles: Those shown on these pages included an intellectual, a low-key humorist, a satirist who broke new ground, and a former Miss America.

Political commentator H.V. Kaltenborn, who was part of the NBC-TV news team covering the 1952 political convention.



Ernie Kovacs was a comedy genius who made his network debut in 1951 with a highly unusual brand of comedy. He frequently satirized TV programs and came up with concepts such as The Nairobi Trio, a group of three musicians dressed in ape suits. He filled in frequently as a guest host for Steve Allen on *The Tonight Show*. He died prematurely in 1962 in an auto accident returning home from a party in Beverly Hills.



Lee Ann Meriwether was a former Miss America who used her title to launch a network TV career. She was part of the *Today* show cast before going on to dramatic parts in programs such as *Barnaby Jones*.

Humorist Sam Levenson, shown in a promotional photo for his 1951 program *This is Show Business*, which ran on Sunday evenings.



The 1952 Election

The 1952 Presidential election was the first in American history in which TV was used extensively.

General Dwight D. Eisenhower, who was elected president, hired an advertising agency to produce his commercials. This was the first time that a candidate had been “packaged” as a product is done.

In a series of short commercials, Ike actually answered about 30 questions, (written by his ad people), then, much later, people were asked questions, which were then matched up with the answers that Ike wanted to present.

The result: President Eisenhower won a big victory over Adlai Stevenson and was re-elected for a second term in 1956.

During the Eisenhower years, Alaska and Hawaii both became states (1959).

In many markets around the country, a popular program format was “horror” movies, usually hosted by a “ghoulish” character.

A locally-produced program, *Schockwatch*, featured Fred Briggs as “Gaylord.” Briggs later went on to work for NBC News and was a well-known network correspondent.

Two other programs directed at children had more of an educational theme: *Ding Dong School*, starring Miss Frances, was a national program which was carried by WSAZ-TV. In addition, a syndicated program called *Romper Room* was produced locally at various stations around the nation. The WSAZ-TV production featured “Miss Carol.”



Fred Briggs as Gaylord.

A WSAZ-TV promotion which featured “Gaylord” drew a big crowd.





Miss Frances of *Ding Dong School*. The program ran on NBC from 1952 through 1956. The kind "Miss Frances" was actually Dr. Frances Horwich, head of the Education Department at Roosevelt College in Chicago.



"Miss Carol," Yvonne Gump, local star of the Syndicated program, *Romper Room*.



Children's Programs

Many early TV programs were directed toward children. Shows such as *Howdy Doody*, *Kukla, Fran & Ollie*, *Lassie, Fury*, *Roy Rogers*, *Hopalong Cassidy*, *Gene Autry*, *Lone Ranger*, *Mr. Wizard*, *Captain Video*, and others were specifically aimed at young viewers. In addition, the many "adult" westerns of the day also had a youth component, with one or more characters designed to attract pre-teens.

The same could be said for such programs as *Father Knows Best* and *Ozzie & Harriet*, where the plot often revolved around the children, rather than the adults.

A Roy Rogers gun & holster set is worth \$1,200 today.

Under Promotion Director Jack Williams, Channel 3 was constantly in the public eye, with events, advertising, coverage of small-town happenings, and entertaining advertisers at the station.



A mid-1950s station vehicle.

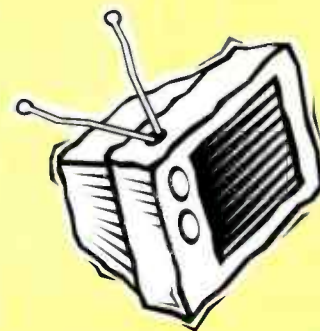
Farmer Bill Click brings the farm to the Channel 3 studios in downtown Huntington.





A group from Augustiner Brewing comes to the station to sign the contract to sponsor the Cleveland Browns for the 1955 season.

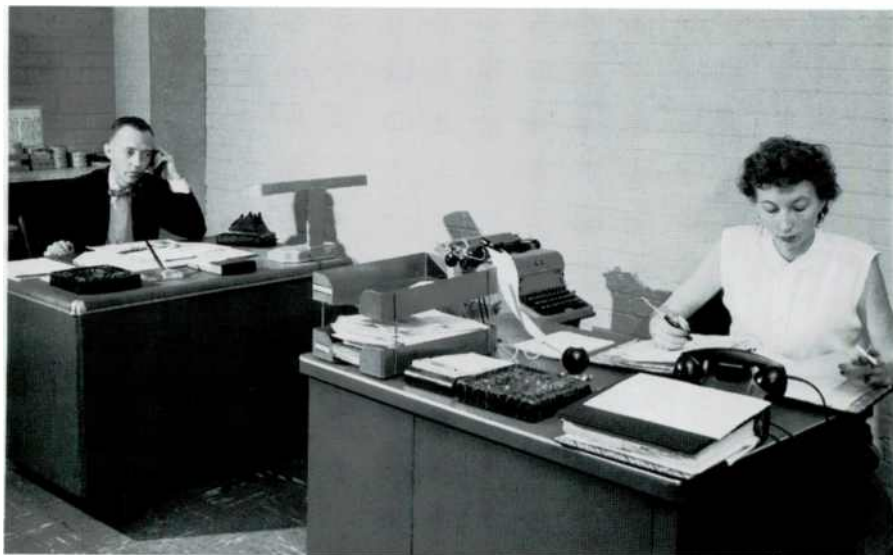
A downtown Huntington window display promoted the *Perry Como Show*.



Top Programs — 1956-57

1. I Love Lucy
2. The Ed Sullivan Show
3. General Electric Theater
4. \$64,000 Question
5. December Bride
6. Alfred Hitchcock Presents
7. I've Got a Secret
8. Gunsmoke
9. The Perry Como Show
10. The Jack Benny Show
11. Dragnet
12. Arthur Godfrey's Talent Scouts
13. The Millionaire
14. Disneyland
15. The Red Skelton Show.
16. The Lineup
17. You Bet Your Life
18. Wyatt Earp
19. The Ford Show
20. Adventures of Robin Hood
21. People are Funny
22. \$64,000 Challenge
23. The Phil Silvers Show
24. Lassie
25. Private Secretary

NBC did major promotion of its programs, this was often on-air and in publications such as TV guide. Since Channel 3 was the major station in the region, it did its own promotion of NBC shows, with ads on radio, in newspapers, and on billboards such as those shown here.



WSAZ-TV employees Ned Brook and Gayle McCracken.

A Channel 3 billboard promotion for Milton Berle, who was known as "Mr. Television."





Another promotional billboard, this one for the *Steve Allen Show*, a Sunday night hit on NBC, opposite the *Ed Sullivan Show*. Allen's show featured a "man-on-the-street program" which included Don Knotts, Tom Louie Nye, Bill Dana and others.

The *Dinah Shore Show* was also promoted on a billboard. Her early trademark was singing the song "See the USA... in your Chevrolet....."



Mr. Television

Milton Berle was television's first superstar. His first program, *Texaco Star Theater* was the most successful variety program in TV history. At the show's peak, it had more than 80% share of audience. That translates to more than 8 out of every 10 TVs turned on was tuned to the Berle show. Berle had appeared in vaudeville and in movies. Interestingly, he was one of the first people to appear on TV, having taken part in experimental broadcasts in 1929 and 1933.

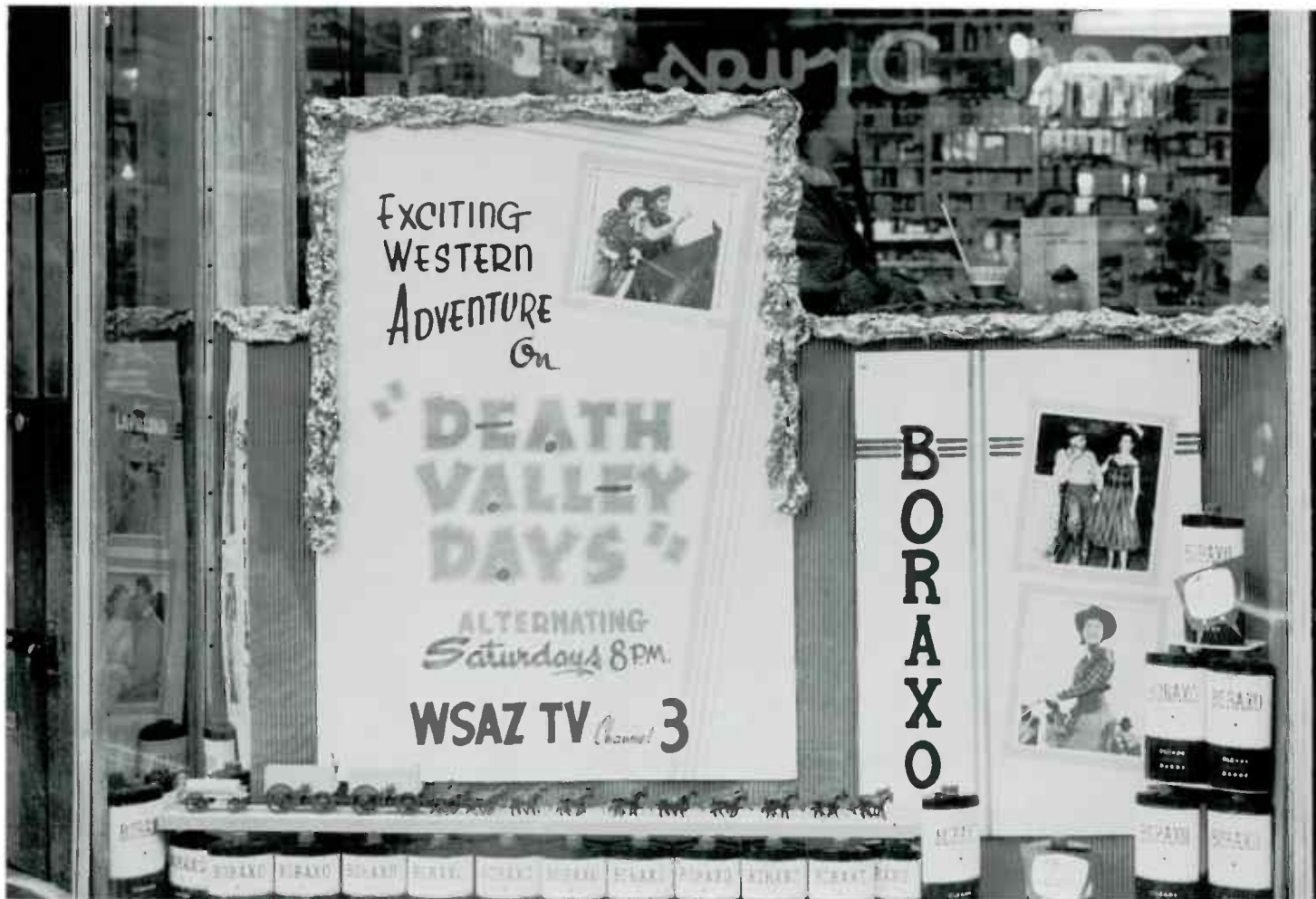
His show (Tuesday night at 8:00) was so popular that he is credited with selling literally millions of TV sets.

In 1951, Berle signed a 30-year contract with NBC, which guaranteed him an annual income of \$100,000 whether he worked or not. In 1998, he celebrated his 90th birthday.



A promotion for the syndicated program *Death Valley Days*, which was hosted by a former movie star named Ronald Reagan during the 1955-56 season. (The previous host had been Stanley Andrews, who appeared as "The Old Ranger." The sponsor of the show was 20 Mule Team Borax.

A Channel 3 production van from the 1950s.





A WSAZ salesman with D.J. Schroeder and Bill Romaine.

Katie Doonan, star of the cooking show *Katie's Kitchen* in a Pet Milk promotion.



1958-59 Top 25 Programs

1. Gunsmoke
2. Wagon Train
3. Have Gun, Will Travel
4. The Rifleman
5. Danny Thomas Show
6. Maverick
7. Tales of Wells Fargo
8. The Real McCoys
9. I've Got a Secret
10. Wyatt Earp
11. The Price is Right
12. Red Skelton Show
13. Zane Grey Theater
14. Father Knows Best
15. The Texan
16. Wanted: Dead or Alive
17. Peter Gunn
18. Cheyenne
19. Perry Mason
20. Tennessee Ernie Ford Show
21. Sugarfoot
22. The Ann Southern Show
23. The Perry Como Show
24. Name That Tune
25. General Electric Theater

Note: Six of the top seven shows were westerns; ten of the top 20 were westerns. In the late 1950s and early 1960s, westerns dominated the top program list. *Bonanza* actually stayed in the top ten until 1971.

A promotional "map" of a mythical cruise of the boat Television Queen, which was part of the *Steamboat Bill* program.

Maps were mailed to viewers who requested them. This one was mailed to WSAZ-TV from Brazil.



Steamboat Bill



featuring
POPEYE
CARTOONS

WSAZ-TV

CHANNEL

3

HUNTINGTON
CHARLESTON

Presenting
MISS SHELL
LISA
LAWRENCE
THE LIZARD
MYRTLE
TRACY
TRAMMY (They think he's a spy)
JERRY THE JET
MERLIN
DEDE
The mouse Merlins afraid of

brought
to you
by

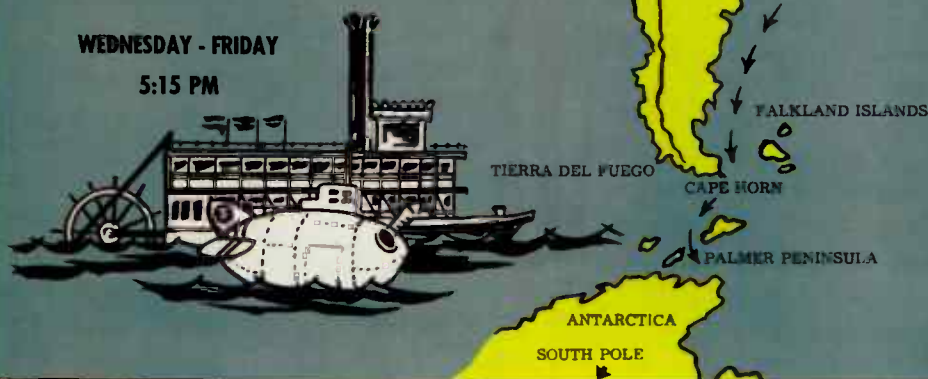


"The Dairy that puts
your family first"

complete line of
DAIRY PRODUCTS
DAIRY FOOD

WEDNESDAY - FRIDAY

5:15 PM





Steamboat Bill makes a triumphant return from his "cruise" in a parade in downtown Huntington.

A WSAZ mascot makes a promotional appearance and draws a large group of young viewers.



1956 Emmy Winners

- Best Single Program:
Requiem for a Heavyweight
- Best New Program Series:
Playhouse 90
- Best Series (30 minutes):
Phil Silvers Show
- Best Series (60 minutes):
Caesar's Hour
- Best Public Service Series:
See It Now
- Best Actor, Drama:
Robert Young,
Father Knows Best
- Best Actress, Drama:
Loretta Young,
The Loretta Young Show
- Best Comedian, Series:
Sid Caesar,
Caesar's Hour
- Best Comedienne, Series:
Nanette Fabray,
Caesar's Hour
- Best Supporting Actor:
Carl Reiner,
Caesar's Hour
- Best Supporting Actress:
Pat Carroll,
Caesar's Hour
- Best Male Personality:
Perry Como
- Best Female Personality:
Dinah Shore
- Best News Commentator:
Edward R. Murrow



The West Virginia marching band festival — a Channel 3 event for many years.



The first colorcast of the West Virginia marching band festival.



A Channel 3 promotion shows how quickly television grew. This poster shows 507,000 TV homes in the 72 county area served by Channel 3.



From the beginning, TV and music were linked. Top singers and groups appeared on music or variety shows, which in turn, promoted the music.

1956 Top 40 Songs

1. Don't Be Cruel/Hound Dog, Elvis Presley
2. Heartbreak Hotel, Elvis Presley
3. My Prayer, Platters
4. The Wayward Wind, Gogi Grant
5. Lisbon Antigua, Nelson Riddle
6. Whatever Will Be, Will Be, Doris Day
7. The Great Pretender, Platters
8. The Poor People of Paris, Les Baxter
9. Moonglow and Theme from Picnic, Morris Stoloff
10. Memories Are Made of This, Dean Martin
11. The Rock and Roll Waltz, Kay Starr
12. Canadian Sunset, Hugo Winterhalter
13. I Want You, I Need You, I Love You, Elvis Presley
14. Hot Diggity, Perry Como
15. Honky Tonk, Bill Doggett
16. Blue Suede Shoes, Carl Perkins
17. I Almost Lost My Mind, Pat Boone
18. No Not Much, Four Lads
19. Love Me Tender, Elvis Presley
20. Green Door, Jim Lowe
21. Why Do Fools Fall in Love? Teenagers
22. I'm in Love Again, Fats Domino
23. Just Walkin' in the Rain, Johnny Ray
24. Allegheny Moon, Patti Page
25. Tonight You Belong to Me, Patience & Prudence

Source: *The Top Ten*, by Bob Gilbert and Gary Theroux.

Stars of NBC network programs included a wide variety of styles and interests.

Lawrence Spivak, who was moderator for *Meet the Press* for many years.



Actor Robert Montgomery, who hosted a quality dramatic series, *Robert Montgomery Presents*, from 1950 through 1957. (His daughter Elizabeth was the star of *Bewitched*.)



Bill Cullen, who was the ultimate game show host. He was the star of a number of network shows (see related notes on page 81.)



Remember all the old Shirley Temple movies? Here is the adult Shirley Temple with her children, Lori, Charles and Linda Susan, who appeared in *Shirley Temple's Storybook*.

Jan Murray, who hosted many game shows, including *Treasure Hunt*.



World Radio History

Bill Cullen

Bill Cullen was a very likeable host of game shows such as *Act It Out*, *Bank on the Stars*, *Blankety Blanks*, *Blockbusters*, *Chain Reactions*, *Child's Play*, *Eye Guess*, *Give and Take*, *Hot Potato*, *The Joker's Wild*, *The Love Experts*, *Winner Take All*, *Name That Tune*, *PDQ*, *Pass the Buck*, *Place the Face*, *The Price is Right*, *The \$100,000 Pyramid*, *Three on a Match*, *To Tell the Truth*, *Why?*, and *Winning Streak*.

He was also a long-time panelist on the show *I've Got a Secret*. Most of these programs were from the production team of Mark Goodson and Bill Todman.

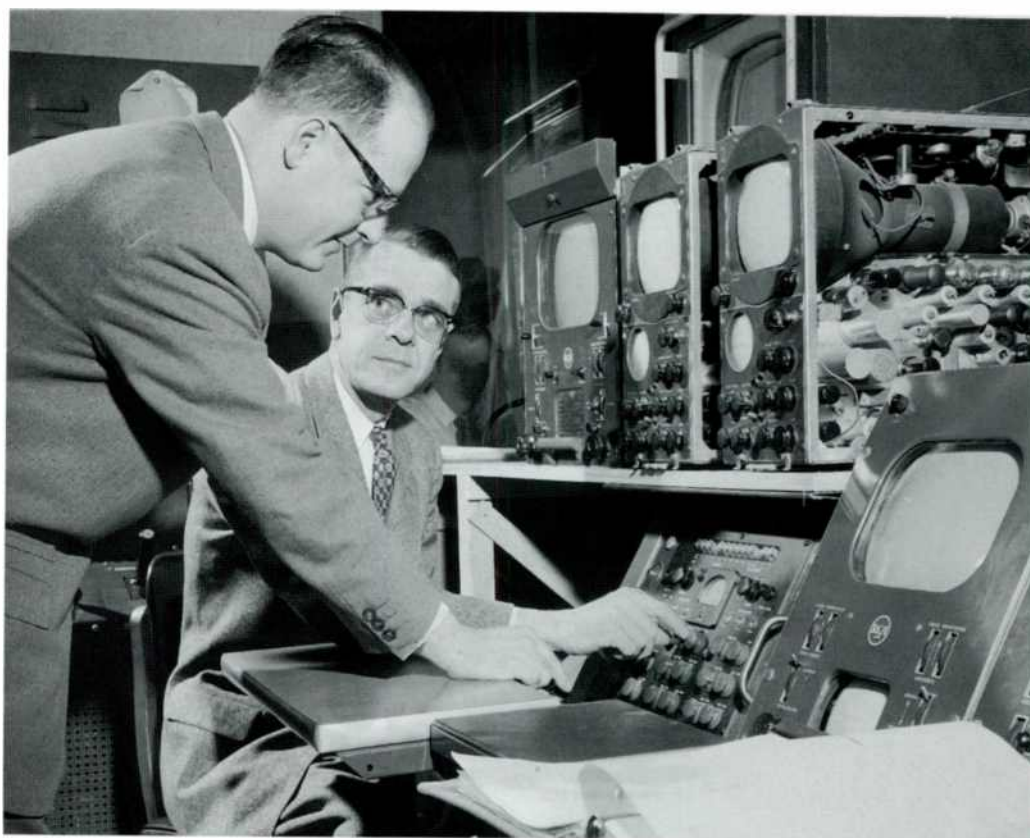
The Bill Cullen Show, a 1953, 15-minute Thursday morning variety show, with Betty Brewer and the Milton DeLugg Trio.

Note: few viewers ever knew that Cullen was crippled and walked with a severe limp. The camera angles and timing of shots were designed to hide this fact from the audience.

In 1954, WSAZ-TV became the 12th independent television station (excluding the five RCA owned and operated stations) in the country to have live local color broadcasts.



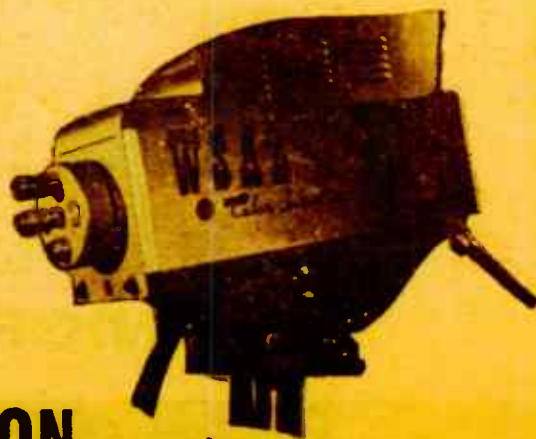
"Bud" Rogers, Leroy Kilpatrick and Walker Long, with WSAZ-TV's first color camera.



David S. Newberg, television field representative for RCA, and Leroy Kilpatrick, vice president and technical director of WSAZ-TV, confer on the installation of new colorcast transmission equipment.

This ad ran in *Billboard*, the national TV publication, on September 16, 1955.

12th



IN THE NATION... with

COLOR TV

WSAZ-TV maintains its leadership!

EVERY WEEKDAY



12:30
'til
1:30 p.m.

BOB and JAN CARR

present

CURRENT

in
COLOR

An exciting... adaptable, freshly imaginative Color Program, appealing to our vast regional audience... participations available.

FIRST IN THE REGION

with . . .

LOCAL LIVE COLOR

**NBC NETWORK COLOR
COLOR FILM PROGRAMS**

Huntington
Charleston
West Virginia
Channel 3
Maximum Power
NBC BASIC
NETWORK



TELEVISION
also affiliated with Radio Station
WSAZ Huntington & OHIO,
Charleston
Lawrence H. Enger,
Vice President and
General Manager, WSAZ Inc.
represented nationally by
The Kutz Agency



A brief early history of color Television.

1940 - CBS first broadcast color pictures over its experimental New York TV station. (Now WCBS-TV.) This was the world's first color broadcast.

1941 - Pearl Harbor stopped all broadcast television research.

1946 - CBS petitioned the Federal Communications Commission for standardization and commercialization of its color system. (This system required a color TV receiver. Programs could not be received on a black & white set.)

1946 - RCA announced a "compatible" color system.

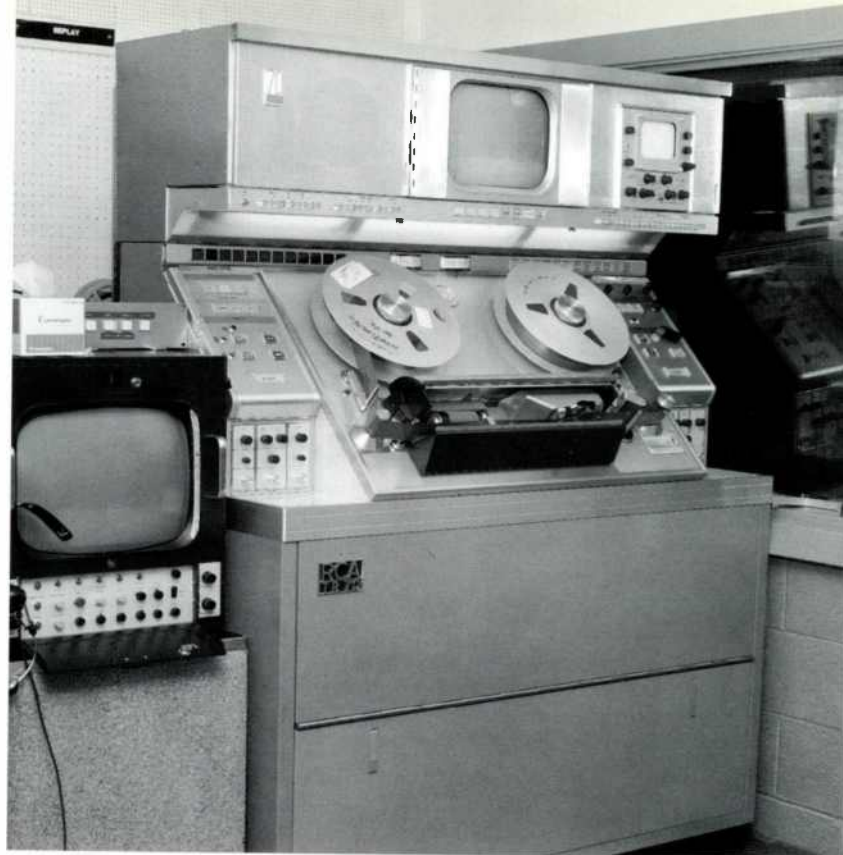
For the next several years, CBS and RCA battled for the right to FCC approval on the system which would be chosen.

At first the CBS system was chosen, but this was overturned, and the RCA "compatible" color system was chosen. This allowed people with black and white sets to receive programs which were broadcast in color.

Since RCA was the parent company of NBC at the time, this gave that network a major jump on color programming, and it became the first "all-color" network in the mid-1950s.

WSAZ-TV was continually acquiring new equipment in order to stay on the leading edge of television technology.

A major step was the 1955 addition of a new tower which was 1,253 feet above the average terrain, located on Barker's Ridge. "Operation Big Switch" put the new tower on the air.



WSAZ-TV's first video tape machine, used 2-inch tape, and weighed nearly a ton.

The station's first teleprompter.





The new 1,000 foot tower.



The new tower.

When the new tower went into operation, it was a major achievement for WSAZ-TV.

Publicity for the event compared its height to famous structures: it was higher than the Eiffel Tower in Paris, and nearly twice the height of the Washington monument.

At 1,100 feet in height, it was one of the tallest man-made structures in the world.

The completed tower was 2,049 feet above sea level, and more than 1,500 above the street level of downtown Huntington.

For a brief time, the tower gave the station the distinction of being the most powerful TV station in the United States. The station's signal reached as far away as Nova Scotia, South America, and even to Australia. Soon, the power had to be reduced, and that advantage was gone.

In 1956, the cast of the NBC program *Today*, came to Huntington for a week in a special telecast to publicize the industrial potential of Huntington and the Central Ohio Valley. The entire cast, including Dave Garroway, Jack Lescoulie and Lee Ann Meriwether came to West Virginia. The famous chimp, J. Fred Muggs, also came along.



The show cast — including J. Fred Muggs — arrives at Tri-State airport.

Dave Garroway on the set for the *Today* show, on the banks of the Ohio River in Huntington.



Dave Garroway, accompanied by "Bud" Rogers, was mobbed by local fans.



Dave's Chimp Fights Fever With Aureomycin And Diet

By DON PERRY

J. Fred Muggs, the chimpanzee star of Dave Garroway's NBC "Today" program, came down with the "sniffles" and lost a baby tooth in Huntington yesterday.

But his owners said he'd be able to go "calfish fishin'" for

this morning's telecast of the national network program from Huntington.

Co-owners Roy Waldron and Buddy Manella put the popular chimp on a liquid diet and aureomycin to keep his temperature down. Mr. Waldron said Muggs hasn't been feeling "topert", principally because of damp weather he went through during yesterday morning's telecast from a towboat on the Ohio River.

The tooth became loose and Muggs wiggled it looser. Mr. Manella did the extraction without so much as a whimper from J. Fred.

Monday night the chimp slept with Manella. Last night he was to sleep with Waldron. A baby crib—his usual sleeping spot—wasn't available at the Hotel Prichard.

Hotel Manager Richard Gibson commented it was the first time that a real chimp had stayed at the hotel.

"Like all hotels, we've had a few of the human kind," he said.

J. Fred Muggs Takes Down With Cold And Also Loses Baby Tooth



CHIMP IN BED WITH ICE-PACK ON HEAD AND THERMOMETER
Despite Cold And Tooth Extraction He'll Not Miss Show Today

A chimpanzee gets a cold and makes the front page of the local newspapers. J. Fred Muggs was a major celebrity at the time, and his antics were reported frequently.

J. Fred Muggs

Although the *Today* show is now dominant in its time slot, it was not always so successful. In fact, in its first year, the show was not attracting a large audience. Many NBC affiliated stations did not even carry the program.

But when someone got the idea to add a chimpanzee named J. Fred Muggs to the cast, the show's ratings took off.

Serious TV critics were appalled that a chimp shared the same stage as newsmen. And worst of all, J. Fred Muggs was totally spontaneous. He would jump into the lap of Dave Garroway at any time, and this very possibility made many viewers tune in to see what "might" happen.

Muggs learned that he could not be punished when the red light was on (the camera was "live") so he saved his most outlandish behavior until then.

With the addition of Muggs, the *Today* show was picked up by a number of additional stations, and the program was on its way.

Some segments of the show took place on the sternwheeler "Weber W. Sebald."



In December of 1949, when WSAZ-TV had been on the air for just a couple of months, there were 17 employees of the television station. One year later, the number had climbed to 58.

By December 1951, 77 people worked for the TV station, and the growth continued throughout the decade, with some occasional dips and rises. By 1960, 127 people worked for Channel 3.

Television Programs - Saturday

WSAZ - TV (3) NBC

11:30 Cowboy Theatre	7:00 Sat. Night Jamboree
12:30 Mr. Wizard	7:30 People Are Funny
1:00 Down On The Farm	8:00 Perry Como Show (Color)
1:30 Western Feature	9:00 Caesar's Hour
2:30 New York vs. Phila.	10:00 George Gobel Show
4:30 Hopalong Cassidy	10:30 Your Hit Parade
5:00 Sky King	11:00 News and Sports
5:30 Roy Rogers	11:30 Championship Bowling
6:00 News Picture	12:15 Owl Theatre
6:15 Scoreboard	1:30 Sign Off
6:30 Rosemary Clooney	

The Channel 3 TV listing from The Huntington Advertiser from Saturday, January 12, 1957. Note that the Advertiser was an afternoon paper, so early morning shows were not listed.

Bob Carr, (left) and his wife Jan are shown in separate photos. They hosted a show together, (Current) but also did program appearances on their own.





An early WSAZ-TV vehicle.

The WSAZ-TV program listing for Monday, January 21, 1957.



Radio, Television Logs

MONDAY, JANUARY 21, 1957

WSAZ - TV (3) — NBC

7:00 Today	7:45 NBC News
9:00 Coffee Time	8:00 Sir Lancelot
10:00 Home	8:30 Stanley
11:00 Presidential Inauguration	9:00 Twenty-One
3:00 Matinee Theater (Color)	9:30 Robert Montgomery Presents (Color)
4:00 Queen For A Day	10:30 Badge 714
4:45 Modern Romances	11:00 News
5:00 Comedy Time	11:15 Weather; Sports
5:30 My Little Margie	11:20 Press Boy
6:00 Superman	11:30 Inauguration Coverage
6:30 News Picture	12:00 Tonight
6:45 Sports; Weathercast	12:30 Sign Off
7:00 Soldiers Of Fortune	
7:30 Nat "King" Cole	

Marion MacNeil, WSAZ Charleston Woman's Editor. She appeared on the *Good Morning* program. Her first TV experience was on WSAZ's *Welcome Neighbor* show.

The new entertainment medium of television took off quickly, once it was introduced to West Virginia. In June of 1950, it was estimated that there were 8,500 sets in the WSAZ-TV signal area. It was then that the station began to show network programs. Four months later, the set estimate climbed to 30,000.

Eighteen months later, in March 1952, the count was 76,000 in the 63 counties where the WSAZ-TV signal could be received. By June 1954, that number had climbed to nearly 110,000 sets.

Radio, Television Logs

TUESDAY, JANUARY 22, 1957

WSAZ - TV (3) — NBC

7:00 Today	6:30 The News Picture
9:00 Coffee Time	6:45 Sports Eye
10:00 Home	7:00 Stars Of Grand Ole Opry
11:00 The Price Is Right	7:30 Jonathan Winters Show (Color)
11:30 Truth or Consequences	7:45 NBC News
12:00 Tic Tac Dough	8:00 \$100,000 Big Surprise
12:30 It Could Be You	8:30 Noah's Ark (Color)
1:00 Current (Color)	9:00 Jane Wyman Show
2:00 Parson's Study	9:30 Circle Theater
2:30 Tennessee Ernie	10:30 Man Called X
3:00 Matinee Theater (Color)	11:00 News Headline
4:00 Queen For A Day	11:15 Weather; Sports
4:45 Modern Romances	11:30 Tonight
5:00 Comedy Time	12:30 Sign Off
5:30 Aunt Dru Show	
6:00 Federal Men	

The Channel 3 TV listing for Tuesday, January 22, 1957.

Jule Huffman and Sue Chambers at a supermarket promotional event and live remote of *Coffee Time*.





D.J. Schroeder,
who was then called Dorothy
Jeanne.



In 1957, a set
like this cost
about \$250.

A Channel 3 studio audience.



A major promotion in the late 1950s was the *WSAZ-TV Auto Show*, which was held at the Memorial Field House for several nights. A different “name” act was brought in each night, and most of the new car models were on display.

<i>Radio, Television Logs</i>	
THURSDAY, JANUARY 24, 1957	
WSAZ - TV (3) — NBC	
7:00 Today	6:30 News Picture
9:00 Coffee Time	6:45 Sports Eye
10:00 Home	6:55 Weather
11:00 The Price Is Right	7:00 Crunch and Des
11:30 Tic Tac Dough	7:30 Dinah Shore Show
12:30 It Could Be You	7:45 NBC News
1:00 Current (Color)	8:00 You Bet Your Life
2:00 Parson's Study	8:30 Dragnet
2:30 Tennessee Ernie	9:00 People's Choice
3:00 Matinee Theater (Color)	9:30 Tennessee Ernie
4:00 Queen For A Day	10:00 Video Theater (Color)
4:45 Modern Romances	11:00 News
5:00 Comedy Time	11.15 Weather; Sports
5:30 My Little Margie	11:30 Tonight
6:00 Platt and Scruggs	12:30 Sign Off

The Channel 3 TV listing for Thursday, January 24, 1957.

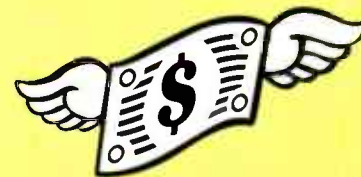
Jimmy Nelson and Danny O'Day appeared at the *WSAZ Auto Show* in January 1957.





The new 1957 auto models were all on display at the *WSAZ Auto Show*.

Harry Mills and the Haylofters appeared at the auto show.



1957 auto prices

The *WSAZ-TV Auto Show* included many (if not most) of the new 1957 cars. This was a classic year for new automobiles — the 1957 Chevy remains one of the most treasured cars of the era.

How much did a car cost back then? For a “regular” car, the price was typically in the \$2,000 - \$2,700 range. A Volkswagen Beetle cost around \$1,500, and a “loaded” Cadillac was about \$5,000.

What is that in today’s dollars? Here are the price equivalents of today, with prices adjusted for inflation.

<u>1957 price</u>	<u>today's \$</u>
\$1,500	\$8,650
\$2,000	\$11,533
\$3,000	\$17,300
\$5,000	\$28,834

For several years, WSAZ-TV was the only station in the state. This had been due to the “freeze” on new licenses, which the station beat by a matter of hours back in 1949.

Until 1954, Channel 3 used all four of the national networks for programming. A new station in Charleston took over the CBS affiliation, and in 1955 a new competitor in Huntington assumed the ABC and DuMont programming. Since that time, WSAZ-TV has been exclusively an NBC affiliate.

FRIDAY, JANUARY, 25, 1957

WSAZ - TV (3) — NBC

7:00 Today	6:00 Wild Bill Hickok
9:00 Coffee Time	6:30 News Picture
10:00 Home	6:45 Sports; Weather
11:00 The Price Is Right	7:00 Dr. Hudson's Journal
11:30 Truth or Consequences	7:30 Eddie Fisher Show
12:00 Tic Tac Dough	7:45 NBC News
12:30 It Could Be You	8:00 Blondie
1:00 Current (Color)	8:30 Life of Riley
2:00 Camera Goes To School	9:00 Bob Hope Show
2:30 Tennessee Ernie	10:00 Cavalcade of Sports
3:00 Matinee Theater	10:45 Famous Fights
4:00 Queen For A Day	11:00 News
4:45 Modern Romances	11:15 Weather; Sports
5:00 Comedy Time	11:30 Tonight
5:30 My Little Margie	12:30 Sign Off

The Channel 3 TV listing for Friday, January 25, 1957.

The *Today* show stars: Jack Lescoulie, Florence Henderson and Dave Garroway.





Jack Paar, star of *The Tonight Show* from 1957 to 1962. When he was replaced by Johnny Carson, few people thought that Carson was a worthy successor to Paar. (Carson stayed 30 years.)

Peter Lawford and Phyllis Kirk, stars of *The Thin Man*. Lawford earlier starred in *Dear Phoebe*.



Tonight

The Tonight Show: A Brief Early History

To people whose memory of *The Tonight Show* begins with Johnny Carson — the show was a big success before Carson was ever a “name” performer.

The *Broadway Open House* program showed that there was a late-night audience waiting to be entertained. When that show ended, Pat Weaver, a top NBC program executive who also created the *Today* show, came up with the concept for *The Tonight Show*. Beginning in 1954, Steve Allen hosted the show. Actually, he had hosted a local show in New York for 14 months before taking the show nationally. Under Allen, the show was a big hit. In the summer of 1956, NBC gave him an added show on Sunday night to go against the *Ed Sullivan Show*. This program was a big success, but it was clear that he couldn't do 6 nights a week. In January of 1957, Allen left *The Tonight Show*. The successor to Steve Allen was called *Tonight: America After Dark*. This show had Jack Lescoulie (from the *Today* show) as host, but the show did not do well.

In July of 1957, Jack Paar took over the program, re-named it *Tonight*, and it was an immediate hit. When Paar stepped down from the show in 1962, NBC replaced him with a young man named Johnny Carson.

On the typical broadcast day in the mid-1950s, Channel 3 produced several different “live” programs in its studios. The primary live shows then were *Coffee Time*, *Current*, and *Camera Goes to School*; these programs had a total of two hours air time. Also, *Sports Eye*, *News Picture*, *News Headlines*, *Weather*, and *Press Box* added about 40 minutes more to the typical day’s live production. (Yes, those were all separate programs. Today, they’re all part of the same news show.)

Later, more live programming was added, including *The Old Wrangler*, *General Store*, *The Old Timer*, *Aunt Dru*, *Spinach Playhouse*, *Popeye and His Pals*, *The Beachcomber*, and *Steamboat Bill*. Farmer Click had a program, and *Saturday Night Jamboree* was a weekly live program. Talk programs (featuring interviews with local people) were frequent.

Teen Time Varieties was a talent show for young people; *The Talent Hour*, *Talent Patrol* and *The Talent Showcase* were also local live programs.

Miss America, Marilyn Van Derbur, taping a commercial at WSAZ. Most visitors to the early studios were surprised how the small area looked so large on TV.



Television Programs - Thursday

WSAZ - TV (3) NBC

12:00 Tic Tac Dough	6:30 News Picture
12:30 It Could Be You	6:45 Huntley-Brinkley
1:00 Mid-Day News	7:00 Whirlybirds
1:15 Movietime	7:30 Journey To Understanding
2:00 Queen For A Day	8:00 Rescue Eight
2:30 Blondie	8:30 Lawless Years
3:00 Young Dr. Malone	9:00 Bachelor Father
3:30 From These Roots	9:30 21 Beacon Street
4:00 Truth Or Cons. (Color)	10:00 You Bet Your Life
4:30 County Fair	10:30 Masquerade Party (Color)
5:00 Spinach Playhouse	11:00 News Headlines
5:30 Sergeant Preston	11:10 Weathercast
6:00 Flatt & Scruggs	11:15 The Jack Paar Show
6:25 Weathercast	

The WSAZ-TV program schedule for Thursday, September 3, 1959.

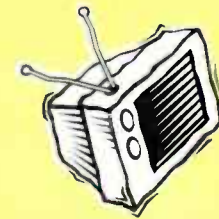
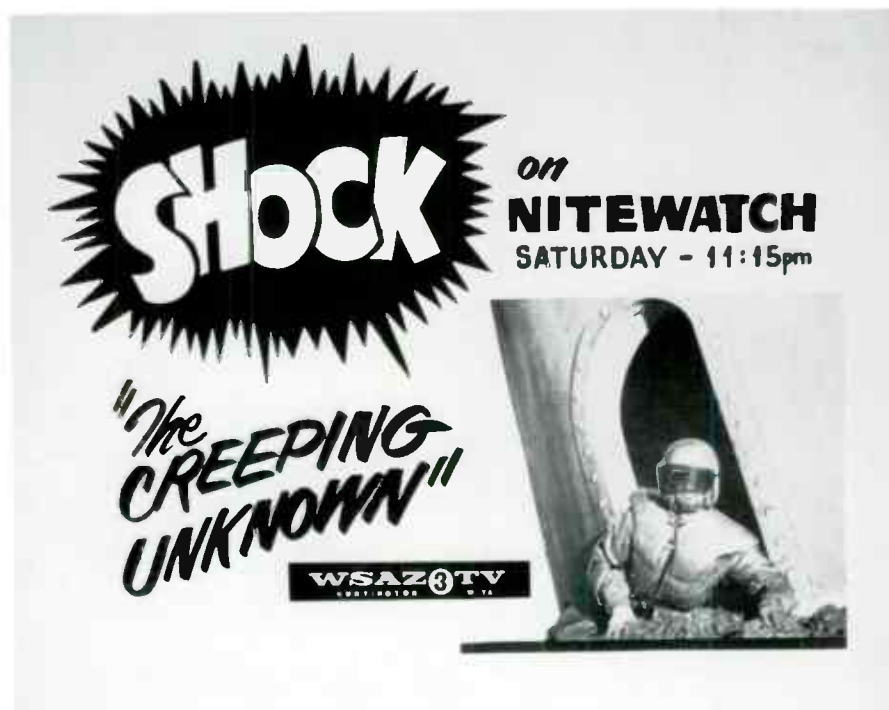


Jan Carr is taping a contest promotion.



Programs which originated on WSAZ-TV created some local celebrities. This photo of Ron Lester, who appeared on the *Aunt Dru* program had the note: "make 1,000 copies, leave room for autograph."

In the 1950s, movies about aliens, monsters and other strange beings were very popular. The WSAZ-TV program *Nitewatch* featured movies such as *The Creeping Unknown*, which was promoted on this poster.



Local Programs

While some local programs lasted for many years, such as *Saturday Night Jamboree*, others are barely remembered.

Only a few people remember that *Jamboree* started as a 15-minute daily show, but became a half-hour weekly show. There were other shows which originated at Channel 3 with a similar content, such as *Texas Slim*, *Western Jamboree*, *Rainbow Trail*, *Flatt and Scruggs*, *the Lonesome Brown Fiddlers*, and *Hyla Brown*.

Let's Doodle was a drawing show with Shawkey Saba, the station artist, demonstrating art techniques. Dean Sturm chief announcer, provided the chatter.

The Facts was the first live discussion program at the station, but did not last long. *Strictly Sustaining* was a late night show with a hodge-podge of anything that came to mind; Sam Linn was host.

TV Handyman, with Ned Brooks as the do-it-yourself carpenter expert; *Sidewalk Station*, a man and camera on the street show; *Tea and Trumpets* involved Dean Sturm and Shawkey Saba in a slightly altered version of *Let's Doodle*.

Junior Auction was a kids' show, with children bidding on prizes with points allowed on candy and ice cream wrappers.

In the 1950s and early 1960s, major station promotions were frequent. The photos on these pages are from WSAZ-TV day at Camden Park, on a special "Channel 3 Day" event.

It's WSAZ day at Camden Park.



WSAZ-TV's promotion director, Jack Williams, who planned all the special events.



Jule Huffman talks with a fan at Camden Park.

D.J. signs an autograph.



Filmed Shows on Channel 3

While WSAZ-TV had live local programs and was getting shows from the four TV networks, the station also purchased many "syndicated" programs. Among those programs were:

- Ames Brothers
- Badge 714 (reruns of Dragnet)
- Big Picture
- Blue Angels
- Boston Blackie (a big favorite)
- Captain Zero (cost: \$37.50 per show)
- Championship Bowling
- Christian Science
- The Christophers
- Cisco Kid (cost: \$75.00 per show)
- Corless Archer
- Cowboy G-Men
- Crunch & Des
- Death Valley Days
- Dr. Hudson
- Dodge All-Star Theater
- Drew Pearson
- Ellery Queen (cost: \$40.60)
- Federal Men
- Football Forecast
- Foreign Intrigue
- Frontiers of Faith
- Grand Old Opry
- Great Fights
- Halls of Ivy
- Hawkeye
- Homestead USA
- Hopalong Cassidy
- I Married Joan
- It's a Great Life
- Les Paul & Mary Ford Show
- Liberace
- Life of Riley

...continued on page 101...

WSAZ-TV was one of the first two-city stations in the country, and while other stations used the concept for identification purposes only, the station showed it was truly a dual city operation with studios in both Charleston and Huntington.

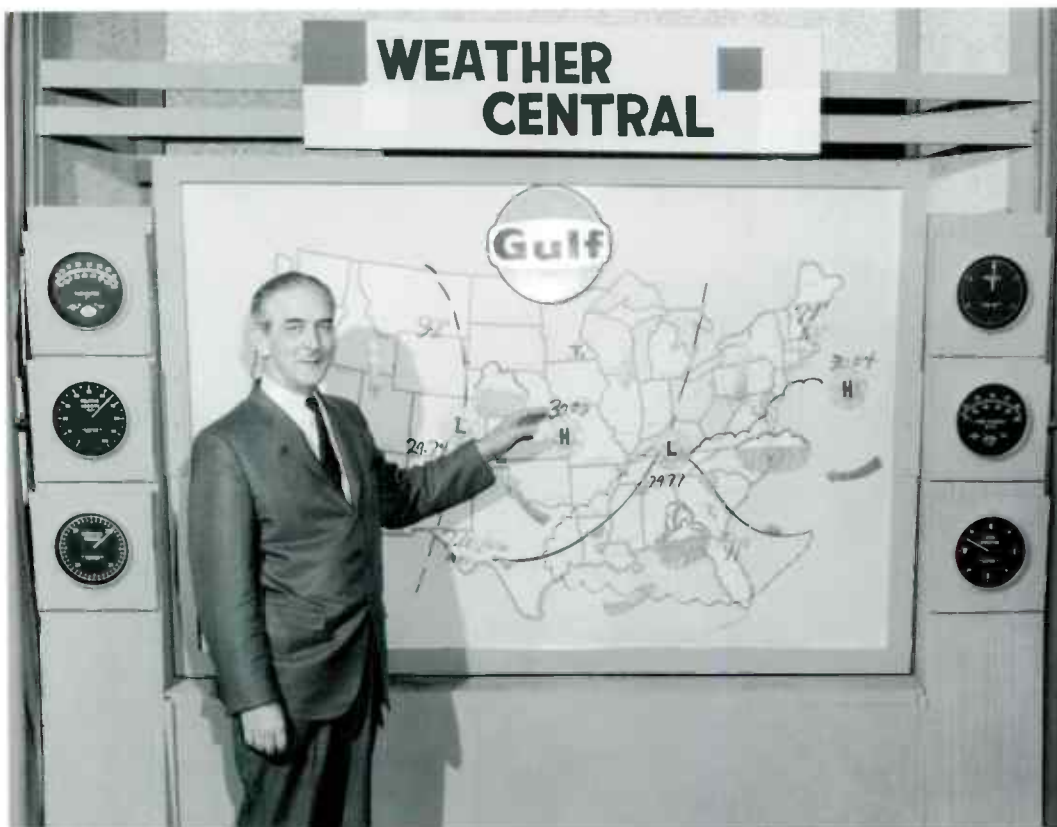
A crowd gathers for a live telecast from Charleston of the *Saturday Night Jamboree*.





A brochure promoting the WSAZ-TV weather shows.

Jim Combs was the station's first meteorologist. He had worked for the National Weather Service before coming to Huntington.



More Filmed Programs

Mackenzie's Raiders
 Man Called X
 Man Hunt
 Martin Kane, Private Eye
 Mayor of the Town
 Mr. & Mrs. North
 My Little Margie
 Off to Adventure
 O. Henry Playhouse
 Paradise Island
 Phil Silvers Show
 Pioneers
 Pride of the Family
 Public Defender
 Quick Draw McGraw
 Rescue Eight
 Rosemary Clooney
 Roughriders
 Roy Rogers
 Sea Hunt
 Science Fiction Theater
 Sherlock Holmes
 Sky King
 Sgt. Preston
 Smilin' Ed's Gang
 (remember Froggy?)
 Soldiers of Fortune
 State Trooper
 Stu Erwin
 Super Circus
 Superman
 Susie
 Tales of Tomorrow
 Target
 Terry and the Pirates
 This is the Life
 This Man Dawson
 Tom Harmon's Workshop
 Topper
 Trouble with Father
 TV Reader's Digest
 Union Pacific
 US Steel Hour
 Whirlybirds
 Wild Bill Hickock
 You Asked for It

From the early 1950s, WSAZ-TV was a news leader — not just locally, but on a national basis.

Two presidents of the international Radio Television News Directors Association came from the station: Bos Johnson and Bob Brunner. No other TV station has ever produced two leaders of the industry's national organization.

The station's dominance was regularly reflected in the ratings. During the 1960s and 70s, the station's 6:00 pm newscast was frequently the highest rated news program among the nation's fifty largest markets. It remains today one of the highest in the country.

Young Bos Johnson in the WSAZ Radio control.





News Anchor Chet Huntley



Anchor David Brinkley

A "camera card" promoting the Huntley-Brinkley news on WSAZ-TV. Note the left edge and the bottom of the photo have been retouched. While very visible here, this could not be detected on a black and white TV set.



They started here.

Many national broadcast news professionals would receive their early training at WSAZ-TV:

The late Bill Stewart, who was killed in Nicaragua while reporting for ABC-TV, anchored WSAZ-TV's 11:00 pm news in the mid-60s.

Fred Briggs, veteran NBC correspondent, created a major WSAZ-radio news program in the late 1950s, but was best known on TV as "Gaylord," a Saturday night horror movie host.

Roger O'Neill, (shown above) correspondent for NBC News, anchored the 11:00 pm news in the early 1970s.

Joe Johns, NBC-TV news correspondent, was a WSAZ-TV staffer for several years and is now an NBC-TV newsman.

Dick Ford, KSDK-TV, St. Louis anchor for more than 20 years, produced the late news on Channel 3 in 1961-62.

Neil Boggs, a longtime NBC correspondent and the principal anchor for WRC-TV, Washington, learned the business at WSAZ-TV in Charleston.

WSAZ-TV started off, under anchor Nick Basso, as a news leader, and once Basso moved to a larger station, this tradition continued under Bos Johnson. This was no accident. WSAZ-TV also owned WSAZ radio in Huntington as well as WKAZ in Charleston. The news operations of both these stations served as a “farm team” for the television, much as major league baseball teams have a steady supply of new talent from the minors. Two long-time employees who “moved up” from radio to television are Bos Johnson and Bob Bowen.

Bos Johnson at the WSAZ-TV anchor desk.



Bob Horan, the first full-time Charleston news staffer.



Early local advertisers

The new medium of television attracted many local and regional companies as WSAZ-TV program sponsors.

The News Picture included First National Bank and Nationwide Insurance agents among its sponsors.

The Sports Eye sponsors included Wiedemann Beer and Ford dealers.

The Saturday Night Jamboree started with Red Top Beer as its first sponsor, but in 1954 the program acquired Ashland Oil as its only sponsor. In later years, Ashland shared sponsorship with Persinger Supply (a Zenith distributor).

Meet the Press had many local sponsors (the network show had some time available for local sponsors). Appalachian Power Company and The Guaranty National Bank were two local sponsors for this program.

Star Furniture Company had a local amateur show they called *Star's Parade of Stars*, which ran in the 1953-54 season.

Frankel's Furniture had a similar program called *Talent Patrol*.

Bluefield Supply sponsored *Hopalong Cassidy*.

Falls City Beer was the sponsor of *Boston Blackie*.

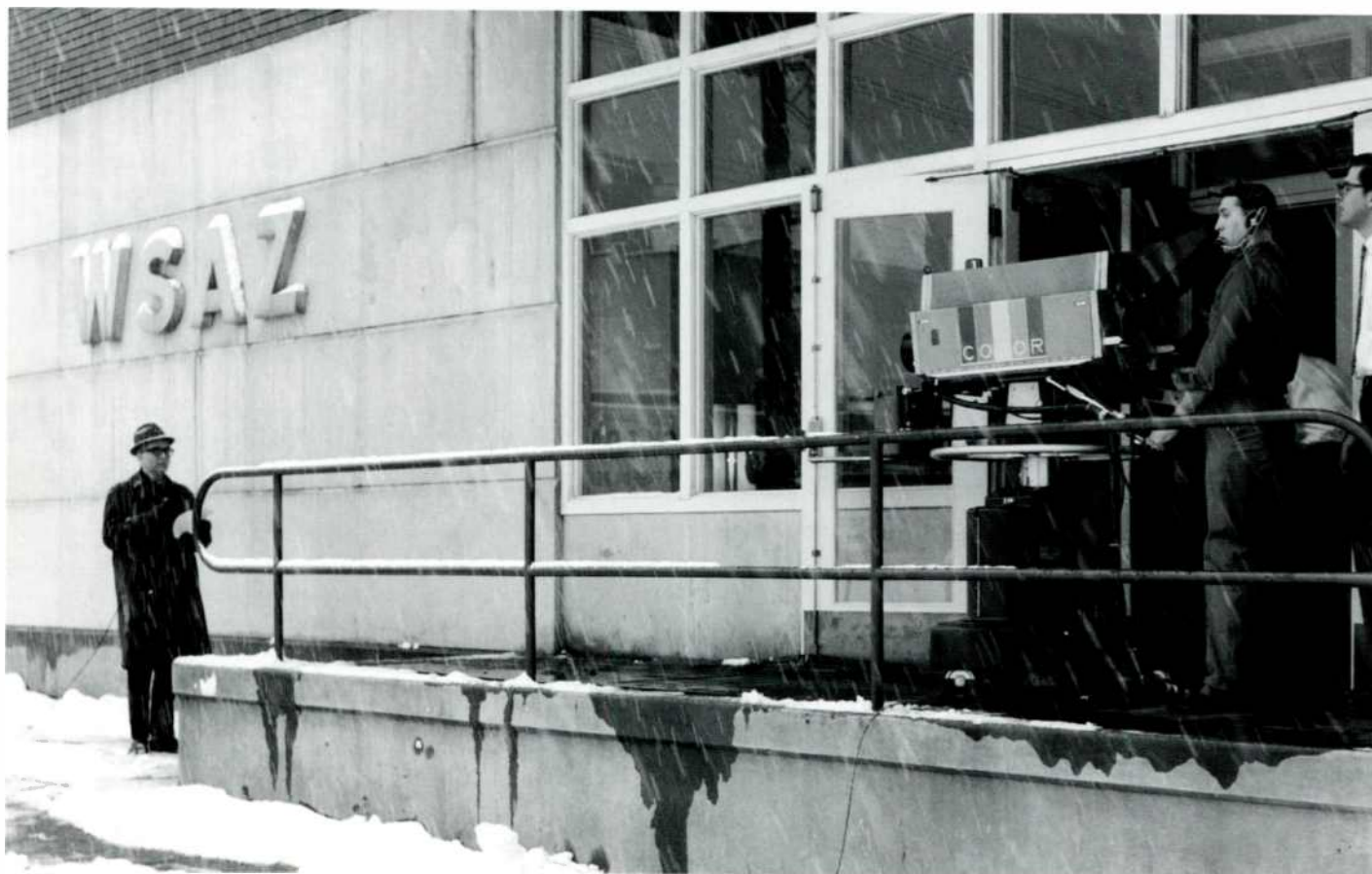
As WSAZ-TV and the television industry grew, many people passed through the Huntington and Charleston studios as part of their news career track. Old records show that a total of 39 newsmen and TV announcers moved from WSAZ to other employment between 1949 and 1960.

Of course, many stayed for a number of years, and the “veterans” of the staff made Channel 3 into one of the nation’s most respected news operations.



A WSAZ-TV production van.

Bud Dailey broadcasts live in a snowstorm outside the WSAZ-TV studios.





Jay Nagle, sports director for the WSAZ-TV Charleston studios.



Bob Murray, who had a variety of news responsibilities, including being religious coordinator and co-host of the *Good Morning* program.

Senator John F. Kennedy was in the WSAZ-TV studios to watch the outcome of the West Virginia presidential primary election.



World Radio History



West Virginia: Key to JFK's victory.

While John F. Kennedy was in the WSAZ-TV studios to watch the primary results come in, history was being made.

Many historians believe that the West Virginia Primary was the single most important hurdle for Kennedy on the way to becoming president.

A Catholic had never been elected President of the United States, and many people held back their support of Kennedy because they simply believed he could not win.

His victory in West Virginia's primary was the turning point — he won by a small margin, and gave his campaign a momentum that was not to be stopped.

While here, JFK ate at Jim's Restaurant in downtown Huntington

WSAZ-TV's news department got national attention in a powerful way in 1960. When the famous Kennedy-Humphrey primary campaign roared into election day of 1960, NBC tested its new election tabulating system in WSAZ-TV's Charleston studio. The NBC/WSAZ returns were so far ahead of the wire services that the New York Times was forced to use them in its stories.



Live news coverage of a fire.

Bos Johnson interviews Tony Boyle and Senator Robert Byrd.





Ken Kurtz and Frank Price plan coverage of a news story.

Don Roberts and Bos Johnson interview Kentucky governor candidate Keen Johnson.



More local advertisers

There were many advertisers who spread their advertisements over a spot schedule of several programs. They included:

Appalachian Power Co.
 Big Sandy Furniture
 Borden's
 Broughton's Dairy
 Camden Park
 Coca-Cola Bottling Co.
 First National Bank
 First National Bank of Ceredo
 Guaranty National Bank
 Wellman O'Shea Jewelers
 Heiner's Bakery
 Mootz Sunbeam Bread
 Tri-State Appliance Co.
 United Fuel Gas Co.
 Bluefield Supply
 Schiff Shoes
 Gwinn's Flour
 Checkerboard Feeds
 Bemco Mattress
 Shoney's Fat Boy
 Robert Hall Clothing
 Ohio Valley Bread
 Betsy Ross Bakeries
 R.C. Kyle Appliance Co.
 Southern States Co-op
 Diamond Department Store
 Ashland Trailer Sales
 Weidenheller's Bakery
 Modern Furniture Co.
 Myers Transfer
 Lawrence Drugs
 Steiner Motors
 Moses Motors
 Galigher Motors
 Tag Galyean
 Roger Dean
 Superior Cadillac
 Hez Ward Buick
 Vanzandt Supply
 Birch Distributors
 Carolina Lumber
 Love Hardware
 Burger Beer
 Martha White Flour

As the original television station in West Virginia, WSAZ had the advantage of being the “first mover.” But the station never took its leadership position for granted. The news department was always aggressively pursuing stories of importance to the region.



WSAZ-TV newsman Dick Thomas.

WSAZ-TV News Director Bos Johnson and Kentucky Senator John Sherman Cooper.





Newsman Ken Kurtz.

Newsman Bill Stewart, who went to work for ABC News and was killed covering the war in Nicaragua.



Another Channel 3 “first”

In 1958, WSAZ-TV purchased an Ampex videotape recorder. This machine, which used a 2-inch wide tape, allowed programs (or short interviews, or whatever) to be recorded in the studio, and played back at a later time.

This was a first for the region, as no other station had anything like the new machine.

While it was often used for interviews with news makers who happened to be in the region, it also allowed Channel 3 to be the originating station for the syndication of Flatt & Scruggs.








Previously, Lester Flatt and Earl Scruggs traveled each week to four different cities to produce “live” programs in each market. Channel 3 had the ability to tape programs long before this was available in Nashville, so the two legendary performers came to Huntington each week to produce their program, which was then sent to the other stations for their use.

Martha White baking flour sponsored Flatt & Scruggs.

A WSAZ-TV publication had details of the programs for the coming 1960-61 season. The ads shown on the two pages include the prime time NBC schedule for all seven nights.



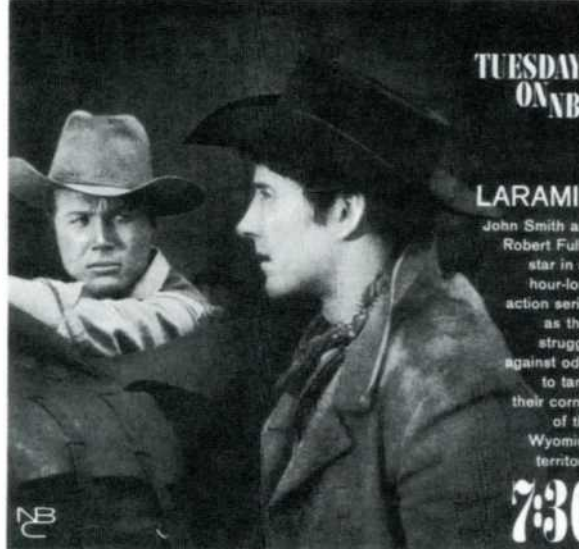




The 1960 Monday night NBC Schedule.

		MONDAYS ON NBC
RIVERBOAT		
Darren McGavin and famous guests star in epic hour-long dramas of life on the mighty Mississippi's waterfront.		
		7:30
	DALE ROBERTSON returns for the fourth year as daring agent Jim Hardie, in one of TV's most popular action series, "Tales of Wells Fargo."	8:30
	RALPH TAEGER plays two-fisted Mike Halliday in the new action drama series based on the first years of the Yukon territory, on "Klondike."	9:00
	HOWARD DUFF in a new mystery-adventure series about a glib gambler who has reformed... or has he? Co-starring Alan Mowbray, on "Dante."	9:30
	BARBARA STANWYCK presents a new series of deeply human dramas, and stars in many of the stories on "The Barbara Stanwyck Show."	10:00
	MILTON BERLE stars with comic interludes while top pro bowlers compete for huge prizes on "Jackpot Bowling Starring Milton Berle."	10:30

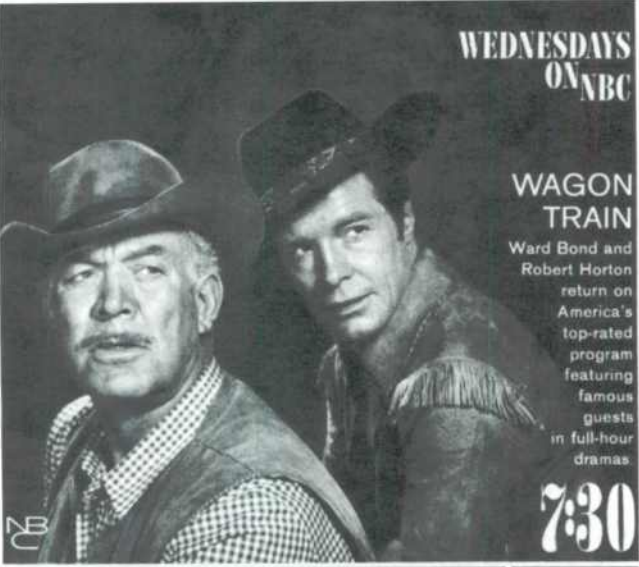
		SUNDAYS ON NBC
THE SHIRLEY TEMPLE SHOW		
Presents full-hour dramatizations which will enchant the entire family. IN COLOR.		7:00
	LORI MARTIN plays the role made famous by Elizabeth Taylor in a new series based on the famous book and motion picture: "National Velvet."	8:00
	TAB HUNTER stars in a new comedy series about a bachelor cartoonist and his romantic escapades in Malibu on the "Tab Hunter Show."	8:30
	DINAH SHORE , America's TV sweetheart, is back with music, variety and big-name guests on "The Dinah Shore Chevy Show." IN COLOR.	9:00
	LORETTA YOUNG returns with a new series of warm, human, dramatic shows as hostess and frequent star of "The Loretta Young Show."	10:00

The 1960 Sunday night NBC Schedule.

The 1960 Tuesday night NBC Schedule.

		TUESDAYS ON NBC
LARAMIE		
John Smith and Robert Fuller star in an hour-long action series as they struggle against odds to tame their corner of the Wyoming territory.		
		7:30
	ALFRED HITCHCOCK brings to NBC—on a new day, at a new time—a new series of thrilling mysteries on "Alfred Hitchcock Presents."	8:30
	BORIS KARLOFF , revealing a new personality, hosts a series of new hour-long mysteries about people caught in the web of danger, on "Thriller."	9:00
	JOSEPH N. WELCH hosts the "Dow Hour of Great Mysteries," alternating with Bob Hope. Program 20 and other specials, many in color.	10:00

**WEDNESDAYS
ON NBC**



WAGON TRAIN
Ward Bond and Robert Horton return on America's top-rated program featuring famous guests in full-hour dramas.

7:30

BILL CULLEN is the center of attention as he supervises the bidding for television's most fabulous prizes on **"The Price Is Right."** **IN COLOR.** **8:30**

PERRY COMO and big-name guest stars provide the easy-to-take music and entertainment on **"Perry Como's Kraft Music Hall."** **IN COLOR.** **9:00**

PETER LIND HAYES & MARY HEALY divide their time between show business and home life in a new comedy series, **"Peter Loves Mary."** **10:00**

The 1960 Wednesday night NBC Schedule.

The 1960 Friday night NBC Schedule.

**FRIDAYS
ON NBC**



DAN RAVEN
Skip Homeier runs into danger and romance as a detective on Hollywood's famous "Strip" in this new hour-long series.

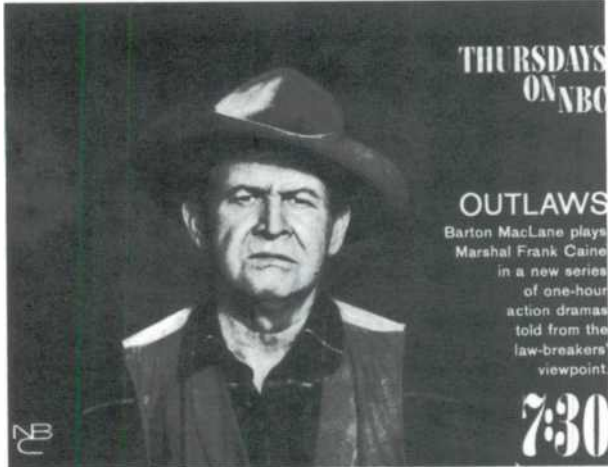
7:30

BRIAN KEITH stars in this hard-hitting new series of life in the old West, as it really was... with no punches pulled on **"The Westerner."** **8:30**

"BELL TELEPHONE HOUR" provides a showcase for a variety of fine musical talent such as Renata Tebaldi and the McGuire Sisters. **IN COLOR.** **9:00**

RICHARD DENNING brings to television one of fiction's most popular private-eyes in the new hour series set in Miami Beach, **"Michael Shayne."** **10:00**

**THURSDAYS
ON NBC**



OUTLAWS
Barton MacLane plays Marshal Frank Caine in a new series of one-hour action dramas told from the law-breakers' viewpoint.

7:30

GENE BARRY recreates the adventures of a man who parlayed a cane, a bowler hat, and a gun into a great Western legend on **"Bat Masterson."** **8:30**

JOHN FORSYTHE stars as a playboy turned guardian whose main problem is his teen-age ward, young Noreen Corcoran, in **"Bachelor Father."** **9:00**


TENNESSEE ERNIE FORD combines homespun humor and fine music in **"The Ford Show - Starring Tennessee Ernie Ford."** **IN COLOR.** **9:30**

GROUCHO MARX is back with more of the quips that have made him a national favorite for eleven consecutive years on **"The Groucho Show."** **10:00**

The 1960 Thursday night NBC Schedule.

The 1960 Saturday night NBC Schedule.

**SATURDAYS
ON NBC**



BONANZA
Lorne Greene, Pernell Roberts, Dan Blocker, Michael Landon, appear as the fighting Cartwright family determined to keep their Nevada ranch safe from harm. **IN COLOR.** **7:30**

BARRY SULLIVAN as Marshal Pat Garrett and **CLU GULAGER** as Billy the Kid, recreate one of history's strange friendships on **"The Tall Men."** **8:30**

HENRY FONDA and **ALLEN CASE** star as the determined marshal and his reluctant aide who bring law to the old West on **"The Deputy."** **9:00**

"THE NATION'S FUTURE," a new program featuring world leaders debating the issues that affect the survival of America and the free world. **9:30**

Jack Lee, (right) Vice President and General Manager of WSAZ-TV, presents Marshall University President Dr. Stewart Smith with a kinescope recording of a program which featured the school.



Station General Manager Tom Garten received a Kentucky Colonel commission.

General Manager George Andrick receives the Silver Medal from the American Advertising Federation.





Bob Bowen as a young broadcaster. He began work as an announcer at WSAZ radio, and retired as the TV station's sports director.

WSAZ-TV Farm Director John Heiskell visits with an elephant outside the station's studios.



World Radio History

WSAZ-TV General Managers

For a station that has been around for 50 years, WSAZ-TV has had a small number of general managers. Most of those who had a short tenure moved up to positions within the parent company.

The executives and their years at the top position are shown here.

Marshall Rosene 1949-51
Lawrence "Bud" Rogers 1951-59
Tom Garten 1960-1964
Jack Lee 1964-71
George Andrick 1971-85
Howard Kennedy 1985-86
Gary Schmedding 1986-89
Don Ray 1989-present

IT HAPPENS ON COLORFUL CHANNEL

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6:00	CONTINENTAL CLASSROOM Atomic Age Physics						
6:30	CONTINENTAL CLASSROOM American Government						
7:00	TODAY 7:25 AM TODAY OUT YOUR WAY 8:25 AM TODAY OUT YOUR WAY					7:30 AM	
7:30						DOWN ON THE FARM	
8:00						POPEYE AND HIS PALS	
8:30							
9:00	GOOD MORNING SHOW					MISTER CARTOON	
9:30							
10:00	SAY WHEN					SHARI LEWIS	
10:25	NBC MORNING NEWS REPORT						10:45 AM
10:30	PLAY YOUR HUNCH					KING LEONARDO	CHRISTOPHERS
11:00	PRICE IS RIGHT					FURY	THIS IS THE LIFE
11:30	CONCENTRATION					MAGIC MIDWAY	MAN AND HIS PROBLEMS
12:00	YOUR FIRST IMPRESSION					MAKE ROOM FOR DADDY	TV CHAPEL
12:30	TRUTH OR CONSEQUENCES					EXPLORING	GOSPEL HARMONY BOYS
12:55	NBC NEWS DAY REPORT						
1:00	MIDDAY NEWS PICTURE						
1:15	YOU ASKED FOR IT						CHAMPIONSHIP BOWLING
1:30	THE BIG PAYOFF					MR. WIZARD	
2:00	MERV GRIFFIN SHOW					RUFF 'N' REDDY	BIG 3 BOWLING
2:30	NBC NEWS EARLY AFTERNOON REPORT					SATURDAY MOVIETIME	
2:55							
3:00	LORETTA YOUNG THEATRE						MEDALLION THEATRE

*Programs & Times Subject To Change

The WSAZ-TV 1962-63 program schedule

3

1962-63 PROGRAM SCHEDULE

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday				
3:30	YOUNG DR. MALONE					SATURDAY MOVIETIME	MEDALLION THEATRE				
4:00	MAKE ROOM FOR DADDY										
4:30	HERE'S HOLLYWOOD					VARIOUS	NBC NEWS				
4:55	NBC NEWS AFTERNOON REPORT										
5:00	MR. CARTOON					NFL PRO HIGHLIGHTS	UPDATE				
5:30	McKEEVER AND THE COLONEL	YOGI BEAR	QUICK DRAW McGRAW	DEPUTY DAWG	CAPTAIN GALLANT			BULLWINKLE			
6:00	YOU ASKED FOR IT			FLATT & SCRUGGS	You Asked for it Sports-Weather	PORTER WAGONER	MEET THE PRESS				
6:15	SPORTS AND WEATHER							WEATHER			
6:30	THE NEWS PICTURE					NEWS WEATHER SPORTS	NEWS WEATHER SPORTS				
6:45	HUNTLEY-BRINKLEY REPORT										
7:00	HUCK HOUND	SHOTGUN SLADE	THE STORY OF . . .	SEA HUNT	D. VALLEY DAYS Alt. Grand Ole Opry	SATURDAY NIGHT JAMBOREE	ENSIGN O'TOOLE				
7:30	IT'S A MAN'S WORLD	LARAMIE	THE VIRGINIAN	WIDE COUNTRY	International Showtime	SAM BENEDICT	DISNEY'S WONDERFUL WORLD OF COLOR				
8:00	TRAILS WEST	EMPIRE		PERRY COMO SHOW	DR. KILDARE	SING ALONG WITH MITCH	JOEY BISHOP SHOW	CAR 54 Where Are You?			
8:30	KEYHOLE		DICK POWELL SHOW		THE 11th HOUR			HAZEL	DON'T CALL ME CHARLIE	SATURDAY NIGHT AT THE MOVIES	BONANZA
9:00	PRICE IS RIGHT	CHET HUNTLEY REPORTING		PETER GUNN		ANDY WILLIAMS SHOW	JACK PAAR SHOW	News - Weather Sports	News - Weather		
9:30	BRINKLEY'S JOURNAL		11 PM REPORT—Regional News, Weather, World News, Sports								
10:00	TONIGHT SHOW					FILMS OF THE 50's	SUNDAY THEATRE				
10:30							Some in Color				
11:00											
11:30											
12:00											
12:30											
1:00											

Color Programs

IT HAPPENS ON COLORFUL CHANNEL 3 THIS FALL . . .

The Channel 3 "On-camera" staff in 1962, as well as a list of local programs.

This was part of a brochure which was used to promote the station to advertisers.

WSAZ-TV "ON CAMERA" STAFF



BOS JOHNSON



KEN KURTZ



JIM THACKER



JOHN HEISKELL



BOB MURRAY



JIM COMBS



D. J. SCHROEDER



JULE HUFFMAN



PAULA TAYLOR



CHARLES RYAN



ANN SHAW



DICK THOMAS



DEAN STURM



GEORGE LEWIS



KENNETH DOLL

- TODAY OUT YOUR WAY Weekdays 7:25 & 8:25 AM
- GOOD MORNING SHOW Weekdays 9-10 AM
- MID-DAY NEWS Weekdays 1:00 PM
- MISTER CARTOON Weekdays 5:00 PM
- JIM THACKER SHOW Weekdays 6:15 PM
- SCANS THE WEATHER Weekdays 6:25 PM
- THE NEWS PICTURE Weekday 6:30 PM
- 11:00 P.M. REPORT Weekday Nights 11:00 PM
- DOWN ON THE FARM Saturday 7:30 AM
- POPEYE AND HIS PALS Saturday 8:00 AM
- SATURDAY NIGHT JAMBOREE Saturday 7:00 PM

WSAZ TELEVISION

CHANNEL 3 HUNTINGTON-CHARLESTON

DIVISION: THE GOODWILL STATIONS, Inc.



Loretta Young, star of *The Loretta Young Show*, a drama anthology.

Charley Weaver Career Profile

"Charley Weaver" was the character created by actor Cliff Arquette. During the 1950s, "Charley" was one of television's favorites.

Few people realize that Arquette had a life before "Charley Weaver." A program called *Drama at Eight*, broadcast in 1953, had an episode titled *Uncle Charlie*. This was one of the first times Arquette did the Weaver characterization.

His Weaver character was a regular on programs such as *Do It Yourself*, *The RCA Victor Show*, *The Roy Rogers and Dale Evans Show*, *Summer Fun*, and in the 1959-60 season, he had a show called *Hobby Lobby*. On that show Zsa Zsa Gabor discussed her hobby of fencing on one show and Gypsy Rose Lee talked about sport fishing on another. He was a regular on the *Jonathan Winters Show*, and Jack Paar's *Tonight Show*.

In most of his appearances, he would read "a letter from mama," who was living back home in his fictional hometown of Mount Idy, Ohio. Characters in his "letters" included Elsie Krack, Birdie Rudd, Wallace Swine, Clara Kimball Moots, and Grandpa Snider.

During the last years of his career, he was a favorite on the game show *Hollywood Squares*.

Jack Paar, and Cliff Arquette in his "Charley Weaver" character.



While local viewers came to expect that WSAZ-TV would cover regional and state political issues, the news department also covered the top level of national politics - United States Presidents, and those who sought the office.



Richard Nixon is shown being questioned by Bos Johnson, Charles Ryan and other local news reporters.





President Lyndon B. Johnson, accompanied by his wife, Lady Bird, gave a speech at Tri-State Airport.

Bobby Kennedy paid a visit to the Channel 3 studios on a campaign trip.



President Johnson's Big TV Surprise

1968 was a time of turmoil in America. The country was mired in an unpopular war in Vietnam. Senator Bobby Kennedy was challenging President Johnson for the Democratic nomination.

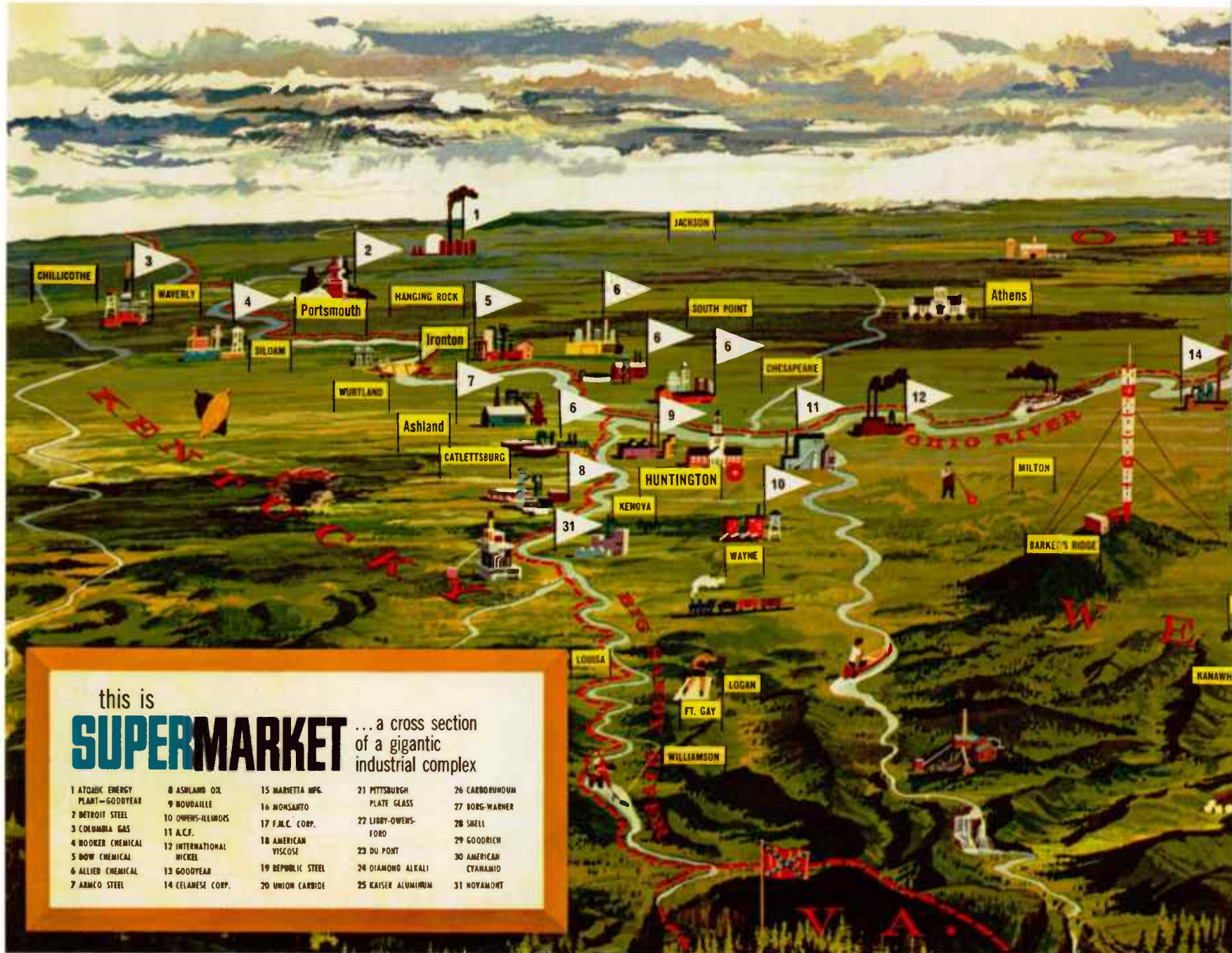
On March 31, 1968, on live national television, Johnson announced that he would not run for re-election. He said there was "division in the American house" and that his withdrawing was meant to promote national unity. The same night, Johnson announced a reduction of bombing in North Vietnam.

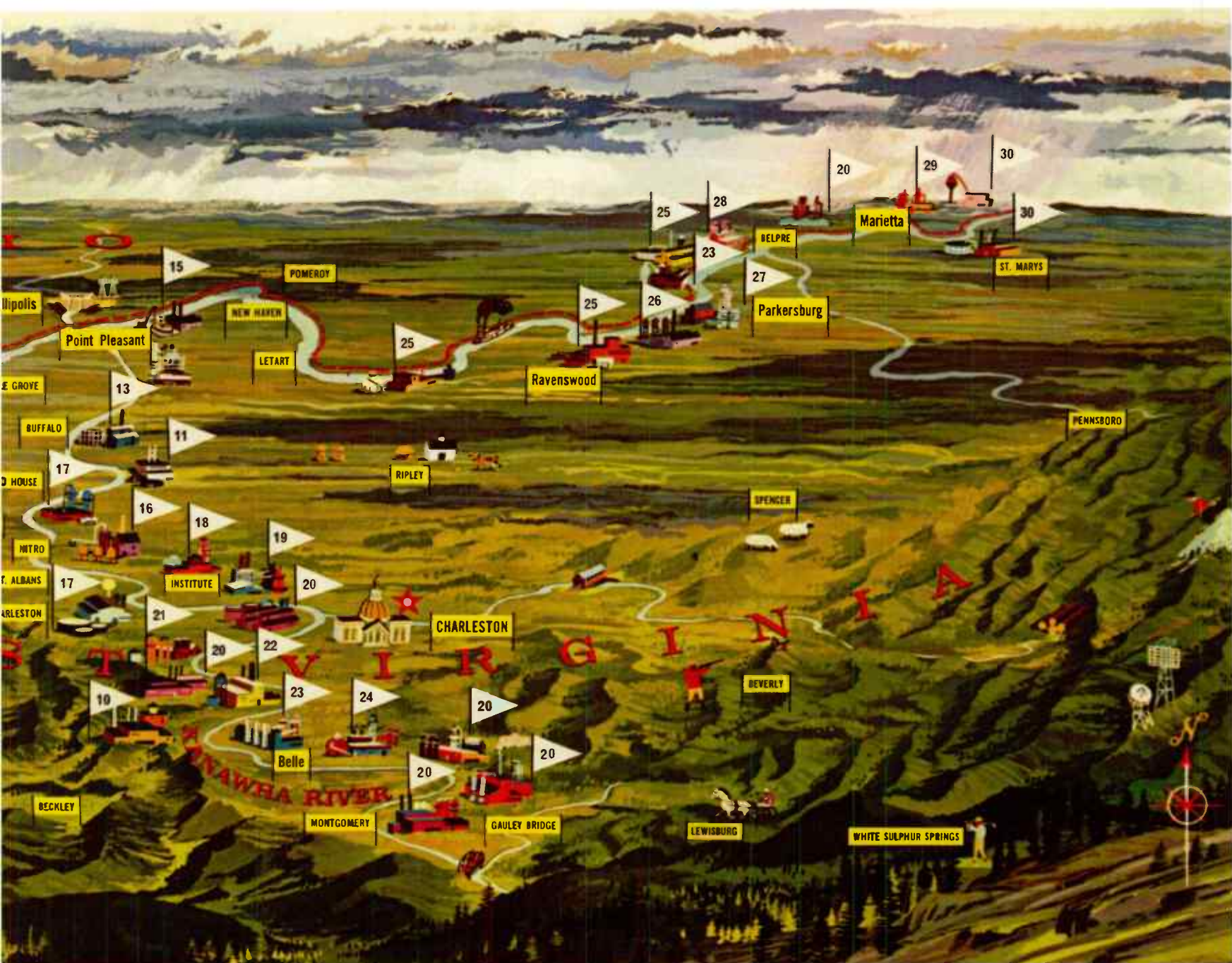
These moves led to talks between the United States and North Vietnam.

In the summer of 1968, Bobby Kennedy was assassinated. In November, Richard Nixon was elected President.

The Vietnam War did not end until January 27, 1973.

This map was part of a Channel 3 station promotion for the Huntington-Charleston "supermarket."





For two years in the mid-1960s, the Miss USA pageant was held in Huntington.



A downtown event for the Miss USA Contestants is covered by Channel 3.

Huntington native Dagmar returns home for a parade. She was a regular guest on Jerry Lester's late night show which was the predecessor to the Tonight Show. Dagmar was an early TV personality who was known for her outrageous comments as well as her outstanding physique.





Dean Jones, Star of the NBC program, *Ensign O'Toole*, on a visit to Huntington.

Dean Jones draws a big crowd at Camden Park.



Dean Jones

Though Dean Jones came to Huntington-Charleston to promote his NBC show *Ensign O'Toole*, he was best known as a comedy actor in a number of Disney movies.

His big-screen credits include *The Million Dollar Duck*, *Any Wednesday*, *Beethoven*, *Blackbeard's Ghost*, *Born Again*, *Herbie the Love Bug*, *Herbie Goes to Monte Carlo*, *Monkeys Go Home*, *The New Interns*, *The Shaggy D.A.*, *Snowball Express*, *That Darn Cat*, *Two on a Guillotine*, *The Ugly Dachshund*, and others.

He also appeared in a variety of TV shows, though none was a big hit.

In 1971 he was star of *The Chicago Teddy Bears*, a comedy set in the 1920s in a speakeasy.

He did a TV show, *Herbie, the Love Bug*, which was based on the movies about a VW beetle with a mind of its own.

He was the host of a 1969 comedy-variety show, *What's It All About World?*

NBC's coverage of Macy's Thanksgiving Day Parade has become a national tradition.



These stamps were used by NBC to promote the show *Tales of Wells Fargo*.



Cliff Robertson, star of *Tales of Wells Fargo*.



NBC Prime-Time Programs, 1962

Tales of Wells Fargo ended its 5-year run in 1962.

Programs that were on the NBC prime-time schedule in the fall of 1962 included:

Ensign O'Toole
Walt Disney's Wonderful World of Color
Car 54, Where Are You?
Bonanza
DuPont Show of the Week
It's a Man's World
Saints & Sinners
Price is Right
David Brinkley's Journal
Laramie
Empire
Dick Powell Show
Chet Huntley Reporting
The Virginian
Perry Como's Kraft Music Hall
Eleventh Hour
Wide Country
Dr. Kildare
Hazel
Andy Williams
International Showtime
Sing Along with Mitch
Don't Call Me Charlie
The Jack Paar Program

Jack Paar left the *Tonight Show* in March of 1962. His prime-time show began 4 months later.

And All Through The Day . . .

our daytime program schedule has been especially designed for the ladies of the house . . . shows we hope will be most welcome company for homemakers. Beginning at nine a. m. is the new program, the Dailey Slate featuring Budd Dailey and Marilyn Fletcher, a pleasant variety of

music, news and people. And on through the morning and afternoon our ladies can stay tuned for a contest, a conversation, or a game. This Fall also marks two other additions—one called Missing Links, and Word for Word, that brings back the popular Merv Griffin as host.

The program lineup for 1961.



10:00 am **SAY WHEN**. Art James is host. (Color).

10:25 am **NBC NEWS MORNING REPORT**. Live from N. Y. with Edwin Newman.



10:30 am **WORD FOR WORD**, Starring Merv Griffin. (Color).



11:00 am **CONCENTRATION** with Hugh Downs.



11:30 am **MISSING LINKS**, game show. (Color).



12:00 Noon **YOUR FIRST IMPRESSION** Bill Leyden moderates. (Color).



12:30 pm **TRUTH OR CONSEQUENCES** with Bob Barker. (Color).

12:55 pm **NBC NEWS DAY REPORT**. Live from Washington, with Ray Scherer.



2:00 pm **PEOPLE WILL TALK**. Fun and games with Dennis James. (Color).

2:25 pm **NBC MID-AFTERNOON REPORT**. Live from Chicago, with Floyd Kalber.



2:30 pm **THE DOCTORS**. A Complete Hospital Drama each week.



9:00 am **The DAILEY SLATE** with Budd Dailey as host.



3:00 pm **THE LORETTA YOUNG THEATRE** with Miss Young as hostess-star.



3:30 pm **YOU DON'T SAY**. Tom Kennedy referees with celebrities and guests. (Color).



4:00 pm **THE MATCH GAME**, with Gene Rayburn, celebrities and guests.

4:25 pm **NBC NEWS AFTERNOON REPORT**. Sander Vanocur. Live from Washington.



4:30 pm **MAKE ROOM FOR DADDY** Situation comedy, Starring Danny Thomas.

Several NBC-TV logos from over the years. At top left is the original 1948 design which was actually a carryover of the NBC radio network. The current logo is shown at bottom right.



The NBC "Chimes" Have a Meaning

In the 1950s and early 1960s, the NBC "chimes" logo was used along with a "chimes" sound that sounded like ... this:

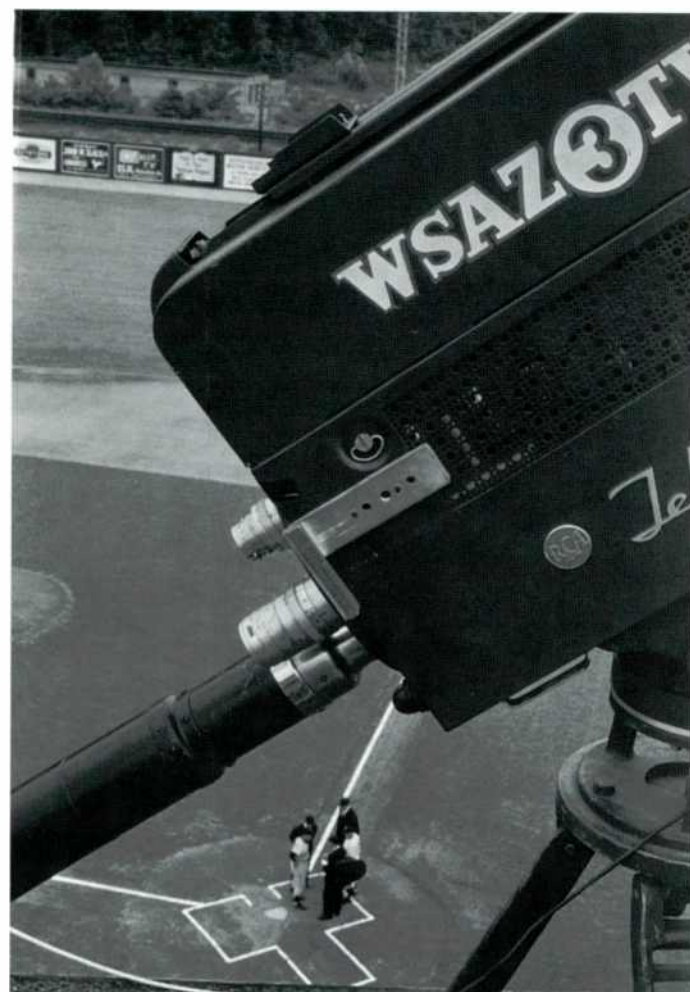


This "audio logo" actually had a meaning. The musical notes are G E C — which stood for General Electric Corporation, who owned NBC at the time this identity was originated. (Later NBC was owned by RCA; now the network is once again owned by General Electric.)

While WSAZ-TV carried Cincinnati Reds baseball games from the early 1950s, the station also broadcast minor-league baseball from Charleston's Watt Powell Park.



These photos were taken from Channel 3 coverage of the Charleston Marlins in the early 1960s.





In 1963, Lorne Greene, star of *Bonanza*, made a visit to Charleston-Huntington. Above, he is greeted at the airport by Jack Williams, WSAZ promotion director.

From left, unidentified, Corky Black, Jack Williams, Lorne Greene, and Keith Black.



Bonanza: One of the top all-time shows

Bonanza was a highly popular show that ran from 1959 through 1973. Set in Virginia City, Nevada, the show featured the Cartwrights, who owned a 600,000 acre ranch, the Ponderosa.

Ben Cartwright (Lorne Greene) was a three-time widower and the head of the clan. His oldest son was Adam (Pernell Roberts), Dan Blocker played "Hoss," and Little Joe was played by Michael Landon. Each of the Cartwright sons had a different mother; stories of Ben's three marriages were communicated through flashbacks.

During the show's first two seasons, it was on Saturdays and up against *Perry Mason*. In 1961, the show moved to Sundays, where it stayed for eleven years, and was a consistent top ten show.

The show's 14th season was its last; many feel that its cancellation was due to Dan Blocker's sudden death during the summer.

Little known fact: "Hoss" is Norwegian for Good Luck. His real name is Eric.

While WSAZ-TV always had a strong news department, elections gave the group an opportunity to do extended coverage of local events and candidates.



The NBC national election coverage team for 1962.

Ken Kurtz and West Virginia Gov. Hewlett Smith.



Charles Ryan gives a summary of election results from Charleston.

Kentucky Gov. Bert Combs is interviewed by Bos Johnson.





Bos Johnson leads coverage of the 1965 gubernatorial inauguration in the snow.

The camera and sound crew face the wind and snow to provide live coverage.



Bos Johnson anchoring Channel 3 coverage of the election returns.

Some WSAZ-TV news people over the years: how many do you remember?

Jala Anderson
 Jeff Atkinson
 Kennie Bass
 Don Benson
 Dave Benton
 Bob Bowen
 Robin Brennan
 Kathy Brown
 Bob Brunner
 Sean Calleb
 John Castagna
 Tony Cavalier
 Craig Cheatham
 Darryl Collins
 Dave Collins
 Scott Coppenbarger
 Deborah Cramer
 Bill Cummings
 Pia Cummings
 Bud Dailey
 Rick Dawson
 Geoffrey Dills
 Kevin Doran
 Steve Esposito
 Chris Fabry
 Jack Fayak
 Mark Finneran
 Jim Foy
 Dave Freeman
 Ted Fuller
 Kerry Garnett
 Mike Goins
 Sheila Gray
 Don Graye
 Michael Gromley
 Ari Hait
 Lori Harris
 Ted Hart
 Heather Hartley
 Melanie Hastings
 Debbie Hayes
 Lori Harris
 Mary Ann Herman

As one of the leading NBC affiliates in the nation, WSAZ-TV was able to attract visits from some of the network's top stars.



Raymond Burr (right) is welcomed to the region by Gary Schmedding.



Star Trek's "Spock," Leonard Nimoy visits the Channel 3 studios.

From left: Jule Huffman, Mickey Curry, Sue Chambers and Bob Hope.





GARRICK UTLEY

Garrick Utley has covered an enormous range of stories in these years of the world during 14 years as an NBC correspondent. Since 1973 he has been assigned to the London bureau of NBC News. From there he has covered the Kinshasa East War of 1973, the Communist takeover of Vietnam in 1975, several Presidential trips to Europe, Mexico, Iran and the Soviet Union. In addition, he has reported from almost every western European country as well as southern Africa.



CHRIS WALLACE

This was probably the most diverse of assignments he made in his first three years in the news business. In the months of 1973 he covered the trial of the assassin of Dr. Martin Luther King, Jr. in Memphis, Tennessee. He then covered the trial of the assassin of Dr. King in London, England, and the trial of the assassin of Dr. King in Washington, D. C. He also covered the trial of the assassin of Dr. King in New York City during January, 1974.

An Evening With The NBC CORRESPONDENTS



JUDY WOODRUFF

Judy Woodruff has spent a large part of her professional career covering news. Over the years she has covered a wide range of news stories and stories for NBC News in early 1973 and she earned three times recognition in 1977. She Woodruff is a graduate of Duke University.

WSAZ television 3



MICHAEL JENSEN

NBC News Business Affairs correspondent based in New York. Michael Jensen came to this post directly from The New York Times where he had been an award-winning business reporter since 1969. Among the awards given for which he has been cited are his reports of ITT's business plan against the energy lobby. His business a chief correspondent in the Kuala Lumpur section and New York City, near financial news.



RICHARD VALERIANI

Richard Valeriani, NBC News Business Affairs correspondent, has spent the last 14 years in the news business. He has worked for NBC News since 1969. He has covered the trial of the assassin of Dr. King in London, England, and the trial of the assassin of Dr. King in Washington, D. C. He also covered the trial of the assassin of Dr. King in New York City during January, 1974.

**More WSAZ TV
news people over
the years: how many
do you remember?**

Jule Huffman
Tim Irr
Sherri Jackson
Tom Jacobs
Joanne Jaeger
Kurt Jefferson
Joe Johns
Marilyn Johnson
Rob Johnson
Tony Leita
Melissa Marsh
Karen McGee
John McPherson
Randy Meier
Angela Miller
Cindy Miragliotta
Keith Morehouse
Penny Moss
Bill Murray
Kevin Nathan
Mike Nichols
Jim Oliver
Joe Palmieri



Channel 3 hosted an evening with NBC news correspondents; the ad above promoted the event.

Below, Channel 3 newsman Jerry Sander (left) talks with NBC correspondent Chris Wallace.

In its 50-year history, WSAZ-TV has presented a lot of familiar faces to its audience, as the station provided news coverage for the region.



News anchor Bob Smith.



Newsman Tom Jacobs in front of Huntington's City Hall.

News anchor Debbie Thomas interviews a newsmaker.



For each person seen on the news, there are several behind the scenes. Here, Channel 3 employee Doug Overla is in the weather center.





Channel 3 annually carries the Jerry Lewis Labor Day Telethon for the Muscular Dystrophy Association. Here, Bud Dailey accepts a check for the telethon.

Each year, the telethon attracts a large number of volunteers to cover the phones and take pledges. This photo is from the 1973 telethon.



Kathy Brown and Barry Pintar of Channel 3 visit with Jerry Lewis at the telethon in Las Vegas.



WSAZ-TV is a true two-city station,
with full-service studios in both
Charleston and Huntington.

The Huntington studios.



The Charleston studios.





Pat Martin and Doug Browning.

The Channel 3 news team represents a big investment in equipment and quality people.

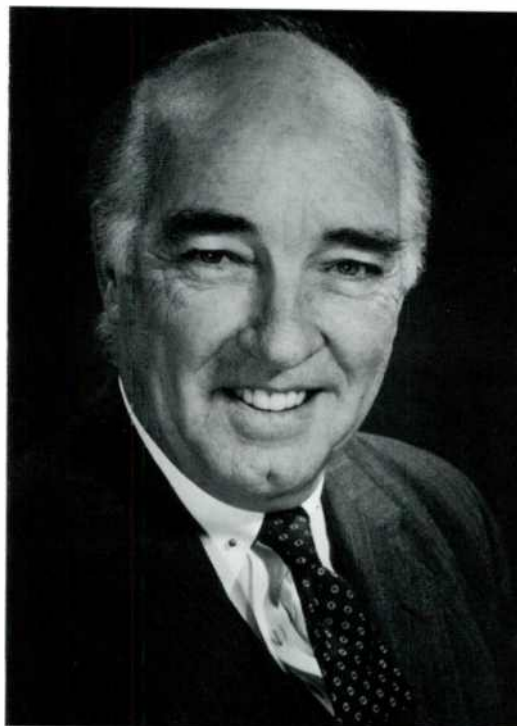


**More WSAZ TV
news people over
the years: how many
do you remember?**

Christy Perry
Sarabeth Plymale
Paul Powers
Jim Reader
Ron Regan
Tom Riley
April Robertson
Jerry Sander
Lance Sandstead
D. J. Schroeder
Melanie Shafer
Matt Sheppard
Bob Smith
Tom Steyer
Chris Swindell
Debbie Thomas
Sherri Thomas
Lauren Tobia
Mike Tobin
Tim Tooten
Christina Tyler
Annette Walker
Bea Walker
Tim Waller
Sandra Walls
Mason Weaver
Nita Wiggins
Randy Yohe
Cathy Young
Tom Zizka

While there are many familiar faces in this book, the people shown here are just a few of the people who worked “behind the scenes” and made major contributions to the success of Channel 3 over the years.

The four most recent WSAZ General Managers are shown on this page.



George Andrick

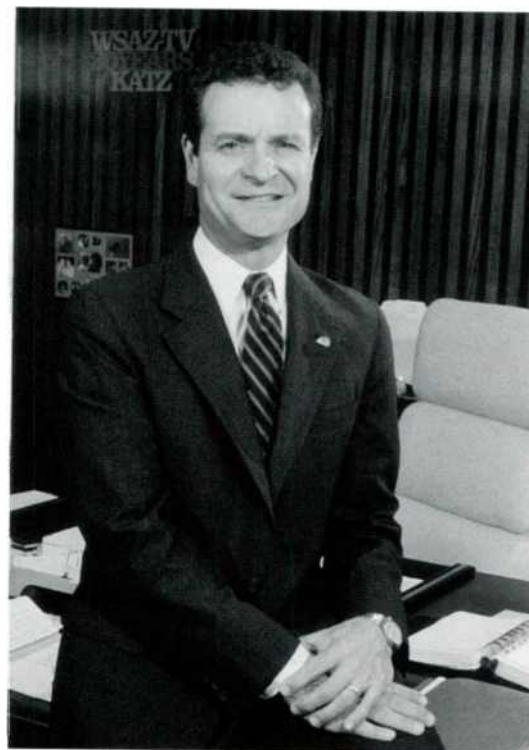


Howard Kennedy

Gary Schmedding

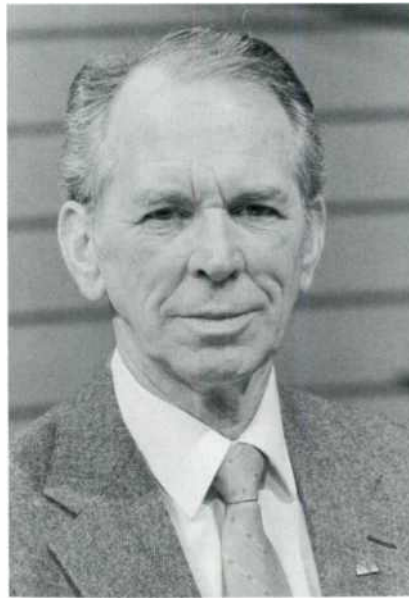


Don Ray, General Manager since 1989.

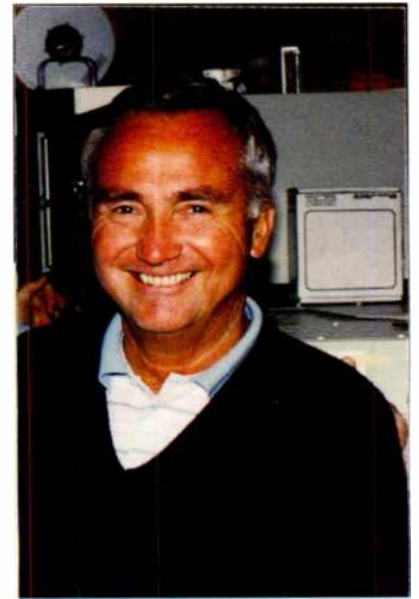




Pat Martin



Harold Hall, Sales Manager



Fritz Leichner, director who came to the station in 1950 and stayed until 1993.

John Clay, who put WSAZ on the air, and who was the station's Chief Engineer for many years.



Tom Garten



Channel 3 has a long tradition of weather reporters who were very popular with the viewing audience.

Bud Dailey



Jule Huffman

Jule Huffman, D.J. Schroeder, and Mike Nichols

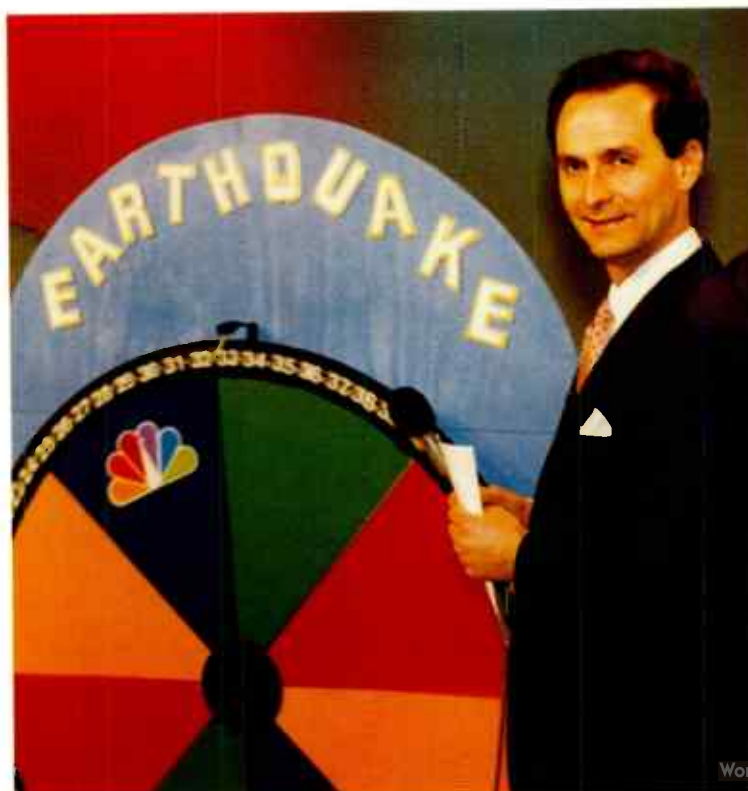


West Virginia Weather Extremes

According to the National Weather Bureau, here are the extreme weather conditions reported in West Virginia since records have been kept:

Temperature:	112	1936
Temperature	-37	1917
Temperature	-36	1985
Rain, 2 hrs.	19 in.	1889
Rain, 24 hrs.	19 in.	1889
Rain, month	26.6 in.	1889
Rain, year	89 in.	1929
Rain, year	9.5 in.	1930
Snow, 24 hrs.	35 in.	1998
Snow, 1 storm	57 in.	1950
Snow, month	104 in.	1977
Snow, year	301 in.	59-60
Uniform depth	62 in.	1978
Snow, season	0.2 in.	31-32

Any mention of weather should cover the big snows and cold weather of 1977 and 1978, in which the Ohio River froze over, and people actually walked across the river to Ohio.



Tony Cavalier goes out on a limb with this "weather" prediction.

For several years, WSAZ-TV produced a daily program titled *PM Magazine*, which was nationally syndicated, but with local personalities. Here are some of the people who hosted the show over the years.



David Parsons and Amy Rardin

Heather Hartley and Bill Murray





Bill Murray and Debra Sloane

Jim Harper and Tammy Roth



PM Magazine: The Concept

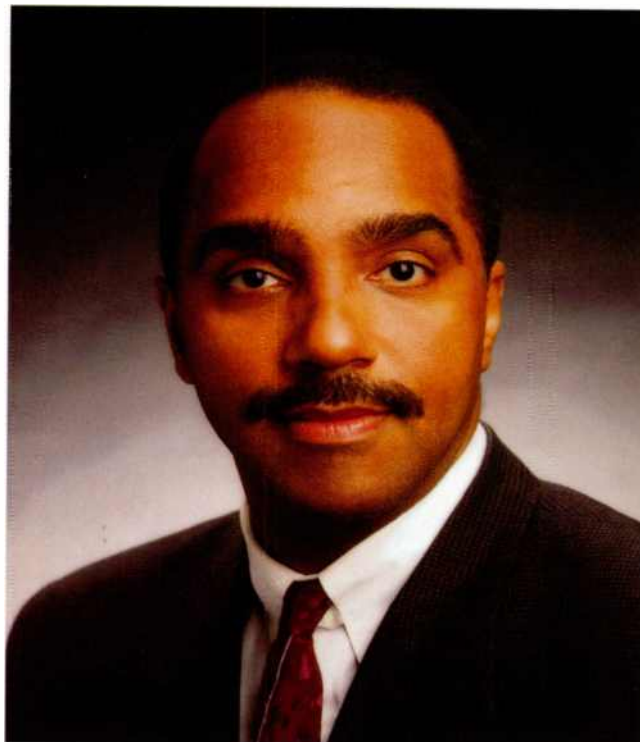
PM Magazine was a very popular show with an unusual approach: it was syndicated nationally, but each station carrying the show had a local host and hostess to introduce the national segments. For example, WSAZ-TV's *PM Magazine* people would be shown at some well-known location in the region to introduce a show segment.

Then, several times a week, they would include a local segment in the show.

This combination of a national "magazine" show with some local stories was very popular with viewers and advertisers alike. The show ran for many years and featured a number of people as on-camera hosts.

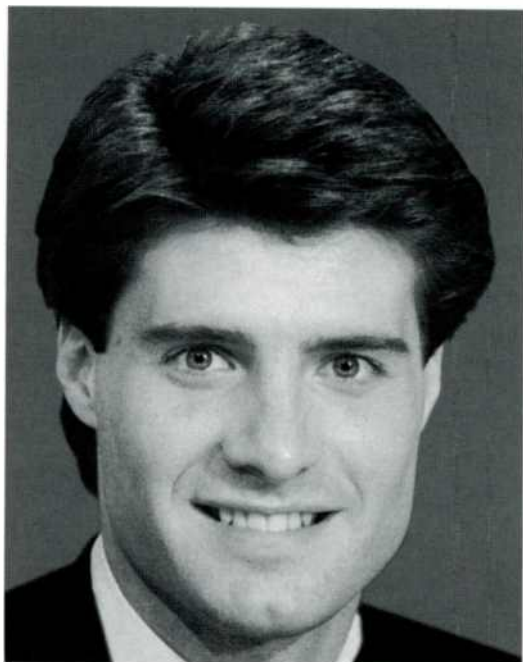
Here are some more familiar faces from the past.

Joe Johns

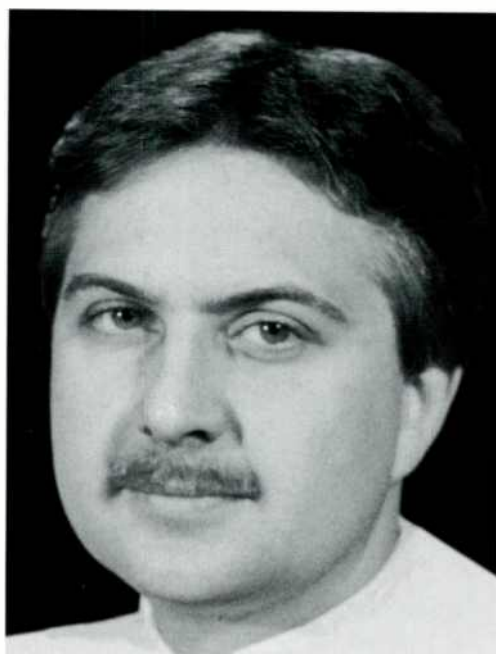


Melanie Hastings

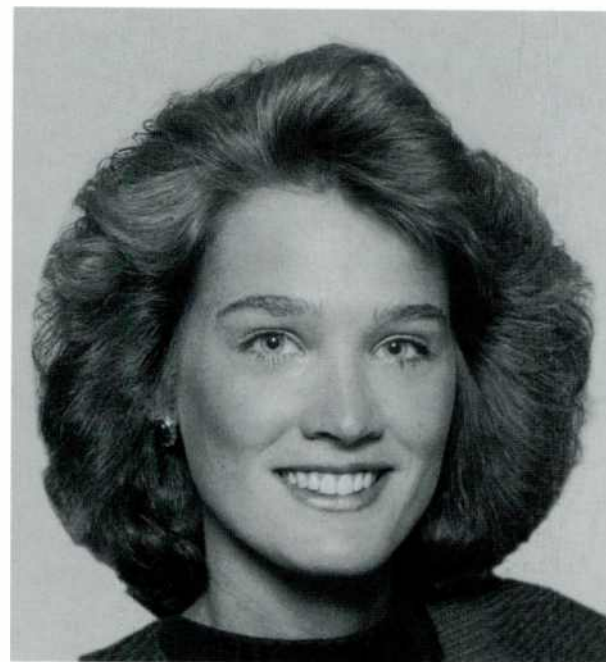
Randy Meier



Hoy Murphy



Peggy Fox





Jule Huffman — as “Mr. Cartoon” — attracted big crowds at the Charleston Sternwheel Regatta and in Pike County Ohio.



Mr. Cartoon: Jule Huffman

Although Jule Huffman was the “second” Mr. Cartoon, he is the one most people remember. Jule took over the role in 1969 and stayed for exactly 25 years (his retirement was delayed so he could reach that milestone).

From 1969 through 1995, Mr. Cartoon was an afternoon fixture on WSAZ, and the program attracted a live audience of people from throughout the region. Today, many adults who grew up in the Huntington-Charleston area still have stories of when they visited the show.

The program was a ratings success as well. One survey period, the show had a 68% share of audience, and was ranked 20th among all shows, including prime-time programming.

Jule looks back and remembers: “I didn’t teach school, but I tried to get in a lesson every day: learn to swim, learn when to say ‘no,’ brush your teeth...”

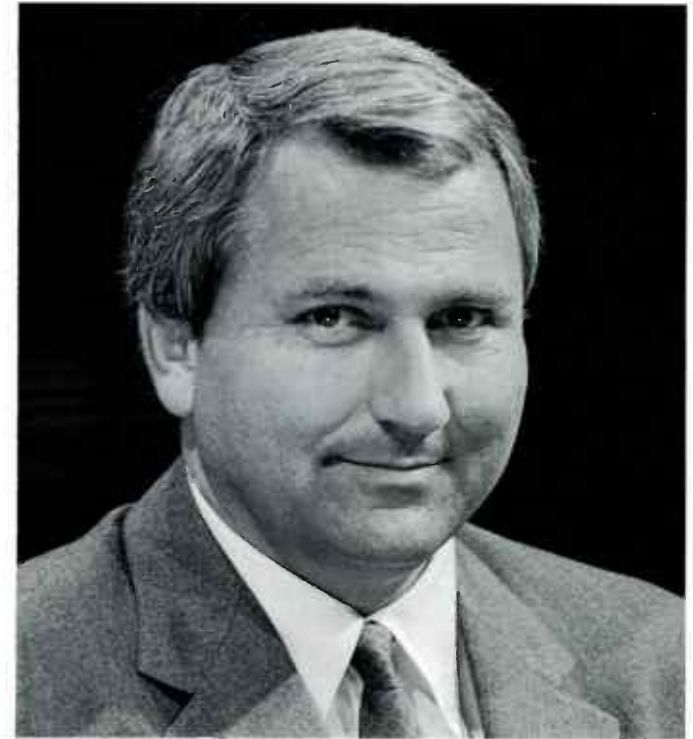
Every weekday, between 25 and 75 kids came to the set. According to Jule “the kids were the show.”



Bob Bowen



Craig Cheatham



Bob Brunner

Kathy Brown

Jeff Atkinson



Kathy Young



Tom Zizka



Bill Cummings



Jim Reader, Sheila Gray, and Bob Smith

Nita Wiggins



Tim Tooten





First at 5:00 was the first 5 o'clock pm newscast in the market.
The original anchors were Melanie Shafer and Kevin Doran.

Sherri Jackson



Kevin Nathan



Kerry Garnett



Tim Waller



Tom Riley



Capital City News

Where *Your* News Comes First.



During the summer of 1995, WSAZ achieved another technological first. The station became the first in the nation with the ability to deliver different news programs to the same market at the same time.

WSAZ added a low-power transmitter in the Kanawha Valley and secured the cooperation of cable companies within that area to accomplish a unique programming breakthrough. Viewers in the Kanawha Valley received a separate signal from the WSAZ Charleston studios, which was tailored specifically for the Charleston area viewer.

In late January 1996, that newscast became WSAZ's Capital City News. Not only was the content focused on the Kanawha Valley, but the news was re-branded and marketing efforts could be better focused. WSAZ's rich history of providing viewers with relevant information was taken a step further.

Kathy Brown and Mark Finneran interview a Charleston fireman during a fund-raiser event to purchase new equipment. More than \$26,000 was raised in just 4 hours.



As this book goes to press, NBC is the nation's leading network, and we have just seen the final episode of *Seinfeld*, one of the most popular programs in TV history. In addition, NBC has top-rated shows such as *ER*, *Frasier*, *Friends*, *Third Rock From the Sun*, *Mad About You*, as well as the long-running *Today* and *Tonight* shows — plus the top-rated *NBC Nightly News* with Tom Brokaw.



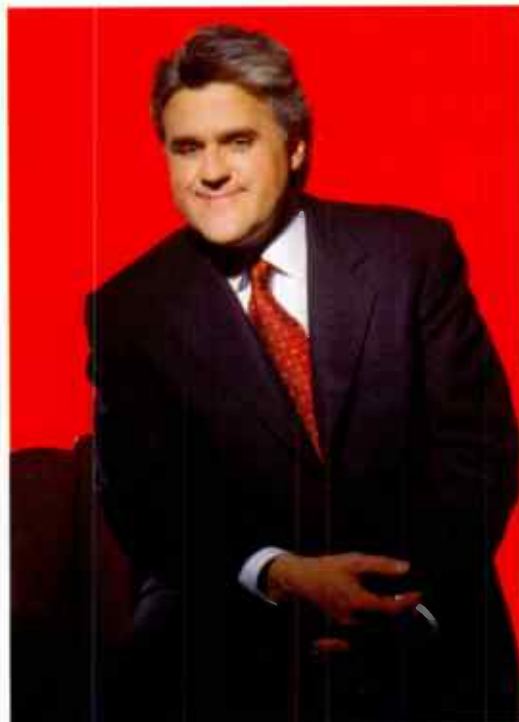
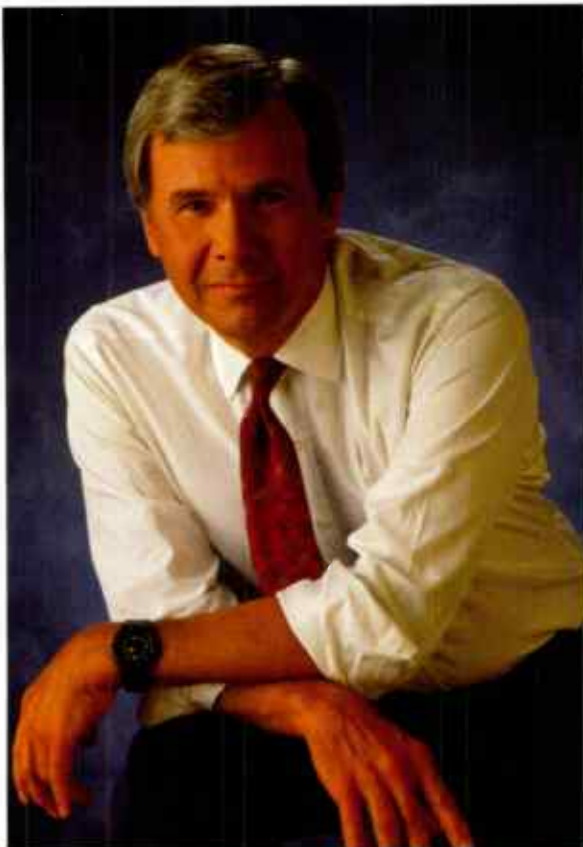


Seinfeld



When *Seinfeld* went off the air in the spring of 1998, it was the number one show on TV, and many articles talked about the NBC "franchise" time slot of 9:00 pm on Thursdays. (*Cheers* had been the previous occupant of the block.) There was much debate about which program would inherit *Seinfeld's* "golden" time period. (*Frasier* was chosen.)

However, Thursday at 9:00 pm was not always the place for top shows. Shows which have run on NBC at 9:00 pm on Thursdays include: *We Got it Made*, *Diff'rent Strokes*, *NBC Thursday Movie*, *Quincy, M.E.*, *Man from Atlantis*, *NBC's Best Sellers*, *Ellery Queen*, *Ironside*, *Nichols*, *Star Trek*, *Laredo*, *Dr. Kildare*, *Bachelor Father*, *Staccato*, *Behind Closed Doors*, *People's Choice*, *Dragnet*, *Gangbusters*, *Ford Festival*, *Kay Kyser's Kollege of Musical Knowledge*, *Fireball Fun for All*, and *Gulf Road Show with Bob Smith*.



So far, this book has shown a lot of details about the history of WSAZ television. The photos covering the station's first 50 years have probably brought back a lot of memories to you.

At WSAZ, we are proud of the past, but are equally excited about our future. For 50 years, this station has been an innovator in broadcasting, and that carries with it a large responsibility to the people we serve.

When the station first went on the air in 1949, the picture on the screen was often "snowy." Today, we are on the edge of new television technology — digital broadcasting.

As we plan for the future, we do so with the realization that everything we do is to provide better broadcasting service to the people who watch WSAZ television.

We hope you have enjoyed this look into the past of WSAZ.

Best wishes,

A handwritten signature in black ink that reads "Don Ray". The signature is written in a cursive style with a large, looping "D" and "R".

Don Ray
General Manager, WSAZ

The WSAZ Weather Team, Scott Sabol, Melissa Marsh
Deborah Cramer, and Tony Cavalier.



The WSAZ news department has nearly 50 employees, and accounts for over 18 hours of programming each week.

Some of the faces you currently see on WSAZ are shown on the next three pages.

Bill Murray



Kathy Brown



Mike Goins



Matt Sheppard



Rob Johnson



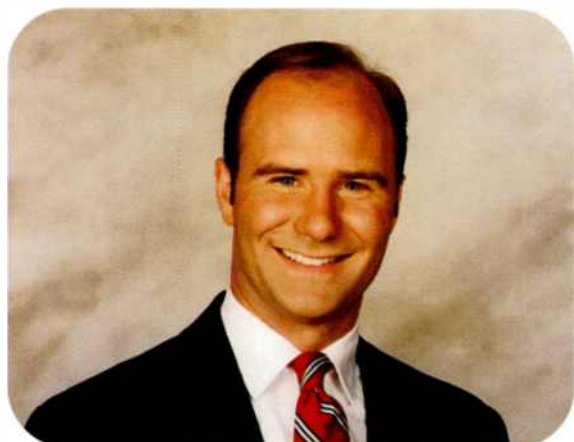
Ari Hait



Penny Moss



Dave Benton



Randy Yohe





The current billboard promoting the "front four" of WSAZ: Tony Cavalier, Tim Irr, Sheila Gray and Keith Morehouse.



It started with a dream, an idea. And on October 15, 1949 it became a reality. A handful of homes with television receivers picked up the first signal broadcast over WSAZ television, and our world changed forever.

Over the years, we have all experienced many things: the Korean war, the civil rights movement, the assassination of a president, Vietnam, and hundreds of smaller, more personal events that shape a nation and its people.

All the while, WSAZ has been there, to provide the entertainment, the news, and, very often, small glimpses into the lives of the people who make our region a special place.

It's been an interesting fifty years. We are proud to have had the opportunity to serve you. We look forward to the next fifty years.



Another WSAZ first — a mobile broadcast unit capable of transmitting state of the art digital signal, on display in Las Vegas before a national audience of broadcasters.



Another look at the future of communications: wsaz.com.

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