

**WMAR-TV**



# **FIFTH** **ANNIVERSARY**

**SUNPAPERS TELEVISION**  
**BALTIMORE • MARYLAND**



**FIVE YEARS OF TV SERVICE TO MARYLAND**



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# FIVE YEAR

★ WMAR-TV was the first commercial television station in Maryland.

★ WMAR-TV was the nation's first TV station to outstrip radio in delivering the largest evening broadcast audience in its market (C. E. Hooper—December 1949, January 1950).

★ WMAR-TV was the first television station in Maryland with regularly scheduled religious, educational, children's and forum type public service programs.

★ WMAR-TV was the first television station in Maryland to televise direct pick-ups of football, racing, regattas, swimming meets, basketball, lacrosse, baseball, boxing, tennis, soap-box derby, bowling, wrestling and golf.

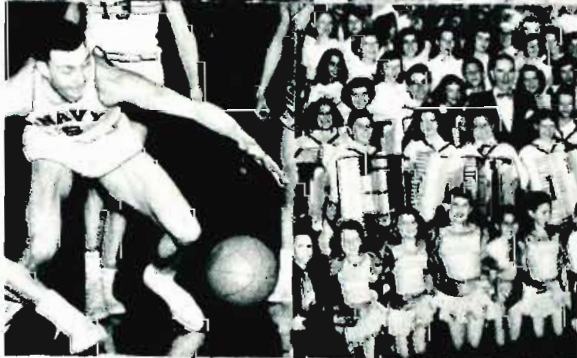
★ WMAR-TV was the first television station in Maryland to originate programs on the United Nations, price controls and public health.



*First with daily newsreel.*



*First and only with 2 mobile units.*



*First to telecast five remotes on one day.*



*First in Maryland to telecast a program in color.*



*First and only with full film production facilities.*

*irsts*

Five years of service to the Baltimore community have been achieved by WMAR-TV since its birth October 27, 1947. Then, there were 1,600 television sets in the area; today there are more than 422,000. On that first clear fall day of operation, WMAR-TV performed its first remote telecast,—the races from Pimlico. Today, more than 1,500 remote telecasts have been accomplished by *The Sunpapers* television outlet.



## OUR FIRST YEAR

By the time the end of that first hectic year rolled around Baltimore boasted 22,020 TV sets and WMAR-TV had progressed considerably in program production. Pictured at right are five of many first year originations.

Top to bottom:

THE PLAYERS in a dramatic scene

The Navy-Duke football game

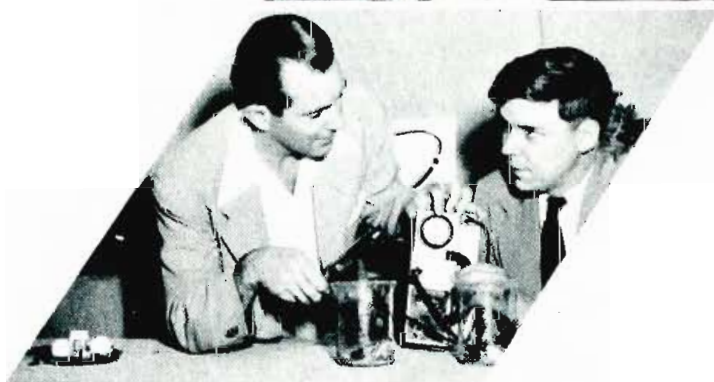
Horse racing from Pimlico

Quentin Reynolds on "We, The People"

The Baltimore City Council Hearing

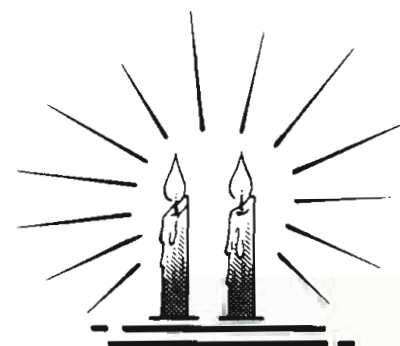


# OUR SECOND YEAR...

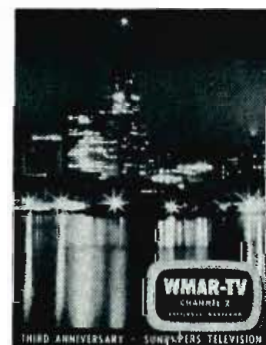


Sunpapers television celebrated its second anniversary on the air on October 27, 1949. Station logs had then recorded 5,087 hours of program broadcasts in the two years, plus an additional 2500 hours of test pattern.

The remote crews had been busy those years with a total of 536 away-from-home telecasts in the books by the time of birthday number two. And the Columbia Broadcasting System was then supplying one third of nearly 150 programs telecast each week.



Among the awards won by WMAR-TV during its second year were a Variety Club Award and a National Guard citation for service. The photographs, in line are: The National Guard award, a closed-circuit telecast of an operation at Sinai Hospital, T. Oliver Hughes with three of his popular "Collegians", one of the series of "Atomic Reports", an early "Johns Hopkins Science Review", and Jim McManus on an early "Sports Parade".



## OUR THIRD YEAR . . .

At top left, David V. Stickle and Ernest V. Baugh, Jr., are shown reporting the 1950 Maryland election. At top right is a scene from the Timonium State Fair at which WMAR-TV did a week of telecasting with the cast of "The Sports Parade". Back in November of 1949, WMAR-TV did one of television's first marathon benefits, an all-night video auction (lower left) for the "Firemen's Family Fund" to raise money for families of four firemen killed in line of duty. And at lower right, Judge Joseph Kolodny sits in judgment on another traffic case in WMAR-TV's noted "Court of Common Sense".



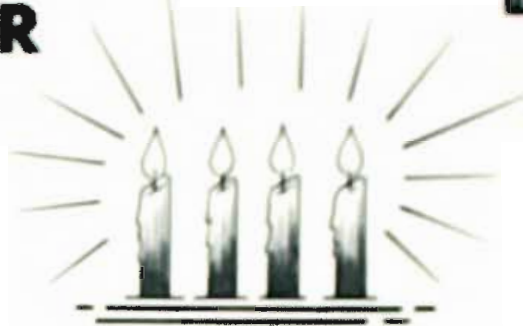
Three years under Channel 2's expanding belt now, and the third was a busy one. Nearly 300 more remote telecasts took WMAR-TV to Laurel Racetrack for the races, to the Chesapeake Bay for the Maryland Yacht Club regattas, to the new Friendship Airport, to the Timonium State Fair, and to Annapolis for Governor McKeldin's inauguration . . . just to name a few.

Citations came from the National Safety Council, *Variety* Magazine, the Baltimore Junior Association of Commerce, among others. At year's end some three quarters of a million viewers were tuning to Channel 2 on 222,186 television receivers in our primary coverage area.

**Now, after more than 1000 days of operation, we turn to Year Four . . . .**



# OUR FOURTH YEAR



Year Number Four saw more expansion at WMAR-TV. Outgrowing quarters which had served earlier needs, the station opened new studios in what had formerly been the newsrooms of *The Sun*.



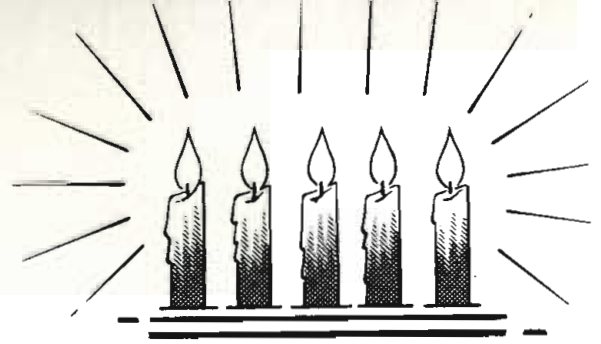
It was also a year in which Channel 2's viewers saw history unfold in the United Nations, in the Senate Crime investigation Committee hearings, and in the Japanese Peace Conference at San Francisco.

Studios are in full operation (top, left) with a wide range of programs including such timely reports as those of Julius Westheimer in his "UN in Review". On Christmas night of 1950, the cameras visited the new home of *The Sunpapers* as the Baltimore & Ohio Choral Clubs saluted the new structure's opening.

As in previous years, WMAR-TV's performers lined up solidly behind the city's Red Feather Drive (below) with Ann Mar, Polly Drummond and Bailey Goss all sporting the Community Chest's distinguishing symbol.







## and now **NOVEMBER '51** of our **FIFTH YEAR**

November was notable for the first West-East telecast of a boxing match via the new transcontinental microwave—a CBS feature. And, of course, Channel 2 had its Thanksgiving football—the traditional City-Poly classic from Memorial Stadium.

The month was notable, too, for Baltimore's first "Eisenhower-for-president" rally, pictured for viewers on The Sunpapers TV News. And on November 26, Secretary of the Navy Dan A. Kimball made his first official visit to the Naval Academy, and was recorded by the ubiquitous film cameras for "Hi, Maryland!"



The photograph at the top of the page was taken in Leghorn, Italy, where Marvin Ellin had flown to give away food in a "Democracy Block Party", based on his weekly "Block Party" program on WMAR-TV. On November 7, an exclusive report on Atomic Bomb explosions in the Nevada Desert (left, center) was shown on Channel 2. These films were flown to Baltimore to give eastern televiewers their first look at these tests. Next to it is a scene taken during the running of the 1951 Pimlico Special, always a pleasant event for WMAR-TV because its first "live" remote on the first day of program operations was the 1947 running of the same notable race.



## ...and during DECEMBER

When Baltimore's biggest manhunt ended Monday afternoon, December 17, with the capture of George Francis Ross, sought by 200 FBI agents and 1000 state and county police in the slaying of a Cleveland policeman, WMAR-TV's film cameramen caught the interrogation session minutes after the capture. Viewers saw pictures of the much hunted fugitive (lower left) on "The Sunpapers Television News" at 7 P.M. the night of the capture.

One week later, on Christmas Eve, WMAR-TV, in a complete change of pace, broadcast 2½ hours of Christmas services for the fourth straight year from Old St. Paul's Episcopal Church and the Catholic Cathedral. The services started at 11 P.M. and continued 'till 1:30 A.M..

Earlier, on December 2, "The Port That Built A City" had its premiere on Channel 2. In the center, below, Helen Delich and Bob Barber in "The Wheelhouse" for the weekly report on the nation's second-ranking Port.

And on December 9, WMAR-TV remote crews went to the Baltimore and Ohio coal pier for their part in Edward R. Murrow's network story of coal on "See It Now". Mr. Murrow traced the journey of coal from mines in Virginia, to Baltimore by train, and then, through WMAR-TV camera eyes, aboard ships to complete the trip.



of 1951



**and later in December . . .**

Christmas shoppers in 1951 had a bad time of it when "The Big Snow" brought the city to a chilly halt (above). Baltimore, with something under four inches of snow, was caught in a massive snarl with resultant traffic delays. For those who got home to their television sets that night, "The Sunpapers Television News" predicted a white Christmas!



The Christmas safety of Baltimoreans was of concern to "Your Family Doctor" in that month of December. The photograph at left depicts Robert Keller lecturing on the dangers of Christmas trees.

Marvin Ellin, shown in the lower left photo, took time out to see that the small patients of the James Lawrence Kernan Hospital for Crippled Children were not neglected by Santa Claus. It was a Walt Disney Christmas Party.



**FIVE YEARS OF TV SERVICE TO MARYLAND**

... and thus it



In line, to the right:

David Stickle, WMAR-TV news director, was named "Outstanding Young Man of 1951" by the Baltimore Junior Association of Commerce.

The fourth consecutive telecast of the Sunpapers Bowling Tournament . . . and Bailey Goss interviews the winners in the WMAR-TV studio.

Ed Kassan puts trenchant queries on his weekly show "The Big Question".

And, "National Amateur Time", starring Bailey Goss, celebrated its third anniversary. The record to date: some 700 hopefuls had been given the opportunity to be seen, more than 25 contestants had gone on to national appearances and more than \$60,000 in money and prizes had been given away.



**FIVE YEARS OF TV SERVICE TO MARYLAND**

# o JANUARY, 1952



A tip of the hat to the New Year of 1952, and WMAR-TV settled down for another twelve months of offering entertainment, instruction and information.

Another highlight of January TV was the special coverage by CBS of the United Nations General Assembly Session in Paris. It was the swiftest trans-oceanic sight-and-sound reporting in history. Within 24 hours of the convening of each of these meetings in Paris sound films were on America's television screens. The tightly edited, dramatic presentations spotlighted TV's potential as a magnificent medium of world communication.



**JANUARY 3**—Edmund Lowe plays *David Chase* in a new mystery series entitled "Front Page Detective."

**JANUARY 16**—Cameramen on "Dinner at the Sheraton-Belvedere" were most elegant in tails.

**JANUARY 23**—Michael V. DiSalle, then National Economic Price Stabilizer, here shown on an earlier program, commended WMAR-TV for outstanding service in promoting Office of Price Stabilization activities.

**JANUARY 23**—Jim Thorpe, all-time great football player, visited Bailey Goss on "The National Revue."



Above,  
Special film report  
of 8-alarm fire.



Typical scene of  
preparation for  
"The Eternal Lamp".



R. C. Thompson  
on "Comeback!"



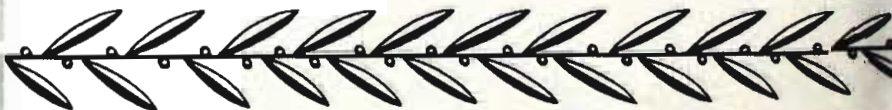
Polly Drummond in her "Curiosity Shop".

## ... and in FEBRU

February was a month of premieres on WMAR-TV. Some of the new programs making an initial bow during this Leap Year month were: "In the Money", "Meet The Champs", "Comeback!" and a new Alexander Korda film series on "The Gunther Premium Playhouse".

Leaving the schedule was "Prices and Your Pocketbook", after 33 consecutive weekly programs concerned with prices and price controls.

In a special, exclusive film report, WMAR-TV presented the story of an eight-alarm fire which razed the Baltimore Butchers' Abbatoir within an hour on February 7. Films of the fire were shown the same evening while the Franklin Street structure was still burning.



# MARY, 1952

Garry Moore drew Jerold C. Hoffberger, President of the National Brewing Company of Baltimore, conspiratorily off to one side during the special "Life with Bailey Goss" telecast over WMAR-TV on February 23.

"This Bailey Goss", he said to Bailey's sponsor, "can't last forever, you know. Now, I might be available if you're in the market. . . ."

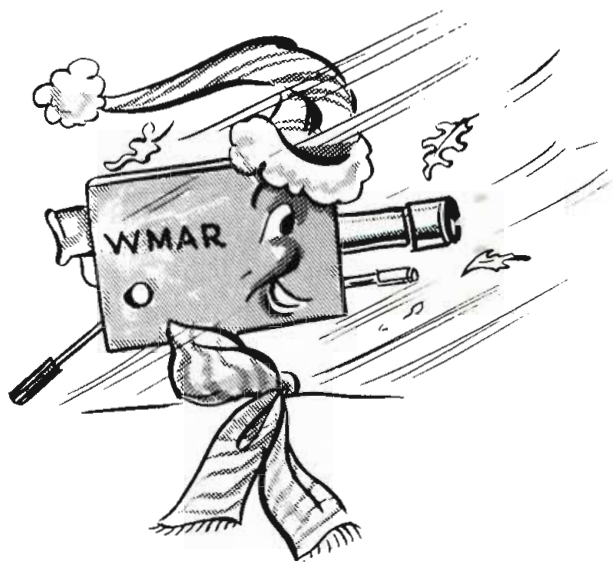
There was a good deal of nonsense of this sort and some deep sincerity in the "first in Baltimore" remote telecast from Bailey Goss' home that day. A rapidly flowing stream of guests greeted Bailey and his wife, Anne, and their two children, Roger and Rochelle. It was a warm, human program that used to its fullest the basic intimacy inherent in television. (Photos right.)

Bailey had been absent from his TV post for the past couple of weeks while recuperating from an operation. The public clamor for him was loud and long. Because he couldn't come to them, the cameras of WMAR-TV went right out to Pinebrush Road in a remote Baltimore suburb as a sort of special tribute to the "National Revue" star.

This day in February was history-making in another way; it was the first time four remotes in one day were accomplished in Baltimore television. The score by day's end: the Navy basketball game, the Goss remote, "The Collegians" from Greenspring Dairy and "National Amateur Time" from the Centre Theatre.



**FIVE YEARS OF TV SERVICE  
TO MARYLAND**



in  
**MARCH**  
of  
**1952**  
we saw



A scene from "The Sunpapers Television News" films of the grandstand collapse at the Sonja Henie Ice Revue, March 6, shows chaos and confusion.



**FIVE YEARS OF TV SERVICE TO MARYLAND**



## The Life-Blood of TV News Is The Fast-Breaking News Story

A graphic example of how television can cover fast-breaking news with immediacy and impact was scored on March 6 when WMAR-TV presented on-the-scene films and eye-witness accounts of the collapse of a grandstand section at the Sonja Henie Ice Revue.

Some 270 persons were hospitalized, thirty of them seriously injured.

First news of the event was flashed by WMAR-TV within minutes of the stand's collapse. And within less than three hours, WMAR-TV aired a film report of rescue work, removal of stretcher cases and frantic efforts of firemen to extricate the injured.

Eyewitness accounts by newspaper photographers covering the event were given before the WMAR-TV cameras with Harrison Eagles, WMAR-TV newsman, interviewing the newspapermen.

★ ★ ★ ★

Below, left to right:

Ed Sullivan on a special program with announcer Matt Thomas, March 5.

On March 22, WMAR-TV went to the Mad Hatters party of the Woman's Advertising Club of Baltimore. Charities benefited were the American Cancer Society and the Fund for Mentally Retarded and Handicapped Children.

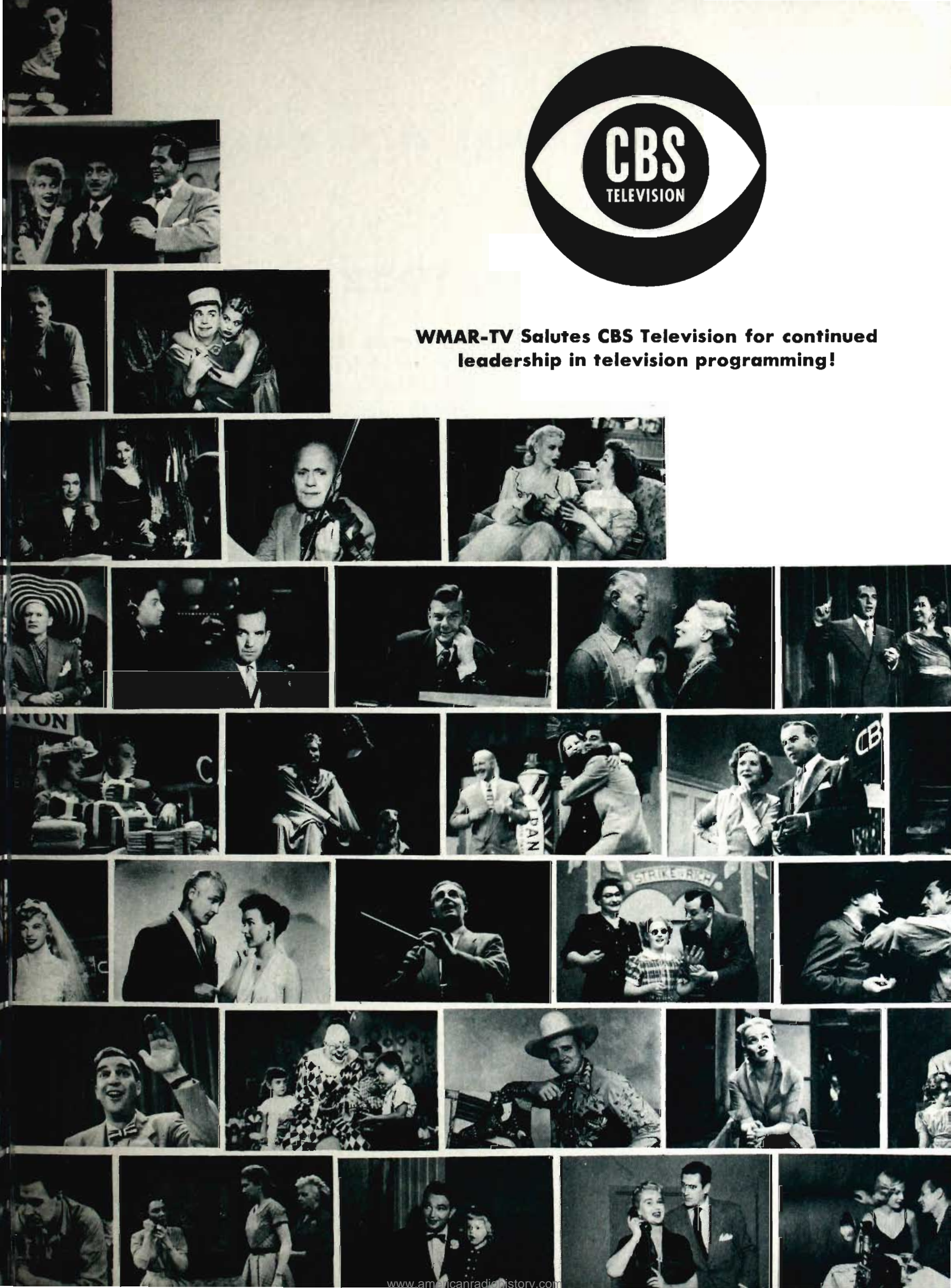
Bailey Goss received an award from Gil Hodges of "TV Guide" during a March telecast of "Wrestling from the Coliseum." It was the fourth consecutive year he had been chosen Baltimore's favorite sportscaster.







**WMAR-TV Salutes CBS Television for continued leadership in television programming!**





## ... APRIL, 1952

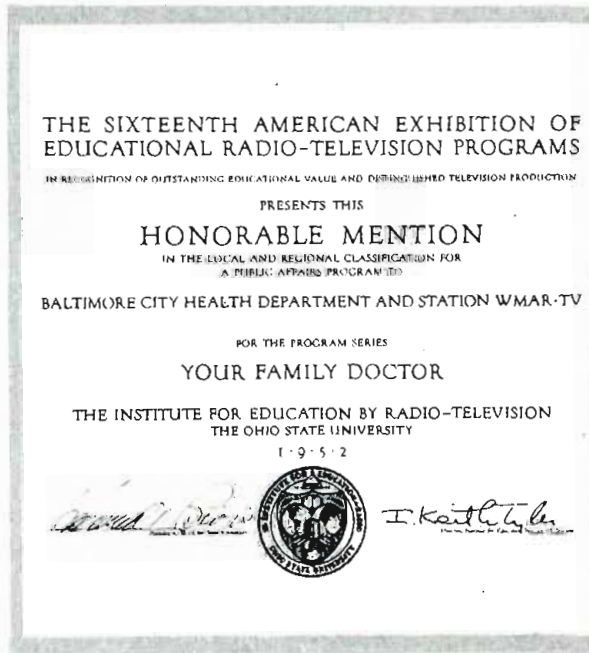
April Fool's Day in 1952 proved that youth is not entirely foolish. That day marked the initial appearance of Eleanor Johnson's "Youth Board." The weekly half-hour public service program was designed to present the opinions of youngsters in Baltimore schools.

And the community value of television as a medium for bringing vote-seekers before the voters was then being demonstrated.

In the twenty day period from April 15 to May 4, ten candidates delivered twenty-four speeches in a total air-time of four hours and five minutes.

When Baltimoreans went to the primary polls on May 5 they were unusually well acquainted with the candidates.

Also of note in April was the Honorable Mention won by the veteran TV program "Your Family Doctor". It was awarded in the national competition conducted by Ohio State University's 16th American Exhibition of Educational Radio and Television Programs.



Bailey Goss and Joe Laurie, Jr. discuss the latter's best-seller "Show Biz" on "The National Revue".

Honorable Mention won by "Your Family Doctor" from Ohio State University.

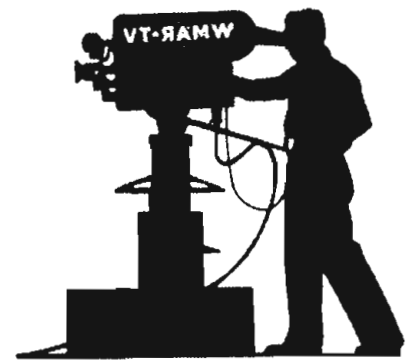
Mrs. Richard Clopper passes "Thrifty Pound Cake" to members of "The Woman's Angle" crew.



# FIVE YEARS OF TV SERVICE TO MARYLAND

## HOPE SPRINGS ETERNAL . . .

Chuck Thompson and a Baltimore Oriole Baseball player clasp hands for luck as minor league baseball gets underway. WMAR-TV televised Oriole home games for the fifth consecutive year.



"Six Bells", the public service program concerned with safety, navigation and sailing on the Chesapeake, was one year old on April 30. Commander Bill Matthews lit a candle on a giant bell-shaped cake. A letter of commendation for promoting water safety was read, addressed to WMAR-TV and Commander Matthews. And Mr. E. K. Jett, representing WMAR-TV, received a commendation from the U. S. Power Squadron.

Mr. Jett and Commander Matthews pose with the citation, at right.





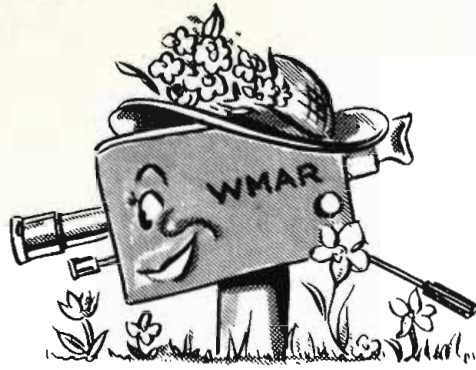
... and then came



**FIVE YEARS OF TV  
SERVICE TO  
MARYLAND . . .**



# MAY, 1952 —



And May 5th was Primary Election day in Baltimore.

Maryland's most hotly contested primary election in years was given full coverage by WMAR-TV.

Election experts from *The Sunpapers* editorial group analyzed returns throughout that early-May evening.

Full tabulation of Baltimore City's voting-machine totals were obtained directly from *The Sunpapers'* accounting department. Because a court decision outlawed write-ins, machine totals were adequate and hand-tallies unnecessary.

Ernest V. Baugh, Jr., editorialist and political expert of *The Sun*, and David Stickle, of the WMAR-TV staff, served in the capacity of on-camera reporters with Richard Q. "Moco" Yardley, *Sunpapers* cartoonist, at his drawing board. WMAR-TV's main studio, in the center of Baltimore City, was transformed into a giant tabulation center with scoreboards containing the names of the more than sixty candidates then competing for elective offices.

The photographs on these two pages run the gamut from primary election coverage (upper left) to a winner for chocolate cake-cookies on Ann Mar's "Woman's Angle" (lower right).

In between are pictured, in order: a remote telecast of the Mock Political Convention at Polytechnic Institute, Mr. R. C. Thompson whose "Comeback!" won an award from the National Rehabilitation Society, Ann Mar with Meat-Slicer Extraordinary Augie Ring, and a typical telecast of the popular "Homemakers' Roundup" with Florence Neely.

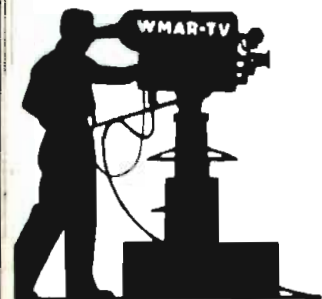




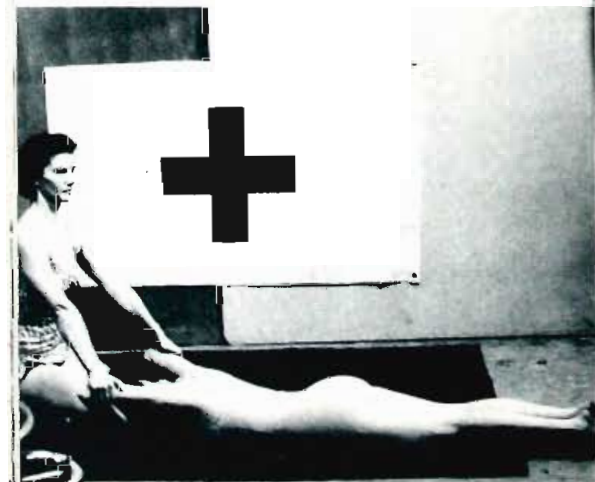
**PRESS CONFERENCE WITH GEN. WEDEMEYER**

General Albert Wedemeyer came to the WMAR-TV studios June 27 for an on-air press conference with newsmen. The General spoke mostly of the Far East.

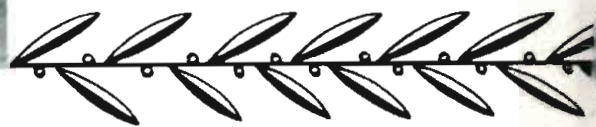
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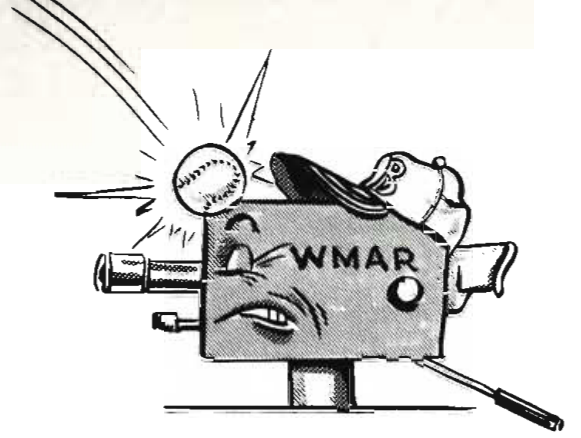
3



**FIVE YEARS OF TV**



## ... and during JUNE, 1952



**JUNE 1**—Dr. Clifton Perkins, Director of Maryland Mental Hospitals, was the guest on "The Big Question" to discuss "What Can We Do For Our Handicapped Children?"

**JUNE 5**—(Photo # 1) The crash of two fire engines at the Birthday Cake at Johns Hopkins campus entrance was shown on "The Sunpapers Television News."

**JUNE 7**—(Photo # 2) One thousand youngsters attended the third annual televised National Children's Day Television Party. Bailey Goss was host.

**JUNE 8**—On "The Eternal Lamp" Harry Greenstein, Executive Director of the Associated Jewish Charities, presented the Bar Mitzvah group of the Beth Jacob Congregation.

**JUNE 15**—The remote cameras were again in Memorial Stadium, this time for the game between the Orioles and Bisons.

**JUNE 17**—Eleanor Johnson's "Youth Board" closed shop for the summer.

**JUNE 22**—"The Church Visible" showed a film of the work being done by Catholic Missionaries in Africa.

**JUNE 24**—"Out of the Shadows" was the title of a public service program offering a discussion of the work and plans of the Mental Hygiene Society.

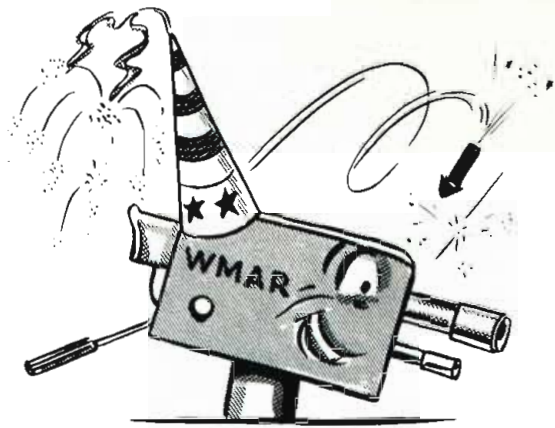
**JUNE 26**—The arrival of Maryland's ROTC for training at Fort Meade on "Hi, Maryland!"

**JUNE 28**—(Photo # 3) "Your Family Doctor" turned to "Swimming Safety" and a demonstration of the new method of artificial respiration.

**Below \*\*\*** Reverend C. C. Meeden inaugurated "The Pastor's Study", a program in which the spiritually troubled speak with the minister by telephone.



SERVICE TO MARYLAND



# ...then, there was **JULY, 1952**—

## JULY IS THE MONTH OF THE SOAP BOX DERBY

Baltimore had its fourth annual Soap Box Derby on July 19 with three hours of telecasting from the course on Hillen Road. Commentators were Bob Barber and David Stickle.

In the photograph below, the winner, youthful Ray Harris, excitedly busses his Mother as the WMAR-TV camera looks on.

At the bottom of the page, the take-off of 1952's race is recorded.



At right, a typical scene during the Democratic National Convention.



**FIVE YEARS OF TV SERV**



## **The Chesapeake Bay Bridge Dedicated on Television**

In one of the most ambitious single remote telecasts ever undertaken by WMAR-TV, the Opening of the Chesapeake Bay Bridge, Maryland's most ambitious construction project, was beamed to tens of thousands of television homes on July 30, from 10:30 A. M. to 12:30 P. M.

The technical statistics of the remote read like an engineer's "Believe It Or Not." WMAR-TV employed twelve engineers and two remote units, with six microphones and five television cameras. The distance between the two farthest television cameras was almost two miles. Employing a Zoomar and a 40-inch Reflector as part of the twenty lens equipment, WMAR-TV showed the complete east to west  $4\frac{1}{4}$  mile sweep of the span. From a vantage point on the bridge itself, Marylanders were able to see Annapolis, Steelton, Tolchester, Kent Island, Sparrows Point and the Baltimore Skyline through the eyes of a TV Camera.

Handling commentary on this historic pickup were David Stickle and George Rogers.

## **And July '52 was the month of the Republican and Democratic Conventions**

According to HOOPER measurements conducted during the first two days of the Republican and Democratic Conventions *when all three Baltimore TV stations were carrying these events:*

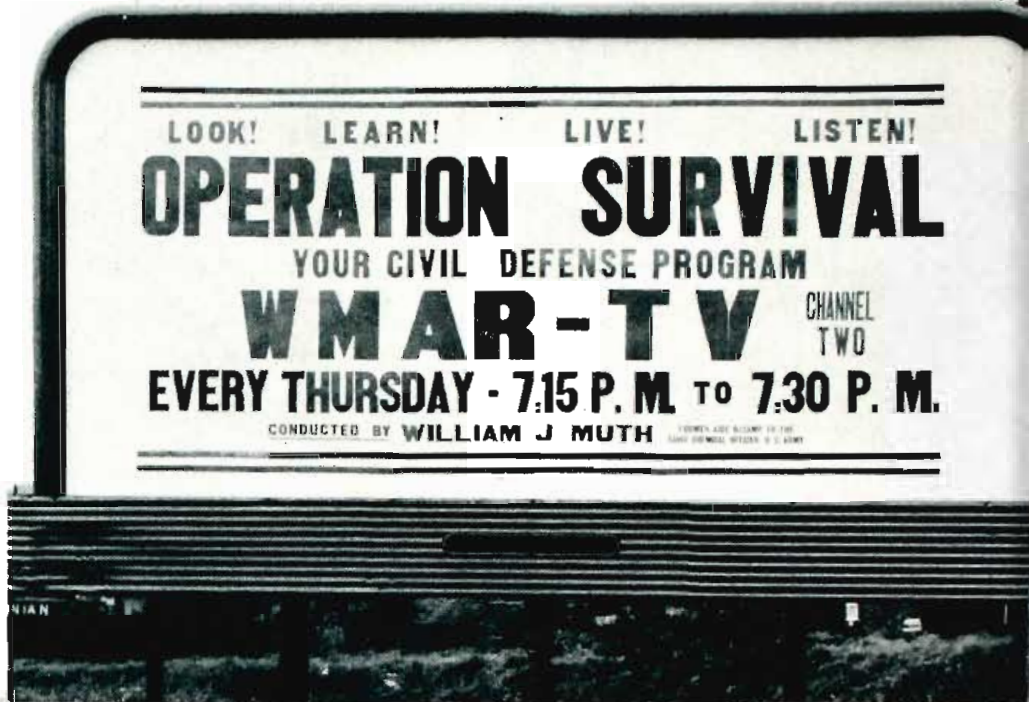
<i>Republican Convention</i>	<i>WMAR-TV</i>
afternoon . . . . .	46.2% Share of Audience
night . . . . .	61.8% Share of Audience
<i>Democratic Convention</i>	
afternoon . . . . .	50.9% Share of Audience
night . . . . .	48.1% Share of Audience

**WE TO MARYLAND**



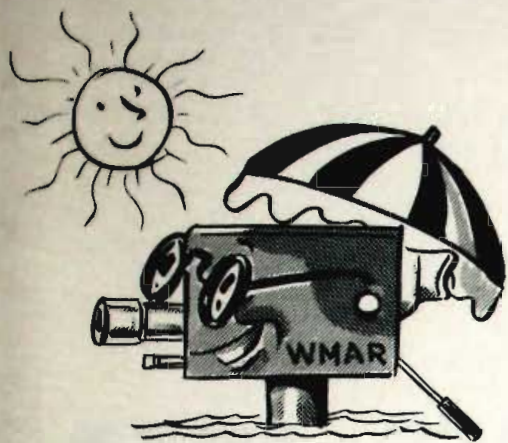
At left, Chuck Thompson and John MacLean saw the baseball season drawing to a close on Channel 2, with the Baltimore Orioles still fighting toward the league playoffs.

Below is one of the many billboards around town which announce the new "Operation Survival" program on WMAR-TV.



FIVE YEARS OF TV SER





**... after  
July  
naturally  
follows  
AUGUST  
1952**

**CE TO MARYLAND**



**August was a month in which local stars were in the spotlight**

**AUGUST 1**—The remote cameras of WMAR-TV again went to the Baltimore Raceway for a 10:30 P. M. telecast with Bailey Goss.

**AUGUST 3**—(Photo 1) Sister Marie Charles was a return guest on "The Church Visible."

**AUGUST 5**—"Hillbilly Pickin' Time" was the newest remote on the station from a nightclub in Baltimore.

**AUGUST 10**—Dr. Hugo Weisgall, Composer and lecturer on music at the Johns Hopkins University, discussed "Is Baltimore A Culturally Backward City?" on Ed Kassin's "Big Question."

**AUGUST 11**—(Photo 2) Matt Thomas continued as Bailey Goss' able assistant on "The National Revue".

**AUGUST 12**—Henry H. Fowler, Administrator for the Defense Production Administration, reported on the effects of the protracted steel strike.

**AUGUST 13**—(Photo 3) George Rogers gave away some 100 prizes on "Block Party".

**AUGUST 16**—The King of Iraq paid a courtesy call to the Naval Academy, with his visit filmed for the Sunpapers TV News.

**AUGUST 18**—The "Cleanup Charlie Campaign" in Baltimore, designed to teach the need of a clean city, climaxed its annual efforts with a picnic, filmed on "Hi, Maryland!"

**AUGUST 22**—(Photo 4) Jim Wetzel, as "The Western Kid", gave away another bicycle on "The Early Show" ("Boots and Saddles").



## ...and finally **SEPTEMBER, 1952**

***The Last Month of the Summer of 1952  
was Another Month of New Shows***

Debuting on Channel 2 were such offerings as:

“Washington Spotlight” with Marquis Childs

“Football This Week” with Norman Sper

“Anything Can Happen” with Len Hall

“Face To Face” with Ernest V. Baugh, Jr.

“Report To The People”

and

“Death Valley Days”.

As the close of WMAR-TV's fifth year drew near, more than 1,500 remote telecasts had been recorded in station ledgers and more than 410,000 television receivers were operating in the Baltimore market.

*The news of the world, of the nation and of the Chesapeake Basin is the daily province of Harrison Eagles, Sunpapers Television Newscaster, who in September enjoyed the largest TV audience in Maryland for news programs of local origination.*



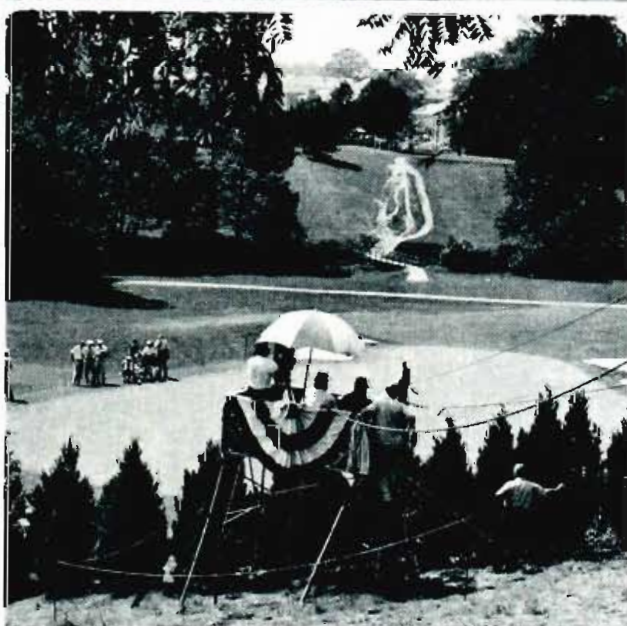
**FIVE YEARS OF TV SERVICE TO MARYLAND**

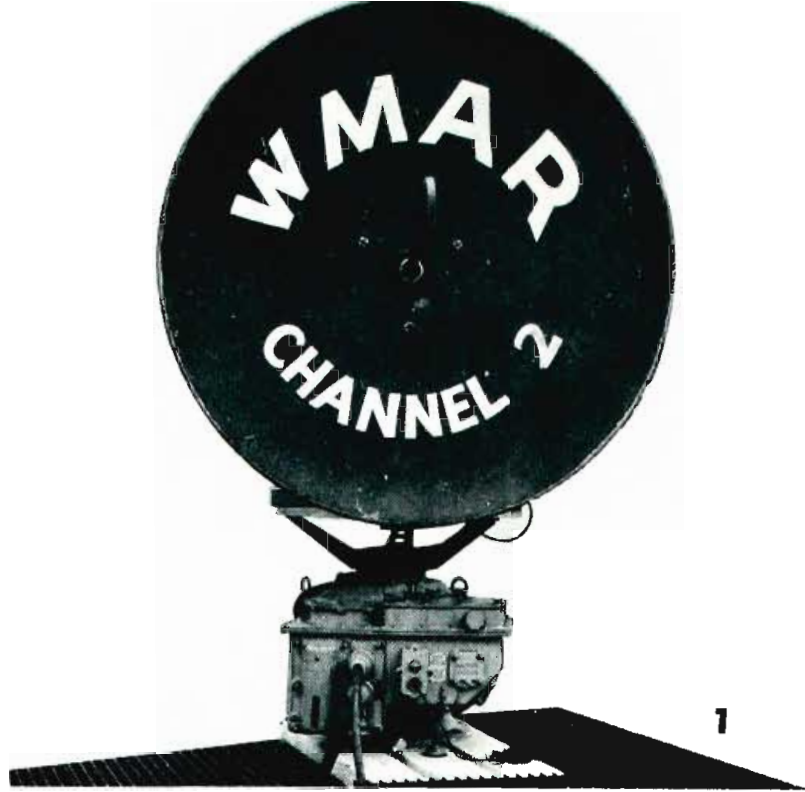
The third annual Eastern Open Golf Tournament, which is brought to Baltimore each year by *The Sunpapers*, was played at Mt. Pleasant. The final rounds on September 13 and 14 were the occasions for WMAR-TV's 1,514th and 1,516th remote telecasts—and it was the third year these final rounds were shown Channel 2's viewers.

The 1952 tournament boasted one of the finest fields of touring professionals of that summer, with 132 professionals and amateurs entered. Heading the list were such stand-outs as Cary Middlecoff, defending champion, Sammy Snead, Jim Ferrier, Julius Boros, Jerry Barber, Jim Turnesa and Lawson Little. Slammin' Sammy walked off with the laurels with a record-breaking score of 275 for four rounds.

WMAR-TV cameras were perched on towers at the 9th green, the 17th green and the 18th green. Those who had watched the tournament both on television and at the course were loud in their praise of the superior coverage achieved by the telecasts.

Behind the repertorial microphones were Julius Westheimer, Matt Thomas, David Stickle and George Rogers.





## WMAR-TV'S MODE

The story of WMAR-TV is to a large extent, the story of its facilities. The news coverage of the Sonja Henie Ice Revue disaster is the story of film cameras and cameramen and film processing equipment; the excitement of a baseball or golf telecast is the story of remote crews and electronic cameras; the realism of a studio "antique shop" is the magic of the scenery shop . . . in essence, the story of that picture on your TV screen is a story of all the men and technical equipment that go to make up Baltimore's pioneer television station, WMAR-TV.

A fast tour of WMAR-TV might start you up at the top of the Mathieson Building, 591 feet above the street. There, it is possible to see the microwave dish (Photo 1) which picks up incoming signals from the roving remote trucks. Then, into the penthouse for a look at the powerful transmitter. (Photo 2).

A block away, on the fourth floor of the old Sun Building, you'd be ushered into the offices and studios of the station. You might find producers at work in the control rooms (Photo 3) and sound projectors being loaded for a film showing on one of the popular motion picture programs. (Photo 4).

Off in the film editing department (Photo 5) you discover yet another reel being timed and cut.

And then there's the "magical" properties room where furniture is built and sets are created and constructed, shown in Photo 6.

As you leave the home of Channel 2 you are very likely to pass by one of the long, blue remote busses . . . back from a job or just starting out. (Photo 7).

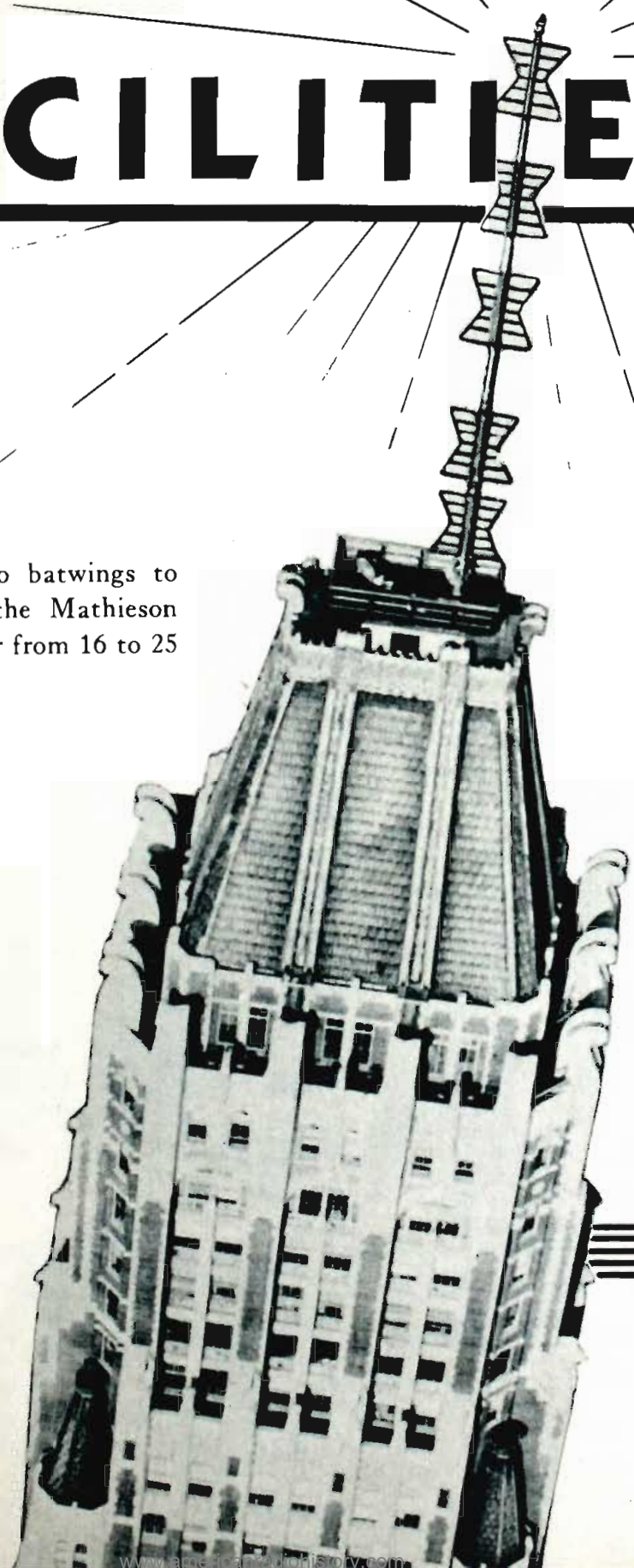
And you are very likely to conclude, with us, that facilities play a major role in television operation.

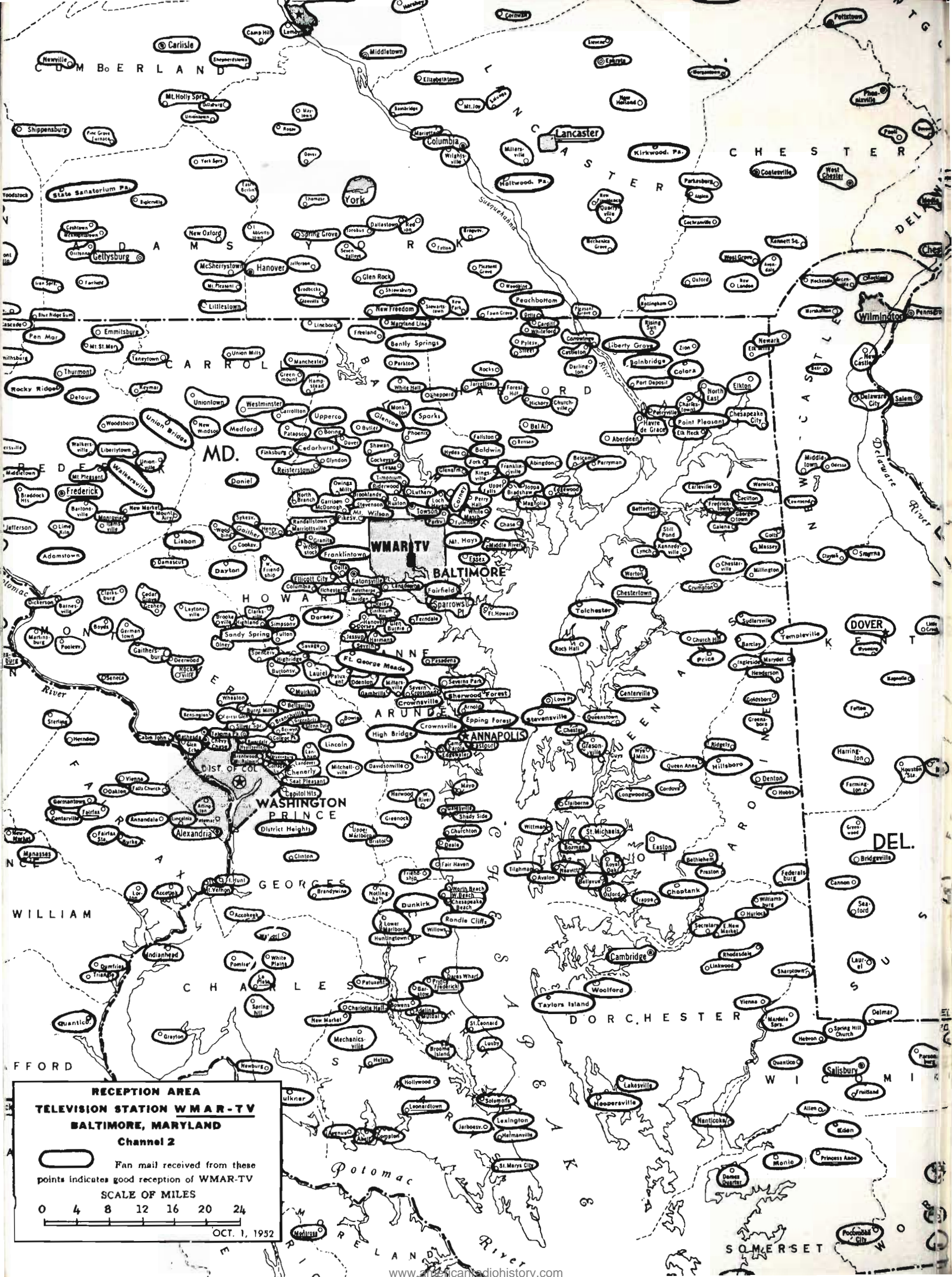


1952

# FACILITIES.....

The recent addition of two batwings to WMAR-TV's antenna atop the Mathieson Building, raises radiated power from 16 to 25 kilowatts.





**RECEPTION AREA**  
**TELEVISION STATION WMAR-TV**  
**BALTIMORE, MARYLAND**  
**Channel 2**

○ Fan mail received from these points indicates good reception of WMAR-TV

**SCALE OF MILES**  
 0 4 8 12 16 20 24

OCT. 1, 1952

# Baltimore is a growing TV market



● Baltimore today ranks second in the nation for television set saturation of a market.

An increase of 29.9 percent over last year's total has raised the October 1, 1952, figure to 422,253 sets in the Baltimore area. It is estimated that over one-half million sets will be in use by this time next year.

# THE SUNPAPERS OF BALTIMORE

The Sunpapers of Baltimore, Maryland, were established in 1837 and have been in continuous publication ever since, passing through five wars and one major conflagration without missing a single scheduled edition.

The new Sun Building, pictured below, occupies the site of the old Calvert Station, one of Baltimore's famous landmarks. The property has an area of more than five acres and lies on the edge of the business heart of the city.

Everything In Baltimore Revolves Around *The Sun*



## WMAR-TV SUNPAPERS TELEVISION

Represented by THE KATZ AGENCY, INC.  
TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Published by: WMAR-TV, Sunpapers Television in Baltimore

Licensee: The A. S. Abell Company; Studios: Old Sun Building; Transmitter: Mathieson Building; Telephone: Mulberry 5670; Technical Facilities: Channel No. 2 (54-60 mc). Visual power, 25 kw. Aural power, 12.5 kw. Antenna height, 405 ft. above coverage terrain, 591 ft. above ground. Network Affiliation: The Columbia Broadcasting System (TV); Newspaper Affiliation: BALTIMORE

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