

PROGRAMS  
AND NEWS

**WMAR-TV**

SUNPAPERS TELEVISION

BALTIMORE 3, MD.

**NEW TOWER ISSUE**

channel

*Television  
opics*

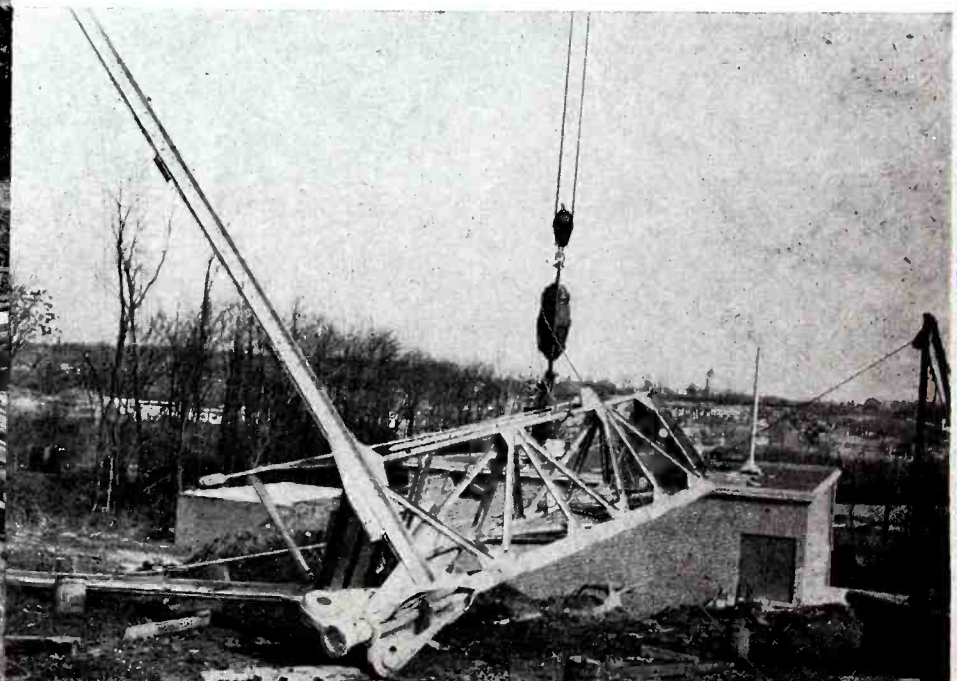
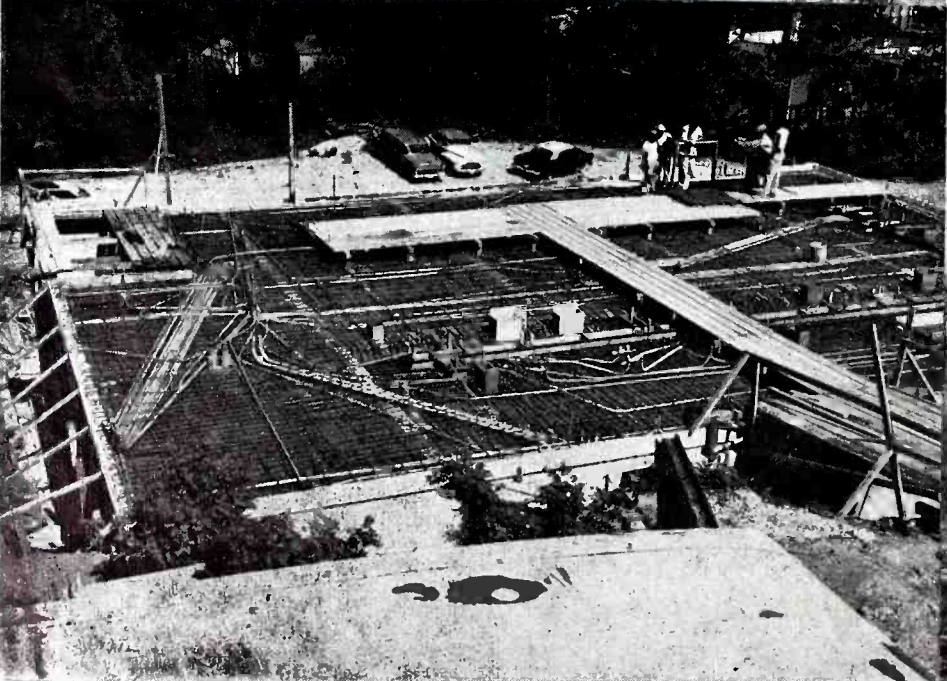
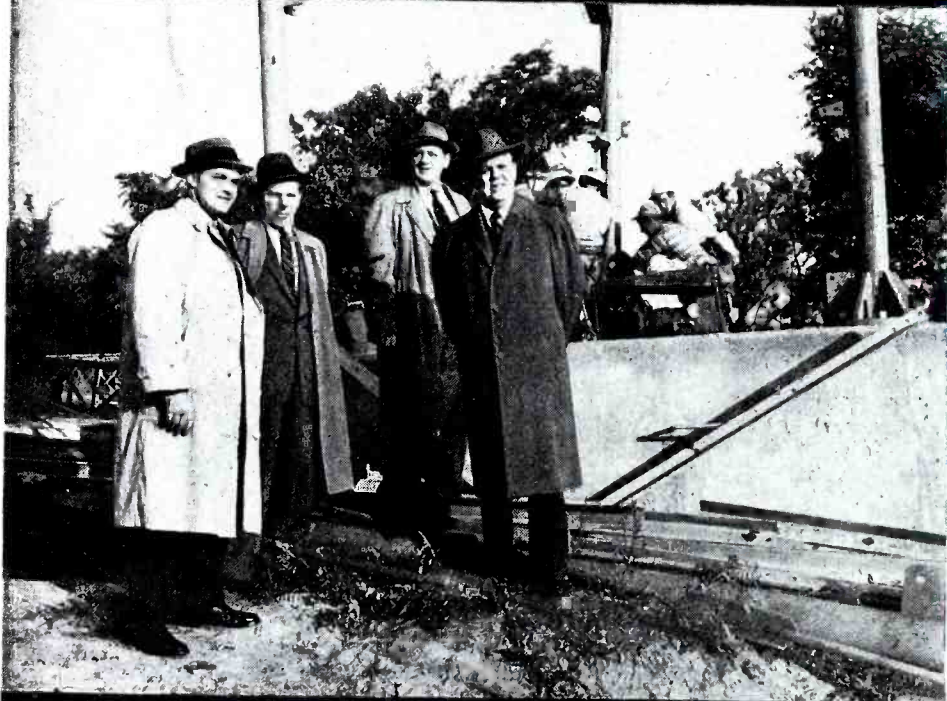
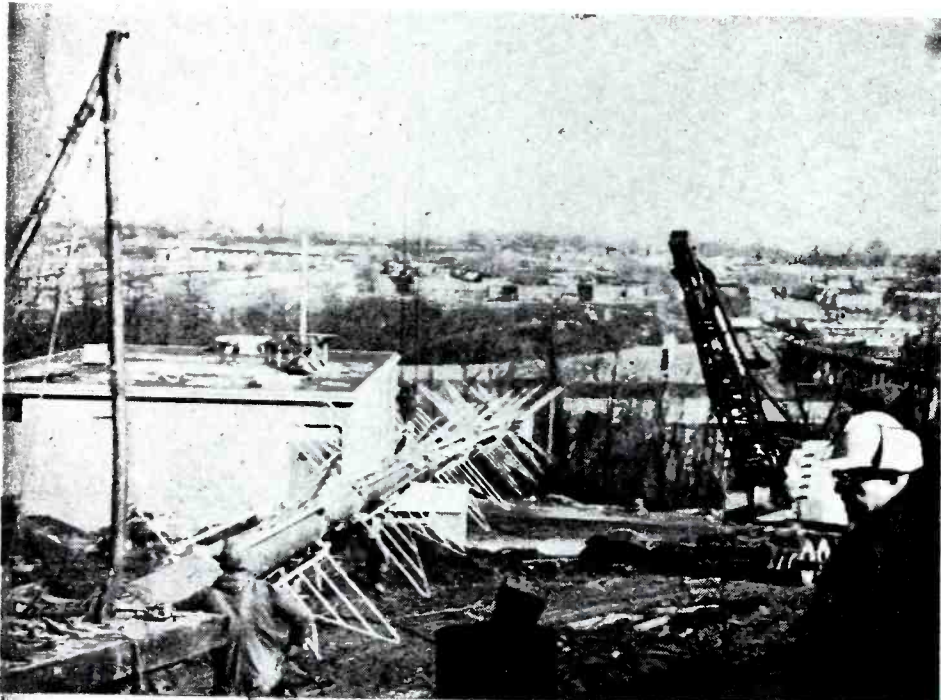
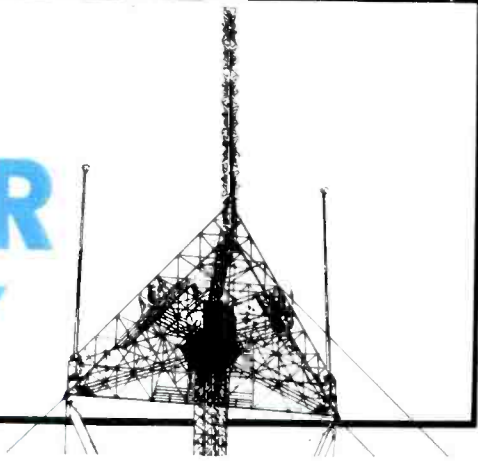


**ANNOUNCING: AMERICA'S NEWEST TELEVISION TOWER**

**1049  
Feet  
Above  
Sea  
Level**

WMAR-TV

# THE TOWER STORY



Baltimore's new multi-tipped Television tower, which has put a remarkable new characteristic into the city's skyline, is unique in many ways.

It was born of the desire of Baltimore's TV broadcasters to give the clearest possible pictures (as well as the best possible programs) to the greatest possible number of people. And in this desire to enlarge their coverage and improve reception, Baltimore's broadcasters soon discovered they could accomplish their objective most effectively and most practically by combining efforts.

The result is a unique tower which supports more than 30 tons of antennas that lift their glittering tips 1,049 feet above the Chesapeake Bay. This structure, called a "candelabra" for obvious reasons, is the first to hold the broadcast equipment of three stations, and is only the second of its kind in the world.

It was a long time arriving. Plans began to be formulated nearly five years ago, and there was a lot of preliminary detail to be settled before the first spadeful of earth was moved for its base.

Permission for its construction had to be sought from several Federal agencies, as well as from the Baltimore City Council and city bureaus. Tower design was a tough problem. Location was a problem. And after it was decided to put it on Television Hill, the near proximity of a rock quarry where blasting is done frequently caused a few more gray hairs until the words "earthquake-proof" were added to the specifications.

Then one of the three participating stations was sold to new owners, and they had to be acquainted with the objectives of the three-way project. But the planning went along steadily, and the digging began in August, 1958.

Four great holes were dug, one

for the base and three as anchors for the supporting guy cables; forms were made and the construction began. That first day of actual building was a real triumph of logistics. Pre-mixed concrete was used—the kind that is kneaded into proper consistency by the revolving body of a big, heavy truck. The day of delivery began at 5 a. m. Every six minutes another truck arrived and dumped its soggy cargo into the gaping forms.

At noon, 70 loads had been delivered, but the parade did not slow down. By 3 p. m. another 30 loads, by 6 p. m. the total was 130 truckful. Still the big vehicles came . . . one every six minutes.

Finally at 8 p. m. the last load slithered from its revolving transport, and the concrete-men began smoothing up the base that supports nearly 600 tons of high-strength steel members and guy wires.

The concrete base is over 20 feet thick. Its bottom is a hexagon—six sided—and it slopes upward to a triangular top that is 15 feet along each side of the triangle. The concrete anchors for guy wires are 16 feet deep, are square and 33 feet along each side. All this concrete added up to 2,250 tons.

Starting from the concrete base, the steel went up smoothly beginning early last October, and in just over 100 days it touched "ceiling height"—730 feet above ground, 750 feet above average terrain, or 1,049 feet above near sea-level.

WMAR-TV's new transmitter-house is a handsome brick-and-glass structure, with garage space for the two big Channel Two mobile units below the transmitter room and the capability in this area of using the garage for a live-action studio in emergency. There is a kitchen and lounge for the engineering staff who will be in attendance on the banks of transmitters that send the Chan-

nel Two pictures toward home screens.

Every known development in the science of transmission is included in the new Channel Two arrangements. In more than 11 years of broadcasting, the station's own personnel has learned much from practical experience. This, added to the finding of research and design engineers, combines to assure the most effective possible transmission.

One great advantage in having all three Baltimore TV stations transmitting from a single location is that now all home-receiver antennas can be oriented once and can thereafter receive programs from all with uniformly fine quality.

Previously, owners of home receivers in certain areas had to make a compromise choice of antenna-direction, or had to buy mechanical rotators to turn the antennas to the direction of the station being received at the time. The new tower relieves the public of this nuisance, and once the home-receiver antenna is fixed, it will not be necessary to make further adjustments.

The Federal Communications Commission has long favored "antenna farms" by broadcasters for this very reason, as it usually eliminates a great many complaints of poor reception by the public.

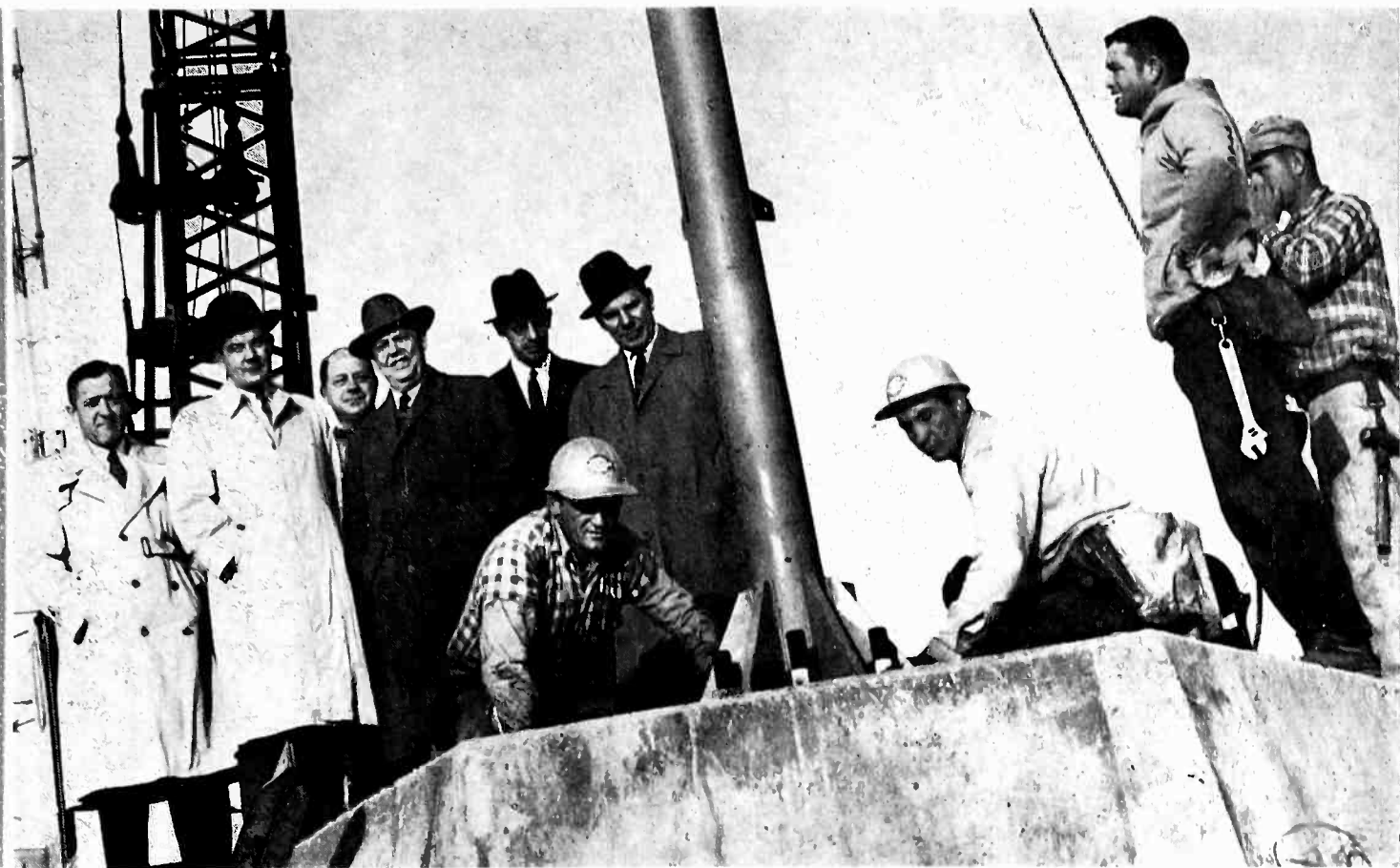
The great height of the new tower confers many benefits, too, not only on the "fringe area" viewer but on many viewers already well within the normal coverage area of Baltimore's stations. This is because terrain factors, or high buildings, may have caused TV signals to be reflected onto the home-receiver antenna, causing "ghosting"—the appearance on the screen of multiple images that overlap and blur the picture. These annoyances are bad enough on black-and-white TV, but become much more aggravated in colorcasts, which demand clear, sharp pictures.

The added height will eliminate or minimize these poor-reception areas, and tend to give all home receivers a sharper, clearer picture.

Many smaller communities and rural residents at a distance from Baltimore, who may not have had really good TV from any station, will in many cases now be added to those who receive clear, strong pictures from Baltimore.

The gain in height, also, will be advantageous in "pushing back" the signals of stations in other areas on the same channels. Added height literally gives the Baltimore TV signals added strength. In critical areas, far outside of Baltimore, these may have caused interference with Baltimore telecasts. This added strength should over-ride interfering signals.

But most important of all, Baltimore's new Television tower is an investment by the industry in Baltimore's future.



## THE MEN WHO BUILT IT

WMAR-TV's new television tower did not "just grow."

Rather, it is the product of intensive engineering and electronic studies, hours and hours of research and conferences, portfolios of correspondence, and the ingenuity, experience and energy of a team of engineers.

Important to that team has been Carleton G. Nopper, WMAR-TV's chief engineer and a broadcasting pioneer with 29 years of radio and television experience.

The dream of a common tower for Baltimore's three television facilities came about at a regular, monthly meeting of the stations' chief engineers.

Over their lunch, the three men began to talk about the recently-completed Empire State tower, serving all of the New York City TV stations. From their varied experiences, they knew the value, service and economy which could result from a common location. From their conversation, the plan for Baltimore's tallest structure evolved. It was the Fall of 1955.

Then began weeks and months of work and dreams for Carl Nopper and his colleagues.

The engineer from WMAR-TV brought to the task knowledge and experience dating back to 1930, when he became operations engineer for

radio station WFBR in Baltimore. Carl Nopper had spent 11 years with the station and was responsible for its studio construction, equipment, design and installation of broadcast facilities in its new Radio Centre Building.

During the war, he was senior commercial engineer with RCA in Camden, assigned to Signal Corps radar projects, and later, was electronics test engineer for the Bendix Aviation Corporation, in charge of electronics test engineering.

Then in 1946, a year before WMAR-TV, Channel Two, went on the air, Mr. Nopper was retained to take charge of construction of the new station and to organize the engineering department. It was under his supervision that the station's transmitter and studios and its two custom built mobile units were built and the station went on the air. That was in October, 1947.

So, to the task of building a unique and challenging tower, WMAR-TV's engineer brought his experience and energy. And with him to the project, came Charles B. Lau, assistant chief engineer for WMAR-TV, who worked side-by-side with Carl Nopper.

The engineers were concerned with steel—the safest, the strongest; they were concerned, too, with design, with weather and winds, and with laws—local, State and Federal.

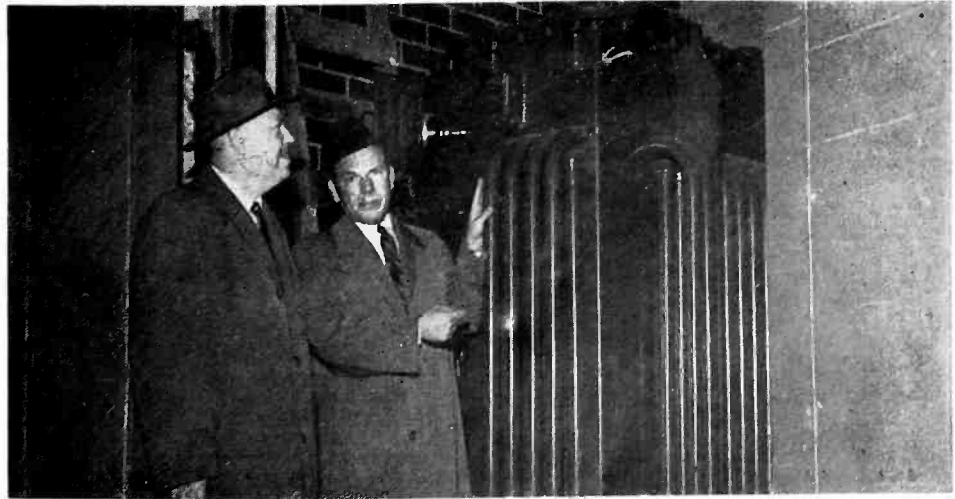
Selection of the tower meant hours of legal consultation and action by the Baltimore City Council, the City Zoning Board, the Civil Aeronautics Authority and the Federal Communications Commission, among other enforcement agencies. Nopper and his colleagues pored over the ordinances, rules and laws with their attorneys and requirements for the site were satisfied.

Perhaps the safety factor for the tower—the strength of this steel—has weighed heaviest on Carl Nopper's mind.

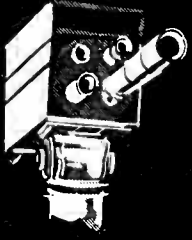
There were trips and calls to other tall-tower stations to learn their experience. He went down to Dallas, Texas, to look at the new tower there. He went up to New York and the Empire State Building and listened to the television and construction engineers. He met with the steel engineers in Pittsburgh and Columbus, Ohio, and listened to the sage counsel of engineering professors.

Then the tower began to grow tall and Carl Nopper learned the frustrations of delay as the wind and the snow and rain grounded the riggers.

Over the horizon of Baltimore, the new tower rose to its commanding position in the sky and one day in late winter, Nopper stood out on the hill and watched the fearless riggers swing down on a cable from the very peak of the antenna. The tower was up.



E. K. Jett, Station Director of WMAR-TV, and Carlton Nopper, Chief Engineer, WMAR-TV, inspect new power transformer equipment in Channel Two's new Transmitter Building at the New Tower.



## Behind the Camera

at CBS TELEVISION

★ Red Skelton had a four-week engagement in July at the Riviera Hotel in Las Vegas, where last year he set an all-time house record. Skelton, who returns to the CBS Television Network with his regular comedy show in late September, achieved record plaudits in nightclub and theater engagements this summer. His 17-day run at Chicago's Chez Paree nightclub was a record-breaker for that famed club. Following that appearance, Skelton took his "Clown & the Baton" revue into Washington, D. C., for a two-week run at the Carter Barron Theater. Following his Las Vegas engagement, Skelton had plans for a vacation trip to Japan.

★ "Person to Person" will return to the CBS Television Network Friday, October 2 for another season of exciting and informative visits with distinguished guests, under the sponsorship of Pharmaceuticals, Inc., it has been announced. A new host for the series is to be named shortly. Arthur Godfrey, who was to take over as host, has been relieved of the commitment at his own request.

★ Waukegan's favorite son, Jack Benny, is back in Hollywood after joining Thomas Jefferson and Daniel Webster in having a new junior high school named after him. The Jack Benny Junior High School, a \$1,200,000 structure spread over 17 acres, will be Waukegan's (Ill.) third junior high, the other two being named for the famed figures in American history. "One thing we have in common," said Benny, "is that we're all up there in age." Speaking seriously, however, to a crowd of nearly one thousand attending the ground-breaking ceremony, Benny said: "I've been in show business for a long time, but this is the best tribute I've ever had."

★ "School Bell" Awards of the National Education Association were won by three programs of the CBS Television Network's 1958-1959 season. Winner of an award for "distinguished documentary interpretation of education during the school year" was "The Lost Class of '59," produced by Edward R. Murrow and Fred W. Friendly. The program, an examination of the effect of the Norfolk, Va., school closings, was presented January 21, 1959. The award for "distinguished discussion on education" went to "Is America Anti-Intellectual?," an hour-long program in "The Great Challenge" series. The award for "distinguished dramatic presentation of education" went to "The Case for Room 310," an hour-long program in the "Armstrong Circle Theatre" series. The program, a documentary drama about juvenile delinquency in a Bronx, N. Y., high school, was presented October 1, 1958.

★ "Playhouse 90," the distinguished hour-and-one-half dramatic series, received the annual Page One Award for radio and television for "consistent, original, often experimental and always provocative drama." The award was presented on behalf of the Newspaper Guild of New York by the guild's Secretary-Treasurer, M. Michael Potoker, at the organization's Page One Ball in New York.

★ The Armstrong Cork Company has renewed its sponsorship of the "Armstrong Circle Theatre," on the CBS Television Network, for the fifth straight year. The program, presented on alternate Wednesdays, will start its new season September 30. During the summer, the program will present taped repeats of outstanding presentations of the past season.

★ Columbia Records has just recorded a long-playing album entitled "The Best of General Electric Theater," featuring themes composed by Elmer Bernstein for the dramatic anthology of the same name seen on the CBS Television Network on Sundays. The album, scheduled for Fall release, was produced by Alan Emig, in both monaural and stereo forms, using full symphonic orchestration. Bernstein last season composed and conducted original musical themes and background scores for the series and 12 of these are included in the album, which was recorded in Hollywood.

★ Four 90-minute dramatic programs based on the writings of Ernest Hemingway, one of America's most distinguished authors, will be presented on the CBS Television Network during the 1959-60 season under the sponsorship of Buick Motor Division of General Motors Corporation. First of the Ernest Hemingway dramas will be presented Thursday, Nov. 19. Dates and times for the subsequent presentations are to be announced. Specific Hemingway properties to be dramatized on the Buick series have not as yet been selected.

## This Month Meet

HELEN WAGNER

A charming and attractive woman with a warm, spontaneous smile, Helen Wagner, who plays Nancy Hughes in CBS Television's half-hour daytime dramatic series, "As the World Turns," earned her role through fine acting talents she developed from maximum exposure to many diversified portrayals in the theater, radio and television.

Born in Lubbock, Texas, Helen decided to follow in the footsteps of her thespian aunt, who sang on

she won a part in Oscar Hammerstein and Sigmund Romberg's "Sunny River," playing the only non-singing role, because she could act! A part in "Oklahoma!" followed and then there was a tour with a Theatre Guild unit.

Interspersed with Broadway roles were off-Broadway assignments, hospital benefits, Gilbert and Sullivan tours in mezzo roles, and even a Christmas season sales job—selling dolls at Macy's.



Helen Wagner

the old Redpath-Horner Chautauqua Circuit, rather than along the path paved by her father, who was a doctor.

Upon graduating from high school, Helen gave a recital—"at which I played the organ, the piano, the violin and sang, like the old vaudevillian who changed hats for every entrance."

Before coming to New York, she studied at Monmouth College (Illinois) earning degrees in dramatics and music. In Manhattan, she continued with her voice and piano training, finding experience and enjoyment as a soloist in various churches.

Helen's first important job was a vocal assignment with the St. Louis Municipal Opera Company. Later

Helen broke into television modeling wrist watches on tight close-ups. However, within a short period of time she moved upstage to dramatic parts on many of the top-drawer programs. She is married to producer Robert Willey. They live in an uptown apartment in New York City.

"As the World Turns" concerns itself with the day-to-day problems of a moderately successful lawyer, his wife, their three children, and associates of the family. It is co-written by Irma Phillips and Agnes Dixon. The lawyer, Chris Hughes, is played by Don MacLaughlin, with Helen Wagner as his wife, Nancy; Ruth Warrick as his sister, Edith, and Rosemary Prinz as his daughter Penny.

## Screen Scenes



Upper left— June Havoc and her television husband, Edward Andrews, look hopefully toward their daughter (Jan Norris), for whom the former wants a great theatrical career, in a July "United States Steel Hour" show.

Left center— Maurice Evans, who starred as Caesar, smiles with amusement at the tantrums of young queen Cleopatra, played by Piper Laurie, in a rebroadcast of "Caesar and Cleopatra" on "The General Electric Theater."

Lower left— Andy Williams, star of the "Andy Williams Show," starts a songfest during rehearsal with guest Eddie Hodges and dancers Cynthia Scott (left), Jayne Turner (center) and Wisa Dorso as director Norman Jewison (rear center) looks on approvingly.

Upper right— Carol Conn, (left) Susan Scott and Lynn Noe surround Rory Calhoun, who starred as a boxing idol in "Killer Instinct," a drama of hatred and friendship in the prize fight business, on "Westinghouse Desilu Playhouse."

Right center— Dancer Noelle Adam, pictured here with Ed Sullivan, appeared on "The Ed Sullivan Show" July 12.

Lower right— Hazel Court played the British girl friend of icy-nerfed Air Force colonel Bob Cummings (left), and J. Patrick O'Malley was the couple's bartender friend, in Rod Serling's "Bomber's Moon," on "Playhouse 90."

If a photo on this page concerns a program not seen through the facilities of this station, it appears here only because of its news interest.



# WMAR-TV

# Program Schedule—August

# Channel 2

TIME	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
7:00		Early Riser	Early Riser	Early Riser	Early Riser	Early Riser	
7:15		Early Riser News, Weather LP	Early Riser News, Weather LP	Early Riser News, Weather LP	Early Riser News, Weather LP	Early Riser News, Weather LP	
7:30		Early Riser Sports, News LP	Early Riser Sports, Weather LP	Early Riser Sports, Weather LP	Early Riser Sports, News LP	Early Riser Sports, News LP	
7:35		Early Riser News, Weather LP	Early Riser LP	Early Riser LP	Early Riser LP	Early Riser LP	
8:00		News Menu For Today 8:10 L	News Menu For Today 8:10 L	News Menu For Today 8:10 L	News Menu For Today 8:10 L	News Menu For Today 8:10 L	
8:15		Captain Kangaroo NC	Captain Kangaroo NC	Captain Kangaroo NC	Captain Kangaroo NC	Captain Kangaroo NC	
9:00		Beulah LF	Beulah LF	Beulah LF	Beulah LF	Beulah LF	
9:15	Sacred Heart FS	Beulah LF	Beulah LF	Beulah LF	Beulah LF	Beulah LF	
9:30	Faith For Today FS	News (9:25) LS	News 9:25 LS	News 9:25 L	News 9:25 L	News 9:25 L	Captain Kangaroo NC Gen. Mills, Gerber
9:40	Faith For Today FS	Dialing for Dollars LC	Dialing for Dollars LC	Dialing for Dollars LC	Dialing for Dollars LC	Dialing for Dollars LC	Captain Kangaroo NC Gen. Mills, Gerber
10:00	Lamp Unto My Feet NS	Susie FP	Susie FP	Susie FP	Susie FP	Susie FP	Captain Kangaroo NC Gen. Mills, Gerber
10:30	Look Up And Live NS	Sam Levenson Show NS	Sam Levenson Show NC	Sam Levenson Show NC	Sam Levenson Show NS	Sam Levenson Show U. S. Steel NC	Mighty Mouse PI'se Gen'l. Fds., Colgate NC
11:00	Eye on New York NS	I Love Lucy Lever NC	I Love Lucy General Foods NC	I Love Lucy Lever, Gerber NC	I Love Lucy Lever, Scott NC	I Love Lucy Lever, Kodak, Toni NC	Heckle & Jeckle Gen. Mills NC
11:30	Camera Three News (11:55)	Top Dollar NS	Top Dollar Colgate-Pal'e, Gen. Fds. NC	Top Dollar Colgate-Palmolive NC	Top Dollar Colgate-Palmolive NC	Top Dollar Colgate-Palmolive NC	Robin Hood LC
12:00	Western Trails F	Love of Life NC	Love of Life Gen. Mills NC	Love of Life Lever NC	Love of Life Lever NC	Love of Life Toni NC	Late News NS
12:15	Western Trails F	Love of Life Amer. Home NC	Love of Life Am. Home NC	Love of Life Lever, Amer. Home NC	Love of Life Amer. Home. NC	Love of Life Gen. Mills, Atlantis NC	Late News NS
12:30	Western Trails F	Search for Tomorrow Procter & Gamble NC	Search for Tomorrow Procter & Gamble NC	Search for Tomorrow Procter & Gamble NC	Search for Tomorrow Procter & Gamble NC	Search for Tomorrow Procter & Gamble NC	Air Force Story
12:45	Western Trails F	Guiding Light Procter & Gamble NC	Guiding Light Procter & Gamble NC	Guiding Light Procter & Gamble NC	Guiding Light Procter & Gamble NC	Guiding Light Procter & Gamble NC	Bozo the Clown FS
1:00	Film Theatre of the Air LF	The Woman's Angle LP	The Woman's Angle LP	The Woman's Angle LP	The Woman's Angle LP	The Woman's Angle LP	A Look at the Book FS
1:30	Film Theatre of the Air LF	As World Turns, P&G Sterling, Carnation NC	As the World Turns P&G, Miles, Ster. NC	As the World Turns P&G, Sterling NC	As the World Turns P&G, Pillsbury NC	As the World Turns P&G, Swift, Sterl. NC	The Collegians (1:15) LS
2:00	Film Theatre of the Air LF	For Better Or Worse NS	For Better or Worse, Miles NC	For Better or Worse Lever NC	For Better or Worse, Lever, Scott NC	For Better or Worse Lever NC	The Collegians LS
2:30	Film Theatre of the Air LF	Art Linkletter, Lever, NC Std. Brands, Ch. of Sea	Art Linkletter, Swift, Toni, Kellogg NC	Art Linkletter, Lever Carnation, Atlantis NC	Art Linkletter Pills'by; Kellogg NC	Art Linkletter Swift, Lever, Staley NC	Boots and Saddles FP
3:00	The Art of Investigating L	Big Payoff Colgate NC	Big Payoff General Foods NC	Big Payoff Colgate NC	Big Payoff NS	Big Payoff Colgate NC	Boots and Saddles FP
3:30	Bozo the Clown FP Laurel & Hardy (3:45)	Verdict Is Yours NC Lev., St. Br., Am. Home	Verdict Is Yours NC Toni, Swift, Gen. Mills	Verdict Is Yours NC Lever, Hoover, Sterling	Verdict Is Yours NC Sterl., Scott, Carnation	The Verdict Is Yours G. Mills, Atl., Lever NC	Jungle Jim FS
4:00	Travel Time FS	Brighter Day Procter & Gamble NC	Brighter Day Procter & Gamble NC	Brighter Day Procter & Gamble NC	Brighter Day Procter & Gamble NC	Brighter Day, G. Mills, Am. Home, P&G NC	Horse Race of the Week
4:15	Travel Time FS	Secret Storm Am. Home NC	Secret Storm General Mills NC	Secret Storm Am. Home NC	Secret Storm Amer. Home, Scott NC	Secret Storm Am. Home, G. Mills NC	Horse Race of the Week
4:30	Travel Time FS	Edge of Night Procter & Gamble NC	Edge of Night Procter & Gamble NC	Edge of Night Procter & Gamble NC	Edge of Night Procter & Gamble NC	Edge of Night P&G, Pillsbury NC	Judge Roy Bean FP
4:45	Travel Time FS	Edge of Night NS	Edge of Night Sterling, Miles NC	Edge of Night Atlantis, Pet NC	Edge of Night Pillsbury NC	Edge of Night Sterling, Whitehall NC	Judge Roy Bean FP
5:00	The Last Word	Get Together With Sylvia Scott LS	This Changing World LS	Living Word; Comeback alt. Ch. World 5:15	Song Time LS	Family Doctor Service Station 5:15 LS	Western Music Sports Roundup (5:15) FS
5:30	Face the Nation NC	Life of Riley FP	Life of Riley FP	Life of Riley FP	Life of Riley FP	Life of Riley FP	Lone Ranger LF Gen. Mills, Nestle Co.

TIME	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
6:00	Conquest NC	Amos 'n' Andy FP	Amos 'n' Andy FP	Amos 'n' Andy FP	Amos 'n' Andy FP	Amos 'n' Andy FP	Navy Log Coca-Cola FC
6:25	Conquest NC	Amos 'n' Andy FP	Amos 'n' Andy FP	Amos 'n' Andy FP	Amos 'n' Andy FP	Amos 'n' Andy FP	Navy Log Coca-Cola FC
6:30	20th Century Prudential NC	Badge 714 LF	San Francisco Beat FP	Mr. District Attorney FP	Badge 714	African Patrol FP	I Search for Adventure FP
6:55	20th Century Prudential NC	Sports Picture Shell Oil LC	Sports Picture Shell Oil LC	Sports Picture Shell Oil LC	Sports Picture Shell Oil LC	Sports Picture Shell Oil LC	I Search for Adventure FP
7:00	Lassie Campbell NC	7 O'clock Final A & P LC	7 O'clock Final A & P LC	7 O'clock Final A & P LC	7 O'clock Final A & P LC	7 O'clock Final A & P LC	Highway Patrol Ballantine, Sun Oil FC
7:10	Lassie NC	Weather Loyola Federal, S. & L. LC	Weather C. & P. Tel. Co. LC	Weather Loyola Federal, S. & L. LC	Weather C. & P. Tel. Co. LC	Weather Loyola Federal, S. & L. LC	Highway Patrol Ballantine, Sun Oil FC
7:15	Lassie NC	Doug Edwards Whitehall NC	Doug Edwards Equitable NC	Doug Edwards Carter NC	Doug Edwards Whitehall NC	Doug Edwards Parliament NC	Highway Patrol Ballantine, Sun Oil FC
7:30	That's My Boy NS	Name That Tune Whitehall NC	Whirlybirds FP	Susie FP	The Invisible Man NS	Rawhide Parliament NC	Reckoning Sterling, Gulf NC
8:00	Ed Sullivan Show Lincoln-Mercury NC	The Texan, Lever, Brown & Williamson NC	Markham Schlitz KC	Keep Talking Mutual of Omaha NC	December Bride General Foods NC	Rawhide Lever NC	Reckoning Parliament NC
8:30	Ed Sullivan Show Eastman-Kodak NC	Father Knows Best Scott, Lever NC	To Tell the Truth Carter, Marlboro NC	Trackdown Mobil, Am. Tobacco NC	Yancy Derringer S. C. Johnson, Lorillard NC	I Love Lucy Purex NC	Wanted: Dead or Alive Br. & W'son, Br. Myers
9:00	G. E. Theatre General Electric NC	Frontier Justice General Foods NC	Adventure Showcase Pharmaceuticals NC	The Millionaire Colgate NC	Zane Grey Theatre Johnson NC	Phil Silvers Show Reynolds; Schick NC	Brenner NC
9:30	Hitchcock Presents Bristol-Myers NC	Joseph Cotten Show General Foods NC	Spotlight Playhouse Pet. S. C. Johnson NC	I've Got a Secret R. J. Reynolds NC	Playhouse 90 AGA, Kimberly NC	Lux Playhouse alt. Stripe Pl'yh'se NC	Have Gun, Will Travel Lever Bros., Whitehall
10:00	Richard Diamond P. Lorillard NC	Desilu Playhouse Westinghouse NC	Andy Williams Show Kellogg, Pitts. Plate NC	Armstrong Circle Thea. Alt. U. S. Steel Hour	Playhouse 90 All State, Reynolds NC	The Lineup Lorillard NC	Gunsmoke L & M, Remington Rand NC
10:30	What's My Line Sunbeam, Kellogg NC	Desilu Playhouse Westinghouse NC	Andy Williams Show Revlon NC	Armstrong Circle Thea. Alt. U. S. Steel Hour	Playhouse 90 Renault, All State NC	Original Amateur Hour NC	Big Movie of the Week LP
11:00	Sunday News Report Car City LC	11 O'clock News Crown Petroleum LC	11 O'clock News Crown Petroleum LC	11 O'clock News Crown Petroleum LC	11 O'clock News Crown Petroleum LC	11 O'clock News Govans Chev. LC	Big Movie of the Week LP
11:05	Weather LS	11 O'Clock News LS	11 O'Clock News LS	11 O'Clock News LS	11 O'Clock News LS	11 O'Clock News LS	Big Movie of the Week LP
11:10	Late Sports Nat. Insurance Agents	Late Sports LP	Late Sports LP	Late Sports LP	Late Sports LP	Late Sports LP	Big Movie of the Week LP
11:15	News Review of Week LP	Weather Forecast LP	Weather Forecast LP	Weather Forecast LP	Weather Forecast LP	Weather Forecast LP	Big Movie of the Week LP
11:30	Pastor's Study LS	Channel 2 Theatre (11:20) FP	Channel 2 Theatre (11:20) FP	Channel 2 Theatre (11:20) FP	Channel 2 Theatre (11:20) FP	Award Theatre (11:20) FP	Big Movie of the Week LP
12:00	News Final L	Channel 2 Theatre FP	Channel 2 Theatre FP	Channel 2 Theatre FP	Channel 2 Theatre FP	Award Theatre FP	Sherlock Holmes Feature F
12:05	Bible Reading L	Channel 2 Theatre FP	Channel 2 Theatre FP	Channel 2 Theatre FP	Channel 2 Theatre FP	Award Theatre FP	Sherlock Holmes Feature F
12:10	Sign Off	Channel 2 Theatre FP	Channel 2 Theatre FP	Channel 2 Theatre FP	Channel 2 Theatre FP	Award Theatre FP	Sherlock Holmes Feature F
12:15		Channel 2 Theatre FP	Channel 2 Theatre FP	Channel 2 Theatre FP	Channel 2 Theatre FP	Award Theatre FP	Late News 1:45
12:45		The Late News LS	The Late News LS	The Late News LS	The Late News LS	The Late News LS	Lord's Prayer 1:50
12:50		Bible Reading LS	Bible Reading LS	Bible Reading LS	Bible Reading LS	Bible Reading LS	Sign Off 1:55
12:55		Sign Off	Sign Off	Sign Off	Sign Off	Sign Off	
	Aug. 2, 5:00-6:30 p. m. PGA Golf Tournament Midas-Muffler 1/2		Aug. 11, 5:00-5:15 p. m. Shutterbugs 1959 LS	July 1, 5:00-5:15 p. m. Balto, Starlight Music		Aug. 21, 10:00 p. m. Colts-Giants Football Nat. Brew., P. Morris	

## Arthur Godfrey's Plans For Fall Announced

Plans for Arthur Godfrey's return to the air in the Fall have been announced jointly by the Columbia Broadcasting System and Mr. Godfrey.

Although the famed television and radio star is well on the road to recovery following an operation for lung cancer last April, Mr. Godfrey has decided not to attempt to resume his heavy schedule of radio and television programs which last season totaled eight hours weekly.

Accordingly, it was announced that Mr. Godfrey, now in his 31st year in the broadcasting business, will confine himself next season to "Arthur Godfrey Time" over the CBS Radio Network, Monday through Friday, and to a maximum of four special one-hour television shows. Mr. Godfrey will not become host of "Person to Person" as previously announced. Information regarding this program will be announced shortly. "The Sam Levenson Show," which was established originally to substitute for the "Arthur Godfrey Time" television show, will continue in its current time period, Monday through Friday.

In addition to the radio series,



Arthur Godfrey

Mr. Godfrey plans to do a maximum of four special one-hour television programs during the 1959-60 season. The first of these is tentatively scheduled for September 16. No details are available as yet, but Mr. Godfrey promised the "very best that I can dream up."

Discussing his recent operation, Mr. Godfrey said that "brilliant and heroic" surgery had freed him of the cancer of which he had been a victim two months ago. He said he had been mentally "lying on the beach" as per his doctor's instructions, and that he has been swimming, hunting, flying his plane and, beginning in late June, riding his horse "Goldie" again.

## Gal of the Month



Jane Russell, movie star and occasional television actress, won nods for her appearance in "Ballad For a Badman," a Westinghouse-Desilu Playhouse drama. As long as the show was good enough for a recent repeat performance, Jane's choice for "Gal of the Month" is quite understandable.

## CBS-TV to Televis 1960 Olympics From Rome, Italy

Daily live-on-tape network television programs presenting the 1960 Olympics in Rome—the first such coverage in history—will be carried exclusively on the CBS Television Network, it was jointly announced by the CBS Television Network and the Italian Olympic National Committee.

Louis G. Cowan, President of the CBS Television Network, disclosed that, beginning August 25, 1960, the network plans to present these daily broadcasts of the Olympic Games, up to one hour in length, in prime evening time. A majority of the events will be broadcast on the same day that they take place in Rome.

"We are naturally proud and happy," Mr. Cowan said, "to be the first to bring extensive daily network coverage of the Olympics to the vast television audiences in the United States and Canada—and particularly so at a time when the international good-will and understanding fostered by the Olympics assume unusual significance to the entire world."

Mr. Cowan explained that, by using videotape and through close liaison with Alitalia Airlines, the CBS Television Network will be able to equal and surpass its unprecedented feat of bringing an edited hour-long videotape broadcast of the Coronation of Pope John XXIII to American viewers less than 20 hours after conclusion of the ceremonies in the Vatican. Neither videotape nor transatlantic jet flight were available to television for coverage of the 1956 Olympics.

The Olympics programs on the CBS Television Network will contain an added bonus for viewers. In 1960, Rome will be host to the Olympic Games for the first time since the original Games in Olympia, Greece, in 776 B. C. In addition to sharing the inherent drama, pageantry and international flavor of the Games, viewers will also—via the television cameras—take a modern "flying carpet" tour of the many world-famed scenic wonders of the Eternal City.

## The GUEST COLUMN

By Ronald Reagan

Being asked to write a guest column, while flattering, always brings up the difficult problem of subject matter. Being an actor, and not a writer, I sometimes sit for hours gazing off into space waiting for inspiration.

But this time the problem is not so difficult—because a number of people have asked me how I like being a television host, and I'll simply answer the question.

The term "host" has become firmly fixed in television terminology and is applied to me in relation to my function on the "General Electric Theater."

Just for the record, may I state that I am a reluctant wearer of the title "host," and given a choice would refer to myself as almost anything else, including "hey you."

This certainly doesn't mean I am not delighted with my position—only I feel it is impossible for me to be a "host" in your living room.

By allowing us into your home you make us more of a guest than host, and if we behave like well-mannered guests, you are not faced with the embarrassing prospect of asking us to leave.



Ronald Reagan

However, since common usage has me down as a "host," I'm not about to start a war on the word. I do have another title, seen in the program credits—program supervisor—and that is a two-word term for a lot more work than I have time to go into here.

Show business, in the beginning, was a matter of performers being invited in by the lord of the manor to entertain his guests. If they failed to be properly entertaining, they often found themselves suddenly outside the castle.

Come to think of it—you can call me "host" or anything else, as long as you don't turn that dial—and I'll gladly sing for my supper.





Rory Calhoun stars in the title role of "The Texan," Western series based on the life and times of Bill Longley, a rancher cowhand and fabled gunfighter who lived in Texas after the Civil War.

## Rory Calhoun Doing What Comes Naturally

Rory Calhoun, who stars as Bill Longley in "The Texan," popular Western, may have a background more authentically western than any other cowboy star on television.

During a series of jobs that led him all over the West, Calhoun actually was a cowboy in Arizona long before he entered the movies.

His familiarity with horses was an experience born of necessity. Although he is a native of Los Angeles, his family moved when he was very young to a rugged, remote section in Northern California called Big Basin. To catch the school bus to Santa Cruz, the boy had to ride horseback nine miles.

When his high school days ended, Calhoun took off on his own, wandering through California, Nevada, Arizona and New Mexico. In California, he was a fisherman and forest firefighter, and worked on farms,—mending fences, running a tractor and plowing. In Nevada he was a hardrock silver miner.

Heading inland, the itchy-footed youngster earned his room and board peeling potatoes on a cattle spread, and later became a cowpuncher in Arizona. There, in his spare time, he developed a skill he never dreamed would be invaluable to him one day.

He had always been interested in guns and hunting. On the outlying sections of the ranch, he practised for hours on end with a six-gun.

Although the day of the gunfighter is long past and Calhoun never matched this archaic talent with anyone, he did acquire a smooth, quick draw and an overall know-how that gives his fictional portrayal of Bill Longley a strong touch of realism. This, plus his own ruggedly handsome, six-foot-three, 193-pound physique, makes him a perfect type for the western roles he prefers.

## Garry Moore Credited With Maintaining CBS-TV's 'I've Got a Secret' At Top of Panel Show Ratings

It would be difficult to imagine what "I've Got a Secret" would be like without Garry Moore, its pixie-faced funny-man master of ceremonies—or panel master. True, while Garry has been on vacations, he has had some very capable substitutes—but "Secret" wasn't the same—and neither were the Moore-dreamed plugs for Winston Cigarettes.

Born Thomas Garrison Morfit in Baltimore, Maryland, on Jan. 31, 1915, Moore was a continuity writer for a radio station in his home town from 1935 to 1938. His talents as a performer were discovered one day when he was rushed in to substitute for a comedian who had been taken ill. The audience's reaction was instantaneous and overwhelming laughter.

Following his introduction to comedy, Garry became an announcer and a sports commentator over a St. Louis station, then went on to Chicago as a comedian and writer for "Club Matinee." It was while he was with this show that he changed his name from Morfit to Moore.

In 1950 Garry came to the CBS Television Network, and on June 26 of that year the "Garry Moore Show" was born. His evening panel show, "I've Got a Secret," went on the air June 19, 1952, and has been a top-rated show from its beginning.

Moore gives his fans full credit for his success, and his own down-to-earth concern with their problems has been reciprocated by their deep personal interest in him. If he has a cold, he is swamped with letters of commiseration, many of them containing carefully preserved home remedies. If he looks as though he hasn't had enough sleep, his fans are the first to tell him about it.

One of his most ardent fans sums up his charm this way: "He appeals

to the mother instinct in every woman. But he also has the boyish charm and quality of an adolescent. That's why his viewers immediately become concerned about his welfare and well-being. The longer you know Garry, the better you like him."

Asked what personal factor he would name as being primarily responsible for his success, Moore replied, "Spontaneity. It's the unexpected, the feeling that what you are watching has not been planned, that is the all-important key to the



Garry Moore

success of a show. And it's this element, plus the realization that your audiences are grown-up, intelligent, personal friends, that makes television the most exciting and important communications medium to a performer."

Moore was married to the former Eleanor Little of Richmond, Va., in 1939. With their two sons, Mason, born March 29, 1940, and Garry, Jr., born May 8, 1943, the Moores live in a 12-room Colonial house in Rye, N. Y., from which he commutes to one of the busiest schedules in television.



Emcee Garry Moore (on ladder, right) gets set to blow out the "candles" on this oversized birthday cake as "I've Got a Secret" celebrated its seventh anniversary in June. Starting at front center and going clockwise, the "candles" are: panelists Bill Cullen, Betsy Palmer, Bess Myerson, Henry Morgan, Executive Producer Gil Fates, Director Franklin Heller, Producer Chester Feldman.



Andy Williams

## Singer Andy Williams Promises Exciting Shows

"I don't agree with people who think nobody watches television during the summer," says Andy Williams, the personable singer whose hour-long musical-variety program, "The Andy Williams Show," replaced vacationing Garry Moore on the CBS Television Network on Tuesday nights.

"There are still millions of people out there watching," he asserts, "and I don't think we should ignore that audience."

Andy waxes enthusiastic about this summer's series.

"We have a good time spot," he points out, "and think what you can do in an hour. You really have time to build a decent show, with pace, variety and mood."

"Many big-name guest stars will appear on this show," says Andy. "We've signed such people as Janis Paige, Andy Griffith, Johnny Carson, little Eddie Hodges, Dorothy Collins, Julie London, Cab Calloway, Buddy Hackett, Edyie Gorme and Myoshi Umeki, and we also plan to feature some now faces each week."

As a singer, Andy is far removed from the duck-tail-hair-do and leather jacket set. He is well-groomed and relaxed but direct in his singing technique, and his performances have intelligence and taste. His successful recordings are well known; "Canadian Sunset" is his most famous one; "Hawaiian Wedding" is his latest platter.

Born in Wall Lake, Iowa, Andy started singing at the age of eight when he joined his three brothers in a church quartet. In later years, the foursome moved on to radio, theater and club dates, and finally teamed with Kay Thompson in a highly successful night club tour.

When the quartet broke up about five years ago, Andy headed for New York where he landed a job as featured vocalist with Steve Allen on the "Tonight" show. From that point on, his star has been steadily rising.

# THE MARKET STORY

One of the jobs a broadcast station does for the city it serves, and one for which it too seldom gets credit, is that of establishing the city as a center for marketing, shopping and for the general distribution of merchandise and services.

A viewer of Channel Two, for example, may reside 60 miles away. But after watching the pictures of Baltimore scenes, after hearing the messages of Baltimore merchants, and after scanning the descriptions of Baltimore services, the viewer naturally thinks of Baltimore when time comes to shop for personal effects or to order supplies for a business. So off to Baltimore goes the Channel Two viewer, who may,

in years previous, have gone to any one of half a dozen other metropolitan centers for his needs.

There are many examples of this kind of influence by Baltimore Television, particularly Channel Two. Its low-band channel, which has superior propagation characteristics compared with higher channels, has carried the message of Baltimore into many a remote town and village and small city in Maryland, Virginia and Pennsylvania.

Baltimore's new Triple-TV Tower will broaden and enhance this influence. By lifting WMAR-TV's antenna 425 feet higher than before (and Channel Two has bought a brand-new, six bat-wing, highly efficient antenna to crown the new tower) the signal from Channel Two will cover a whole new area that may exceed 5,000 square miles, with all that means in terms of population and purchasing power.

Precise measurements, of course, must await the operation of the new tower, and meticulous measurements by independent engineering firms. When their reports are submitted, and these are compared with that old proof-of-the-pudding, fan mail,



*Baltimore, a City with its Face Toward the Future, has given concrete evidence of FAITH in an Ever-growing Economy by recently approving the proposed Charles Center, outlined above.*

WMAR-TV will follow this up with research by independent survey companies serving this industry.

After collation of all results, the real story of The New Baltimore Market will be revealed.

Meanwhile, however, WMAR-TV is welcoming new thousands of viewing homes to the Channel Two

audience—and each week is telling The Baltimore Story to this new group of neighbors. This broadened coverage, and its likely effects on the economy of the Chesapeake area, is one of the prime reasons why Baltimore broadcasters are investing over a million dollars in new equipment for improved service.

# THE SAFETY STORY

Safety is the key word in construction of Baltimore's new triple-tipped Television tower that now looms so imposingly on the city's skyline. This tower is built to withstand winds twice as strong as the strongest ever recorded here.

A Hurricane Hazel will hold no terrors for this new structure. Its new metal is stronger than anything ever developed before for tower construction. This is "T-1," structural alloy

steel, called three times as strong as normal constructional carbon steels.

Baltimore's batch of "T-1" was cooked to a special recipe in the furnaces of "Big Steel"—the United States Steel Company in Duquesne, Pennsylvania. It can stand pressures of 100,000 pounds per square inch. Carbon constructional steel yields about 33,000 pounds per square inch.

Not only that, but the new metal has four times the power of ordinary steel to withstand rust and the other effects of weather. It will wear a gay coat of alternating stripes of white and international orange, actually necessary for visibility reasons so airplane pilots will be sure to see it by day. It has blinking red lights to do the same job at night, and these lights are automatically controlled so that they are turned on any time it gets dark, whether from night, from fog, cloudy weather or storms.

The paint is a weight factor, too, for it takes a ton and a half of paint to cover the tall structure.

The three-legged central tower

which holds up the immense triangular "candelabra" may actually look a little skinny. U. S. Steel says that if ordinary tower metal had been used, the legs would have had to be twice as thick—and this wouldn't be good, because of the added weight and wind-resistance strain.

The guy wires, too, are a special steel. They are made just like the massive strands which hold up bridges—like the Bay Bridge, or the one that spans the Golden Gate.

All the cables were factory-fabricated. The big steel lines were cut to the precise length needed, and the massive ends that are hooked into the anchors were attached at the factory. Once on Television Hill, they had only to be hoisted into position at the proper time; each fitted exactly.

As now woven, the 12 sets of steel cables aggregate 2.3 miles in length. But if their component steel strands were placed end-to-end, they would reach from Baltimore to New York.

Wind is the big enemy of towers everywhere. Baltimore's newest tower can withstand a 165-mile wind. The strongest blow ever registered here is 80 miles, less than half this tower's capability. And even Miami, which has been in the path of so many of the troublous ladies of the Caribbean, has never had a wind higher than 130 miles.

The high-iron men who will do an inch-by-inch inspection of the tower at stated intervals will find their work a lot easier because of the elevator. It is a small lift, holding two persons at a time, and is controlled by radio with facilities that allow instant communication between the elevator, the ground and the top of the tower. It can stop anywhere to allow the inspector to scrutinize each piece of the framework.

With all these protections against predictable hazards and weather, Baltimore's new TV tower should be around and in service until they begin putting our TV antennas on the moon. And that may be quite awhile.

# SHE WENT UP SWEET AS CREAM

"She went up sweet as cream," beamed the lean, sunbrowned foreman who supervised the erection of Baltimore's "Big T" Television tower. "We never had an injury any worse than barked knuckles. Everything fit where it was supposed to, and she's a sweet piece of steel. . . ."

The foreman has put up a lot of them. His name is Darrell Barnard, and in his 36 years he has built towers from Dallas to Seattle, from the Dakotas to Baltimore. Now he's gone to Maine on some high-steel work for the U. S. Navy.

Heading a crew of a dozen tower veterans from Oklahoma, Barnard came to Baltimore last October and began work. For most of October and November they had pretty good weather, and progress was fast. It got cold in December and January, though, and the winds were so strong that some days it wasn't possible to stay aloft and get any work done.

But surprisingly few days were lost, said Barnard. And occasionally the telephones at one of the TV stations building the tower would ring with some caller reporting a fire apparently burning in the top of the growing structure. The callers were right. The high-iron boys kept a fire going in a steel bucket and used it to warm fingers stiff from the blasting cold that froze Chesapeake Bay to a depth of two feet during January. At heights above 400 feet the winds get swifter, and chillier, multiplying the effect of the cold on human skin.

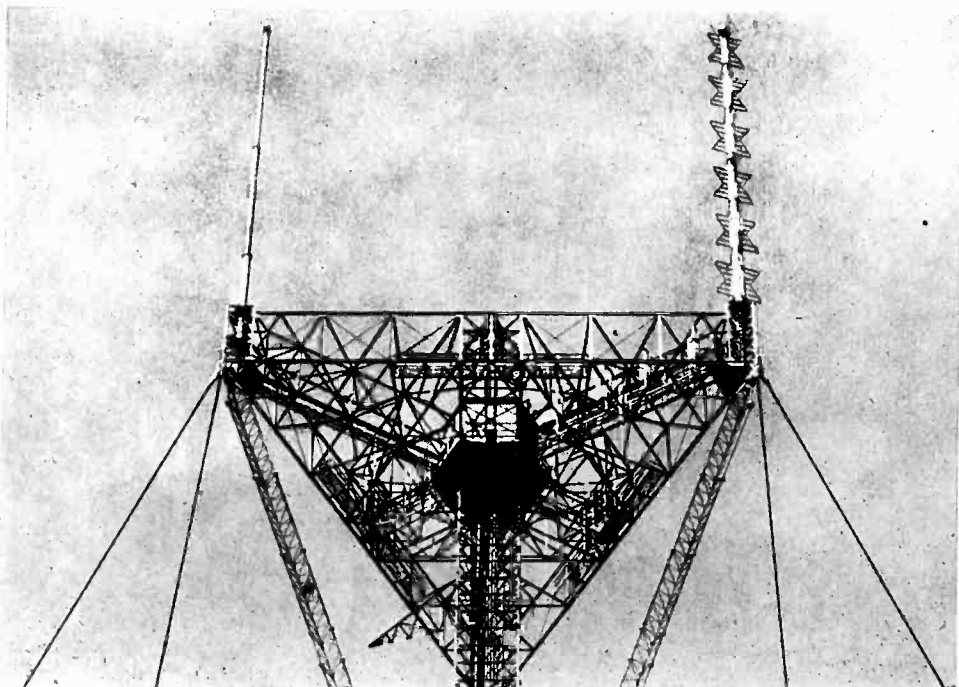
Building of this tower required considerable modification of Barnard's rigging gear. "I built a candelabra-type tower in Texas," he said, "but the sides were only 75 feet. This one is 100 feet, and when you get up there, that extra 25 feet makes a whale of a lot of difference."

It was a challenge, he said, because of the size and weight of the triangle that holds the heavy antennas. But he's now an admirer of the candelabra, both as an engineering design, and as a pretty fine piece of handiwork of his own.

Walking the high-iron isn't a picnic, though. Lots of men never get so it doesn't bother them. "You either have it or you don't," he says. Not many men can conquer fear of height if they have it to begin with.

They are of a pattern, these tower-builders. Lean, sun-and wind-burned. Soft-spoken, good-humored, and very positive in their actions . . . because their lives, or a buddy's, depends on positive action.

But you always know when they've been around. Their handiwork tells its own story of their passing.



# VITAL STATISTICS

## New Television Tower For WMAR-TV

As you can see from the adjoining picture, which is a scale comparison, WMAR-TV's new tower and antenna, the tallest structure in the Baltimore area, dwarfs Baltimore's other famous landmark, the Washington Monument in Mt. Vernon Place. The comparative statistics: WMAR-TV Tower, 730 feet. The Monument, 188 feet.

And, just to carry the comparison a step farther, the top-most point of the Bay Bridge is 357 feet above the water in the Bay, and 255 feet from the roadbed of the Bridge.

## TRANSMITTER HOUSE

Nestled snugly into the hillside under the shadow of the great tower which is now the center of Baltimore Television transmission, is a graceful brick building which houses Channel Two's powerful transmitters.

The tasteful exterior of the building masks a highly complex and extraordinarily self-sufficient mass of equipment inside. While its normal supply of electricity, for example, is obtained from the same public sources which supply power for home lighting and factory operation, in an emergency Channel Two can get along without this public power.

In a special room is an immense diesel-powered generator which can, at the flick of a starting button, create its own power, if public power becomes interrupted, and keeps the transmitters going.

And the crews there can "eat in," as there are kitchen and lounge facilities, as well as showers.

Protected by concrete-and-steel reinforcing in the building's 93,000 cubic feet are many complex pieces of electronic equipment.

The main floor accommodates the main and auxiliary transmitters, switching gear, a horseshoe shaped transmitter console, dual 10 ton air conditioning units, engineering office and equipment rooms. A unique fail-safe blower and exhaust air system has been devised to insure a continuous stream of vital air through the main and auxiliary transmitters.

From the transmitter console, the spare transmitter can be electrically switched to the main radiating system in a matter of seconds. Should a primary power failure occur, automatic change-over switches will select a spare feeder circuit. Should this fail, the 115 kilowatt diesel generator unit can be placed into service to maintain operations. Likewise dual visual and aural circuits, one underground, the second via air microwave, appear on the console for routing to both transmitters. The six-bay, Channel 2 antenna atop the candelabra tower is actually two 3-bay antennas, which may be separated in case of failure, using one-half of

The length of the elevator run, straight up, in the center of the tower, is 630 feet. In the Mathieson Building, the tallest in Baltimore City, the elevators climb 385 feet.

In those powerful guy wires, supporting the tower, there is 14,700 feet of powerful steel. That's about two and a half times around the Pimlico Race Track.

And it takes ten acres of land in which to anchor the guys.

Other ingredients in this commanding structure:

2,250 tons of cement in the base and anchors.

500 tons of steel in the complete structure.

3,000 pounds of paint required to cover the tower.

Two-way radio in elevator.

The height above mean sea level is 1,049 feet. And this is the only tower in the world with three side-mounted transmitting antennas.



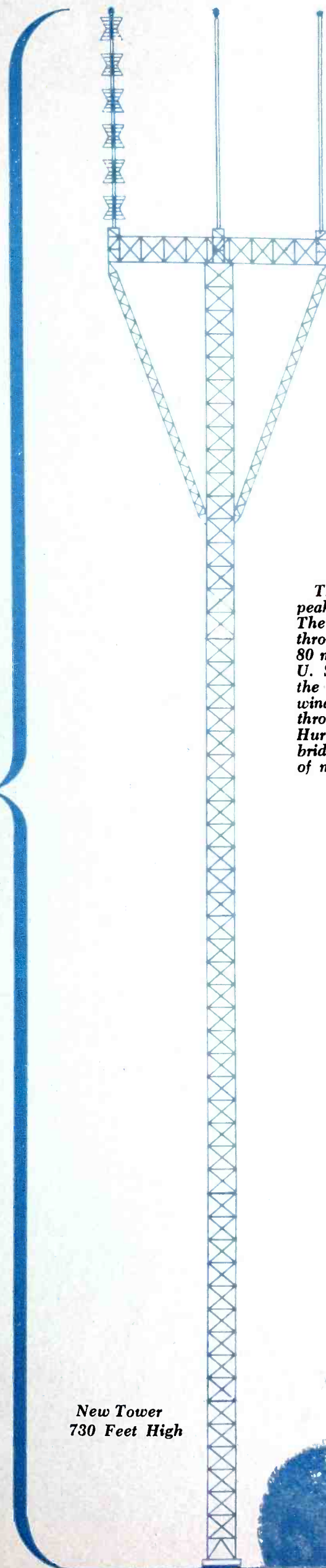
the antenna to carry on essential program service to Baltimore and the surrounding area, while the other half is being repaired.

The ground level area contains a large parking area for the two large and two small mobile units, maintenance shop facilities, storage areas, power vaults, diesel generator, oil-burner room, wash-room and shower facilities for crew members. A mezzanine area on one side of the lower level contains a fresh air chamber, housing an automatic precipitron unit and air blowers for the transmitters. Adjacent to this area is a large room which may be used as a future control point for film or video tape facilities.

### ANTENNA TIPS FOR THE TV SERVICEMAN

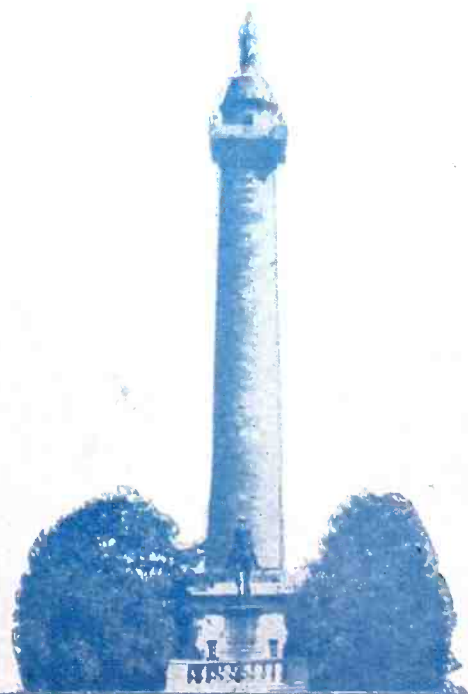
When WMAR-TV changes its antenna from its present location on the Mathieson Building to the 735-foot tower on Television Hill just north of Druid Hill Park, some low-band receiving antennas within a radius of four miles of the Mathieson Building may have to be reoriented. Those antennas located on the north, east and west sides of the city within this radius will probably require the greatest angle of rotation; those to the south will probably require only a few degrees of rotation.

As the distance of the receiving antennas from the Mathieson Building increases, the amount of change of direction will become progressively smaller, until at distances of 10 to 25 miles, there should be virtually no change at all necessary. With regard to a change in signal strength at the TV Receiver terminals there may be some adjustment necessary of the AGC Control or some attenuation inserted in the antenna lead.



The tower is designed to resist peak winds of 165 miles per hour. The strongest wind to blow through these parts checked in at 80 miles per hour, according to the U. S. Weather Bureau. Down at the Bay Bridge, they recorded a wind at 89 miles per hour. It raced through here under the name of Hurricane Diane. Incidentally, the bridge is designed to resist winds of more than 150 miles per hour.

Baltimore's  
Mt. Vernon Place  
Washington  
Monument  
188 Feet High



New Tower  
730 Feet High



**COVERAGE\***  
 Estimated Median  
 Field Intensity  
 Contours Based On  
 1953 Field Survey

**WMAR-TV**  
**CHANNEL 2**  
 100 kw/1049 ft.\*



Prepared by  
 LOHNES AND CULVER  
 Washington 4, D.C., April, 1959

\*Height above sea level—  
 New Tower—August, 1959

Copyright by Rand McNally & Company, Chicago

**WMAR-TV NEWS AND PROGRAM SCHEDULE**  
 Published Monthly By  
**WMAR-TV, Sunpapers Television, Channel 2**  
 Affiliated with the CBS Television Network  
 Charles and Redwood Streets, Baltimore 3, Maryland  
 E. K. Jett, Director of Television  
 Donald P. Campbell, Administrative Assistant  
 Ernest A. Lang, Commercial Manager  
 A. G. Picha, Promotion and Publicity Manager  
 NATIONAL REPRESENTATIVE  
 THE KATZ AGENCY

BULK RATE  
 U. S. POSTAGE  
**PAID**  
 PERMIT NO. 1722  
 BALTIMORE, MD.

Harley E. Nussbaum  
 318 S. Oldham St.  
 Baltimore 24, Md.