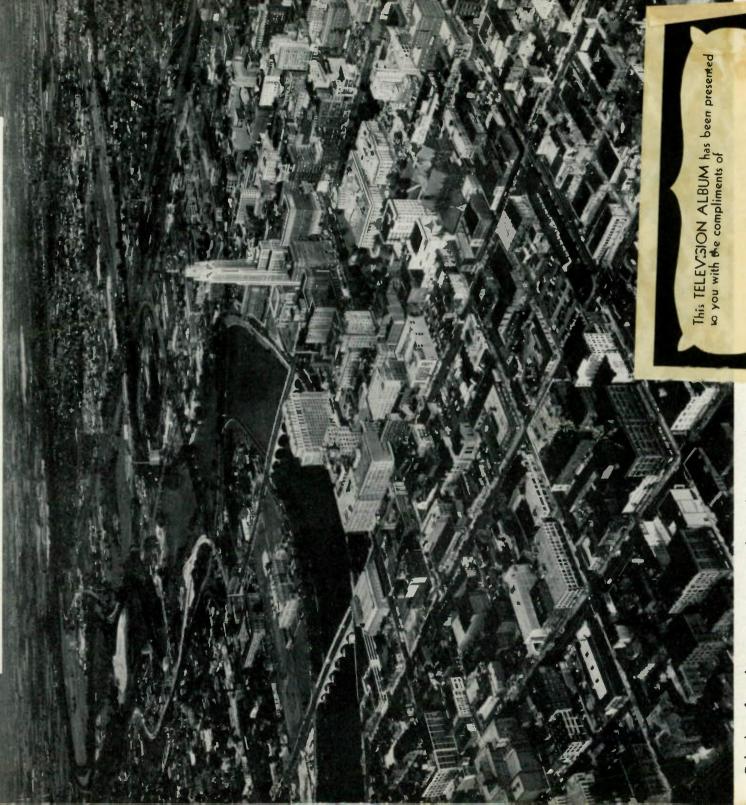


Columbus-OHIO'S MODEL CITY



Columbus, from the air... the capital city, located in the heart of Ohio. The picturesque Scioto River winds past progressive industries, civic buildings and the beautiful forty six floor Lincoln-LeVeque Tower, Ohio's tallest building, and the home of WTVN, Ohio greatest television station.

Your television Station WTVN in cooperation with progressive civic minded local business concerns have made this book available to you. They trust you will find it informative and interesting.

KUNT MILLING CO.

If you have a friend who would like to have one, have him stop in and order one. It's free.

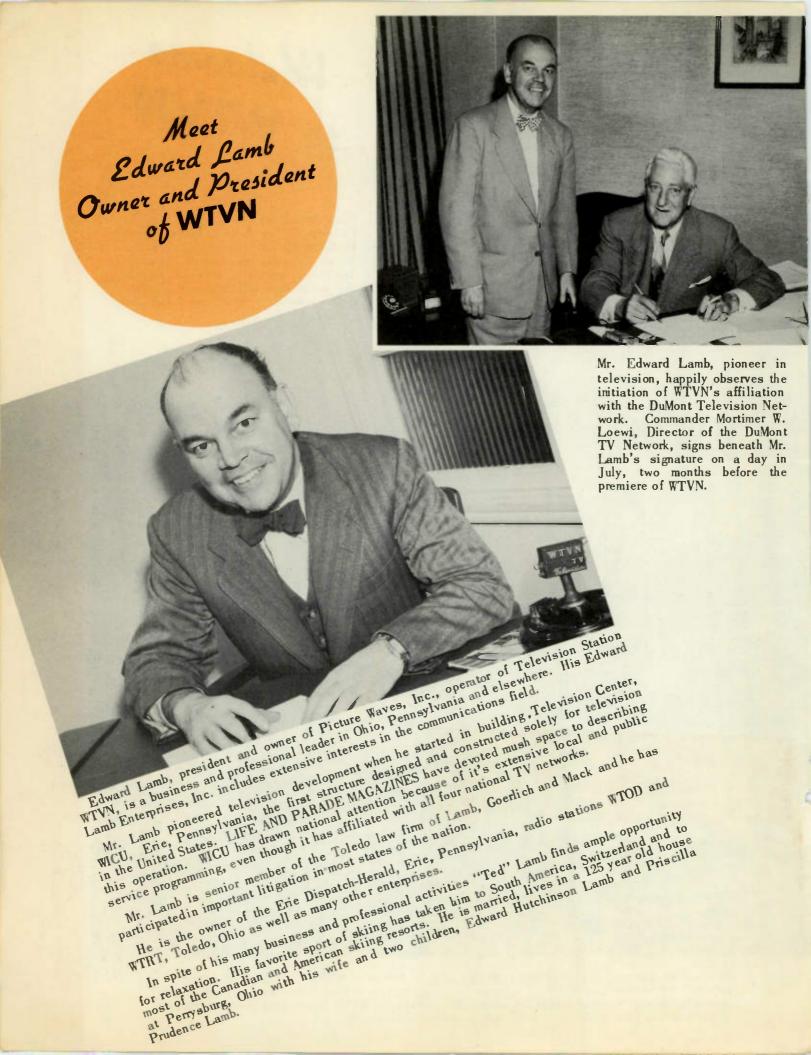


Welcome to WTVN

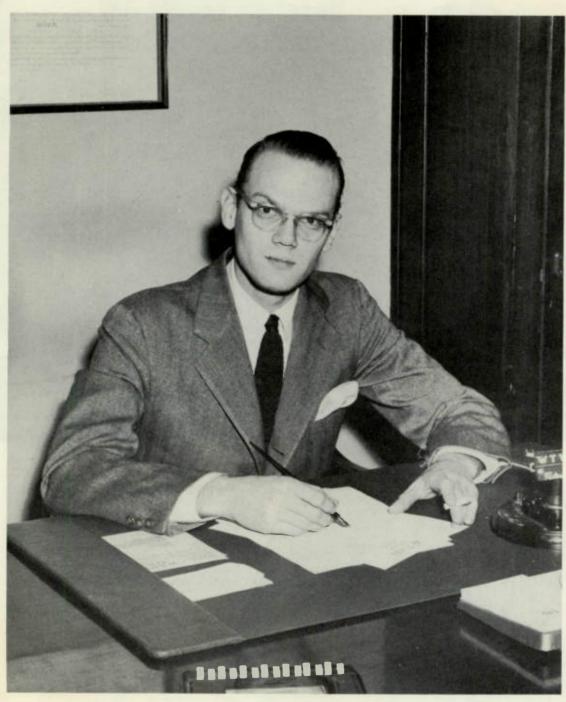
From the omate lobby of the Lincoln-LeVeque Tower, Roger J. LaReau greets Herb Stewart in the express elevator... These two members of the WTVN sales department are about to make the long ride to the station's 45th floor television control room, high in the Columbus clouds...



On the 37th floor, all WTVN guests enter the colorful reception room, where they are cordially received by Charma Lee Frazier. Charma Lee has many important duties as secretary to the station's General Manager, John Rossiter. Her position at WTVN is her first business venture since returning from three years in the American zone of Germany.



John Rossiter, General Manager



John Rossiter is one executive who possesses the energy and ability that is necessary for an efficient and successful television manager. Formerly commercial manager of WTVN's sister Television Station WICU, Erie, Pennsylvania, Mr. Rossiter started supervision of the WTVN installation in July, 1949. Since that time he has organized the station and overseen all developments and additions. Mr. Rossiter is a native of Hartford Conn. and received his schooling at Westminster School in Simsbury, Conn., and Phillips Exeter Academy at Exter, New Hampshire, and is a graduate of the Babson Institute Wellesley Hill, Mass. During the war Mr. Rossiter was a flight instructor in the Airforce. Before his association with television he held responsible positions in sales and later was in sales management in the AM Radio Field.

Television Station

Channel

6

Satisfied Sponsors

Sales at WTVN



Spell Station Success



(To left) Newest member of the WTVN Sales Department, Bill Hein, takes notes on Fred Astaire dancers for future commercials, while Art Ross of the Astaire Studio, registers approval. "Bill" has been connected with different phases of the radio field for several years and is well-known to WTVN televiewers for his Hein Talks Sports program.

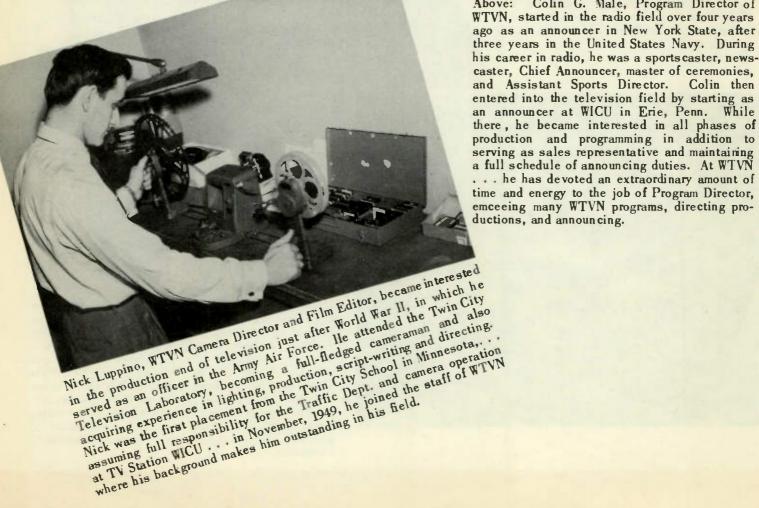
Herb Stewart (standing), chalks up another pleased client at the Modern Finance Company as L. Kirts Osbourne, Jr. (in the middle) and T. A. Waters propose copy suggestions. "Herb" joined the Commercial Staff while the station was under construction shortly after graduation from Ohio State University where he Majored in radio-speech. Mr. Stewart served as a radio gunner in the Army Air Force during World War II.

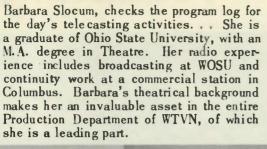


Roger LaReau (center) Commercial Manager, who has been with WTVN since its start, completes another client service by jotting down distinctive features of shoes to be highlighted on television... with the assistance of Ivan Gilbert (on the right) and Lou Foyer (on the left) of the Gilbert Shoe Company. Mr. LaReau has over five years sales experience including radio and promotion.... he also was an officer in the Army Air Force during World War II and is now a member of the board of directors of the Columbus Junior Chamber of Commerce.

Responsible For Programming at WTVN









Rog LaReau is hard at work inking in art training to be used in a of the Wining periods of the Wining art training been a radio program director in Warren, Ohio and Erie, Pennsylvania. Bill is most active on WTVN acting as Master of Ceremonies in addition to his many program department duties.

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Bill Brown is a well known personality having previously been a radio program director in Warren, Ohio and Erie, Pennsylvania. Bill is most active on WTVN acting as Master of Ceremonies in addition to his many program department duties.

Art Institutes.

Art Institutes.

Technically

Chief Engineer, James Burke is the Southern gentleman who is responsible for all technical operation at WTVN. A native of Georgia, he came to Columbus from WAAM in Baltimore, Md., where he was also the Chief Engineer. Educated at the University of Georgia and other leading schools, Mr. Burke has had over ten years experience in the radio and television field . . Among his many past positions, he was an outstanding design engineer for Westinghouse.



High in the clouds above Columbus, the WTVN Television antenna sends a clear signal far and wide. The turnstile-type antenna is 606 feet from the ground and required two weeks to assemble and hoist into position.



Transmitter Supervisor, Joe Gill logs meter readings on the audio transmitter in the control and transmitter room of WTVN. Joe's duties at WTVN revolve around maintenance of equipment, locating and correcting of technical problems and general engineering operation. Joe was a U.S. Navy Radarman during the war and was a TV Engineer at WTVN's sister station: WICU, Erie, Penn.

Speaking

Balopticon Projector . . . here is Milt Wishard fulfilling that duty with the film and slide projectors in the background.





Pantry Party is a television luncheon held daily in the Cavalier Room of the Hotel Virginia with plenty of door prizes, samples and give-a-ways. It is produced by Television Productions, Inc. and emceed by WTVN's Colin Male.

WTVN'S Parade of Programs and Personalities

Here's a typical Cross-section of Central Ohio pictured as they meet to Beat the the Talent Champ. It's a fast-moving, locally produced Talent Show with valuable merchandise awards to the winners. Brand new and already becoming a city-wide favorite. Kay Smith is at the piano.

A feature dance team from one of the local studios entertain at the popular Town and Country Lunch-eon show from the Neil House in downtown Col-

Town and Country Luncheon, at the Neil House, a full hour of entertainment setting a new precedent for TV remote facilities. Over 100 women attend this weekly luncheon, lasting twice the actual telecast time. Pictured is a member of the audience taking an impromptu rumba lesson from a professional instructor. Colin Male MC's the festivities.



Meet the cast of Kiddie Karnival. A typical group of contestants are pictured in the foreground, all under 13 years of age. It's a regular Sunday afternoon feature of WTVN, with the principal characters pictured in the back row. Mel Drumm, accompanist (left), Mr. Bumpus, alias Roger LaReau, fast becoming a juvenile tradition, and versatile MC Colin Male at right.



A beaming little trouper gets riding instructions from Mr. Bumpus and Colin Male. She's the latest winner of the monthly "Winners Week" stanza of Kiddie Kamival.

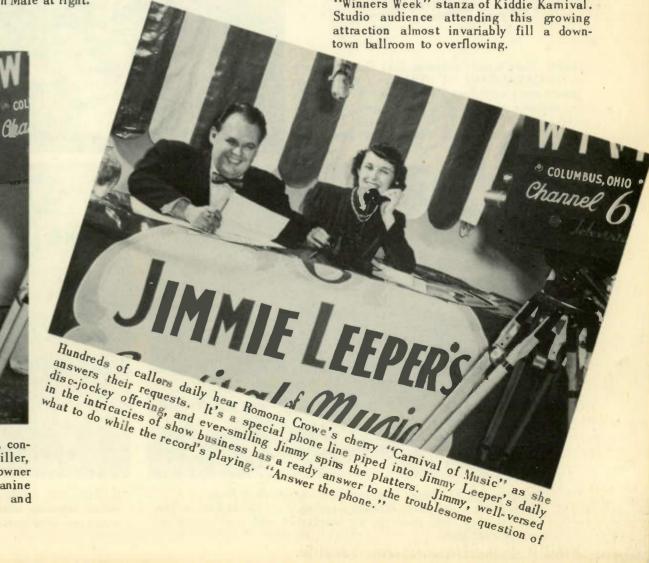
(Below) Mr. and Mrs. is an apt title for this twice weekly series. Mr. and Mrs. Roger Eells combine health tips, reducing and body building, with sleight-of-hand magic and coveted awards to lucky viewers. Breezily informal, their goodnatured banter invariably has a happy ending.



Sergeant "Joe" Foster Public Relations Officer of the Columbus Police Depart-ment, directs a weekly program to acquaint Central Ohioans with members of the city's law-enforcement body, its functions and objectives. Here are Chief of Police Harrison (left) with Sergeant Foster, following a telecast of OUR POLICE DEPARTMENT.



First television Dog Show in Columbus, Dogs on Parade, consistently pulls high mail and telephone counts. Herb Miller, professional breeder and handler, interviews the lucky owner of a pure-bred Alaskan Samoyed. Other distinguished canine visitors include Chihuahuas, Whippets, St Bernards, and Doberman-Pinschers.



WTVN Presents DUMONT -- The

The COURT

The COURT OF CURIENT ISSUES is a timely topics of which are discussed controversial in a typical courtroom setting, the participating leaders across the country.

The COURT OF CURIENT ISSUES is a timely discussed controversial in a typical interest to everyone. Produced produced produced in a typical country industrial

Right: Here's ace funnyman Jack Carter, emcee of the CAVALCADE OF STARS... the program guests are pretty Joan Edwards and the man with the sinister expression is Peter Lorre, of course. CAVALCADE OF STARS is one of TV's top variety shows with outstanding guest performers every Saturday night.



The amazing Al Morgan displays those fascinating fingers which fly over the keys every Monday evening . . . Backed by a fine trio, Al sings and plays in his inimitable style, adding up to a wonderful show.





The four top orchestra-leaders pictured above are but a small sample of the celebrities featured on the DuMont TV program: CALAVCADE OF BANDS. (left to right) Jimmy Dorsey,





HANDS OF MURDER is the top thriller which features wierd dramas, packed with suspense and intrique. Excellent acting,



FIRESIDE CHAPEL is the Sunday religious program which presents leaders of all faiths. presents leaders of all faiths. Messages of spiritual importance, religious music and tance, religious music and secular lectures are included on this public service feature. In this public service feature. Army Chaplain Lt. Col. Cochran Army Chaplain Lt. Col. CHAPEL directs FIRESIDE CHAPEL with Chaplain guests of various with Chaplain guests of various races and creeds.

Dorothy Dean is the charming hostess on the afternoon program, "Open House". Dorothy is also a well known personality all over central Ohio from her newspaper column in the Citizen. Everybody

Pix

Channel

Six

Mrs. Frank Lausche, Ohio's "First Lady", visits the sparkling, modern kitchen on OPEN HOUSE. OPEN HOUSE was the first woman's TV program to be presented from Columbus and it is unique in its presentation of homemaking tips, local, national and international personalties, plus a weekly religious feature and many other interesting items for the modern housewife's enjoyment and information.



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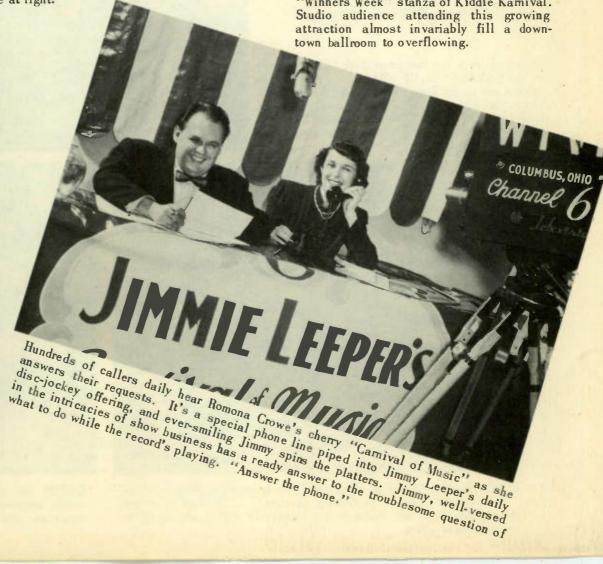
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Nations Window on The World





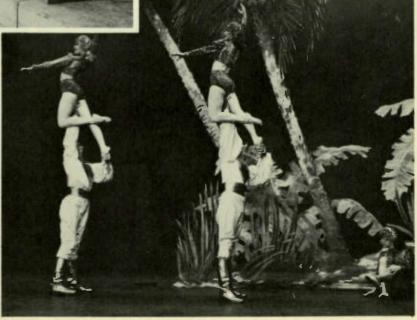
Xavier Cugat, Charlie Spivak and Guy Lombardo play the best in popular music, accompanied by their fine vocalists, with the added attraction of excellent variety acts.



Left: Vivacious Kathy Norris and co-emcee Carl Caruso are a combination of fun and frolic on DuMont's SPIN THE PICTURE, a quiz-gamevariety show packed with entertainment.



perfect production and unique plots combine to make HANDS OF MURDER a favorite TV program.



Exotic dances such as this are seen on PHIL HANNA SINGS, plus the romantic song-styling of the talented star of the show. Phil Hanna joins Holly Harris in bringing televiewers beautiful music and fine entertainment on Sunday evenings.

The Best in







Jack Gregson is the cheerful auctioneer who calls out the chant of fortune on the AUCTION-AIRE program. Wonderful prizes are offered to the televiewer or audience member with the highest bid in Libby-labels. Luscious Rebel Randall (left) assists Jack in collecting bids... It's a fascinating show with prizes and surprises for all.

arotector of law and order to the masked

A national hero and all-time protector of law and order as the Lone Ranger. The popularity of the masked is THE Lone Ranger, Silver, is never-ending. There are thrills for every western fan on Thursday nights, when THE LONE RANGER rides.

TV from ABC





BLIND DATE is the ABC-TV program that has been winning applause from televiewers for its humor and all-around entertainment. Arlene Francis, as the charming and witty mistreally flies when her male guests try to win a beautiful

"Pops" Whiteman goes over the script for the PAUL WHITEMAN REVUE with lovely Junie Keegan. Junie is the talented singing star discovered by Paul Whiteman on his TV Teen show. The whiteman Revue is a top favorite, with lavish productions and a galaxy of guest stars, combined with the regular top personalities.

Sports



When "Hein Talks Sports", all Columbus listens. Here, the popular sportscaster interviews (2ndplace) National Roller Skating Champions Pat Cavanaugh, center, and Johnny Williams, second from left. Hein, second from right, is very active in athletics himself, and is in constant touch with local sports activities.



"Put the Blame on Mame" pretty well describes the expression on the face of "Toughie" Brazum as she hits the track after a collision with Gerry Murray. It's the Rocken-Sockem Roller Derby from ABC in New York, a regular weekly sports spectacle on WTVN.



Iligh on the list of favorites in the WTVN Sports Parade, is the stanza of wrestling emanating from the Rainbo Arena in Chicago. This sort of thing happens all the time. Channel 6 viewers have wrestling, boxing, or roller derby thrills to look forward to five nights of the week, and never miss a minute.



"Hey Mother," is probably the thought Dumont for the day as Dennis James, pressure wrestling narrator, gets the pressure from Lord Carelton, with the villain's valet gently remonstrating. Valet gently remonstrating groans to mixes poetry with grunts and mixes himself a tremendous following earn himself a tremendous Monday night among loyal Channel 6'ers.



Bill Hein keeps his sports programs balanced throughout; fencing teams, wrestlers, badminton pros in close order. Here it's basketball, with several major league scouts mixed with Ohio State football greats of a few years ago including Rosebowl stars Curley Morrison and Jack Jennings. The interviewees enjoy the informal get-togethers as much as Hein himself.

Ohio State University



Above: Here a capacity crowd of over 80,000 cheering fans jam Ohio Stadium, gridiron home of the famous "Buckeyes" of Ohio State University. As a climax to the 1949 grid season the Bucks won the Rose Bowl title. A portion of OSU's campus may be seen to the right of the stadium.

An aerial view of the campus of Ohio State University, sixth largest in the country, with an enrollment of 30,000 and a faculty of 2,000.

Only one of the many beautiful buildings on the which the library, which campus is the library, which its 15 branches has with its 800,000 volumes, more than 800,000 volumes.



Picturesque with its turretted towers and battlements is the Armory of OSU.

Orton Hall, with its chimes tower, is known and loved by every OSU student and alumnus.

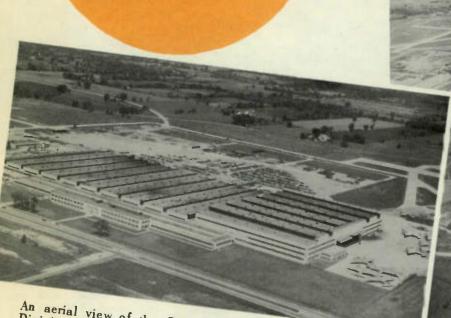
Columbus Industry



CARL M. EVERSON, President, The Columbus Chamber of Commerce.



DELMAR G. STARKEY, General Manager, The Columbus Chamber of Commerce.



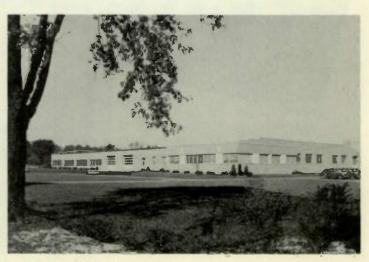
An aerial view of the Curtis-Wright Corporation, Airplane Division, Columbus. Established in 1939, 25,000 persons were employed here during the war. The present employment



An aerial view of the U.S. General Depot, one of the largest installations of its kind in the world.



The Temstedt Mfg. Division of the General Motors Corporation, makes the body hardware for all G.M. cars. Under its roof are 16 acres of space.



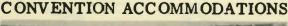
The Allis-Chalmers Mfg. Co., large manufacturers of tractors and other agricultural implements.



The Fort Hayes Hotel is one of Columbus' new and modern hotels. It contains 350 all outside rooms with bath. On account of its excellent hotels and stores and strategic location, Columbus is ranked among the three leading convention cities of the country.



The 32-county Columbus area boasts approximately 76,000 farms with 8,285,687 acres of land. Scenes such as this lovely fall view with the corn shocks dotting a rolling landscape are typical in the area.





The Neil House, popular convention hotel, is one of Columbus' largest and best known hostelries. Its Town and Country Room is a favorite meeting spot for local as well as out of town visitors.



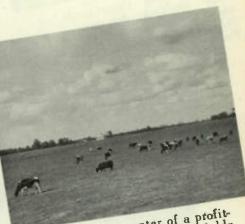
Five major railroads serve Columbus with an average of 114 passenger trains per day.



Columbus is served by major airlines and, besides a modern municipal airport, has five private and commercial airports.



The Deshler-Wallick Hotel with one thousand guest rooms, and such famous dining rooms as the Sapphire Room and the Ionian Rooms, is one of the nations' leading hotels.



Columbus is the center of a profitable dairying industry which yields approximately \$58,000,000 annually from dairy products.



In 1948, the 4,233 retail outlets in Columbus, did a gross business of approximately \$486,171,000. The leading retail store in Columbus is that of F & R Lazarus & Co. pictured above. This huge store will celebrate its 100th Anniversary next year.



Aerial view of the Ohio State Fair Grounds which are ranked as the third largest in the nation.

Come To Columbus --





A dramatic night view of part of the Columbus Civic Center. To the left, its magnificent height sweeping upward into the darkness, is the LeVeque Lincoln Tower. To the right looms the immense facade of the Departments of State Building. Swirling in front are the dark waters of the Scioto.



The Ohio State Capitol, one of the country's outstanding examples of the Greek Revival Style, stands in a 10 acre park in downtown Columbus..



Franklin County Memorial Hall, a memorial to the county's soldiers and sailors, is at 280 Broad St.



The Columbus Gallery of Fine Arts has been an active organization for almost 70 years. Open seven days a week it is visited by 60,000 people



The City Hall, housing the offices of the mayor and other city officials, occupies with its park, an entire block, in the Civic Center.

To Discover America



Columbus, capitol of Ohio, is the state's third largest city with more than 350,000 inhabitants. It is a many-sided community, well balanced industrially, commercially and in its cultural phases.



Scenic Beauty is found in the Civic Center. Across the sweep of the broad, shaded Esplanade is seen the Columbus City Hall. The Center also includes the Federal Building, the U.S. Weather Bureau Station, the Safety Building, the City Hall, the Departments of State Building, and the Le Veque-Lincoln tower.



Port Columbus is the sixth busiest air center in the nation. During 1948 more than 100,000 passengers landed or took off from the port. TWA and American Airlines make numerous scheduled landings daily.



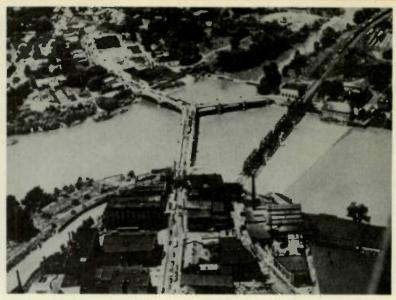
Battelle Memorial Institute, one of the world's greatest research laboratories, has 600 scientists on its staff. In an average year over 7000 men of modern industry bring in their problems.



Our Neighbors in WTVN-LAND



An aerial view of NEWARK, population 37,000, county seat of Licking County. Newark is situated in the bread-basket" of Ohio, the center of a rich grain farming district. Oil, natural gas, and rich deposits of clay, bituminous coal and iron ore help to support its 23 major industries. (Photo Courtesy of Newark Chamber of Commerce)



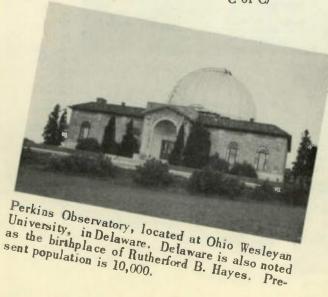
The famous "Y" bridge at ZANESVILLE, spanning the Muskingum and Licking rivers at their confluence, is one of only three of its kind in the world. Zanesville rich in historic lore, has a population of 42,000.



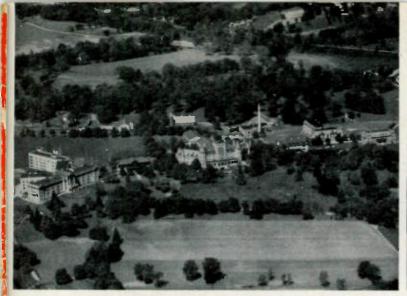
(To Left) An aerial view of Mt. Vernon, population 15,000, county seat of Knox county. The center of a farming area, Mt. Vernon also has six industrial plants. (Photo Courtesy Mt. Vernon C of C)

(To Right) Aerial view of COSHOCTON, population 14,000. The well known Johnson-Humrickhouse Museum, at Coshocton, contains a large collection of Oriental art, North American indian baskets, valuable laces etc. (Photo Courtesy Coshocton C of C)





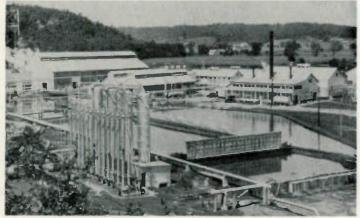
Aerial view of WASHINGTON COURT HOUSE, population 12,000. Located in a rich faming Located in a rich faming area, Washington C.H. had retail sales in excess of \$20,000,000 in 1947. (Photo Courtesy Washington C. H. C of C) ington C. H. C of C)



The Ohio Masonic Home at Springfield, is only one of the many famous institutions in and around this important Ohio industrial city of 92,000. Springfield is also the site of the George Rogers Clark State Memorial, where the Indian village of Piqua was located. The Battle of Piqua took place here in 1780.



The Harding Memorial at Marion contains the sarcophagi of Pres. Warren G. Harding and his wife. Marion, named after Gen. Francis Marion, population 36,000, is an important industrial center particularly for the manufacture of steam and other types of "shovels." It is also a railroad center and the county seat of a rich agricultural county.



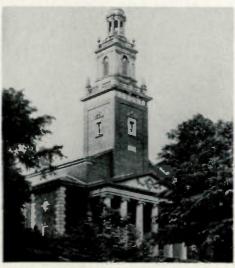
The world's largest gas compressor, located at Sugar Creek, near Lancaster. Located in a scenic area, Lancaster has a population of 23,000.



Aerial view of Bucyrous, population 10,000. (Photo Courtesy Bucyrous C of C)



CHILLICOTHE, population 24,000, was founded in 1796. In 1803 it was named the first capitol of Ohio.



Swasey Chapel, at Denison University, a highly rated Baptish-endowed college located at Granville.



Circleville, as the name implies, was orginally laid out in the form of a circle as this plat replica dating 1836 illustrates. (Photo Courtesy Circleville C of C)

PHOTOGRAPHY by J. CONNER HOWELL & ASSOCIATES, COLUMBUS, OHIO. SCENIC AND INDUSTRIAL PHOTOS COURTESY: COLUMBUS CHAMBER OF COMMERCE; CONVENTION BUREAU; OHIO DEVELOPMENT & PUBLICITY COMMISSION.



