

WILLIAM F. ADLER
TEN EAST SEVENTIETH STREET
NEW YORK, N. Y. 10021

January 25, 1977

Dear Rita:

Here are a few more items that might be of interest as background for the Pittsburgh edition.

Having left Susman and Adler, I had no plans for future business activities, and was really "at liberty" I had a very close relationship with the then WDTV by reason of the fact that our two-cylinder agency was the biggest spot buyer. During a visit with Don Stewart, he showed me a copy of a Birmingham program book and suggested that I put one out for Pittsburgh. This seemed to be right up my alley so being helped by ignorance of the pit-falls of such a venture I decided to go ahead-- sans surveys of the potential market or printing mock ups.

I had more than a passing acquaintance with writing, layouts, production and promotion but my ignorance with circulation and distribution knew no bounds. In fact I didn't know that anything along those lines existed, ~~were~~ necessary--merely ship the books to American News, they would take care of all of that.

And so, three weeks after I rented a room, bought a "partner's desk", hired Dan McSweeney out of retirement, brought Rae down to answer the phone we hit the stands on November 24, 1950. It was the same day the weatherman hit the city with some 27 inches of snow. Pittsburgh and the Pittsburgh Television News ground to a halt for two days running. We were just about ready to put the second edition, but the printing plant closed down as did the newspapers. The second edition was dated December 9. Strangely enough the first edition, despite the storm, sold just a shade over 1500 out of a print order of ~~7,500~~ 5,000.

Naturally, at the time, there were no such things as checkups for us by the News Company, but my instinct told me that ~~we were in a good~~ ^{we had a good} start, so I upped the order to 7,500!

The rest you know but if you need any details will ~~dig~~ try to dig them out.

It was good talking with you, hope we see you soon

P.S. Changed the name of Pgh Television News to
Bill
(over)

Television News with the issue of Feb 24, 1951
and the price from 10 to 15¢. On Jan 19, 1952,
we changed the name again to TV Digest
and became TV Guide with the issue of Aug 1, 1953
Was it March of 1950 you came aboard?

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