

Closed Circuit THE WGN FAMILY LETTER

* With permission of Broadcasting Publications, Inc.



December 20, 1978

HAPPY HOLIDAYS

MERRY CHRISTMAS and happy holidays to each and every member of the WGN Continental family!

As we enter the new year, I would like to take this opportunity to thank you for your many contributions and for the progress our company made in 1978.

To you and all those dear to you, may I extend my warmest wishes for the holidays and for a new year that brings you much good health and happiness.

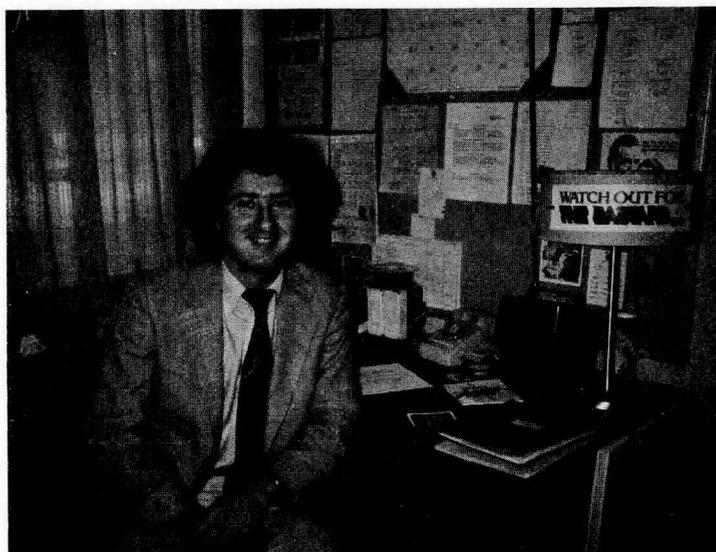
Daniel T. Pearce

VELLO NICKOLAOU JOINS WGN TELEVISION

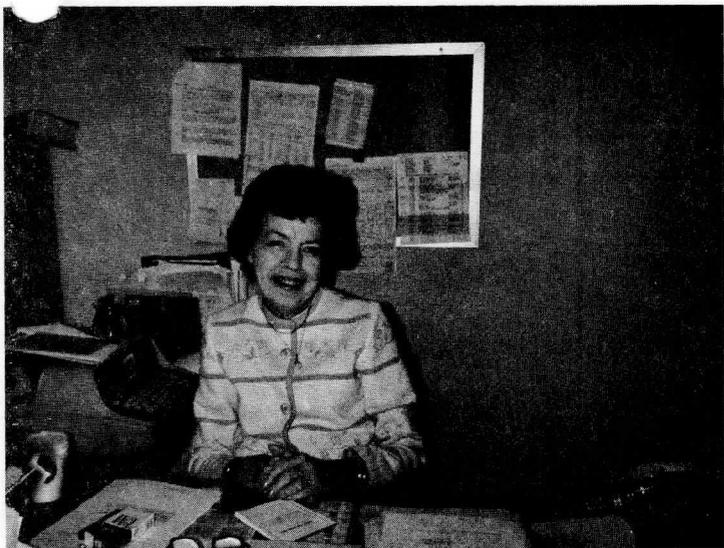
AS ON-AIR PROMOTION MANAGER

VELLO NICKOLAOU, a former WGN Television intern, has been named ON-AIR PROMOTION MANAGER. In his new capacity for Television 9, he will be responsible for producing and scheduling all on-air promotional spots, and will report to PAUL KELVYN, program manager, who made the announcement.

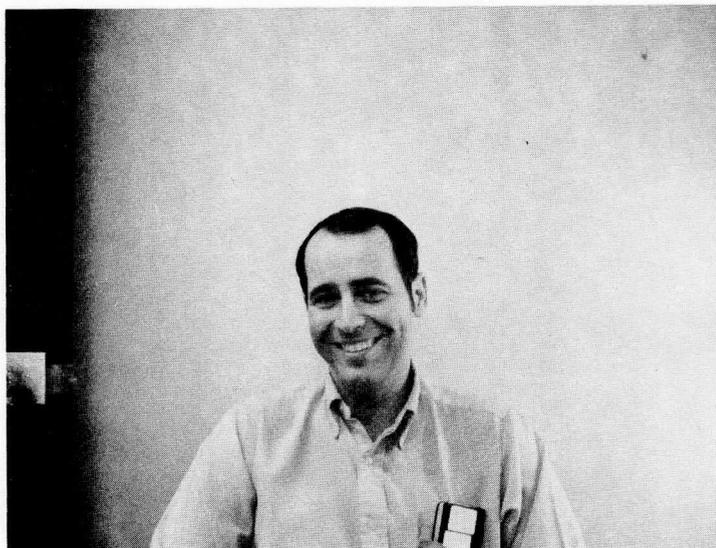
A native of Battle Creek, Michigan, Nickolaou holds a B.A. degree in Television-Radio-Film Communications from the University of Michigan. During his last two years at the University, he was an independent video and film producer and was an associate producer for the High Point Center for the Handicapped in Ann Arbor where he produced instructional and promotional video tapes for statewide distribution.



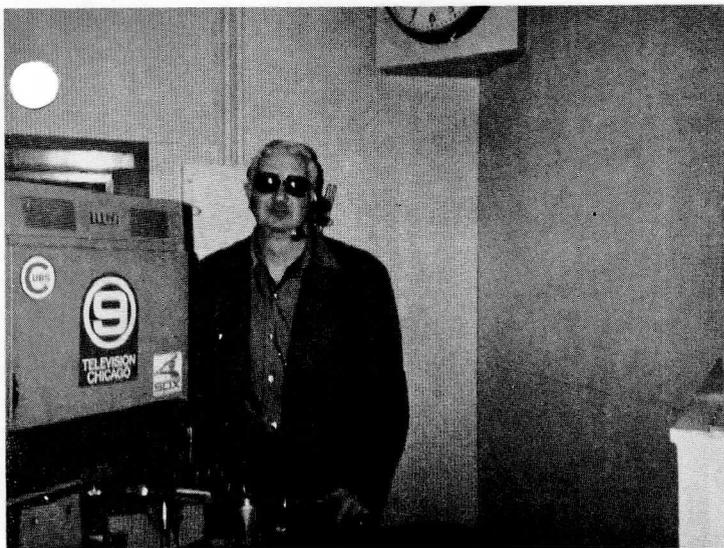
DECEMBER ANNIVERSARIES -- CONGRATULATIONS!



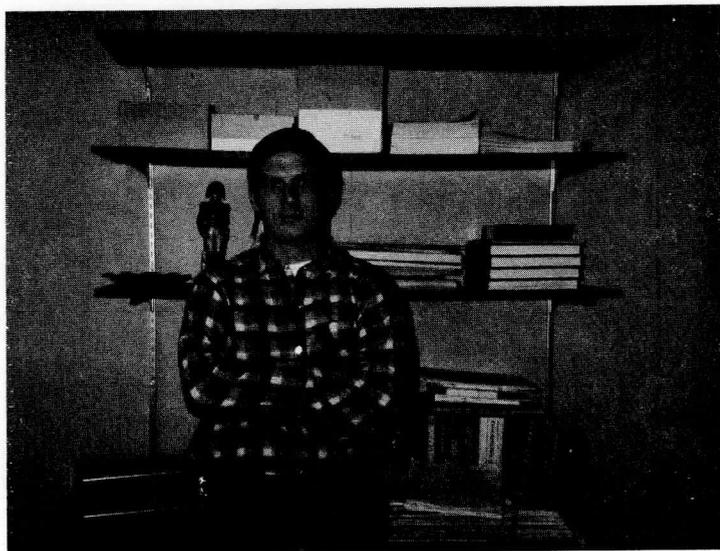
Muriel J. Furlong
Secretary/TV Programming
20 years - December 1



Daniel E. Friederich
Television Engineer
10 years - December 8



Donald K. Brennecke
TV/Engineer
10 years - December 15



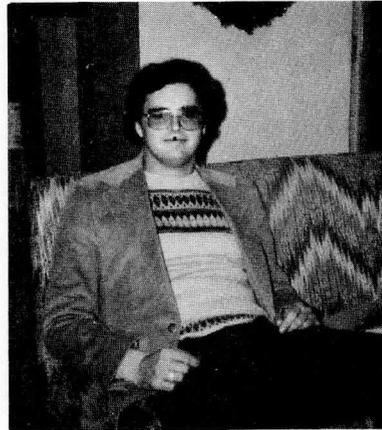
Joseph DiCanio
Grounds Maintenance
5 years - December 18

INTERNSHIP PROGRAM

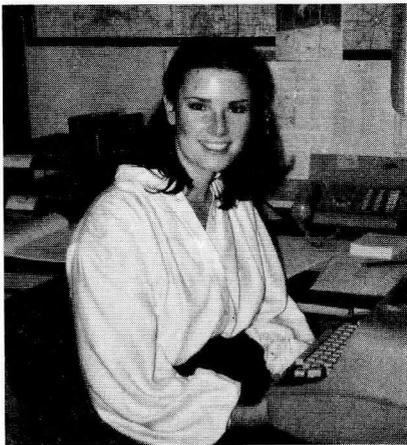
Everyone in the WGN "family" and ROBERT P. IRVING, who supervises the PIERRE ANDRE program that started on April 1, 1963, WELCOMES the following students from various universities. The current recipients will be assigned to a given area for 13 weeks.



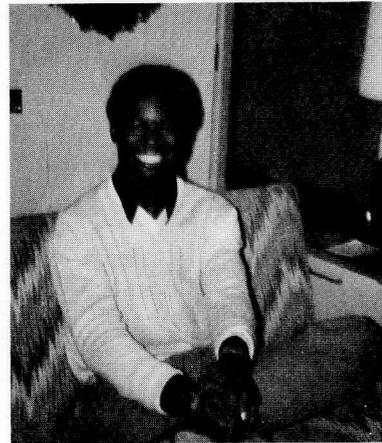
Jan Broustis
(Community Affairs)
University of Wisconsin



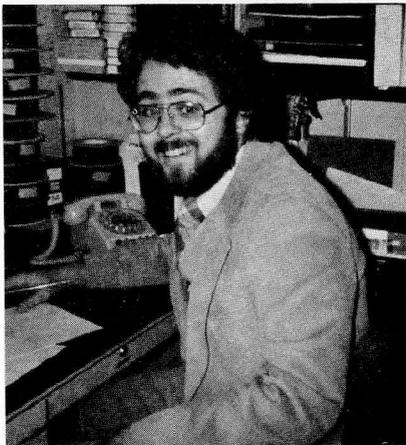
Kevin Collins
(TV Production)
Ohio University of Athens



Kathleen Fanning
(Community Affairs)
Northwestern



Eric Lewis
(TV Production)
University of Ill. Circle



Seth Krugliak
(TV Programming/Promotion)
University of Michigan



Frances Smith
(Newsroom)
Mundelein College

SPORTS CORNER

On Wednesday, December 13th the WGN Bombers beat the Sun-Times 67-53 to stay in first place in the media league basketball tournament.

First round concluded Wednesday, December 20 against CBS, with a score of 73 (WGN) and 62 CBS. WGN IS THE FIRST ROUND CHAMPION.

WGN MEDIA LEAGUE SCHEDULE 2nd ROUND

All games on WEDNESDAYS --- Lake Shore Park - Chicago & Lake Shore Drive

January 17	8 p.m.	Ichabods
January 24	8 p.m.	WLS
January 31	8 p.m.	Tribune
February 7	7 p.m.	Elis
February 14	7 p.m.	Sun Times
February 21	7 p.m.	CBS
February 28		Bye

MARCH: PLAYOFFS TO BE SCHEDULED

OCTOBER-NOVEMBER PHOTO CONTEST WINNERS

FIRST PLACE: "The Lockout"
Doug Challos, Night Supervisor

SECOND PLACE: "Bath Night"
Vernon Plettau, Engineer

THIRD PLACE: "Red Red"
Edwin Archambault, Engineer

HONORABLE MENTION: "Hollyhocks" - Maxine Joachim, Arts & Facilities
"Air Show: - Al Jones, Engineer

OSHA

The Osha Committee asks that any employee qualified to administer cardiopulmonary resuscitation (CPR), please call Vivian Pappas on extension 465.

TO ALL EMPLOYEES - "HAPPY HOLIDAYS"

Just a reminder that DAN PECARO has invited all of us to a holiday lunch and get-together for an opportunity to wish one another a healthy, happy and prosperous New Year on Friday from 11:30 a.m. to 1:30 p.m. (6:30-8:00 p.m. for the evening shift) in Studio 2.

BAKE SALE A BIG SUCCESS

The Bake Sale Committee was pleased to present Wally Phillips with a check in the amount of \$600.00, payable to the Neediest Kids Christmas Fund, as a result of our 1978 Bake Sale on December 4th.

We really appreciate the work done by the WGN employees, not only in the baking but in the buying and to all others who helped make it a success.

Thank you.

RECIPE CORNER

CHICKEN MARYLAND 13 x 9 x 2 pan

4 chicken breasts, skinned and boned -- divided in half
1 pkg. Uncle Bens Long Grain & Wild Rice with seasonings

1 can cream of mushroom soup
1 can cream of chicken soup
1 can cream of celery soup

Dilute these with 1 can white wine (soup cans) - 1/2 can milk and 1/2 cup melted butter. Canned mushrooms may be added if desired (drained).

Pour 1/2 of this mixture with box of rice. Lay in bottom of pan. Place chicken breasts on rice. Pour remaining liquid over all --- sprinkle generously with parmesan cheese.

Bake uncovered 275 degree oven for 3 hours. Allow to sit a few minutes before serving.

THE HAPPINESS CAKE

1 cup good thoughts	1 cup of kind deeds
2 cups of sacrifices	1 cup of consideration
3 cups of forgiveness of others	2 cups of our own faults (well beaten)

Mix thoroughly. Add tears of joy, sorrow, and sympathy. Flavor with love and kindly service. Fold in 4 cups of prayer, faith and enthusiasm. Spread all into your daily life, blend well with human kindness.

Serve with a smile at all times, and it will satisfy the hunger of many people less fortunate than ourselves.

FOR SALE: 3 piece Sofa Group --- Blue Fun Fur - 2 years old -- \$200.00
or best offer. New \$800. Rick - ext. 215

NEED A NEW FILTER for your April-Aire humidifier? Call Jim. ext. 302.

Painting and decorating ---- reasonable -- Russ at Ro.3-8515 or Ca. 7-1181

"A HOUSE DIVIDED":

AIRS ON TELEVISION 9 DECEMBER 28

Special Report on the Changes in Congress

A new breed of politicians arrived in force in Washington as a result of the political upheaval we loosely call Watergate. On Thursday evening, December 28, from 7:30-8:30 pm., WGN Television 9 will present a special report on how the House of Representatives, with no common purpose and no common discipline, has become "A House Divided."

For decades the U.S. House operated as an efficient legislative machine with veteran committee chairman dictating the voting outcome of all key issues. But Watergate changed all that. With the class of '74 came a record number of freshman congressmen and women--the youngest House since World War II - who dared to challenge the long standing House leadership and brashly inaugurated far reaching institutional and procedural reforms. And that freshman-senior division hasn't been resolved yet.

The result? Party discipline has all but disappeared. A new breed of politician has arrived: young, independent, rebellious to party leadership, and responsible only to their own constituents. Morale is at an extremely low ebb.

This special report, produced by Capital Cities Communications, features executive producer and Peabody Award winner Dick Hubert, producer Mike Joseloff and veteran White House television correspondent Nancy Dickerson. Ms. Dickerson takes viewers into the back offices of the House and on the campaign trail where the men and women who make our nation's laws offer their personal insights and reactions to the crises which threaten the very core of the U.S. system of representative government.

FAMILY SPECIAL "IT CAN'T HAPPEN TO ME"

TO AIR DECEMBER 30 ON WGN TELEVISION

Program Addresses Teenage Alcohol Problem

"It Can't Happen to Me," the story of two teenagers coming to grips with the problems of alcoholism and alcohol abuse, will be seen on WGN Television 9 Saturday evening, December 30, from 7:30-8 pm.

The program dramatizes how a teenage girl allows herself to be led into the dark realm of alcoholism through peer pressure and her own self-doubts about social acceptance. Soon after taking to alcohol, she finds that what she has been using to help her cope is now preventing her from coping at all. A tragic accident to one of her friends jolts her back into reality and onto the road to rehabilitation.

"It Can't Happen to Me" speaks to both young people and adults. With the startling rise of teenage alcoholism (nearly one-fifth of all teenagers have a drinking problem according to the Department of Health, Education and Welfare), it is a sobering study of what can happen when a teenager tries to relieve social unease through a bottle.

The thirty-minute story stars Vincent Van Patten, Lisa Gerritsen and Diana Muldaur. It has been recommended by the National Council on Alcoholism.

BELATED BIRTHDAY WISHES to:

Steve Quast - December 18
Bud Ellingwood - December 19
Phil Abella - December 19

Don Miller - December 20
Dan Bray - December 20
Aleyna Larner - December 21

HAPPY BIRTHDAY to:

Chuck Henry - December 22
Sue Petiz - December 22
Erin Wendorf - December 22
Robert Nedberg - December 23
Joe DiCanio - December 23
Dick Erlenbach - December 26
Ruby Anu son - December 29
Dan Seltzer - December 29
Frank Hollich - December 30
Joe Smith - December 31

Kay Joyce - January 1
Ed Sullivan - January 2
George Baczynsky - January 2
Jim Loughman - January 3
Martha Hoover - January 3
Fred Bruneman - January 4
Jim Holland - January 4
Doug Challos - January 6
Jennifer Carter - January 6
Ray Kirk - January 7

CONGRATULATIONS

Our heartiest CONGRATULATIONS go to RICHARD N. SANDEFUR who has been designated as Engineer-In-Charge in the radio operational area, effective December 15th.

FAREWELL and GOOD LUCK to ROBERT W. PERKINS, Engineer-In-Charge in the radio operational area, who retires on January 1, 1979. Bob retires after 43 years of service with our company and we wish him all the best in the years to come.

PLEASE CORRECT LOTTIE KEARNS phone extension from 420 to 240.

PAYROLL HAS NEW PHONE NUMBERS --
ANN LEISCHNER - ext. 500
PAT GOLATA - ext. 501
MYRA ABBRUSCATO ext. 502

NOTICE FROM PERSONNEL DEPARTMENT

1979 ID Cards are now available. Please turn in your 1978 ID and a new one will be issued to you.

SYMPATHY

DEEPEST SYMPATHY to the following on the loss of dear ones:

Don Albert on the death of his father-in-law, Charles Laşcola.
John Dial on the death of his mother, Corine Dial and to
Joanne Williams Spriggs on the death of her mother, Vida Williams.

CHRISTMAS CARDS - Please don't throw them out....

Send them to NORINE SMITH....they will be delivered to an orphanage or senior citizen's home and put to good use. THANKS.

RAY RAYNER says.... "Most women don't mind Yule shopping - they charge right ahead."
and "At Christmas, what the kids would like is something that will separate the men from the toys!"

A little information about CHANNUKAH for
our Jewish friends.

This Festival marks the restoration of the
Holy Temple at Jerusalem and the miracle
which occurred at that time, the provision
of sanctified oil for the Holy Light,
commemorated with the lighting of Channukah
candles for eight nights. Thus, in addition
to our traditional greetings of the season,
we add this --

HAPPY CHANNUKAH.

We believe people are happier at
Christmas than at any other time
of the year because they are so
busy bringing happiness to others...

If this is true at Christmas, why
isn't it a good program for all of
us to follow during 1979.

DePaul University Magazine

Enrollment Reaches All-time High of 12,149

When the school bell rang on Sept. 18, the university welcomed 12,600 students, 1,000 more than registered the previous autumn. Even when stabilized after drops and additions, enrollment stood at a record-breaking 12,149, as compared with last autumn's stabilized figure of 11,366.

Rev. Thomas P. Munster, C.M., director of admissions, attributed the increase—in a period of normally declining enrollments—to a number of factors.

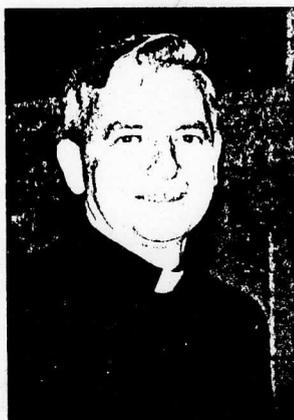
"The quality of our programs has become better known," he said. "Larger numbers of students have visited our new campus, our counsellors continued to visit a large number of high schools, and our literature has provided students the factual, career-oriented information they need and want. Also, we extended our use of the College Entrance Examination Board's SEARCH, a computerized program that matches students' interests with university programs and lifestyles. And, of course, the Blue Demons great performance and the national publicity it generated didn't hurt."

But numbers were only a small part of the story. Administrators reported that the quality of the students, based on national ACT and SAT tests, was also higher.

Dr. Edward Allemand, dean of the DePaul College, the university's general education division, reported that enrollment in that division was up from 324 last fall to 466 this year, and, more importantly, 121 of the 466 had comprehensive ACT scores exceeding 25. The national average is 18.4.

Half of the freshman liberal arts students declared majors and the largest number named biology. Dr. Robert Griesbach, chairman of the Department of Biological Sciences, said that 40% of the biology majors were pre-medical students, 25% medical technology, some 10% pre-dentistry and a small group pre-pharmacy and pre-veterinary medicine—the latter one of the most difficult professions to enter because of the small number of schools offering professional training in this field. Marine and environmental biology attracted a good

continued on page 4



O'Donnell



Pecaro



Schweich

Board of Trustees Welcomes Three Chicagoans to Membership

Three distinguished Chicagoans, two of them alumni, were welcomed to membership on the Board of Trustees at its September meeting in the Frank J. Lewis Center.

They are Very Rev. Hugh Francis O'Donnell, C.M., provincial, Vincentian Fathers and Brothers, Province of the Mid-West; Daniel T. Pecaro, president, WGN Continental Broadcasting, and Anderson M. Schweich, president and chief executive officer, Chicago Metropolitan Mutual Assurance Company.

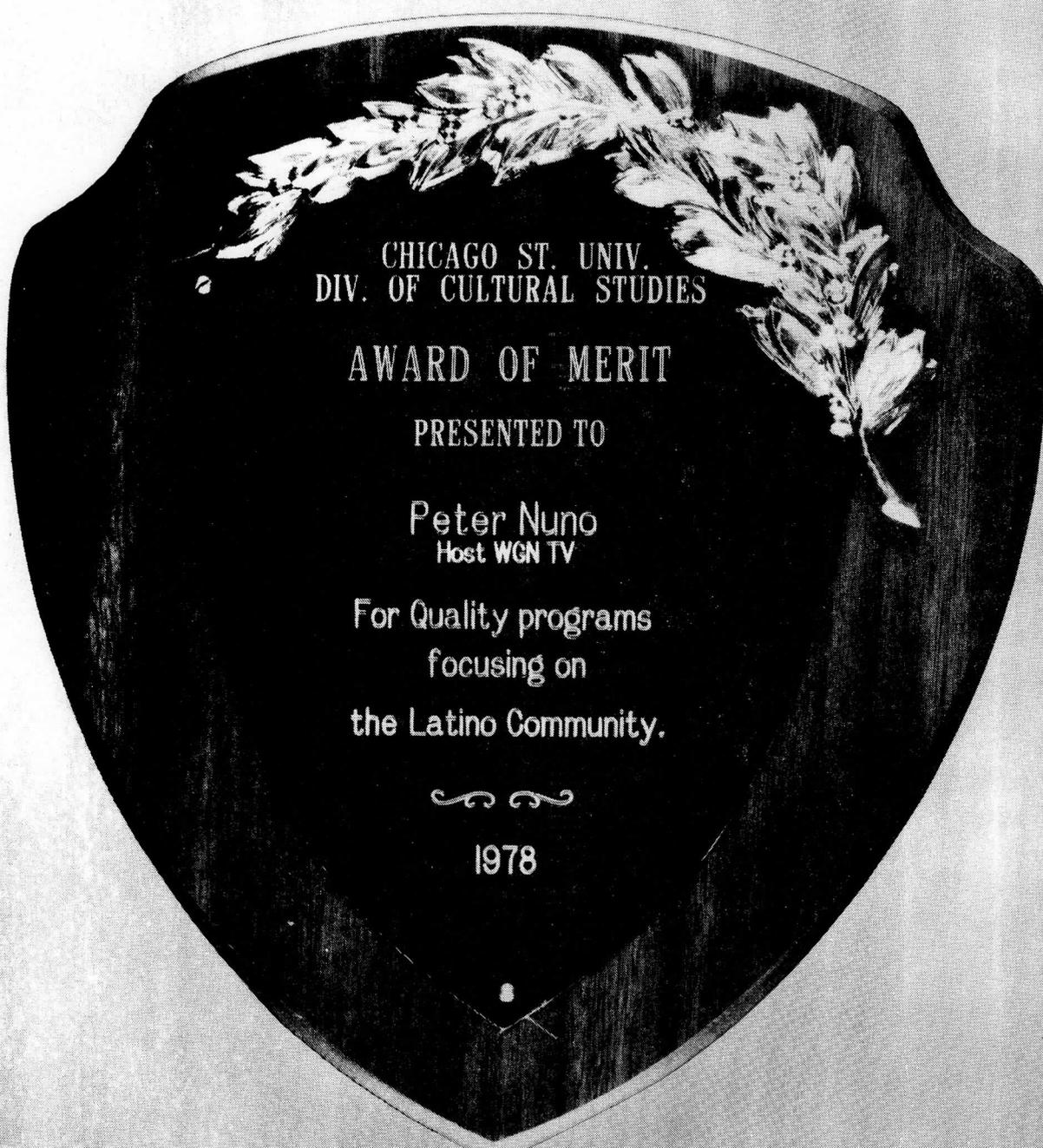
Father O'Donnell, a native Chicagoan, grew up in the shadow of St. Vincent de Paul church. He took his undergraduate degree from St. Mary's seminary, Perryville, Mo.; his M.A. from DePaul University; M.L.S., Catholic University, Washington, and the S.T.L. and S.T.D., University of Fribourg, Switzerland.

Trustee Schweich took his undergraduate degree from Loyola University and did graduate studies at Northwestern University. He holds the S.E.P. from the Graduate School of Business, Stanford University. In addition to his business interests, he is director of many insurance and banking organizations as well as the Rehabilitation Institute of Chicago, National Alliance of Businessmen, Junior Achievement, Operation PUSH and Joint

Negro Appeal, and holds membership on the Mayor's Council of Manpower and Economic Advisors, the Stanford Club of Chicago, NAACP Legal Defense and Educational Fund, and the Chicago Economic Development Commission. He is married and lives in Chicago.

Trustee Pecaro graduated in 1950 from DePaul's College of Commerce. After five years as a teacher and sports coach in the Chicago public school system, he joined WGN Radio. He successively rose in the corporate structure and in May, 1975 was named president and chief executive officer in charge of the entire broadcast operations of the company. While program manager of WGN Television, the station produced several award-winning, live series that were syndicated internationally. During the period 1962 through 1967, under his leadership, the station won 22 Emmy awards. He serves on the Television Board of Directors of the National Association of Broadcasters, one of fifteen persons in the industry elected to this board. A native Chicagoan, he lives with his wife, Nancy, and two sons, Tim and Dan, in Chicago.

The Board of Trustees is corporate head of the university, and manages its educational, fiscal and other business matters.



CHICAGO ST. UNIV.
DIV. OF CULTURAL STUDIES

AWARD OF MERIT

PRESENTED TO

Peter Nuno
Host WGN TV

For Quality programs
focusing on
the Latino Community.



1978

A PRAYER FOR JOY

**God give me joy in the common things:
In the dawn that lures, the eve that sings;
In the new grass sparkling after the rain,
In the late wind's wild and weird refrain;
In the springtime's spacious field of gold,
In the previous light by winter doled.**

**Give me joy in the love of friends,
In their dear home talk as summer ends;
In the songs of children, unrestrained;
In the sober wisdom age has gained.**

**Give me joy in the tasks that press,
In the memories that burn and bless;
In the thought that life has love to spend,
In the faith that God's at journey's end.**

Give me joy in the common things!

"GREAT EXPECTATIONS",
A SPECIAL HOLIDAY FILM PRESENTATION
ON WGN TELEVISION JANUARY 1

Michael York and Sarah Miles Head All-Star Cast

"Great Expectations," one of the best known and most widely loved of all the Charles Dickens novels, premieres on WGN Television 9 Monday night, January 1, 1979 at 8 pm. Michael York and Sarah Miles head a brilliant cast of international favorites in this 1974 film, the first new production of the classic story since the memorable 1946 version became one of the all-time greats of the screen.

Other stars include James Mason, Margaret Leighton, Robert Morley, Anthony Quayle, Andrew Ray, Joss Ackland, James Faulkner and Rachel Roberts.

"Great Expectations" tells the story of Pip, one of the most immortal of fictional characters and the embodiment of every boy's dreams and ambitions. Pip is an orphan who is rewarded in later life for an act of kindness performed in his youth. This act of kindness, helping an escaped convict, leads Pip to become an educated gentleman.

The screenplay for "Great Expectations" was written by Sherman Yellen while Academy Award winner Maurice Jarre composed the musical score. "Great Expectations" was produced by Robert Fryer and directed by Joseph Hardy.

This WGN Television holiday premiere will be fully sponsored by Talman Federal Savings and Loan, who will bring the presentation to the television audience with limited commercial interruption.

(more)

"GREAT EXPECTATIONS"

A SPECIAL HOLIDAY FILM PRESENTATION

ON WGN TELEVISION JANUARY 7

Michael York and Sarah Miles Head All-Star Cast

"Great Expectations," one of the best known and most widely loved of all the Charles Dickens novels, premieres on WGN Television 7 Monday night, January 7, 1979 at 8 pm. Michael York and Miles head a brilliant cast of international favorites.

CAST

- Pip.....Michael York
- Estella.....Sarah Miles
- Magwitch.....James Mason
- Pumblechook.....Robert Morley
- Miss Havisham.....Margaret Leighton
- Jaggers.....Anthony Quayle
- Mrs. Joe Gargery.....Rachel Roberts
- Biddy.....Heather Sears
- Joe Gargery.....Joss Ackland
- Herbert Pocket.....Andrew Ray
- Drumle.....James Faulkner

The Academy Award winner Miles here composed the musical score. "Great Expectations" was produced by Robert Fryer and directed by Joseph Hardy. This WGN Television holiday premiere will be fully sponsored by Thomson Federal Savings and Loan, who will bring the presentation to the television audience with limited commercial interruption.

WGN TELEVISION TO AIR

"The 90th ANNUAL TOURNAMENT OF ROSES PARADE"

The World's most spectacular pageant, "The 90th Annual Tournament of Roses Parade," will be telecast live from Pasadena on New Year's Day, 1979, at 10:30 am on WGN Television 9. In addition, a special hour-long Pre-Parade Special will begin at 9:30 am.

Channel 9 will replay the entire parade again from 6-8 pm, New Year's Day, for those viewers who may have slept late or who may want to see the parade anew.

Veteran broadcaster Bill Welsh will host the telecast for this, his 31st consecutive year. He will be joined by the famous dancer, actress, and singer Carol Lawrence and Gary Coleman, the young, new television star of "Different Strokes."

In a kaleidoscope of color, this year's 59 participating floats will contain tens of millions of fresh flowers flown in from all parts of the world to be assembled for the event. All float designs are guided by the 1979 "Tournament of Roses Parade" theme, "Our Wonderful World of Sports."

The Rose Parade Grand Marshall will be one of the founders of the Parade, Lathrop Leishman.

PLAYER-MANAGERS: AN OLD TRADITION IN THE MAJORS

They date back to the days of Cap Anson who piloted Chicago to N.L. pennants in the 1880s

By GEORGE VASS



Playing-manager Lou Boudreau (center) celebrates Cleveland's 1948 playoff victory with pitcher Gene Bearden (left) and third baseman Ken Kellner.

in with a vengeance as the 1950s ended. Until Frank Robinson was named manager of the Indians in 1975, there hadn't been a playing manager since Hank Bauer led the Kansas City Athletics in 1961. "There's no good reason why player-managers went out of fashion,"

BASEBALL DIGEST

in numbers. The decline, however, set even prevalent, sometimes dominant in the decades prior to that they were playing managers in the major leagues and phenomenon in the major leagues and ing managers were not an uncommon Actually, until the late 1950s, play- manager of the cross-town Cardinals in 1951. manager of the Browns. Marlon was playing the bench later on. Prior to man- but did well piloting the White Sox the weak St. Louis Browns in 1952-53, in 1948. Marlon had no such luck with for Veck with the Cleveland Indians Boudreau, of course, won a pennant well Boudreau did."

don't have to remind anyone of how Lou Boudreau at Cleveland and Marty were shortstops, like Kessinger. I had before, and coincidentally they both with player-managers. I've had two "This is hardly my first experience Veck himself noted this, saying, tradition.

BILL VEECK has been celebrated with tongue and typewriter as a great innovator, and sometimes with stop Don Kessinger as Chicago White Sox player-manager is more of an exercise in nostalgia than a break with

Veck said. "It was just a trend that caught on. People decided there must be a conflict of interest between being a player and a manager. It was just a change in theory I've never subscribed to.

"The idea became generally accepted that one couldn't be as effective as a player if one were a manager, and vice versa. There's no basis for this, as far as I can determine. It's inconceivable that Lou could've played any better than he did for us in '48 when he managed, and he wasn't a better manager later on when he no longer was a player.

"I can think of many other player-managers who did equally well, such as Bill Terry with the New York Giants in the 1930s, Mickey Cochrane of the Detroit Tigers in the '30s, Frank Frisch with the Cardinals in the same era. They didn't do too badly either as players or managers while holding down the two jobs.

"The notion that a man couldn't combine playing and managing is like a lot of other old wives' tales — it just built up and became accepted without any-one analyzing whether it was really true or not.

"It also probably has been fostered by the older managers who would like to preserve the jobs for themselves. They can't play anymore so they want to be sure the manager's job is their private preserve."

Veck can't be faulted for liking the notion of a player-manager. After all, Boudreau was spectacular in '48 when he hit .355 and was the batting star of the pennant playoff game against the Boston Red Sox.

only difference between you and the player-manager, but there's no evidence that the playing performances of Ty Cobb, George Sisler, Tris Speaker, Mel Ott, Nap Lajoie, Joe Tinker and Johnny Evers suffered from the strain of guiding their clubs. Add to the above a few other notes, who won even more fame as manager than players after beginning in the dual role, such as Leo Durocher, Jimmy Dykes, Miller Huggins and Bill Carrigan. Of course, this merely scratches the surface of the legion of player-managers who have left their marks in the record books, even if briefly and without distinction.

Veck's contention that holding greatness, and he never was able to win a pennant.

But pennants have been won by many player-managers, though the last before Boudreau was Durocher, who filled in occasionally as a player in 1941, when the Brooklyn Dodgers took the National League pennant.

As a curious fact, the Chicago Cubs have won almost all their pennants under player-managers, going back all the way to the 19th century. In those long-gone days, Anson was player-manager for 19 seasons, knocking out such batting averages as .407, .421 and .394 while leading his Colts (as the Cubs were then called) to National League flags.

More recently, three of the last four Cub pennants were won under player-managers, Charlie Grimm leading them to the top in '32 and '35 while playing first base, and catcher Hart-nett winning in '38, when he hit his celebrated "homer in the gloamin'." Earlier in the century, the Cubs had their greatest years under first baseman Chance, "The Peerless Leader".

TED WILLIAMS BASEBALL CAMP
 Excellent Facilities—Outstanding Professional Staff in all programs. FEATURING—
 BASEBALL - Boys 8-18. Play equivalent of 3 baseball seasons in one summer. Visits by baseball notables. Daily ball games plus batting cages and training areas. Trips to Fenway Park.
 UMPIRE SCHOOL - Boys 15-22. Learn the professional way. Drills, tests, umpire under game conditions.
 TENNIS PROGRAMS & CLINICS - Boys 8-18. New 6 court indoor tennis complex, 4 outdoor courts. Teaching Pros. Daily instructions. Ball Machine.
 Write: B. J. Cassidy, Dept. BD, Lakeville, Mass. 02346; Tel: 1-617-947-8726

Hemus, a journeyman infielder, was player-manager of the Cardinals in 1959.

So St. Louis presented no less than five player-managers in the '50s, including Marion's stints both with the Browns and Cardinals. But that was virtually the last hurrah of the dual role, with only sporadic appearances since, by Bauer, by Robinson and now Kessinger.

Even so, Kessinger, like Bauer and Robinson, is clearly at the end of a distinguished playing career, and hardly represents a return to the days of the great player-managers who held the stage up to the time of Boudreau's great triumph in '48.

As Veck noted, there's little evidence that the burden of managing ever hampered a great player. There are almost innumerable examples of stars who managed their teams to pennants and World Series triumphs while performing exceptionally on the field.

In addition to Cochrane, Frisch and Terry, among the great players who performed equally well in both roles were Rogers Hornsby, Gabby Hartnett, Joe Cronin, Buckey Harris, Frank Chance, John McGraw, Fred Clarke, Clark Griffith, and to reach back beyond the turn of the century, Cap Anson.

Other stars may not have won pen-

But beyond Veck's personal preferences, there's sufficient evidence to back up the notion that there's little to choose in terms of results between playing and bench managers. In fact, Boudreau was only the last of many player-managers who led their teams to the top both by starting on the field and exuding brain power.

The fact that no player-manager has repeated Boudreau's success since '48 is due mostly to lack of opportunity. For whatever reason, the dual role fell out of favor after the '50s.

The last two player-managers before Kessinger — Robinson and Bauer — served brief terms with poor teams. In addition, they were players at the end of their careers, who were no great help on the field. Bauer played only six games after taking over the A's in mid-season '61, then hung up his spikes. Robinson participated in 49 games in 1975, his first managerial year, and only 15 in 1976.

In fact, most of the playing managers of the '50s, when the decline of the dual role became pronounced, were either lesser players or stars on the skids, such as Marion. And St. Louis was the last stronghold of the player-manager, Marion being succeeded with the Cardinals by Harry Stanky, who was replaced by Harry Walker. After an interval, Solly

why the player-manager has almost vanished, recalled only when the role is revived at intervals such as with Veck's appointment of Kessinger.

"Partly, I suppose, it's because the manager's role has changed," Veck said. "It may be that many people think of managers today more as administrators and public relations men. But I still don't subscribe to that. I think it's just part of a more conservative era, an acceptance of a prevailing trend."

Veck may have hit upon the chief reason for virtual abandonment of the player-manager role, the increased desire of baseball owners and general managers to play it safe. They prefer to avoid criticism by generally naming experienced, older men as managers. It's inconceivable that today an owner would give the manager's job to a player 23 years of age, as Roger Peckinpaugh was when the Yankees appointed him to fill out the 1914 season, or to a 24-year-old, as Boudreau was when the Indians picked him in 1942.

It's unlikely anyone will in the conceivable future be able to paraphrase Peckinpaugh's words years later when he again had a manager's job and was looking over some young players: "Gee, when I was that age, I was managing the New York Yankees."

Still, though it's true that Veck has not broken new ground by naming a player-manager, he has brought to the forefront the question of why it doesn't happen more often in this supposed "Age of Youth."

Judging by the record, there's no valid reason.

didn't hit as well. The managing wasn't that much of a problem."

Cobb, who managed the Detroit Tigers from 1921-26, also denied that managing ever affected his performance on the field. Certainly, his batting average didn't yield. He batted .401 his second managerial year and .389 his first.

Catcher Cochrane's success as a manager was spectacular. After being traded by the Philadelphia A's to Detroit, Cochrane had two of his finest years in the field, as well as winning an American League pennant in his first season, 1934, and following up with a second, including a World Series victory in 1935. He batted .320 one year and .319 the next.

These successes — and a number of others — raise anew the question of



Jimmy Dykes (left) and Rogers Hornsby played and managed in an earlier baseball era.

flag as player-manager in 1936, though his last pennant in 1937 was won as a bench-manager.

Other successful player-managers of the era were Hornsby and Cochrane. Second baseman Hornsby brought the Cardinals their first pennant and a World Series victory in 1926, while batting .317. Some people thought the strain of managing helped drop Hornsby's average from its previous year level of .403, but he denied it.

"Managing had nothing to do with my play falling off," Hornsby said firmly. "I had some injuries, and I just

who won three consecutive pennants in 1906-07-08 and a fourth in 1910. In 1906, when the Cubs set a record by winning 116 games, Chance had his finest year at the plate, batting .319. Chance's winning percentage as manager is the best of all time. His teams won 753 games while losing 379 for a percentage of .665.

Almost similarly successful was one of Chance's greatest rivals, Clarke, who managed the Pittsburgh Pirates to four pennants. While managing virtually his entire playing career, Clarke batted .315 and was an exceptional outfielder.

All through this era, right into the period leading up to World War II, the player-manager was almost as prevalent as the bench manager. In fact, most of the greatest stars of the game, with the notable exception of Babe Ruth, became managers while still in full flower as players. The roll call of Sister, Cobb, Hornsby, Speaker, Cronin, Terry, Frisch and Ott is sufficient evidence of this.

Lesser but still outstanding players also took over as managers, among them second baseman Harris, who at the age of 27 and known as "The Boy Wonder", led the Washington Senators to a pennant. Like Boudreau, Harris was a leader by example, batting .333 and driving in seven of his team's 26 runs in a World Series triumph over the New York Giants.

First baseman Terry not only succeeded McGraw as manager of the Giants in 1932, but won a pennant his second year, while batting .322, and following it up with .354 and .341 the next two campaigns. He again won a

with the White Sox may bring him closer to his goal.

Veeck admits making a mistake in hiring Larry Doby to replace Bob Lemon last June 30.

Regarding Doby's brief tenure, Veeck says, "I took a man away from doing what he does best: instruct hitters. I asked him to manage. It didn't work out."

Lemon's White Sox won 34 games and lost 40; Doby's won 37 and lost 50, though injuries to key players hurt Larry's chances of making the club respectable.

Kessinger's career took him through some ups-and-downs with the Cubs. His second full season, 1966, was Leo Durocher's first, and Kessinger said that most of the basics in the game he learned from Leo. But Durocher gave him some heartaches, too — particularly at the start of Leo's career as field leader when he announced that the club seemed weak at shortstop.

Kessinger had batted only .201 as a rookie despite making all the plays afield. It may have been that remark that spurred Kessinger on to hitting .274 in '66. Three years later, when the Cubs made their celebrated run at the title that the Mets swept away from them, Kessinger desperately needed rest but said nothing.

On one occasion with barely a month left, a newsman asked Durocher, who was shaving at the time, "Does anyone on the club need a rest?"

Durocher, with his flair for the dramatic, put down the razor and said, "C'mon. Let's find out."

He called every player out of the shower. Others stood in various stages of undress at the lockers. And Leo

said, "Go ahead. Ask 'em."

The reporter repeated the question. Nobody said a word, and Leo stalked back to his quarters, remarking, "There's your answer. Nobody's tired."

But as Kessinger put it long afterward, "We were." 



Bob Greene



Love your blessings while it still counts

THEY MET in a singles bar. Sometimes it works. It was the night before Halloween, 1975, a rainy night on Division Street. Jack Edwards went into She-nannigans for a beer. "I used to go into the bars a lot," Edwards will say now, now that she is dead. "I lived in Sandburg for a while, and I used to comb the streets just about every night. I was 32 years old and I didn't know what I wanted. That night in She-nannigans I

Her name was Kathy. She was drinking a beer. She was 26. Jack Edwards talked to her.

"It was noisy," he will say now. "There was music, and people were yelling for drinks. I just thought that I had to get her away from there. Looking back on it now, I think of all my time in the bars, and I think, this really isn't the way to live, is it?"

He got her telephone number. Two nights later they went out. Three weeks after that he asked her to marry him.

"Marry me?" she said. She was clearly shocked.

"I want you to think about it," he said. "I'm not getting any younger, and neither are you."

"I don't know, with your background . . ." she said.

HE HAD NEVER seemed to stay very long with a job. He had been a social worker, he had worked in a 7-11 store, he had worked on a cruise ship; now he sold insurance for Prudential.

She wasn't sure about it, but they did it. She worked in the advertising department of WGN television; he stayed with the insurance company. They bought a house in Bolingbrook. The singles bars days were behind them; they had started to make a life.

A few weeks ago they went to Acapulco for a vacation. Upon their return, Jack Edwards had some stomach troubles and stayed home from work. Kathy called him one afternoon.

"Jack, I know you don't feel good," she said. "But I fell down. I passed out. I don't know why. I think you'd better come get me."

By the time he arrived, she was vomiting and having severe headaches. She tried to speak, and her sentences were mixed up.

In the emergency room, she said, "Jack, am I going to die?"

He thought she was being silly. He thought she had caught a bug in Mexico.

BUT SHE HAD to stay in the hospital, and the headaches got worse. Her sentences went backwards.

He sat by her hospital bed. First she lost the ability to speak; then she lost the use of her right hand. She blinked her eyes at him. He thought she was trying to tell him something.

He looked around, and ripped a page out of a book about bullfighting. He handed it to her. She tried to



'If I could go back again, I would do everything differently. I would let her know how much she meant to me.'

write something on the page. The scrawl was barely readable.

It was one word. It read, "Happy."

Jack Edwards began to scream and yell. The nurses and doctors answered his panic just before Kathy lost consciousness. He kissed her hands and took the rings from her fingers. He went to the hospital chapel and promised God that if He let her live, he would carry her around in his arms for the rest of her life.

Kathy Edwards died of a cerebral hemorrhage. She was 29.

"I REMEMBER the last time she walked out the door to go to work," Jack Edwards will say now. "You don't even kiss your wife goodbye. It happened so suddenly . . . she was walking out the door and happy, and now she's dead.

"I wish I were a writer. I'd like to take some space out in the newspaper and write something about her. We weren't so special, I know . . . I'm just a little insurance man. But when someone makes your life so good, you just hate to let her leave the world without some kind of memorial to let people know she was alive.

"What would I say? I guess I'd tell people to look over at their husbands and wives and say to themselves, 'My God, look what I have here.' People take so much for granted, it's as if they think everyone is going to live forever, and they can put off their love and their appreciation until they have time.

"**HERE I AM,** saying these things about Kathy today, and it seems that I never said them to her when she was alive. She'd have to come to me with the kisses. I'm sitting home alone at night now, and I see her in the hallways. I see the furniture we bought, and I see her sitting beside me on the couch. . . .

"If I could go back again, I would do everything differently. I would let her know how much she meant to me. But I can't do that, and it seems like the only thing I can do is try to make other people know it. Look at your husband. Look at your wife. If you think you have things pretty nice, say it out loud. Don't assume that they're going to be there forever. Someday they're going to walk out the door and never come back again. I didn't think of any of this until Kathy was dead. It's too late for me. It's not too late for others."

WGN programming on its way to Alaska

It won't be long before residents of Anchorage, Kansas City and Louisville are getting their chuckles out of WGN-TV's "Hozzo Circus" and late-night vintage films.

Already millions of viewers across the country are being treated to the full gamut of programming that originates from the station, Chicago's largest and one of America's most lucrative independent television stations.

THE INTERESTING thing about all satellite transmissions and cable TV subscription, relatively new advance-



Diane Mermigas
TV-radio critic

Today on TV

This is the first case of its kind, so there isn't enough expertise in this area for anyone to really know what the advantages and disadvantages to all of this will be to our station.

"We're very pleased that someone thought enough of WGN-TV to want to pick up our signal specifically," said Sheldon Cooper, vice president and director of broadcasting for WGN Continental Broadcasting.

"At this point, we can't do anything. So, we're just going to sit back and watch what happens. I don't think it will have any effect on our programming," he said.

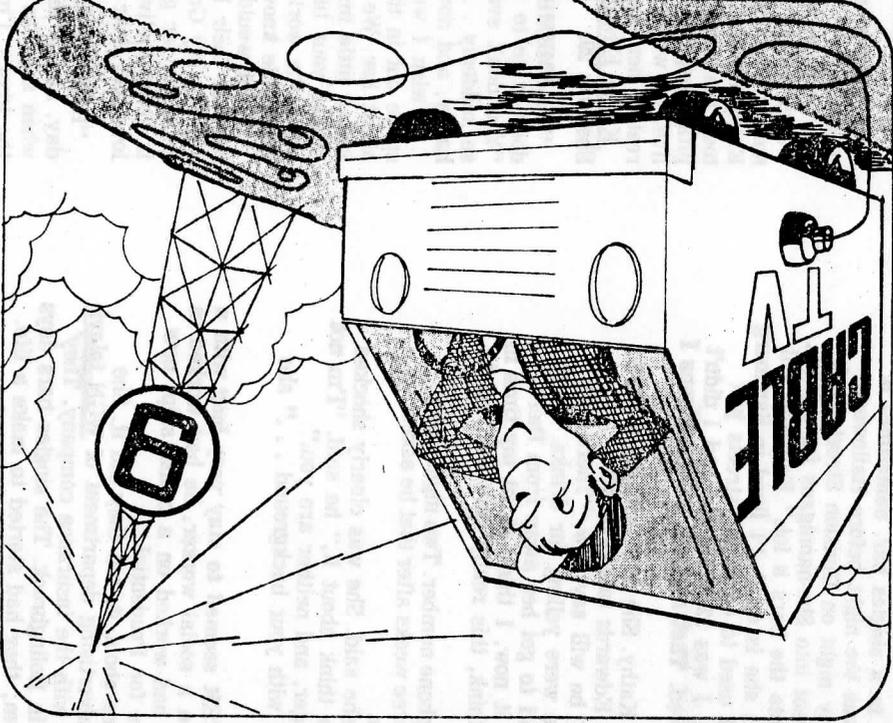
A number of recent government decisions geared at liberating the cable TV industry is responsible for this new arrangement, which allows the combined use of satellite and cable to deliver distant TV signals from out of state into cable-served areas.

The Federal Communications Commission recently approved requests by four major satellite system companies to simply pick up the WGN-TV signal and beam it via satellite to an untold number of small cable companies who pay a fee for the programming.

The cable companies in turn sell

In the 17 states that are already receiving the WGN-TV signal by cable, Channel 9 programming is "black-out" if that particular program (like national viewers while, ironically, already being carried by another local station.

"Economically we may eventually have the potential to make more money, but it is also going to cost us more of cable television is its 30 or more



SPONSORS ALSO WILL FIND DIFFICULTY in purchasing air time, not being certain just where or when their commercial spots will air.

It will almost be as if WGN-TV, and any other independent television station that finds itself in the same predicament, will be competing directly with the commercial TV networks for national viewers while, ironically, already being carried by another local station.

"But, we'll never find ourselves in a situation where one independent station blankets the country the way a network now does, because the beauty of cable television is its 30 or more

When we go to buy syndicated reruns, like many of the shows we air now, the distributor will charge us more money because they will be able to say that we are reaching more viewers."

An increase in advertising revenues for the station would help to supplement the cost of producing and purchasing more first-run programming (like the commercial networks) that would be imperative if the station were servicing a national audience.

programing will not change regardless of our new national exposure because our license is here in Chicago. We have an obligation to serve our local viewers first," Cooper said.

Just how much this newfound power and potential of cable television will eventually cripple the three giant commercial TV networks, no one is willing to speculate.

Approximately 20 percent of the national TV industry, part of the current rewrite of the Communications Act of 1934, may adversely affect smaller, less economically powerful independent local stations.

"We don't want to lose our local TV stations, and we don't want to lose sight of our local viewers either. Our new technology and how it threatens to undercut their power.

CABLE, COUPLED with the increasing use of video cassette recorders and players, pay television operators and two-way systems like QUBE in Columbus, Ohio, is doing permanent damage to the networks' monopoly.

What it means is ultimately more exciting, useful, diverse programming for the home viewer at a rather minimal cost.

About one out of every five American homes are already being served by some 4,400 cable systems which gross \$1.5 billion a year.

A small UHF television station in Atlanta, attempting to profit from the booming cable industry, for the past year and a half has been carried into some 43 states by 500 satellite-cable systems serving about 2.5 million subscribers.

THE COLONEL, athletic entrepreneur and station owner R. E. "Red" Turner III, in selling his 24-hour programming to households and air time to anxious sponsors, is off to a lucrative start with his new business.

Others are sure to follow.

Indeed, it seems that not only the cable TV industry but all of television and exciting era.

What began 30 years ago as an aid on to establish itself as a stable programming medium is now beginning to expand to more exotic services.

THE ENTHUSIASTIC use of cable television is making America a "wired nation," and with analysts predicting an annual 15 percent growth rate for the industry, it looks like there's no end in sight.

The advent of duplicated effort, confusion, unregulated programming and fraud are only some of the problems public will be facing.

But, in this particular case, the potential definitely outweighs the problems.



Wally Phillips

Area farmers, WGN team up for charity, education

By Charles E. Hallam
Argus Farm Editor

A misconception lingers among some consumers in metropolitan areas that farming requires a strong back but a weak mind will do nicely, thank you.

Mr. Greenjeans, so the urban story goes, plants his crops and harvests them after God has grown them, with no business acumen required. No management skill is needed to market crops because corn is corn and soybeans are soybeans. Everyone's product is the same so there is no necessity to outsmart competitors in the market place.

THOSE OPINIONS are not as universally shared as they once were, to be sure, but it has taken farmers a long time to shake the hayseed image.

Consumers know little about farming if they think good management practices don't play a role in success or failure. In reality, farming is big business. In fact, agriculture is the nation's largest industry with assets of \$531 billion equalling 75 percent of the capital assets of all manufacturing corporations in the United States.

With that kind of an investment to protect, farmers aren't dummies anymore, if indeed, they ever were. But getting the public to appreciate their endeavors is another matter.

FORTUNATELY, farmers sometimes get help in telling their story from unexpected places and unusual people you wouldn't expect to take an interest in explaining what farming is all about.

Take, for example, Wally Phillips, WGN radio personality. With the help of the Illinois Farm Bureau and more than 150 generous farmers, Phillips has organized an unusual exercise in public education. He hopes to make city people aware of some of the production and marketing problems farmers face.

The more than 150 participating farmers scattered in 47 counties each have agreed to donate the proceeds from one acre of corn to the "Neediest Children's Christmas Fund", which happens to be Phillips' favorite charity.

FOR FARMERS who have agreed to cooperate, the idea is more than making a donation to a worthwhile cause. It's an opportunity to get a large audience of consumers interested in understanding the farmers' problems. The message Phillips hopes to relate is that there is more to being a farmer than simply planting crops and harvesting them.

To do that, the radio personality has "a 150-acre farm" with one-acre fields scattered from one end of the state to the other. Each field will be sold separately during the daily radio program by Phillips who will negotiate with grain dealers

on price, trying to get the best deal. Participating farmers will be interviewed by telephone during the program and will explain their production costs. The only deductible expense from their donation, however, will be \$35 for harvesting, hauling and drying the crop.

FROM THE INTERVIEWS, listeners will learn about labor costs, and the investment in land, fertilizer, seed, chemicals, harvesting and interest on borrowed money.

Among the dozen participating farmers from the Quad-City area Arlin and Jim Neumann of near Milan. Like the others who enrolled in the program, the Neumann brothers agreed to donate an acre of corn (141 bushels) because the idea of teaching consumers a lesson in farm economics appealed to their business judgement and because the money goes to a good cause.

"THE WALLY PHILLIPS program reaches the people we need to convince," says Jim Neumann, whose main responsibility in the family partnership is handling about 1,000 head of market hogs, a cow herd of about 160 head, and a fairly good sized feeding operation.

His brother, Arlin, who is the field crop manager, says production costs, excluding land, totals approximately \$1.17 a bushel. If land cost is figured at a conservative \$1,500 an acre, interest on the investment would easily add another \$1 a bushel to the cost of production figure. To break even on a 141-bushel yield, Neumann would have to get approximately \$2.20 a bushel.

"MOST PEOPLE in metropolitan areas have no idea how much it costs to produce a bushel of corn," Jim Muses. Hopefully, interviews with farmers on the radio program will bring to light the economic facts of farm life as Phillips tries to sell the corn for what it cost a farmer to grow it. If nothing else, the program should convince listeners that farming successfully requires management skills in high degree.

The corn must be sold before Christmas. The program is aired at 7:30 a.m. Monday through Friday on WGN Radio in Chicago.

Participating Quad-City area farmers, in addition to the Neumanns are Graham Farms, Biggsville; Virgil Hofer and Stewart and Jim Mueller, all of Taylor Ridge; Walter Holstine and James Lawson, both of Milan; George Larson and L. E. Reschke, both of Geneseo; Vic Johnsen, Port Byron; Kenneth Spring, Alpha; Earl Wilson, Little York, and Wood Charolais Farm, Reynolds.



MAKE DONATION — Arlin Neumann, left, and his brother, Jim, farmers in the Milan area, are among more than 150 Illinois farmers who donated one acre of corn each to a charity in Chicago but generosity was only a part of their motive. The corn will be sold by the host of a popular Chicago radio show

during air time in order to demonstrate to metropolitan listeners the management skills required of farmers to raise crops and sell them at a favorable price. The program was promoted by the Illinois Farm Bureau. (Argus Photo)

WMAQ Suffers In Chi Sweeps

Almost anyone with a sharp pencil could find good news in the November Chi sweeps reports, with the exception of WMAQ-TV, the rating-troubled Windy City NBC o&o. Although g.m. Bob Walsh is assumed to have another sweeps book or two to get that troubled station back on its feet, the fact is that the low number that Walsh inherited have gotten lower.

WGN-TV, the only indie V in the market, has tightened its hold on the 4:30 to 7 p.m. daypart with a 12 rating for its off-net reruns that leaves the owned-station local newscasts in the dust. As a matter of fact, with its increase in its noon-time "Bozo's Circus," WGN-TV is now tied for second place (with WBBM-TV) against all of network daytime programming, with WLS-TV (ABC) winning with an eight rating and WMAQ-TV trailing with a four. To put it another way — for the first twelve hours of its broadcast day, from 7 a.m. to 7 p.m., WGN-TV on average beats all of the competition. Even in primetime, WGN-TV is not in bad shape — by switching from "Star Trek" to "Carol Burnett" reruns, it went from a six to a 10 at 7 p.m.

In the Nielsen figures for the o&o late news race, WLS-TV held its comfortable lead with a 22 rating and 36 share, up two rating points and four share points from a bad book of a year ago. WBBM-TV also improved itself in the 10 p.m. news — from a 17/27 a year ago to a 19/30 currently. WMAQ-TV limped in with a 12/20, down from the 13/24 of a year ago that many thought was as low as a network-owned station was likely to go in the key late news. The early news race continues almost as a tie between WLS-TV and WBBM-TV.

The Lerner TV & Radio Report

Satellites to pick up full WGN-TV broadcast day

while the network coverage of the election continued, WGN-TV remained with its regular programming, continually inserting election results through the night. Hence, the high ratings.

By Jerry Field
LAST WEEK the Federal Communications commission granted four satellite companies permission to carry the entire WGN-TV broadcast day. This will be the first time in broadcast history that a local station will be seen nationally.

WGN-TV, regarded as the most successful independent television station in the nation, was selected by the satellite companies because of their quality of broadcast product, which includes the Chicago Cubs baseball games and the most successful program block of children's shows including Ray Kayner and "Bozo's Circus."

This pickup via satellite of the WGN-TV programming will make Jack Taylor and the WGN-TV news team nationally known personalities, as the satellite will beam the entire WGN-TV broadcast day to an estimated 800,000 homes, or about 2 million people. More news at WGN-TV news: The local election coverage by the station was seen by the largest audience in the station's history. Its rating was almost the total of the three network stations combined. WGN-TV often airs "counter-programming" to the three networks. In last week's elections,