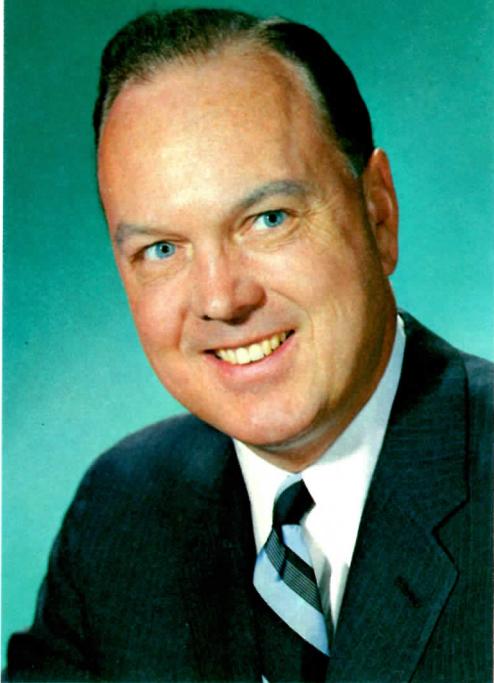


# *The* *Wonderful* *World* *of* **WGN**

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*Supervision by Daniel D. Calibraro, assistant to the  
president, WGN Continental Broadcasting Company,  
2501 Bradley Place, Chicago, Illinois.  
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## Our Dedication

WGN's Mid-America Broadcast Center, the nation's largest and finest radio and television facilities under one roof, stands as an appropriate symbol of the company's many achievements since 1924.

Through the years, WGN has been an industry pacemaker, both in radio and television, and a recognized leader for creativity, innovations, quality programming, and integrity in operation. Its slogan, "*the most respected call letters in broadcasting,*" is unchallenged.

WGN Radio (720 on your dial) is a 50,000-watt Class 1-A clear channel station serving the Great Midwest. At night, when the ionosphere changes and reflects radio skywave signals back to earth, WGN serves millions of other residents across the country who rely largely, and in many cases, solely, upon clear channel stations for their evening radio programming.

WGN Television (Channel 9), which has been on the air since 1948, today offers more locally originated programs, all in color, than any other outlet in the nation. Like its sister radio station, it has repeatedly received awards for program excellence.

All of us in the WGN "family" are proud of our contributions to entertainment, music, drama, sports, news, culture, education and religion which have evolved over the years. We are hopeful that we may continue to serve the public interest through the free enterprise system of broadcasting in America.

This book is dedicated to the generations who have shared—and those who will continue to share—our programming efforts in the months and years to come.

*Ward L. June*  
PRESIDENT

WGN CONTINENTAL BROADCASTING COMPANY

# *Four Decades of Service*

"The Illini are coming on the field bare-legged," exclaimed WGN announcer Quin Ryan from his perch on the roof of Illinois Memorial Stadium at Champaign. "And Red Grange is wearing 77, the same number as the Michigan fans' special train!"

Thousands of awed fans, huddled at home around the new magic box—radio—were listening to one of the first eye witness reports of a football game, one which saw the Illinois team introduce anklet socks and Grange become a football immortal by scoring five touchdowns and throwing for another.

That memorable feat happened in 1924, the year WGN officially took to the airwaves. In the first year of operation, WGN also carried the full proceedings of both the Republican and Democratic conventions from Cleveland and New York, the play-by-play account of baseball games from Cubs and Sox parks in Chicago, radio's first amateur hours, and the sentencing of Richard Loeb and Nathan Leopold to life imprisonment for the "thrill slaying" of young Bobby Franks.

In 1925, WGN scooped the radio world with the famous Scopes Trial, pitting Clarence Darrow against William Jennings Bryan in the controversy over evolution, in a direct broadcast from Dayton, Tenn. Other WGN specials that year were the Kentucky Derby and Indianapolis 500-Mile race classic, along with the Ringling Brothers' circus and a rodeo from Chicago.

For fans who couldn't travel to Pasadena in 1925 to see Notre Dame and Stanford clash in the Rose Bowl, WGN hired a brass band and invited alumni and cheerleaders to the Drake Hotel studios in Chicago to add color and excitement to Quin Ryan's ticker-tape studio broadcast of the game over the air. Won by Notre Dame, 27-10, the game marked the final appearance of its fabled Four Horsemen backfield, and Stanford's great Ernie Nevers.

Amos n' Andy began their careers in comedy on WGN a year later. The Chicago Eucharistic Congress and a direct account of the United States Senate debates on the World



Red Grange of Illinois became a football immortal in a game against Michigan in 1924 covered by WGN.



Quin Ryan, whose early broadcasting innovations set the pace for radio stations across the nation.



Clarence Darrow, in defense of John Thomas Scopes, who was indicted for teaching evolutionary theory. The famous trial was aired exclusively on WGN in 1925 from Dayton, Tenn.



Amos n' Andy, the great comedy team, began their careers on WGN in 1926 as Sam n' Henry.

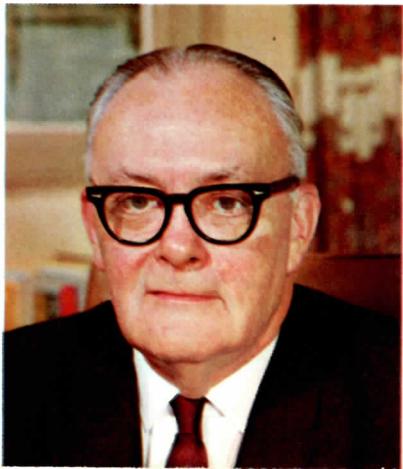


Rudolph Valentino was interviewed on WGN in 1926.



WGN's Quin Ryan was at ringside during the controversial Dempsey-Tunney fight in 1927.

Carl J. Meyers, WGN's engineering genius for four decades, in 1966 was cited by the National Association of Broadcasters for his numerous achievements in radio and television engineering.



## Four Decades continued

Court were also aired, as was the World Series, The Tribune Philharmonic Orchestra, Arthur Sears Henning's reports from Washington, operas in English, and world news coverage from the celebrated Floyd Gibbons. Some 4,000 WGN listeners took piano lessons over the air.

In 1926, WGN was the only station to broadcast the greatest spectacle of the twenties, perhaps of all time, when listeners heard the entire 10-day performance of Max Reinhardt's *The Miracle* from the Chicago Opera House. Another WGN exclusive was an interview with Rudolph Valentino, the only time the hero of the silent movies ever was on radio.

A year later, WGN was at ringside when Jack Dempsey lost to Gene Tunney in boxing's famous "long count" controversy before 105,000 fans in Chicago. The year 1927 also saw the Federal Communications System assign WGN its present Class 1-A clear channel frequency—720 kilocycles. (America's 25 clear channel stations provide more than 25 million people living in 60 per cent of the Continental U.S.A. with their only source of radio listening from sunset to sunrise. Reaching these millions of people over great distance is accomplished only at night when the ionosphere becomes a mirror and reflects radio skywave signals back to earth.)

Celebrity interviews at the WGN studios continued to draw large audiences that year. So did the radio version of the noted comic strip, *The Gumps*. (In another room, foresighted WGN engineers were tinkering with another magical wonder—television!)

The great broadcasting achievement of 1928 found WGN the only independent station in America that was in free and forceful competition with the two major networks. At its own expense, relying on its own staff, WGN broadcast a report of the Republican and Democratic conventions from Kansas City and Houston. Another noteworthy event: the first musical variety commercial program, *The Floor Walker*, made its debut.

WGN treated listeners the following year to a series of Chicago Symphony Orchestra concert broadcasts. The year 1929 also marked the introduction of sound effects recordings, which gave radio a new dimension. WGN engineers used the roar of Leo, *The Lion* at Lincoln Park Zoo in one of the first such recordings.

"Calling all cars!" "Calling all cars!" Police squad cars with radios were becoming a reality, thanks to WGN's young chief engineer, Carl Meyers, who implemented a \$40,000 experimental project by relaying police bulletins over WGN to Chicago detectives in their squad cars. Today, Meyers is senior vice president and manager of engineering and planning, WGN Continental Broadcasting Company.

The WGN Dance Band broadcasts were renowned in

the late twenties, largely because of the talented young conductor, Victor Young, who later became a great Hollywood composer and conductor. Among his many movie themes: *Around the World in 80 Days*.

Chicago was the point of origination for much of the nation's radio programming in the thirties, and WGN was the pacesetter. Its broadcasts of *The Chicago Theater of the Air* operas and concerts brightened the decade for millions of WGN listeners coast-to-coast via the Mutual Broadcasting System, which WGN helped to form.

Radio's finest hours of that era came from WGN's dance band broadcasts from the Blackhawk restaurant, the Aragon and Trianon ballrooms, and the big hotels, with the late Pierre Andre as announcer.

The World Series and Chicago baseball with Bob Elson at the microphone were something special, as was the annual Chicagoland Music Festival, Kay Kyser's College of Musical Knowledge, Henry Weber's distinguished WGN Orchestra, and the Golden Gloves amateur fights, which introduced the great Joe Louis. Who could ever forget the endless parade of radio serials, such as *The Romance of Helen Trent*, *Little Orphan Annie* and *Easy Aces*.

WGN established a record for distant program pickups in 1932 when it sent a staff of engineers and announcers to Los Angeles to cover the Notre Dame-California football game. No other station had ever gone that far—some 2,300 miles—to originate a local program.

The station then introduced radio's first health, movie and beauty commentators. It covered the Chicago Black Hawk games, and was also the first to feature regularly a Negro actor, James Mitchell, who starred in a kiddie show, *The Scalawags*. Two of the station's publicity men in the thirties were Lou Cowan and Eddie Short. Lou was to become president of CBS Television, and Eddie the general manager of the Chicago White Sox. One of WGN's serial actors, Harold Peary, later became *The Great Gildersleeve*.

WGN's achievements were symbolized by the dedication of a new studio building adjoining Tribune Tower on Chicago's *Magnificent Mile*. At a cost of \$600,000, the studio structure was built adventurously in the middle of the Great Depression. It was acclaimed the finest of its day, complete with a lavish studio auditorium seating 450 persons.

WGN's flash announcement in 1941 that Pearl Harbor had been bombed came during a news broadcast by an announcer who joined the station the same year: Ward L. Quaal, today president of WGN Continental Broadcasting Company. In the next 10 days, WGN logged its longest continuous run. For 257 hours, it reported the newly begun war in the Pacific.

WGN's wartime broadcasting pattern was distinguished



Operas and concerts from *The Chicago Theater of the Air* brightened the decades for WGN listeners.



Chicago baseball and the World Series were on WGN in the thirties, with Bob Elson at the microphone.



Bandleader Kay Kyser, entertainer Joe E. Lewis, and Pierre Andre, the late WGN announcer, in the parade of WGN big band broadcasts from the Aragon and Trianon ballrooms, and the Blackhawk restaurant.



Quin Ryan with his admirers, as he read *Little Orphan Annie* over WGN.



Col. Robert R. McCormick, late editor and publisher of the Chicago Tribune.



WGN's extensive sports coverage included a full college football schedule in the forties.



Wally Phillips (left) and Bob Bell in slapstick comedy skit on Wally's television show in the fifties.

WGN Television began covering the news in color in the late fifties. Many of the 3,000 stories covered today are filmed in color.



## Four Decades continued

by many notable programs. Perhaps the most elaborate regular weekly show presented before the public anywhere in the nation was its continuing broadcasts of *The Chicago Theater of the Air*. The series also featured informative addresses by Col. Robert R. McCormick, late editor and publisher of the *Chicago Tribune* and president of WGN, Inc.

Some of the special wartime shows on WGN were Jack Brickhouse's baseball quiz from Fort Sheridan, *Americans at the Ramparts*, *On Stage Chanute* (from Chanute Air Force Base), *War Worker Awards*, and *America Unlimited*.

After the war, WGN filed for a license to operate a television station. Its first telecast on Channel 9 came in 1948 with Jack Brickhouse describing the Golden Gloves boxing tournament at the Chicago Stadium.

Other pioneering telecasts were the exclusive coverage of 154 major league baseball games, President Harry Truman's first Chicago video appearance, the colorful Chicagoland Music Festival, the All-Star football game, and a full college football schedule. The WGN Television Chicagoland Newsreel was one of the few in the nation, and the only one in Chicago.

In 1949, a new antenna adorned Tribune Tower, and six of the station's 14 radio studios were converted to television. The first regular studio shows included a cooking program, a drama series, and *Your Figure Ladies*, a long time radio exercise program with Paul Fogarty.

WGN Radio and WGN Television continued to trailblaze during the fifties. Emerging into prominence on Channel 9 were such shows as *Great Music from Chicago*, *Garfield Goose and Friends*, *The Blue Fairy*, *Down You Go*, *Faith of Our Fathers*, *Amateur Hour*, *Club 9*, *Romper Room* and *Lunchtime Little Theater*. The station's extensive radio and video coverage of sports, news, public affairs and special events repeatedly received awards for excellence.

In 1956, Ward L. Quaal was named vice president and general manager by J. Howard Wood, president of The Tribune Company. Quaal, a top executive with the Crosley Broadcasting Company, had been a WGN radio announcer in the early forties and later was the director of the Clear Channel Broadcasting System in Washington, D. C.

By 1957, more than a fifth of Channel 9 telecasts were in the area of public service — addressed to a Midwest audience from the station serving with "maximum power from the highest tower." Color transmission equipment went into operation that year.

The coveted Peabody Award for musical entertainment in 1959 went to WGN Television's *Great Music from Chicago*, a series of concerts by the Chicago Symphony Orchestra conducted by the late Dr. Fritz Reiner and other great maestros. Today, this series and others that followed are syndicated throughout the United States and abroad.

In the fifties, WGN Radio strengthened its unchallenged position as the country's finest independent clear channel station, with unmatched entertainment, news, sports, public affairs and special events programming.

Jack Brickhouse began announcing all Chicago Bears' football games. The golden voice of the late Jack Quinlan and baseball great, Lou Boudreau, covered all the home and away games of the Cubs, while such stellar announcers as Pierre Andre, Franklyn MacCormack, Wally Phillips, John Mallow, Eddie Hubbard, Holland Engle and Vince Lloyd provided millions of listeners with hours of superb broadcasting.

WGN's radio and television stations continue to offer the finest possible programming for the entire family in the sixties. WGN Television presents more locally produced programs—and more in color—than any other station in the land, while WGN Radio, as the nation's leading non-network station, provides its millions of listeners with radio programming at its very best.

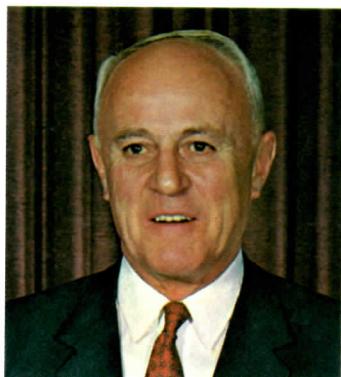
WGN began the sixties with the dedication of its new Mid-America Broadcast Center, the largest and finest radio and television studios under one roof. The company employs more than 500 men and women in the sprawling two-story structure, which is situated on 13 acres of beautifully landscaped grounds 15 minutes from downtown Chicago. Facilities also include a Heliport for the two WGN trafficopters.

Both stations are headed by broadcasting veterans, Charles E. Gates, vice president and general manager of WGN Radio, and Ben Berentson, vice president and general manager of WGN Television.

For more about the sixties, turn the page and come along with us as we continue to visit...

## The Wonderful World of WGN

WGN Mid-America Broadcast Center, the nation's largest and finest radio and television facilities under one roof.



J. Howard Wood, editor and publisher of the Chicago Tribune, and president of the Tribune Company.



Great Music, the Peabody Award winner syndicated nationally and internationally.



WGN's famed trafficopters guide thousands of motorists daily.



Ben Berentson, vice president and general manager, WGN Television.



Charles E. Gates, vice president and general manager, WGN Radio.





BOZO'S  
CIRCUS

# Shows for Children Live...and in Color!

A live circus comes to town every weekday of the year for nearly a half million youngsters—and adults! So does a mischievous goose, who thinks he is King of the United States.

Dreams come true at the enchanting treetop house, and learning is fun in the jolly romper room. A beloved law-enforcement comic strip character comes alive, too!

All of this, plus a round of funny pantomime, stories and weather forecasts spell hours of wholesome entertainment—and education—for children of all ages.

These award-winning programs are presented live—and in color—throughout the week by WGN Television, which produces more live shows in color for children than any other local station in the nation.

Channel 9 also offers many top syndicated programs for youngsters, such as *Mickey Mouse*, *Huckleberry Hound*, *Zorro*, *Yogi Bear*, *Bugs Bunny*, *Superman* and *McKeever and the Colonel*. The following is a synopsis of the programs which are produced locally by WGN Television:

## BOZO'S CIRCUS

The moment Maestro Robert Trendler thrusts his arms into the air and the 13-piece band bellows in brass, the faces of kids express the look of Christmas-and-jellybeans-and-happy-birthday rolled into one.

Such is the magic of Bozo's Circus, the most successful daily studio-audience program in Chicago. It has played to more than 250,000 children and adults since 1961, and tickets (free) are allotted two years in advance. The millions who have watched at home are uncountable.

The live color program is a full-blown, big-budget, top-talent production that includes live animals, magicians, aerialists, jugglers, cartoons, games, prizes, and the traditional Grand March. There is more laughter in one hour than the average child otherwise emits in a month.

The mainstay of Bozo's Circus consists of its stars: Ned Locke, as the Ringmaster; Don Sandburg, as Sandy the Clown and the show's producer; Ray Rayner, as Oliver O. Oliver; Maestro Trendler, and the Great Man himself, BOZO, played by Bob Bell. The show is telecast every weekday throughout the year, plus a weekly evening performance.

Bozo's Circus is the most successful daily studio-audience program ever staged in Chicago. More than 250,000 youngsters and adults have enjoyed the noon-hour show in person since 1961 and millions more have seen it on television.

Garfield Goose, the fanciful King of the United States, and his Prime Minister, Frazier Thomas, have enchanted millions since the early fifties.



## *Children's Shows continued*

### **GARFIELD GOOSE & FRIENDS**

Combine the clacking of a fun-loving goose who imagines himself King of the United States, the funny antics of his friends, and a Prime Minister peace-maker, and you have the ingredients for one of television's truly classic children's shows.

Telecast live and in color weekdays, the program has enchanted millions since the early fifties with lively conversation, film shorts, cartoons, and music, which are integrated via the "Little Theater Screen."

The Prime Minister, who wears a bright blue jacket with at least 50 medals for one thing or another, is Frazier Thomas, the award-winning television veteran who writes and produces the 45-minute show.

His Imperial Majesty, Garfield Goose, and his friends, are all lovable hand puppets who come alive each day, thanks to puppeteer Roy Brown, and much to the delight of many, many thousands of children.

### **TREETOP HOUSE**

Pre-schoolers learn by playing in the big, fanciful treetop house during this live morning program, holder of the coveted Peabody Award for excellence.

The theme and atmosphere of Treetop House is an exciting children's world, where one can be anything or do anything. The show includes much creative play and dramatics, such as acting out the story of Hansel and Gretel.

The telecast, in color, helps viewers at home identify objects by color as well as shape (color often makes the difference in a child's learning process when he is introduced to new materials).

The costumes worn by Anita Klever, the charming hostess of Treetop House, are styled to accentuate the wonderful atmosphere. Colors selected are bright pinks, oranges, blues, and greens—clear jewel-tones that transmit beautifully in color television.

### **DICK TRACY SHOW**

The renowned master detective steps out of his comic strip world, bringing to life the same universal appeal that has entertained youngsters and adults alike since the era of prohibition.

Ray Rayner, one of the nation's most versatile performers, stars in the role of Detective Sergeant Pettibone in the daily series of complete, suspenseful, animated episodes that incorporate all the characters and situations of the invincible crime-stopper.

The lavishly produced color program, the only one of its kind on television, also features helpful vignettes, interesting interviews, and entertaining narration. Ron McAdam is the voice of Tracer and the other characters on the program.

### **ROMPER ROOM**

More than 130,000 children in and around Chicago attend kindergarten classes with teenagers and adults every weekday morning while watching Channel 9's Romper Room in their own living rooms—live, and in color!

Widely acclaimed by parents as well as a host of public service organizations, the program stresses self-expression, creative thinking, physical fitness, and social development.

Every day on the show, Miss Beverly (Marston), the sparkling teacher, and six children, invite home viewers to join them as they sing songs, play games and work with their hands and minds. A new group of children is invited on Romper Room every two weeks.

Miss Beverly taught kindergarten and primary grades in Chicago schools for five years before being selected from 750 applicants for the role of Romper Room schoolmarm.

### **RAY RAYNER & FRIENDS**

Every morning, Monday through Saturday, Ray is visited by his close friend, Chelveston (he's a duck), and frequently by a score of real puppies, kittens, chicks and rabbits in what adds up to a delightful hour of friendly, warm entertainment.

In one segment of the program, Ray presents a unique mock newscast utilizing the jokes and riddles he receives from youngsters living in the more than two million homes served by WGN Television.

There are exciting, happy cartoons, too, along with an authentic weather forecast, and Ray's unending repertoire of pantomime and stories during this delightful color program.



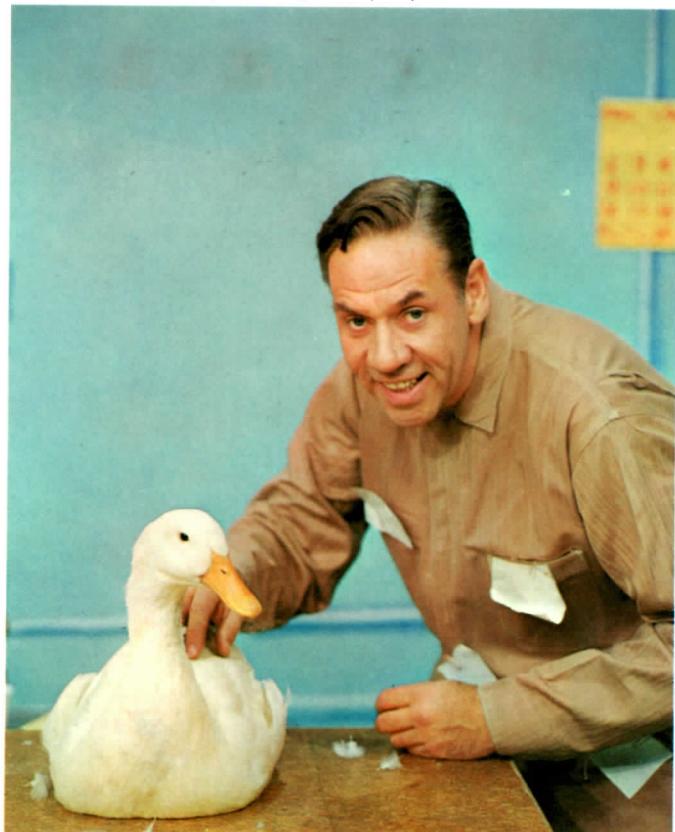
An exciting children's world is the theme of Treetop House, winner of the Peabody Award for excellence. Anita Klever is the charming hostess.

Ray Rayner, as Detective Sergeant Pettibone, and Tracer are among the stars in the lavishly produced daily program, *Dick Tracy*.



Widely hailed Romper Room stresses self-expression, physical fitness and social development for pre-schoolers. Beverly Marston is the schoolmarm.

The lovable duck is Chelveston, one of the many friends who visit with Ray Rayner every morning on *Ray Rayner & Friends*.





Wally Phillips (left) the zany record spinner and wit, and his sidekick, Lloyd Pettit, entertain thousands of listeners every morning on The Wally Phillips Show.



Orion Samuelson (right) farm service director of WGN Radio and Television, and his assistant, John Almburg, travel some 50,000 miles annually to gather vital farm news for their daily reports.

All home and away Chicago Cubs games are broadcast on WGN by Vince Lloyd and Lou Boudreau.



# Radio at its best on WGN

WGN Radio is heard in more homes each week than any other station west of New York, the result of balanced programming and a long tradition of distinguished broadcasters.

A typical weekday schedule begins at 5:30 in the morning with *Milking Time*, a half hour show with WGN Farm Service Director Orion Samuelson and his assistant, John Almburg, reporting the news and all Midwest markets, from livestock to grain.

Then comes the inimitable Wally Phillips, with four hours of wit, humor, music, news, weather, direct reports from WGN's two trafficopters, and friendly sparring matches with announcer Lloyd Pettit. In between, Wally might call Rome for a pizza recipe or try to rent the Queen Mary.

From 10 until noon, Eddie Hubbard, a landmark in Chicago radio, takes to the airwaves with easy listening conversation, good music, news and weather.

*Time to Reflect*, delivered by a Chicago area clergyman, follows Eddie. Then *Country Fair* is on the air, the most comprehensive farm service program on radio, with Orion Samuelson and John Almburg as hosts. Dolph Hewitt and the Sage Riders, of *WGN Barn Dance* fame, provide the music, and Larry Caine and Bob Kuhn announce the final market reports direct from the Chicago Stock Yards.

*The Virginia Gale Show with Jack Taylor* comes on at one o'clock. Virginia and Jack are broadcasting pros who offer down-to-earth conversation, along with good music and news.

Taking over the 2-4 spotlight during the winter months with music, news, weather and chatter is Vince Lloyd, who does the thrilling play-by-play commentary for the Cubs games.

Eddie Hubbard is back at the microphone again until six with show tunes, news, weather and more direct trafficopter reports from Flying Officer Irv Hayden and Sgt. Ed Peterson. Eddie's show is wrapped-up with *Today's Business*, a five-minute report by John Mallow of major final Wall Street closings of the day and up-to-the-minute business trends.

Veteran newscaster Holland Engle and Jack Brickhouse follow with a half hour news and sports program. John Mallow returns at 6:30 as host of *Music Unlimited*, 90 minutes of music for dining and relaxing. *Travelin' On*, featuring the best of folk, country and western music, is heard from 8-9 with Jack Taylor.



John Mallow is the suave host of *Music Unlimited*, a daily musical treat.

Eddie Hubbard, a landmark in Chicago radio, is heard every morning and afternoon on the Eddie Hubbard Show.



## *Radio continued*

Prominent people from the world of sports, entertainment and business are Jack Brickhouse's guests from 9-9:30 (Herb Lyon, the Chicago Tribune columnist, takes over while Jack is on vacation). The show is followed by a public affairs program, such as *Northwestern Reviewing Stand*, with Dean James H. McBurney as moderator, *Fifth Army Band* or *College Crisis*, with Francis Coughlin the moderator.

At 10, WGN presents a news roundup, followed by *Tunes from Talman*, with Norman Ross, featuring light classics, show tunes and folk music. From 10:30 to dawn, it's time for Franklyn MacCormack and his *The Magic of Music* and *All Night Showcase*, featuring the news with George Bauer, semi-classical and dance band music and romantic poetry readings. Franklyn opens his show with his familiar calling card:

*"Why do I love you? I love you not only for what you are, but for what I am when I am with you."*

On Saturdays, *Milking Time*, Norman Ross, Wally Phillips, *Time to Reflect*, *Country Fair*, Jack Taylor, Franklyn MacCormack and most of the gang are back again.

Other Saturday shows feature music, news and weather with Dick Lashbrook and Len Johnson; *The Sig Sakowicz Show*, music and interviews with top show stars; *The Best of Broadway*; Clif Mercer's *Music for Squares*, and Walter Trohan, the Chicago Tribune's Washington bureau chief, with *Report from Washington*.

One of the highlights of Saturday night radio is the *WGN Barn Dance*, 90 minutes of great hoedown music, sing-alongs, comedy and guest stars. The show features Dolph Hewitt, Red Blanchard, the Johnson Sisters, Bob Atcher, the Sage Riders, Orion Samuelson and Arkie, the Arkansas Woodchopper.

During the opera season, WGN carries the live Saturday afternoon performance of the *Metropolitan Opera* from New York, and on Sundays the *Illinois Opera Guild Auditions of the Air*, with Carl Greysen as host.

Typical of Sunday's programs are the *Mormon Tabernacle Choir*, with Richard Evans; *Favorite Hymns*, featuring the stories and music of the world's best loved hymns; *Faith of Our Fathers*, from Rockefeller Memorial Chapel on the University of Chicago campus, and *Pipe Dreams*, with Harold Turner at the WGN studio pipe organ.

Also, John Mallow's *Music Unlimited*; live broadcasts of the Chicago Bears and Cubs games; *Your Senator's Report*; *Family Theater*; *Norman Ross Show*; *Hawaii Calls*; *Your Sheriff Reports*; *Five-Star Sports Final*; George Lazarus' *World of Advertising*; *Sunday Spotlight* with Jack Taylor; *Hi-Fi Fan Fare*, with Dick Lashbrook, and Franklyn MacCormack.



Franklyn MacCormack, friend of millions of night people across the nation, is host of *The Magic of Music* and *All Night Showcase*.

Holland Engle, dean of American newscasters, who was first heard on radio in 1922.





Lively conversation, music and news is heard daily on the Virginia Gale Show with Jack Taylor.



Jack Brickhouse describes the action at all home and away games of the mighty Chicago Bears.

Irv Hayden of Trafficopter No. 1.



Ed Peterson of Trafficopter No. 2.



The WGN Barn Dance presents 90 minutes of great wholesome entertainment every Saturday night.



# *Extensive Sports Coverage a Hallmark*

Accurate, colorful and extensive sports coverage has been a hallmark of WGN since the era of crystal sets, and of WGN Television from the late forties.

The list of events annually covered by the stations reads like an encyclopedia of sports: baseball, football, basketball, hockey, swimming, tennis, golf, bowling, and horse racing. Sports news and discussion programs, plus fishing and hunting shows, round out a full schedule of sports programming.

Jack Brickhouse, busiest of America's baseball television announcers and the radio voice of the Chicago Bears, is manager of WGN's award-winning radio and television sports department.

Others who form the nucleus of the department are veteran announcers Vince Lloyd, Lou Boudreau, Lloyd Pettit, Wendell Smith and Len Johnson. Sports Editor Jack Rosenberg, Assistant Editor Charles Shriver and the host of top cameramen and engineers contribute heavily in making WGN Radio and WGN Television the nation's finest non-network sports stations.

Sports events which are covered by WGN Radio and WGN Television, along with regular sports shows and features, include the following:

## **MAJOR LEAGUE BASEBALL**

Since 1948, WGN has telecast all home day games and many night contests of both the Chicago Cubs and the Chicago White Sox, the last six years in color as well as black and white. Jack Brickhouse, who has always been the announcer, is assisted by Lloyd Pettit and Len Johnson. On radio, WGN airs all home and away games of the Cubs, with the gifted Vince Lloyd doing the play-by-play, and Lou Boudreau, the baseball great, providing the "color" and behind-the-scenes strategy. Before and after the game features are carried on both radio and television.

Jack Brickhouse (center), manager of sports, WGN Continental Broadcasting Company, has been broadcasting all home games of the Chicago White Sox and Chicago Cubs on WGN Television since 1948, and the play-by-play account of all home and away games of the Chicago Bears on WGN Radio since 1953. Jack is flanked by Lloyd Pettit (left), who handles the "color" commentary on the baseball telecasts, as well as the play-by-play for all away games of the Chicago Black Hawks on WGN Television, and by Jack Rosenberg, the veteran sports editor who coordinates all radio and television coverages on WGN.

## **PRO FOOTBALL**

WGN Radio thrills thousands of fans with Jack Brickhouse's exhilarating account of all home and away games of Chicago's mighty Bears. Jack and Chicago columnist Irv Kupcinet, who handles the "color" commentary, have broadcast the games together since 1953. WGN also presents *Football Warm Up* before all games and *Football Scoreboard* afterwards.

## **HOCKEY**

All out-of-town games of the Chicago Black Hawks are carried by WGN Television, together with the away games of the Stanley Cup Playoffs when the team is competing. The commentary is done expertly by Lloyd Pettit.

## **BIG TEN FOOTBALL**

WGN Radio, with Vince Lloyd and Lou Boudreau at the microphone, broadcasts the top game of the week in the Big Ten Conference, often called the toughest in the nation.

## **NCAA BASKETBALL FINALS**

The national championship is at stake in this live, color telecast on Channel 9. Bill Flemming does the play-by-play from the city where the game is being played.

## **ALL-STAR FOOTBALL GAME**

The nation's finest football spectacle, which pits the College All-Stars against the top team of the National Football League, is carried live on Channel 9 from Soldier's Field in Chicago. Curt Gowdy announces the contest, presented by Chicago Tribune Charities, Inc. since 1948.

## **BOWLING**

The biggest names in the field compete on *Championship Bowling* over Channel 9, with \$1,000 going to the winner of each match and \$10,000 awarded as the grand prize. Fred Wolf describes the action.

## **GOLF**

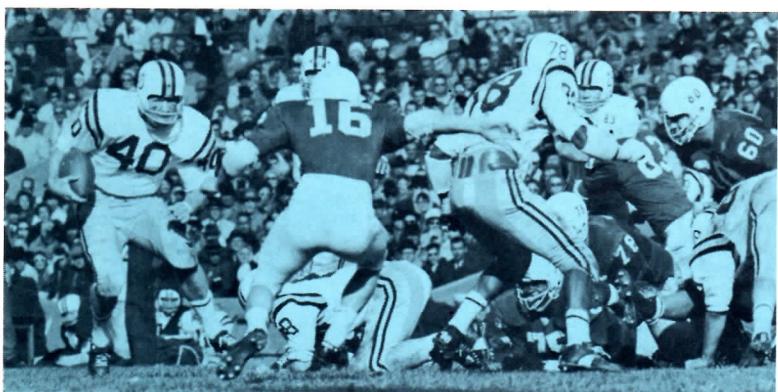
More than a dozen national tournaments presented by the Professional Golf Association can be enjoyed on WGN Television, many in color. Among the announcers are Jimmy Demaret, Bob Toski, Jim McArthur and Jack Drees.

## **HORSE RACING**

From Florida's finest tracks comes *Saturday at the Races*, live and in color on Channel 9 and featuring the country's finest horses and jockeys competing for stakes up to \$100,000.



Lloyd Pettit describes all the action of out-of-town games played by the Chicago Black Hawks on WGN Television.



The top game of the week in Big Ten Football is broadcast on WGN Radio, as are all Chicago Bears games.



Lou Boudreau (left), and Vince Lloyd announce all home and away games of the Chicago Cubs on WGN Radio.



Billy Casper and other stars are seen on WGN Television during the national tournaments presented by the PGA.



Championship Bowling on WGN Television fields the biggest names in the game.

## *Sports Coverage continued*

### **HIGH SCHOOL BASKETBALL**

The quarter-finals, semi-finals and finals of the Illinois Sweet Sixteen tournament at Champaign are carried over WGN Television with Vince Lloyd, Jack Drees and Bob Starr handling the commentary.

### **JACK BRICKHOUSE REPORTS**

Personalities from the world of sports, entertainment and business are Jack's guests weeknights on WGN Radio. Jack also conducts a nightly sports round-up on radio and television.

### **HIGH SCHOOL SWIMMING**

Live coverage of the Illinois swimming meet finals from Chicago is described by Vince Lloyd, Adolph Kiefer and Lou Boudreau over WGN Television.

### **FIVE-STAR SPORTS FINAL**

This Sunday hot stove league program, on WGN Radio for nine years, features Jack Brickhouse, Vince Lloyd, Lou Boudreau, Lloyd Pettit, Wendell Smith and Len Johnson in behind-the-scenes information in the world of sports.

### **FLYING FISHERMAN**

R. Vernon Gaddis, the celebrated 70-year-young sportsman, shows how easily it's done with conventional gear worth less than \$50—and at places "where the average man can fish!" Gadabout Gaddis is seen in color on WGN Television.

### **SPORTS OPEN LINE**

A half-hour interview program with sports personalities and writers is conducted by Jack Brickhouse on Mondays over Channel 9, with film clips or video tape coverage involving the guest included.

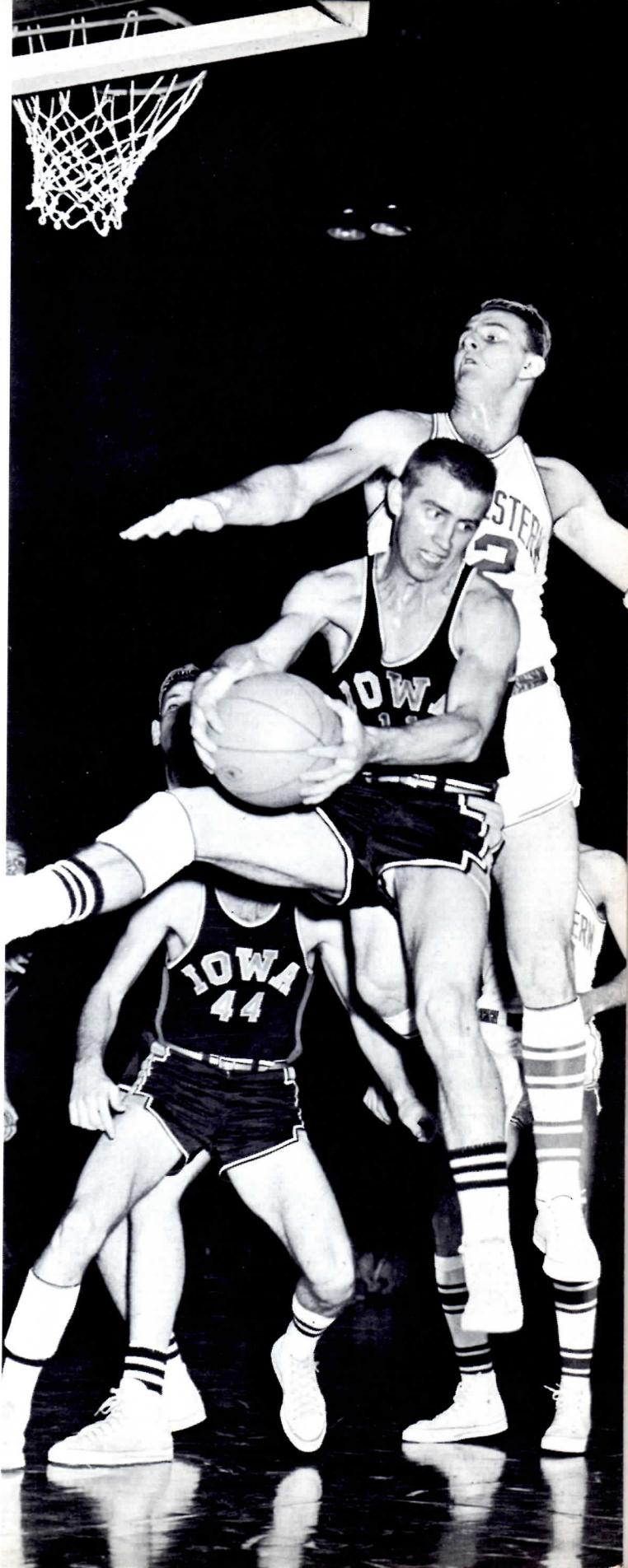
### **DUROCHER IN THE DUGOUT**

WGN's Lou Boudreau interviews Leo Durocher, manager of the Chicago Cubs, in a five-minute program preceding the game on WGN Radio.

### **REGULAR SPORTS NEWS**

The latest sports news, locally, nationally, and around the world, is incorporated in most of the regular news programs on WGN Radio and WGN Television throughout the day. WGN Radio also broadcasts several five and 10 minute daily shows devoted exclusively to sports news.

High school, college and professional basketball games are covered live on WGN Television.





The Seven Year Itch



The Little Princess



Halls of Montezuma



A Child Is Waiting

# Wide Variety of 2,000 Movies

Whatever your taste in motion picture entertainment — comedy, mystery, drama, musical or western — you can enjoy your favorite on WGN Television.

The station's multi-million dollar film library, which contains more than 2,000 full length feature films, many in color, is the largest and finest of any non-network station.

On the shelves are such classics as *David and Lisa*, *Sunrise at Campobello*, *The Notorious Landlady*, *A Hatful of Rain*, *Titanic*, *The Seven Year Itch*, *Moby Dick*, *On The Beach*, *Daddy Long Legs*, *A Child Is Waiting*, *The Horse Soldiers*, *Separate Tables*, and *The Diary of Anne Frank*.

One of the station's most popular movie programs is *Family Classics*, a Friday night must for the entire family. The show is hosted by Frazier Thomas, well known for his quality programs for children, and features films of the caliber of *Treasure Island*, *The Little Princess*, and *Son of Lassie*.

In addition to presenting a wide variety of first-class movies, WGN Television runs a series of films in particular categories, like *The Sherlock Holmes Mystery Theatre*, *The Gunslingers*, *Men And War*, and the *Blondie Comedies*. The station also airs sophisticated domestic and foreign films on certain nights.

Movietime is conveniently scheduled for early and late evening enjoyment, with films also being shown until sunrise Saturday and Sunday.



Frazier Thomas, host of Family Classics



Destination Moon



The Diary of Anne Frank



Lovely Marisa Pavan and Jean Pierre Aumont are among the stars of *An Evening With . . .* the lively series of color variety shows produced by WGN Television and syndicated across the nation.

# **WGN** *Syndicates Many Variety Shows*

Mimi Hines, Guy Lombardo, Jane Morgan, Harry James, Phyllis Diller, Dolph Hewitt and Julie London are among the stars of the lively series of variety shows produced and syndicated by WGN Television.

The shows, taped in color at the WGN Mid-America Broadcast Center and shown locally on the station, are *The Big Bands*, *An Evening With . . .*, and *The Barn Dance*. All are syndicated nationally, with *The Big Bands* also seen in many foreign markets.

Other color variety shows produced and shown locally by the station are *All Time Hits*, a live song and dance program with Bob Carroll, and *Artists' Showcase*, which gives local voice, instrumental and dance artists an opportunity to perform.

Another program, *Great Music*, the Peabody Award winning series of concerts produced in color, as well as black and white, by WGN Television several years ago, is now syndicated across the nation and in numerous foreign markets.

The station syndicates these programs through WGN Continental Productions Company. More about each show follows:

## **THE BIG BANDS**

All the rich, stirring sounds from songs made famous by the big bands over three decades ring out in all their glory Saturday nights on WGN Television.

The entertaining series, produced in color and featuring half-hour segments with one of the bands, is syndicated through 20th Century-Fox TV nationally, as well as internationally.

Among the bands are Guy Lombardo, Harry James, Si Zentner, Sam Donahue and the Tommy Dorsey Orchestra, Count Basie, Les and Larry Elgart, Stan Kenton, Jan Garber, Jimmy Dorsey's Orchestra, Tex Beneke, Perez Prado, Sammy Kaye and Ray McKinley and the Glen Miller Orchestra.

The songs are equally as famous: *In the Mood*, *So Rare*, *Amapola*, *Yes Indeed*, *Chattanooga Choo-Choo*, *Cherokee*, *Alley Cat*, *Fools Rush In*, *Night Train*, *Boo-Hoo*, *Patricia*, *Mississippi Mud*, *Marie*, *One O'Clock Jump*, *Sunrise Serenade*, *Little Coquette* and *Java*.

The programs were produced at the WGN Mid-America Broadcast Center in a huge studio which was transformed into a ballroom to create the proper atmosphere for the bands and invited dancers.

## **AN EVENING WITH . . .**

Jane Morgan, Louis Prima, Hildegarde and other stars are at their best in this series of headline entertainers, seen



Harry James and other great bandleaders are featured on *The Big Bands*, a WGN Television color presentation syndicated in the United States and in many foreign markets.



One of the finest cultural programs on television is *Artists' Showcase*, where vocal, instrumental and ballet performers are given an opportunity to display their talents.

## Variety Shows continued

locally in color on WGN Television and syndicated by the station across the country.

Each half-hour segment of the series is devoted exclusively to a star of the show business world, with each personality generating the brand of music and comedy for which he is famous.

Among the performers are Phil Ford and Mimi Hines, Julie London, Dennis Day, Billy Daniels, Earl Wrightson and Lois Hunt, The Back Porch Majority, Gretchen Wyler, Arthur Lyman, Pete Fountain, Phyllis Diller, Eddie Arnold, Marisa Pavan and Jean Pierre Aumont.

*An Evening With . . .* is also produced at the WGN Mid-America Broadcast Center, in a studio that resembles either a big nightclub, with the audience seated around the stage, or a special setting designed for the individual performer.

Julie London's *Cry Me a River* has never sounded better. Or Louis Prima's *The Best Is Yet to Come*, Hildegarde's *Love Makes the World Go 'Round*, or Billy Daniels's *Old Black Magic*. They are incomparable in this gay, colorful series.

### THE BARN DANCE

One of radio's oldest and most renowned programs comes alive on WGN Television every Saturday night for 30 minutes of wholesome entertainment for the entire family. (*WGN Radio* also broadcasts *The Barn Dance* at a different time on Saturdays.)

You don't have to be "country folk" to enjoy this heart-warming program that provides an abundance of song, smiles and hoedown humor for young and old alike.

Dolph Hewitt, the velvet-voiced master of ceremonies, headlines a cast of the nation's best known country-and-western personalities, along with such guest stars as Tex Ritter, Cindy Scott, Lulu Bell and Scotty, Margie Bowes, Colleen Wilson and George Hamilton IV.

Other stars of the show, telecast in color amid a replica of a barn in one of the WGN Mid-America Broadcast Center studios, are: Red Blanchard, the bucolic comedian; Bob Atcher, the warbler of old time story songs; Arkie, the Arkansas Woodchopper, the man of many talents; the Johnson Sisters, yodeling stylists; Bob and Bobbie Thomas, with song and fancy string pluckin'; 6 foot-10 inch Cousin Tilford, and those "fiddlin'-five," the Sage Riders.

### ALL TIME HITS

The greatest songs from Broadway, records and motion pictures come alive on this weekly half hour musical extravaganza in color on WGN Television.

Star and host of the series is handsome Bob Carroll, who sang with many of the big bands, and also headlined the national company of *Fiorello*, the hit Broadway musical.

Also in the spotlight are singers Billy Williams, the night-club, television and recording star; Bob Newkirk, of *The Breakfast Club* fame; Doree Crews, a veteran of the supper club circuit who has appeared on the *Perry Como Show*; and Maestro Robert Tredler and the 24-piece WGN Orchestra.

Guests include such personalities as Cab Calloway, Margaret Whiting, Oscar Brown, Jr., Eddie Peabody, Jerry Vale, and Lainie Kazan.

### GREAT MUSIC

The world's greatest orchestra conductors are featured in WGN Television's distinguished syndicated series, *Great Music*. The series, produced by WGN Television and syndicated nationally and internationally, is a recipient of the coveted George Foster Peabody Award for the finest musical entertainment on television.

Among the conductors are Leopold Stokowski, Andre Kostelanetz, Jean Martinon, Isler Solomon, Alfred Wallenstein, Igor Markevitch, Walter Hendl, the late Sir Thomas Beecham, Paul Kletzki, Arthur Fiedler, Paul Hindemith, Aaron Copland, André Cluytens, Georges Sebastian, Pierre Dervaux, William Steinberg, Andre Vandernoot, Josef Krips, and the late Dr. Fritz Reiner. Among those directing jazz and semi-classical concerts are Woody Herman, and Robert Tredler, musical director of WGN.

Soloists are equally as famous: William Warfield, Roberta Peters, Eugene Istomin, Byron Janis, Leonard Pennario, Marguerite Piazza, Nathan Milstein, Isaac Stern, Zino Francescatti, Gabriel Tacchino, and Yuri Bukoff.

The series is syndicated through WGN Continental Productions Company.

### ARTISTS' SHOWCASE

More than 500 vocal, instrumental and ballet performers, principally from the Chicago area, have had an opportunity to display their talents on this locally developed cultural offering, presented on WGN Television in color.

The program, hosted by Louis Sudler since its inception five years ago, was honored with Emmy Awards in 1963 and 1964 by the Chicago chapter of the National Academy of Television Arts and Sciences for "giving exposure to talented young musical performers."

Maestro Robert Tredler and the distinguished WGN Orchestra accompany the performers. The program originates from one of the WGN Mid-America Broadcast Center studios.

Illinois Governor Otto Kerner, Chicago Mayor Richard J. Daley, and other civic leaders have commended WGN for bringing the finest of cultural programs to viewers.



The WGN Barn Dance, produced at the WGN Mid-America Broadcast Center, is wonderful television entertainment for the entire family. The series is syndicated nationally.



The late Dr. Fritz Reiner and other renowned conductors star in the worldwide WGN syndicated series, Great Music, winner of the coveted Peabody Award.



Bob Newkirk, Doree Crews, Bob Carroll, and Billy Williams are regulars on the WGN color television program, All Time Hits.





The man behind the award-winning news department is Bruce Dennis (right), vice president and manager of news, WGN Continental Broadcasting Company. With him are (from left), Gene Filip, radio news director, Wendell Smith, reporter, and Bob Henley, television news director.

# .....WGN News is on the Air.....

Chicago's gala St. Patrick's Day parade, led by Mayor Daley and other dignitaries, is one of the many stories covered annually by WGN cameramen in living color.

**FIFTY TIMES DAILY**, on radio and television, that phrase signals the start of the most complete and comprehensive news report in Mid-America.

News is an around-the-clock operation at WGN, whose staff of 43 professional newsmen pride themselves on accuracy, responsibility, speed, imagination, and ingenuity.

There are five daily television news programs, including two by Chicago's top video news reporters, Gary Park and Jim Ruddle, on *Park-Ruddle News*, and *Night Beat* by Carl Greyson. On radio, there is a news report every half hour ranging from two to 30 minutes.

Backbone of the WGN news operation is its news gathering facilities. One source is supplied by a team of three reporters and six cameramen who search the city for news every day. Many of the 3,000 stories covered annually by the cameramen are filmed in color.

The cameramen's cars and the two WGN news mobile units are equipped with two-way radios. The audio recordings they make, and the film they shoot, are edited, compiled, and scripted by the newsroom staff for presentation on the air.

The on-the-street news team is never more than an arm's length from the WGN newsroom, whose battery of police and fire radios keep them abreast of the latest spot stories. If a major story arises, a six-camera mobile television unit is on call to telecast from the scene *live*.



Gary Park (left) and Jim Ruddle form Chicago's only two-man television news team, Park-Ruddle News.



WGN newsmen are constantly on the go to bring listeners and viewers the latest news—accurately and thoroughly!



Carl Greysen, the distinguished newscaster and announcer.

## News continued

### FLASH WORLD PULSEBEAT

In the WGN wireroom, nine teleprinters flash the news of the day at 100 words a minute. Of these, six are devoted to national and international events, the other three to sports, weather and local news.

WGN has a direct line to the Chicago Weather Bureau, enabling quick dissemination of severe weather warnings in the area over radio and television.

Picturewise, two photofacsimile machines provide still pictures. WGN News is also serviced by a national and international news film organization. WGN also has access to United Press International's on-the-spot audio coverage of news anywhere on earth.

### TRAFFICOPTERS ON ALERT

Another news reporting facility is WGN's two trafficopters, one with Officer Irv Hayden of the Chicago Police Department, and the other with Sergeant Ed Peterson of the Cook County Sheriff's Police.

In addition to providing traffic information for thousands of Chicago area motorists during the morning and evening rush hours, Hayden and Peterson are constantly on the alert for news stories while flying across the city.

The helicopters are on call to the WGN newsroom 24 hours a day. When a big story breaks, reporters and cameramen can be rushed to the scene via air from the WGN Heliport, adjacent to the WGN Mid-America Broadcast Center. A private plane is also available.

### WASHINGTON, SPRINGFIELD BUREAUS

To parallel news efforts on the local scene, WGN's news bureau in Washington brings the nation's capital to Chicago, and Midwest congressmen to their constituents.

WGN also provides first-hand coverage from the Illinois state capital. The bureau was born of the belief that what happens in Springfield directly affects every individual in the station's viewing and listening audience.

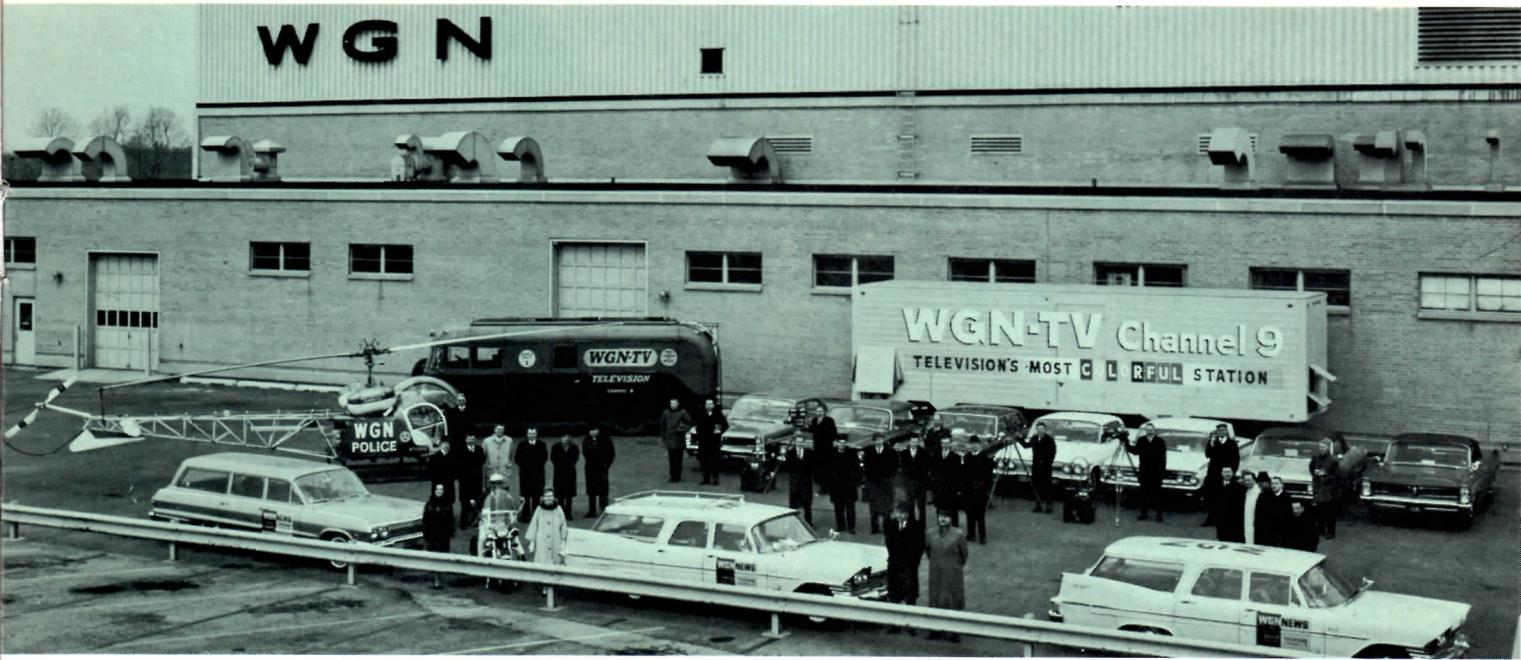
### BRUCE DENNIS AT HELM

The man behind the award-winning news department is Bruce Dennis, vice president and manager of news, WGN Continental Broadcast Company, who has been associated with WGN and The Tribune Company since 1930.

Under his leadership, and that of veterans Gene Filip, radio news director, and Bob Henley, manager of television news, WGN has emerged with the finest of broadcasting news departments.

WGN has been cited on numerous occasions in national news award competition, including its superb series of documentaries, such as *Halls of Mercy*, the story about mammoth Cook County Hospital; *Merchants of Menace*, the narcotics thriller; and *TUF Guys*, an account of Chicago's tactical undercover police force.

# WGN



News Chief Bruce Dennis in foreground with WGN Radio and Channel 9 news staff. Missing from photo are another trafficcopter, a private airplane, several mobile units, and a dozen more newsmen.



WGN Television has been cited for its superb documentaries, Halls of Mercy, the story of Cook County Hospital, and TUF Guys, an account of Chicago's tactical undercover police force.



WGN's news bureau in Washington brings the nation's capital to Chicago and the Midwest, as shown by this timely interview with Senator Paul Douglas of Illinois from the steps of the Capitol Building.



Lionel Hampton and Leslie Uggams in the exciting series, *Something Special*.

## More television entertainment for all ages

WGN Television, which airs more live shows than any other station in the land, rounds out its impressive entertainment program schedule by adding the best available syndicated series every season.

Syndicated shows include a wide assortment of fare for the entire family, as well as for the individual tastes of adults, teen-agers and children. Typical of these programs, categorically, are:

### ADVENTURE

*The Rogues, The Detectives, Naked City, True, Highway Patrol, Thriller, M-Squad and Sea Hunt.*

### VARIETY

*The Mike Douglas Show, Something Special, Step This Way.* (In this category, Channel 9 produces a host of its own programs, many of which are syndicated nationally, two in foreign markets.)

### WESTERNS

*Death Valley Days, Marshal Dillon, The Rebel, Gene Autry, Bat Masterson, and Wanted, Dead or Alive.*

### PARTICIPATION

*Exercise with Gloria.*

### CARTOONS

*Yogi Bear, Huckleberry Hound, Woody Woodpecker, Lippy the Lion, Bugs Bunny, Rocky and His Friends, Stingray, and Cartoon Cut-Ups.*

### TRAVEL AND OUTDOORS

*Across the Seven Seas, Flying Fisherman, and Adventure with Dr. Frank Baxter.*

### DRAMAS AND MUSIC

*Play of the Week, Festival of Performing Arts, Repertory Theater, Podrecca's Marionettes, Bolshoi Ballet, and The Lively Arts.*

### SCIENCE FICTION

*Twilight Zone, One Step Beyond, Science Fiction Theatre, and Outer Limits.*

### FOR CHILDREN

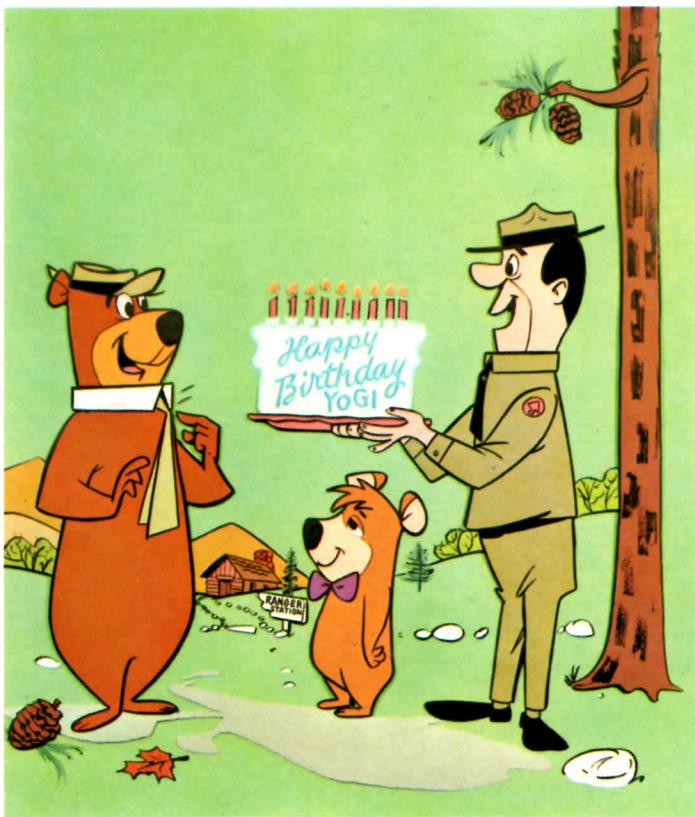
*McKeever and the Colonel, Zorro, Superman, and Mickey Mouse Club.*

### MYSTERY—ADVENTURE

*Gideon of Scotland Yard, Perry Mason, and Alfred Hitchcock Presents.*



Mike Douglas and Zsa Zsa Gabor, on the popular Mike Douglas Show.



Fun-loving Yogi Bear,  
the favorite of millions.



Marshal Dillon, the all-time great western series.



Virginia Graham (left) and Marge Champion, in Girl Talk.



The Old Ranger and 20 Mule Team,  
in Death Valley Days.

# *Public Affairs Programming*

Public affairs programs on WGN Radio and WGN Television are commensurate with the high quality standards designated by the Federal Communications Commission in serving the general public in the best interest.

Both stations present a host of such programs, and in great variety, throughout the year. Several of the radio shows are syndicated across the country to as many as 300 stations, plus the Armed Forces Network in Europe, and the Voice of America.

Programs cover religions of all faiths, education, safety, culture, government, special documentaries, in addition to thousands of spot announcements to assist various charitable organizations, both local and national. A breakdown of some of these programs follows:

## **MASS FOR SHUT-INS**

Catholic services for the aged, infirm and hospitalized are telecast live every Sunday in color direct from the WGN Mid-America Broadcast Center. Father John S. Banahan and other priests offer Mass.

## **OUTLOOK**

Another Sunday program features Dr. Kenneth Hildebrand, an authority on mental health, in a discussion about human tensions, frustrations and ambitions. It is televised in color.

## **NORTHWESTERN REVIEWING STAND**

Major issues of the day are reviewed by prominent guests on this weekly radio program by moderator Dean James H. McBurney of Northwestern University's School of Speech. The program, radio's oldest continuous discussion series (32 years), is heard nationally over approximately 175 stations, including the Mutual Broadcasting System and a number of independent stations. Internationally, the program is carried by the Voice of America, the American Forces Network in Europe, Radio Free Europe, and the United States Armed Forces Radio-Television Service.

## **THE OTHER GUY**

Teams of junior and senior high school members of the Kiwanis Key Clubs participate in this weekly highway safety quiz program on WGN Television. The series is among the educational features instrumental in bringing the Alfred P. Sloan Award to WGN Television for the third consecutive year. (WGN Radio has received the coveted award six years.) The program, telecast live, and in color, is hosted by

Flying Officer Irv Hayden, along with Frank Burrows of the Citizens Traffic Safety Committee of Chicago.

The show is presented in cooperation with Kiwanis Key Club International, the Chicago Police Department's Safety Educational Department, and the Northwestern University Traffic Institute.

## **CHICAGOLAND CHURCH HOUR**

Sunday services from churches in and around the Chicago area are telecast live, and, wherever possible, in color.

## **YOUR RIGHT TO SAY IT**

Trends molding our lives are discussed by noted guests and panelists Gary Park and Jim Ruddle, of WGN Television News, and a local newsman. Moderator is Dean James H. McBurney, of Northwestern University's School of Speech. The program, televised in color, is now in its second decade on WGN Television.

## **TIME TO REFLECT and FIVE MINUTES TO LIVE BY**

Inspirational messages are delivered by Chicagoland clergymen every weekday on radio, as well as on television, in color.

## **SIGNAL 10**

This dramatic radio series features Sgt. Tim McCarthy of the Indiana State Police in an on-the-spot interrogation of traffic violators. The show is syndicated by WGN to 60 stations in Indiana, California, Minnesota, and the Armed Forces Network in Europe.

## **GREAT HYMNS OF ALL FAITHS**

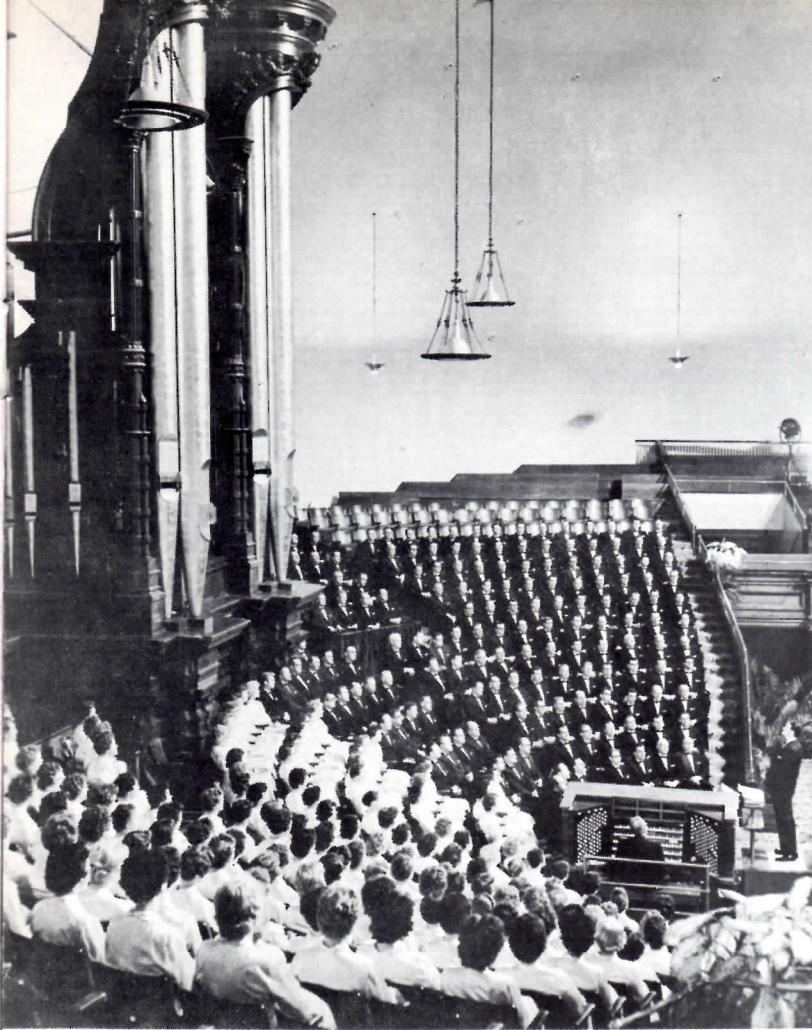
A guest church vocalist is accompanied by Harold Turner at the pipe organ every Sunday in a fine musical presentation on color television.

## **YOUR SENATOR'S REPORT**

A report to the people is made on alternate weeks by Illinois Senators Everett M. Dirksen (R.) and Paul H. Douglas (D.) on both radio and television.

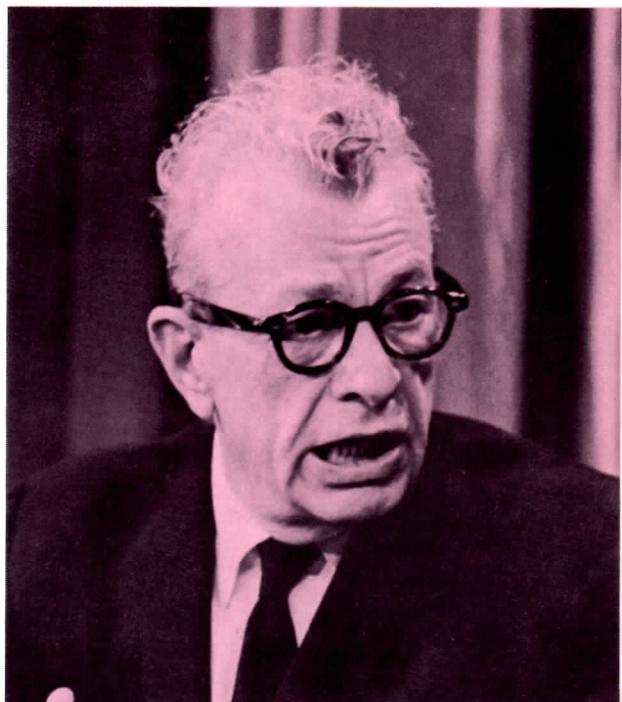
## **FAMILY THEATER**

Loretta Young, Bing Crosby and Gregory Peck are among the stars who appear on this Sunday series of radio dramas, originated by the Rev. Patrick Peyton, C.S.C. Theme of the program: *The family that prays together, stays together.*



The famed Salt Lake Mormon Tabernacle Choir, composed of 375 people from all walks of life, is heard every Sunday on WGN Radio.

Among the many religious programs telecast on Channel 9 is this special Jewish holiday observance.



Senator Everett M. Dirksen (R., Ill.), who alternates with Senator Paul H. Douglas (D., Ill.) on Your Senator's Report, a presentation on both WGN Radio and Television.

Auditions for the nation's top operatic vocalists are broadcast on WGN Radio in cooperation with the Illinois Opera Guild. The finals are carried on radio and television.



## *Public affairs continued*

### **FAITH OF OUR FATHERS**

Services from Rockefeller Memorial Chapel on the University of Chicago campus are broadcast every Sunday on radio.

### **INQUIRY**

More than 300 radio stations throughout the country carry this WGN-produced series on the interpretation of the American Constitution. It has been cited by the American Bar Association for "contributing to public understanding of the American system of law and justice," by the National Conference of Christians and Jews, and also the Freedoms Foundation at Valley Forge. Guests include the nation's eminent jurists and civic officials. The moderator is Bergen Evans, noted Northwestern University professor, and Francis Coughlin, WGN writer and personality.

### **AUDITIONS OF THE AIR**

WGN and the Illinois Opera Guild annually conduct a 15-week nationwide talent search for the top operatic vocalists, with auditions broadcast on radio. The finals are held on the stage of Chicago's Civic Opera House. Winners are presented on both radio and television.

### **YOUR F.B.I.**

Jack Brickhouse of WGN looks into the operation of the bureau in a series of radio interviews with Marlin Johnson, special agent in charge of the Chicago office of the Federal Bureau of Investigation.

### **COLLEGE CRISIS**

WGN's Francis Coughlin is the moderator of a panel discussion with college officials from each of the Midwestern schools recorded here, providing radio listeners with a first-hand report about major issues confronting our colleges.

### **MORMON TABERNACLE CHOIR**

One of the world's most beloved musical organizations is heard every Sunday on radio. The choir, composed of 375 people from all walks of life, was founded in 1847 by Brigham Young. The program also features a non-denominational message by Richard L. Evans. On television, WGN carries the semi-annual conference of the Church of Jesus Christ of Latter Day Saints direct from Salt Lake City.

### **THE METROPOLITAN OPERA**

A live, four-hour radio broadcast from the stage of the Metropolitan Opera in New York City is aired on Saturdays during the opera season.

### **THE BLUE LIGHT**

This unique series of documentaries describes the daily crime fighting and crime prevention activities of the Chicago Police Department through personal experiences of individual officers. New York's International Film and Television Festival awarded a silver medal to one of the documentaries, *The Call for Help*, which reported how the department's new communications center operates.

### **ADVENTURES IN JUDAISM**

Emphasis on this weekly radio program is placed on the applications of Jewish teachings, practices and customs to the needs of our times. Host is Rabbi Balfour Brickner, director of the Commission of Interfaith Activities, Union of American Hebrew Congregations.

### **AN AUDIENCE WITH POPE PAUL VI**

In one of the rarest moments in radio history, WGN's Jack Brickhouse was permitted to record an audience with the Pope inside the Vatican. The interview, later broadcast on WGN, was one of the shows which received awards for excellence by the Ondas International Awards Organization of Barcelona, Spain. The others are *The Light Here Kindled*, and the WGN news presentation, *Let Freedom Ring*.

### **VOICE OF THE FAIR**

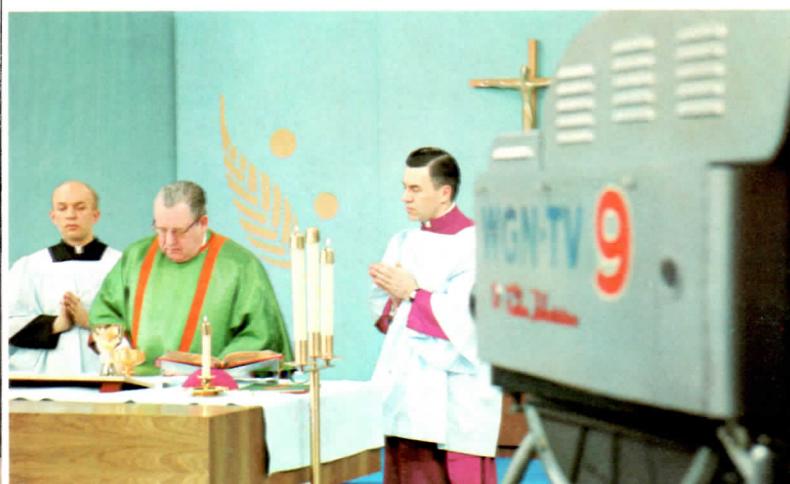
WGN was the official radio voice of Illinois at the state's Land of Lincoln pavilion during the recent New York World's Fair. Regular reports were broadcast from the fair by Virginia L. Marmaduke.

### **THE LIGHT HERE KINDLED**

This special Thanksgiving Day documentary about the pilgrims, produced at Plimoth Plantation, Mass., by WGN, received the Grand Prize at the Fifth International Film and Television Festival of New York in 1965 as the best public affairs program produced by a local station.



The 90-voice West Point Glee Club serenades Channel 9 viewers in a special Christmas concert.



Archbishop John P. Cody, head of the Roman Catholic Archdiocese of Chicago, on Mass for Shut-Ins, a live color telecast on Channel 9. Father John S. Banahan and other priests offer Mass every Sunday.



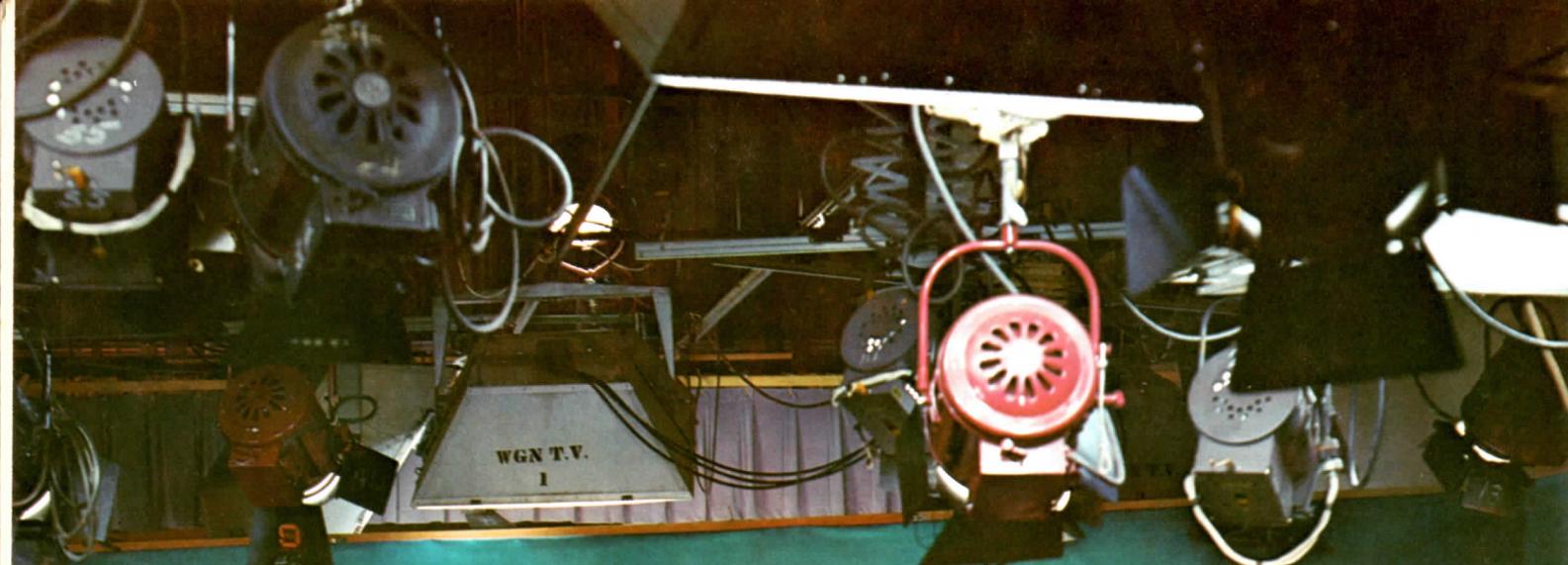
Mrs. Mamie Eisenhower (left) looks on as former President Gen. Dwight D. Eisenhower receives a WGN Distinguished Guest Plaque from WGN's Virginia L. Marmaduke at Illinois Land of Lincoln Pavilion during the 1964-65 New York World's Fair.



Lee Loevinger (right), Federal Communications Commissioner, on Your Right To Say It, with Moderator James H. McBurney, Dean of Northwestern University's School of Speech.



WGN received an international award for Jack Brickhouse's unprecedented recording of the audience he and his wife enjoyed with Pope Paul VI inside the Vatican.



Each of the three specially designed color television studios is large enough to contain four two-story houses, is adaptable to producing any kind of program—and for making commercials, which WGN does for many companies.

## **WGN** *Mid-America Broadcast Center*

During the early days of radio, WGN's studio facilities in the Drake Hotel consisted of what was aptly described as "a soundproof sanctum of heavy carpets, canopies, and draperies."

In 1935, the station occupied its new four-story radio center on Michigan Avenue, complete with Chicago's largest and most lavish studio theater. Four years later, a new 750-foot transmitting tower in suburban Roselle was completed, increasing the station's daylight range over a radius of 400 miles. The tower, until recently the tallest structure in the Midwest, is still used by WGN.

With the advent of television in the late forties, four floors were added to the broadcast center to accommodate the battery of television cameras, equipment, studios, and additional personnel.

### **VERTICAL STUDIOS INADEQUATE**

The station struggled through the next decade with the vertical studio center, which had become inadequate to cope with television's great complexity, and its demands for more and more space on one level.

Television also insists on far more manpower and equipment than radio. A baseball radio broadcast on WGN, for example, requires only two announcers, a producer, and a remote engineer, while WGN Television needs a crew

of approximately 25, plus a mobile truck, cameras and other equipment.

In 1955, WGN moved its television antenna from Tribune Tower to the new, taller Prudential Building, where the antenna stretched 914 feet above street level. (*WGN's antenna will rise even higher in 1968 [1445 feet], when it is moved up the street to the new 100-story John Hancock Building, thereby transmitting a sharper picture over a greater area.*)

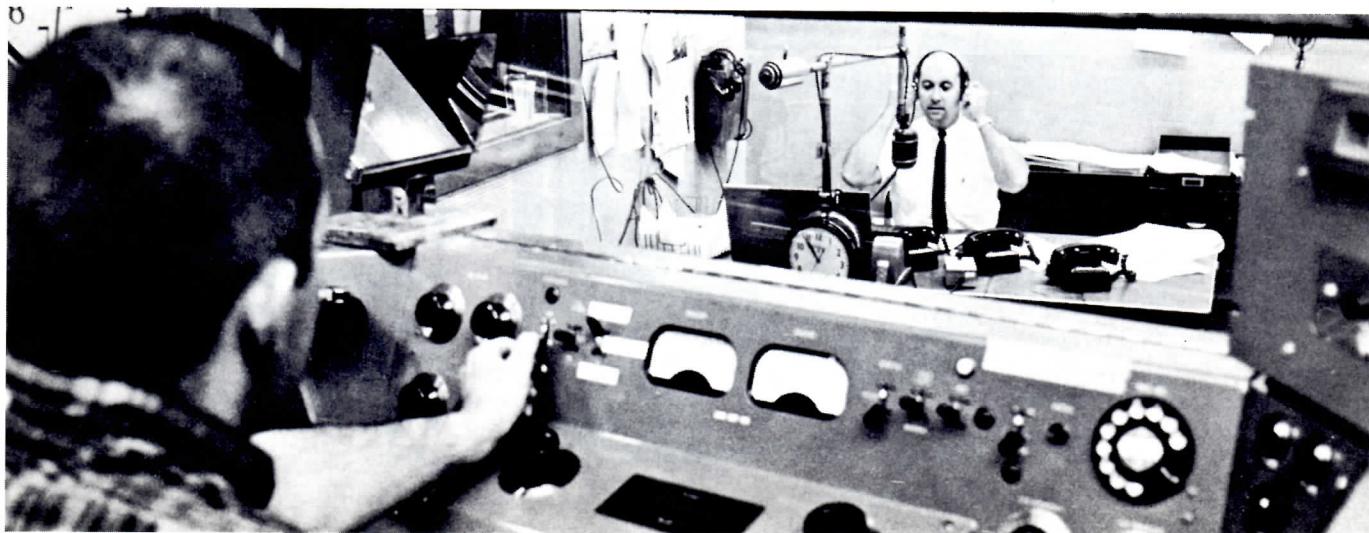
### **MORE THAN 500 EMPLOYEES**

WGN took a bold step in 1961 when it moved from advertising and newspaper row on Michigan Avenue to its present multi-million dollar Mid-America Broadcast Center on the northwest side of Chicago, a 15-minute ride from downtown.

The giant structure is the country's finest and largest radio and color television facility under one roof. More than 500 men and women work at the center, which is situated on 13 acres of landscaped grounds with a Heliport for WGN's two trafficopters and a parking area for 300 cars.

The air-conditioned two-story building, of reinforced concrete construction wrapped with brick, aluminum and glass, carries enough electricity in its 47 miles of wire and cable to light a town of 10,000 persons.

Engineer controls on-the-air radio sound frequencies from this audio console.





Television master control, where final audio and visual checks are made before transmission of picture and sound to the transmitter at the Prudential Building and ultimate antenna radiation.

## Broadcast Center continued

### THREE TV STUDIOS ARE HUGE

Inside the structure are three specially designed color television studios, each large enough to contain four two-story houses. They are adaptable for producing any kind of show—and for making commercials, which WGN does for many companies. There is also a smaller fourth studio, which is used for interview shows and newscasts during the day.

The three large studios represent an engineering feat, in that each one is built as an individual structure within the entire building to prevent noise disturbances and also attain superb acoustics.

Each studio rests on its own foundations and is separated from the other studios by independent partitions. Other features are soundproof doors, sound absorbing materials on the walls and ceilings, and special mountings for pumps and motors.

WGN has 10 color television cameras, each valued at \$60,000, for use in the studios, for special events, and the coverage of baseball at Wrigley Field and White Sox Park. *All live telecasting is in color wherever possible!*

The tons of other equipment used in the operation of

WGN Television runs into several million dollars, and requires a staff of 100 engineers and cameramen.

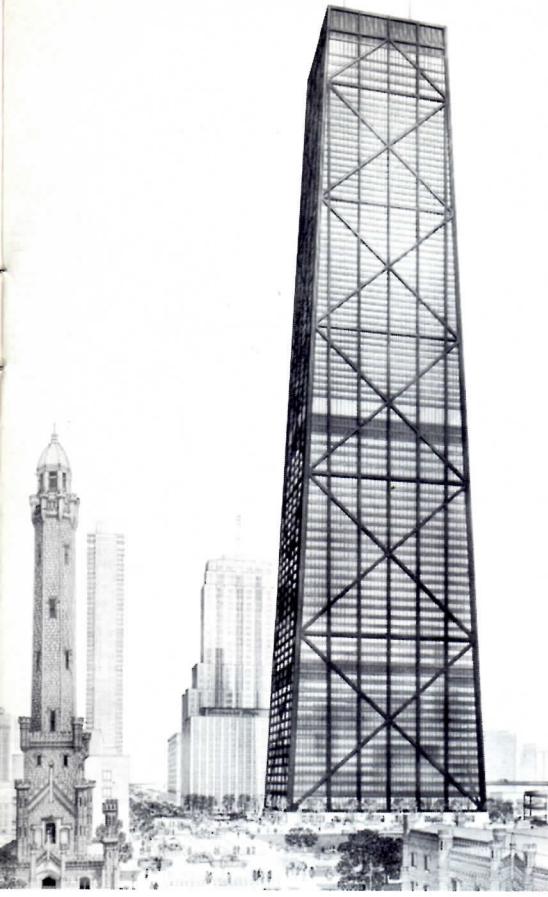
Radio facilities consist of two 30 by 18-foot studios, together with adjacent control areas. When additional area is required to produce a radio show, use is made of one of the television studios.

### A COMPLETE FACILITY

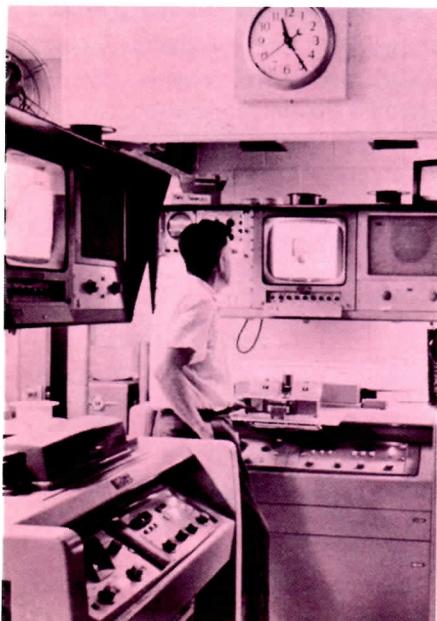
The building also contains more than 50 individual offices for personnel, a 60-seat cafeteria, private dining rooms, newsroom with direct lines to and from all news bureaus, engineering and talent workshops, film and record libraries.

Also, rooms for conferences, television master control, radio master control, film projection, mail, storage, lounging, video tape productions, dressing, scenery, props, maintenance, and large areas for the program, sales, engineering, public relations, advertising departments and administrative staff.

The WGN Mid-America Broadcast Center was uniquely conceived, designed and built to meet the special requirements of television and radio—now and in the future.



In 1968, WGN's television antenna will adorn the new 100-story John Hancock Building on Chicago's Magnificent Mile, 1445 feet above ground level.



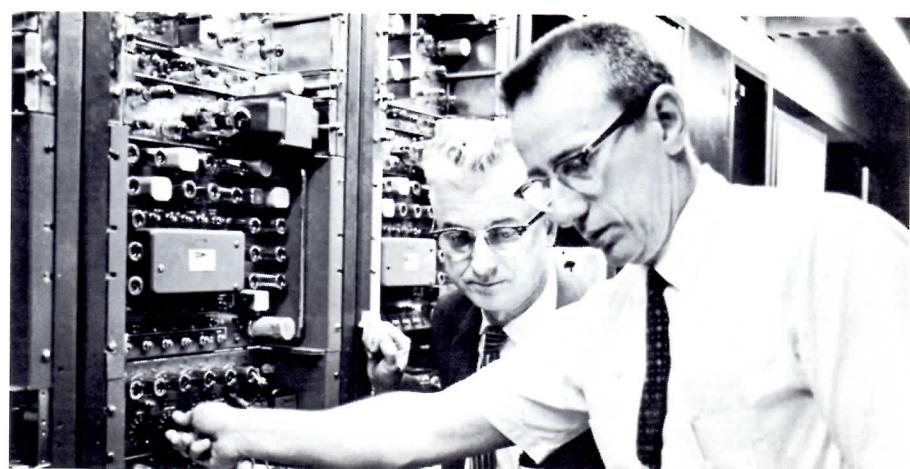
Programs and commercials produced on video tape are recorded and edited here.



Two \$60,000 color cameras are required to present the live telecast of The Dick Tracy Show. WGN has 10 color cameras for use in studios, for special events, and for baseball coverage. *All live telecasting is in color wherever possible!*



Portion of 13-acre site of the WGN Mid-America Broadcast Center is devoted to a heliport for WGN's trafficopters.



Close-up of a master control panel illustrates the great complexity of radio and television engineering equipment.



# Production of a television musical

Come along with us as we visit one of the giant studios in the WGN Mid-America Broadcast Center for a candid behind-the-scenes look at a musical being produced in living color for your entertainment on Channel 9.



1. Cast and crew discuss all aspects of program, from music to camera angles.



2. Song or dance routines may require adjustment for precise timing.



3. To achieve blue mood for setting, workmen mount tinted gelatins in light frames.



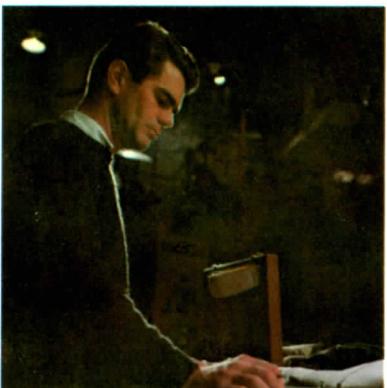
4. Engineers test equipment while orchestra rehearsal gets underway.



5. Beauty and attire of performer are enhanced by expert hair stylist.



6. Wardrobe mistress aids in selection of dress toned for color telecast.



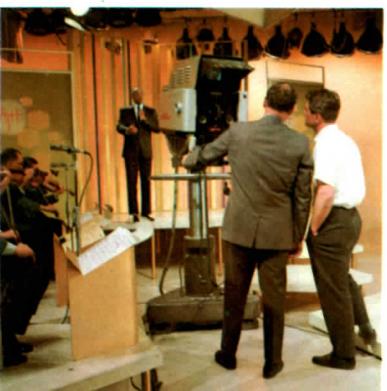
7. Director reviews script for scenery, lighting and engineering needs.



8. Star of show examines cue cards for accuracy and continuity.



9. Musical director agrees to shorten introduction arrangement a few bars.



10. Synchronization of performer and camera is vitally important.



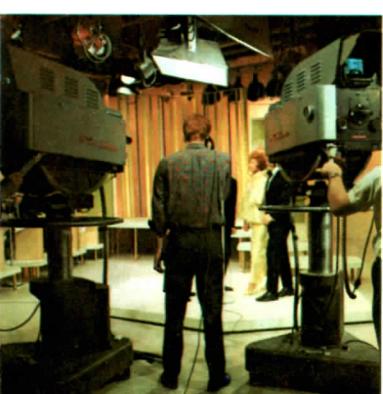
11. Performer and orchestra rehearse number to assure excellence.



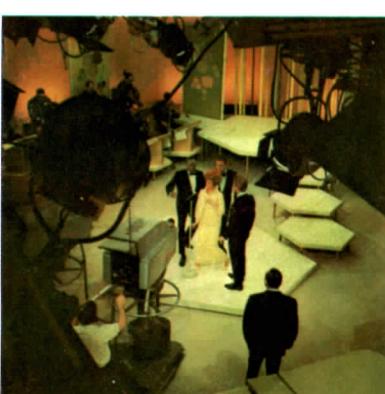
12. Cameraman makes last minute check for true reproduction of color.



13. Nearby, make-up artist applies final touches before air time.



14. On-the-air countdown begins . . . three, two, one . . . ACTION!



15. Planning and rehearsal efforts result in another quality program.

# Personalities on the Air....



## JOHN ALMBURG

WGN's assistant farm service director has an extensive background in farm broadcasting. He was raised on a live-stock and grain farm, majored in agriculture, and began his career as a market announcer in Chicago in 1957. He and his wife, Donna, have four children.



## ARKIE

The Arkansas Woodchopper, Mr. Barn Dance himself, has been singing, playing the fiddle and guitar ever since his "try out" in 1928 on radio station KMBC in Kansas City. Arkie, who has been with the WGN Barn Dance since 1960, is married to the former Vira Bell Firth.



## BOB ATCHER

Bob has sung his way into the hearts of millions with his special way of doing the old-time "story song" on the WGN Barn Dance. An excellent horseman and marksman, Bob is also a recording star and has written hundreds of songs. He is the MC on WGN's radio Barn Dance.

## GEORGE BAUER

George has handled virtually every kind of announcing assignment on WGN Radio and Television since 1945. His boyhood ambition to become a radio announcer became a reality in 1943 on station WMBD, Peoria, Ill. George is married to the former Janet Ream.



## BOB BELL

The handsome announcer also portrays Bozo and Andy Starr, the old caretaker of the *Three Stooges Theater*. Bob, who came to WGN in 1956 from WLW in Cincinnati, once lived in Tombstone, Arizona, and was a cavalryman in the movie, *Arizona*. The Bells have four youngsters.



## BRAD BISKE

This native Chicagoan is a staff announcer who made his broadcasting debut on WTTW, the local educational station, in 1959. He was an announcer on several other radio and television stations before coming to WGN in 1965. He and his wife, Gloria, have two children.





#### RED BLANCHARD

The famed WGN *Barn Dance* comedian was billed as The Texas Yodeler on the *Barn Dance* in 1931. Red, whose country humor appeals to everyone, was in four major campaigns in the South Pacific during World War II. He and his wife, Sally, have a son and two daughters.



#### LOU BOUDREAU

A highlight of Lou's great career was leading Cleveland to the 1948 World Series as player-manager and the league's *Most Valuable Player*. Lou joined WGN in 1957 as a "color" announcer for the Chicago Cubs games and college football. He and his wife, Della, have four children.



#### JACK BRICKHOUSE

The name is synonymous with sports, but Jack's versatility also includes announcing everything, from an interview with Pope Paul VI to national political conventions. He made his debut on Peoria's WMBD in 1934, and joined WGN in 1940. Jack and Nelda Brickhouse have a daughter, Jean.



#### ROY BROWN

Garfield Goose and the other hand puppets on Channel 9's *Garfield Goose & Friends* come alive every day, thanks to Roy's ingenuity. The veteran puppeteer has been in broadcasting since 1952, and with WGN since 1955. He and Sandra Brown have four youngsters.



#### LARRY CAINE

Larry's direct market reports from the Stock Yards are heard three times daily on WGN Radio. An Air Force veteran and a graduate in agricultural journalism, he was a market reporter for several stations before joining WGN. The Caines have one child, Maria.

#### FRANCIS COUGHLIN

The prolific writer, producer and performer has been associated with many of the great programs in broadcasting since he came to WGN in 1933. Today, Fran is moderator of *College Crisis* and is actively involved in a host of other programs. The Coughlins have a son.



#### HOLLAND ENGLE

Holland succeeds the late Hans Von Kaltenborn as dean of American newsmen in broadcasting. He has announced everything from news to farming since he was first heard on radio in 1922, and on WGN since 1942. Holland and Virginia Engle have two sons and five grandchildren.



#### BOB FOSTER

Bob has covered news about Midwest legislators in Washington since WGN opened its news bureau there in 1964. Bob joined WGN in 1943, worked as a public relations consultant from 1955-60, then rejoined WGN to cover the Illinois capital in Springfield. The Fosters have two children.



#### VIRGINIA GALE

In real life, this radio friend of thousands is Ruby Anderson, the personable conversationalist, writer and lecturer. Ruby was Jane Weston and Molly Starr on two other stations before coming to WGN in 1950. She is heard daily on *The Virginia Gale Show with Jack Taylor*.



#### CARL GREYSON

The distinguished announcer, newscaster and narrator has been on WGN radio and television since 1949. Carl made his debut in 1939 on KSL in Salt Lake City. He was at sea for three years in the Pacific during World War II as a naval officer. He and his wife, Alice, have two children.





#### IRV HAYDEN

Motorists rely on Irv and the WGN trafficopters for guidance. He is also on WGN's safety television program, *The Other Guy*. Irv, attached to the Safety Education Division, Chicago Police Department, is a Major in the Army Reserves. He and Margaret Hayden have three children.



#### DOLPH HEWITT

The "boy from the hills of Old Pennsylvania" is the velvet-voiced singer on the *WGN Barn Dance*, and also the producer of the show on both radio and television. Dolph, in broadcasting since 1937, was a Marine during World War II, and entertained troops in the South Pacific.



#### DR. KENNETH HILDEBRAND

The correlation of religion and mental health is discussed by Dr. Hildebrand on his television program, *Outlook*. Ordained a Presbyterian clergyman in 1933, he has been the pastor of the Central Church of Chicago since 1948. He and his wife, Nell, have two married daughters.



#### EDDIE HUBBARD

Eddie quit his first job as a bank teller and became Baltimore's highest paid announcer. He's been a Chicago personality since 1946, and with WGN for 10 years. A master of the ukulele, Eddie also has written many comedies and songs. He and Linda Hubbard have a daughter.



#### THE JOHNSON SISTERS

Edith (top) and Ruth thrill thousands of listeners every week with their special harmony yodeling and sweet Gospel singing on the *WGN Barn Dance*. Both are Michigan farm girls who have been broadcasting for years, and with WGN Radio and Television since 1960.

#### LEN JOHNSON

Broadcasts involving Presidents Truman, Eisenhower and the late John F. Kennedy are the most memorable for Len, who came to WGN in 1962 as a staff announcer. He made his broadcasting debut in 1947 on WLPO in La Salle, Illinois. Len is married to the former Mabelle Oliver.



#### ANITA KLEVER

Anita's creative sparkle and flair helps youngsters better understand their world on *Treetop House*. Like her parents, both educators, she has a broad background in teaching, plus broadcasting—and modeling! Anita is married to the Rev. Gerald Klever. They have one child.



#### BOB KUHN

Bob teams with Larry Caine, another veteran farm broadcaster, in bringing WGN listeners daily market reports directly from the Stock Yards. Bob was raised on a farm and has a degree in journalism. He joined WGN in 1960. The Kuhns have seven children.



#### IRV KUPCINET

*Kup's Column* has been a landmark in the *Chicago Sun-Times* since 1943. He was a sports writer and football hero earlier. On WGN, Kup handles the "color" commentary for Chicago Bears' games. In 1961, he was Chicago's *Television Man of the Year*. Irv and Essee Kupcinet have a son.



#### DICK LASHBROOK

Dick has been on the air ever since he filled in for an announcer who didn't show up for his broadcast on WSIV in Pekin, Ill. Dick's early interest in radio was mainly engineering. He became a WGN staff announcer in 1959. Dick and his wife, Tommie, have two sons.





#### GEORGE LAZARUS

WGN's *World of Advertising*, in which leaders of business and advertising relate stories behind-the-scenes, has been conducted by George on radio since 1964. He also writes *Inside Marketing*, a daily column, for The Chicago Daily News. George is also a contributor to the *Saturday Review*.



#### VINCE LLOYD

The veteran sportscaster is the voice of the Chicago Cubs on radio, does college football, and has his own record show in the off season. An ex-Marine, Vince was with station WMBD, Peoria, Ill., before joining WGN in 1949. He and his wife, Miriam, have a son, Michael.



#### NED LOCKE

The jolly Ringmaster of Bozo's Circus has been in broadcasting since 1930. He has appeared in countless programs, written 2,500 shows, and has done 12,000 live commercials. Ned, a pilot and gun collector, joined WGN in 1956. Ned and Rose Locke have two sons.



#### HERB LYON

The conductor of the Chicago Tribune's daily Tower Ticker column appears on various variety and interview shows. Years ago, Herb wrote the scripts for radio's famed *Lights Out* and *First Nighter* series, and was a movie publicist. He and his wife, Lyle, have two children.



#### RON McADAM

The voices of all your favorite characters on *Dick Tracy* belong to Ron. Years ago, he appeared on many radio dramas, such as *Big Town*, *Blondie* and *Lux Radio Theater*. Ron was with the Armed Forces Radio Network from 1950-54. The Ron McAdams have two youngsters.

#### FRANKLYN MacCORMACK

The man with the golden voice, who reads poetry and presents beautiful music, has been host of *The Magic of Music* and *All Night Showcase* since 1959. Franklyn's poetry readings were a feature of Wayne King's radio shows for years. "Mac" and his wife, Barbara, have a son.



#### JOHN MALLOW

The suave voice of radio's *Music Unlimited* and other shows has been known to WGN listeners since 1943. John fulfilled a boyhood dream of becoming a broadcaster with his first announcing job in 1933 on KFIO in Spokane, Wash. The Mallows have two children.



#### BEVERLY MARSTON

A love for children, plus acting ability, won Beverly the role of teacher on *Romper Room* over 750 others competing for the job in 1963. She is an alumna of the University of Wisconsin and WTAQ in La Grange, Ill. Beverly was married in 1966 to Robert Braun.



#### JAMES McBURNEY

The dean of Northwestern University's School of Speech has been the moderator for one of radio's most durable programs, *The Northwestern Reviewing Stand*, since 1942. He also conducts another outstanding weekly program, *Your Right To Say It*, on WGN Television.



#### CLIF MERCER

The congenial host of *Music for Squares* became a WGN announcer in 1956, following radio and television broadcasting on stations in Louisville and Cincinnati. He also produced and directed variety shows while with the Armed Forces Radio Services. The Mercers have a daughter.





#### GARY PARK

The other half of Park-Ruddle News decided to make news his career while on assignment in Africa with the Armed Forces Radio-TV Service in 1959. A year later, the Californian had a job on Sacramento's KCRA. He came to WGN in 1965. Gary and Ronda Park have two children.



#### ED PETERSON

The veteran Chicago police officer, a sergeant attached to the Cook County Sheriff's Police, has been a WGN Traficopter reporter since 1963. He was a Civil Defense pilot during World War II. Ed and Elizabeth Peterson have two daughters and three grandchildren.



#### LLOYD PETTIT

Lloyd's sportscasting career stemmed from starring on the Great Lakes basketball team during World War II, and on Northwestern's baseball, football and basketball squads. He's also Wally Phillip's sidekick. He joined WGN in 1956. Lloyd and Barbara Pettit have a daughter and three sons.



#### WALLY PHILLIPS

The zany record spinner and wit was a Cincinnati star before joining WGN in 1956. He got his radio start in Grand Rapids, Mich., in 1947, following a stint in the Air Force as a supply sergeant, and three years in a seminary. He and his wife, Barbara, have a daughter, Holly Michelle.



#### BASIL RATHBONE

The distinguished actor, who starred as *Sherlock Holmes* on the screen as well as in 250 radio programs, is host of the movie series about the master detective on Channel 9. He has made many other movie classics. The Rathbones, who make their home in New York, have a daughter.

#### RAY RAYNER

Ray is Oliver O. Oliver on *Bozo's Circus*, Sgt. Pettibone on *The Dick Tracy Show*, and host of the early morning *Ray Rayner and Friends*. A former B-17 navigator, Ray was a well-known Chicago television personality when he joined WGN in 1961. Ray and Jeanne Rayner have two children.



#### NORMAN ROSS

The noted broadcasting personality and newspaper columnist has produced, narrated or starred in a host of award-winning radio and television shows. On WGN, Norm has his own record program. He has two daughters in college. Norm is the son of the radio great of the same name.



#### JIM RUDDLE

Jim came to WGN in 1965 to help form Chicago's first television news team, Park-Ruddle News. His first broadcast was on KSEK in Pittsburg, Kansas in 1950. He was employed at several stations before joining WGN. Jim and Anne Ruddle have two youngsters.



#### SIG SAKOWICZ

Sig probably knows more personalities than anyone in broadcasting, to the extent of once getting movie star Van Johnson to do a commercial on sausages during an interview. *Sig's Show* is heard twice weekly on WGN Radio. Sig and Domicilla Sakowicz have five children.



#### ORION SAMUELSON

WGN's radio and television farm service director since 1960, Orion travels extensively to gather vital farm news. He was raised on a Wisconsin dairy farm, and later was farm editor of WBAY in Green Bay. He has received many awards from agricultural groups. The Samuelsons have two children.





#### DON SANDBURG

Don is the talented television producer and writer of *Bozo's Circus*, and the program's colorful *Sandy the Clown*. He made his broadcasting debut on WCPO Television in Cincinnati, and came to WGN in 1956. Don and his wife, Elizabeth, have a son, Donald.



#### WENDELL SMITH

The noted journalist, who authored the *Jackie Robinson Story* and other sports books, joined the WGN news team in 1964. Wendell covered sports for Chicago's *American* for 16 years and previously was sports editor of the Pittsburgh *Courier*. He is married to the former Wyonella Hicks.



#### LOUIS SUDLER

The noted baritone and Chicago businessman is perhaps even better known for his endeavors in behalf of gifted artists of serious music. As host of *Artists' Showcase*, he has presented more than 500 talented musical performers to thousands of television viewers in this area.



#### JACK TAYLOR

After narrating a high school show in Redfield, S. D. in 1945, Jack hitch-hiked 200 miles to WNAX in Yankton to discuss his future in radio "right on the air." In 1948, he was an announcer on WINN, Louisville. Jack joined WGN in 1958. He and Virginia Taylor have two children.



#### BOB & BOBBIE THOMAS

The popular father and son singing team are billed as Bob & Bobbie on the *WGN Barn Dance*. Bob, whose first job was in 1936 on WMT in Waterloo, Iowa, was known as "the world's smallest singing and yodeling cowboy" as a boy. His son has played the guitar since age five.

#### FRAZIER THOMAS

Frazier's genuine affection and respect for children is reflected in his two top-rated WGN Television programs, *Garfield Goose & Friends*, and *Family Classics*. A talented writer, producer and performer, Frazier came to Chicago from Cincinnati in 1951. He and Anne Thomas have two children.



#### COUSIN TILFORD

The lovable funny man on the *WGN Barn Dance*, all five feet 22 inches of him, made his broadcasting debut in Chicago during World War II. He's been with WGN since 1963. Cousin Tilford's real name is Holly Swanson. He and his wife, Lila, have two sons and one daughter.



#### ROBERT TRENDLER

Broadcasting's busiest arranger and conductor has been with WGN since 1935, and musical director for 10 years. The son of a Viennese prima donna, Bob is an accomplished pianist whose list of musical feats is endless. He and his wife, Ann, have two sons.



#### WALTER TROHAN

The Chicago Tribune's Washington bureau chief probably knows more government officials, sports and stage celebrities than any newsman in the nation. Walter's weekly *Report from Washington* has been on WGN since 1951. He and his wife, Carol, have two daughters and a son.



#### HAROLD TURNER

Harold's voice has seldom been heard on WGN since 1934, but his fingers speak for him with the touch of a master on WGN's great Pipe Organ. The University of Nebraska graduate played on KFAB in Lincoln before joining WGN. Harold and his wife, Barbara, have two children.



# **WGN** Continental Broadcasting Company

2501 BRADLEY PLACE · CHICAGO, ILLINOIS

## *Other WGN Broadcasting Properties*

### **KDAL RADIO and KDAL TELEVISION — DULUTH, MINNESOTA**

KDAL serves more than a million listeners and viewers in the Duluth-Superior market, plus 30 other communities in the area, by a web of television translators and community antenna systems.

KDAL provides leadership in the community through its activities in behalf of industry and commerce, urban renewal, medical, educational, cultural improvement and development.

A subsidiary of WGN Continental since 1961, KDAL is a CBS affiliate formerly operated by the Red River Broadcasting Company, then owned by the estate of Dalton LeMasurier.

Odin S. Ramsland is executive vice president and general manager of KDAL, Inc. He joined the station in 1937, a year after graduating from the University of Minnesota law school.

### **KWGN TELEVISION — DENVER, COLORADO**

KWGN (Channel 2) made its debut in the Denver area in early 1966. It serves the great and growing *Mile High City* and environs.

Today, known as the *WGN of the Rockies*, the station is providing leadership in the community and affords new excitement in business, industry, culture and civic affairs.

KWGN is operated by WGN of Colorado, Inc., with Richard E. Jungers as vice president and general manager. Jungers formerly was vice president and general sales manager of WGN Television.

### **WGN CONTINENTAL PRODUCTIONS COMPANY—CHICAGO, ILLINOIS**

This subsidiary is responsible for national and international syndication, distribution of radio and television features, and production of commercials.

WGN Continental Productions Company is the largest single center for producing color programs and commercials in the United States. Nearly all the 2,000 commercials produced annually for advertisers are in color.

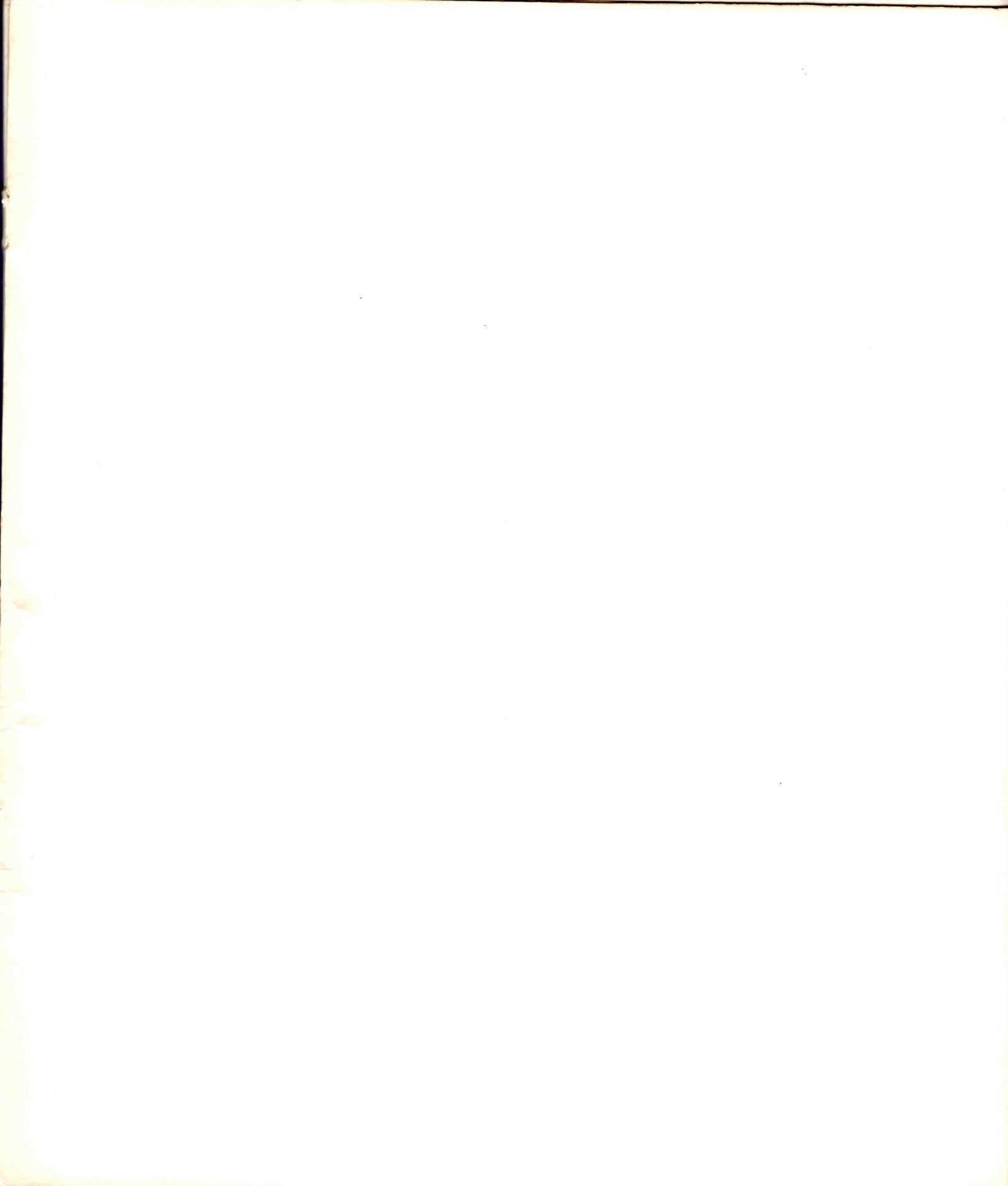
The division, headed by Bradley Eidmann, syndicates *Great Music*, a series of 104 hour programs, in 60 U. S. markets and foreign countries, plus *Big Bands*, *An Evening With...*, and *Barn Dance*. It also produces entertainment specials, news and public affairs documentaries.

### **WGN CONTINENTAL SALES COMPANY — NEW YORK and CHICAGO-MILWAUKEE**

WGN Radio and Television, Chicago, and KWGN Television, Denver, is represented by this subsidiary in New York, Chicago and Milwaukee. The stations are represented in other cities by Edward Petry & Co. (Philadelphia, Atlanta, St. Louis and San Francisco); Harry S. Hyett (Minneapolis); and Bill Creed Associates (Boston and New England).

### **WGN TELEVENTS, INC.—NORTHERN MICHIGAN**

This rapidly growing community antenna television system in northern Michigan has been operated by WGN Televents, Inc. since 1963. This cable system provides subscribers with full service on five channels, including WLUC-TV (CBS), Marquette, Michigan; WFRV-TV (NBC) and WLUK-TV (ABC), Green Bay, Wisconsin; CKPR-TV (CBC), Port Arthur, Ontario, Canada; and WNMR-TV (National Education Television), Northern Michigan University.





# The Wonderful World of **WGN**

RADIO 720 / TELEVISION CHANNEL 9

**WGN** Continental  
Broadcasting Company  
2501 BRADLEY PLACE  
CHICAGO, ILLINOIS