



Chicago's dressed to the 9s On outdoor boards, in newspapers—even in the sky*—as well as on television, Chicago has been decked out with thousands of smiling 9s during the past eight weeks. This was the biggest teaser campaign ever to hit a metropolitan area—a blockbusting, news-making campaign to introduce WGN-Television's exciting new fall programming to viewers on Channel 9. This was a campaign promoting greater audiences for.....

Best movies at 10:15 P.M.—presenting the 111 post-1950 film features from the celebrated Seven Arts and MGM packages.

More newscasts . . . Snappy, exclusive "Newsbreak," nine times daily—9, 10 and 11 a.m. and at 1, 2, 3, 7, 8, and 9 p.m., supplemented by complete and comprehensive news coverage at 7:45 and 11:45 a.m.—5:45 p.m., plus "10th Hour News" at 10 p.m. and the "Midnight Roundup."

More outstanding features . . . more music, more drama, more special events and service programming—"Great Music from Chicago," "The Play of the Week," "Bozo's Circus," "Ripcord," "King of Diamonds," "Dick Tracy," "Your Right to Say It."

Exclusive year-around sports . . . introducing this season the Saturday Sports Spectacular featuring away-from-home hockey games of last season's hockey champions, the

Chicago Blackhawks, and Chicago's new professional basketball team, the Chicago Packers . . . every Saturday night starting October 14.

For availabilities, contact: WGN-TV, 2501 Bradley Place, Chicago 18, Illinois. Phone: LAkeview 8-2311. WGN-TV, 220 E. 42nd Street, New York, N. Y. Phone: MUrrayhill 2-7545. Represented by Edward Petry & Co.

wgn-tv — chicago

*more than 1,000 9s via skywriting