





WARD L. QUAAL

Our Dedication

The WGN Continental Broadcast Center, the largest and finest radio and television facility 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, innovation, 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 Midwest. At night, when the ionosphere changes and reflects radio skyway signals back to earth, WGN serves millions of other Americans who rely upon clear channel broadcasting for evening programs.

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

All of us in the WGN "family" are proud of our contributions to entertainment, music, drama, news, sports, education, culture 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.

Ward L. Quaak

President, WGN Continental
Broadcasting Company



RED GRANGE

The Magic Box

WGN's early broadcasting innovations set the pace for radio stations across the country. In its first year on the air, 1924, it covered the Republican and Democratic conventions, Cubs and Sox games, the Loeb-Leopold trial, and sent Quin Ryan to report the Illinois-Michigan football classic at Champaign. A year later it scooped the radio world by covering the famous Scopes Monkey Trial.

Each year brought greater coverage of special events and a wider variety of regular programming to the thousands of WGN listeners who huddled around the little magic box—radio! Programs like Max Reinhardt's *The Miracle*, Amos 'n' Andy, Chicago Theater of the Air, The Romance of Helen Trent, Kay Kyser's College of Musical Knowledge, the dance bands, the Rose Bowl and World Series.

WGN's first telecast came in 1948 with Jack Brickhouse describing the Golden Gloves boxing tournament. Other pioneering shows included President Harry Truman's first Chicago video appearance, major league baseball, and Chicagoland Newsreel. The first regular studio shows were a cooking program, a drama series, and Paul Fogarty's *Your Figure Ladies*.

The years that followed saw both WGN stations receive countless awards for programming excellence and service to the community. WGN Radio and WGN Television are managed by Vice Presidents Charles E. Gates and Daniel T. Pecaro, respectively.



RAY RAYNER

Happy Faces

Bozo's Circus comes to town every day—live, and in color, on WGN Television. So does Garfield Goose, the fanciful King of the United States, the jolly Romper Room, and Ray Rayner and Friends!

Bozo's magic is best exemplified by the faces of kids who express the look of Christmas-and-jellybeans-and-happy-birthday rolled into one. The big production has thrilled a studio audience of 500,000 since 1961, and free tickets are allotted five years in advance. Mainstays of the show are Bob Bell (Bozo); Ned Locke (Mr. Ned, the Ringmaster); Ray Rayner (Oliver O. Oliver); Roy Brown (Cooky the Clown), and Maestro Robert (Mr. Bob) Trendler's brass band.

Garfield Goose and his Prime Minister, Frazier Thomas, have enchanted millions of viewers since the early fifties with lively conversation, film shorts and cartoons. Gar's puppet friends include Romberg Rabbit, Beauregard Burnside III, Christmas Goose and MacIntosh Mouse.

Thousands of happy children attend video kindergarten classes every morning in The Romper Room with schoolmarm Elizabeth Trench. And every Saturday children play and learn on The Treetop House with Tasha Johnson.

Another morning favorite is Ray Rayner and his animal friends in a wonderful potpourri of entertainment, plus cartoons and a behind-the-scenes look at the Lincoln Park Zoo.



ROY LEONARD



THE HONEYMOON MACHINE



CANTOR ALLEN STEARNS

Radio 720

WGN has long been the radio home of millions because of balanced programming, total involvement in community, regional and national affairs, and a tradition of distinguished announcers.

Programming includes the most comprehensive sports coverage on radio, regular news and weather reports, popular and classical music, rush-hour reports from WGN's own trafficopters, and extensive farm coverage.

Also, a wide variety of public affairs shows, phone conversations with listeners on today's issues, interviews with people from all walks of life, business news and trends, documentaries and special events.

The list of on-the-air personalities reads like a Who's Who in broadcasting, from Wally Phillips to Franklyn MacCormick, from Eddie Hubbard to Roy Leonard, from John Mallow to Jay Andres, from Dan Price to Dick Lashbrook. WGN also boasts many specialists, such as Irv Hayden and Ed Peterson, police officers, on traffic reports; Ed Cooper, stocks; Harry Volkman, weather; Henry Wilson and John Drury, news; Orion Samuelson and Bill Mason, farming; Ernie Banks, George Connor and Hall of Fame's Lou Boudreau on sports.

WGN Radio is a 50,000 watt Class 1-A clear channel station serving the Midwest. At nighttime, it also serves rural and small town America because its skyway signals reflect from the ionosphere over vast areas which otherwise would be a "radio desert."

Great Flicks

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

WGN's multi-million dollar movie library, which contains thousands of full length feature films, is one of the largest of any non-network station.

On the shelves are such movies as *Our Man Flint*, *The Blue Max*, *Zorba the Greek*, *A Hard Day's Night*, *Hombre*, *Mutiny on the Bounty*, *Bells Are Ringing*, *The Flight of the Phoenix*, *The Agony and the Ecstasy*, *North by Northwest*, *Brigadoon*, *The Brothers Karamazov*, *Singin' in the Rain*, *Von Ryan's Express*, *The Pink Panther*, *From The Terrace*, *The Prize*, *The V.I.P.'s*, *Tea for Two*, and a series of Sherlock Holmes, Mr. Moto and Charlie Chan flicks.

One of the most popular movie programs is "Family Classics," hosted by Frazier Thomas and featuring films of the caliber of *The Fabulous World of Jules Verne*, *The Song of Bernadette*, *Gulliver's Travels*, *Flipper's New Adventure*, *Journey to the Center of the Earth*, *Lad: A Dog*, *Drums Along the Mohawk*, and *Rhino*.

WGN also salutes the classics of the 1930s in "When Movies Were Movies," with such greats as *It Happened One Night*, *My Little Chickadee*, *Public Enemy*, *Gold Diggers of 1935*, *Captain Blood*, *The Charge of the Light Brigade*, *Angels With Dirty Faces*, *42nd Street*, *Only Angels Have Wings*, and *Little Caesar*.

Public Affairs

WGN Radio and WGN Television, in serving the general public in the best interest, present a wide variety of high quality public affairs programs throughout the year.

Regularly scheduled programs by both stations cover religions of all faiths, education, safety, government, culture, special documentaries, in addition to broadcasting thousands of spot announcements to assist various charitable organizations.

Among the more notable programs on WGN Radio are *Northwestern Reviewing Stand*, radio's oldest continuous discussion series (35 years) and moderated by Dean James H. McBurney of Northwestern University's School of Speech; *Time to Reflect*; *Your FBI*; *Virginia Gale's Portfolio*; *Heritage of Faith*; *Illinois Opera Guild*; *Salt Lake Mormon Tabernacle Choir*; *Community Calendar*; *Favorite Hymns*; live broadcasts from the *Metropolitan Opera*; *Mail Call*, and *Law Behind the Headlines*.

Public affairs programming on WGN Television includes such shows as *Chicagoland Church Hour*; *Your Right to Say It*; *Mass for Shut-ins*; *Three Score and Memo*; *Charlando*, a Spanish language show; *Five Minutes to Live By*; *Mormon Conferences*; *People to People*; *Your Income Tax*; *The Light Here Kindled*; *Midnight Mass* from Holy Name Cathedral; Christmas, Easter and other holiday programs, and special Jewish holiday observances.



HARRY VOLKMAN, JOHN DRURY & WENDELL SMITH



STAR TREK



LOU BOUDREAU & VINCE LLOYD

Newsbeat

More than 250 times weekly, on radio and television, WGN presents the most complete news and weather reports in Mid-America.

Backbone of the news department is a staff of 55, including a team of professional writers, editors, reporters, photographers and couriers who pride themselves on accuracy, speed and responsibility. The department has received many awards for its reporting, documentaries, and coverage of special events.

WGN's own Washington and Springfield bureaus are vital sources of news, as are the wire services of the Associated Press, United Press International, Chicago City News Bureau, United States Weather Bureau, the Federal Aviation Agency, Western Union Sports Ticker and other informants.

On WGN Television, regular news programs are presented by veterans John Drury, Carl Greyson and Jack Taylor, with meteorologist Harry Volkman on weather, and Wendell Smith, Ernie Banks and other members of the sports department on sports.

Veteran newsman Henry Wilson and a stellar staff broadcast the news and weather regularly on WGN Radio. Other familiar faces and voices in reporting the news on radio and television are Bob Foster, chief of the WGN Washington bureau, Larry Roderick, Steve Schickel, manager of the WGN Springfield bureau, Dave Andre, Nina Herrmann, Don Harris, John Hogan and John Adams.

Varietyfare

WGN Television, which airs more live shows than any other station in Chicago, rounds out its impressive entertainment schedule by adding the best available series of syndicated shows every season. Typical of these programs, categorically, are:

Musical Variety: The Mike Douglas Show; All-America College Show; The Barbara McNair Show, and the Sunday Night Special, featuring such stars as Robert Goulet, Tom Jones and Vikki Carr. (*In this category, WGN Television produces a host of its own programs for syndication nationally and in foreign markets. Among these shows are The Barn Dance, The John Gary Show, An Evening With... , Big Bands, and Great Music from Chicago*)

Comedy: I Love Lucy; The Donna Reed Show; Hazel; The Mothers-in-Law; The Dick Van Dyke Show; My Favorite Martian, and The Patty Duke Show.

For Children: Skippy, The Kangaroo; Timmy and Lassie; Gilligan's Island; Mr. Ed; Batman, and Flipper.

Adventure/Mystery: Perry Mason; Judd for the Defense; Combat; Secret Agent; Alfred Hitchcock Presents, and Wagon Train.

Cartoons: The Flintstones; The King & Odie Show; Bugs Bunny; Mighty Mouse; Clutch Cargo, and Casper the Ghost.

Science Fiction: Star Trek; Flash Gordon; Time Tunnel; Buck Rogers; Lost in Space and Twilight Zone.

Hey! Hey!

Timely, colorful and extensive sports coverage has been synonymous with WGN Radio since the era of crystal sets, and WGN Television for two decades.

It all started on a Saturday afternoon in 1924 when WGN's Quin Ryan broadcast one of the first eyewitness reports of a football game, one which saw Red Grange of Illinois score five touchdowns against Michigan.

Then followed coverage of the Kentucky Derby, major league baseball with Sox and Cubs games, the World Series, championship fights, Black Hawk hockey and pro basketball games, and an endless parade of special events and games which commemorate nearly a half century of radio/television sports-casting by WGN.

WGN Television today presents more live sports events than any other station in the nation, and was the first to telecast a sports event live via Telestar. WGN Radio is equally renowned for its live, and extensive, coverage of sports.

One or both of the WGN stations today airs the Chicago Cubs, Bears, Black Hawks and Bulls games, Big Ten football and basketball, NFL and AFL football highlights, bowling, hunting and fishing shows, state high school championships, plus discussion programs.

Sports manager Jack (*Hey, Hey!*) Brickhouse is assisted by Vince (*Holy Mackerell!*) Lloyd; Lou (*No Doubt About It!*) Boudreau; Lloyd (*It's A Goal!*) Pettit, and Len (*It's Gone!*) Johnson.



THE CROMIE CIRCLE



EDDIE HUBBARD (RIGHT) IN WGN RADIO STUDIO



NEW KDAL RADIO/TV BUILDING

Talk and Games

WGN Television compliments its wide range of quality programming with a host of discussion, game and participation shows, plus *Artists' Showcase*, the Peabody Award winner for music.

A daily treat is *The Jim Conway Show*, a 90-minute program with noted guests in a discussion of subjects ranging from politics to cooking.

Another weekday must is *Girl Talk*, starring actress Betsy Palmer in lively conversation with people like Zsa Zsa Gabor, Roberta Peters, Gwen Verdon and Ann Margaret.

Two favorite game shows also are on daily. *What's My Line*, with Arlene Francis, is wholesome fun, as is *Beat The Clock* and its wacky stunts.

At midnight Friday, *The Cromie Circle* explores a variety of subjects with people from all walks of life. Host is Robert Cromie, the *Chicago Tribune* columnist.

Sunday night David Susskind is host/arbiter in a provocative two-hour discussion show covering a variety of subjects with special guests.

People to People, with Edwin Berry, former executive director of the Urban League, comes on Sunday to ask viewers specific problems and explores solutions with the help of prominent experts.

Thousands of viewers *Exercise With Gloria* every morning and, once a month, in prime time, Louis Sudler presents *Artists' Showcase*, featuring gifted young artists in the classical fields of voice and instrument.

The Center

WGN took a bold step in the sixties when it moved from advertising and newspaper row on Michigan Avenue to its present multi-million dollar broadcast center on Chicago's northwest side.

The mammoth, two-story structure was uniquely conceived, designed and built to meet the special requirements of radio and color television—now and in the future.

Illustrative of its massive size are three color television studios, each large enough to contain four two-story houses and adaptable for producing any kind of show and making commercials.

The structure also contains two 30x20-foot radio studios, administrative and sales offices, newsroom, film and record libraries, 50 individual offices, cafeteria and dining facilities, plus rooms for conferences, radio and television master control, projection, video tape productions, dressing, scenery, mail and storage. A circular one-story rotunda attached to the building serves a wide variety of sales and executive activities.

The building and rotunda are situated on 21 acres, together with a heliport, parking for 350 cars, and another structure with offices for engineering and research planning, plus the public relations, publicity, advertising and auditing departments. More than 500 people work at the center.

WGN Radio transmits from a 750-foot tower in suburban Roselle, and WGN Television from atop the 100-story John Hancock Building.

Other Properties

In addition to WGN Radio and WGN Television, other properties include:

KDAL Radio/KDAL Television, Duluth, Minnesota. More than one million persons are served by these stations, which operate as affiliates of CBS. Odin S. Ramsland is executive vice president and general manager.

KWGN Television, Denver, Colorado. This Channel 2 independent outlet serves the Mile High City and environs. Managed by Richard Jungers, executive vice president.

WGN Continental Productions Company, Chicago. Syndicates and networks radio/television features and produces commercials. Bradley Eidman heads the division as executive vice president and general manager.

WGN Continental Sales Company, New York, Chicago, Milwaukee, Los Angeles and San Francisco. Offices in these cities serve WGN Radio, WGN Television, KWGN Television, and KDAL AM/TV.

WGN Televents, Inc., Michigan and California. Subscribers in these areas are served through a community television antenna cable system. Charles J. Rothers is executive vice president.

WGN World Travel Services, Inc., Chicago. F. R. Capdevielle is director.

WGN of Tokyo, Tokyo, Japan. The nation's first broadcasting sales-service and public relations office in the Orient. Thomas S. Oshidari serves as WGN's far east representative.

WGN Personalities on the Air



JOHN ADAMS



DAVID ANDRE



JAY ANDRES



ERNIE BANKS



FATHER J. BANAHAN



GEORGE BAUER



BOB BELL



EDWIN C. BERRY



LOU BOUDREAU



JACK BRICKHOUSE



ROY BROWN



LARRY CAINE



BILL CLARK



ALEX COHEN



GEORGE CONNOR



JIM CONWAY



ED COOPER



BOB CROMIE



JOHN DRURY



DR. LESTER FISHER



BOB FOSTER



VIRGINIA GALE



CARL GREYSON



DON HARRIS



IRV HAYDEN



NINA HERRMANN



DR. K. HILDEBRAND



JOHN HOGAN



EDDIE HUBBARD



DICK LASHBROOK



ROY LEONARD



LEN JOHNSON



MARLIN JOHNSON



TASHA JOHNSON



IRV KUPCINET



VINCE LLOYD



NED LOCKE



F. MacCORMICK



JOHN MALLOW



BILL MASON



JAMES McBURNEY



MARTY McNEELY



CLIF MERCER



PETER NUNO



ED PETERSON



LLOYD PETTIT



WALLY PHILLIPS



DAN PRICE



RAY RAYNER



LARRY RODERICK



CARLOS RUIZ



HENRY RUSH



SIG SAKOWICZ



ORION SAMUELSON



STEVE SCHICKEL



WENDELL SMITH



LOUIS SUDLER



JACK TAYLOR



FRAZIER THOMAS



ELIZABETH TRENCH



BOB TRENDLER



HAROLD TURNER



HARRY VOLKMAN



HENRY WILSON

WGN Continental Broadcasting Company
 2501 BRADLEY PLACE/CHICAGO, ILLINOIS 60618