

CHICAGO

WBBM-TV



2

... in 1954, Ice Skaters



... in 1957, Television



Chicagoans know WBBM-TV from the excellence of the programming beamed into their homes daily by Chicago's SHOWmanship Station. Those whose business ... or interest ... takes them to WBBM-TV's studios know Television 2 to be a pleasant, friendly place to visit, housed in one of the neighborhood's most attractive buildings.

When WBBM-TV began operation it was located in quarters designed for WBBM Radio in the Wrigley Building. These were rapidly outgrown and soon Television 2 was broadcasting from other locations as well as the Air Theatre. This was a very unsatisfactory state of affairs and it was decided that CBS Chicago, WBBM-TV and WBBM Radio must have a home of their own.

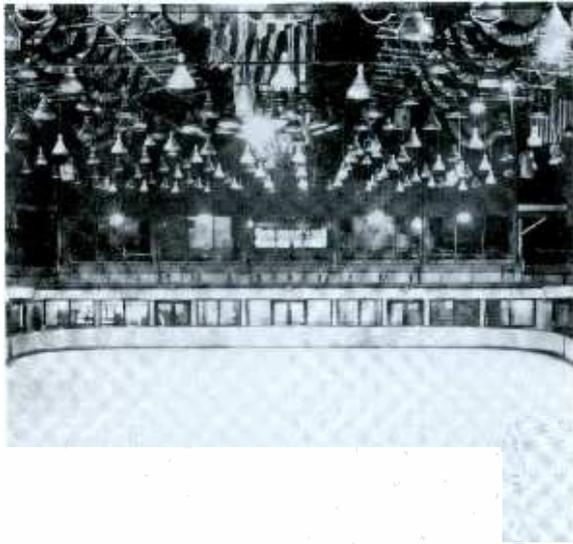
After much investigating, shopping and thought, the CBS management decided on a building which at first glance would seem highly unsuited to the broadcasting industry. The Chicago Arena, home of ice skaters and bowlers, was purchased for Television 2. Once a beautiful palace of sport, the Arena had fallen on hard times and a mammoth job was in store before television and radio would replace "The Skaters' Waltz."

Construction got underway in April of 1954, and while the inside of the building underwent a complete transformation, it was decided that the exterior could be immeasurably improved with some reasonably simple steps.

The fundamental construction of the building was sound and its appearance - while a bit out-dated and cluttered - showed promise of something better to come.

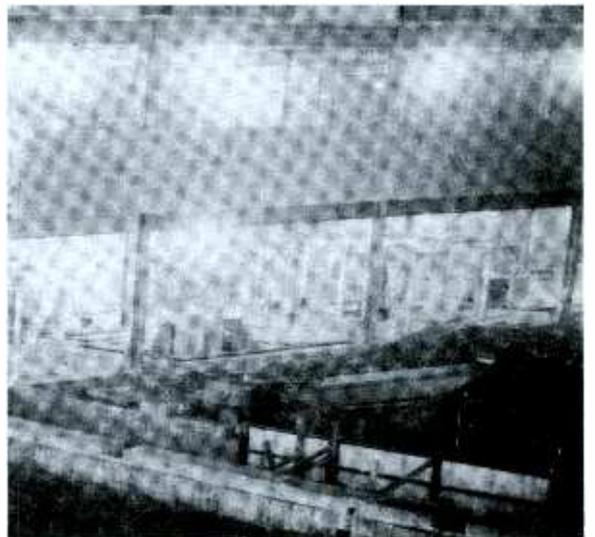


A STEP IN THE RIGHT DIRECTION



. . . where skaters once twirled,

Heavy construction

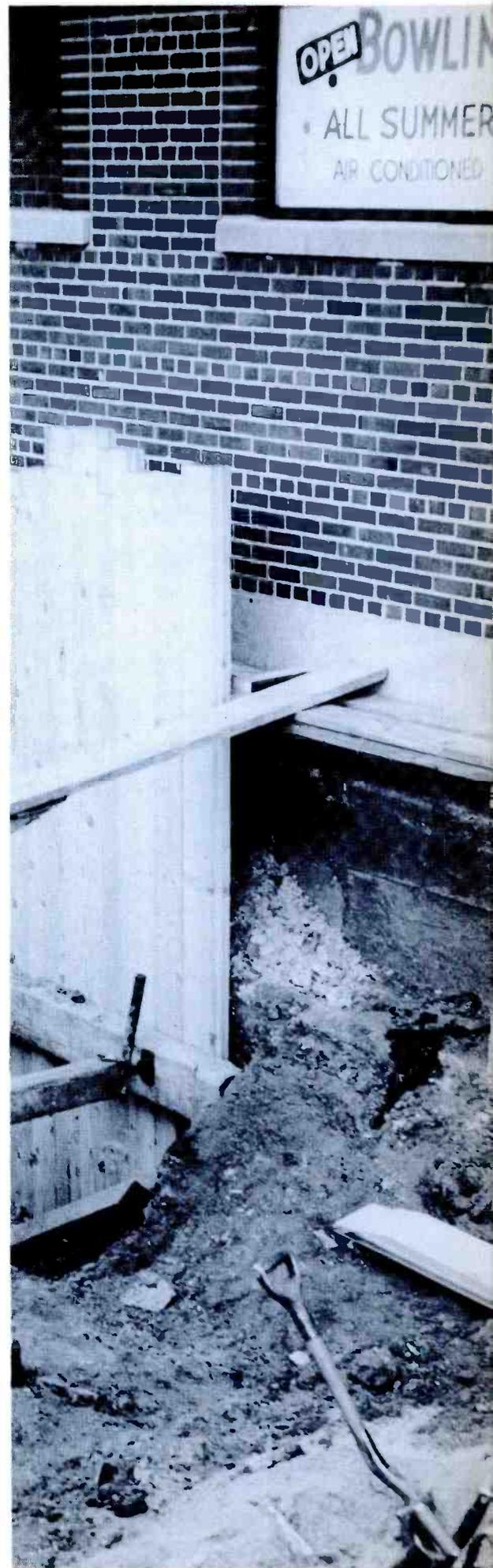


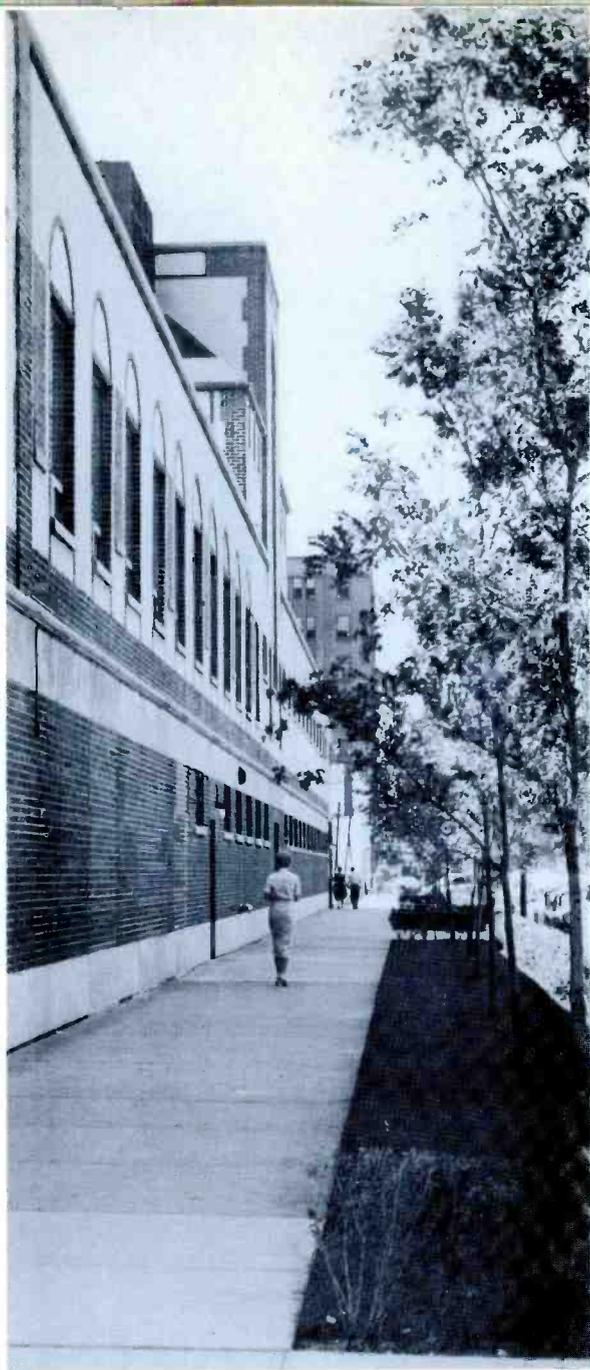
AS WORK PROGRESSED CHANGES BECAME OBVIOUS . . .



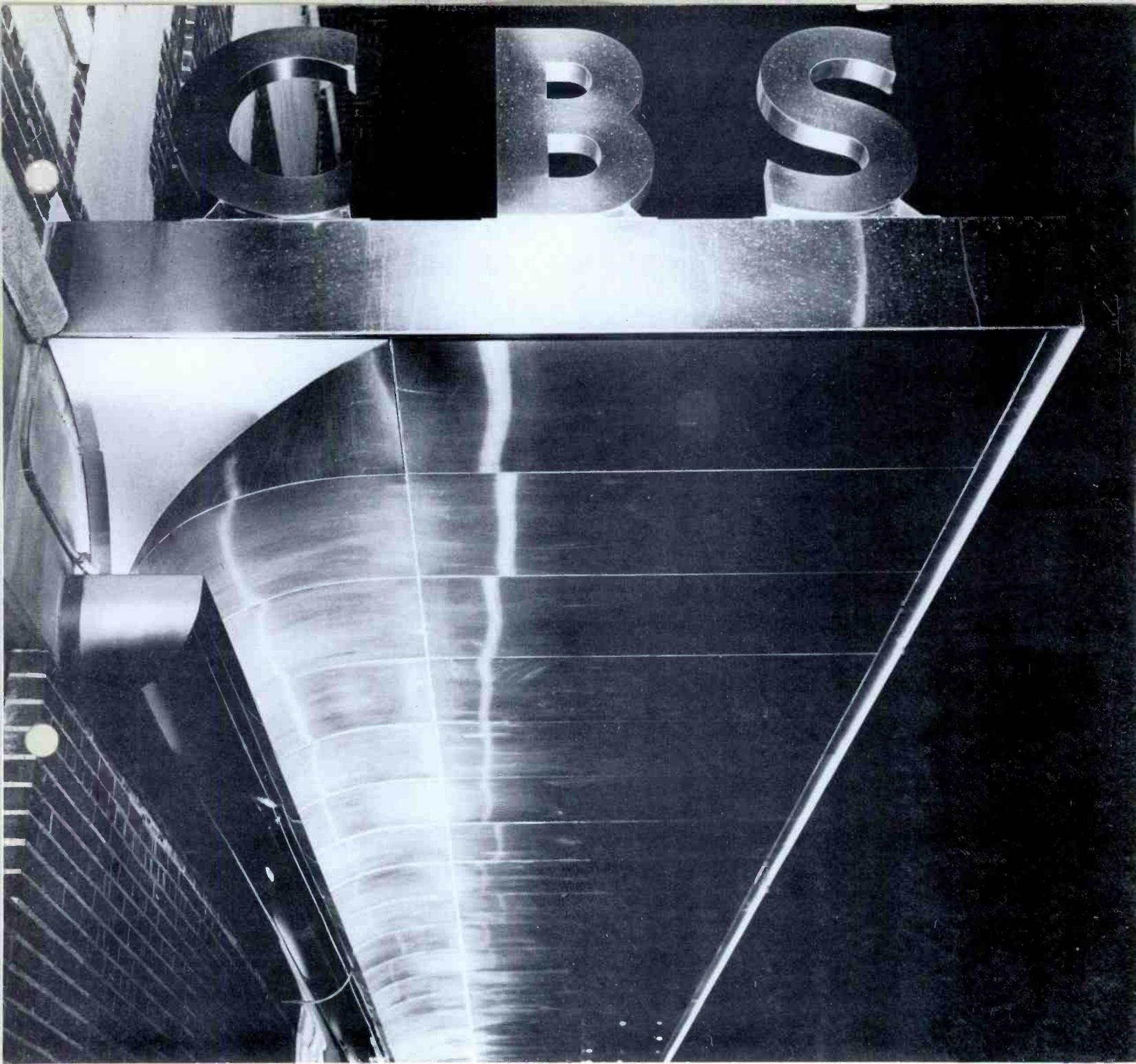
Sidewalks went from a web of cracks . . .

. . . to a hole in the ground . . .





. . . to park-like walkways.

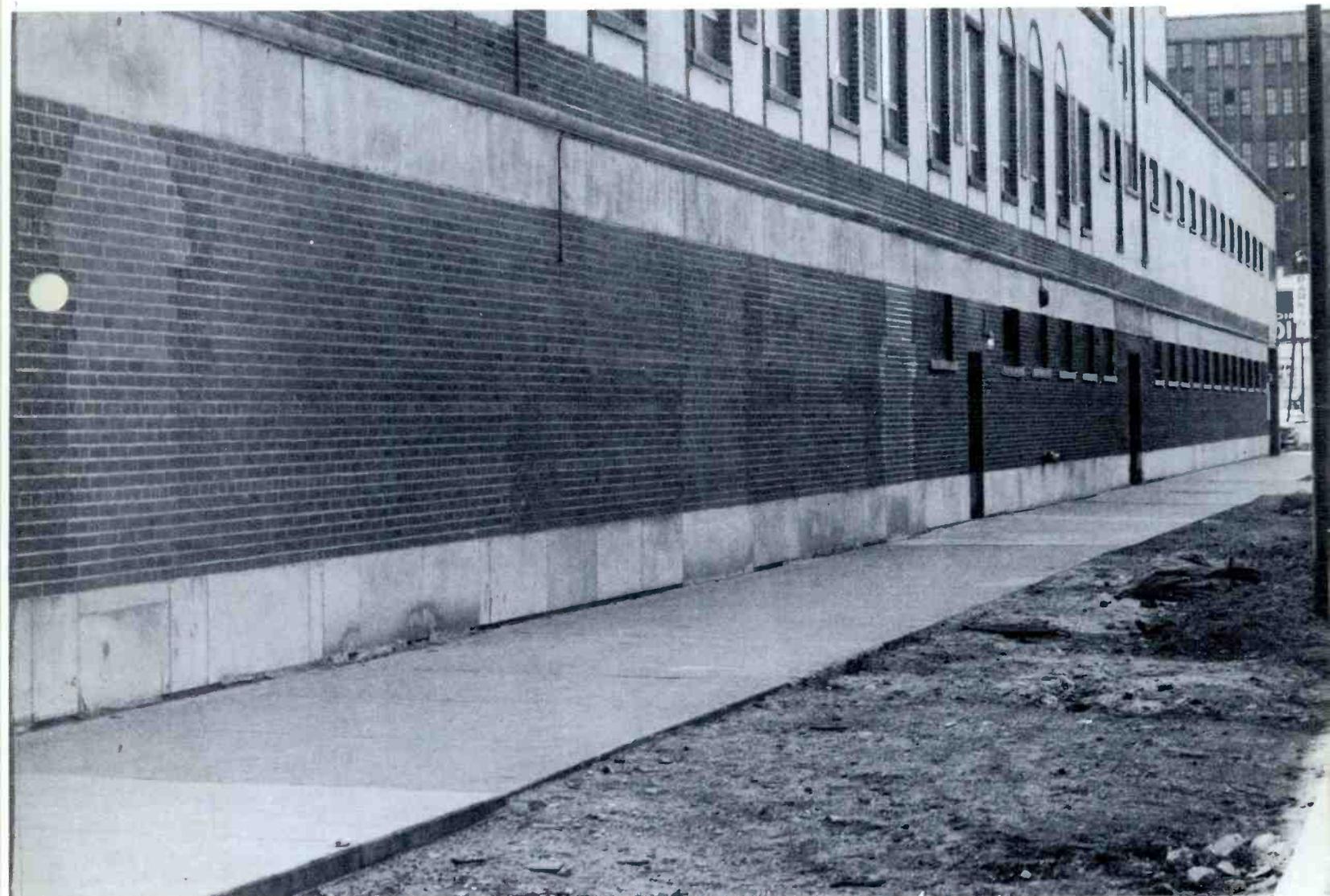


The front of the building was graced with a stainless steel canopy boldly blazoned with television's most famous signature

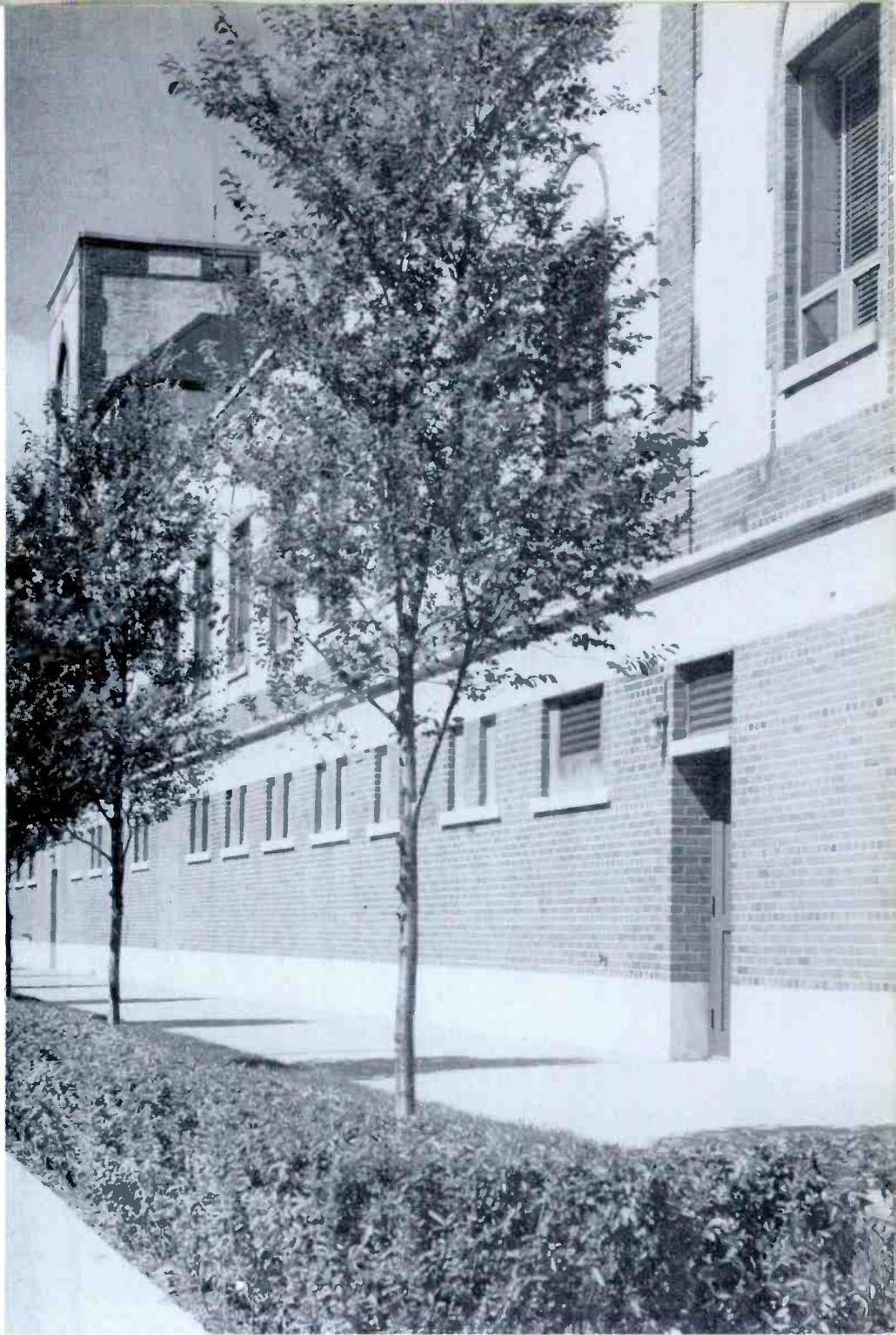


. . . and the new entrance-way signaled
completion of the change - over.

In March of 1957, one year after the first WBBM-TV operation moved to the new location, the last of CBS Chicago to take its place in the new facilities was installed. The only thing now remaining was to add the finishing touches . . .



. . . as a setting is to a jewel,
so is landscaping to the
building it enhances . . .



Just the right touch to set off an old building
grown young . . . CBS Chicago!

CBS Chicago's new home has been completed for nearly 4 years now, but still the modernization goes on. For example, consider these improvements taking place at the rear of the building.

The Arena presented this not-too-pretty view to those approaching from the direction of Michigan Ave.



CBS Chicago improved on the original with cleaning, painting and tasteful identification.

Even better is this latest remodeling of the rear exterior.



Perhaps the most effective and least obvious contribution a company can make to its neighborhood is a program of continuing maintenance. With a building 37 years old, CBS Chicago found this a necessity. A building staff of 20 men and 7 women work around the clock to keep 184,000 square feet of space spotless.

Each morning the sidewalks surrounding the building are hosed down with a high pressure stream of water and the normal overnight debris is collected from the grounds. Windows and bright work are kept glittering and the lawns and hedges well-manicured.

CBS Chicago maintenance men embark on their annual landscaping chores. Each spring the trees are trimmed, the lawns re-seeded, and those hedges which lost their bout with the winter winds replaced.



As the leader in the Chicago broadcasting industry, WBBM-TV realizes that its responsibilities toward a cleaner Chicago extend well beyond the limits of its own building. With this in mind CBS Chicago donates many thousands of dollars worth of commercial air time to such organizations as Mayor Daley's Committee for a Cleaner Chicago. WBBM-TV viewers are encouraged to do their share in keeping their city clean through the filmed announcements provided by the Committee.

In addition to announcements, various Television 2 programs have lent their weight to the campaign for community cleanliness. The popular mid-day "Lee Phillip Show" supported the Mayor's campaign by featuring a representative of the Committee as honored guest, and the critically-acclaimed program "I See Chicago" dwelt at length on neighborhood improvement and slum clearance.

A WBBM-TV film crew shoots a segment of "I See Chicago" with the Lake Meadows housing development as the background. This portion of the program compared the modern Lake Meadows with

. . . . the blighted neighborhood it replaced. Programs of this nature emphasize the community problem of neighborhood neglect . . . and suggest solutions to that problem.



The position of the leader in the broadcasting industry is a unique one; it presents a many-faceted personality to the public. Every time a viewer tunes his TV set to Television 2 he sees one of the many sides of WBBM-TV. No efforts are spared to make every program of the day a credit to WBBM-TV and the City of Chicago. However, this is not enough.

CBS Chicago recognizes the fact that those who visit our home - those who work in our neighborhood - or those who merely pass the studios in the course of a day will judge us by how 'clean' we are. Even more than this, a small portion of a visitor's total impression of the City is formed by each building he sees. To present the most pleasing appearance to our Chicagoan friends; to help build the best impression of our city in the minds of visitors we constantly strive to keep both our "air personality" and our "neighborhood personality" above reproach.

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CBS CHICAGO

WBBM-TV

TELEVISION 2

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CHICAGO'S SHOWMANSHIP TELEVISION STATION



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