1952

The "Magic Window"

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Recommended Citation
Baird, Alane (1952) "The "Magic Window"," The Iowa Homemaker: Vol. 32 : No. 4 , Article 4.
Available at: http://lib.dr.iastate.edu/homemaker/vol32/iss4/4

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b) Alane Baird
Technical Journalism Senior

THE GAY rhythm of a wonderful fairyland song
and a slowly revolving model of a perky, peasant
house reveal to hundreds of Iowa children the merry
doings of "The Magic Window." Joy pokes Craighton
and says, "Look, the boys and girls are here already." Craighton returns, "So they are and come on
into 'The Magic Window'."

"The Magic Window" is a television show for
children originating in the studios of WOI-TV. It
is on the air three afternoons a week and the two
main characters, Joy Ringham and Craighton Knau,
are children's favorites all over central Iowa. Joy is
a vivacious, black-haired Canadian girl. In the early
days of WOI-TV she was the station artist. The need
for a children's show became evident and Joy was
soon busily helping with plans. Craighton has long
been loved by children in and around Ames for his
radio show, "Children's Happy Tune Time" on
WOI. A family man himself, he was a natural choice
for "The Magic Window."

"Cigam Wodniw" brings thrills

Here's what's magic about "The Magic Window." The
magic words "Cigam Wodniw" (can you figure
that one out) bring all sorts of fantastic adventures. They
may help the children find Craighton in a fire
glass engine ready with the fire chief and a lesson in fire
fighting. They brought Mr. Eerie, the magician, one
day. Mr. Eerie's ears light up with an awful glow, too.

Some of the other magic characters are the Magic
Mailbox, a laughable old character who brings in the
mail for the day and comes and goes at Craighton's
word. Then there's the little Newshound, sorry and
sad looking, but up-to-date on the latest "Magic Win-
dow" news and who knows all about little folk's
birthdays. The Curious Camera is on set quite often,
looking over Joy's shoulder and helping her with
crafts. Curious doesn't talk but he wiggles and nods
his head in answer to questions. The only other live
member of the magic crew is Echo. Echo is a blue
and gray parakeet and not only a pet of "Magic Win-
dow" fans but of everyone in the studio. He was
chosen in a contest for a special program pet by the
boys and girls and is on the show everyday in his
special cage.

From gardening to glass blowing

The boys and girls visit dairy farms, policemen,
power plants, glassblowers and they've had parties and
lots of craftwork. There are programs on gardening,
safety, science, aviation and astronomy. The show
has many visitors like the Indian chief, the sheep
dogs, the neighborhood milkman, the state police-
men, the magician and many others. Some of the
favorite visitors are animals who act out their stories.

NOVEMBER, 1952

Joy and Craighton shuffle through their pile of Valentine letters.

The "Magic Window"

Each week a special emphasis is selected and the
craft and mail are chosen to center around it. Joy
tells her own stories with her own illustrations. It
seems that no matter what it is, the "Magic Window"
fans love it. "Joy and Craighton" are everyday words
to the youngsters and an important part of those
days.

Valentine Avalanche

The show first went on the air in October, 1951 —
just a year and a month ago. Since that time the
young audience has grown by doubles and triples.
Just as an example, last February before Valentine's
Day Joy told the boys and girls that they could get
a special Valentine from her and Craighton and a
sheet of Valentine party ideas by sending a stamped,
self-addressed envelope to the "Magic Window." Be-
fore the episode was over two full-time and one or
two part-time girls were hired to sort, open and check
the mail, stuff the envelopes and send the Valentines
off to the children. The original plan was for about
250 to 500 requests, but the number finally shot over
2,500.

Mothers have loved "Magic Window" too. The
hours after school, keep their children quiet and
out of trouble while dinner preparations are going
on. The after-school stampede isn't tearing up the
house and the children are kept quiet and are happily
being educated and entertained.

(Continued on page 15)
“Magic Window” went off the air for the summer months and these months were spent making plans for shows this year. These shows are now backed by a year of experience and promise to make it even more fun for the young listeners.

Besides Joy and Craighton a score of other people help produce the show. There are the producer, the director and the stage crew. The prop man who gathers anything from lima beans to lumps of coal is always around at show time. There is the announcer who furnishes the sound effects for the inanimate objects who talk. Some of the other helpers are a student assistant director, a student floor director and another student assistant to help out whenever and wherever needed. All of these people know that when the gay, fanciful tune sounds in the studio and the fairyland house begins revolving on its pedestal, the show is on the air. Hundreds of young Iowan's are anxiously waiting the day's events and fun on the “Magic Window.”

*Editor's Note:*

Yes, some changes were made in plans for the “Magic Window” this summer. Craighton's full schedule made it impossible to continue his part in the show so Joy is continuing alone—well, not really alone—for a big, blonde, “real-live” dog named “Howdy” is helping her. “Magic Window” has moved to a big, new house in the studio and some fascinating things are in store for little viewers. Best of all “Magic Window” is on the air five times, not just three but five times a week. The time is now 5 to 5:15, Monday through Friday. We say, “Here's to more 'Magic Window' and less blood and thunder for our little folks.

Wear the new middy in or out with the pleated skirt... both in Wyner's fine worsted jersey.

Middy ... grey ombre strip sizes 10-16
Skirt ... oxford grey sizes 10-16

[Signature]

Lola B. Fromm
313 Main Street

November, 1952