

# Chicago Sun-Times

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(SECOND ITEM IN COLUMN)

## TUNING IN: SALE'S ON AT CHANNEL 11

WTTW Channel 11's home shopping experiment got off to a slow but smooth start Saturday, logging "several hundred" orders for merchandise during its eight hour debut. The station reported only about 20 complaint calls from viewers who missed their regular shows. Saturday's biggest seller was a \$36 rain forest umbrella from Lincoln Park Zoo. Selling continues at various times over the next two weeks.