

WTAQ completed its first full day of broadcasting on October 11, 1950 and banked a gross income for that day of \$6.00. Today "The Personality Station" on 1300 kilocycles consistently serves over 150 advertisers. WTAQ is proud of the fact that most of its clients are "repeat" sponsors, who continue on the air long after their contract agreement expires. Some have used WTAQ facilities almost as long as the station has been operating.

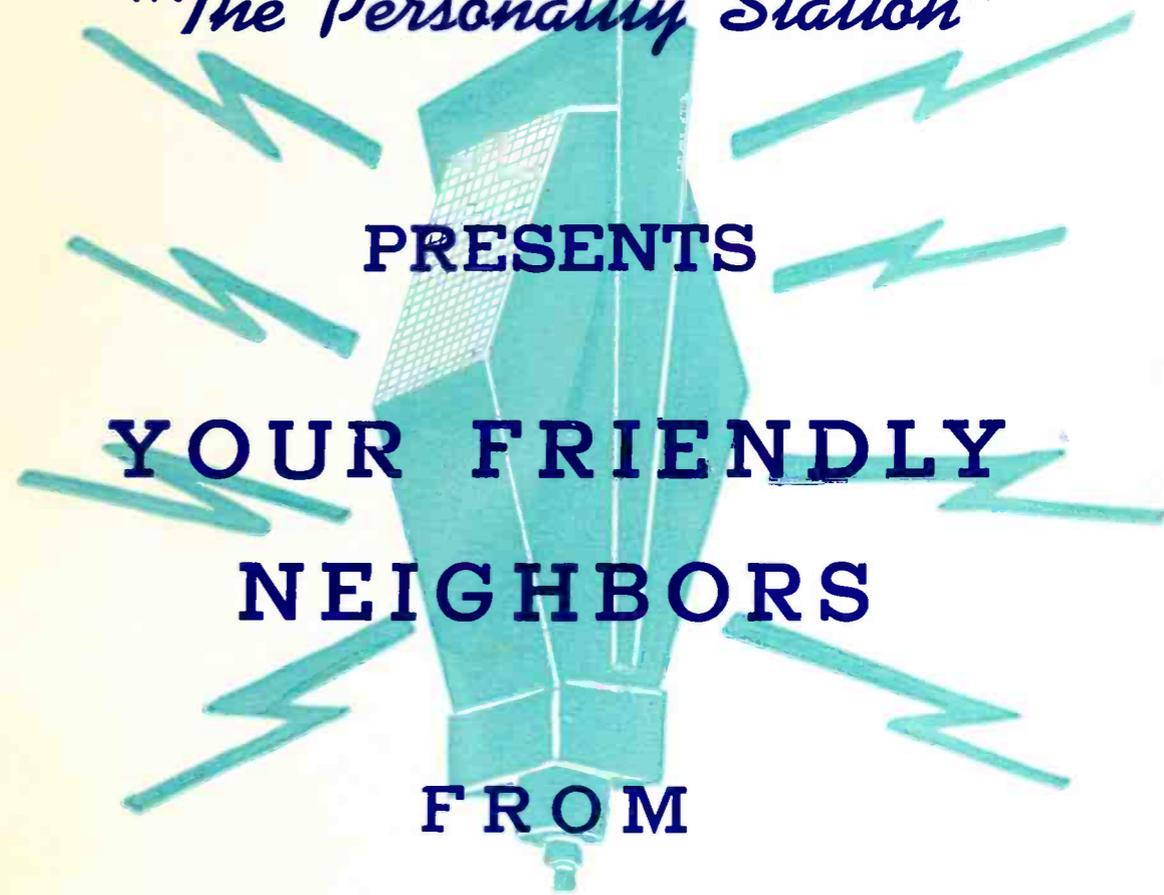
The following is a short partial list of advertisers heard on WTAQ:

Public Service Company  
 Second Federal Savings  
 Polk Brothers  
 Alan Radio  
 District Warehouse  
 Kishel School  
 Sinclair Oil  
 Audifone Utilities  
 Safeway Aircoach  
 Valley Spring Farm Stores  
 Whites Toy Shop  
 Palmer Buick  
 Cub Irene  
 Max Marek  
 Toot n' Tellem  
 Wolf Furniture Co.  
 Slove's Bakery  
 Carson Pirie Scott  
 Sears Roebuck  
 Fager Homes  
 First Nat'l Bank of LaGrange  
 Haws Brothers  
 Harry Phillips Dodge  
 Toman's Bakery  
 Lee and Marge's Hideaway  
 Stan and Ray's Super Mart  
 Lilae Lodge  
 Herman Weiss Currency  
 Fox Valley Tree Experts  
 Switak Bros. Ford  
 Maywood Motors  
 Carlson Oldsmobile  
 Tabor Oldsmobile  
 Mulville Ford  
 66 Drive In Theater  
 Putlak's Sausage Co.  
 George Saif Radio and TV  
 Maywood Tire Supply  
 Talman Federal Savings

Radio Center, Melrose Park  
 Javurek Furs, Berwyn  
 Color Mart Paint Store  
 Ogden Ave. Lumber Co.  
 Palmer Buick of Oak Park  
 LeMar Florists  
 Suburban Camera  
 Clear Brothers Crosley  
 Raceway Park  
 Sante Fe Park  
 Plywood Supermarket, LaGrange  
 All State Insurance  
 Dunham Insurance  
 St. Paul Federal Savings & Loan  
 Buttrey Trailer Company  
 Dr. Pepper Bottlers  
 Italian Swiss Colony Wine  
 Old Rabbinical Wines  
 Kingsbury Beer  
 Miller High Life Distributors  
 Joliet Spectator Newspaper  
 LaGrange Shopper Newspaper  
 LaGrange Theater  
 LaGrange Transit Bus Service  
 Welcome Wagon  
 LaGrange Camera  
 Prito Heating Co.  
 Lyons Bowl (Bowling Lanes)  
 Lane Bryant Dresses  
 Island Hotel  
 R & S Shoes  
 Congress Park Liquors  
 LaGrange Hobby Center  
 Village Music Shop of Hinsdale  
 Conoco Service  
 Triangle Record Shop  
 Suburban Camera Shop  
 DuPage Welding  
 Joe Nekola, Van Merit Beer

# WTAQ

*"The Personality Station"*



**PRESENTS**

**YOUR FRIENDLY**

**NEIGHBORS**

**FROM**

**1300**

*This Picture Booklet*

*is*

*Dedicated To*

*The Thousands of Faithful Listeners*

*of W T A 2*

*and*

*Our Many Sponsors*

*Who Have Made Us What We Are*

**W T A 2**

*1300 Kilocycles*

*"Radio is Everywhere"*

Radio broadcasting is a story unlike any other business in the world. To begin with, any one company or firm does not just go off into this business. The first step is to have an available frequency or spot on the dial which will not interfere with any other station. Then formal application must be made to the Federal Communications Commission for permission to build and operate. This is a long drawn out process with hearings and legal entanglements the like of which you can't visualize. The first thought of WTAQ came into being in October 1948, when application was first made for use of 1300 kilocycles. There was a possibility of getting it, but not without a hearing in which three other existing stations were involved. Russ Salter filed for the station originally, but as time went on so did expenses, and one day the thought occurred that perhaps Charles Sebastian would be interested in this project. Since Russ and Chuck had been working together for five years at station WLS they were well acquainted, and of course here is where the successful owners got together, formed the partnership and began to work hard for WTAQ to become a reality. For almost two years Russ and Chuck prepared measurements and affidavits to present to the FCC. Mr. Walter Kean, well known Riverside electronics engineer was called in on the job and on December 19, 1949 the FCC announced the decision to grant the construction permit, but that there would have to be a period of six months for any other station to have an opportunity to file opposition if they desired. In the spring of 1950 the final clearances were made in Washington and the FCC gave the word to start construction.

With the already heavy cost of legal and engineering fees and months of work with no income funds were very scant. Since in this type of business there is nothing tangible to get loans, everything had to be cash. Actually there was and could be no business until the station was actually on the air and in operation. So



Russ and Chuck set out to build their own building, and that ended up into what you all now refer to as the "Log Cabin Studios." Thousands of feet of copper wire had to be plowed into the ground, nite after nite of technical adjustments and installations . . . all of which were done by the partners. Then came the hours and hours of planning, and the minute detail that

goes into the accounting of every single second throughout the entire week, the program policies, and signing up advertisers.

Then on the 10th day of October, 1950 after all was in readiness, a wire was sent to the FCC in Washington asking permission to begin operations. The reply came at 5:10 P. M. and WTAQ began that first day for just five minutes and had to leave the air at 5:15 as that was the current daytime sign off period.

The rest of the story, of course, most of you know. WTAQ immediately began to roll up a huge audience for it was obvious that the entire Chicago area had longed for just the type of broadcasting service WTAQ renders . . . a service never before available here, with all its smooth down to earth friendly but well planned programs. Yet there is still more to come for WTAQ is now planning to extend its hours of operation and build new and better studios. In spite of the great strides of Television, radio still is and probably will always be the largest and greatest mass media for entertainment, news and advertising the world has ever known.

That's William  
Bill Ward

## Bill Ward

Bill Ward had his first experience in radio in 1942 when he worked as a staff musician on WIND, Gary, (now Chicago) and WJJD. In fact it was then that he first met and worked with WTAQ's general manager Russ Salter who was an announcer on those stations at that time. And it was Russ that sparked Bill's interest in electronics and taught him a great deal in that field prior to the time he actually studied it some years later. Following a three year hitch in the army ending in 1946, Bill traveled on the road for WLS as an accordionist until December of that year when he joined the Stan Jasen Trio and worked as pianist for this group throughout the United States for seven years. Bill and wife Elizabeth, whom he met in North Carolina during his hitch in the army, have three daughters, Barbara, Renie, and Pam. When their eldest daughter Barbara reached school age, Bill decided to settle down and he turned to his first love—radio, thus joining the staff of WTAQ in September 1953 as chief engineer.



WTAQ is always on the job to bring its listeners the best in local sports activity. The above is a scene at a "Little League" Baseball broadcast. Ralph Faucher is one of the Midwest's most capable sports announcers, often assisted by Vince Essig who is also well qualified and experienced.

WTAQ has featured High School football, basketball and local baseball games. Future plans include even more sports activity.

A recent interview asked many thousands the question "What would you do first if there was a national disaster." Over 65% answered they would first turn on their radio. This confirms the thought that radio is first with the news.

## "Know Brookfield"

Every Sunday for over three years Mr. Harold Eash, the Village Manager of Brookfield has presented this great community program, many of which have been since on other stations. The Village of Brookfield has officially been voted as an "All American City" and its good government has been set as an example to hundreds of other towns and officials throughout the land. Above in back row is Charles Sebastian and Russ Salter, and seated left to right is the Mayor of Brookfield Mr. Dan Kulie; Stanley Noyes soon to return from the Army; and the Village Manager Mr. Harold Eash.



WTAQ is proud of its good broadcasting equipment it maintains. Being a medium powered station, it is heard within a good hundred mile radius. WTAQ receives thousands of listeners every month. The "Ole Tyme Jamboree" alone draws over 2000 letters a month. In this picture Bill Ward, a licensed engineer, gives the transmitter a little going over.



## Club Internationale

Your host and hostess at "Club International" 5306-08 Archer Avenue are Lee and Marge Edwards, formerly owners of Lee and Marge's Hide-A-Way Lounge. This popular program is heard on WTAQ every Sunday afternoon from 5:30 to 6 P. M. Lee spent ten years in radio and television before returning to Chicago in 1952. Lee was

Executive Director of the Junior Achievement program in Columbus, Ohio, along with TV shows from WBNS-TV there.

*Lee Edwards*

## Toot n' Tellum

Here is a picture of Ralph Faucher announcing the Sloboda Tamuritza orchestra from Squire and Marion Horwath's "Toot n'Tellum" at 6105 South Archer Road in Argo. This popular show is on each Sunday from 4 to 5 P. M. Shown here are Squires Horwath, proprietor; Bill Novasol, Bob Puzlunie, John Ivieck, Ralph Faucher of WTAQ, John Gornik, Steve Kirin, Joe Kirin, Ray Jankovic and Marion Horwath.



## WTAQ Staff

Candid shot of WTAQ regular staff and station wagon. Do they look like they sound?

## The Sebastian Family

The Sebastian family is pictured here and includes Chuck and his wife Margaret, the two boys David and Phillip, and Christine. The older boy David, may follow his Dad in radio for he never misses a chance to "read copy" on the air. Phillip shares Chuck's interest in sports cars and the basement workshop, and Christine already plans to be a musician like her mother, who was a well known radio organist before she met Chuck in a local station.



## Russ Salter's Family

As you know, one of Russ Salter's regular daily jobs is to read a story to his small harem as he calls it. Pictured here is the Salter family in front of the fireplace in their new LaGrange home. Everyone seems glad about it except Shelly Denise the baby who didn't think much about the whole thing. To the left is Kathleen Ann, age five; Russ' lovely wife Arlene; and Jill Diane, twelve years old.



## The New Power Plant and Studios

Pictured here is Architect Jules Mirot's drawing of the new WTAQ power plant and Studios soon to be built by Fager Construction Co. of Maywood, one of WTAQ's sponsors. This will be located on the ten acre plot of ground at the corner of the world famous Highway 66 and La Grange Road, one of the nation's busiest corners. In order to serve the public better WTAQ will soon be on the air from 6 A. M. until Midnite instead of the Daytime only schedule it now follows. In order to do this of course, involves a great expense and the necessity of four radio towers reaching into the clouds instead of the one now in use. According to recent industry surveys Television night time audiences are steadily dropping and radio is steadily climbing back to where it was when TV first came along.

