

50,000
CHICAGO ★
ON THE RED

WMAQ, the famous NBC Red Network station in Chicago, is now a powerful 50,000 watter.

Always a prestige station with excellent local and network programs, and wide circulation, the installation of its new transmitter of advanced design makes WMAQ more attractive to the Chicago advertiser than ever before.

Today WMAQ offers a wider market of thousands of added listeners. Its improved broadcasting equipment hits a new high in program reception. Distortion has been greatly reduced, disturbing background noises minimized... and its old loyal audiences now enjoy programs of greater clarity.

These are the facts of the new WMAQ. These are the reasons why WMAQ is now one of the very best advertising buys in the entire country.

Use either WMAQ or WENR to sell this second greatest market in America. Two powerful, 50,000 watt NBC Network stations... and both "tops" in Chicago.

WMAQ CHICAGO
NOW 50,000 WATTS

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK ★ WASHINGTON ★ CHICAGO ★ SAN FRANCISCO

WEAF & WJZ

WRC & WMAL

WMAQ & WENR

KGO & KPO

SALES REPRESENTATIVES AT: BOSTON—WBZ • SPRINGFIELD, MASS.—WBZA • SCHENECTADY—WGY • PITTSBURGH—KDKA • CLEVELAND—WTAM
DENVER—KOA • PHILADELPHIA • DETROIT