



**You're looking up  
one of the highest  
structures in America**

It's the new Station WMAQ transmitter tower which reaches the record Chicago-land height of 1,500 feet above sea level and showers a stronger WMAQ signal over a greater area than ever—**MORE THAN 135,000 SQUARE MILES** of the great Middle West, an increase of almost 7,000 **SQUARE MILES**.

Total population within this new WMAQ signal range is **MORE THAN 17½ MILLION PERSONS**, adding almost 300,000 to the WMAQ "family."

Two hundred and fifty feet higher than the previous antenna, here is one more step in a continuing effort by Station WMAQ to provide ever improved service to the radio audience and to advertisers.

Now more than ever, the leading radio voice in Middle America is . . .

**NATIONAL BROADCASTING COMPANY**

**WMAQ**  
CHICAGO