

1922
→ 1962

40

40 years ago April 13, 1922 a new sound came to State Street from atop the roof of The Fair Store . . . a sound which was destined to become one of the Nation's most powerful radio voices . . . WMAQ, 50,000 watts strong and clear . . . now celebrating 40 years of service to Chicago and the Middle West.

The 100-watt signal of 40 years ago, heralding the birth of Chicago's pioneer radio station, also marked the start of a fantastic new era in communications, entertainment and service. In the following decades, WMAQ led the way in the development of radio from a fad in the "Roaring Twenties" to the world-spanning communications giant of today.

WMAQ is proud of a distinguished record of broadcasting firsts, including . . .

First broadcast of a series of educational programs . . . in cooperation with the University of Chicago.

First broadcast of a musical appreciation program.

First and only Chicago broadcast of the Presidential nominating conventions in 1924.

First to broadcast a regular daily schedule of major league baseball . . . the Chicago Cubs.

First to broadcast an intercollegiate football game . . . University of Chicago vs. University of Kentucky.

First to broadcast a two-way trans-Atlantic telephone conversation . . . between Chicago and London.

For four decades, Chicago and all Mid-America have tuned to WMAQ for imaginative, rewarding Quality Radio constantly alert to the tastes and desires of the entire area the station is privileged to serve.

And, WMAQ Quality Radio has never been better than today's SOUND OF THE SIXTIES, a total broadcast service providing an ideal balance between entertainment, news, information and public affairs features designed to serve the needs and interests of the vast Mid-America audience. The most modern broadcast equipment, including Chicago's newest transmitter, provides the finest possible reception.

Long-established favorite personalities such as Henry Cooke, John Holtman, Phil Bowman, Jim Conway, John Doremus, Len O'Connor and Jack Eigen, supplemented by the unsurpassed news and informational programming of the NBC Radio Network, set the pace in Chicago radio. WMAQ enters its next 40 years re-dedicated to maintaining and expanding the highest standard of service demanded by the astronaut age with its boundless new broadcast frontiers.

40 Years of WMAQ . . . Good Listening Anytime...But Never Better Than NOW!

WMAQ

NBC Owned

Represented by NBC Spot Sales

DIAL 670



Henry Cooke
 6:00-9:55 a.m.
 Monday thru Friday
 Saturday too
 8:00-9:00 a.m.



John Holtman
 10:05-11:55 a.m.
 Monday
 thru
 Friday



Phil Bowman
 12:05-1:55 p.m.
 Monday
 thru
 Saturday



Jim Conway
 2:05-3:55 p.m.
 Monday
 thru
 Friday



John Doremus
 4:05-5:55 p.m.
 Monday thru Saturday
 7:05-10:30 p.m.
 weekdays



Len O'Connor
 8-45 p.m.
 Monday
 thru
 Friday



Jack Eigen
 11:15 p.m.-1:30 a.m.
 Monday
 thru
 Saturday