

THE FIRST TELEVISION STATION TO PRESENT
DAVE GARROWAY, HUGH DOWNS, AND KUKLA,
FRAN AND OLLIE TO A NATIONWIDE AUDIENCE.
THE FIRST TELEVISION STATION TO BROADCAST
ALL LOCAL, LIVE PROGRAMS IN COLOR. **THE FIRST**
COMMERCIAL TELEVISION STATION TO TELEVISION
COLLEGE COURSES FOR CREDIT. **AND NOW CHI-**
CAGO'S FAMED **WNBQ** BECOMES **THE FIRST** TELE-
VISION STATION TO CHANGE ITS CALL-LETTERS TO

WMAQ-TV

On August 31, Chicago's WNBQ takes on a new designation, WMAQ-TV. Of course, the new call-letters are already quite familiar; except for the "TV" tag, they are identical with those of the station's radio counterpart. But the

two NBC stations have more than call-letters in common. Both are celebrated for their pioneering, their programming quality and their leadership in news reporting. In sum, they represent the very highest standards of broadcasting.

STILL CHANNEL 5  **IN CHICAGO**
OWNED