



Reception Verification

Thank you for reporting the reception
of WLS/Chicago on 11-11-70

The program details you supplied have been checked with our official
program log and WLS verifies that your report has been found to be
accurate. We appreciate your interest in WLS.

Roy Huberty, Chief Engineer, WLS Radio, Chicago

WLSCHICAGO

A FEW FACTS ABOUT WLS/CHICAGO

In April, 1924, WLS began broadcasting under the ownership of Sears, Roebuck and Co. The call letters WLS were chosen by Sears to represent the "World's Largest Store."

The station's initial prominence came from its agriculturally oriented programming which included the world famous National Barn Dance and launched such stars as Gene Autry, Red Foley and George Gobel.

In May, 1960, WLS became a wholly owned subsidiary of the American Broadcasting Companies, Inc. The current WLS programming is geared to serve the metropolitan as well as the agricultural market. With this format WLS offers balanced musical entertainment, news and information service features as well as public service and community action elements.

Interwoven with programs from the American Contemporary Network, WLS' broadcasting reaches out to involve civic leaders in all walks of public life to incorporate the myriad activities in entertainment and services that hallmark WLS as personality radio in Chicago.

At 890 kilocycles, WLS is centered on every radio dial, broadcasting full-time with 50,000 watts on one of the few remaining unduplicated 1-A clear channel stations.