

WTAQ

Chicago's Personality Station



MARCH 29, 1961

CHARLES F. SEBASTIAN, President

MR. DAVID F. THOMAS
LONGWAVE LISTENING POST
RADIO W U M S
PROCTERVILLE, OHIO

DEAR MR. THOMAS:

YOUR LETTER OF MARCH 21, STATING RECEPTION OF RADIO STATION WTAQ WHILE CONDUCTING A TEST PROGRAM ON MARCH 20, WAS CORRECT. THE WEATHER CONDITIONS THAT PREVAILED IN YOUR VICINITY AT THE TIME WERE ALMOST IDENTICAL TO THOSE IN THIS VICINITY AT THE SAME TIME.

THE GENERAL COMMENTS INCLUDED IN YOUR LETTER WERE MOST INTERESTING TO EVERYONE HERE AT THE STATION, WE ALL KNEW THAT THE PREVIOUS LOCATION OF THE CALL LETTERS WTAQ WERE IN THE GREEN BAY WISC. AREA. HOWEVER NONE OF US KNEW THAT AT ONE TIME THE SLOGAN "THE VOICE OF THE WILDERNESS" WAS USED IN CONJUNCTION WITH THE CALL LETTERS WTAQ. THE PRESENT SLOGAN IS "WTAQ CHICAGOLANDS PERSONALITY STATION". ALTHOUGH THE GEOGRAPHICAL LOCATION IS STILL IN THE WILDERNESS NEAR CHICAGO.

VERY TRULY YOURS,

Frank P. Nugent
FRANK P. NUGENT C.E.