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 TELEVISE COLLEGE COURSES FOR CREDIT.

AND NOW CHICAGO’S FAMED WNBQ BECOMES THE FIRST TELEVISION 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