

WLS Music Survey Vol 6, 1970-1972 Chicagoland Hit Parade from The Rich Gardner Archives Book Six

The WLS Radio Surveys Vol 6 1970-1972—Musicradio 89—Solid Rock chronicles the history and significance of WLS Radio surveys from 1960 to 1972, highlighting their cultural impact. WLS 890 emerged as a powerful radio station in 1963, shaping music culture.

Hit Parade - Smaller Numbers, Bigger Hits

WLS was a dominant Top 40 station from 1970 to 1972, featuring diverse music genres. The station's playlist included artists such as the Jackson 5, the Beatles, and Carole King. The survey format evolved, reducing listings from 40 to 15 by 1974, with no printed surveys from March 1972 to July 1973. Notable DJs included Larry Lujack and John "Records" Landecker, who contributed to the station's popularity. The Silver Dollar Survey was a key feature from 1960 to 1972 and was rebranded several times. The survey's format changed over the years, reflecting the dynamic music landscape. WLS utilized creative contests and jingles to engage listeners and build loyalty.

WLS was a prominent radio station known for its vibrant personalities and music surveys. The document of survey facsimiles serves as a collectible resource for understanding Chicago's music scene from 1973 to 1975.

About the author



Rich Gardner is a passionate music enthusiast who has been deeply connected to radio and music since the 1960s. His love for music began in childhood when he listened to WLS-AM 890 and WCFL, often accompanying his father in the family car. This early exposure sparked a lifelong hobby of collecting phonographs, records, music surveys, and memorabilia. Rich actively pursued his passion by collecting WLS Surveys from the 1970s through the 1980s,

compiling his own lists from countdown shows, and placing ads in the Chicago Reader during the 1980s to locate older surveys. He went to great lengths to preserve and recreate missing surveys using modern technology, demonstrating his dedication to documenting and sharing the history of Chicago radio and music for others to enjoy.



Next in the series:

The WLS Silver Dollar Surveys Vol 7. 1967-1969: WLS' OFFICAL PLAY LIST From the Rich Gardner Archives



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