

WLS Silver Dollar Surveys Vol 8. 1964-1966 The bright sound of Chicago Radio From the Rich Gardner Archives

The **WLS Hit Parade Vol 8 1964-1966 - Working Eight Days A Week** explores the significance of these WLS Silver Dollar Survey facsimiles between 1964 and 1966, Chicago music culture, and their impact.

The Phenomenon of the 1960s

The WLS Silver Dollar Survey is a significant cultural artifact that documents the evolving music scene in Chicago. The survey reported the rise of rock, British Invasion, and soul music during the 1960s. It fostered community and shaped identities as WLS DJs became influential tastemakers. The survey's collectability highlights its historical significance and connection to the transformative music of the decade. WLS's success in the Top 40 format sparked competition, leading to WCFL's switch to the same format in 1965.

British Invasion & Silver Beatles

WLS was vital in popularizing British Invasion bands, including The Beatles, in the Midwest. Dick Biondi was one of the first DJs to introduce The Beatles in Chicago in February 1963. The Silver Dollar Survey featured prominent British acts like The Rolling Stones, Dave Clark Five, and Herman's Hermits.

About the author



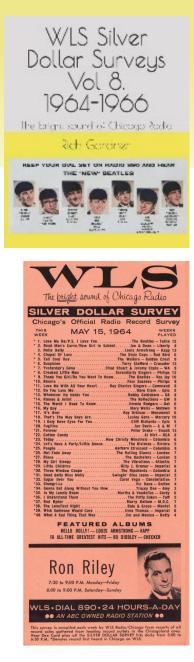
Rich Gardner is a passionate music enthusiast who has been deeply connected to radio and music since the 1960s. His love for music began in childhood when he listened to WLS-AM 890 and WCFL, often accompanying his father in the family car. This early exposure sparked a lifelong hobby of collecting phonographs, 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:

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