

The WLS Silver Dollar Surveys Vol 9. 1960-1963 CHICAGO AUTHENTIC RADIO RECORD SURVEY from the Rich Gardner Archives

The **WLS Silver Dollar Surveys Vol 9. 1960-1963: CHICAGO AUTHENTIC RADIO RECORD SURVEY** chronicles the history and significance of the WLS Silver Dollar Survey in Chicago's Top 40 radio evolution from 1960 to 1963.

Rise of Top 40 Radio Format

WLS transitioned from agricultural programming to Top 40 rock and roll in 1960. WLS became a leading Top 40 station in Chicago with a powerful 50,000-watt signal. The first DJs included Mort Crowley, Dick Biondi, and Ron Riley, among others. The Silver Dollar Survey served as a marketing tool connecting WLS with its audience. It included song rankings, artist information, and featured a "Jock of the Week." Surveys were distributed for free at record outlets and promotional events, fostering community engagement.

Get WLS' Official Play List - Be Tuned to Chicago's Most Popular & Latest Hits

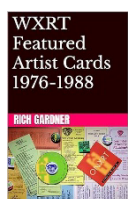
Silver Dollar Survey, first issued on October 14, 1960, listed the top 40 songs weekly and was integral to the rise of Chicago's Top 40 radio. The survey became a cultural artifact reflecting the tastes of 1960s youth culture and solidified WLS's position as a dominant voice in rock and roll, creating a sense of community. Its presence in local music scenes highlighted the survey's impact on shaping musical tastes.

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:



WXRT Featured Artist Cards 1976-1988 (From the Rich Gardner Archives Book 10)

The WLS Silver Dollar Surveys Vol 9. 1960-1963

CHICAGO AUTHENTIC RADIO RECORD SURVEY

Rich Gardner



The WLS Silver Dollar Surveys Vol 9. 1960-1963 CHICAGO AUTHENTIC RADIO RECORD SURVEY from the Rich Gardner Archives

WLS silver dollar survey CHICAGO'S ONLY AUTHENTIC RECORD SURVEY October 14, 1960

THIS WEEK	LAST WEEK
1. SHOUTING FIRE	1. SHOUTING FIRE
2. AMI CLEVER	2. AMI CLEVER
3. MY HEART HAS A MIND	3. MY HEART HAS A MIND
4. YOU KAY TO ME	4. YOU KAY TO ME
5. IT'S NOW OR NEVER	5. IT'S NOW OR NEVER
6. NERVOUS ON SUNDAY	6. NERVOUS ON SUNDAY
7. MY BOY LITTLE	7. MY BOY LITTLE
8. SO SO	8. SO SO
9. YOU HEAR EVERYTHING	9. YOU HEAR EVERYTHING
10. LET'S THINK ABOUT LOVE	10. LET'S THINK ABOUT LOVE
11. SAVE THE LAST DANCE	11. SAVE THE LAST DANCE
12. STAY	12. STAY
13. TWO TIMES A	13. TWO TIMES A
14. GEORGIA ON MY MIND	14. GEORGIA ON MY MIND
15. DEVIL ON ANGEL	15. DEVIL ON ANGEL
16. PRINCE PRINCE	16. PRINCE PRINCE
17. CHAIN GANG	17. CHAIN GANG
18. WAIT FOR ME	18. WAIT FOR ME
19. THE LAST ONE TO KNOW	19. THE LAST ONE TO KNOW
20. KIDNAP LITTLE PANDA	20. KIDNAP LITTLE PANDA
21. WALK—DON'T RUN	21. WALK—DON'T RUN
22. COME HOME—COME HOME	22. COME HOME—COME HOME
23. THREE KEYS A KEY	23. THREE KEYS A KEY
24. TONIGHTS THE NIGHT	24. TONIGHTS THE NIGHT
25. SLEEP	25. SLEEP
26. I WANT TO BE MARRIED	26. I WANT TO BE MARRIED
27. OVER YOU	27. OVER YOU
28. (LOW YOU IN THE SAME)	28. (LOW YOU IN THE SAME)
29. VOLARE	29. VOLARE
30. ANY MORE	30. ANY MORE
31. ALIVE FOR PREXY	31. ALIVE FOR PREXY
32. GIVE WITH A STORY IN	32. GIVE WITH A STORY IN
33. YOU WANT LOVE	33. YOU WANT LOVE
34. MOVE TWO MOUNTAINS	34. MOVE TWO MOUNTAINS
35. SHIMMYING KATE	35. SHIMMYING KATE
36. DIAMONDS & PEARLS	36. DIAMONDS & PEARLS
37. HANNONY	37. HANNONY
38. DON'T BE CRAZY	38. DON'T BE CRAZY
39. DON'T YOU JUST KNOW	39. DON'T YOU JUST KNOW
40. SOMEBODY TO LOVE	40. SOMEBODY TO LOVE

FEATURE
ALOT OF DOMINOS
Swing Along
Gene Sh
7:15 to 9:30 P.M. —
WLS • DIAL 8
ABC

This survey is compiled each week by WLS Radio/Chicago from reports of all record sales gathered from leading record outlets in the Chicago area. Hear Gene Sh play all the SILVER DOLLAR SURVEY hits daily from 5:00 to 6:30 P.M. *Denotes record first heard on WLS.

CLARK
"EAST OF MIDNIGHT" 5:00 AM
WLS • DIAL 8
ABC
This survey is compiled each week by WLS Radio/Chicago from reports of all record sales gathered from leading record outlets in the Chicago area. Hear Clark Weber play all the SILVER DOLLAR SURVEY hits daily from 5:00 to 6:30 P.M. *Denotes record first heard on WLS.



WLS silver dollar survey CHICAGO'S AUTHENTIC RADIO RECORD SURVEY November 4, 1961

THIS WEEK	LAST WEEK
1. ROUNDOFF SUE	1. ROUNDOFF SUE
2. BIG BAD JOHN	2. BIG BAD JOHN
3. TOW THE LINE	3. TOW THE LINE
4. LET'S GET TOGETHER	4. LET'S GET TOGETHER
5. SWEETIE CHILL WID	5. SWEETIE CHILL WID
6. DAD MOVIES	6. DAD MOVIES
7. TITUS STOMP	7. TITUS STOMP
8. I LOVE HOW YOU LO	8. I LOVE HOW YOU LO
9. EVERYBODY	9. EVERYBODY
10. POOL #1	10. POOL #1
11. TOWER OF STRENGTH	11. TOWER OF STRENGTH
12. IT'S YOUR WORLD	12. IT'S YOUR WORLD
13. TA TA	13. TA TA
14. BUT THE ROAD JACK	14. BUT THE ROAD JACK
15. PLEASE DON'T GO	15. PLEASE DON'T GO
16. DON'T BLAME ME	16. DON'T BLAME ME
17. GO LONG BABY	17. GO LONG BABY
18. UNDERSTAND	18. UNDERSTAND
19. SWEETS FOR MY SW	19. SWEETS FOR MY SW
20. WHAT A PARTY	20. WHAT A PARTY
21. TONIGHT	21. TONIGHT
22. HEARTACHE	22. HEARTACHE
23. SODDY ME	23. SODDY ME
24. BACKTRACK	24. BACKTRACK
25. THE NIGHT HAS A TH	25. THE NIGHT HAS A TH
26. JEROME THE ITALIAN	26. JEROME THE ITALIAN
27. MY DAD	27. MY DAD
28. SOME KINDS FUN	28. SOME KINDS FUN
29. UP ON THE ROOF	29. UP ON THE ROOF
30. THE LONESOME DOLL	30. THE LONESOME DOLL
31. MONSTER HOLIDAY	31. MONSTER HOLIDAY
32. ZERO ZERO	32. ZERO ZERO
33. THE DARKEST STREET	33. THE DARKEST STREET
34. HEAVENLY THIN	34. HEAVENLY THIN
35. HALF HEAVEN HALF H	35. HALF HEAVEN HALF H
36. TEN LITTLE INDIANS	36. TEN LITTLE INDIANS
37. WHAT TO DO WITH LA	37. WHAT TO DO WITH LA
38. DON'T MAKE ME OVER	38. DON'T MAKE ME OVER
39. TWO LOVES	39. TWO LOVES
40. WALK RIGHT IN	40. WALK RIGHT IN
41. KEY PAULA	41. KEY PAULA
42. LEOP DE LOOP	42. LEOP DE LOOP
43. SEE SEE RIDER	43. SEE SEE RIDER
44. IF I NEVER GET TO ME	44. IF I NEVER GET TO ME
45. THE BALLAD OF JED C	45. THE BALLAD OF JED C
46. EVERYBODY LOVES A	46. EVERYBODY LOVES A
47. BABY'S COME BY ME	47. BABY'S COME BY ME
48. THE CINNAMON CIND	48. THE CINNAMON CIND
49. HOLLY	49. HOLLY
50. HANA DIDN'T LIE	50. HANA DIDN'T LIE

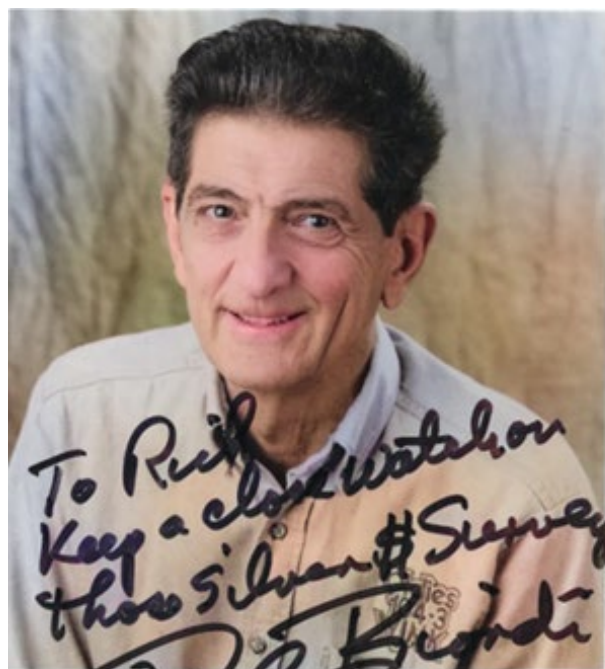
FEATURE
I REMEM
Swing A
CLARK
"EAST OF MIDNIGHT" 5:00 AM
WLS • DIAL 8
ABC
This survey is compiled each week by WLS Radio/Chicago from reports of all record sales gathered from leading record outlets in the Chicago area. Hear Clark Weber play all the SILVER DOLLAR SURVEY hits daily from 5:00 to 6:30 P.M. *Denotes record first heard on WLS.

FEAT
THE DOTT
Top your
Bob
7:30 to 9:30 P.M. —
6 to 9 P.M. S
WLS • DIAL 8
ABC
This survey is compiled each week by WLS Radio/Chicago from reports of all record sales gathered from leading record outlets in the Chicago area. Hear Bob Taylor play all the SILVER DOLLAR SURVEY hits daily from 5:00 to 6:30 P.M. *Denotes record first heard on WLS.

WLS The bright sound of Chicago Radio SILVER DOLLAR SURVEY Chicago's Official Radio Record Survey DECEMBER 2, 1962

THIS WEEK	LAST WEEK
1. GO AWAY LITTLE GIRL	1. GO AWAY LITTLE GIRL
2. TELLER	2. TELLER
3. RETURN TO SENDER	3. RETURN TO SENDER
4. LOVE CAME TO ME	4. LOVE CAME TO ME
5. DODDY'S GIRL	5. DODDY'S GIRL
6. THE NIGHT HAS A TH	6. THE NIGHT HAS A TH
7. JEROME THE ITALIAN	7. JEROME THE ITALIAN
8. MY DAD	8. MY DAD
9. SOME KINDS FUN	9. SOME KINDS FUN
10. UP ON THE ROOF	10. UP ON THE ROOF
11. THE LONESOME DOLL	11. THE LONESOME DOLL
12. MONSTER HOLIDAY	12. MONSTER HOLIDAY
13. ZERO ZERO	13. ZERO ZERO
14. THE DARKEST STREET	14. THE DARKEST STREET
15. HEAVENLY THIN	15. HEAVENLY THIN
16. HALF HEAVEN HALF H	16. HALF HEAVEN HALF H
17. TEN LITTLE INDIANS	17. TEN LITTLE INDIANS
18. WHAT TO DO WITH LA	18. WHAT TO DO WITH LA
19. DON'T MAKE ME OVER	19. DON'T MAKE ME OVER
20. TWO LOVES	20. TWO LOVES
21. WALK RIGHT IN	21. WALK RIGHT IN
22. KEY PAULA	22. KEY PAULA
23. LEOP DE LOOP	23. LEOP DE LOOP
24. SEE SEE RIDER	24. SEE SEE RIDER
25. IF I NEVER GET TO ME	25. IF I NEVER GET TO ME
26. THE BALLAD OF JED C	26. THE BALLAD OF JED C
27. EVERYBODY LOVES A	27. EVERYBODY LOVES A
28. BABY'S COME BY ME	28. BABY'S COME BY ME
29. THE CINNAMON CIND	29. THE CINNAMON CIND
30. HOLLY	30. HOLLY
31. HANA DIDN'T LIE	31. HANA DIDN'T LIE

FEAT
THE DOTT
Top your
Bob
7:30 to 9:30 P.M. —
6 to 9 P.M. S
WLS • DIAL 8
ABC
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To Rich
Keep a close watch on
those Silver Dollar Surveys
Dick Biondi

Dick Biondi

FEATURED ALBUMS
THE KINGSTON TRIO #16 — CAPITOL
TEENAGE TRIANGLE — DARRIN, FABRIS, PETERSON — COLPIX
OUR WINTER LOVE — FELIX SLATKIN — LIBERTY
Swing Along with
Clark Weber
3:00 to 6:30 P.M. — Monday thru Friday
3 to 6 P.M. Saturday and Sunday
WLS • DIAL 890 • 24 HOURS-A-DAY
ABC RADIO IN CHICAGO
This survey is compiled each week by WLS Radio/Chicago from reports of all record sales gathered from leading record outlets in the Chicago area. Hear Clark Weber play all the SILVER DOLLAR SURVEY hits daily from 5:00 to 6:30 P.M. *Denotes record first heard on WLS.