



WLS Silver Dollar Surveys Series: The Sixties 1960-1969 *from the Rich Gardner Archives*

The **WLS Silver Dollar Surveys Series: The Sixties 1960-1969** is a captivating three-volume series that provides a deep dive into the history and profound cultural impact of the WLS Silver Dollar Survey on Chicago's dynamic music scene throughout the transformative 1960s.

Vol. 9 1960 – 1963 highlights WLS's pivotal transition from agricultural programming to the groundbreaking Top 40 rock and roll format. It establishes itself as a leading voice with influential early DJs and the innovative Silver Dollar Survey as a key marketing tool.

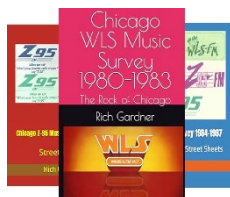
Vol. 8 focuses on the crucial years between 1964 and 1966. It explores the significance of the Silver Dollar Survey as a vital document of Chicago's burgeoning music culture and its far-reaching impact. This volume showcases the survey's role in charting the meteoric rise of rock, the cultural tidal wave of the British Invasion, and the soulful sounds that captivated a generation. The survey fostered a sense of community, with WLS DJs becoming influential tastemakers, and its collectability underscores its lasting historical significance.

Concluding the series, **Vol. 7** covers 1967 to 1969, featuring a complete WLS Hit Parade collection. The late 1960s were a period marked by significant social and political upheaval that mirrored the shifts in popular music. The British Invasion continued its influence, giving rise to unique "Chicago Sound" elements and the success of local bands like The Buckingham and Chicago, fueled by radio support and regional venues. The rebranding of the Silver Dollar Survey to the "WLS Hit Parade" in December 1967 and the introduction of the Annual Hit Parade Awards further solidified WLS's connection with its listeners, tracking evolving tastes and preferences.

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..



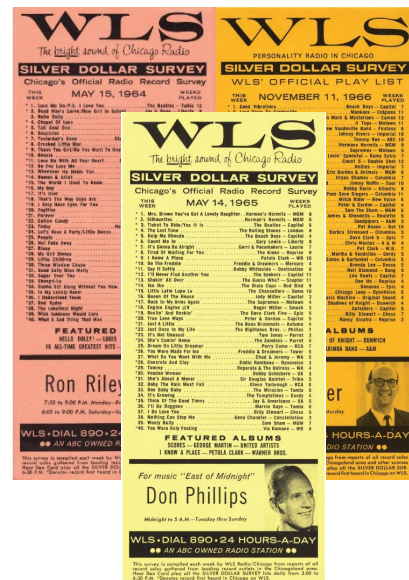
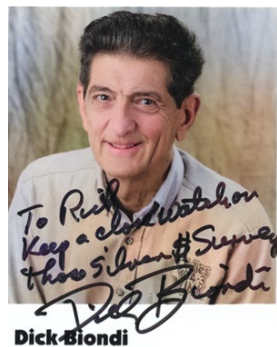
Also in the archives:

WLS / Z-95 Music Surveys Series: The Eighties 1980-1990 – Vol 1-3

WLS Hit Parade Music Surveys Series: The Seventies 1970-1979 – Vol 4-6



WLS Silver Dollar Surveys Series: The Sixties 1960-1969 *from the Rich Gardner Archives*



The WLS Silver Dollar Surveys Vol 9. 1960-1963
Chicago Authentic Radio Record Survey

WLS Silver Dollar Surveys Vol 8. 1964-1966
The bright sound of Chicago Radio



poptoptunes.com



WLS Silver Dollar Surveys Vol 7. 1967-1969
Official Play List