

St. Norbert College

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History of St. Norbert College and Radio in  
Green Bay (WTAQ & WHBY)

Norbertine TV/Radio Legacy Collection

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1938

### WTAQ Advertisement

WTAQ

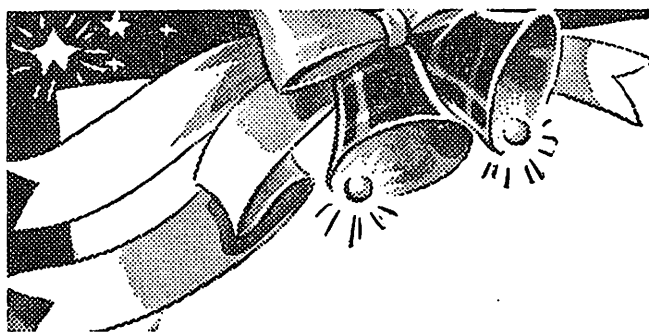
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Ring out the old  
Ring in the new-

**WTAQ**

**Green Bay, Wisconsin**

Columbia Broadcasting System affiliate

announces

**5,000 WATTS**

Daytime Power

soon after

**New Year's Day**

**Jan. 1st. 1939**

5D Air Cooled RCA 5KW Transmitter

**No Increase in Rates**

Increase-Population .....118.8% from 168,900 to 369,600

Increase-Area .....58% from 3,950 to 6,040 square miles

Area within the 0.5 MV/M contour

**National Representatives:-**

**Reynolds - Fitzgerald Inc.**

360 North Michigan  
Chicago

515 Madison Ave.  
New York