

# WPUP

5,000 Watts  
Mighty 1390



1021 East University Avenue - BIG DOG Gainesville, Florida

Phone: FR 6-2688

November 13, 1961

Mr. Earnest R. Cooper, Editor  
National Radio Club  
438 East 21st Street  
Brooklyn 26, New York

Dear Mr. Cooper:

Please accept my a apology for not answering your letter of May 22, 1961. I do not find this letter in my files, so perhaps in getting our filing system started, someone misplaced it.

The reception you received on May 20, 1961 is correct.

Enclosed is one of our coverage maps which you ask for.

Thank you so much for your interest in letting us know you received PUP Radio.

Sincerely,

WPUP RADIO

A handwritten signature in cursive script that reads "Bob Orrell".

Bob Orrell  
General Manager

BO:my

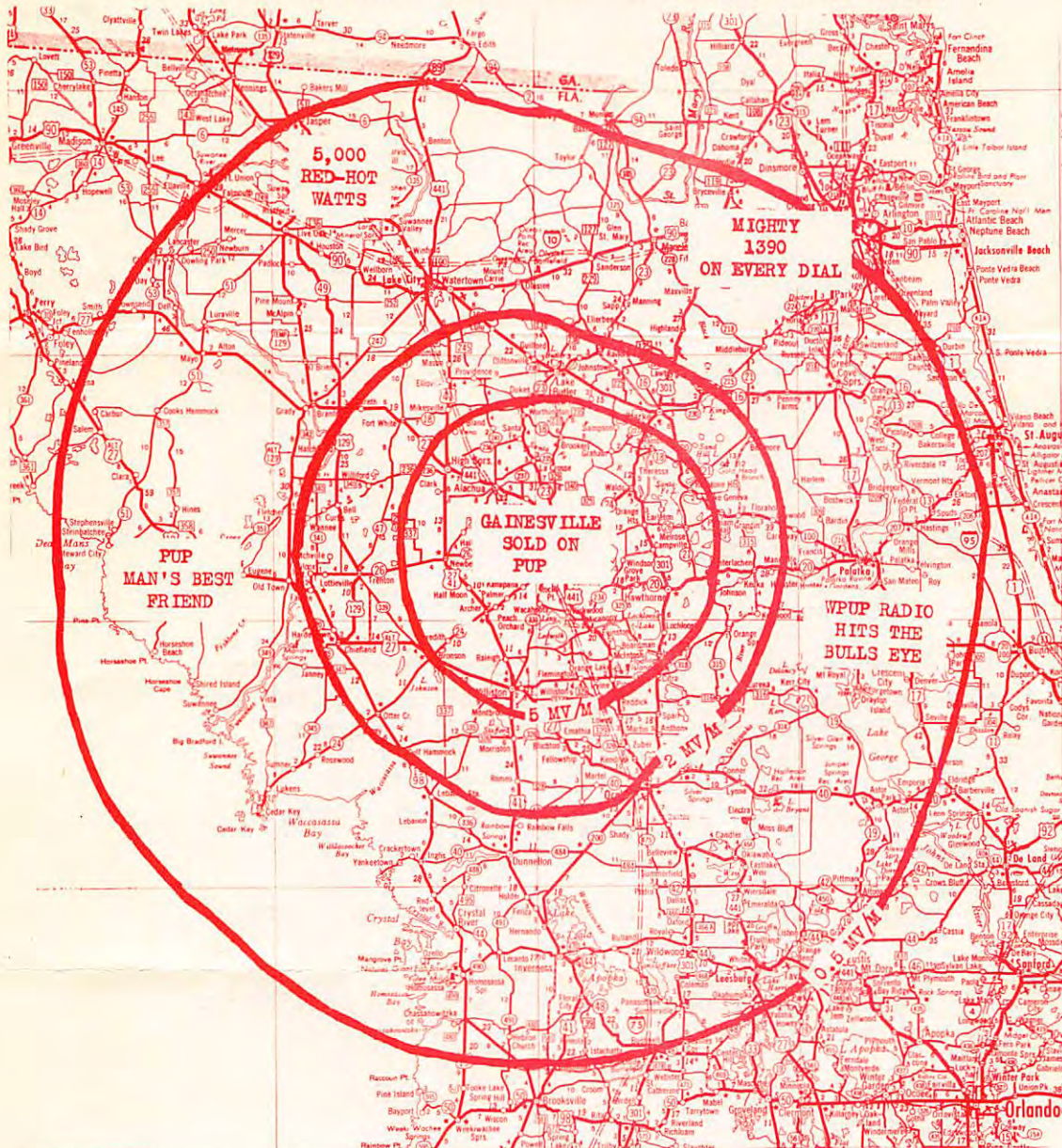
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"MAN'S BEST FRIEND - WOMAN'S HOME COMPANION"

# WPUP RADIO

1390 ON EVERY DIAL, GAINESVILLE, FLORIDA

(PUP, MAN'S BEST FRIEND, WOMAN'S HOME COMPANION)



**IF \$768,181,000.00 Solve Your Market Problem,**  
THEN WPUP IS THE ANSWER. WPUP RADIO IS THE ONLY  
STATION IN NORTH CENTRAL FLORIDA ESPECIALLY PROGRAM-  
MED FOR THE COUNTRY WESTERN MUSIC AUDIENCE.  
THIS GIVES WPUP RADIO A SPECIAL FIELD OF ITS OWN AS THE  
ONLY TOP COUNTRY WESTERN STATION IN NORTH CENTRAL  
FLORIDA AREA. HOW LARGE IS THE AUDIENCE WHICH PREFERS  
TOP COUNTRY AND WESTERN MUSIC? IN THE PHONOGRAPH RE-  
CORD INDUSTRY, 40 PERCENT OF ALL RECORD SALES ARE  
COUNTRY WESTERN TUNES. (\*)Wall Street Journal, Life Magazine, (\*)