

WPIT



Pittsburgh's

POWER-FULL INDEPENDENT

**THE CLEAR SIGNAL STATION THAT *Pulled 3,074*
LETTERS FROM 9 STATES THE FIRST WEEK OF OPERATION**

PENNA.—2,650 OHIO—234 WEST VIRGINIA—161 NEW YORK—14
MARYLAND—8 VIRGINIA—2 KENTUCKY—2
ILLINOIS—1 ONTARIO, CANADA—2

NORTH

Watford, Ontario

"We heard your initial broadcast and the reception was clear. Yours was much clearer than other Pittsburgh stations we have had."

Mrs. Bert Oakes

SOUTH

Paducah, Kentucky

"I happened to be toying with my set Sunday afternoon and picked-up WPIT at around 4 P. M. We enjoyed the music and listened till 5 o'clock."

V. J. Sherry

EAST

New York City, N. Y.

"I wish to advise you that your station's signal was received at this point of reception . . . Wish the Management, as well as the entire staff of the new Station WPIT, continued success in all its future broadcasting activities."

Erick R. Johnson

WEST

Effingham, Illinois

"Surprised to hear WPIT, Pittsburgh, Pennsylvania, inasmuch as my home is in Pittsburgh. Came in clear."

Joseph Berger

PITTSBURGH AREA

Butler, Pa.

"Caught your first program yesterday morning and your reception here was on a par with the local station whose transmitter is within a half mile. Your signal was exceptionally clear all day and the quality excellent."

Charles W. Leitch

Washington Pa.

"Your station WPIT comes in very well in our locality. It is free from any objectionable interference and has volume equal to our local station."

Raymond Emery

IT'S THE FREQUENCY 730 THAT DOES IT

WPIT

MORNING TO NIGHT

NATIONAL REPRESENTATIVE

1000 WATTS

JOSEPH H. MCGILLVRA INC.,

JOHN L. LAUX Managing Director

BOULEVARD OF THE ALLIES & SMITHFIELD ST.
Telephone Grant 0794
PITTSBURGH • PENNSYLVANIA

JOHN L. MERDIAN
General Manager

LOS ANGELES

WPIT • WSTV
WFPG • WFNY

CHICAGO NEW YORK



WPIT
PITTSBURGH, PA.



EVEN THE EXPERTS WERE

Amazed!

Engineers and technicians had bargained for a wide sweep of coverage when WPIT—Pittsburgh's new power-full independent—made its debut May 18th. They had planned it that way when application was made for license.

But imagine their surprise when WPIT's fresh, new voice swept unrestrainedly and triumphantly through valleys and mountains . . . cities and towns . . . in an ever-widening circle to embrace an area—of nine states . . . a coverage that startled everyone, including the experts. Even their greater expectations were exceeded.

But they have the answer! Oh, yes! They just nod their heads smugly and say

**IT'S THE FREQUENCY
730 THAT DOES IT!**