



Atlantic City Municipal Radio Station

Wave Length 272.6 Meters
1100 Kilocycles

W P G
World's Play Ground

Power 5000 Watts

Atlantic City, New Jersey

My dear Radio Friend:

Our summer greeting to you in response to your interesting message brings you first, a cordial invitation to visit our Ocean Studio, located on the Steel Pier over the breakers, and our new broadcasting headquarters - Marine and Neptune studios, adjoining the beautiful Spanish Patio in our new \$15,000,000 Convention Hall on the Boardwalk at Georgia Avenue.

Undoubtedly, the "Old World" magnificence of our new modern home and the ship-like atmosphere of Ocean Studio will inspire you to linger and glimpse behind the scenes, as our broadcasters send our message of Health and Pleasure to countless homes, when you favor W.P.G. with a call, which we trust will be soon, as the resort is at concert pitch now to show you the best time ever.

Our advance schedule, hotel rates, road maps and the attractions of our theatres, boardwalk, ocean piers will be gladly mailed you upon request. Your remembrance that correspondence is the best form of applause to radio folk has encouraged us to greater effort in your behalf, and should you care to have your favorites render for you any special selections, your request numbers will be given immediate attention.

Awaiting the pleasure of welcoming you, we are

Cordially yours,
MUNICIPAL RADIO STATION WPG

Ethel Rattay
Publicity Director