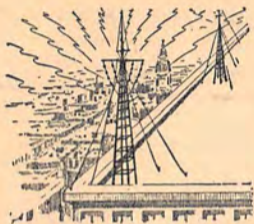


GIMBEL BROTHERS
PHILADELPHIA

RADIO BROADCASTING - W I P, 509 METERS



1910, 1924

We are glad to get your letter regarding W I P broadcasting.

W I P broadcasts now on 509 meters, as doubtless you know.

We shall be pleased to have your suggestions and shall appreciate your continued interest in W I P.

Yours truly,

The Gimbel Radio Station (W I P) is enclosed in glass to be seen and enjoyed by all.

Richard Gimbel