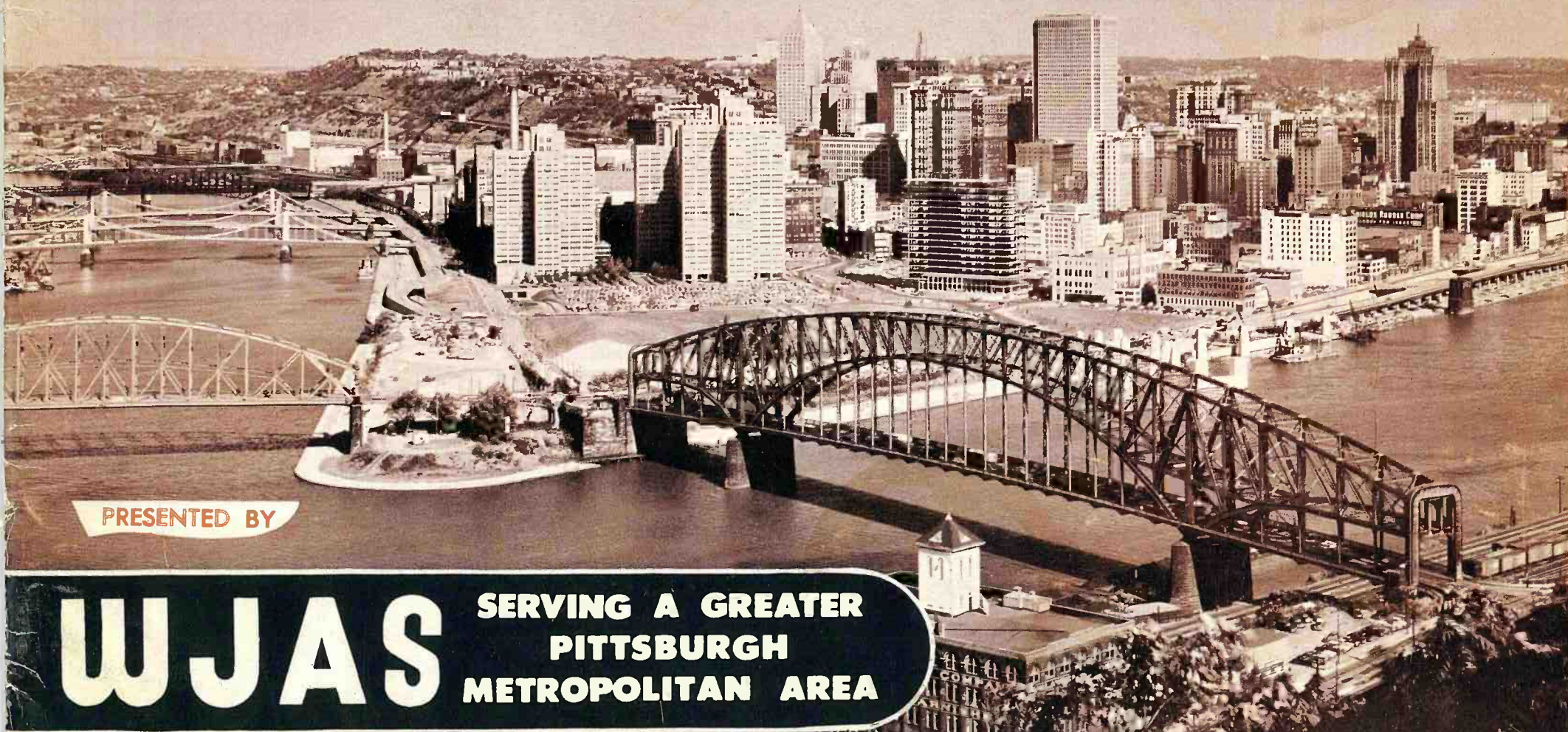


# YOUR COMMUNITY *Through the Years*



FORT PITT  
AND VILLAGE  
OF PITTSBURGH  
**1760**



PRESENTED BY

# WJAS

SERVING A GREATER  
PITTSBURGH  
METROPOLITAN AREA

5000 WATTS

[www.americanradiohistory.com](http://www.americanradiohistory.com)

DAVID L. LAWRENCE  
MAYOR



CITY OF PITTSBURGH

To the Friends and Listeners of WJAS:

As Mayor of the City of Pittsburgh, I appreciate this opportunity to congratulate WJAS on its enterprising contribution to Pittsburgh's growth and development during its many years of service.

The efforts of Pittsburgh citizens within the past ten years to make this city a better place in which to live and work have attracted nationwide publicity. Our achievements have been recognized as an outstanding development in rebuilding a city into a modern metropolis capable of serving its expanding population as they have a right to expect from a progressive city.

But the Pittsburgh renaissance, hailed as it is in so many forms, is an accretion of the planning and projects of numerous individuals and business organizations, all striving to improve their services to the Pittsburgh market.

This project, which WJAS has undertaken, is one more addition in our efforts here which we like to feel is the most dynamic city in the United States.

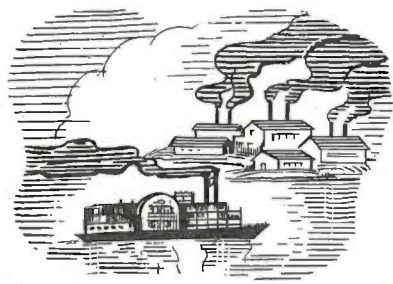
Very truly yours,

A handwritten signature in cursive script that reads "David L. Lawrence".

MAYOR

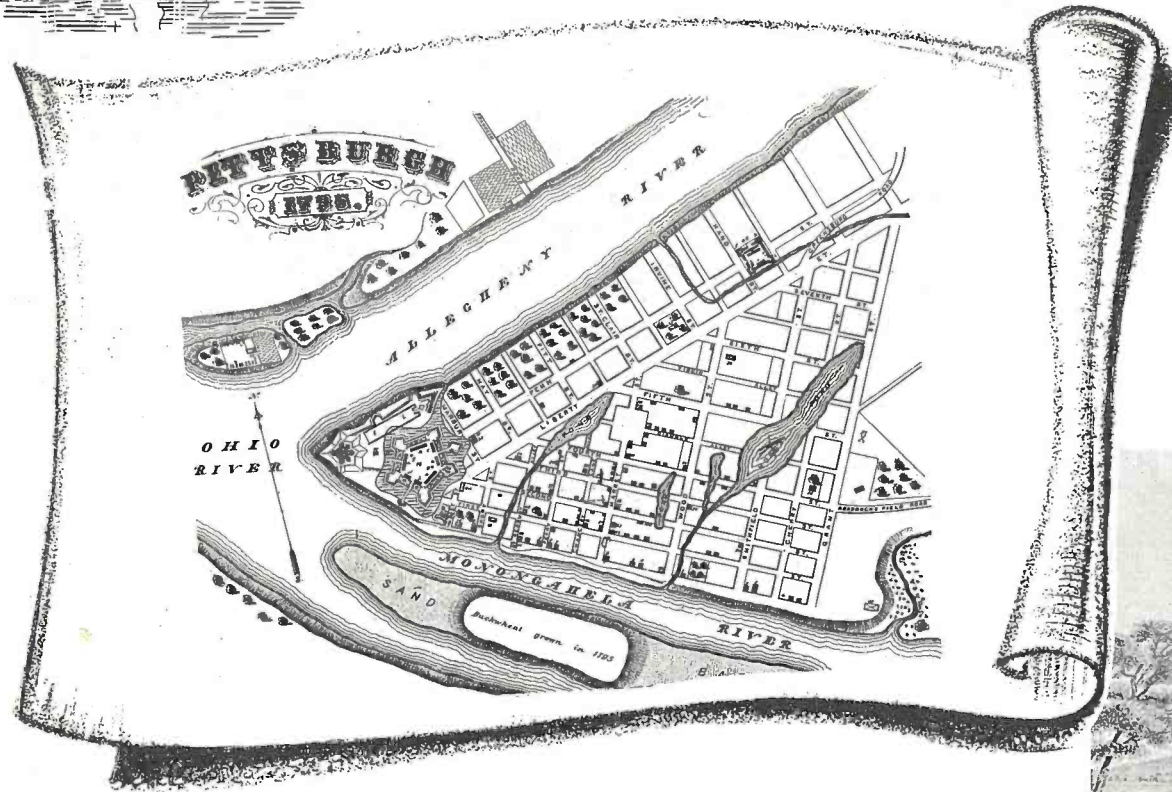


Mayor David L. Lawrence

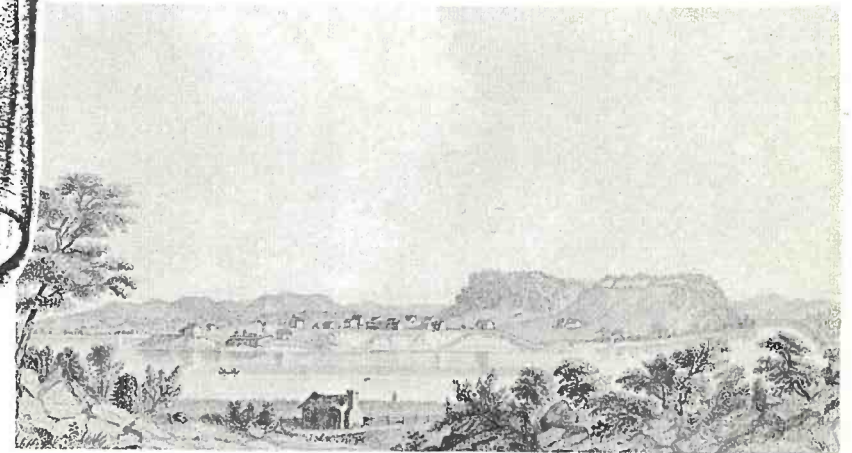


# PITTSBURGH'S

# Historical Heritage ...

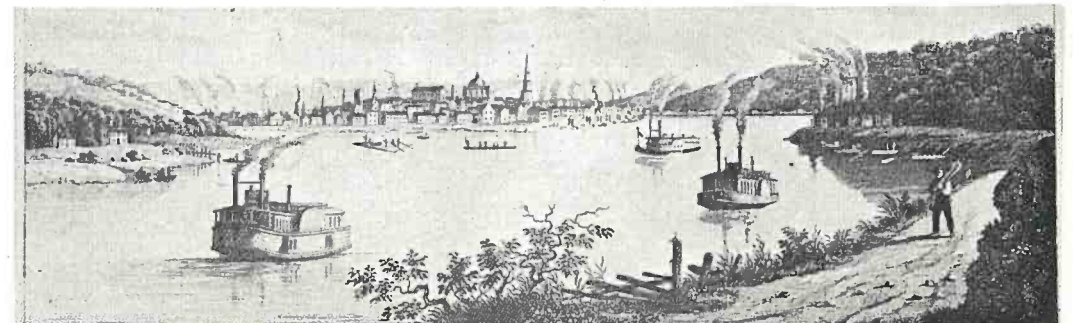
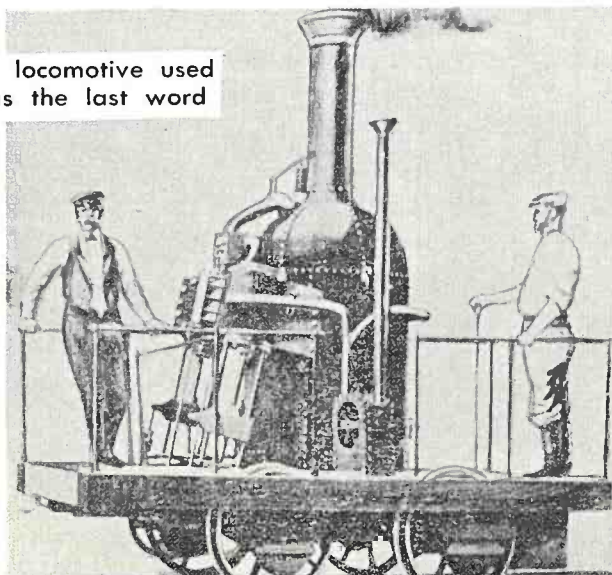


The evolution of any great city is a ruthless process. With little reverence for historic landmarks – we tear down the old and erect bigger, better and more beautiful buildings. **But change need not include forgetfulness.** So, with this thought in mind, the following few pages are pictorial reminders that the greatness of Pittsburgh today is an accumulation of nearly two centuries of planning, struggle and building.

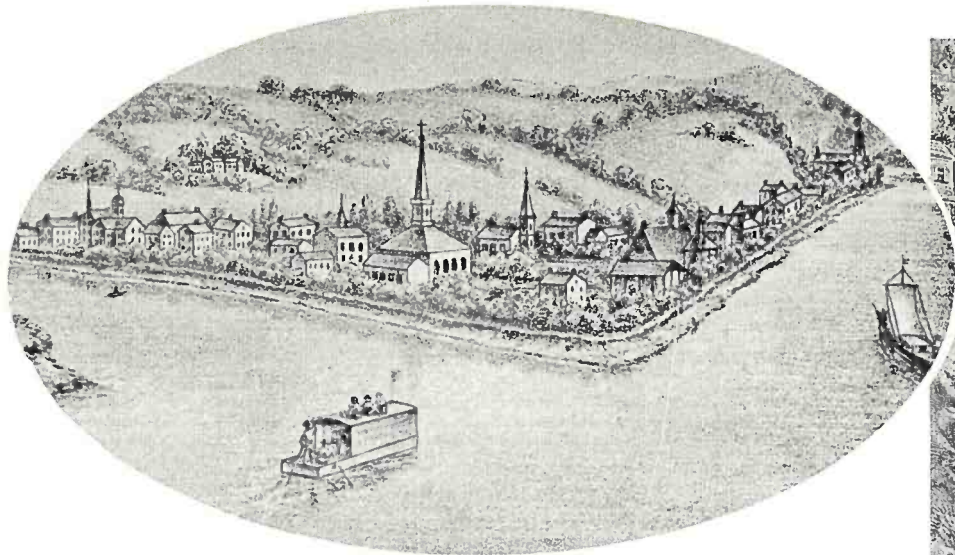


Pittsburgh in 1790 – from a steel engraving by J. A. McRae.

In 1831 this "York" locomotive used by the B. & O. was the last word



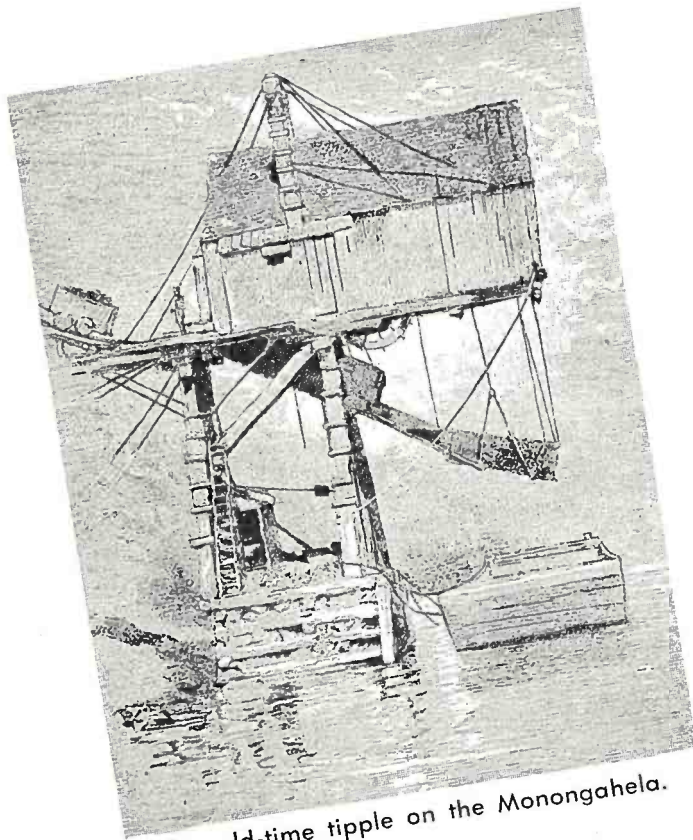
"Pittsburgh, taken from the salt works, two miles below the city," owned by the Salt Works Co. of Pittsburgh.



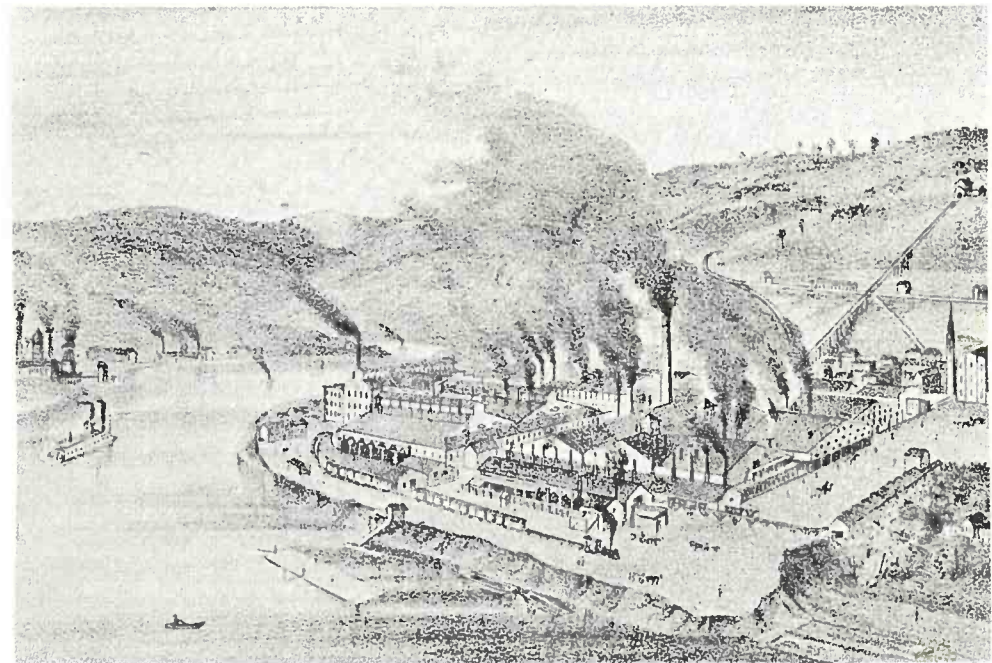
Pittsburgh in 1817.



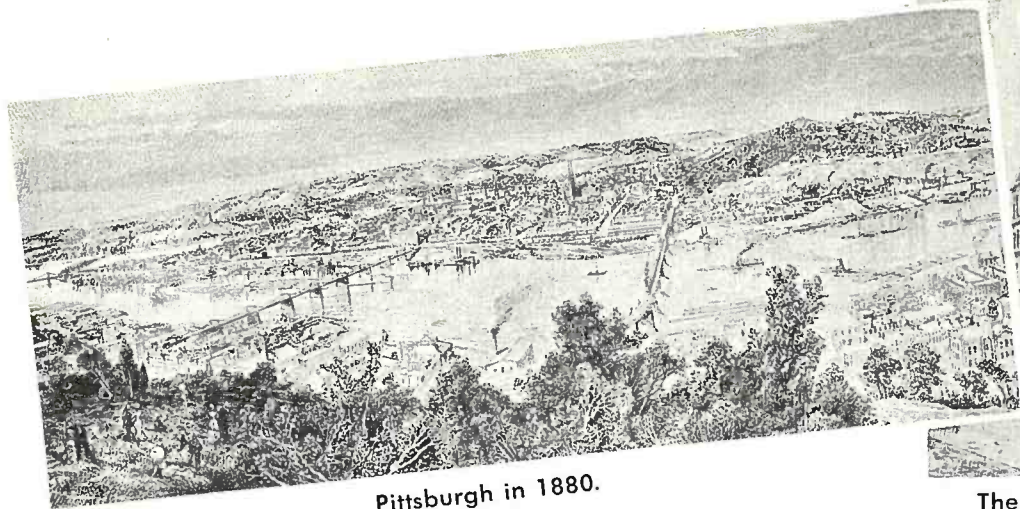
Growing — Growing — Growing in 1874 a view of Pittsburgh from Brownsville ave. and Gray Road, now William street.



The old-time tippel on the Monongahela.



American Iron Works (Jones & Laughlin) 1876.



Pittsburgh in 1880.



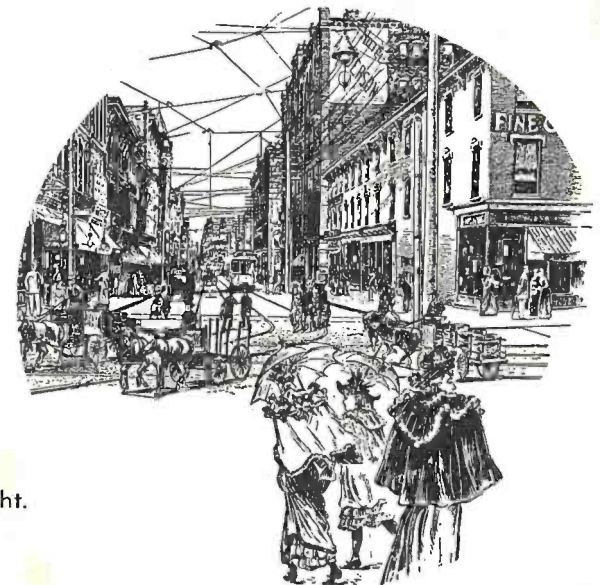
The Mellon National Bank grew from the small building on right on Smithfield street. Time 1870.



Wood street and Fifth Avenue looking up "The Hump". 1890.



Fourth Avenue and Smithfield St. 1890, Old Post Office at right.



So much for the past — Let's look ahead to see what Pittsburgh has in store for a bright tomorrow.

# Pittsburgh. Today...



Rebuilding for the future . . . Pittsburgh is in the midst of the most spectacular "Face Lifting" program in the annals of our nation.

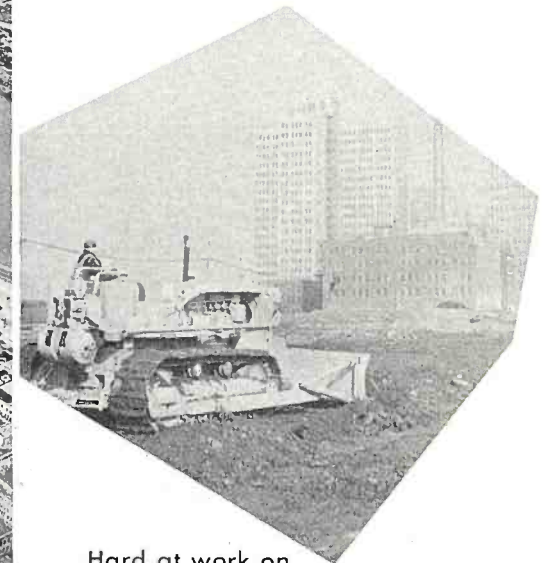
The first step in Pittsburgh's redevelopment was an effective smoke control program — bidding farewell to the nickname — "Smoky City." Flood control was the next project which made Pittsburgh virtually a flood-free city. **And then . . .** demolishing one-fourth of its downtown area a bright, new Pittsburgh is arising — proud of its reputation as America's most progressive city.



"The Point" before the two billion dollar reconstruction program.

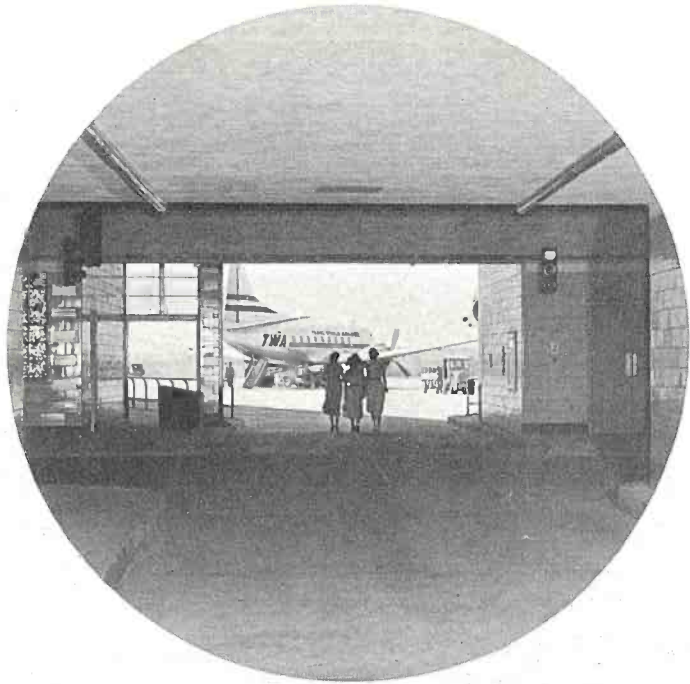


Rebuilding underway . . . three of the eight buildings to be constructed in Gateway Center are shown.

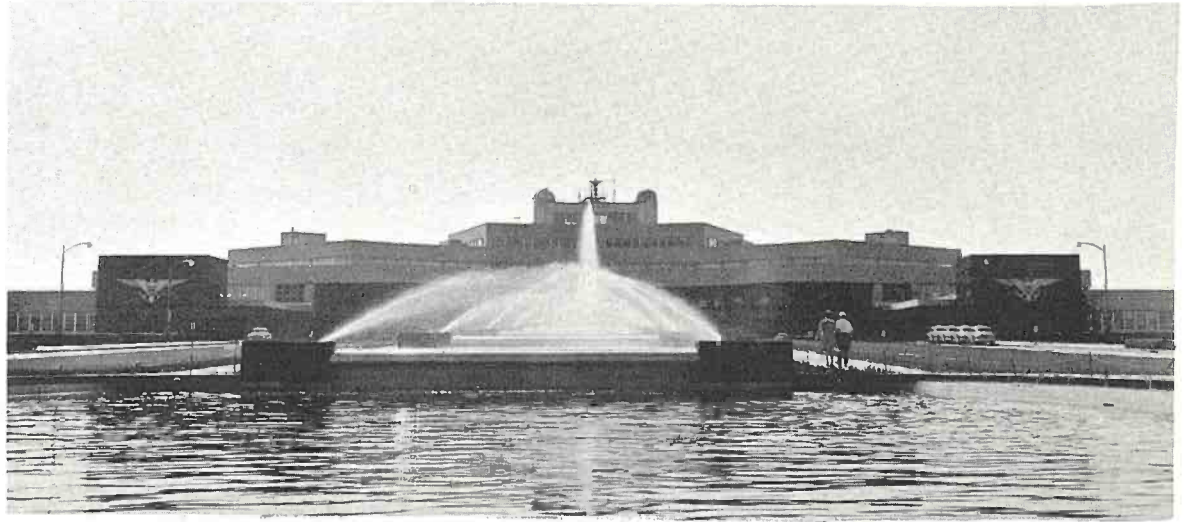
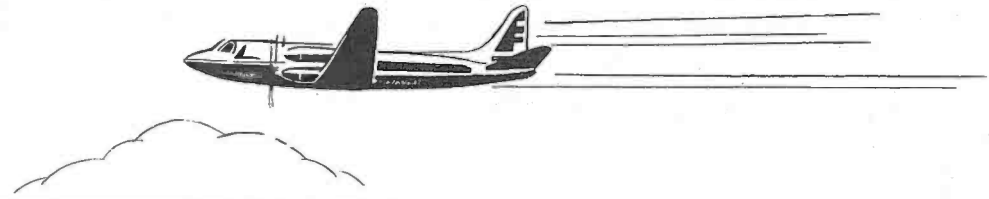


Hard at work on the New Point Park.

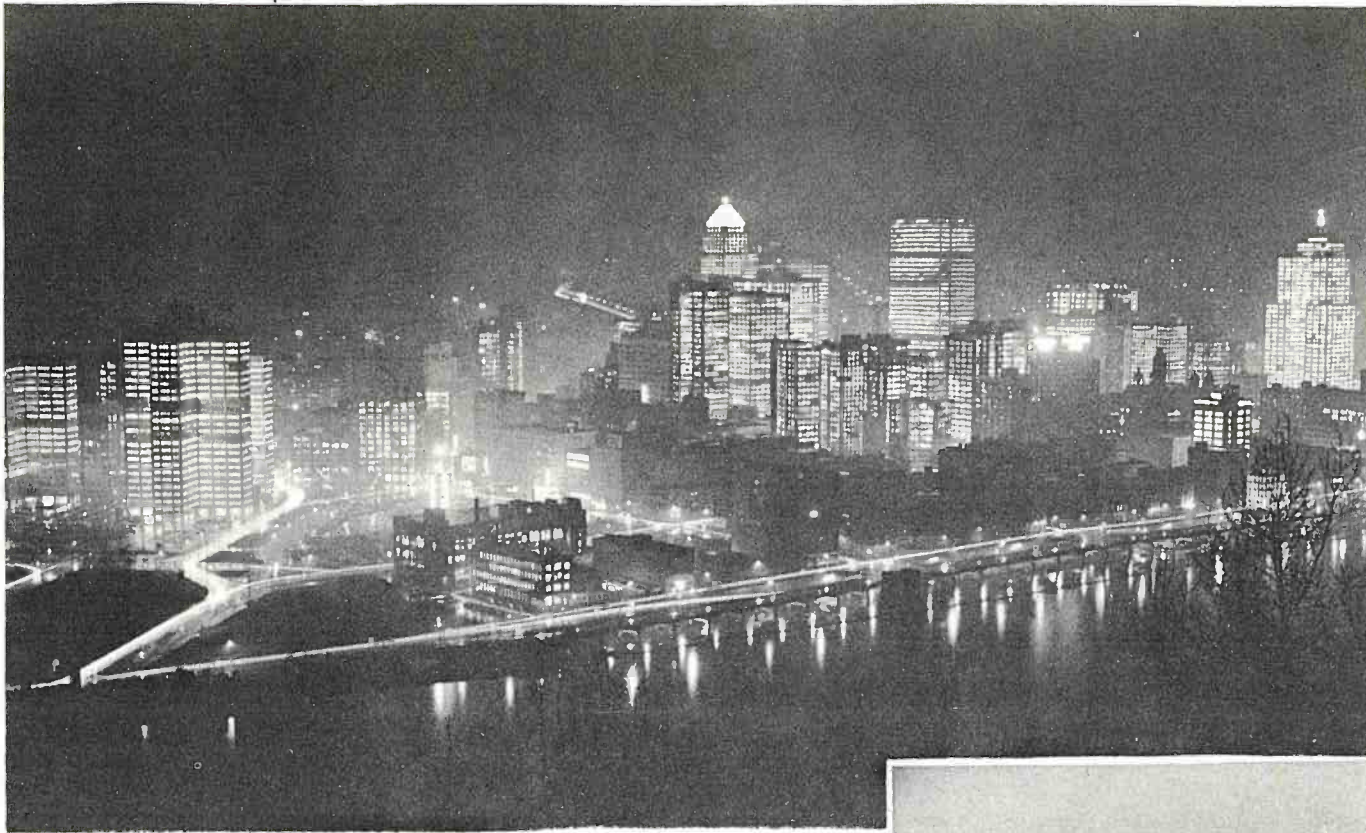
Greater Pittsburgh Airport — second largest in the world. Costing about 33 million this terminal is a city within itself. It contains a theatre — a hotel — night club — bank — post-office — etc. It is larger than La Guardia Field in New York and National Airport in Washington combined.



Our 1600 acre Airport. Over 1,417,000 passengers travel through here a year.

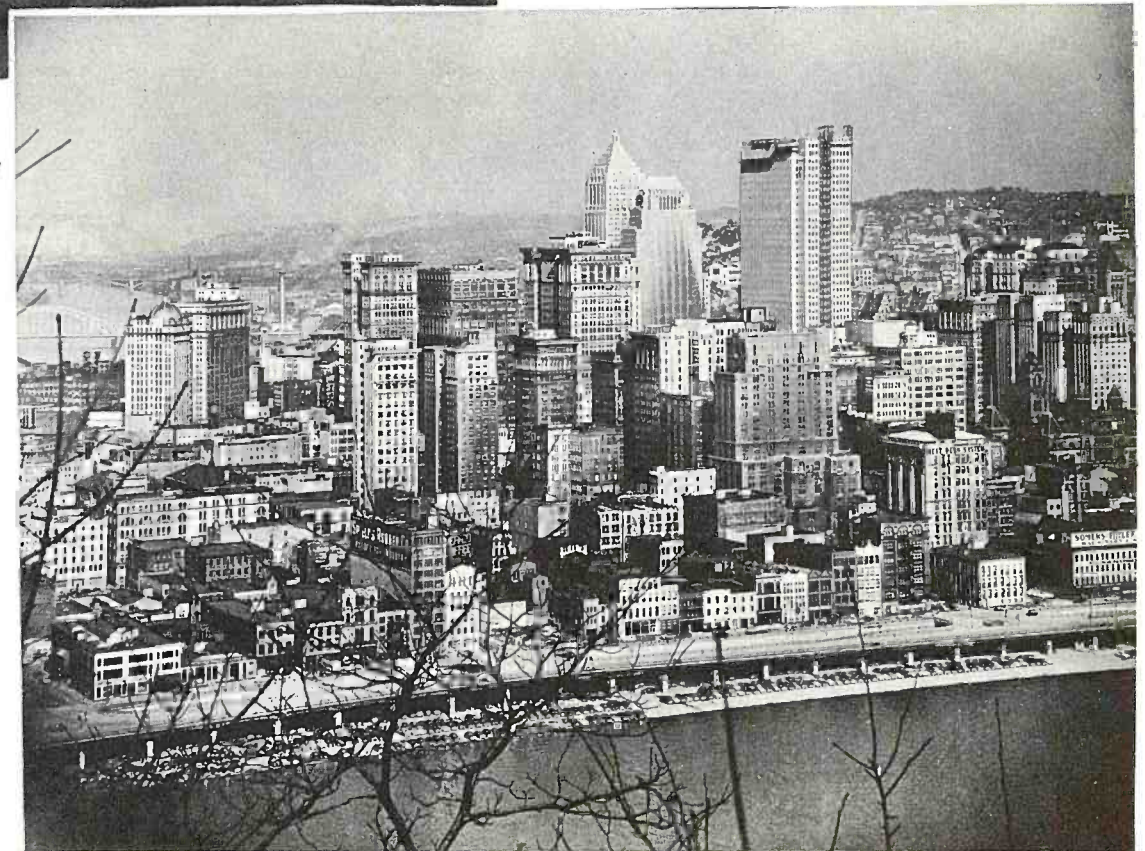


This beautiful War Memorial Fountain — brilliantly aglow is a delight to visitors at the airport.



City lights taken from Mt. Washington. Bright dome in center is the Gulf building.

A view of the same scene the morning after.



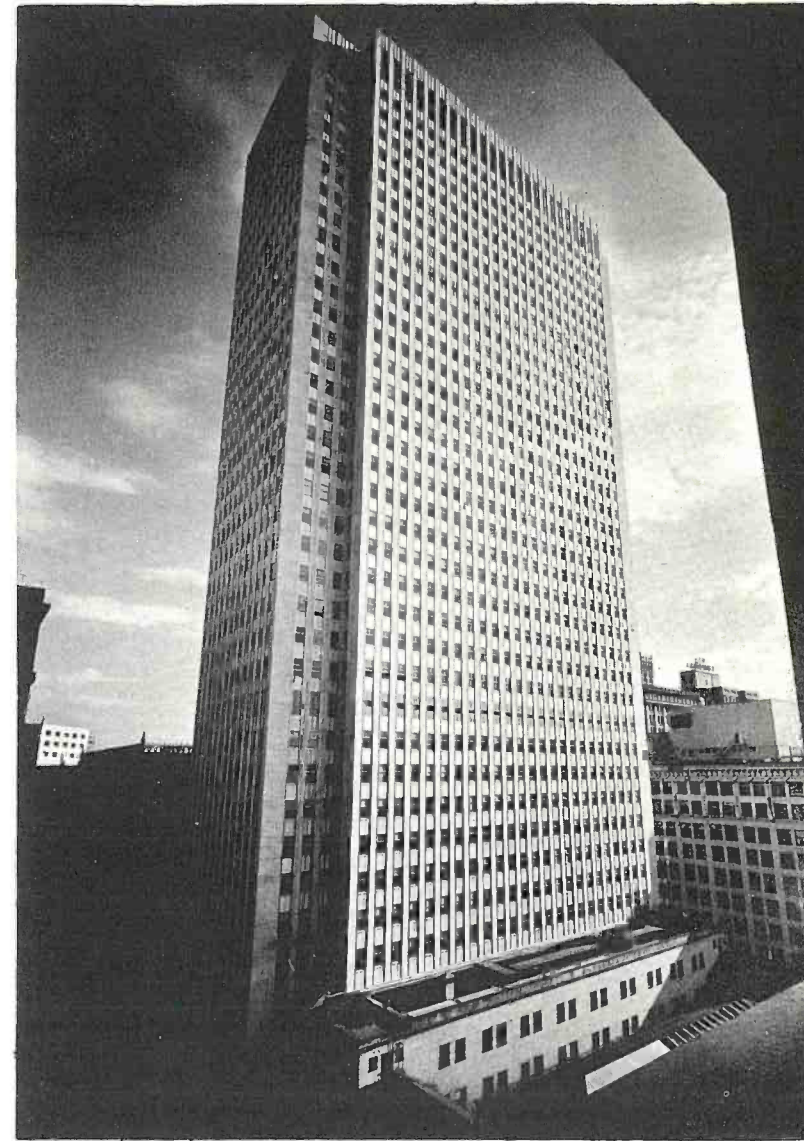
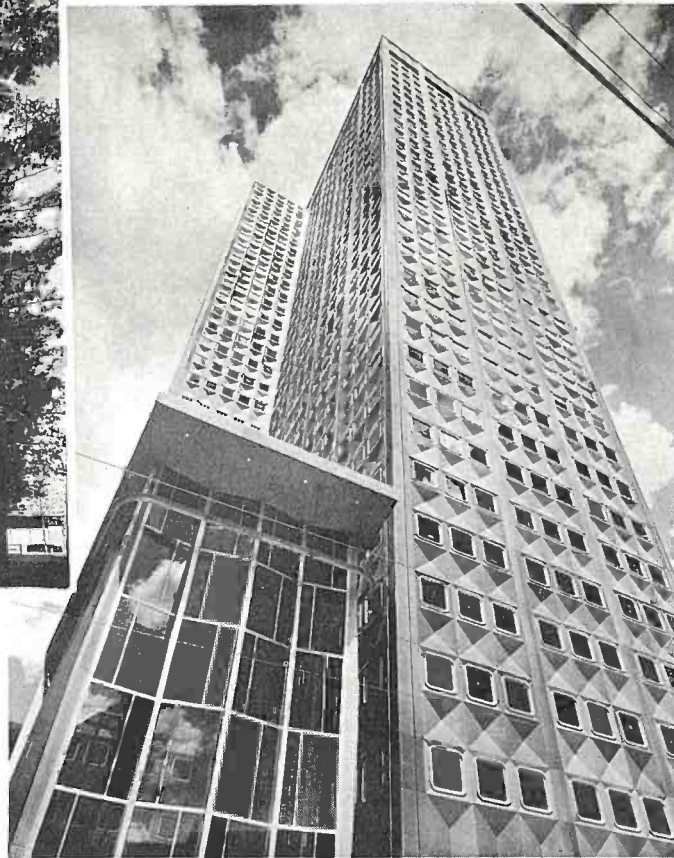
Our rapidly changing skyline looked like this when the Alco building was under construction.





Gateway Center — view of one of the Gateway buildings.

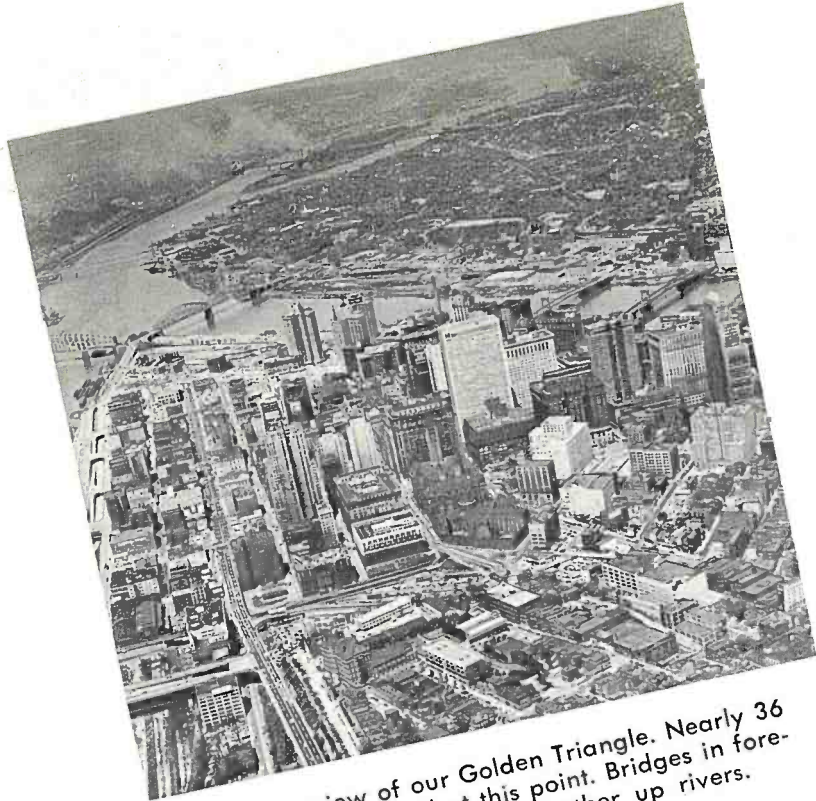
An unusual view of the 30 stories high Alcoa building — another skyscraper addition to the Pittsburgh family.



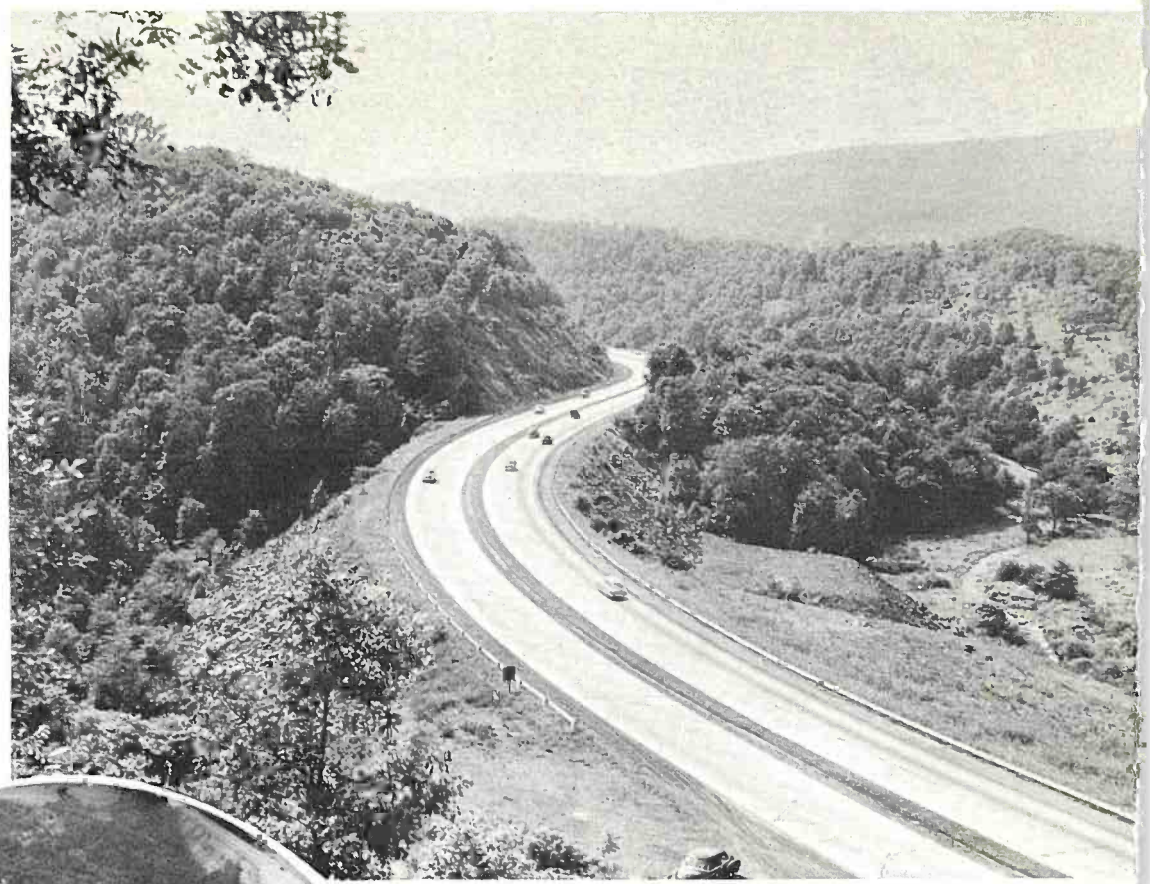
525 William Penn Place Building. 41 stories high and houses the main offices of U. S. Steel Corp. and those of the Mellon Nat'l Bank and Trust Co.



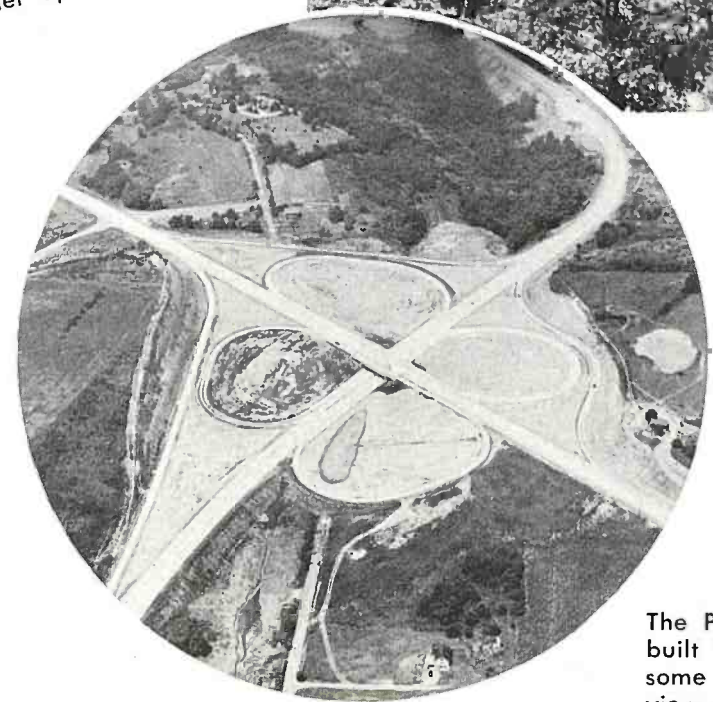
Mellon Square Park — An acre of greenery and erupting fountains in the triangle. Six level subterranean parking lot under its majestic surface, stores about 1800 cars a day.



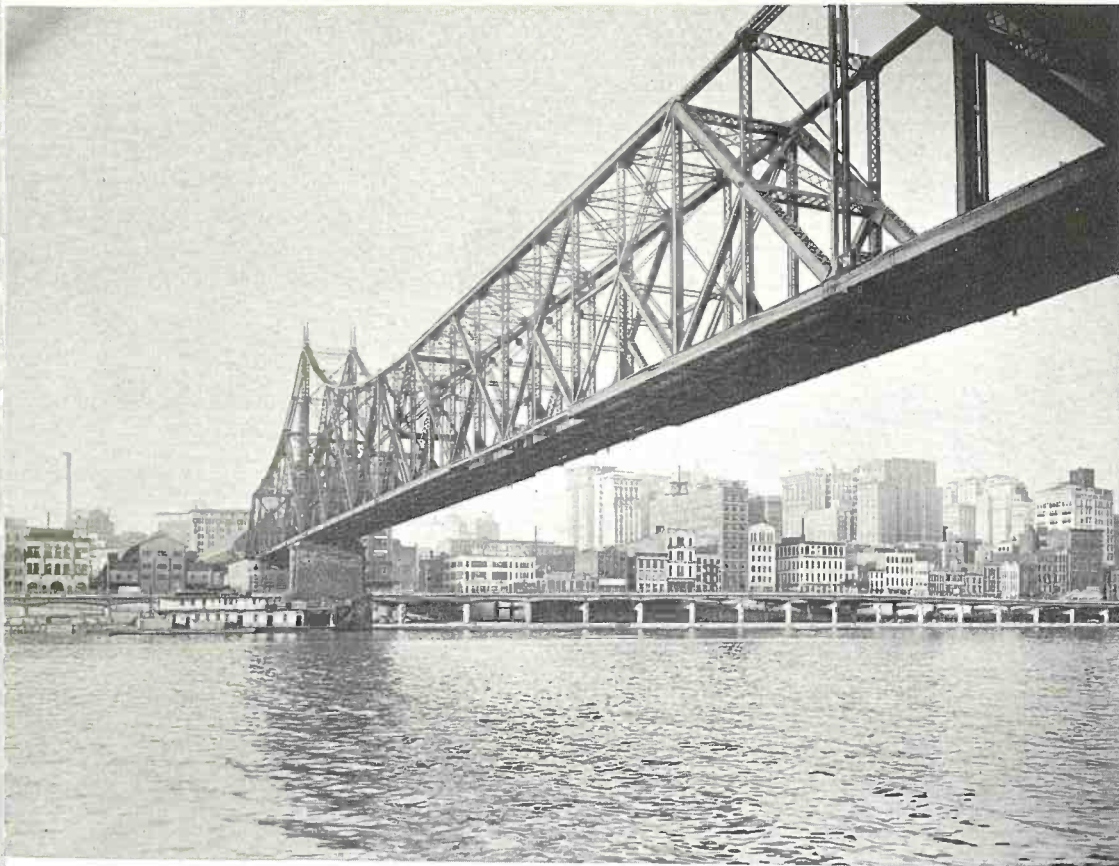
Another view of our Golden Triangle. Nearly 36 acres were cleared at this point. Bridges in foreground will be relocated farther up rivers.



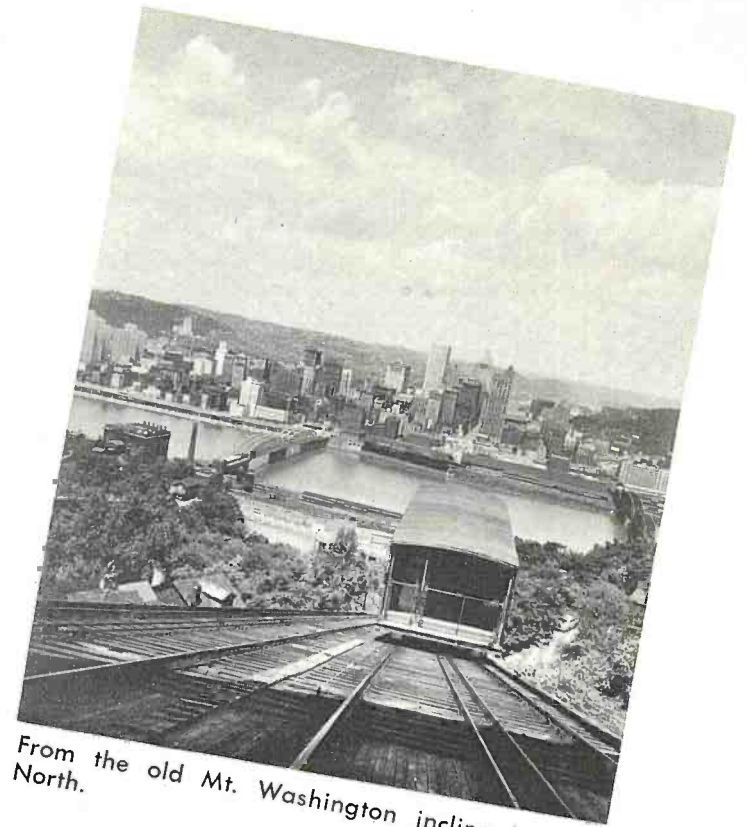
The world-famous Pennsylvania turnpike winding its way through the Allegheny mountains.



The Penn-Lincoln Parkway was built to help solve our bothersome traffic riddle. An artistic view of the airport intersection.



Looking up the Monongahela,  
under the Wabash R. R. Bridge.



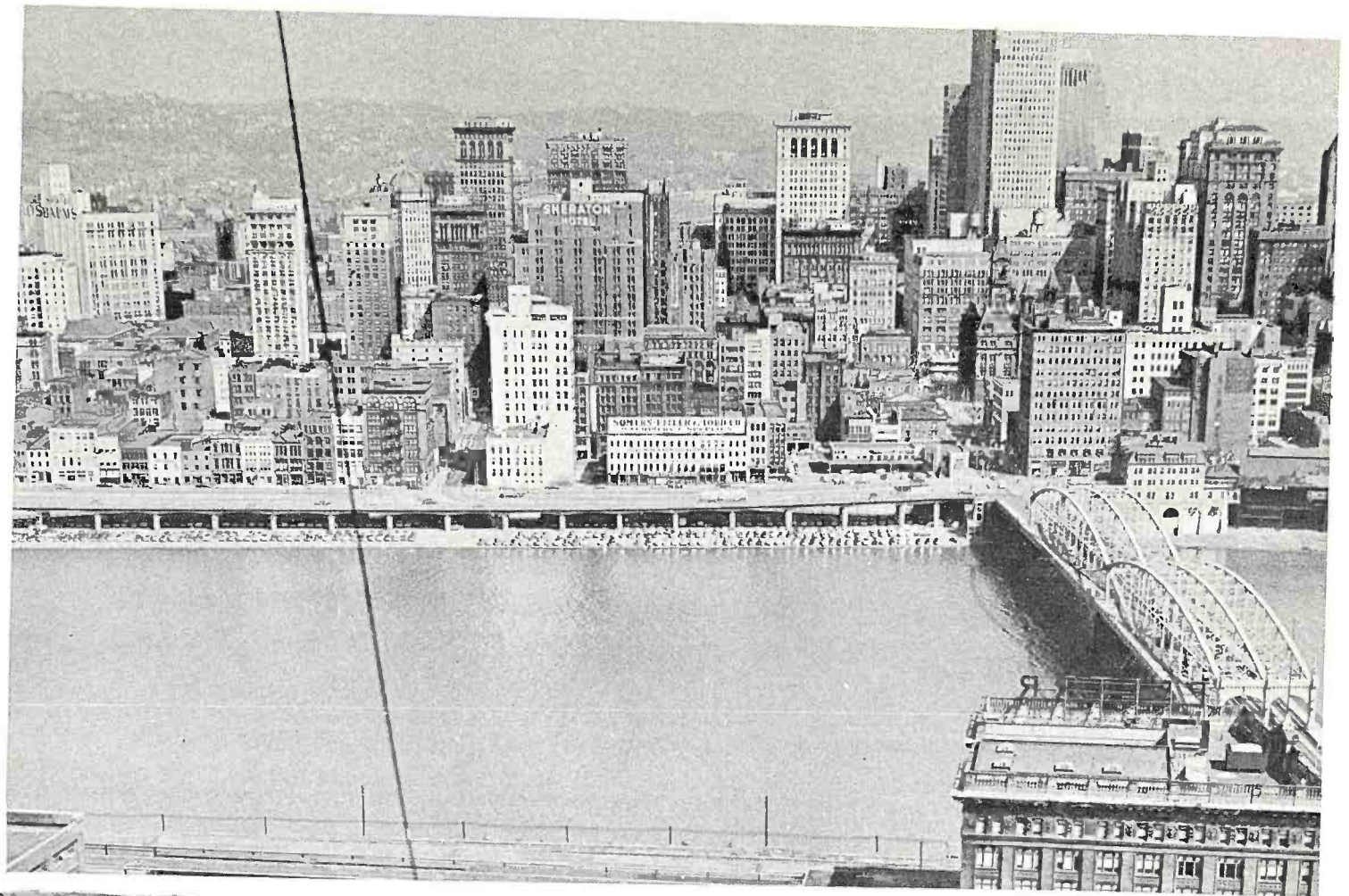
From the old Mt. Washington incline looking  
North.



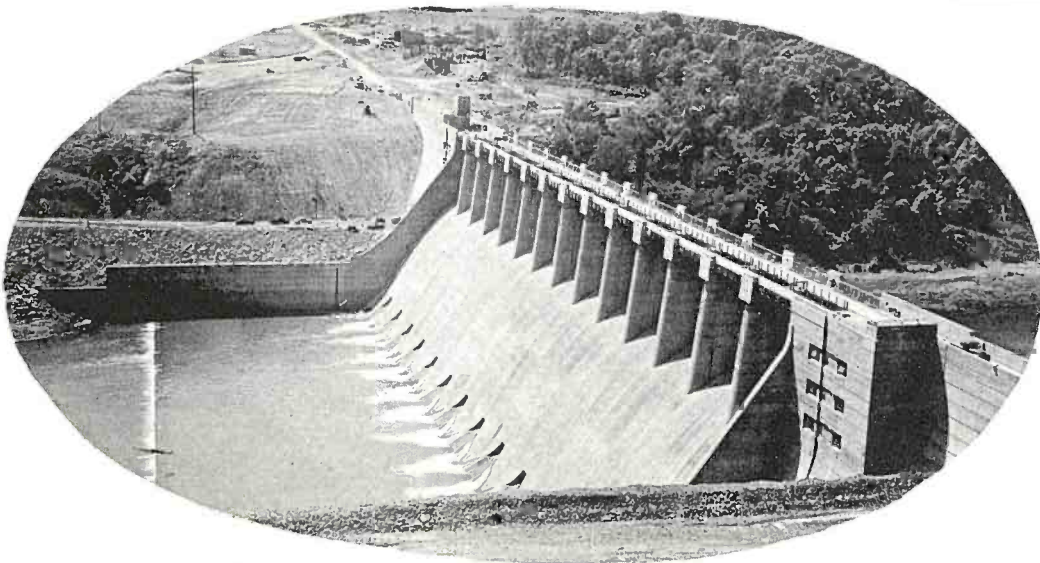
Outdoor dining at Hotel Schenley's "Garden Terrace."



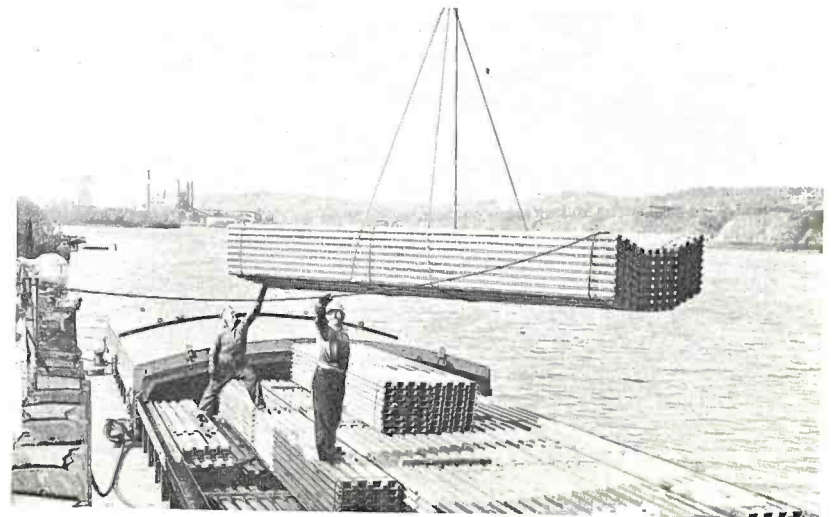
Grant St. view  
of Hotel Wm. Penn.



Looking North at Pittsburgh.  
Smithfield St. Bridge at right and  
the P & L E. R.R. station in the  
foreground.



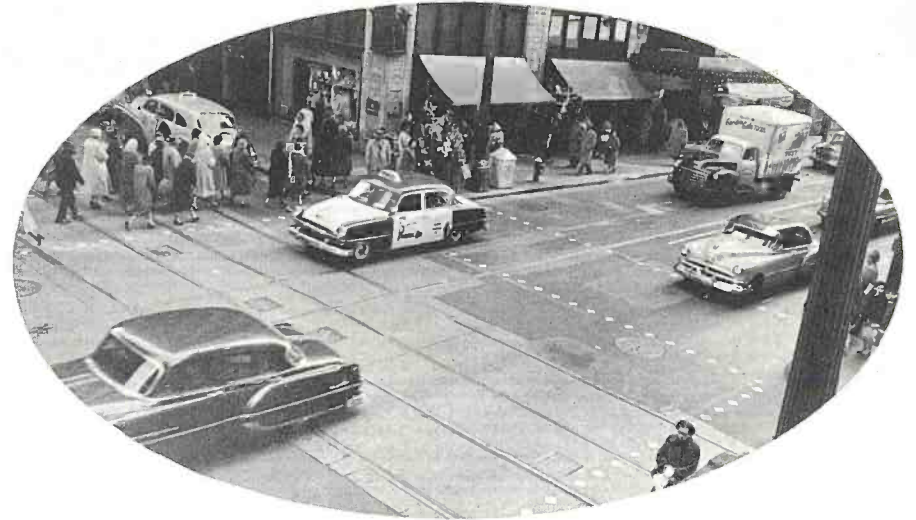
The great Conemaugh Dam near Saltsburg.  
Added insurance for the city of Pittsburgh.



Barge activity on the Ohio.



Pennsylvania Railroad Station  
at 11th and Liberty St.



Typical busy street scene taken at the corner of  
Smithfield street and Sixth Ave.

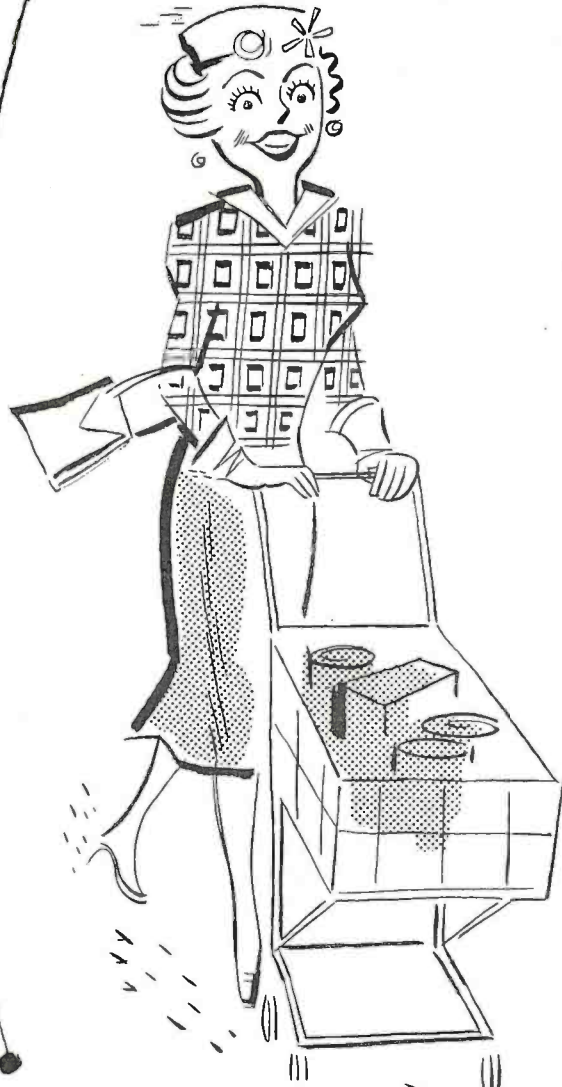


Parking Service Inc. at 6th Ave., and Bigelow  
helps us solve our parking problems.



# WHERE OUR NEIGHBORS SHOP

Lebanon Shops at Castle Shannon and Lebanon Blvds. has offices on top level.



OVER 25 MODERN SHOPPING CENTERS HAVE BEEN BUILT OR ARE BEING PLANNED IN THE PITTSBURGH AREA.

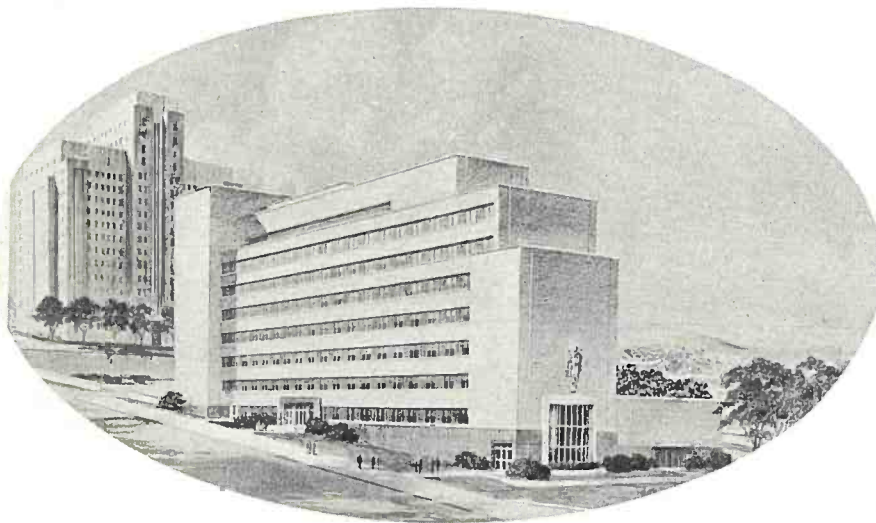
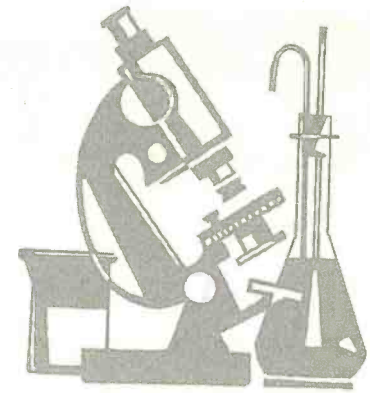


Town & Country Miracle Mile, Route 22, Monroeville, Pa.

# Universal Hope at the University

Nearly \$50-million worth of new buildings are being added to make the Pitt Health Center a leader in prevention and cure of disease

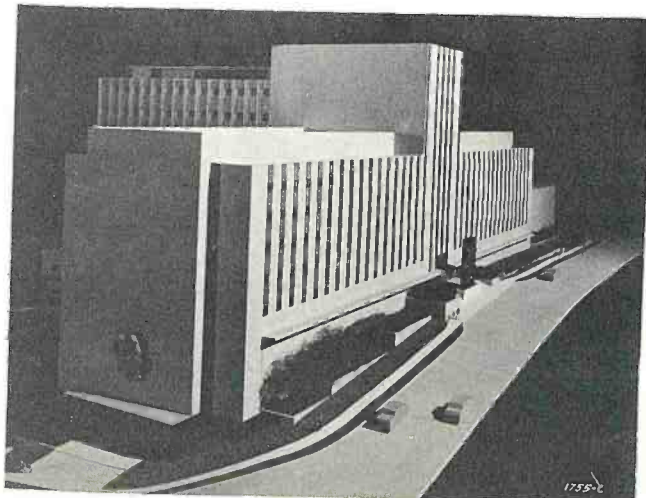
In the shadow of the 42 story cathedral of learning in Oakland doctors and scientists are helping to build a world free of misery and suffering. The core of the Pitt Health Center is located in a four block area near the stadium. Within this area, nearly \$50,000,000 worth of new structures have been added, or are now being constructed.



Architect's sketch of the \$5,000,000 Graduate School of Public Health now being constructed on DeSoto Street.



The great Dr. Jonas S. Salk, research professor at the school of medicine, University of Pittsburgh, discusses a vaccine test with Dr. Julius Youngner.

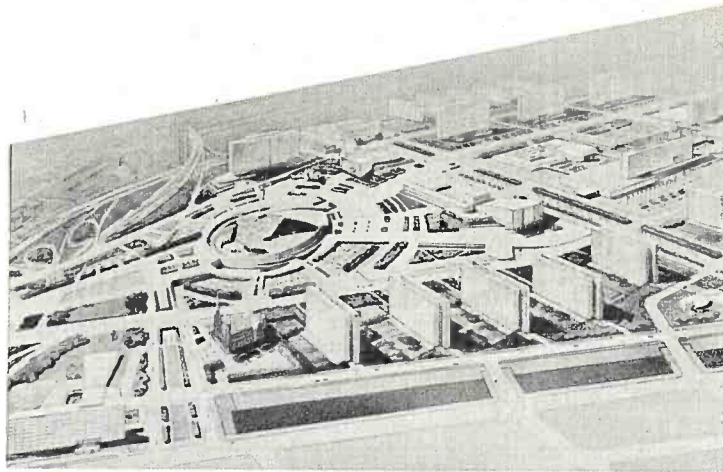


At far left is a model of the 15 story school of Health Profession Building also being constructed on DeSoto St.

Sketch of proposed underground 360 car parking garage.



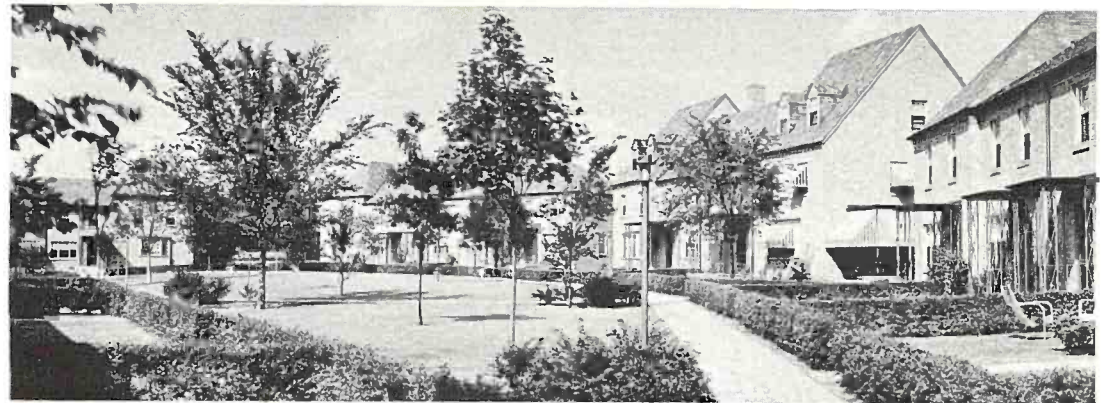
Allegheny General Hospital, one of the 72 hospitals located in Pittsburgh and Allegheny County.



\$50,000,000 Lower Hill Civic and Cultural Center will transform 106 acres of run down property into a headquarters for cultural advancement.



B'nai Israel Synagogue. We have 26 Jewish, 350 Protestant and 84 Catholic churches in Pittsburgh.

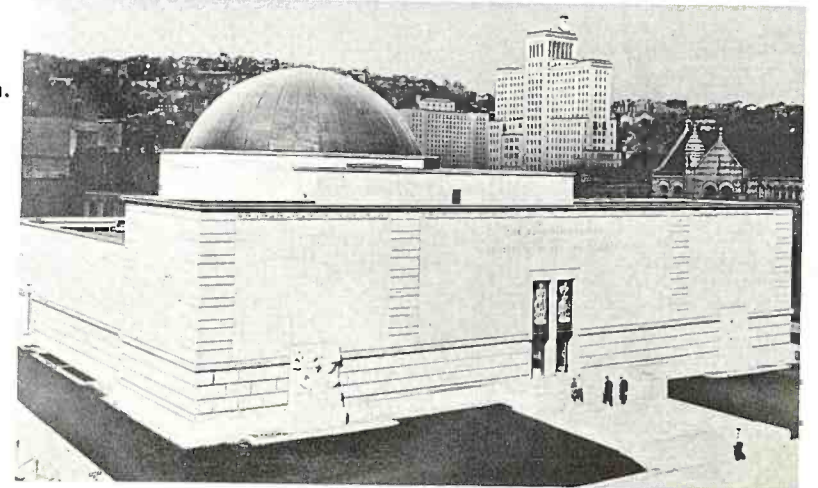


Beautiful homes in Chatham Village.



Mellon Institute of Industrial Research.

Buhl Planetarium.







Pittsburgh Symphony Orchestra.

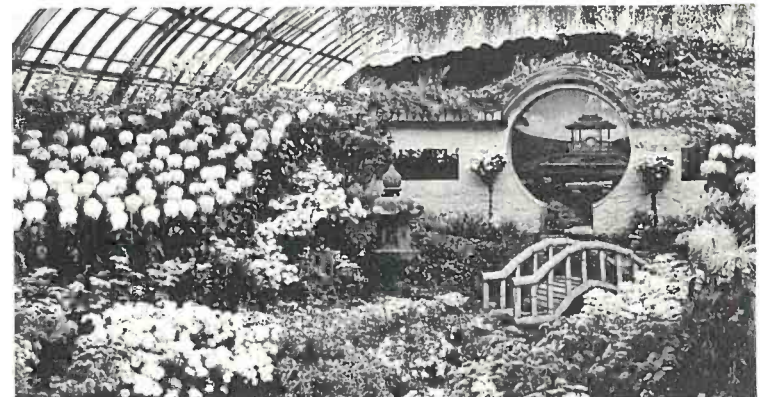
William Steinberg, Conductor of the Pittsburgh Symphony Orchestra in action.



Scenic Schenley Park — Westinghouse Memorial in background.



An unusual behind the scene view of the Civic Light Opera at Pitt Stadium taken during a performance.



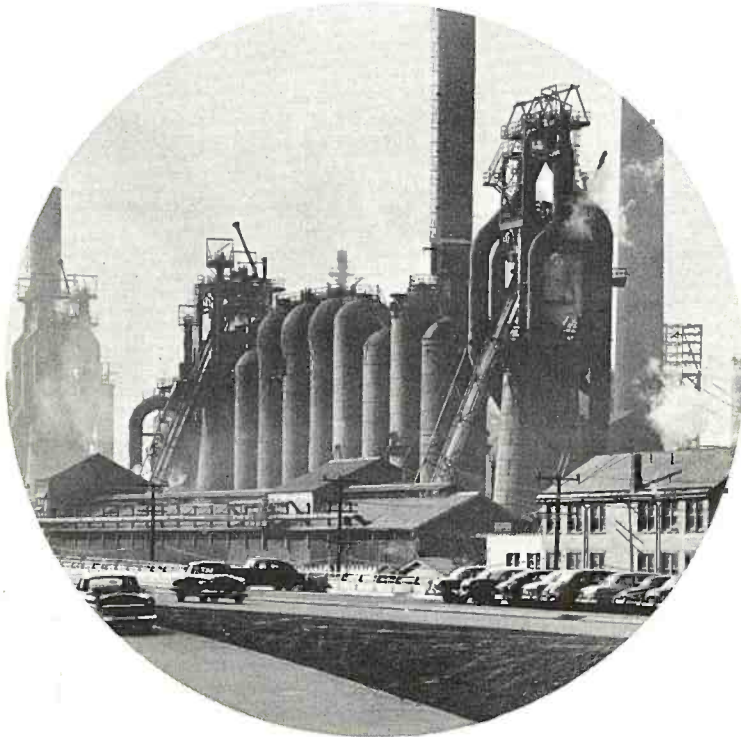
Phipps Conservatory — largest under glass conservatory in the world.

# PITTSBURGH ... THE WORLD'S INDUSTRIAL GIANT

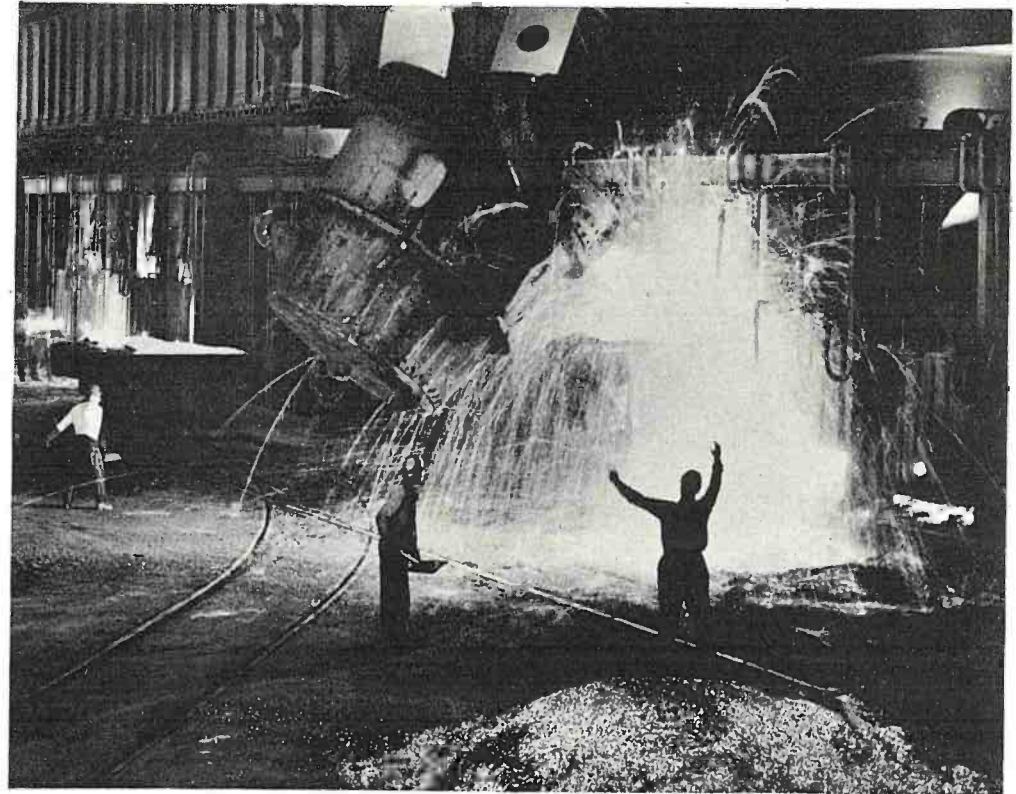
Pittsburgh has long ruled the empire of steel. Resting on the greatest coal deposits in the world — Pittsburgh and its surrounding counties can stoke America's furnaces for generations.

With the advent of the Atomic Age Pittsburgh became the home of the first privately-financed atomic plant, the world's first Atomic engines, and the first Atomic power house.

This is a city of great diversity. Small industry and business thrive in the shadows of the giants in Pittsburgh.



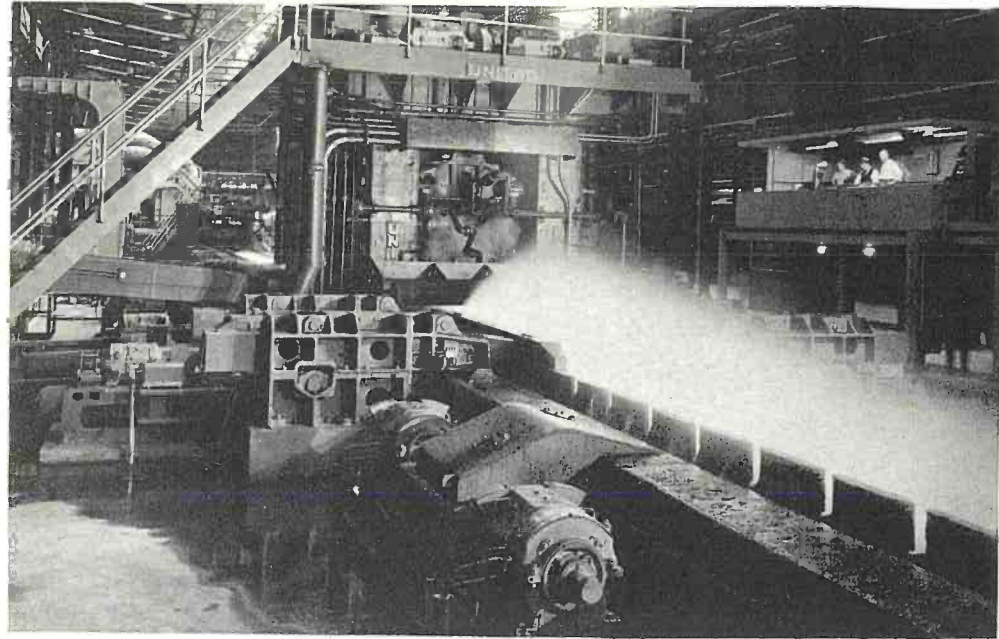
The Eliza Blast Furnaces of Jones & Laughlin Steel Corp.



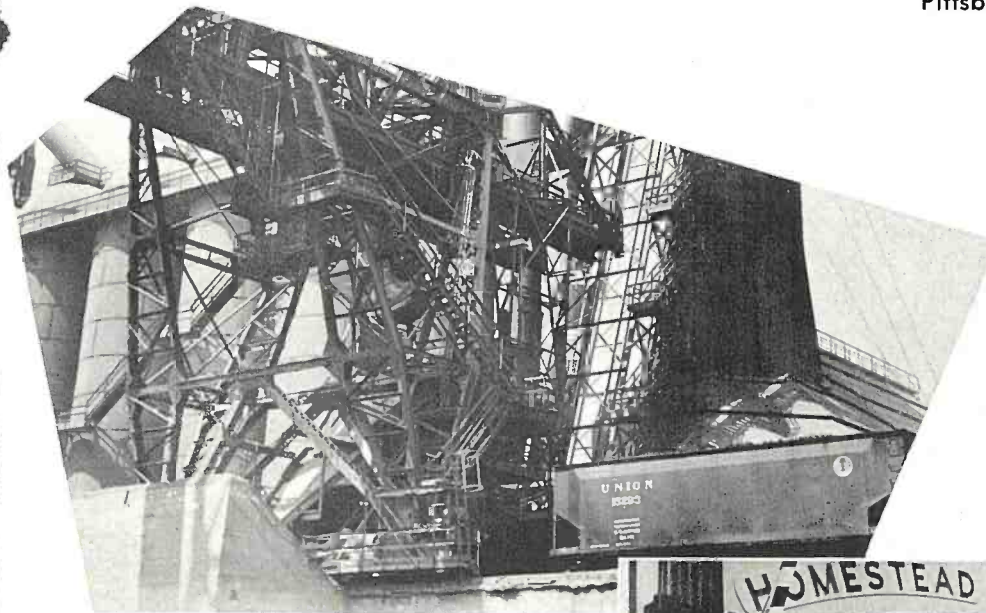
Pittsburgh produces one-quarter of the Nation's steel.



An air view of the sprawling Jones & Laughlin Steel Plant.



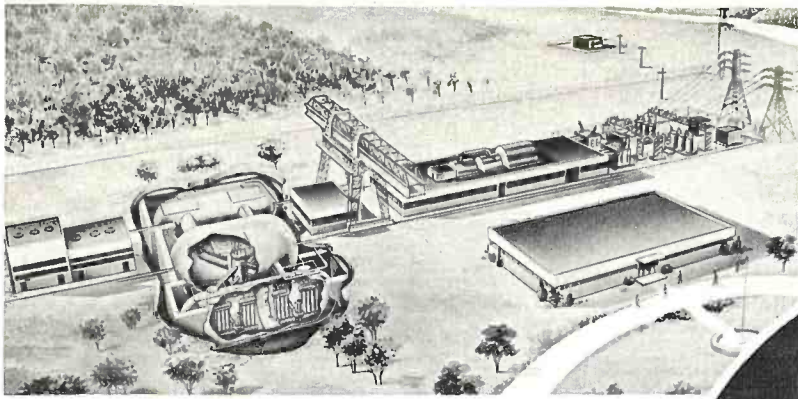
Pittsburgh Steel Co.



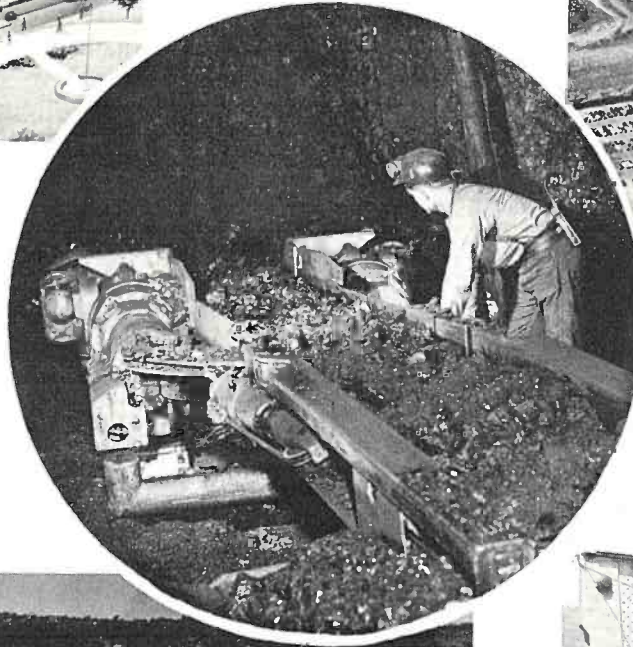
Fuel and more fuel is needed to feed the mighty furnaces of the great U. S. Steel Works.



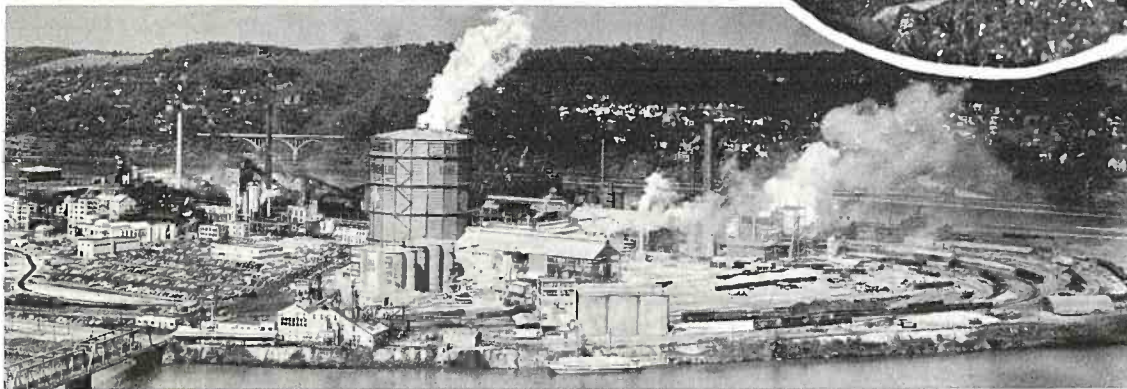
Men of Steel heading home.



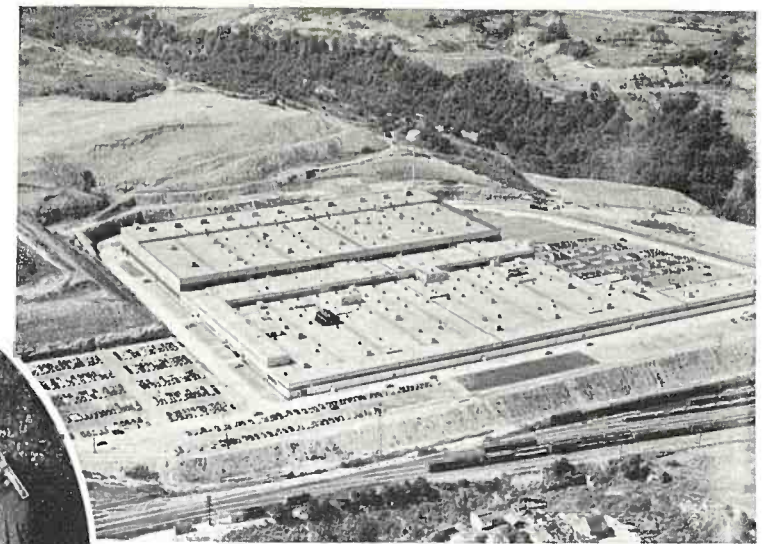
Cutaway view of the Atomic plant at Shipping Port.



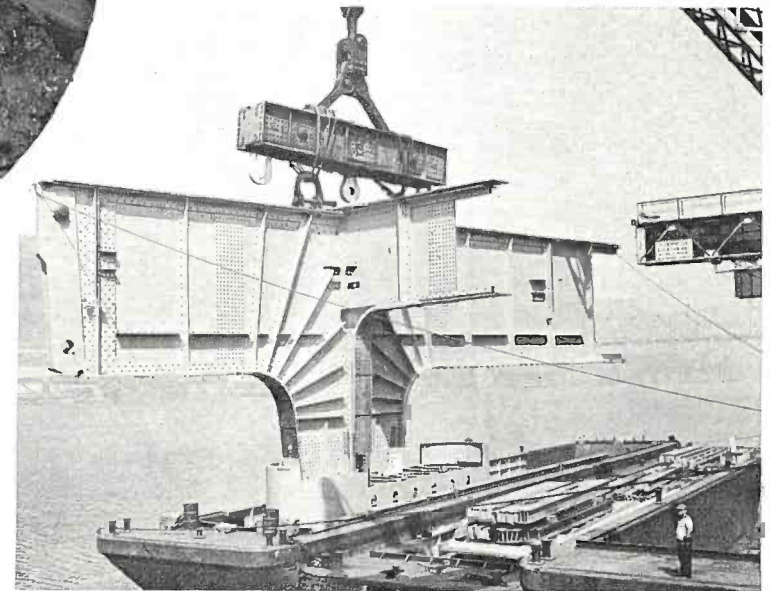
Pittsburgh mines turn out 12.25 per cent of total coal produced in U. S. A., at right is a view of the Pittsburgh Consolidation Coal Company.



Pittsburgh Coke & Chemical's Neville Island Plant.



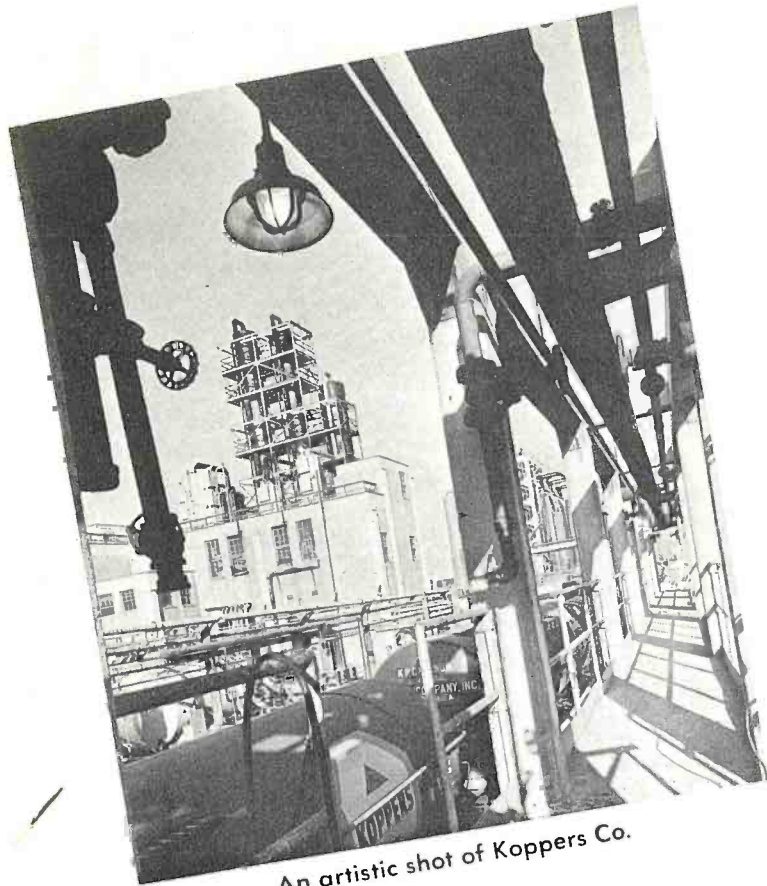
Home of Fisher Body Division - General Motors.



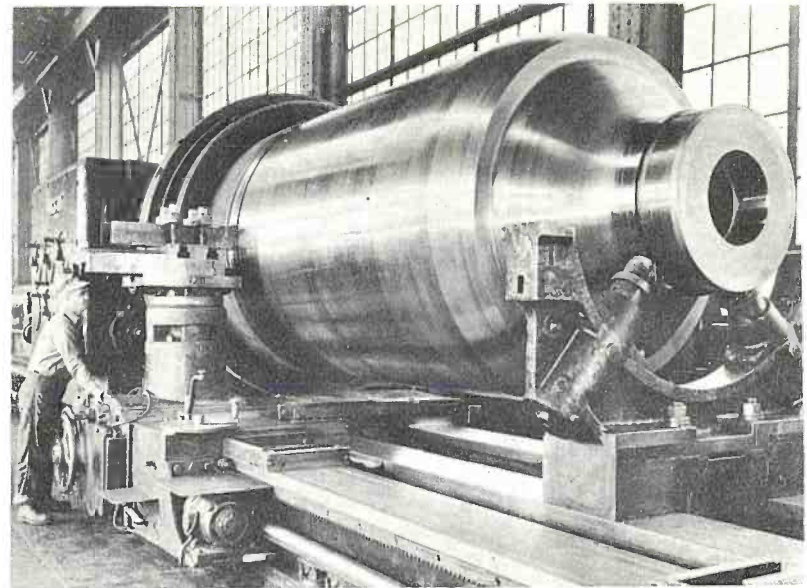
Loading Girder at U. S. Steel's American Bridge Division in Ambridge, Pa.



Westinghouse Research Labs



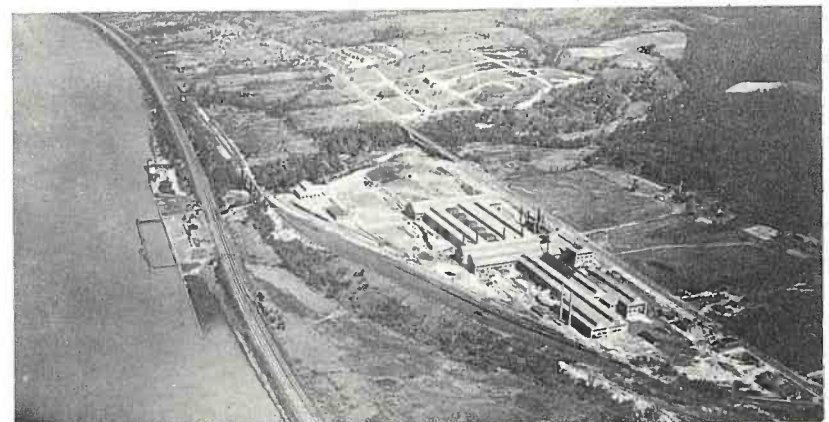
An artistic shot of Koppers Co.



Don't get careless now! Anxious workman and a precision job at the Mesta Machine Company.

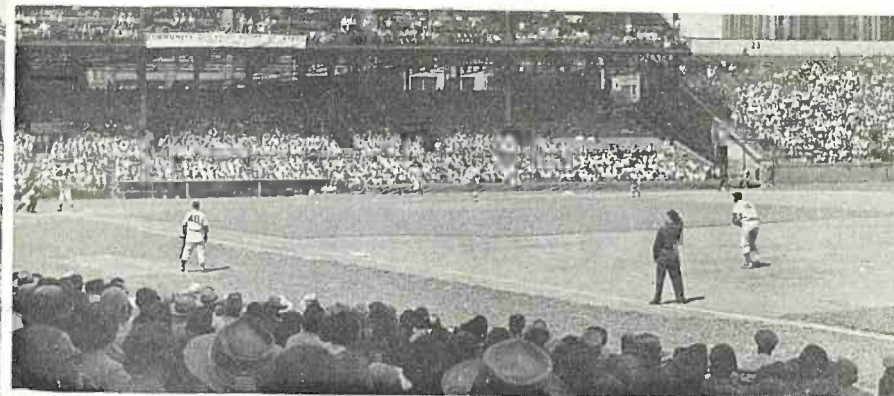


Site of the Pittsburgh District's new 103 acre River-Rail-Truck terminal.



And way down there is the A. M. Byers Pipe Co.

# PITTSBURGH IS SPORTS MINDED!!



Forbes Field, home of the Pittsburgh Pirates Baseball Club.



The Rolling Rock Steeplechase, one of the most scenic races in the nation.



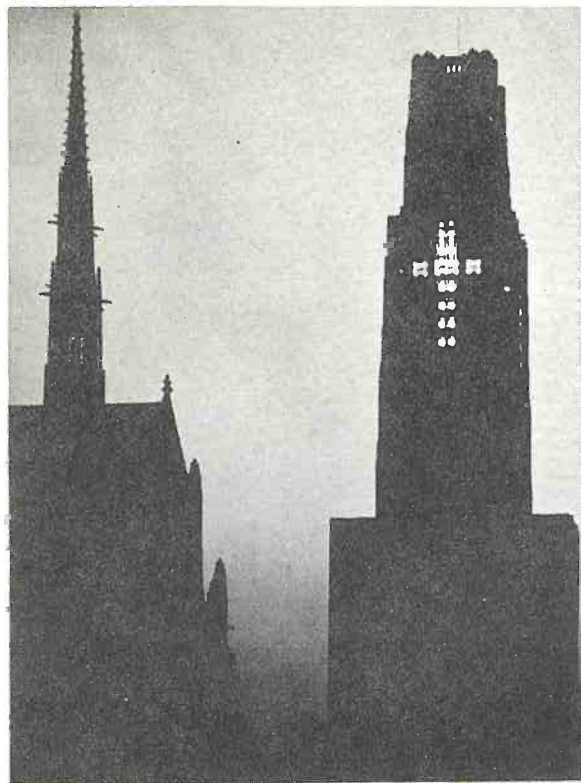
John Michelosen, head football coach, University of Pittsburgh.

The Pittsburgh Steelers of the National Pro Loop.



# EDUCATION....

With 96 Public Grade Schools — 26 Public High Schools, 205 grade and 51 high schools in the Catholic Diocese and 5 major colleges, Pittsburgh truly has the finest education facilities in the country.

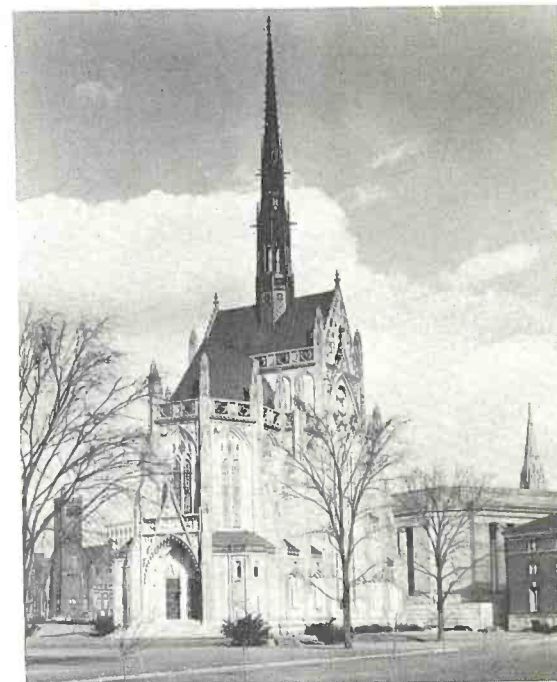


Putting Christ in Christmas.

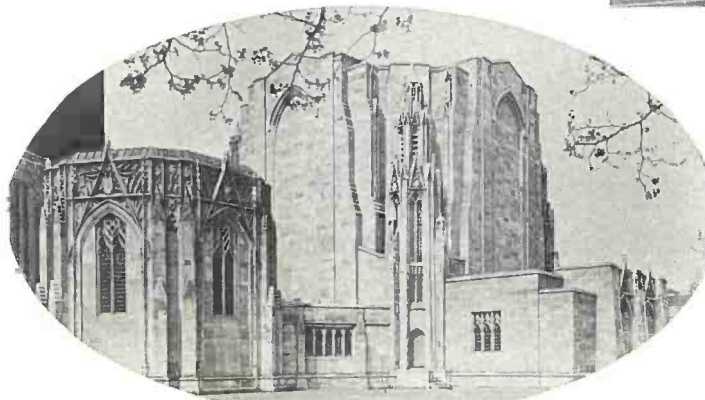


Our famous cathedral of learning.

## UNIVERSITY OF PITTSBURGH ...

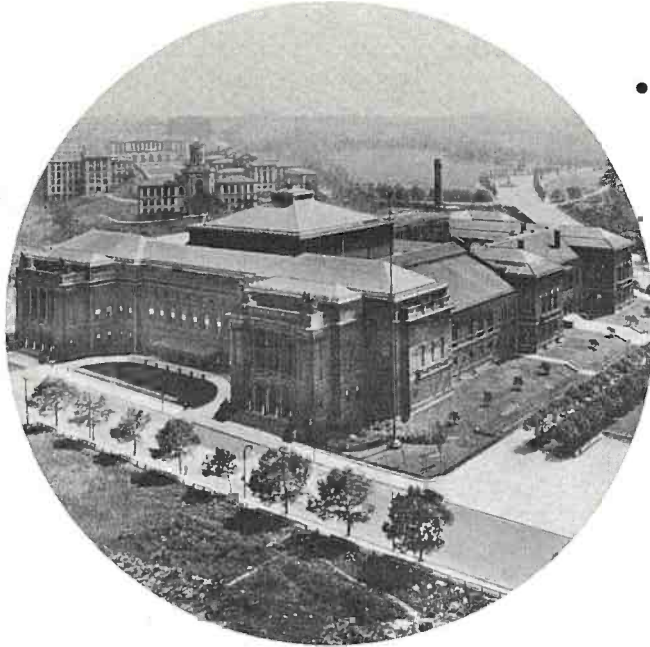


Heinz Chapel.

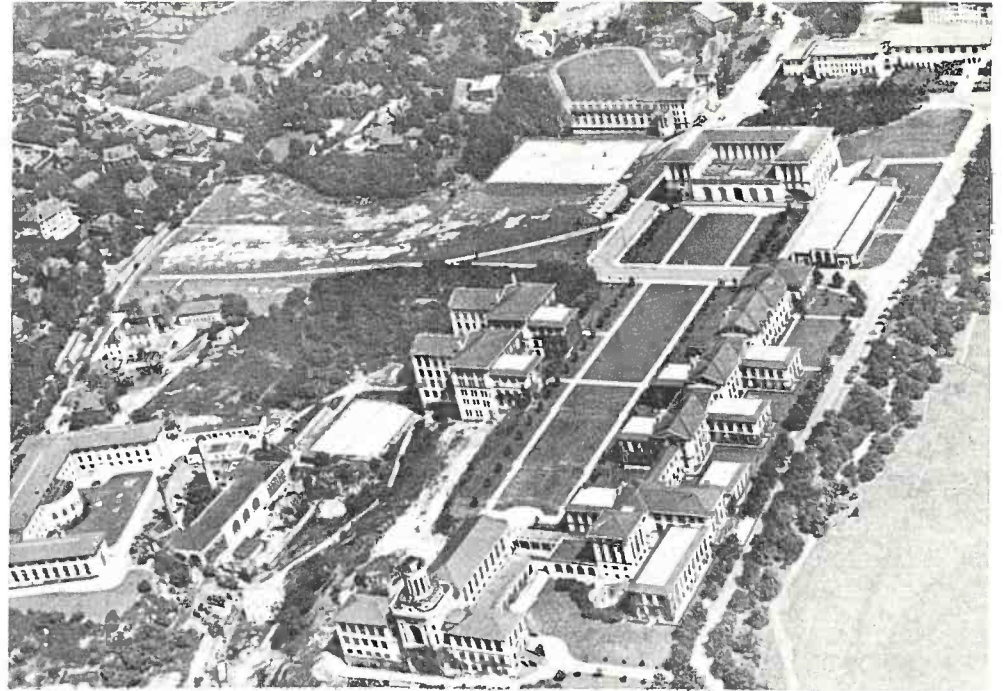


Stephen Foster Memorial.

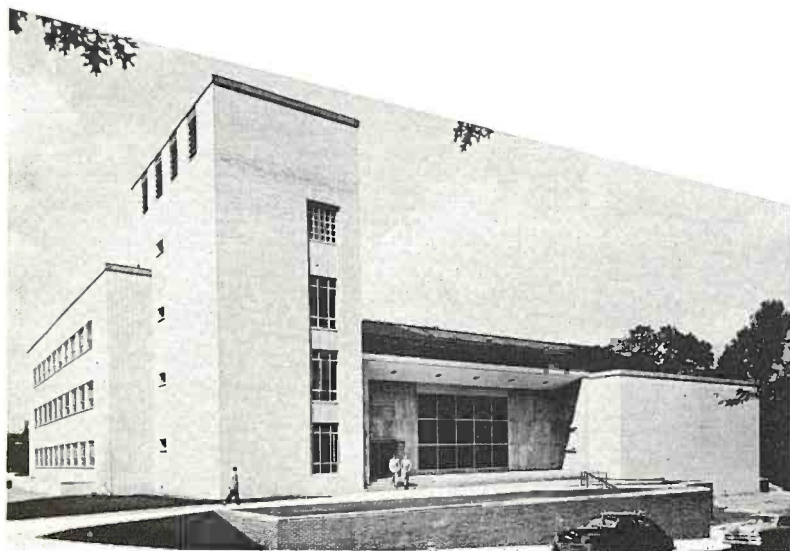
# CARNEGIE INSTITUTE OF TECHNOLOGY



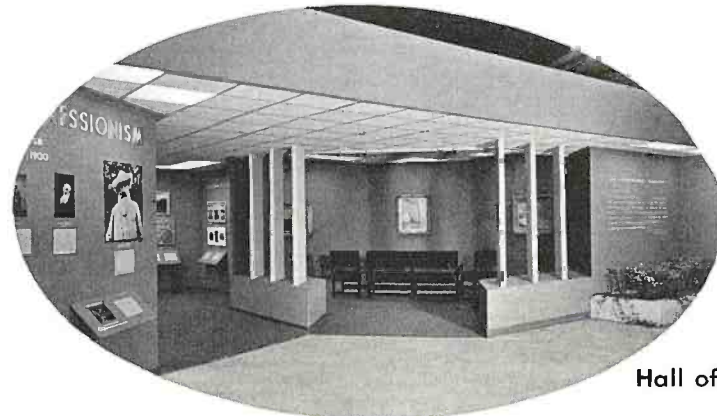
- • • A gift of Andrew Carnegie in 1896, comprised of a Museum of Natural History, fine arts galleries, magnificent lecture halls and the central branch of Carnegie Library of Pittsburgh.



Air view of campus.



Modern \$1,300,000 Industrial Administration Building.

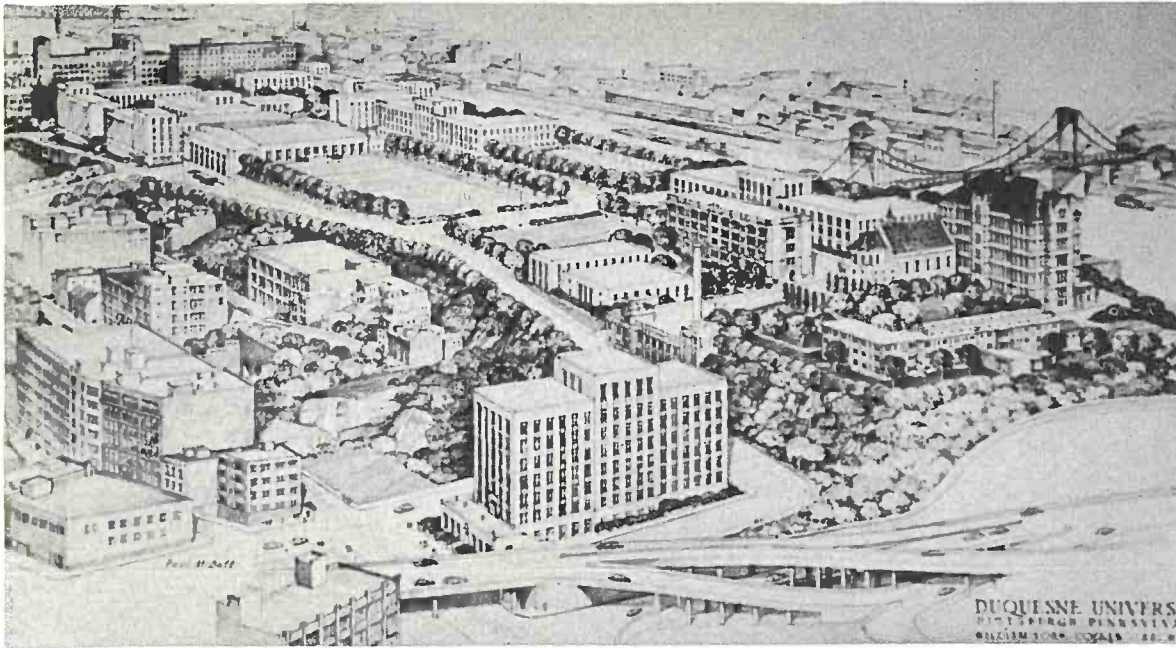


Hall of Architecture.



# DUQUESNE UNIVERSITY

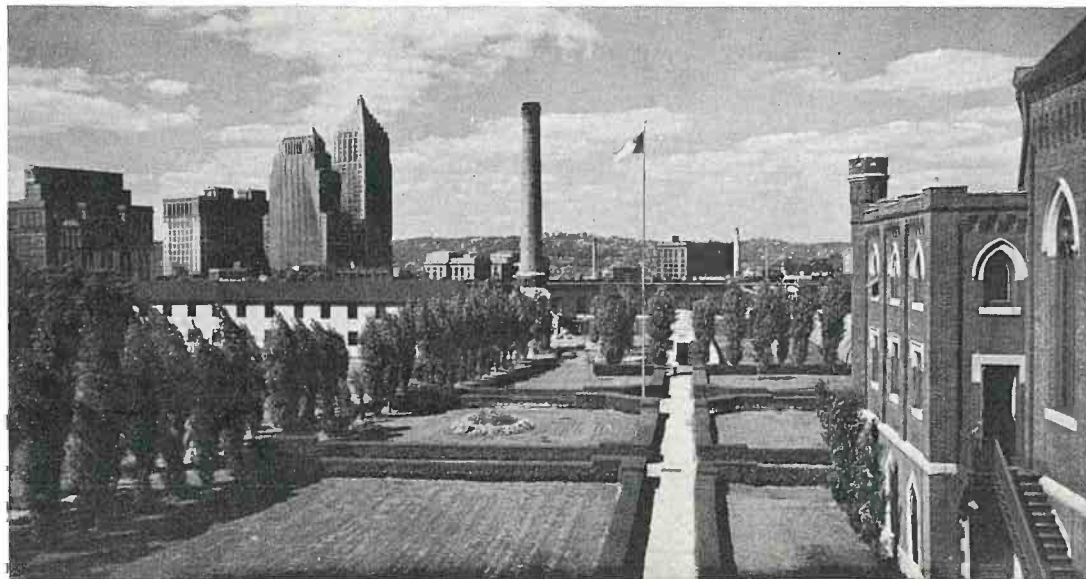
A Catholic institution of higher learning conducted by the fathers of the congregation of the Holy Ghost. The first school was established in 1878.



Another great step in Pittsburgh's redevelopment program is "The Duquesne of Tomorrow."

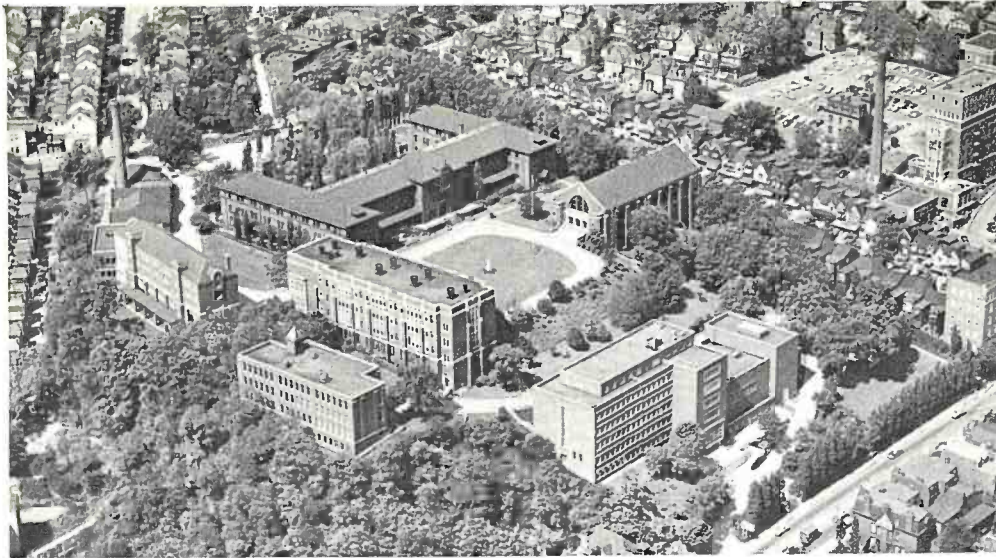


Chapel and Administration Building.

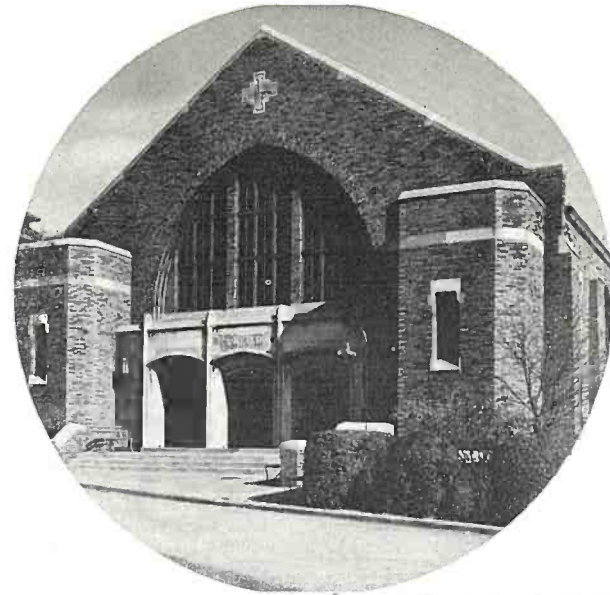


The campus with downtown Pittsburgh in background.

# MOUNT MERCY COLLEGE



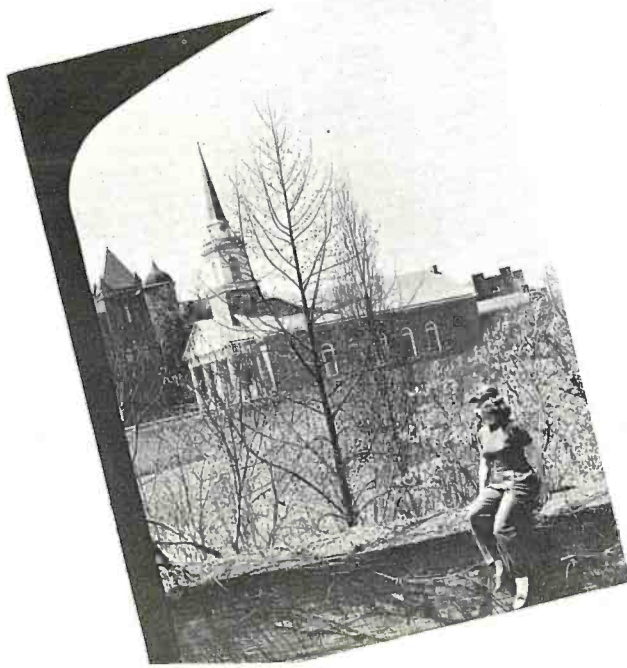
Air view of Mount Mercy College.



St. Joseph's Hall.

# CHATHAM COLLEGE

Formerly Pennsylvania College for Women.

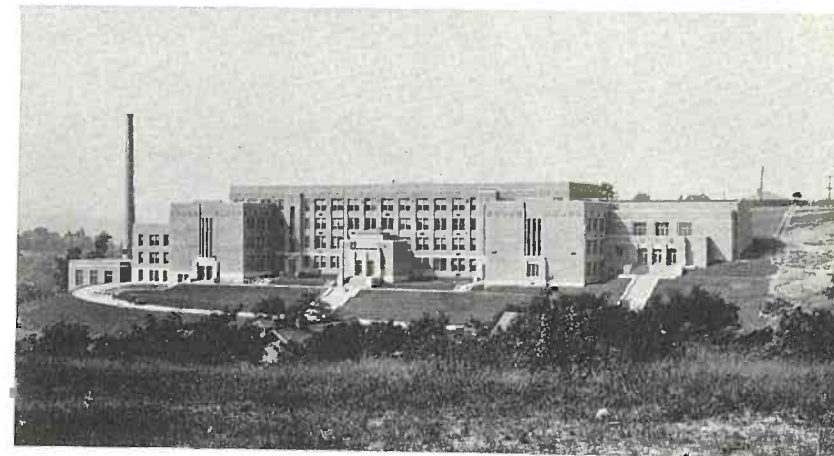


General views of campus.

# THE HIGH SCHOOL SET!



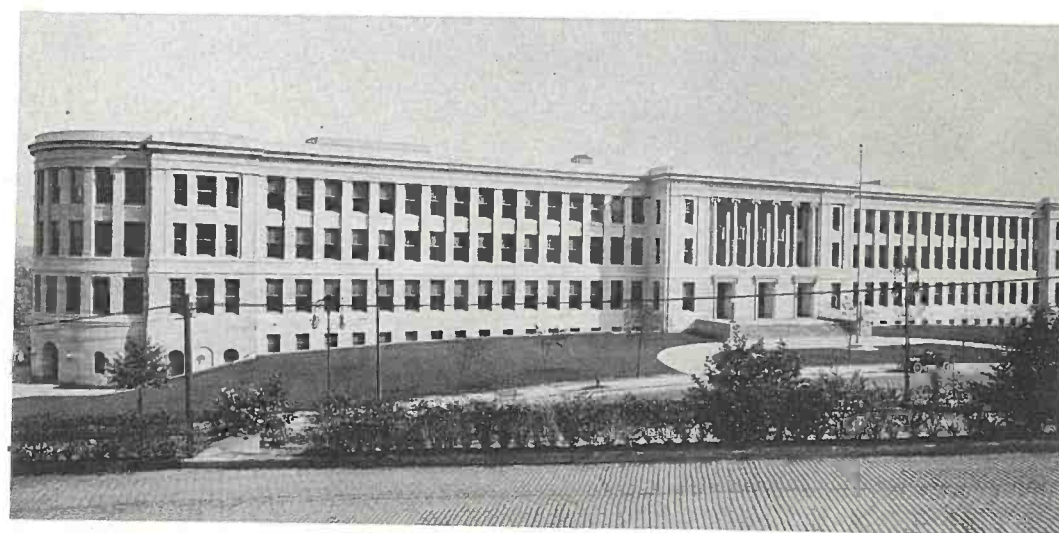
Allderdice High School.



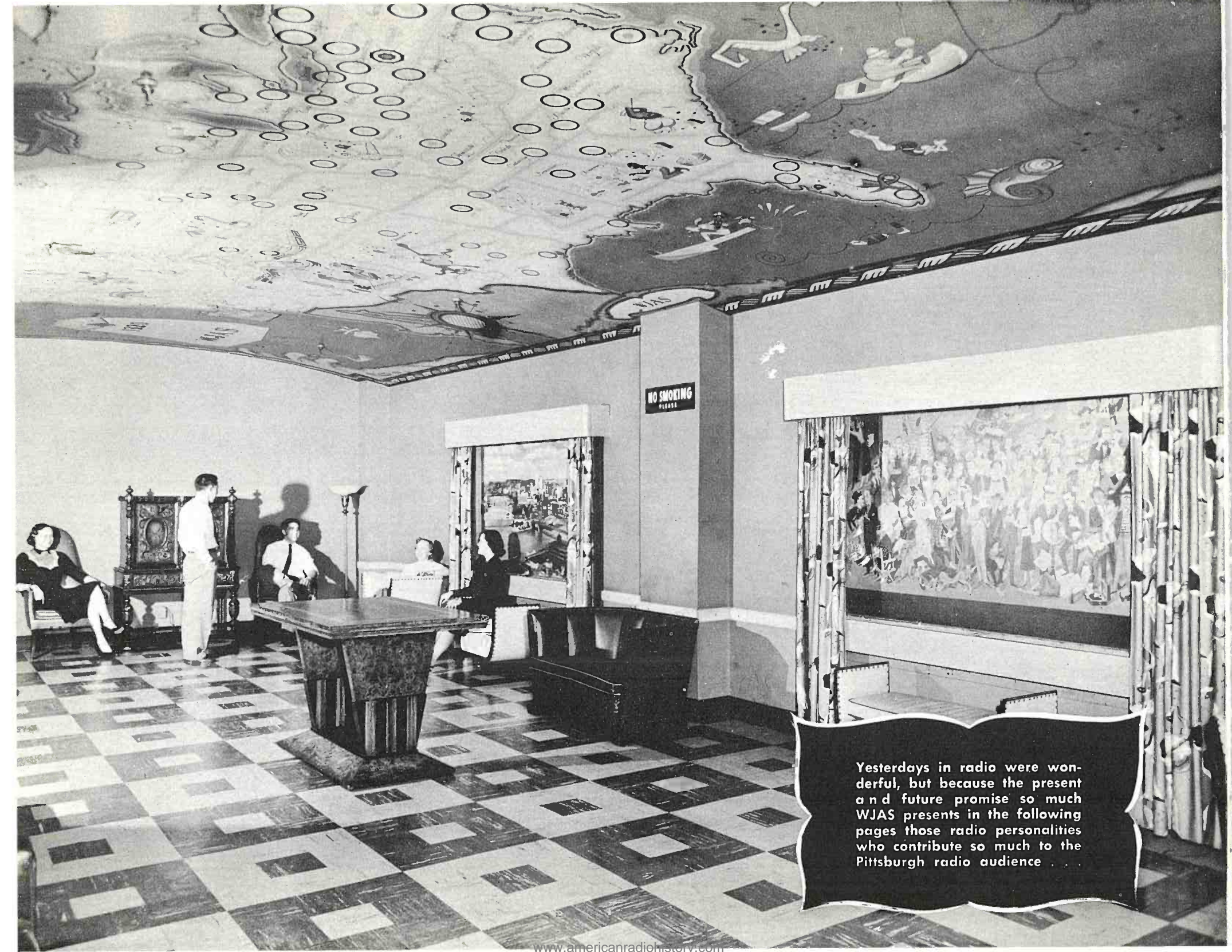
Herron Hill Jr. High School.



Arsenal High School.



Schenley High School.



Yesterdays in radio were wonderful, but because the present and future promise so much WJAS presents in the following pages those radio personalities who contribute so much to the Pittsburgh radio audience.

# WJAS

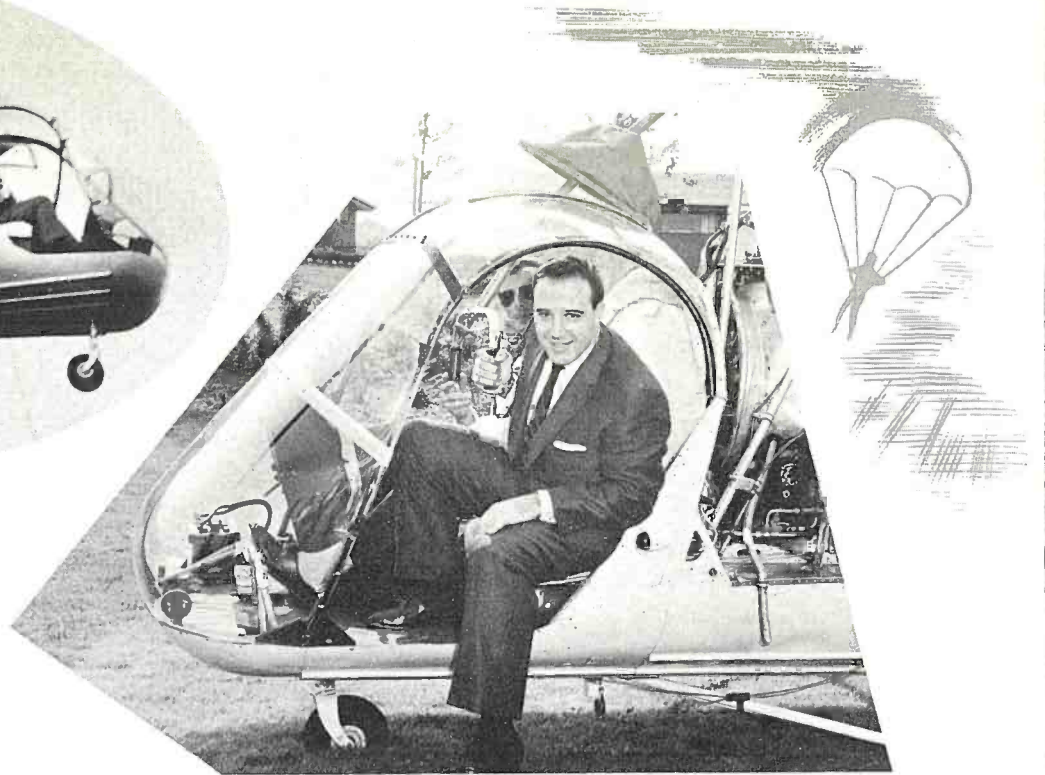
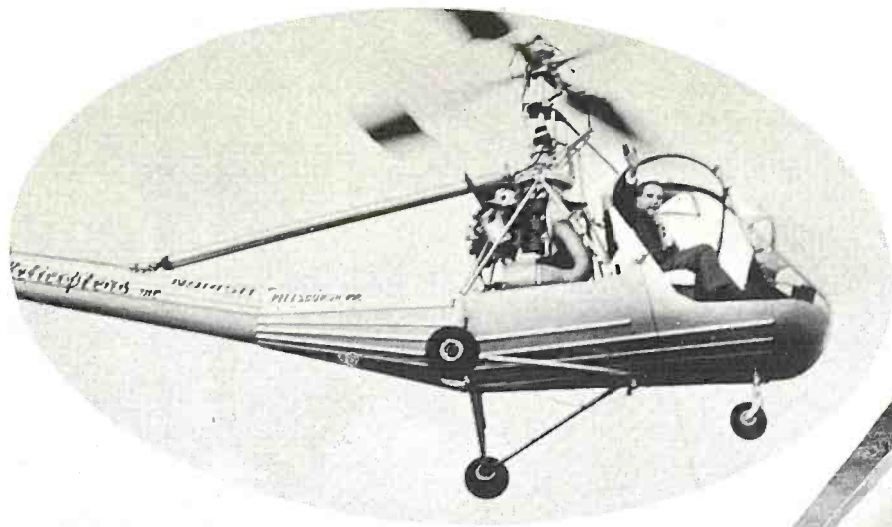
"The sunny side of the dial."



The **BILL BRANT SHOW**. Six days a week from 6 a.m. to 9 a.m., plays the role of waker-upper with music, time checks, and weather and news reports.



**HENRY DABECCO**, along with other staff duties, emcees pleasant segments of his "Musical Magic" every day, Monday through Friday.



The **BARRY KAYE SHOW**. Each week-day, Barry Kaye keeps the radio audience tapping their toes to recorded music. Sometimes he literally takes to the air as he did when he took his microphone into a helicopter and conducted his Sunday afternoon program from the sky.



... and sometimes he has a helper.

W J A S

# "OLD-TIMER'S Party"

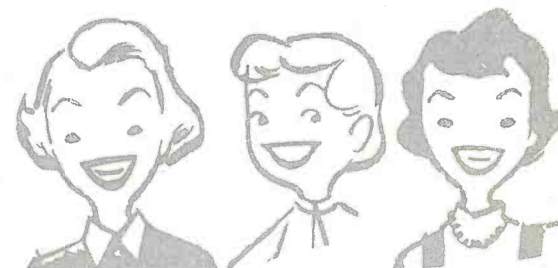


From listeners throughout the area, **HILARY BOGDEN** revoices hundreds of old time records, many of which he plays on his nightly program along with more popular music.



**NEWS**

## for *Women* ...



Worlds of fashion, glamour, culture, amusement, politics, home economics and others as seen from the women's angle is presented daily by **JANE ELLEN BALL**, WJAS women's news director.



# WJAS .... NEWS and SPORTS



**BECKLEY SMITH**, dean of Pittsburgh radio newscasters with over 20 years behind the WJAS mikes is one of the area's most-listened-to-newsmen.



Reporting the news is one of radio's most important functions and the responsibility rests with **HERB MORRISON**, WJAS News Director, shown at typewriter and teletype.



**CHUCK REICHBLUM**, WJAS sportscaster, covers the sports scenes both locally and nationally. He teams with Hilary Bogden in airing "Sports Daily Double" every night. Saturday afternoons, he couples sports information and news with

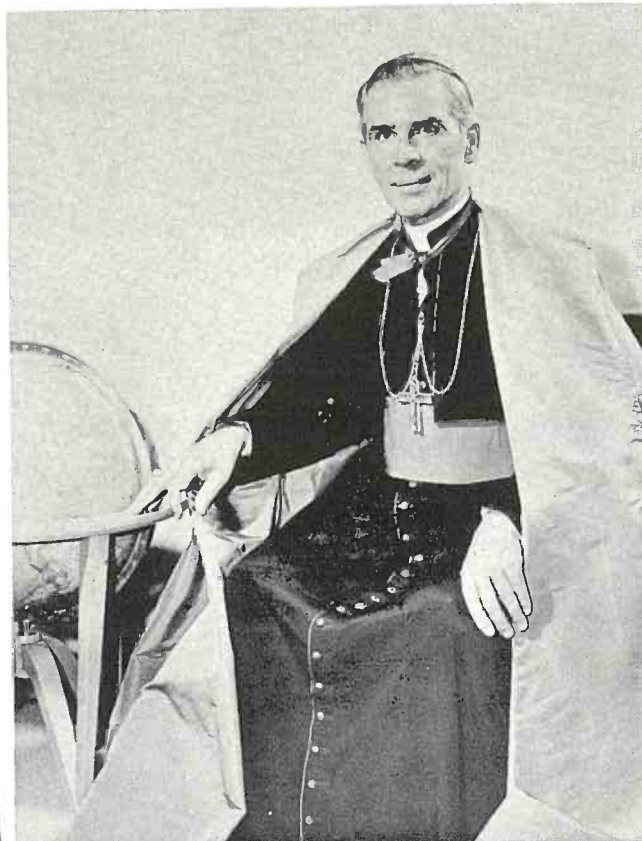


# WJAS PRESENTS FROM THE NETWORKS...

**ABC**  
RADIO NETWORK



Don McNeill



Bishop Fulton J. Sheen



Bill Stern



John W. Vandercook



Howard Barlow

# MUTUAL



Jack Bailey



Harry Wismer



Walter Winchell



Fulton Lewis, Jr.

# Metropolitan Pittsburgh.. and surrounding communities..



JOHN COLGAN

## PHOTO CREDITS

- Pittsburgh Chamber of Commerce
- Pittsburgh Historical Society



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<p>PITTSBURGH MUSICAL INSTITUTE, INC.      William H. Oetting and      Dallmeyer Russell, Directors      FORTY-FIRST SEASON      Private lessons--children and adults      Day or evening--begin any time</p>	<p>Robert C. Neugebauer      NAME      307 South Aiken Avenue Apt.6      ADDRESS</p>
<p>Piano Voice Band and      Pipe Organ Violin Orchestra      &amp; Electronic Harmony Instruments      Kindergarten piano classes      131 Bellefield Avenue in the Oakland      Civic Center--Phone MA 1-1000</p> <p>1954</p>	<p>Pittsburgh 32      CITY      Pennsylvania      STATE</p>