

11-15-60

(DATE)

Howdy Pardner!

Thank you for your ~~card~~ letter of Sept. 16, 1959.
Welcome to Fort Worth, Texas, where the West begins! We
are happy to learn that you are one of our listeners.

(Your report is confirmed/~~unconfirmed~~.)

J. E. Maersch

WBAP AM-FM-TV
3900 Barnett Street
Fort Worth, Texas

WBAP-FM

FREQUENCY	96.3 MC
POWER	52 KW ERP
ANTENNA	Collins Ring 475 feet on TV Tower
TRANSMITTER	RCA BTF-10B
ON AIR SINCE	March 8, 1949

WBAP-TV (NBC)

CHANNEL	5
POWER	100 KW ERP
ANTENNA	RCA Super Turnstile
TOWER	1113 Feet
TRANSMITTER	RCA TT-25BL
ON AIR SINCE	September 28, 1948

WBAP-820 (NBC)

FREQUENCY	820 KC
POWER	50 KW Clear Channel
ANTENNA	654 Feet Vertical Radiator
TRANSMITTER	RCA BTA-50 F
ON AIR SINCE	May 2, 1922

WBAP-570 (ABC)

FREQUENCY	570 KC
POWER	5 KW D D-N
ANTENNA	3 654-Foot Vertical Radiators
TRANSMITTER	RCA BTA-5F
ON AIR SINCE	May 1, 1938

Texas is a bright, bustling land where the sun shines nearly every day, but winter "Northers" sometimes drop the temperature from a balmy 88 to an icy 22 in a matter of hours.

Texas is rich in natural resources, friendly progressive Southwesterners and beautiful women.

Fort Worth and Dallas contain a metropolitan population of 1,418,600 and the twin cities (30 miles apart) are connected by a six-lane turnpike toll road.

Fort Worth is the home of the famed Texas Christian Horned Frog teams and Dallas is the home of Southern Methodist Mustangs. Both cities have baseball teams in the AAA American Association.

Come down our way and enjoy yourself in this fabulous land of outdoor sport and informal living.

Owned and Operated
By
Carter Publications, Inc.
Publishers of
FORT WORTH STAR-TELEGRAM
Amon Carter, Founder

WBAP

THE STAR-TELEGRAM STATION

SINCE 1922

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