



WBAP

THE STAR-TELEGRAM STATION

SINCE

1922

AM-FM-TV

FORT WORTH TELEPHONE LO-1981

DALLAS TELEPHONE TR-9757

3900 BARNETT ST.
FORT WORTH, TEXAS

AMON CARTER
CHAIRMAN

AMON CARTER, JR.
PRESIDENT

HAROLD HOUGH
DIRECTOR

GEORGE CRANSTON
MANAGER

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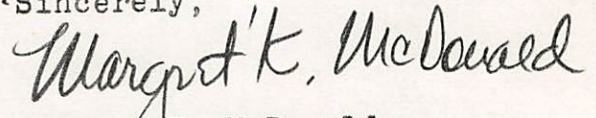
Dear Listener:

Thank you for your recent letter concerning your reception of WBAP. We're always happy to know that WBAP is "reaching out."

For your information we are enclosing a current schedule of our station programming.

Thanks again for writing. If we can be of any further service in this area, please let us know.

Sincerely,



Margret K. McDonald
Director
Promotion, Publicity,
Merchandising

MKM:fh
Enclosure

NBC
50,000 WATTS
820 KC.

ABC
5,000 WATTS
570 KC.

TEXAS
QUALITY NETWORK

TELEVISION
CHANNEL 5

FREQUENCY
MODULATION
100.5 MC.

FREE & PETERS, Inc., National Representatives

WBAP SHARES FREQUENCIES WITH WFAA. THE TWO STATIONS MAINTAINING CONTINUOUS SERVICE ON 820 KC. AND 570 KC.



Fort Worth Fort Worth
WBAP

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Fort Worth, Texas

WBAP-AM-FM-TV
RADIO AND TELEVISION SERVICES

of the

Fort Worth Star-Telegram, Fort Worth, Texas

In this spacious, modern building overlooking the Fort Worth Skyline, WBAP conducts all its radio and television activities. WBAP broadcasts on 820 kc (50,000 watts, NBC), and on 570 kc (5,000 watts, ABC). WBAP Channel 5, the pioneer television station of the Southwest has been on the air since September, 1948.

P5653

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STAMP
Here

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