



AM-FM-TV

FORT WORTH TELEPHONE LO-1981

DALLAS TELEPHONE TR-9757

3900 BARNETT ST.
FORT WORTH, TEXAS

January 18, 1955

AMON CARTER
CHAIRMAN

AMON CARTER, JR.
PRESIDENT

HAROLD HOUGH
DIRECTOR

GEORGE CRANSTON
MANAGER

Mr. John Sampson
7940 Pacific
Omaha 6, Nebraska

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,

Joe Wallace
Director
Promotion, Publicity
Merchandising

JW:br
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