

File Serap book

WBAP celebrates tonight its first anniversary as a Class B broadcasting station, and tonight is also the formal opening for the 1923-24 season ~~its~~ ~~its~~ concert ~~is~~ program.

The first 500 watt station ordered by any organization in the Southwest, WBAP ~~xxxxxxx~~ has set another example in increasing its power by 50 per cent, and the program you are now hearing is ~~xxxxx~~ sent out into the ether by a power of 750 watts, making The Star-Telegram broadcaster the largest station west of the Mississippi river.

A review of the work accomplished by WBAP during the year that has passed shows that nearly 5,000 separate broadcasts have been given to the people of the Southwest and the Nation from this station, including concerts, market information, news, baseball, sports, and a multitude of other matters of general interest.

No less than 600 musical programs have been given from WBAP in the year that has just closed, each one averaging *at least* an hour in length. Hundreds of leading musicians have taken part in these programs which have typified the best talent in this part of the country. Organizations from distances as great as 400 miles from Fort Worth have made the journey especially to present a concert for the radio fans from WBAP.

The files of The Star-Telegram show a total of between 150,000 and 200,000 letters and postal cards of appreciation from ~~g2~~ fans.

From a standpoint of distance , WBAP has been heard over a range of 9,000 miles West of Hawaii on the West to Cherebourg France on the East; ^{on the north} The Bering Sea in Alaska to Peru in South America. With the new 750 watt power it is hoped to even better this record.

For the coming season more than 200 concerts have already been booked, and two ~~programs~~ nightly programs from 7.30 to 8.30 o'clock and from 9.30 to ~~10.45~~ 10.45 o'clock will be given except Saturday and Sunday.

Several thousand listeners in hundreds of Texas cities and towns and rural communities are now doing their buying and selling of cotton and grain by WBAP quotations. This is the only station in the Southwest that furnishes hourly quotations from the opening until the close of the daily market.

Al Carre
Sept 17th 1923