

CHANNEL 8

KBTW

Serving the
DALLAS-FT.WORTH
Area

TELEVISION ALBUM

Potter Television Broadcasting Co.
DALLAS, TEXAS



Your Television Station KBTV in cooperation with progressive civic-minded local business concerns has made this book available to you. They trust you will find it informative and interesting.

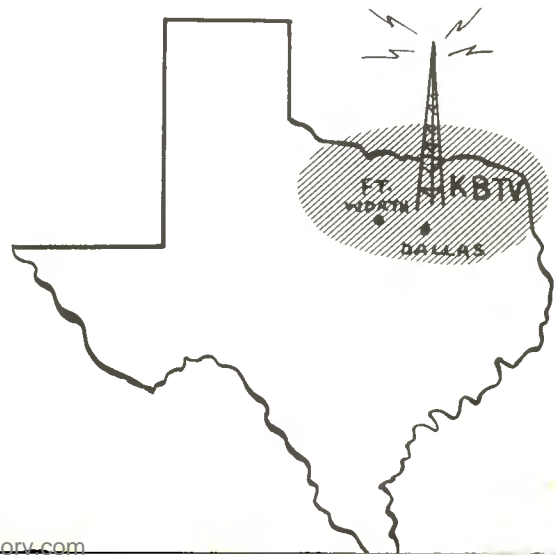
Vice President Barkley Dedicates KBTV



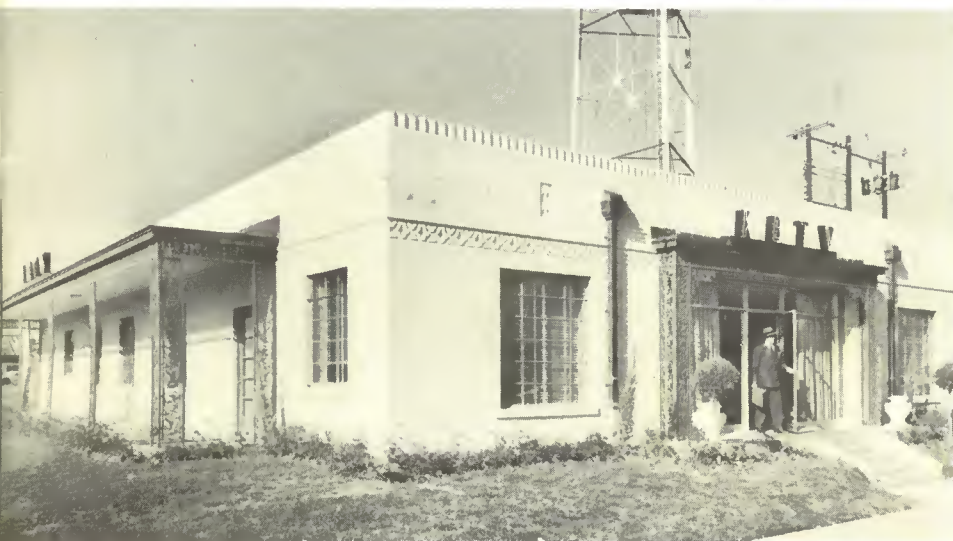
United States Vice-President Alben Barkley snips the ribbon that put KBTV formally on the air as Tom Potter, station owner, looks on. Barkley made a special trip to Dallas for the opening ceremonies on September 17, 1949. A crowd of 5,000 heard Barkley's dedication speech and afterwards saw a 2½ hour variety revue climaxed by a gigantic fireworks display. Don Morrow, KBTV news announcer, is on the right.



ALLAN SHIVERS, popular young Texas Governor, hails the coming of television to Texas as he extends greetings and best wishes to KBTV during the station's formal opening ceremonies.



"Welcome to KBTV"



KBTV's all-new \$150,000 studio building, styled in modern design and with finished landscaping, is complete with studio, transmitter room, offices, and dressing rooms. The antenna, towering above the Dallas skyline, stands as a symbol of vision and foresight in tribute to Dallas' first television station.

Clear glass panels and door afford visitors a complete view of KBTV's spacious reception room. As they enter they are greeted by charming Receptionist OSIE PRICE, left. That hand-painted mural in the background is the same as shown on the Album cover.



Meet
Tom Potter,
KBTB
Owner

TOM POTTER, KBTB owner, glances over a timely and appropriate article in a television journal.



TOM POTTER, Texas oil operator and financier, realized a long-time dream with the formal opening of KBTB in September, 1949. Since the earliest days of television development, Tom Potter was fascinated by this newest product of inventive genius. So it was natural in 1946 that he was among the first to file with the FCC for an operating permit.

Three years and \$700,000 later Tom Potter, with KBTB, is bringing the Dallas-Fort Worth viewers the best in entertainment, information, and education. Great commendation is due Mr. Potter for giving Texas one of the best constructed and finest equipped television stations in the country.

The President and the Vice President



JACK I. POTTER, KBTV president and son of owner Tom Potter. He takes an active interest in KBTV, and in less than four months after the station went on the air he had familiarized himself thoroughly with television technique. Jack Potter, formerly a captain in the Air Transport Command, serves also as president of Potter Oils, Inc., in Dallas.



J. CURTIS SANFORD, well-known Dallasite, serves in the dual role of KBTV Executive Vice-President and General Manager. He was formerly president of the Tydal Refining Company, and president of his own oil company in Dallas. He is probably best known in this area as the one-man promoter and founder of the Dallas Cotton Bowl, as well as other well-known sporting events.

K
B
T
U

First
in Dallas
with
Television

Responsible for



LARRY DuPONT, KBTV program manager, supervises the selection of programs and all production details. He had more than 10 years AM experience before entering television, and as a graduate of Fordham University, he is probably the only TV program manager in the country who holds a law degree. Playwriting is his hobby.



BILL SADLER, formerly a radio announcer, writer, director, and producer, has assumed the role of Director of Continuity at KBTV. He is a graduate of the University of Texas and during the war served as a pilot in the Army Air Corps.



Film Director DOUG THOMPSON is previewing some film scheduled to run on a forthcoming program. He receives, edits, checks, and compiles all film received by KBTV in addition to operating the projectors. He is a graduate of Baylor University and a veteran of the Army special services film division.



BOB STANFORD, KBTV's Chief Announcer with the friendly voice and bubbling personality, is shown here rehearsing one of his daily shows. His wide background in radio and motion pictures has made him a natural for television. He stepped right into the Chief Announcer's job the day the station took to the air.



ALAN POTTASCH, right, KBTV director-producer and one of the station's top idea men, is briefing Bob Stanford, announcer, for a later show. He is a graduate of Penn State College and was formerly with DuMont Station WABD (TV) in New York.



(Left) **CARL MANN**, sports announcer, interviews four Southern Methodist University football players, the day after their grid battle with Notre Dame ending the 1949 season, while the KBTV cameras record the scene. Left to right in the background are Carl Mann, Dick Davis, center, "Rusty" Russel, Jr., quarterback, H. B. Harris, KBTV mentalist and mind reader, Neal Franklin, tackle, and Dick McKisack, halfback.

Programming at KBTV



ZACK BETTIS, Advertising and Promotion Director, was the first station employee. He began his work when KBTV was just a "correspondence file" he carried under his arm. Zack is a graduate of the University of Missouri Journalism School and a former Radio Technician in the Coast Guard.



GEORGE WHITE, KBTV Sports Director, is rounding up some copy for his semi-weekly sports show. As one of the Southwest's foremost sports authorities, his work has proved valuable to the KBTV sports staff. He is a member of Grantland Rice's all-American selection board and was formerly sports editor of the Dallas Morning News.



The job of station News Director is held down by DON MORROW, shown here checking his daily newsreel. He does the narration on the Telenews Daily and all live news casts. Prior to coming to KBTV, he was with WHEN (TV) in Syracuse, N. Y., where he served as announcer and advertising salesman.



The young man there spouting directions from his cue sheet is EARLE MARVIN, director. A former announcer for KIXL, Dallas, he makes remote pick-ups his specialty. Looking on is MANNING TREWITT, staff technician.



The photographer went wild and snapped this shot of PAULINE ROQUES examining the traffic board. She is a Program Assistant and spends most of her time handling traffic and coordinating continuity. She is a native of the "Show Me" State and holds an A.B. degree from Drury College in Springfield, Mo.



(Right) Staff Organist FRANK NORRIS takes time off from his music and laughs at the show in progress. An Air Corps veteran, Norris handles both piano and organ music continuity on KBTV live shows.

Sales

The commercial department in any television station is the "bread and butter" of the entire organization. Commercial Manager Del Ramey and his two able assistants, Lafe Pfeifer and Bill Hickey, are the ones who bring in the sponsors and provide the means for KBTV's successful operation.



Commercial Manager DEL RAMEY checks an appointment with a local account. Friendly and easy-going, Del has known no other job but selling. With 13 years of experience behind him, he isn't afraid of long hours and plenty of "leg work."



Commercial Manager Ramey calls a sales huddle to check on prospective accounts within the Dallas-Fort Worth area. Left to right are Lafe Pfeifer, Del Ramey, and Bill Hickey.



LAFE PFEIFER, right, station sales representative, double-checks with Bill Sadler on some commercial copy for a client.





The deal is closed as W. J. BROWN, president of Titcher-Goettinger, one of Dallas' larger department stores, signs the contract to sponsor the Southern Methodist University home basketball games. Left to right are Del Ramey, KBTB Commercial Manager, W. J. Brown, Mrs. Margaret Evans, Titcher-Goettinger Promotional Director, and J. Curtis Sanford, KBTB Vice-President.



WALTER T. MORELAND, Regional Manager for Noblitt-Sparks Industries, Inc., manufacturers of Arvin products, explains to Del Ramey just what he wants on the regular Arvin Sports Show.



BILL HICKEY, left, station sales representative, and FERREN BROWN, manager of the Major Appliance Division of the Peaslee-Gaulbert Corporation, shake hands after signing the contract for "Program Previews." The Peaslee-Gaulbert Corporation is the distributor for Admiral products.



Officials for the Radio City Distributing Co., left, LEE GINN, Sales Manager, and THAD GORDON, General Manager, discuss the array of Zenith receivers on display in the KBTB reception room with J. Curtis Sanford. The Radio City Distributing Company is distributor for Zenith products.



Accounting and Administrative



In the bookkeeping department, KBTV Chief Accountant A. OTIS ELLIOTT checks with the commercial department on a service order number. He plays a major role in compiling the records that are necessary to operate a television station.



KBTV Chief Auditor GEORGE REED obliges the cameraman as he looks up from his work for a moment. He supervises the keeping of records and all accounts. He has been with the Tom Potter oil interests for 12 years and served as an Air Force major in the last war.



HOWARD DICKSON has a full-time job on his hands as a KBTV accountant. Here he is making an entry in one of the many record books. He served in France and Germany with the 9th Infantry Division during the war.



KAY BLOSSOM, KBTV secretary, is a long way from her home in Albuquerque, N. M., but she would know her way around any station. She's had more than four years experience in radio, and every day she turns out a volume of work for the station.



BETTYE LEE LANGSTON pauses for a moment from her secretarial duties to "rest her typewriter." As secretary to the manager, she has almost a full-time job handling correspondence alone.

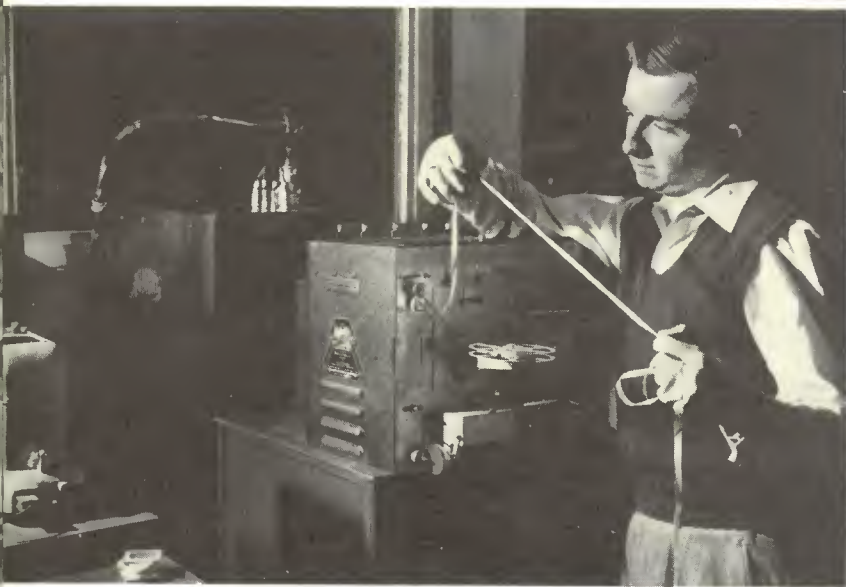
News and Multiscope



BEN JANUARY, Art Director for the station, has just completed some title work for some local sponsors which will be used later on the KBTV multiscope. He does all the station art work and assists in prop designing.



ZACK BETTIS takes off from his news editing long enough to smile at the camera. He edits all news as it is received from the wires of United Press. The news tape above will be used on the Daily Multiscope program. KBTV is the first TV station in this area to utilize the Multiscope. This equipment permits the telecasting of ordinary advertising copy and pictures for commercial purposes when "still" pictures are desired, in addition to simultaneous telecast of running UP News Strip.



DOUG THOMPSON, shown readying the multiscope for programming, makes a final check of the news tape splices. The United Press news on the tape is projected from the multiscope directly into the KBTV camera in the background.



(Right) News Director **DON MORROW** is bringing KBTV viewers a round-up of the latest worldwide news as seen through the eyes of the KBTV cameras. He gives complete coverages on local, national, and international happenings.

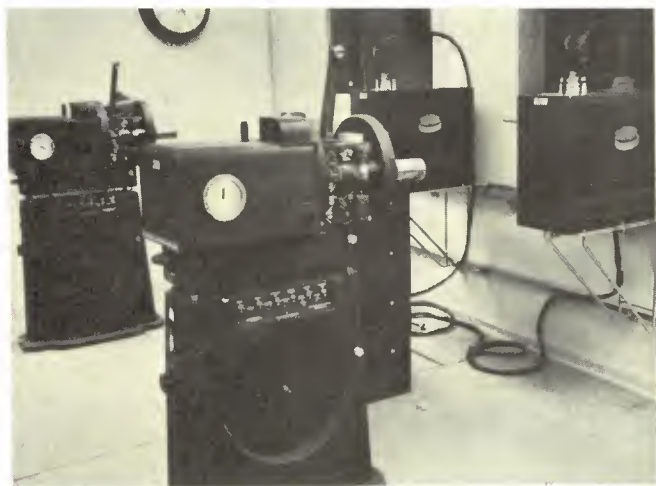
Technically Speaking



MORT ZIMMERMAN, left, KBTv transmitter maintenance engineer, is shown making adjustments on one of the many regulated power supplies for the picture distribution system in the transmitter room.



MORRIS C. BARTON, JR., KBTv Chief Engineer, makes a notation on one of his schematic drawings. A man that knows television from the word vacuum tube, he was formerly a research and development engineer for the Allen B. DuMont Laboratories, Inc., in Passaic, N. J.



Here is an inside view of the KBTv projection room showing the two large DuMont projectors each capable of holding 2,000-foot reels. These projectors project the image directly into the two cameras mounted on the wall on the right.



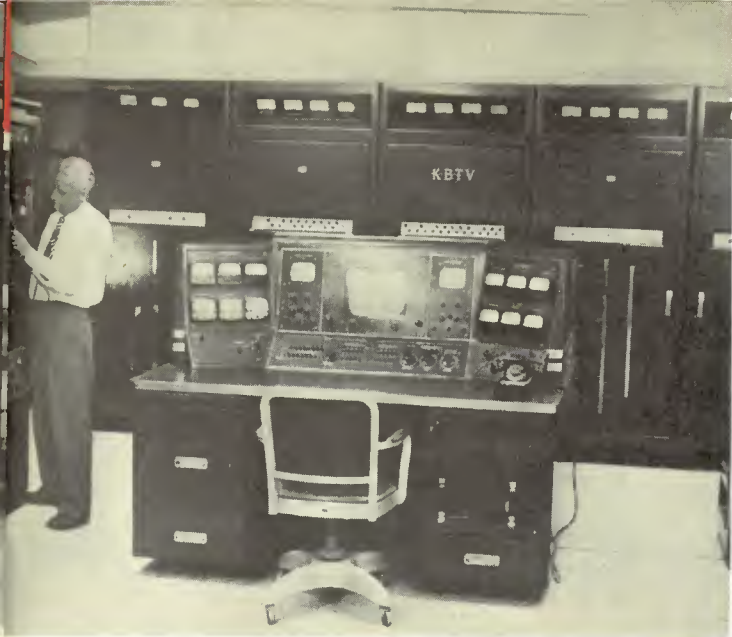
(Left) **PELMAN WATTS**, KBTv carpenter, applies the finishing touches to a prop which will be used for a show later in the evening. A carpenter for more than 30 years, he is in charge of the KBTv workshop and supervises the building and designing of props and scenery.



GEORGE KRUTILEK, station engineer and one of the smoothest cameramen on the staff, dollies in for a close-up on one of the early evening shows. His other duties include video and remote operations and equipment maintenance.



DOUGLAS PALMQUIST, largest man on the staff (6' 4", 202 lbs.), makes a final adjustment on his camera just before going on the air. A Marine Corps veteran, he also assists in equipment maintenance.



Farther back **LEE SPOONER**, engineer, is checking the "on-the-air" signal in compliance with FCC regulations on sync and video modulation. On the right is the DuMont transmitter trouble board.



Here is a side view of KBTv with its lofty self-supporting IDECO antenna tower in the background.



(Above) The control in action! **BILL SADLER** cues the performers in the studio while **EARL McDONALD** (left) at the audio panel looks on. Shading engineers at the control board are **Walter Conner** and **Jack Blacketer**, right.



(Left) **EARL McDONALD**, station audio engineer, puts an announcer on the air for the beginning of the day's telecasting. He is an electrical engineering student from Southern Methodist University with 6 years of AM experience. In the background **Engineer Jack Blacketer** threads a projector for a later show.



MYLES M. BENNETT, night maintenance superintendent, explains the purpose of the KBTv telephone terminal box to some station visitors.

KBTV's Golden Tele-cruiser



WILLIS McCORD, standing right, DuMont Laboratories representative, delivers KBTV's new \$94,000 remote unit to Station Owner Tom Potter, center. Ed Morgan, Washington Attorney, looks on. The "Golden Telecruiser" is the largest and most completely equipped television remote unit in the Southwest. The first of its kind in America.

(Right) A close-up inside view of the "Golden Telecruiser's" control room shows Shading Engineer Manning Tre-witt busy at work. A graduate of Texas A. & M., he maintains constant control of picture quality and signal level. In the background is Engineer George Kruti-lek.



Chief Audio Engineer RALPH INGRAHAM adjusts the volume of the pick-up microphone from within the remote truck. With 13 years of AM experience behind him, he supervises the operation and maintenance of all audio equipment.



Assistant Chief Engineer "Bud" Kirksey cues the shading engineers in the "Golden Telecruiser" on a special remote pick-up. He maintains constant contact with the studio by means of the direct telephone line.

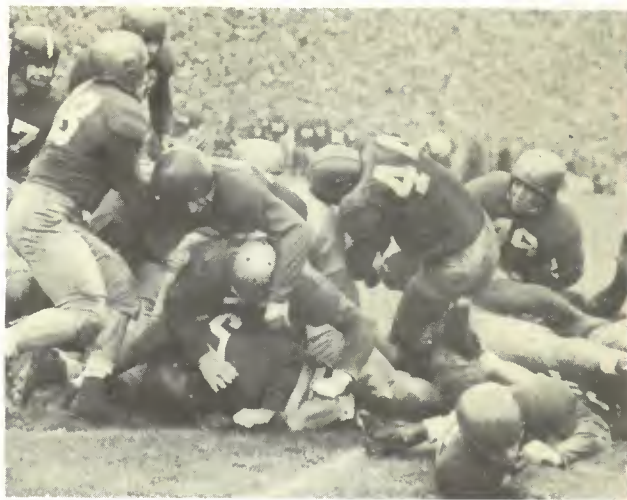


(Left) "BUD" KIRKSEY, in foreground, briefs his crew just before going out on a remote program. The "Golden Telecruiser," a complete studio on wheels, is used for tele-casting all sports, parades, special events, and other remote happenings.

S P O R T S



KBTV's "Golden Telecruiser" remote truck is just outside Dallas' 75,000 seating capacity Cotton Bowl. The SMU-Notre Dame game later proved to be the most exciting sports program carried by the station to date.



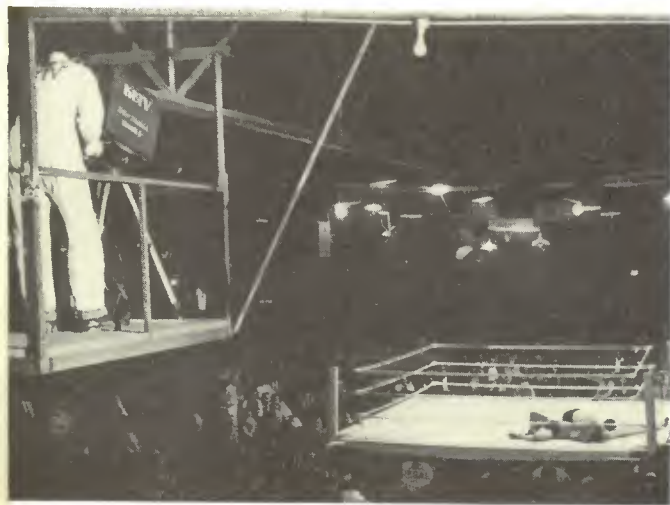
KYLE ROTE, number 44, SMU back, powers into the Notre Dame line for his third touchdown of the day during the breath-taking 1949 grid battle. This touchdown tied the score at 20-20. This game, which climaxed the 1949 season, was telecast by KBTV.



Well-known Sports Director GEORGE WHITE, center, makes his weekly predictions on coming football games. Guests are Ed "Moose" Krause, left, Director of Athletics and head basketball coach at Notre Dame, and Joseph Byrne, Jr., member of the Notre Dame Board of Trustees.



A tense moment is registered on the faces of GEORGE WHITE, KBTV Sports Director, and CARL MANN, sports announcer, when the Southern Methodist Mustangs met the University of Missouri Tigers from Columbia, Missouri, in their first basketball test on home grounds for the 1949 season. KBTV, Dallas' sports station, carried the game.



The KBTV cameras catch every thrill-packed minute on the Friday night wrestling matches from the Dallas Sportatorium. The rough-and-tumble tactics make this a top weekly show on Channel 8.



Following through with its policy of concentration on sports, Station KBTV brings its televiewers boxing thrills every Saturday night from Sunnyside Garden in New York City.

KBTV Program Parade



TOM POTTER, KBTV owner, signs a contract for affiliation with the Paramount Television Network. KBTV was the first station affiliate for the new West Coast Network. Klaus Landsberg, left, manager of KTLA (TV) Los Angeles, a Paramount station, and George Schubert, assistant to the president of Paramount, look on.

(Below) "Musical Vignettes," a weekly program over KBTV, is shown here featuring the Texas & Pacific Male Chorus singing the "Big Spring Cantata." Standing at the left is Glen Johnson, director. Special guest for the show was Joe Reichman, the Pagliacci of the piano and nationally famous pianist and band leader.



(Right) Santa Claus visited the KBTV studio three nights a week during the Holiday season. Dallas youngsters swamped the station for a look at the old man and his array of toys.



KBTV's board of "experts" examine a clue presented by Announcer Bob Stanford on the popular Sunday evening show, "Personality Puzzle." Left to right are Bob Stanford, Ross K. Prescott, Dallas attorney, Connie Baughman, fashion stylist for the A. Harris Company, and Dr. Harold Weiss, chairman of the SMU Theater and Speech Department. Incidentally, the hidden guest on this show was Margo Jones, Director of Theater '50 in Dallas.



Popular piano-playing Vincent Lopez is seen on his own show twice a week over KBTV and the DuMont Television Network.



BOB STANFORD turns "dentist" for a night on his daily Admiral "Program Preview" show. That good-looking nurse on the right is his wife, Agnes. Patient is Earle Marvin.



KBTV's remote crew covers a pre-game interview in front of the Cotton Bowl stadium prior to the SMU-Notre Dame game. Left to right are Carl Mann, sports announcer; Frank Payne, SMU backfield player unable to play due to an injury; Eck Curtis, Texas University backfield coach at Highland Park, and KBTV Sports Director George White.

H. B. HARRIS, KBTV mentalist, predicted the final score of the SMU-Notre Dame game on his Sunday evening show, "What's on Your Mind." Witnesses seated left to right are Will Wilson, Dallas District Attorney; Barney McGrath, SMU Speech instructor, and Dick McKissack, SMU backfield player. His prediction, made one week prior to the game, proved to be correct!



The nationally famous MARION SNIDER, at the piano, and the Imperial Quartet harmonize weekly over KBTV. The popularity of their religious singing has made them one of the South-west's top quartets.



DOAK WALKER, Southern Methodist University all-American, is presented a television set by the Radio City Distributing Company, distributors of Zenith products. Left to right are Carl Mann, KBTV sports announcer, Doak Walker, Roy Hill and Thad Gordon, President and General Manager of Radio City Distributing Company, respectively. The presentation was made during the KBTV show, "Personality Puzzle."



JACK HAMM, KBTV cartoonist, opens his popular weekly program. The charcoal champ keeps his audience amazed with his caricatures, musical illustrations, and his "Name the Face Contest."

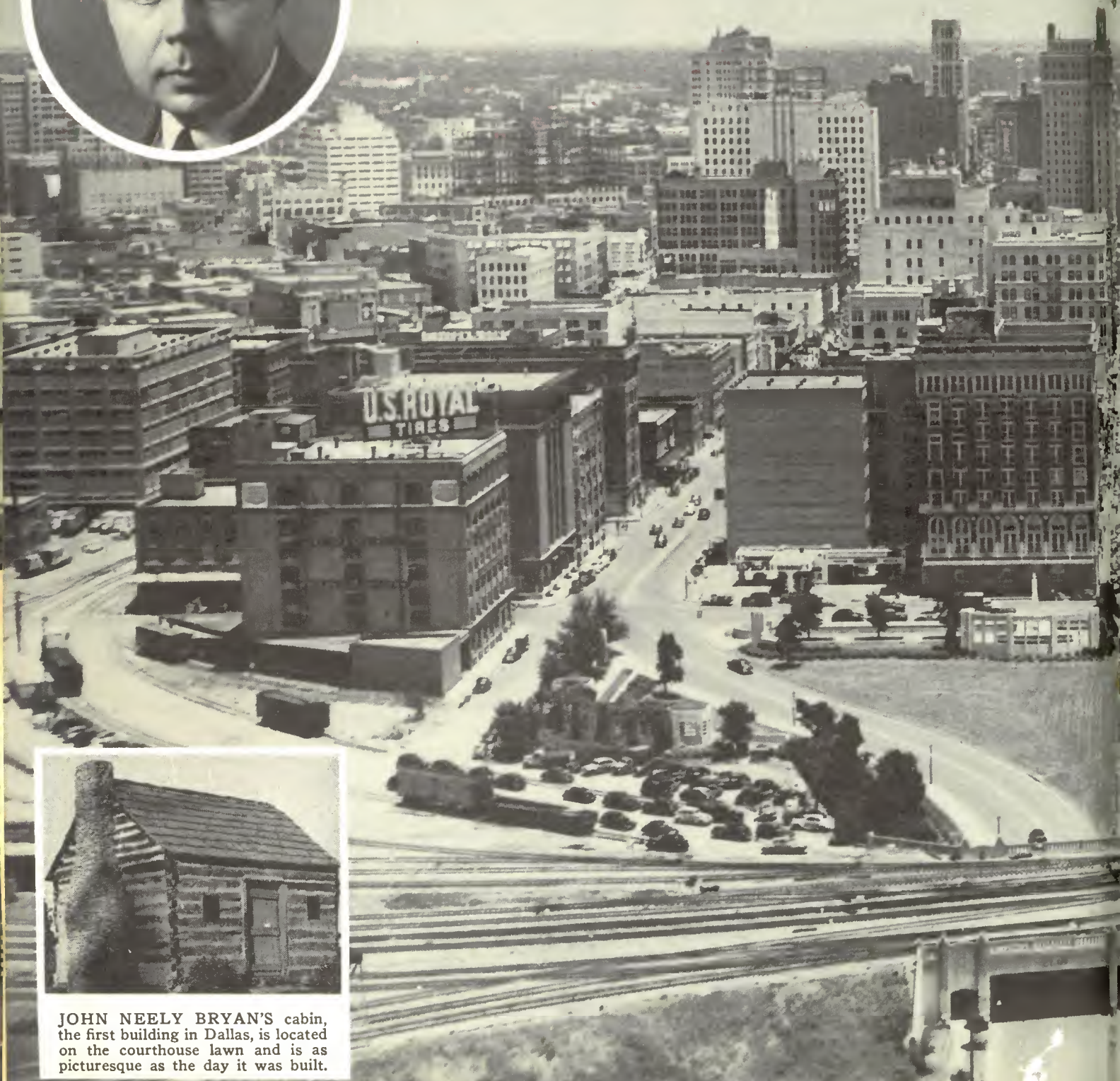


That rootin', tootin', shootin' hero of the West, Hopalong Cassidy, can be seen every Monday evening over KBTV. Dallas youngsters rate him tops in their television entertainment.

P R O G R A M S

DALLAS - "The City with the Charm of

WALLACE H. SAVAGE,
Mayor of Dallas.



JOHN NEELY BRYAN'S cabin,
the first building in Dallas,
is located on the courthouse lawn
and is as picturesque as the day
it was built.

Yesterday and the Spirit of Tomorrow

JOHN W. CARPENTER, President of the Dallas Chamber of Commerce.



The City of Dallas has come a long way since that November day in 1841 when John Neely Bryan first built a rough shelter of cedar boughs on the banks of the Trinity River. Since that day Dallas has reached undreamed-of proportions and looking straight down Main Street today, one sees progress and achievement symbolized by the city's skyscrapers reaching into the clouds.—Aerial photo by Squire Haskins.

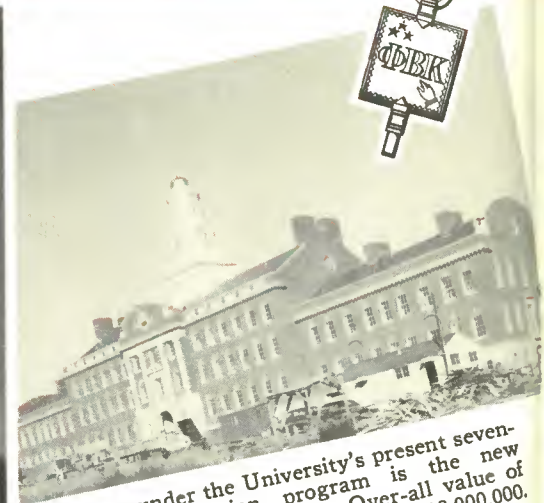
S.M.U. - Southern Methodist University



Students file into their classrooms across the Central Campus Quadrangle at Southern Methodist University. The school opened its doors in 1915 with 705 students. Enrollment now is in excess of 6,000.



DR. UMPHREY LEE, president of SMU. Under his leadership the University was recently awarded recognition by Phi Beta Kappa, highest scholarship society in the United States.



Coming under the University's present seven-building expansion program is the new Fondren Science Building. Over-all value of SMU properties totals more than \$18,000,000.



Three-time all-American and now almost a legend at SMU, Doak Walker brought national recognition to the school from the sporting world during his years on the campus. "The outstanding football player of all times."—Grantland Rice.



(Above) Matty Bell, Athletic Director at SMU, is the man who pilots the football team. Rated one of the country's top coaches, he turns out a strong team year after year.



Folks will long remember "Number 44" and the magnificent game Kyle Rote played against Notre Dame in 1949 (he crossed their goal line 3 times). A tribute to the fighting spirit of the SMU Mustangs.



Texas beauty at its best, symbolized by four lovely SMU coeds. Little wonder the enrollment continues to grow!



The 1949 Mustang Team.



Fondren Library at the University houses more than 230,000 volumes. SMU students come from forty-five states and thirteen foreign countries.

Cultural and Scenic DALLAS



Dallas supports one of the most unique resident drama companies in the country, Theater '50. This theater, directed by Margo Jones, is entirely professional. The audience sits in a circle around the action in the play.



WALTER HENDL, popular young conductor, directs the Dallas Symphony. The Symphony annually commissions an important composer to write an extended symphonic work which is given to the world for the first time in Dallas.



The KBTB antenna tower looks down on the scenic Dallas skyline.



Central Expressway cuts across the heart of Dallas. When completed this 12-lane boulevard will stretch for 11 miles and will connect with the major highways leading into Dallas.



(Left) Dallas has an international reputation for its beautiful homes and gardens. The city is given credit for having much to do with the development of "Texas" architecture. At the left is the residence of Mr. and Mrs. Will J. Schnelle.

(Right) Most popular lake in the Dallas area is White Rock which is visited by 1,000,000 annually. A swimming beach, picnic tables, stone fireplaces, as well as fishing and boating facilities dot the nearby area.





(Left) R. L. THORNTON, prominent Dallas banker and civic leader, is president of the Texas State Fair.



A placid scene surrounds the Dallas Museum of Natural History of the fair grounds. This museum possesses a large research collection of Texas ornithology.



The Texas Hall of State houses the extensive collection of the Dallas Historical Society. The State Fair was attended by more than two million visitors during 1949.

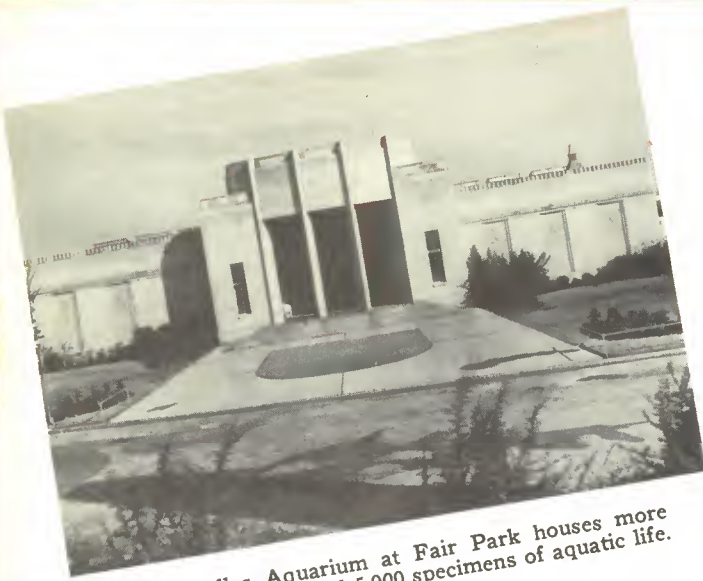


During the summer months Dallas residents and out-of-town guests alike find entertainment in the "Starlight Operetta" at the open-air Casino, which has a standing as one of the leading off-Broadway producing organizations in the country.



(Right) The State Fair of Texas, held annually in October at Dallas, is housed in a 35-million-dollar plant. Established in 1886, the State Fair is the largest of its kind in the world.

ATE FAIR



The Dallas Aquarium at Fair Park houses more than 200 species and 5,000 specimens of aquatic life.

(Right) Dedicated to the True, the Good, and the Beautiful, Fair Park Auditorium is located just inside the State Fair Grounds. It has a seating capacity of more than 4,000.



The Museum of Fine Arts on the fair grounds contains a display of paintings valued at more than two million dollars which features Old Master prints, contemporary Texas paintings, and sculpture.



The Dallas Health Museum, open daily to the public, contains dimensional exhibits, models, mounted specimens, and slides and film to tell the story of human growth.



(Left) Seventy-five thousand fans pack the Dallas Cotton Bowl at the Fair Grounds to witness a Southwest Conference grid clash. The Cotton Bowl, founded by J. Curtis Sanford, KBTB vice-president, ranks Number 1 in the nation in compensation paid to competing schools in its annual New Year's classic.

Industrial DALLAS--



BEN CRITZ, vice-president and general manager of the Dallas Chamber of Commerce. Dallas ranks fifth among cities in the nation in per-capita purchasing power.



MERCHANDISE MART.

(Left) **MERCHANDISE MART.** Here is the architects' conception of the proposed Merchandise Mart for Dallas.



RETAIL.

(Right) **RETAIL.** An artist's view of the Titcher-Goettinger store with new addition soon to be constructed, making it the largest store in the Southwest. Always stocked with the latest in fashions, it is one of the top retail stores in Texas.



OIL.

Hundreds of independent oil operators make their headquarters in Dallas, which is also headquarters for drilling contractors, lease and royalty brokers and allied interests.



RETAIL.

(Left) **RETAIL.** Dallas' Neiman-Marcus is one of the nation's leading specialty stores. People within a 500-mile radius of the city come to Dallas to do their shopping in the retail stores. Neiman-Marcus is nationally known as a style headquarters.



MANUFACTURING.

MANUFACTURING. Typical of the Dallas manufacturing industry is the Proctor & Gamble Manufacturing Company. The Dallas market has a total annual manufacturing business of 1½ billion dollars.



AIRCRAFT MANUFACTURING.

AIRCRAFT MANUFACTURING. The Change-Vought Aircraft Plant in the Dallas area has helped to make the city the manufacturing center of the Southwest. On the left of the assembly line is the jet "Pirate." On the right is the familiar Navy Corsair.



An aerial view of Chance-Vought Aircraft gives an idea of the tremendous task on hand when the company decided in 1948 to move its plants from Bridgeport, Conn., to Texas. More than 1,000 freight cars were required to move the 27 million pounds of machinery. Thirteen hundred employees joined in the trek to Dallas.

"The City of Diversification"

TRANSPORTATION.

TRANSPORTATION.



TRANSPORTATION. A bus loads for St. Louis at one of the three major Dallas bus terminals. Dallas has more federally designated highways than any other city west of the Mississippi River.

TRANSPORTATION.



TRANSPORTATION. Convenient air transportation has helped to make Dallas the tourist hub of the Southwest. Love Field is ranked first in the state and eighth in the nation for commercial air travel.



TRANSPORTATION. The first two railroads arrived in Dallas early in 1870. Today the city has an impressive Union Station which was constructed in 1916 at a cost of \$5,000,000. Seventy-two passenger trains arrive and depart daily.

FINANCE.



FINANCE. Dallas has been called the nerve center of banking in the Southwest. Above is the Federal Reserve Bank for the Eleventh District.

COTTON.



COTTON. Dallas cotton, ginned and baled, stands on the lot ready for shipment. Cotton is the principal crop in the Dallas area, the city being situated in the heart of one of the nation's largest blackland belts.

FINANCE.



FINANCE. Dallas has nine national and twelve state banks. The Mercantile National Bank is the tallest building in Dallas. R. L. Thornton is chairman of the Board of Directors.

MANUFACTURING DEVELOPMENT.



MANUFACTURING DEVELOPMENT. An aerial view of one of Dallas' industrial districts. Dallas manufacturers not only sell to a vast region in the United States, but they also serve Mexico and 19 other Latin-American countries.

COTTON.



COTTON. This exhibit at the Texas Cotton Growers Association convention shows an exterior view of the Dallas Cotton Exchange Building and shows market tabulations on the board. The Cotton Exchange Building is one of the most familiar landmarks in the city. Dallas ranks among the top in the nation as an inland cotton market.

FORT WORTH ---



Fort Worth Mayor Edgar Dean surveys the arena at the Will Rogers Memorial Coliseum during the Southwestern Exposition and Fat Stock Show. Mayor Dean is manager of the show.



The beginning of Fort Worth was on a summer afternoon—June 6, 1849, when Major Ripley Arnold, U.S.A., decided that an army camp should be built on the Trinity River. Today, while machines hum and rivet guns hammer away in Fort Worth's myriad industries, the easy-going friend-



"Where The West Begins"



One hundred years made the difference! Here is Fort Worth in 1849. Quite a contrast to the aerial view, taken in 1949.



liness of the city—the legendary “Cowtown” of the Southwest—still is dominant in Fort Worth’s fierce civic pride. The hearty “Howdy, Stranger” of Fort Worth’s cattle trail days is still symbolic of the big, friendly, bustling, and prosperous city of today.



If Major Riley Arnold could view the skyline of Fort Worth today, he would have a hard time recognizing the bluff on the

banks of the Trinity River where he reined his horse at the head of a cavalry troop and later founded Camp Worth.



Fort Worth industry has wings! The internationally famous B-36 is manufactured in Fort Worth by the Consolidated Vultee Aircraft Corporation.



The Public Library is only one of the landmarks that has helped to make Fort Worth a city of civic attractiveness.



Fort Worth's Carswell Air Force Base and the Consolidated Vultee Aircraft Corporation as seen from the mighty B-36. The '36 is made in the Convair plant (foreground) and flown by men at the base—1 mile from the plant. (Photo courtesy Carswell Air Force Base.)



Major General Roger M. Ramey is commanding officer of the 8th Air Force at Carswell Air Base in Fort Worth. (Official Photo U. S. Air Force.)



Here is the Base Operations of the 8th Air Force at Carswell Air Base in Fort Worth. The monthly payroll of the 7,000 personnel at the base and expenditures for supplies in Fort Worth exceeds \$1,000,000.



Typical of the beauty of Fort Worth buildings is the impressive Texas & Pacific Passenger Terminal Building. Aggregate mileage of the railroad lines having direct entry into Fort Worth is equal to more than half of the entire mileage of the State of Texas.



The Fort Worth City Hall stands new and modern. Fort Worth's industrial growth in the last ten years has been phenomenal.



Here is an aerial view of the Will Rogers Memorial Coliseum, the Tower, and Auditorium where the annual Southwestern Exposition and Fat Stock Show is held in Fort Worth. The livestock buildings are at the rear of the Coliseum.



A familiar sight to many Texans is the arena of the Fat Stock Show at the world's greatest indoor rodeo. The scene above is the climax to the Grand Entry.



Located at Rock Springs in the beautifully wooded southwestern section of Trinity Park, the Fort Worth Botanical Gardens comprise 37½ acres of natural forest, rolling lawns, and formal and informal gardens.



In tribute to Will Rogers, who died in a plane crash in 1935, Fort Worth has erected a statue of the beloved humorist of his favorite horse "riding into the sunset."



In lasting memory to that great and gentle soul to whom Fort Worth was his "home away from home," Fort Worth built and dedicated the Will Rogers Memorial Coliseum and Auditorium. The vast arena of the Coliseum is the setting for horse shows, rodeos, athletic contests, and great community gatherings. Normal seating capacity is 6,000, which can be expanded to 14,000.



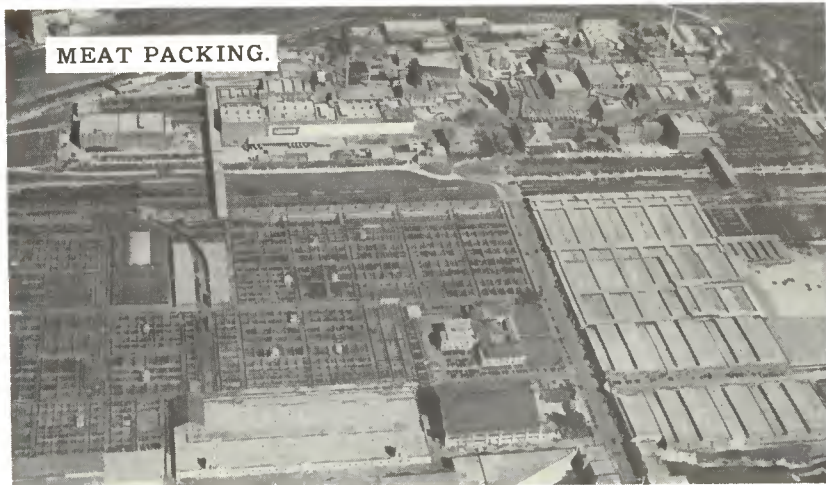
The Rockwood Municipal Golf Course is one of the four 18-hole municipally-operated courses in Fort Worth that rank among the best in the land. Bright lights, music, concerts, baseball, swimming, boating, fishing—all can be found in "Cowntown."



A look at downtown Fort Worth is an indication that this Lone Star metropolis is the center of enormous retail trade activity. View above is looking east on West 7th Street.

Fort Worth Industry

LIVESTOCK. "Cowtown" was built by the cattlemen in such a way that the history of the cattle industry and the history of Fort Worth are elaborately interwoven. The lonely low of fine-bred cattle and the laughter of more than 300,000 friendly, easy-going people have helped to make Fort Worth "The Gateway to the West."



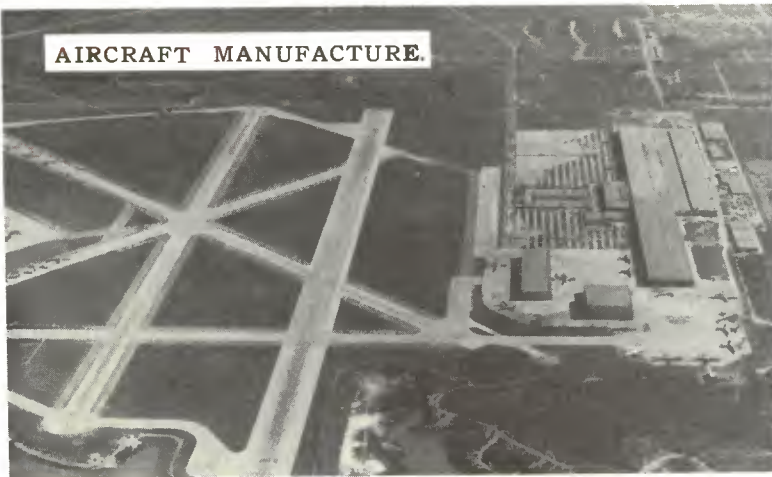
MEAT PACKING.

MEAT PACKING. An aerial view of the city's largest packing houses. Fort Worth is the largest livestock market and packing center south of Kansas City and nearly five million head of livestock pass through the Fort Worth market annually.



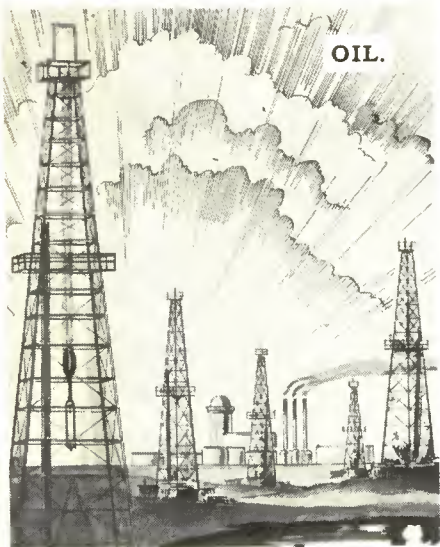
FINANCE.

FINANCE. The Fort Worth National Bank typifies finance in the city. In 1948 more than 1,000 new Fort Worth businesses were financed with \$58,213,000 of new capital.



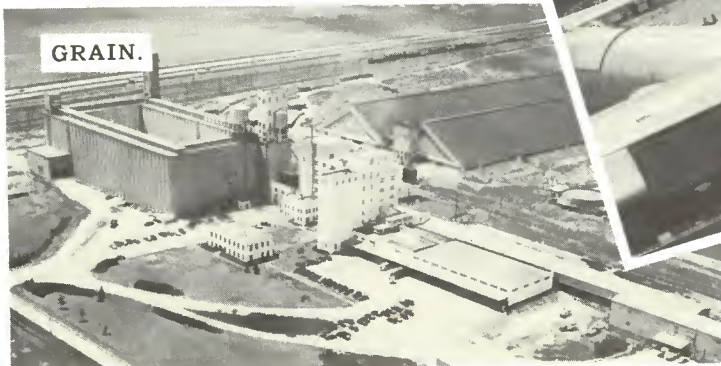
AIRCRAFT MANUFACTURE.

AIRCRAFT MANUFACTURE. Main portion of Consolidated Vultee Aircraft Corporation's 528-acre plant in Fort Worth is shown above (center), with the runways of Carswell Air Force Base occupying the left portion of the picture.



OIL.

OIL. Fort Worth has become one of the major oil centers of Texas since the discovery of oil in West Texas, being the home of refineries, pipe line terminals, oil company offices, and oil field equipment industries.



GRAIN.

GRAIN. Fort Worth is the grain storage and milling center of the Southwest with its three great mills and storage facilities for more than 26,000,000 bushels. The Burrus Mills above is one of the world's largest grain terminals.



(Above) Interior scene of Consolidated-Vultee Aircraft Corporation plant in Fort Worth, showing the production line of the world's largest B-36 bombers, world's largest. The plane with the airmen at Carswell is the world's only atomic bombing team.



The administration of Dr. M. E. Sadler, T.C.U. president who took office in 1941, has included the eras of reorganization of the University into its present schools and colleges; the initiation and partial completion of the "Total Building Program," and an enrollment increase from 2,000 to 6,000.



A LAYOUT BY ARCHITECTS
TEXAS CHRISTIAN UNIVERSITY
FORT WORTH, TEXAS

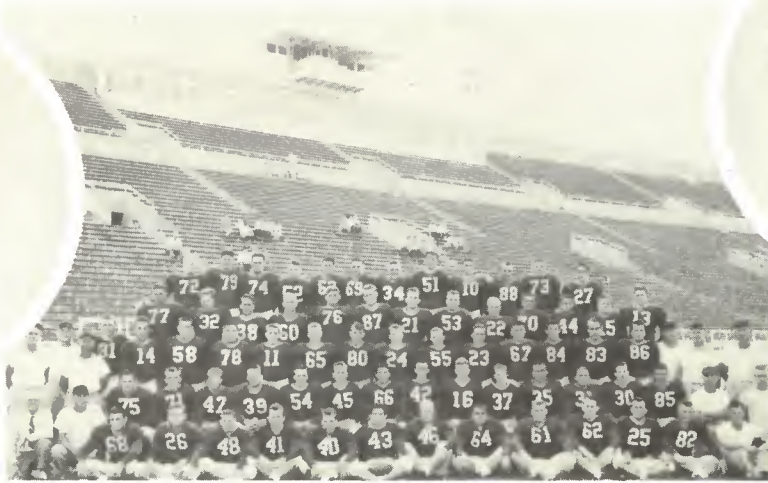
ARCHITECTS: STAFF OF MERRICK JOSEPH P. PALMER FORT WORTH, TEXAS
LANDSCAPE ARCHITECTS: MARK W. HALL, DANIEL G. BURTON, SAN ANTONIO, TEXAS

CAMPUS OF TOMORROW

Here is an architect's version of T.C.U.'s Campus of tomorrow. The "Total Building Program" includes 10 million dollars in construction of new buildings and re-buildings of old structures. There will be a complete "new campus" by 1953.



Morris "Snake" Bailey, four-year letterman on the Horned Frog team, was 50% of that famous Southwest Conference Battery, "Berry-to-Bailey." He typifies the fighting spirit of the "Giant-killing" Frog squad.



The 1949 Horned Frog team, coached by Leo R. ("Dutch") Meyer, finished in a third-place tie in the wild Southwest Conference race. Meyer, incidentally, was president of the American Football Coaches Association for 1949.



All-American Lindey Berry, another great Frog quarterback in the tradition of Sammy Baugh and Davey O'Brien, captained the 1949 T.C.U. team. He was the sixth back in 27 years of Frog Southwest Conference history to be accorded the distinction of captain.



That famous T.C.U. horned frog poses for the photographer with two pretty T.C.U. cheer leaders. The mascot parades with the Horned Frog band during the half-time ceremonies.



(Above) The new Fine Arts Building recently completed on the T.C.U. Campus at a cost of \$2,000,000. It is the largest structure of its kind in the South and is unique in the entire nation in that it provides under one roof complete facilities for all of the fine arts.



(Left) The Ed Landrath Auditorium in the Fine Arts Building has the only stage in the Southwest adequately equipped and designed for the staging of opera. The orchestra pit will accommodate a full 75-piece symphony orchestra.

T.C.U.

Neighboring Towns

(Right) **CORSICANA.** Corsicana, county seat of Navarro County, 1949 urban population of 19,000, has a balanced income from oil, crops, livestock distribution. It has several factories; the Navarro Junior College, Texas State Home and School for Orphans, and an IOOF Children's Home. The photo shown was made a few days preceding the staging of the city's Centennial Celebration. (Photo courtesy Corsicana Chamber of Commerce.)



(Left) **ARLINGTON.** Arlington, in Tarrant County, had a 1949 urban population of 10,000. It is a residential, educational, industrial and general retail market for suburban and farm population. (Photo courtesy Arlington Chamber of Commerce.)

(Right) **DENTON.** Denton, county seat of Denton County, 1949 urban population 15,000, is the home of the North Texas State College and Texas State College for Women. It has several diversified manufacturing plants. The Red Bud Festival at TSCW is an annual event in March. (Photo courtesy Denton Chamber of Commerce.)



(Left) **TERRELL.** Terrell, the main commercial center of Kaufman County, 1949 urban population 11,500, has several diversified industries, and is the home of the Texas Military College. In the photo a group of Terrell citizens have decided to do something about modernizing Main Street. Those facing the camera are, left to right: Verne Lane, Houston Modernizing Specialist; Ray Kelpen, Chamber President; Lex James, Chamber Manager; W. A. Wilson, Executive Secretary, East Texas Chamber of Commerce, and C. M. Barksdale, Chamber Director. (Photo courtesy Terrell Chamber of Commerce.)

KBTV-LAND



(Left) GREENVILLE. Greenville, county seat of Hunt County, 1949 population 17,500, has exceptionally large industry for a city its size. It boasts a \$4,000,000 manufacturing payroll; a \$6,000,000 payroll including service industries; annual value of manufactured products \$22,000,000. Majors Airfield is located here.

March 22, 1950. (Photo courtesy Greenville Chamber of Commerce.)



(Right) WAXAHACHIE. Waxahachie, county seat of Ellis County, population 12,500, is a commercial center, the home of the Southwestern Bible Institute and the Purebred Livestock Show. The baseball camp of the Buffalo "Bisons" is also here. Waxahachie celebrates its 100th anniversary in 1950. (Photo courtesy Waxahachie Chamber of Commerce.)



(Left) MEXIA. Mexia is the largest town in the Bi-Stone Area (Limestone and Freestone Counties). It has textile mills, a cottonseed oil mill and compress, and a modern pasteurizing plant. Shown in the photo is a parade at the annual Fiesta de Mexia, sponsored by the Junior Chamber of Commerce in cooperation with the Chamber of Commerce. (Photo courtesy Mexia Chamber of Commerce.)



(Right) CLEBURNE. Cleburne, county seat of Johnson County, is an industrial center with one of the state's largest railroad construction and repair shops. The county courthouse is one of the more modern and attractively designed county office buildings in Texas. (Photo courtesy Cleburne Chamber of Commerce.)

- PHOTO CREDIT LIST**
 We wish to thank the following for photos used in this album:
1. Southern Methodist University
 2. DuMont Network
 3. Dallas Chamber of Commerce
 4. Chance-Vought Aircraft Corporation
 5. Fort Worth Chamber of Commerce
 6. Southwestern Exposition and Fat Stock Show
 7. P.I.O., 8th Air Force
 8. Texas Christian University

More Cities That Enjoy



SHERMAN.

(Left) SHERMAN. Sherman, county seat of Grayson County, 1949 urban population of 23,000, is a distribution and industrial center. Austin College, St. Joseph's Academy, and two large hospitals are located here. The Red River Exposition held in April attracts large crowds. Perrin Air Force Base, west of Sherman and Denison, was reactivated in 1948. (Photo courtesy Chamber of Commerce.)



GAINESVILLE.

(Right) GAINESVILLE. Gainesville, county seat of Cooke County, 1949 urban population 12,000, known as the "City of 100,000 trees," is also the home of the nationally known Community Circus. It is also the home of State Training School for Girls and Gainesville Junior College. (Photo courtesy Gainesville Chamber of Commerce.)



ENNIS.

(Left) ENNIS. Ennis, in Ellis County, has a population of 7,087. It has railroad shops, cotton gins, cottonseed oil mills, poultry processing, flour mill, metal tag manufacturing, grain elevator and a cabinet shop. The photo shows a downtown business intersection. (Photo courtesy Ennis Chamber of Commerce.)



BOWIE.

(Left) BOWIE. The lively street scene depicted was taken during "Oil Progress Day." (Photo courtesy Bowie Chamber of Commerce.)

(Right) GRAND PRAIRIE. Grand Prairie, a suburban community near Dallas, has a 1949 urban population of 15,000. Its most important industry is the Chance Vought Aircraft plant, which manufactures the famous "Corsair" plane. Nearby are Hensley Field and the Naval Air Station. (Photo, Squire Haskins.)



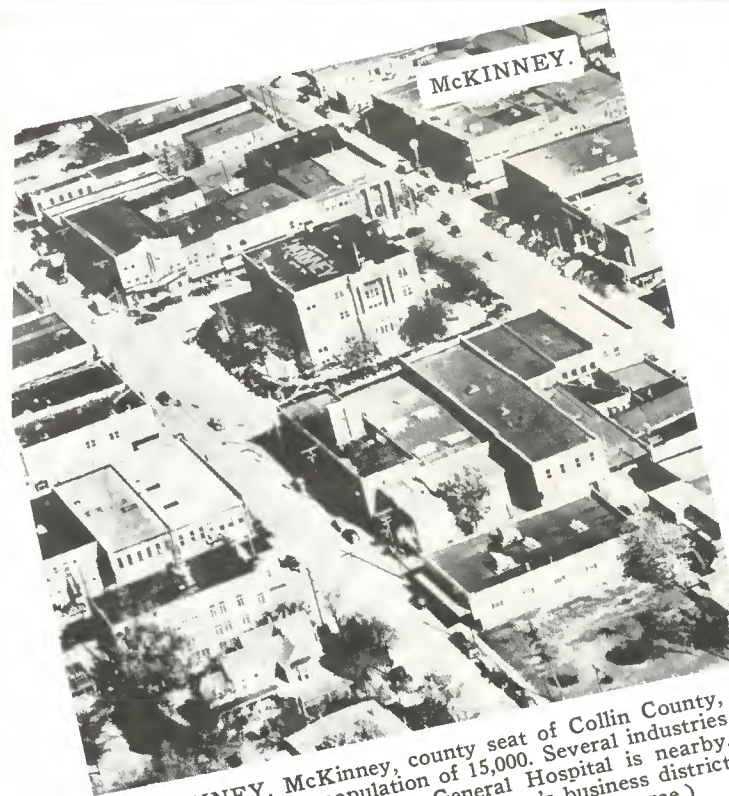
GRAND PRAIRIE.

KBTV's Television Programs

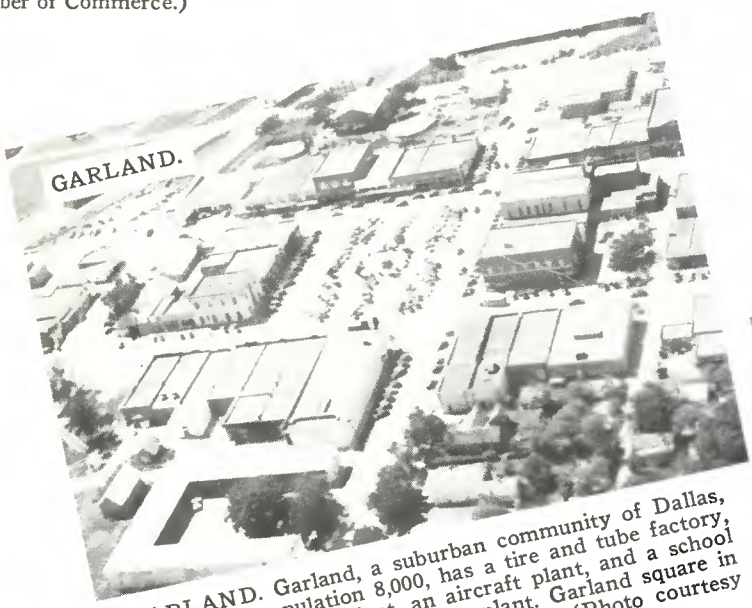
DENISON.



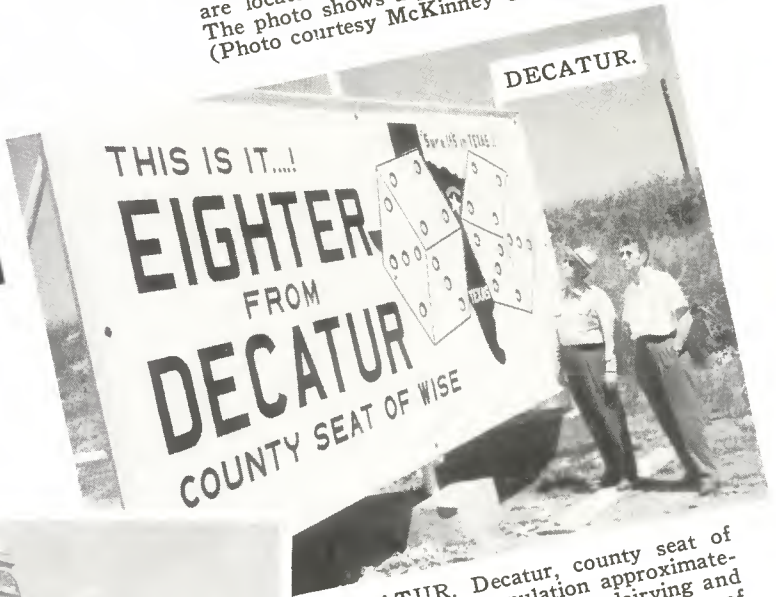
DENISON. Denison, in Grayson County, is a railroad and industrial center, with a 1949 urban population of 20,000. Besides being the birthplace of Gen. Dwight Eisenhower, it is near beautiful Lake Texoma, fourth largest man-made lake in the world. It has a shore line of approximately 1,250 miles, and inundates 227 square miles of water. The Denison Dam, which impounds all of this water, cost \$60,000,000 and is the largest earthen roll fill dam in the world. The area is becoming nationally known as a sport and vacation paradise. (Photo courtesy Denison Chamber of Commerce.)



McKINNEY. McKinney, county seat of Collin County, had a 1949 urban population of 15,000. Several industries are located here. Ashburn General Hospital is nearby. The photo shows a part of McKinney's business district. (Photo courtesy McKinney Chamber of Commerce.)

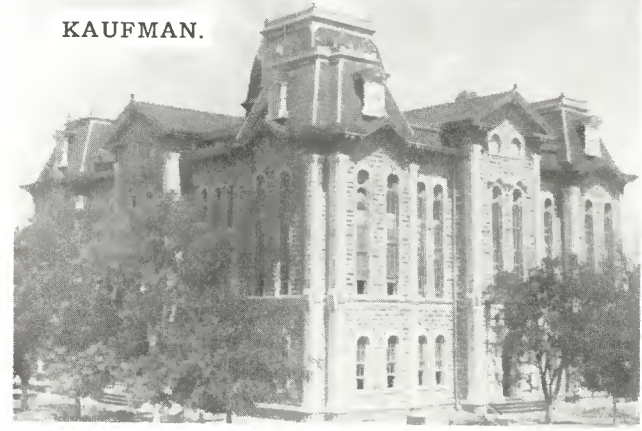


GARLAND. Garland, a suburban community of Dallas, 1949 urban population 8,000, has a tire and tube factory, seismic instrument plant, an aircraft plant, and a school bus body and gas space heater plant. Garland square in downtown Garland is shown in photo. (Photo courtesy Garland Chamber of Commerce.)



DECATUR. Decatur, county seat of Wise County, population approximately 4,000, has a developing dairying and farming industry. It is the home of Decatur Baptist College, oldest Junior College in the U. S. Shown are City Councilman Ray Lawson (left) and Newspaper Publisher Phil E. Luker, looking over the city's famous sign. (Photo courtesy Decatur Chamber of Commerce.)

KAUFMAN.



(Right) KAUFMAN. Kaufman, county seat of Kaufman County, 1949 urban population of 3,300, is a retail center, and has cotton gins, an oil mill, garment, candy and mattress factories. The picturesque Court House of Kaufman County is shown. (Photo courtesy Kaufman Chamber of Commerce.)

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KBTU

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