



Texas State Network trio, Elliott Roosevelt, president, Neal Barrett and Sam Bennett.

# TSN

## Elliott Roosevelt Links 23 Texas Stations

By WILL WHITMORE

"Say, that new Texas State Network has got something! Yesterday I was driving in to Dallas from out in the plains, and by tuning in one station after the other I was able to hear the World Series game without missing a single inning. Every station on the network had the same program, and boy, just about the time one began to fade out, I tuned to another TSN station and there was my old ball game."

That speech was drawn by a long, lean Texas oil man just 15 days after Texas State Network began operating. He had no interest in TSN, but he did have a very personal interest in being able to tune in on his car radio something besides ignition noises. Thousands of other Texans were simultaneously making the same discovery.

In the words of the oil man, "TSN really has something!" Just how much, perhaps it's too early to say, but when 23 stations in one state are under one direction, "something" is right! When those 23 stations just about blanket every important market in the state, you've got something more, and when that state is Texas, the biggest in the union, with millions of people, scores of major industries,

and money to spend, that something begins to add up.

Men who know broadcasting and are students of its ever-changing complexion will watch TSN with more than casual interest. Texas, in many respects, is a land set apart. Its immensity is staggering, yet it is not altogether the land of wide open spaces as pictured in fiction. It is a state of metropolitan cities and progressive towns whose people still have the pioneering spirit of its founders. Deep in their hearts is the feeling that while Texas is a very definite part of the Union, it at the same time exists for and by itself. To Texans, Texas is still an empire, and this feeling binds the six million people together in a way not found in any other state. Thus, the people of Amarillo have the same instincts, sectional pride and love for the state as those in Brownsville, a thousand miles away.

What a picture it is! Six million people living in a vast territory yet bound together by a common heritage and way of thinking and living. Six million people living in a land bursting with opportunities, industries and natural resources. Oil, cattle,

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cotton, mohair, wool, citrous fruits, minerals, wheat, corn, a variegated climate, deserts, plains, black land farms, seaports, inland waterways, mountains — what a picture!

And what a picture for a network of radio stations bound together through common direction, and dedicated to serve this one homogeneous group. In some respects, TSN is an experiment in broadcasting, the potentialities of which are fascinating. Out of this experiment may come developments which will affect the whole trend of American broadcasting. And looking at it more realistically, the set-up offers the advertiser a new and different way of reaching this great market. It gives each station and the network, as a whole, a new and tremendous force for service to the public.

The men who are back of it realize its potentialities to the fullest. Elliott Roosevelt, organizer and president of TSN, saw the need for such a network. He has many ideas for its development.

"It was a simple case of 'in union there is strength,'" he will tell you. "In the state there were 23 independent secondary stations. Each covered a separate and valuable market, yet few, if any could do a particularly good job of broadcasting. They suffered, as do most small stations, from a lack of program material, news facilities, proper presentation and resources. In uniting these stations we accepted the gamble for them. We supply each station with complete United Press news service, reversible lines connecting every station, and from five to seven hours of live programs daily, produced in the network studios at Fort Worth. In addition, each station may present the programs of the Mutual Broadcasting System through the Network affiliation with Mutual. The Network also becomes the national representative for each station."

Had TSN been constructed from the ground up, no better coverage of the state could have been planned. There is a network station in every important city. Every college in Texas is represented by a station, as well as every industry, market, the state capitol, and all other possible program sources. There is a station to feed programs to the Network and to 99.3 per cent of the radio homes of the state from every section of the state. Thus the Network has complete facilities for presenting the state to the state, and through the connecting facilities of Mutual of presenting the state to the nation or the nation to the state.

With such facilities available, Roosevelt at once began to organize the Network for service to the public. Every college was contacted for program material. Each governmental department of the state was offered time on the air and urged to supply program material, as were the Parent Teachers Associations, the Federation of Women's Clubs, and many other civic and social organizations. Governor-elect

O'Daniel is on the air every Sunday morning with "a fireside chat." "Safety in Travel" programs, originated by the State Department, are weekly features. Roosevelt goes to the microphone each day as a news commentator interpreting the events of the world for Texas. In the realm of sport, during the football season, a round-up of college games from each Texas school was presented each Saturday evening. Many other programs of a service nature are now on the air or soon will be.

From a business angle, the advantages and opportunities for the member stations are imposing. Each station is now offered 17 hours of live program material daily.

Operating individually, most of these stations had to depend largely upon records and non-professional local talent for program material. Now they can present live material every hour of their broadcast day and sell much of it to local sponsors. Through Network cooperation and initiative each station has developed a strong merchandising department of particular value to the national advertiser. By offering mass coverage of the entire state, the Network is able to attract many national accounts — programs which each station operating individually could never have hoped to obtain.

Today TSN is only months old, yet already it has won attention, accomplished much. What it will do, where it will go from here are things to be seen. But keep your eyes on it. It bears watching. In its man-power, its facilities, its coverage, its backing and resources it has the ingredients of success. Out of it, in addition to economic success, may come new developments, new ideas, new functions in radio service to the people!

### WAIM Praises Work of 110A Amplifier

Continued use of the 110A amplifier has enabled station WAIM, Anderson, South Carolina, to chart the definite increase in listening area resulting from use of this unit.

In a recent letter, J. E. Peoples, chief engineer of this 100 watt station, enclosed a map showing the greatly increased daytime coverage. Although a similar map has not yet been made up for the nighttime area, he reported that the nighttime signal, which prior to the installation of the 110 amplifier averaged 20 miles from the transmitter, now reaches 30 miles before noticeable heterodynes develop.

"During the course of compiling this data," Peoples wrote, "letters were received from points as far away as Griffin, Georgia; Charlotte, North Carolina, and, mind you, Meridian, Mississippi. However, I disregarded these letters in forming coverage data, as I know WAIM does not consistently cover that much territory."