

# J. Dale Stentz Variety Of

## One Thousand Watts Will Push Land Of Sky Pro- gram Over Country

By BRIGHT W. PADGITT

Tomorrow evening at 6:15 o'clock thousands of radios in homes throughout the country will be turned to 254.1 meters, or 1,180 kilocycles, in anticipation of the first official program to be broadcast from WWNC, the new 1,000-watt radio broadcasting station in Asheville.

The test programs, which have been conducted daily during the past week, have met enthusiastic receptions in the whole eastern half of the United States, although full power was not turned on at the station. Thousands of letters, postals, telegrams and phone calls have swamped the studio and the Chamber of Commerce in praise of the new station. The public has hailed this, the newest and one of the strongest stations in the country.

### Direct Connection

The Land of the Sky has long been noted for its progressiveness, as well as for its beauty and recreational attributes, and has in recent years drawn the attention of millions of persons in the United States and foreign countries, but the debut of WWNC is an auspicious occasion in Western North Carolina. No day will pass that the Land of the Sky will not be in direct and instant connection with all parts of the United States, Canada and the West Indies, as well as with ships at sea throughout the regular programs three times each week and dinner and theater concerts at other times. Using as a barometer the interest created through the announcement of the opening of the station and the test programs during the past week WWNC is destined to become one of the most popular and far-reaching stations in the country.

J. Dale Stentz, program director of the station, said yesterday that the station is mechanically ready for the first program tomorrow night and that the collection of talent for the programs is of a high order. Mr. Stentz is well pleased with the way the station has been received throughout the testing period. WWNC has been connected with several of the hotels and theaters of the city and programs will be broadcast from these places on evenings the regular stations are not on the air. The regular programs will be each Monday, Thursday and Sunday evening from 6:15 to 11 o'clock and special programs will be given on Sunday mornings and afternoons.

### Dedication Ceremony

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Prior to the official program tomorrow night there will be a local program in form of a dedication ceremony at which time the new station will be presented to the people of Asheville and Western North Carolina. Frank A. Barber, chairman of the radio committee of the Chamber of Commerce, will present the station to the people of Asheville and Mayor John H. Cathey will respond to this presentation. Carroll P. Rogers, of Tryon, president of the Federated chambers of commerce of Western North Carolina, will present the station to the people of the Land of the Sky. All of the talks will be short and this part of the program will consume about 30 minutes, officials have said.

F. Roger Miller, manager of the Chamber of Commerce, will make a short address, outlining the policies and other facts concerning the station. Mr. Miller will, at this time, announce a number of awards to be made by WWNC to the first responses in this section, the State and from the longest distances. These awards will be made in answer to calls or letters and the receivers must designate the time and number on the program heard. Following this the station will begin its first regular program. Programs will be under the direction of Mr. Stentz, who will also do the announcing for the station. A. W. Shropshire, formerly assistant operator for WSB, Atlanta, Ga., is chief operator for WWNC. Mr. Shropshire said yesterday that the station is ready for operation. Following a meeting of the board of directors of the Chamber of

made the first official inspection of the radio plant and studio. Frank A. Barber, chairman of the radio committee, said that the test programs of the past week brought out comments by telegram and letter from 37 different states in the Union and two provinces and station was demonstrated to the directors by Mr. Stentz and Mr. Shropshire.

Tomorrow night the first official musical numbers of the first program will be given by WWNC's orchestra. George Hartrick, who has already made many fans through the test programs, will sing a number of solos. Horace Seely and J. Foster Barnes will also sing solos, both of whom are well known in Western North Carolina and other sections of the country. These will be followed by a number of piano selections by Arthur Wenige. Bascom Lamar Lunsford, noted for his folk songs and mountain lore, will offer some

Western North Carolina material himself with the guitar. A male quartet, composed of J. Foster Barnes, George Hartrick, Morton Jones and Perry Jones, will sing several numbers. Mr. Stentz said that other numbers will be added to the program.

Mr. Stentz has finished a survey of the talent in Western North Carolina and especially in the vicinity of Asheville and nearby towns and said that he was surprised at the great array of local talent that is far higher in type than that used regularly by stations in cities of much greater size than Asheville. There are in Asheville, Mr. Stentz said, musicians of wide prominence that will be broadcast over WWNC. In addition to these regular programs the dinner concerts from a number of the hotels and theaters have been shown to be of a very high order in the music world, many of the musicians being well known throughout the South and East. In addition to the musical programs, concerts and dance programs there will be special programs for sport lovers, stock reports, farm programs and other diversified offerings. James G. K. McClure, president of the Farmers' Federation, said last week that he will appoint a special committee to arrange programs for the farmers of Western North Carolina. These programs will be broadcast from time to time, it was announced.

#### League Formed

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A Radio Listeners' league has already been organized in Asheville. The first work of this organization was launched at the Chamber of Commerce Thursday afternoon when a number of fans and radio dealers started the work. The principal idea of the organization is to eliminate the unnecessary interferences throughout Asheville and Buncombe county. It was brought out that there are a number of instances in which the power and electrical companies of this section can co-operate with the league in eliminating static without any ill effect to themselves. A fee will be charged for membership and the proceeds used to employ an expert to analyze the radio situation from a static standpoint throughout the county. Several hundred members are expected to join the organization.

G. O. Shephard, an enthusiastic radio fan and writer, was made temporary chairman of the organization. Similar leagues throughout the country will be consulted as to their methods of procedure in various cases, as well as to by-laws and constitution. A call meeting will be held as soon as the committees have signified to Mr. Shephard that they are ready to report. This organization has been declared a necessary attribute to WWNC and to radio reception in this vicinity. The new station has pledged its support through the Chamber of Commerce. It was shown that in many instances there will be complaints that local radio fans cannot tune WWNC out for reception of other stations. One of the features of the Radio league will be to employ an expert, who will give advice as to how to arrange aeri-als and other paraphernalia in order

to tune the local station out when desired. Similar instructions will be broadcast by Mr. Shropshire from WWNC this week.

The local station has been declared as good as any station in the country. All parts are new and the station is in perfect condition. The original plant was purchased from Nashville, Tenn., but a number of new additions were bought and the plant rebuilt here. WWNC broadcasts from the highest altitude of any station in Eastern America. The station was sponsored by the Chamber of Commerce and a fund of \$35,000 was raised in Western North Carolina for its purchase and for operation for one year. Situated on top of the Flat Iron building the two towers reach 100 feet above the roof of the building and have been founded on bases prepared for this purpose in the construction of the building. The studio, for reproduction purposes, has been declared ideal. More space for a reception and waiting room would be desired, however, it was shown, since the studio and mechanical rooms occupy practically all of the space above the eighth floor. At such times as the station broadcasts late at night an elevator will be running to carry artists to the studio, it was announced.

Programs will be announced regularly in advance over WWNC and through the newspapers and radio journals all over the United States. The station will be under the direction of the Chamber of Commerce, but will be open to artists from all sections and to all worthy causes everywhere, it was announced.