

Official Log of "WSB"

The Atlanta Journal's Radio Broadcasting Station

ATLANTA, GEORGIA

Date	Station Calls	Called by	Remarks
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JOURNAL RADIO SCHEDULES

The Journal Publishes the Following Broadcasting Calendar as Advance Information Requested by Many Distant Listeners

(Radio Broadcasting Station WSB)

Fifth floor, The Journal building. The public is invited to attend all broadcasting programs.

Tune for 360 meters for news and entertainment; 485 meters for government and market reports.

NIGHT TELEPHONE NUMBER: After 8 p. m., call Ivy 1498 to reach the Radio Department. Other Journal numbers do not reach station WSB. Long distance calls for Ivy 1498 on a station-to-station basis are much cheaper after 8:30 p. m.

The services of most of the artists presented by WSB are available for public and private occasions.

DAILY FEATURES

Noon to 1 P. M.—Musical and educational entertainment for industrial employes; reading of Dr. Frank W. Crane's daily tabloid essay as published in The Journal.

2:30 P. M.—Close on cotton, grain and provisions, and spot quotations, Atlanta Commercial exchange and United States bureau of agricultural economics; government summary of weather conditions for cotton states; United States weather bureau forecast. (Caution—Note change in wave length from 360 to 485 meters.)

4:00 P. M.—Concert by Howard theater orchestra, Enrico Leide, director; organ recital by Jack M. Lewis.

4:30 P. M.—U. S. department of agriculture report on fruits and vegetables; review of Chicago grain and live stock market. (Caution—Note change in wave length from 360 to 485 meters.)

5:00 P. M.—Baseball scores, American and National leagues; late news flashes.

5:15 P. M. to 6:00 P. M.—Entertainment program presenting new features daily; reading of Thornton W. Burgess' little bedtime story, as published in The Journal. Watch for announcements of miniature recitals by famous masters playing for \$4,000 Ampico-in-the-Chickering grand piano, maintained through courtesy of Ludden & Bates, of Atlanta, Southern Music House. Regular pre-release concerts presenting new records of Victor, Columbia, Brunswick and Okeh phonograph companies.

7 to 8 P. M.—Concert by foremost artists of the south. Mason & Hamlin grand piano used through courtesy of Cable Piano company, Atlanta.

10:45 P. M.—Trans-continental concert.

Special Features Thursday

Noon to 1 P. M.—Mrs. Goode Farrior, soprano, a pupil of Miss Florence Milner; Miss Myrtice

Barnhardt, radio pianist, in request numbers.

5 to 6 P. M.—Rev. Andrew Jenkins, blind newsboy-evangelist; Mrs. Irene Spain, pianist; little Miss Mary Lee Eskew, thirteen-year-old vocalist; three-minute address on "National Fire Prevention week," under auspices of Atlanta Fire Insurance Underwriters' association.

7 to 7:30 P. M.—Miss Florence Milner, Atlanta soprano and teacher of voice; Miss Hazel Wood, piano accompanist; Floyd Earwood, tenor, of Smyrna, Ga., member of the Smyrna quartet; Miss Eleanor McDonald, pianist, a pupil of E. C. Smith.

7:30 to 8 P. M.—Program dedicating new \$30,000 organ at Wesley Memorial church, Charles A. Sheldon, Jr., city organist, soloist.

10:45 P. M.—Transcontinental program under direction of Miss Lula Clark King, teacher of voice.

Special Features Friday

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AMERICAN

WSB Broadcast

800 - MILE CHAT BY WSB AND WHB HAILED AS EXPLOIT

Station-to-Station Conversation Between Voice of South and Heart of America Amazes Listeners

When WSB made history Sunday night by carrying on a "private" radio conversation with WHB, of the Sweeney Automobile school, Kansas City, Mo., quite a few eavesdroppers were listening in on the "wireless party line" as shown in the following telegrams and letters received by The Journal's radio department.

Here are a few of the telegrams received:

Jerome H. Hoffheimer, Chicago

IMMENSE AUDIENCE HEARS RADIO STORY OF GIANT VICTORY

Dixie's First Broadcast of America's Baseball Classic Is Successful in Atlanta and Outside

The south's second radio report of a national sporting event informed tens of thousands of listeners the play-by-play progress of the battle between the Giants and the Yankees at the Polo grounds Thursday afternoon, with "The Voice of the South" bearing the tidings far and wide.

Wednesday's broadcast of the first contest was a tremendous success, locally and in hundreds of other cities. The Atlanta Journal radio department has been advised from all sides on the splendid reception of the story of the Giant victory, responses arriving from many community centers in Atlanta and from South Carolina, Alabama, Mississippi and Tennessee.

The Journal's special wire connecting Radio Station WSB with the Polo Grounds was working again Thursday, flashing back what goes on as fast as the action occurs before the eyes of the telegraph operator. Almost instantly thereafter a far-scattered army of listeners heard the verbal report.

Crowds ranging from hundreds to thousands heard The Atlanta Journal's radio story of the game Wednesday. In downtown Atlanta a few of the receptions that attracted keenly interested throngs were the Georgia Radio company, the Parks-Chamber-Hardwick company, the Capital City Electric company, Harbour's Smoke house, the Rex and other receiving stations.

Opelika, Ala., with J. C. Congdon handling the receiving, entertained a big crowd at the fair grounds. Gulfport, Miss., Rockdale, Ala., and numerous other southern cities reported complete success in reproducing the graphic play-by-play narrative of the initial clash in America's