

Official Log of "W S B"

The Atlanta Journal's Radio Broadcasting Station

ATLANTA, GEORGIA

Date	Station Calls	Called by	Remarks
<p style="font-size: small;">Noon to 1 P. M.—Mrs. A. E. Michen, violinist and director.</p>			
<div style="display: flex; justify-content: space-between;"> <div style="width: 45%; border: 1px solid black; padding: 5px;"> <p>JOURNAL RADIO</p> <p>The Journal Publishes the Following as Advance Information Many Distances</p> <p>(Radio Broadcasting Station WSB)</p> <p>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.</p> <p>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.</p> <p>The services of most of the artists presented by WSB are available for public and private occasions.</p> <p>DAILY FEATURES</p> <p>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.</p> <p>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.)</p> <p>4:00 P. M.—Concert by Howard theater orchestra, Enrico Leide, director; organ recital by Jack M. Lewis.</p> <p>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.)</p> <p>5:00 P. M.—Baseball scores, American and National leagues; late news flashes.</p> <p>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.</p> <p>7 to 8 P. M.—Concert by foremost artists of the south. Mason & Hamlin grand piano used through courtesy of Cable Piano company, Atlanta.</p> <p>10:45 P. M.—Trans-continental concert.</p> <p>Special Features Tuesday</p> <p>Noon to 1 P. M.—Miss Bertha Lee, piano soloist, pupil of I. M. Mayer; Mrs. Nina Hunter, lyric soprano; weekly talk on "Keeping Fit" by I. C. Matheny, physical director Y. M. C. A.</p> <p>5 to 6 P. M.—Miss Gertrude Lambdin, piano soloist; C. V. Calloway, tenor, of Marietta, Ga., a pupil of Miss Florence Milner. Three-minute address on "National Fire Insurance Prevention Week," under auspices of Atlanta Association of Fire Insurance Underwriters.</p> <p>7 to 8 P. M.—Program presented by Twenty-second Infantry orchestra, Fort McPherson, Ga., and associated artists, including standard popular instrumental music and vocal solos.</p> <p>10:45 P. M.—Trans-continental program under direction of Ralph G. Jarrard, trombonist, presenting Julius Leonard, pianist; C. H. Gesser, violinist; John A. Scharf, cornetist, and other artists.</p> <p>Special Features Wednesday</p> </div> <div style="width: 50%; border: 1px solid black; padding: 5px;"> <p style="text-align: center; font-size: large;">WORLD SERIES GAMES WILL BE BROADCAST PLAY BY PLAY BY WSB</p> <p style="text-align: center;">United Press Wire From Scene of Battle Will Bring News to Journal Studio</p> <p>The world's series of baseball championship games, beginning at 1 o'clock Wednesday, Atlanta time, at the Polo grounds, New York, with the New York Giants and the New York Yankees, battling for the crown, will be broadcast, play by play, by WSB, The Atlanta Journal radiophone, to myriad thousands of listeners.</p> <p>A noperator of the United Press will be seated before his instrument at the scene of the contest, clicking his telegraph key as each move is made by the opposing warriors, beginning with a graphic description of the gathering of the huge throng and reporting every fact and incident of importance until the last man is out.</p> <p>This eye-witness chronicle of the first, and each succeeding game of the Giant-Yankee series, will be relayed to The Atlanta Journal's radiophone station and with the loss of but a few seconds between the strenuous action transpiring in Gotham, "The Voice of the South" will announce the progress of the struggle.</p> <p>In broadcasting the world's series, WSB again shatters precedent for a southern wireless station. Such procedure, however, is becoming a habit with The Journal radiophone, and this event promises to prove of greater value and wider interest than any feature heretofore introduced.</p> <p>The detail of the first game will be put in the air shortly after 12:30 p. m. Wednesday, during The Journal's noon-hour concert. Then, when the game starts, a monster unseen audience will learn of every ball and every strike and every hit and every error and every run sooner than has ever before been the case south of the Mason-Dixon line.</p> <p>Hundreds of cities, towns, hamlets, community centers and households within the broad range of WSB's radiations will benefit by the baseball broadcast.</p> </div> </div>			
			Operator on duty