

During its initial year of operation, WSB began establishing its leadership with such "firsts" as:

- The first "eyewitness" account of a news event—which came about when Lambdin Kay leaned out the studio window to report on a fire at a nearby clothing store.
- The first radio wedding, December 8, 1922, between Mr. Henry F. Bagwell of Flowery Branch, Georgia, and Miss Grace Buice. In 1972, the Bagwells celebrated their Golden Anniversary at a party in a WSB studio, hosted by the staff.
- The first broadcast of a "toy symphony orchestra," featuring pots and pans and other such noisemakers that make up a rhythm band.
- The first radio station to use a musical identification at the end of its programs. The first three notes of "Over There," played on chimes by WSB, were later rearranged by NBC and became the well-known "NBC Chimes." The WSB chimes were given to the station by a young lady the night she and her twin sister appeared on the station. Lambdin Kay was pondering aloud how the musical announcement could be improved, when Nell Pendley suggested he try the chimes. Nell and Kate—now Mrs. C. P. Stuckey and Mrs. James Hannah—are still Atlanta residents.

Although the structure and style of WSB have matured over the years, this rapport with the public has remained constant. In 1922, newspaper listings of WSB programming invited the public to attend all broadcast programs. Guests have always been welcome at the station, and, as part of its 50th Anniversary, WSB aired special invitations for listeners to tour "White Columns." During the Golden Anniversary month, March, 1972, more than 10,000 people visited the WSB facilities.

Many of the visitors who came were school children. Although known as an adult station, WSB has long been a special friend of young people. Radio first went into Atlanta's schools in 1926 as a result of a cooperative effort among WSB, the Atlanta Board of Education, and a public-spirited citizen. Superintendent Willis A. Sutton instigated this innovation, and W. D. Hopkins, president of Hopkins Auto Equipment Service, offered to furnish radio receivers for all units of the Atlanta system so the Board of Education could institute an "education by radio" program. WSB agreed to donate the time, and educational broadcasting came to Atlanta—making WSB the first station to provide broadcast service for an entire city school system. Mr. Sutton made a series of talks over WSB to introduce the idea to parents and children alike.

The school broadcasts were, for the most part, music, spelling matches, lectures and "story telling." Eventually, this led to the establishment of Atlanta's own educational radio and television stations, beginning a long history of leadership for the city in this field.

from *Journal* sportswriters Morgan Blake and O. B. Keeler—who became so widely known for his continuing coverage of the famous Atlanta's golf career that he earned the nickname "Bobby Jones' Boswell."

Franklin D. Roosevelt became President in 1933 and later was "tumultuously" welcomed to Georgia's capital city. (The nation's first public housing units had been constructed in Atlanta during FDR's first year in office.) Again, radio proved its value as two coast-to-coast networks broadcast his Atlanta address to "every city and hamlet throughout the country."

The President had a knack for making his visits to Georgia memorable. Five years later, WSB broadcast news that stunned the state: Mr. Roosevelt, while attending an REA celebration in Barnesville, had endorsed U.S. District Attorney Lawrence S. Camp, who was trying to win Walter F. George's seat in the U.S. Senate. (Georgia's Senator George had opposed part of FDR's "New Deal" program.) Observers declared Senator George retorted brilliantly by stepping to the microphone and saying simply, "Mr. President, I accept the challenge." The Camp endorsement was one of Mr. Roosevelt's few losses in his political career; Senator George won by a comfortable margin.

The WSB news team was kept hopping in the '30s, especially during 1936. In January, an ice storm cost the city \$2½ million. Tornadoes killed 246 Georgians. And a two-month drought cost the state \$30 million. Colorful Governor Eugene Talmadge maintained a steady stream of headlines as he fought a losing battle to gain Richard Russell's U.S. Senate seat. William B. Hartsfield began his long reign of service to the city by beating the incumbent, James L. Key, for Mayor of Atlanta.

The priority given news throughout WSB's history—as well as the quality of news activities—was underscored in 1973 when the station

The announcer's booth at WSB in the thirties. The chimes on the table were used on station breaks at the Biltmore Hotel. NBC later adopted the sound symbol for its network.

