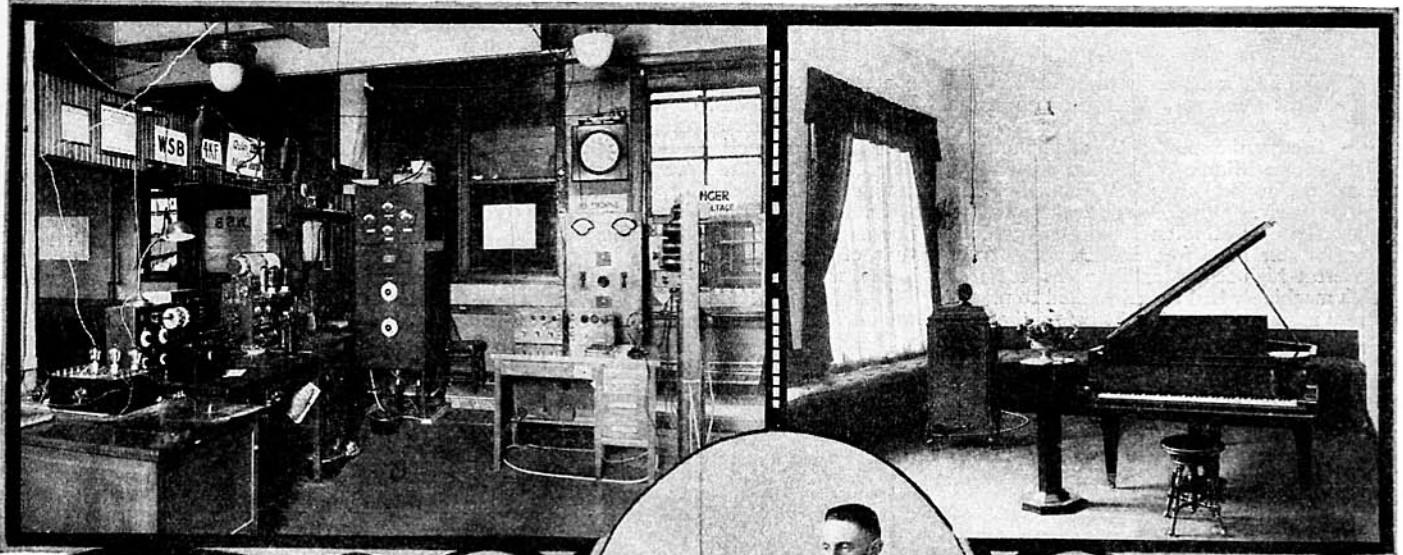


A Southern Broadcasting Station W. S. B.



The New Transmitter at WSB, the Broadcasting Station of the Atlanta "Journal." The Station is Now Completely Installed with One of the Most Powerful Transmitters in the Country.

The Studio at WSB from Which Speech and Music is Broadcast. Note the Microphone on Top of the Phonograph.

THE *Atlanta Journal*, one of the leading newspapers of the South, was the first southern newspaper to recognize the significance of radio in the development of modern methods of communication by installing a powerful broadcasting station for the purpose of transmitting news, market reports, weather forecasts and concerts at regular intervals to its readers and friends throughout the South.

Early last March, operating under the call letters "WSB," the *Journal's* radio station inaugurated its broadcastings, using equipment installed temporarily until a more powerful outfit could be obtained. Immediately thousands of persons in Georgia and adjacent states were fired with a wild enthusiasm for radio. A mad scramble to obtain radio-receiving sets and tune in with WSB ensued. To-day practically every home in Georgia is equipped with radio. Each evening when WSB transmits its special program of vocal and instrumental music, literally thousands of radio fans, forming a vast "invisible audience" scattered throughout Dixie, adjust their phone receivers and settle themselves comfortably for an hour's entertainment.

Recently the temporary equipment at WSB was replaced with the latest model of Western Electric radiophone, standard type No. 101-A, using four 250-watt power tubes. This outfit is similar to that employed by the *Detroit News*, the *Kansas City Star*, and at other important broadcasting centers.

Since the installation of the more powerful equipment, hundreds of letters from enthusiastic radio amateurs and novices throughout the South and Middle-West, congratulating the *Journal* on the efficiency of its radio sta-

A Close-up of the Special Type of Microphone in Use at WSB.

tion and praising the quality of the programs, have swelled the daily batch of mail received by the radio department to an incredible bulk.

The *Journal's* vastly increased radio activities now cover a territory extending from Florida to Michigan, and west to Texas. From Miami, Fla., Dallas, Tex., and Detroit, Mich., have come reports of the reception of broadcastings from WSB. Radio fans in Arkansas, Missouri, Texas, Mississippi, Kentucky, Tennessee, Ohio, District of Columbia, Louisiana, Alabama and the Carolinas write that they listen in constantly and enjoy entertainments transmitted by WSB.

When the new equipment at WSB was formally dedicated on the evening of Tuesday, June 13th, a special program, lasting two hours, in which nineteen artists participated, was sent through the ether to listening thousands. This was one of the most elaborate programs ever broadcasted by radio.

At noon and again at 2.30 o'clock WSB transmitted stock and market reports and the weather forecast; at five o'clock news

bulletins, baseball returns, daily bedtime stories and recorded music are sent out on the ether waves. The principal program of the day is given at seven o'clock, consisting of musical selections by talented artists of recognized ability. The concerts are sent out from the handsomely appointed, sound-proof radio studio on the fifth floor of the *Journal* building. Here significant radio history is recorded almost daily. Opera singers of international fame have sung at WSB. Henry Ford

declared he was inspired with the idea of equipping trains over his railroad with radio while inspecting the *Journal's* radio station.

A unique feature of activities at WSB is a class in radio construction held each Saturday morning in the *Journal's* commodious radio studio. Here hundreds of radio novices, ranging from the ten-year-old thrilled by the mystery of wireless communication, to the elderly business man—just as keenly interested as the youngest lad present—are instructed in the fundamentals of radio. While the radio engineer who conducts the class builds an inexpensive radio receiver, these novices assiduously copy diagrams and make notes with a view to building similar sets for themselves. When the class adjourns, the receiving set built for demonstration purposes is presented to one of the youngsters present. In this way the *Journal* has helped to stimulate interest in radio among the youths of Atlanta, who will be the radio amateurs and commercial operators of tomorrow. Station WSB is believed to be the only broadcasting center in the country performing this novel service for its clientele.

Prescriptions By Wireless BY HERBERT WARREN DODGE

FIRST the throbbing SOS call penetrated the ether as some stricken vessel, the victim of the winter's wrath, pleaded for aid. Next the timely transmission of Government weather reports assisted ships at sea by informing them of impending storms. Then the Radio Compass was invented to guide boats in dense fogs or storms. Now, finally, PRESCRIPTIONS BY WIRELESS!

Transmitting doctors' prescriptions by radio marks another wireless milestone, and this utilization will mean more in the matter of saving lives than many other applications of wireless telegraphy or telephony.

Because of the fact that less than 25 per cent of the ships sailing the Seven Seas carried physicians, something to alleviate the situation had to be done. To offset the number of doctorless boats, there are many ships

that carry wireless, 80 per cent. to be exact, and with so many vessels equipped with the means of rapid communication, it remained for the Seamen's Church Institute of New York City to adopt wireless as a means of forwarding surgical and medical advice from hospitals on shore to ships at sea without medical services.

In a very short time the Institute had
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