

WSY EARNING ITS RIGHT TO SLOGAN



WHEN "Service from the Heart of Dixie" was adopted as the slogan for the super-powered WSY it was beyond the bounds of imagination to realize how soon it would have a chance to merit the phrase. How it served the Company in maintaining service during the terrible sleet storm that swept away all telephone and telegraph lines has been noted elsewhere; however, a second service, no less conspicuous, was rendered the Birmingham papers who were in a desperate plight for the want of news.

As soon as it was learned that all press wires were down, WSY was placed at the service of the press and messages from the Associated, United, International and Consolidated associations were broadcast all day of February 5, telling of the isolation of Birmingham and requesting other broadcasting stations to send out news matter for the benefit of papers in this city. Scores of amateurs were requested to "listen in" and to phone the dailies as soon as they heard any news of any kind and several bulletins were received in this way before the lines were repaired and press material resumed its regular channel.

Unfortunately, receiving conditions in Birmingham were very poor, and though WSY was sending its messages throughout the country, it was almost impossible to hear the responses of distant stations owing to the thick coating of ice on all antennas in Birmingham. WSB, broadcasting station of the Atlanta Journal, heard the pleas for news and repeated over and over again a concentrated message, but only its fragments could be received in the ice-locked city.

Scores of requests for aid were made by Birmingham people, some of them extremely pathetic. One message was from a woman to her brother in Pittsburg, summoning him to the bedside of a dying father, and another called a father from Cleveland to attend the funeral of his little son who had died suddenly.

Service, however, is a comprehensive word and can be merited only by continuous ministry to those on the receiving end, and not by unusual activity in time of stress. It has been the constant aim of those in charge of the station to make it yield the greatest amount of good to industry, agriculture, commerce and, in a word, to the State of Alabama and its people.

All civic organizations in the State have been invited to appoint prominent citizens to use WSY as a means of advertising their communities throughout the land and a great proportion of these invitations have been accepted and the talks have brought wonderful results to the towns thus exploited.

Realizing that a large proportion of WSY listeners are farmers, every effort has been made to broadcast material which will be of value to them. Comprehensive market reports are supplemented with material prepared especially for the station by the National and State Departments of Agriculture, and persons familiar with farm topics are invited to address the rural class of listeners on frequent occasions.

Visiting celebrities are also invited to address the great invisible audience, recent instances of this type of service being the addresses by Dr. Hudson Maxim and Dr. Miller Reese Hutchinson, world famous inventors.

Five Birmingham churches are now connected with the super-powered station and morning and evening programs of one of these are broadcast each Sunday. This feature is possibly the most popular service rendered by WSY as scores of letters testify. Numbers of people have written expressing gratitude on behalf of some invalid member of the family who was enabled to attend church after long absence by means of WSY.

Last, but not least, comes the duty of providing a high type of entertainment three nights of every week. Not only the city of Birmingham, but the entire state is combed to provide musical talent. Responses to the Company's invitation to different Alabama musical clubs to conduct radio programs have been highly gratifying and the Birmingham artists have, for the most part shown a praiseworthy spirit in giving their services to their fellows from coast to coast. The WSY Orchestra, composed largely of Company employes, is swiftly becoming one of the finest bodies of musicians in the State, and in the near future will appear on all programs.

Ample evidence that the "Service from the Heart of Dixie" is of the very finest variety is found in every mail, hundreds of letters from all over the United States paying tribute to the increasing popularity of WSY. Letters have now been received from almost every state in the

Impossible is un-American.

Union, as well as from Canada, Cuba, Porto Rico and Mexico. The task of responding to this flood of mail finally grew too great and circulars have been prepared in which are answered all the questions usually asked about the station, and there is also embodied a page of information about the untold resources of Alabama. In this way, WSY supplements with the printed word what the distant listener has heard over radio and the service to the State is rendered complete.

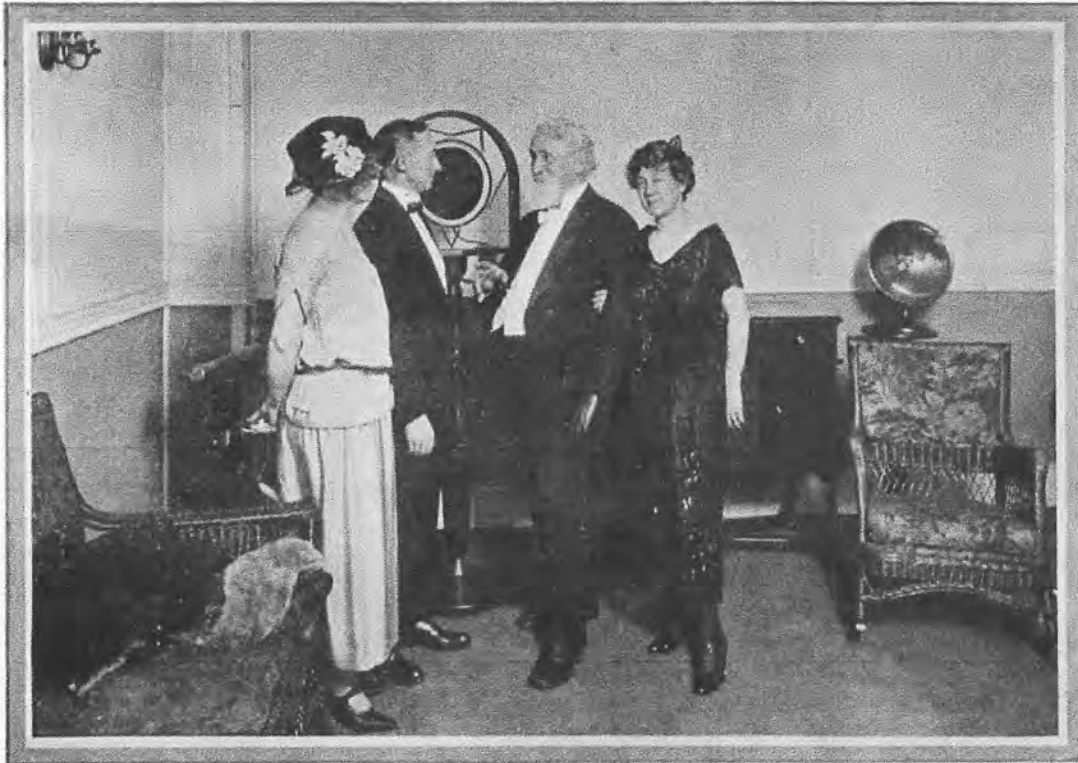
As Powergrams goes to press WSY has achieved the greatest triumph of its career in broadcasting a program by the quartet of Tuskegee Institute.

it is almost beyond question that at this writing WSY is the most popular broadcasting station in America. The following letters are not "hand picked," but were taken at random from the big sheaves of mail that arrive hourly. It would take twenty or thirty Powergrams of the size of this one to print them all and so these few are offered as average samples:

"I must write you this morning, congratulating you on your wonderful concert of last evening, which was the most beautiful, sweet and harmonious that was ever sent through the air."
"O. W. Blackstone, Akron, Ohio.."

"I have been picking up WSY for several weeks, and wish to say that the programs I

NOTABLES IN WSY STUDIO



Left to Right: Mrs. Thomas W. Martin, Mr. Thomas W. Martin, Dr. Hudson Maxim and Mrs. Maxim

For an hour and a half the evening of February 26, the four darkies sang the plaintive melodies of their race to a spellbound audience extending from ocean to ocean and from Mexico to Canada. Then came the storm of applause. Some wired, many phoned and hundreds wrote, making a stream of mail that seems at this time to be endless. The radio world has been brought to its feet by the "Heart of Dixie," and

have heard from this station have without exception been of a very high grade, and have afforded us a great deal of pleasure.

"J. H. Westbay, Indianapolis, Ind."

"I believe I can unqualifiedly and unreservedly say this was the best music I ever heard. I was particularly gratified at the director's selection of 'Sewanee River' for the closing number, out of all the telegraphic requests, as this

"Live and let live" is not enough; we must try to live and HELP live.—Will H. Hayes.

was my bedtime song when a lad in Kentucky. Accept my congratulations and thanks for the program and when you conveniently can, please express my appreciation to the quartet. WSY was all I wanted to listen to last night and there was regret when fading waves caused the loss of a note. *"Al Morford, Galena, Kans."*

"I get concerts from New York, New Jersey, Los Angeles, Havana, Michigan; in fact, all over the United States, and we frankly say that we enjoyed yours above any we ever listened to.

"Ollie Wright, Auxcassee, Mo."

"Radio program last night the best I have heard; came in fine. Voices as melodious as pipe organ. Many thanks.

"N. A. Moore, Decatur, Texas."

"I have listened to over forty radio broadcasting stations in the United States and Canada. I must frankly state that your program of last night, given by the quartet of Tuskegee Institute was the best I have ever heard.

"Faris Johnson, Lake Charles, La."

"Your concert by colored quartet last evening was wonderful. We get New York, Newark, Pittsburg, Schenectady, Minneapolis, Chicago, Kansas City, Ft. Worth, St. Louis, Cincinnati, Memphis, etc., but your concert stands at head of list so far. Congratulations.

"C. M. Kitzelman, Muncie, Ind."

"The Tuskegee Institute program from WSY last evening was absolutely the finest music I ever heard in my life. What a relief to those of us who have too much musical training to go jazz crazy and too little music training to appreciate grand opera to just sit back and enjoy the simple melodies and the unmatched harmony of those beautiful, negro spirituals. We got in a little late on the program, but heard 19 numbers without a bit of interference. May we right here and now enter a plea for another concert by these talented harmonists?

"Also heard the full program given by the 16th St. Colored Baptist Church at midnight Saturday night, which was also splendid and a close second to Tuskegee. In broadcasting programs such as these, which are typical of your section of this great country, you are rendering a real service. You cannot fully appreciate the entertainment value to those of us in the North. If we can hear negro spirituals from Alabama, the slapping of castanets in Havana, Cuba, and perhaps once in a while French-Canadian music from Toronto, then radio has come to stay.

"We are receiving WSY nightly on a one-tube regenerative set, every night clear and distinct. Last evening was rainy and the earth was enveloped in a dense fog, yet WSY was simply fine

and we did not lose the slightest undertone in the singers' voices. May we have an advance program from you?

*"Mr. And Mrs. Fred L. Baugh,
Ellettsville, Ind."*

"It was my pleasure to tune in on Birmingham last night during the Tuskegee quartet songs and I feel that it is as little as I can do to express my appreciation of the wonderful performance of those men, and I take off my hat to the service offered gratuitously by such stations as yours.

"J. W. Blum, New Straitsville, Ohio."

"I heard your program last evening by the Tuskegee Glee Club quartet, and want to say they were the best we have heard by radio.

"Horace Meacham, Berwick, Ill."

"I considered that I had heard about as good a quartet as one has the pleasure of listening to, as I have traveled East, West, North and South, but I must say with a great deal of feeling that the way in which the Tuskegee quartet rendered the old familiar songs, 'Massa's in de Cold, Cold Ground' and 'Sewanee River' was enough to bring tears to one's eyes and so far eclipsed anything that I ever heard that there is, in my estimation, no comparison to be made.

"Samuel Heintz, Youngstown, Ohio."

"I never thought I would live long enough or even be dead long enough to hear the angels singing, but I have a different think now, since last night when I heard angel voices calling 'Old Black Joe.' I have no words to describe to you how perfectly heavenly your music sounded to us here. It was the most wonderful I ever expect to hear. I thank you a thousand times for the most entrancing hour of my life.

"A. H. Leonardson, Waterloo, Wis."

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It was late Tuesday afternoon before power service was restored at all points within the Division, and several days were required to re-string telephone circuits.

The splendid *"esprit de corps"* and determination of the line crews manifested itself in a highly creditable manner. Practically all the men had been without sleep from 48 to 60 hours, out there on the job, wet and cold, oft' times hungry, fighting difficult situations and meeting discouraging reverses. It was a job for "red-blooded men" and we have every reason to feel proud for the personnel of the organization. A glowing tribute is due these boys for their splendid work in the interest of service, and in maintaining the ideals for which our Company stands.

Don't worry when you stumble! A worm is the only thing that can't fall down!