

WSY Sings Swan Song

QUIETLY and without ostentation, the evening of November 6, the Alabama Power Company stepped from the role of operator of one of America's foremost radio stations. For some months, Company officials have felt that this corporation's service to the radio world has been completed and that since the radiophone has now become a national institution it behooves the Southern pioneer in the great science to step aside and yield place to some other concern whose interests are more definitely linked with broadcasting. It was announced on the farewell program that until other arrangements are made, the station will be operated by Loveman, Joseph & Loeb, whose building has been the home of the new station. The same force of Power Company men who have been in charge of WSY since it was built will retain active charge until others can be trained to take their places.

At the conclusion of the musical program, November 6, the announcer made a short talk in which he gave a history of the station and outlined the Company's reasons for relinquishing its ownership.

The first WSY was completed in April, 1922, and was originally intended for use in experiments for keeping in touch with line crews in isolated sections. Such, however, was the force of national enthusiasm for the radiophone at that

time that the equipment was speedily converted to broadcast entertainment programs. When it was observed that instead of dying down, the radio was becoming more popular by leaps and bounds, the first station was found inadequate and the present high-powered apparatus was installed and put in operation in January, 1923.

During the life of the present station, over 10,000 letters have been received by the Radiophone Division from listeners over the whole country, commenting in glowing terms upon the quality of transmission and upon the splendid programs so generously donated by Birmingham musicians and entertainers.

Practically every civic organization in the State has responded to the request to send speakers to Birmingham to advertise their communities over radio, and results of this advertising have been far-reaching. Every patriotic cause, local and national; every civic movement and every doctrine for the spiritual and material betterment of Alabama has received cordial support from WSY and its career has been true to its purpose as announced by W. E. Mitchell the night the first program was broadcast: "The station is dedicated to the service of Alabama."

In disposing of the station, Company officials intend to safeguard its high purposes so that it will remain what it has always been—one of the State's greatest assets.