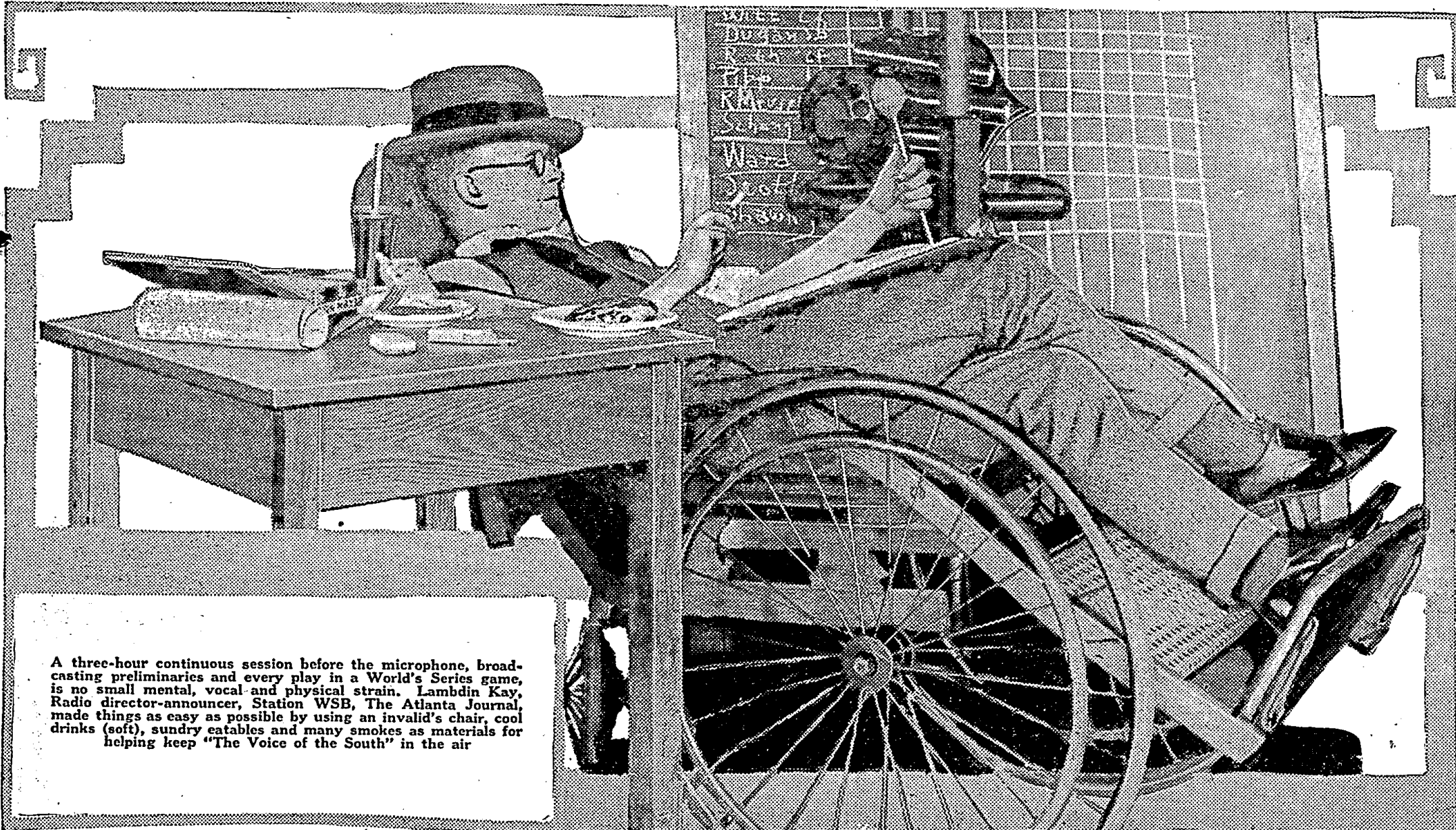


KING KAY OF "VOICE OF THE SOUTH"



A three-hour continuous session before the microphone, broadcasting preliminaries and every play in a World's Series game, is no small mental, vocal and physical strain. Lambdin Kay, Radio director-announcer, Station WSB, The Atlanta Journal, made things as easy as possible by using an invalid's chair, cool drinks (soft), sundry eatables and many smokes as materials for helping keep "The Voice of the South" in the air

VOICE OF 'VOICE OF SOUTH' SPEAKS UP

LAMB DIN KAY LAYS BARE STORY OF LIFE

WSB Announcer Tells of Canned Sauer-kraut Gift from Fan—Denies He Is a Mark Twain

By Lambdin Kay

(Director-Announcer, WSB, Atlanta Journal)

Might as well make this an autobiography for the editor of RADIO DIGEST, as the hero of the piece has to do most of the talking and writing, anyhow, at WSB Radiophone broadcasting station of The Atlanta Journal. Here goes:

Name, Lambdin Kay; age, thirty; height, inconsiderable; hair, red and fading (numerically); condition of servitude, single; habits, irregular; hobby, was golf until Radio brought twenty-five-hour day; experience, stenog., sales manager, publisher, movie magnate, shoe polish peddler, press agent, reporter, editor, Radio director-announcer; weakness, poetry (trying to write it); politics, nil; ambition, eight hours sleep; idol, Rip Van Winkle; aversions, cats, O. O. McIntyre, English peas, four-flushers, arithmetic, trap-drummers, alarm clocks.

Voice of the South from Brooklyn

Birthplace (announced at risk of shocking Digest readers who have heard southern accent), Brooklyn, N. Y. Ameliorating circumstances; mother, a Texan; father, Missourian. Raised in New Orleans, Texas and Georgia, barring youthful interlude in Kansas City, "The Heart of America," as WHB Sweeney has nicknamed it.

Radio record: thought up "The Voice of the South" out of own head as slogan; likewise three-note chimes as station signature—first stunts of kind in Radio (cheers and applause—and contradictions). Helped introduce America's first nightly "Owl" concert at WSB last June.

Becomes Famed and Defamed

Told the world about Atlanta's million-dollar midnight fire and got my paper in trouble, and my picture in The Literary Digest. Have had grossly deceived listeners guess I'm something like John Sharp Williams, William Jennings Bryan, Col. Henry Watterson and Mark Twain—which I ain't.

Have received undeserved gifts from enormously kind fans ranging through canned sauerkraut, sky-blue garters, one alligator, fancy cookies, two monkey wrenches, potted fern, safety razor, flocks of confectionery and cigars, complete

"suite" of winter underwear, etc., and so on.

Creed of Lambdin Kay

Believe an announcer is meant to be heard; that he should always be conscious he is talking personally to the farthest listener within the station's range; that every solitary soul complimentary enough to tune in is entitled to hear, and deserves to hear, and ought to hear everything that's going on; that the average bug gets a bigger thrill by identifying rotten jazz music coming from a station 2,000 miles away than by hearing grand opera from his home station; that the human race is a fine institution; that a broadcasting station's opportunity and obligation as a public servant are an awesome thing; and that running one is more fun and more work than any other job on earth.

Wooster Prexie Talks by Radio

WOOSTER, O.—An address by Dr. Charles F. Wishart, president of Wooster University, together with a musical program by college artists, was broadcast from the headquarters of the Canton-Wooster club at Canton on the night of December 11, the anniversary of the great Wooster fire in 1901.

Wooster alumni clubs in Cleveland, Canton, Youngstown, Mansfield, Toledo, Columbus and other cities listened in.

Park Receiver Brings Revenue

COLUMBUS, O.—Many people are taking advantage of the opportunity to hear the Radio concerts given here every eve-

ning in the dance pavilion at Indianola park. The Radio feature is a paying proposition, according to men connected with the park management.

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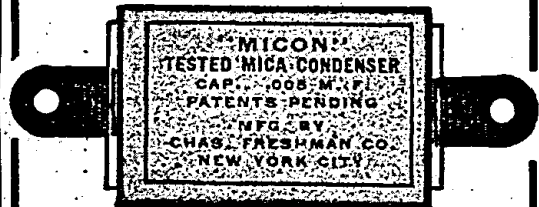
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