

GOING FORWARD



WITH RADIO

*As Presented by:*



**For Listening Pleasure**

**in Atlanta**

**SOON**

**5,000 WATTS**

**1380 On Your Dial**

DEDICATED TO THE HIGHEST  
IDEALS OF AMERICAN RADIO



*National Association of Broadcasters*

RECOGNIZES AS AN ACTIVE MEMBER

**WATL**

**1947**

Whose record of distinguished achievement be-  
speaks still greater contributions to the art of  
radio and to the service and enjoyment of those  
it serves in the public interest, convenience, and  
necessity

*Justin Miller*  
PRESIDENT

ATTNEY  
*Edna M. [Signature]*  
SECRETARY-TREASURER

*Compliments of:*

# A Quarter of a Century of Broadcasting

in

America

The completion of the first 25 years of the American system of broadcasting has now been marked. Radio was not, as you might say, "discovered" in 1920. Experiments had been going on for a number of years.

... In 1920, however, radio ceased to be an experiment and became a permanent adjunct to life in America. How permanent and how much of an adjunct remained to be seen, but it was in 1920 that broadcasting as we know it today was born—with the realization that here was a great instrument of public service.

... In 1922, two years later, radio advertising began, with the acceptance by station WEAJ, New York City, of commercial copy from the Queensboro Realty Company—and America may be everlastingly grateful that such a vital medium of mass communication gained early support from advertising, which insured its freedom and placed it alongside our free press as another guardian of the rights of people.

... Today there are more than 900 broadcasting stations in the United States. There is scarcely a spot in the nation where one or more of them cannot be heard.

... These broadcasting stations range in power from 250 to 50,000 watts. They operate on wave lengths ranging from 550 to 1600 on the dial. Obviously, some stations have to operate on the same wave lengths and either shield one another or operate on low power because 900 powerful stations could not be crowded into approximately 1,000 spaces on the dial. There would be wholesale confusion, with interference ruining every program on the air.

... Radio engineering is responsible for the near flawless reception of radio programs today, with the radio dial crowded to capacity. Miracles have been performed which parallel the invention of radio itself.

... Personnel in radio, although not great from the standpoint of numbers, has always presented a problem from the standpoint of training and natural talent. Approximately 25,000 people are employed in the broadcasting industry in America. Thousands more could be added by taking in those who are employed in the medium of radio, that is, producing shows for advertising agencies, making transcriptions for broadcast purposes, writing for radio, representing stations and otherwise earning a living from radio work.

... Accessibility is one of the more obvious characteristics of radio. Once the initial investment has been made, the radio set is always there—in the home, family car, lunch room, hotel lobby and club car. It can be turned on with a flick of the wrist. It can be tuned from station to station with a twist.

... The full significance of this ease of listening becomes evident when you realize that today more than 31,000,000 homes are radio-equipped—that radios are more widely used than almost any other commodity.

... A generation or two ago, life was relatively simple—people understood what was going on in their communities, and some understood what was happening in the country as a whole. Beyond that, most people knew little and cared less.

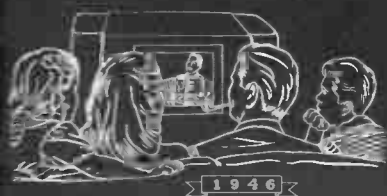
... But today, because of radio and other rapid means of communication, the world is crowding in. People are bombarded daily with information about what is occurring all over the world. Most people are interested in these events because they realize that, in the long run, they can affect life in their own communities.

... Radio has come to mean more to them in recent years. They have a different conception of its mission in the world. They have heard it do terribly important things. It has taken them to inconceivable places, brought them voices and personalities who are changing the shape of the world.

... Assured of economic support by the free enterprise system of America and acclaimed by the public, radio will expand its service into many fields. New types of broadcasting—facsimile—television—all may flourish after the war.

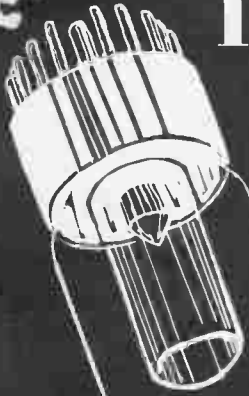
... The story of radio is the chronicle of American life and times during the past quarter century. Where radio has gone, what it has reported, the personalities and events it has brought to the people, are the popular history of a great American era. The re-enactment, and in many cases the actual rebroadcast of these stirring episodes will stand without equal as an appeal to the patriotism of all Americans.

J. Harold Ryan,  
former President National  
Association of Broadcasters





# TELEVISION



For more than 60 years scientists have been striving for means of seeing events remote from the observer. The scanning disc was invented by Paul Nipkow in 1884. The basis for all modern electronic television was described by Campbell Swinton in 1911, but it took years of work before this system produced a picture. Philo T. Farnsworth invented the "image disector" and Vladimir Zworykin invented the Iconoscope. These two inventions became the eyes of television cameras.

In the early 1920's, experiments by John Baird in England and C. Francis Jenkins in this country, brought successful transmission of low definition pictures. RCA erected a television transmitter in 1928 and on January 16, 1930 showed television pictures on a 6 foot screen, as transmitted from the studio.

The long awaited debut of television finally took place April 30, 1939 when President Franklin D. Roosevelt's speech opening the New York World's Fair was telecast.

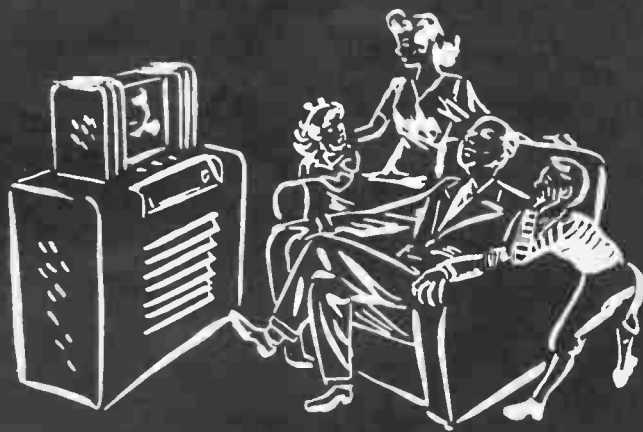
Today there are 9 television stations in operation, and the FCC has applications for permission to construct 200 others. On the East Coast, over 10,000 television receiving sets are now in use, and thousands of others have been ordered by an enthusiastic public.



IT GOES IN HERE

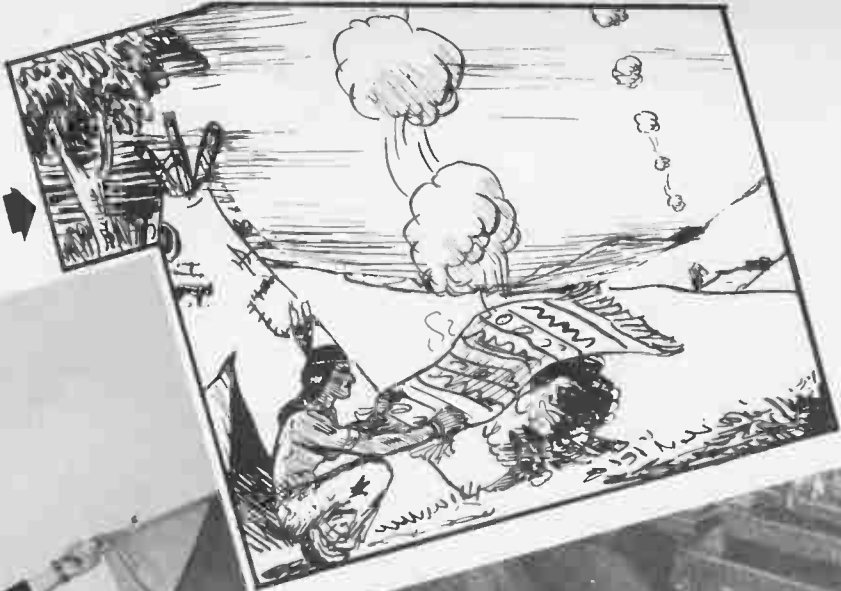


AND COMES OUT HERE



# "Transition in Communication"

The earliest form of communication:



Sailors wig-wagging with semaphore signaling.



U.S. Navy Photo

Marconi, the man that made the SOS possible.



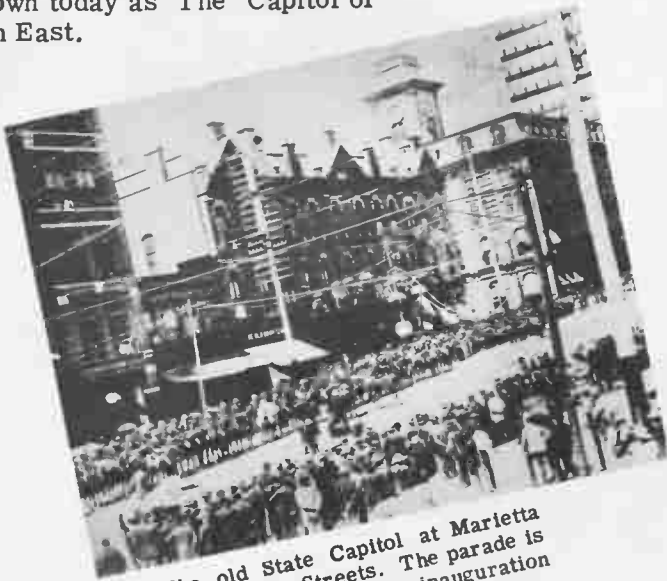
Modern communication around the globe.

Now sight communication is possible with Television.

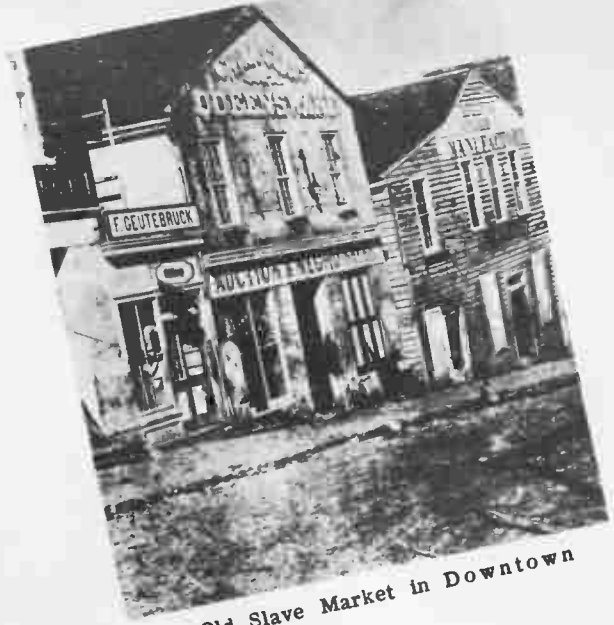


# "Transition In Atlanta"

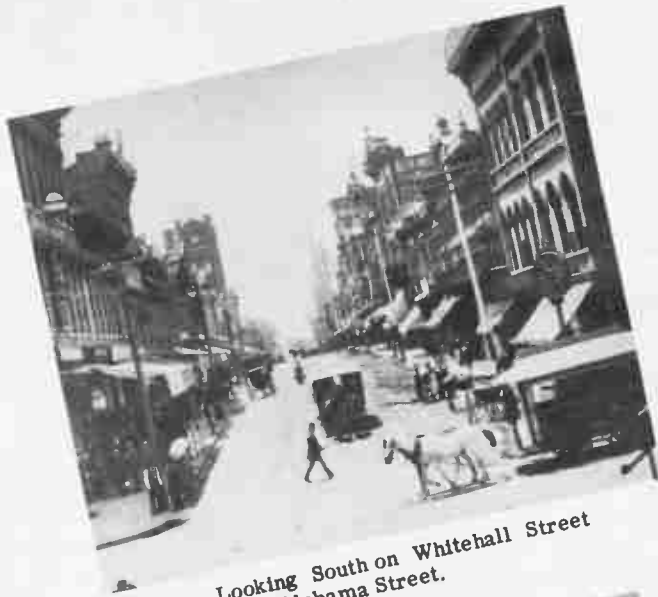
Back in the days immediately following the Civil War and around the turn of the century, the city of Atlanta looked something like the four pictures on this page. A far cry from the photos at the top--to the metropolis known today as The Capitol of the South East.



The old State Capitol at Marietta and Forsyth Streets. The parade is on the occasion of the inauguration of Governor Alex H. Stephens.



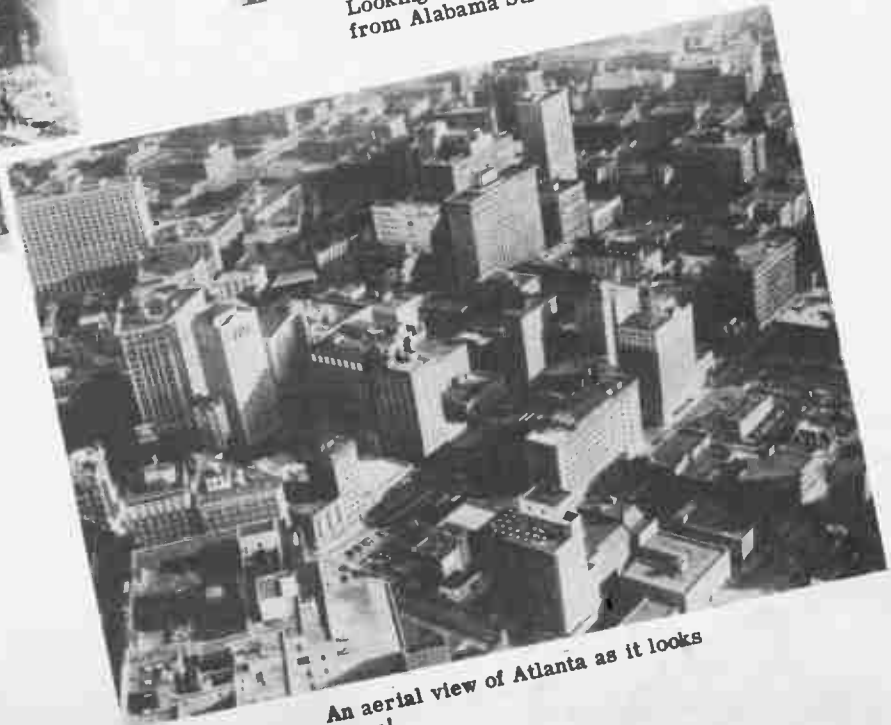
Old Slave Market in Downtown Atlanta.



Looking South on Whitehall Street from Alabama Street.



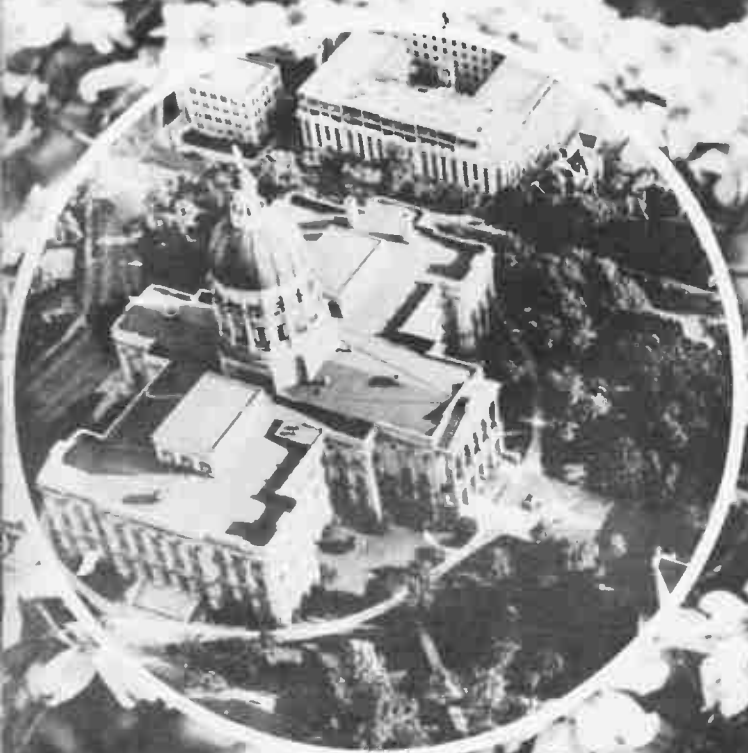
Artesian well at now-famous Five Points in Atlanta.



An aerial view of Atlanta as it looks today!



# Atlanta-Capitol



The State Capitol Building



Famous Stone Mountain near Atlanta



Georgia Military Academy



Home of Joel Chandler Harris "Uncle Remus".



# of the Southeast



Statue of Henry Grady in downtown Atlanta



Looking North up famous Peachtree Street



A portion of Georgia School of Technology.



The Cyclorama



You'll never hear them over the air, but the work of the engineers is highly appreciated by every WATL performer. Pictured here is Engineer G. C. LIVINGSTON, an expert in the field of electronics and a life-long resident of Atlanta.



Engineer GORDON C. BERRY has been a radio engineer since 1938 and is now working toward a Masters Degree in Electrical Engineering. He is pictured "riding gain", which is simply a means of volume control.



Also shown operating the controls at WATL is Engineer GEORGE BEARD. Behind him may be seen the transmitter, the power of which will soon be increased to 5000 watts.



BOB WALTON, recently released from the Army to resume engineering chores at WATL.



A charter member of the National Association for Education by Radio is Miss **PARA LEE BROCK**, Director of Education at WATL. She is in charge of such fine programs as "Makers of Men", "Southern Panorama", "The Problem Erasers" and the WATL scholarship contest plays.



If you were touring through WATL, you would meet these two lovely ladies. **DOROTHY SLAUGHTER** (left), script writer, and **ALICE HARRIS** receptionist and accountant.



**JOHN MALOOF**, sales staff Army veteran of World War II.



There's seldom a dull moment when lively **LOUISE CHILDRESS** is around. She's Assistant to the Program Director at WATL, has worked in several Atlanta firms since being graduated from High School in 1941.



# WATL - In the Service



The pleasant smile belongs to jovial Ex-Governor ELLIS ARNALL pictured here in one of his many broadcasts before a WATL microphone.



Former Governor Arnall is shown here in another exclusive WATL broadcast presenting merit badge awards to some of the State Selective Service Officials.



Secretary of State BEN FORTSON is shown here as he is being interviewed by announcer STAN RAYMOND of the WATL staff. This was just one of the many public service broadcasts heard recently over Radio Station WATL.



Into the State House goes STAN RAYMOND to interview ROY HARRIS, Speaker of the House during another WATL "Service to Atlanta" broadcast.

# of Atlanta

In picture (l. to r.), Armando Mor-  
 aila of Mexico City, Senora Maria  
 Teresa Sierra De Haas, Mexico  
 City, Wenceslao Munoz, Veracruz,  
 PARA LEE BROCK, Director of  
 Education at WATL and producer  
 of program, Senora Maria Begonia  
 Sierra De Lowenstein, Mexico City.  
 The women are wearing native  
 Mexican costumes. The boys are  
 students at G.M.A. The group told  
 of homes and customs in Mexico  
 and sang Mexican songs.



One of the major tragedies in the  
 history of Atlanta was the recent  
 fire in the Wincoff Hotel. WATL  
 listeners were transferred to the  
 scene through the magic of radio.  
 Pictured above at the fire are:  
 (l. to r.) BILL HOWLAND, Southern  
 Bureau Chief of Life, Time and  
 Fortune magazines; STAN RAY-  
 MOND of WATL; RALPH MCGILL,  
 editor of the Atlanta Constitution;  
 and Mayor WILLIAM B. HARTS-  
 FIELD of Atlanta.



Below the painting at the right is  
 General "Iron Mike" O'Daniel,  
 speaker at a recent Variety Club  
 banquet in Atlanta, broadcast ex-  
 clusively by WATL.



Popular among WATL listeners is  
 the program known as "The Prob-  
 lem Erasers". Pictured here are  
 (l. to r.): BOBBY FLOURNOY, win-  
 ner of title "Governor of Georgia"  
 in the Boys State Election; LT. GEN.  
 OSCAR W. GRISWOLD, commander  
 of the Seventh Army; PARA LEE  
 BROCK, director of education at  
 WATL; MRS. ROBERT B. CHURCH,  
 JR., discussion leader of the program.  
 Organist, CLIFF CAMERON; Child-  
 ren standing, JOANNE and BOBBY  
 CHURCH.

# There's Music In the



BOB BRISENDINE and ZENAS SEARS are shown here busily (?) handling the recorded show known as the "Musical Jamboree".



No ordinary cowboy singer is BURL IVES, whose songs are constantly "Loaded" with folk lore.



Announcer GENE WALTERS is pictured here with organist CLIFF CAMERON as, together, they manage "The Song Shop".



Here's photogenic Staff Announcer RAY McCAY in the midst of the show "Radio Rodeo", heard regularly over WATL. Ray may also be heard on "Happy Hollow Hoe-down".



Smilin' ED McCONNELL may be heard on his new show of songs and philosophical observations each Saturday morning at 10:00 over WATL



# Air-on WATL - Mutual!



Announcer RAY McCAY is pictured here in an interview with IRVING BERLIN during the world premiere of Berlin's new picture "Blue Skies" which was held recently in Atlanta.



ZENAS SEARS seems to be having more than his share of trouble as the "Good Morning Man", heard daily over WATL. Zenas is an old hand at theater and radio work, may also be heard on the shows, "Wake Up and Live" and "Sidewalk Talk".



George Szell, internationally celebrated composer-conductor, is conducting the concerts of the Cleveland Orchestra heard each Saturday evening over WATL and Mutual.



Curvaceous MONICA LEWIS is the owner of the lovely voice you may hear regularly over WATL. Need we say more?



EDDY ARNOLD, the Tennessee Plowboy, is singing master of ceremonies for the new musical audience participation show, CHECKERBOARD JAMBOREE.

# News and Special Events



Pictured above, immediately following a WATL special broadcast, are (l. to r.) JAMES WOODRUFF, SR., owner of WATL; Fight referee JACK DEMPSEY; PAUL PORTER, formerly of the Federal Communications Commission and Ed Kobak, President of the Mutual Broadcasting System.



Announcer STAN RAYMOND of WATL is shown interviewing charming RUTH WARRICK, star of Walt Disney's "Song of the South", which held its world premiere recently in Atlanta.



Several members of the WATL staff are shown above with WALT DISNEY (Center) and some of the stars of Disney's "Song of the South" during the motion picture's world premiere at the Fox Theater in Atlanta.

WATL--along with the M of the job it is doing in ke of the news as it becom the many "on-the-spot" its many fine news comm Pictured above are: (G GEORGE CARSON PUT FULTON LEWIS, JR; GAR RIC FOSTER.

# ts-Complete on **WATL**



The opinions of the man on the street are expressed each afternoon over WATL when ZENAS SEARS handles the program, "Sidewalk Talk".



When you speak of income brackets, one of the top-notchers in that field is CONSTANCE BENNETT. She is pictured here between halves of the Brooklyn Miami football game.



That face hardly needs to be identified, but Funny Man BOB HOPE is always ready for a good laugh. Here he is being interviewed by STAN RAYMOND in another exclusive WATL broadcast!

...tual Network--is proud  
 ...ping Atlantans informed  
 ...s news! It is proud of  
 ... broadcasts as it is of  
 ...entators and reporters.  
 ... (clockwise from the top)  
 ...AM; CECIL BROWN;  
 ...RIEL HEATTER; CED-



# Sport News of Atlanta

WATL and the Georgia Sports Network is always standing by--ready to bring to Atlanta and the surrounding area news of local and national interest from the World of Sports!

**GEORGIA**  
SPORTS NETWORK

One of the outstanding backfields in the Nation belongs to Georgia University--Champions of the Sugar Bowl! They are: DONALDSON (31) McPHEE (63); RAUCH (18) and TRIPPI (62). And WATL is your exclusive University of Georgia station.



Look at this picture closely. You'll seldom see so many fine football coaches in one photo. Left to right, they are: WALLY BUTTS, University of Georgia; STAN RAYMOND, WATL Sports Announcer; HENRY FRNKA Tulane; BERNIE MOORE, Louisiana State University; JESS NEELY, Rice Institute.



GEORGE KANTER presenting the watch of the week to GEORGE MATTHEWS, Georgia Tech. star, on the WATL Sportscope. Charlie Roberts, sports writer looks on.



For WATL listeners only--here's BOB BURKE, Ford Southeastern District Manager, congratulating the late GEORGE ROBSON on his victory in the 500-mile speedway classic at Indianapolis.

# -For Atlanta

Also on the Sportscope recently were TED CIESLAK of the Atlanta Crackers, the Southern League's most valuable player; STAN RAYMOND; BOB BRUMBY, War Correspondent and Sports Reporter for the Mutual Broadcasting System; DR. HUFF of Atlanta.



LOUISE SUGGS, holder of many Women's Golf Championships, in another exclusive interview on the popular WATL Sportscope program.



It's the Sportscope again, this time bringing to the air JACK TROY, popular Sports Columnist and RUDY YORK, star of the Boston Red Sox.



Pictured here, interviewing one of the South's favorite Aces during World War II, are Announcer TED HUSING; BILL BRUNDIGE, Mutual "Color" announcer; and PAUL JONAS, Director of Sports for Mutual.

"After Sportscope," JACK DEMPSEY, announcer, STAN RAYMOND, and promoter, PAUL JONES sing the praises of Royal Crown Cola to JACK ROACH, president of the Atlanta Royal Crown Bottling Company."



# Especially



Marilou Neumayer as "Joyce Ryan" and Johnny Coons as "Chuck Ramsey," in a tense moment during rehearsal of "Captain Midnight," the adventure series heard Monday through Friday over WATL and the Mutual Network.



Here are those "Juvenile Jury" mop-pets, with JACK BARRY, the Kid-Master of Ceremonies heard over WATL and Mutual each Sunday. It's time out for soda between their rambunctious panel discussions on problems of kids.



Especially for the younger set is this WATL show known as the "Problem Erasers". In this picture are: (l. to r.) OLIN MUMFORD, JR., inventor of the radio helmet shown in front of him; DR. BLAKE VAN LEER; PARA LEE BROCK of WATL LILLIAN CHURCH. Standing: HAGAN BASKIN, JR.; MARJORIE ALEXANDER. The organist is WATL's CLIFF CAMERON.



Each week a problem or question is presented in the form of a dramatization by a group of actors in the program. "It's Up to Youth", heard each Wednesday over WATL-Mutual, sponsored by Seventeen Magazine.

# for Youth . . .

JOHN LARKIN plays the title role in "Buck Rogers" in the 25th Century", the exciting new juvenile adventure series based on the famous comic strip, heard Monday through Fridays over WATL and Mutual.



ED PRENTISS is heard each week-day afternoon in the leading role as "Captain Midnight" takes to the air over WATL.



Stories about the "Man of Tomorrow" are a favorite with WATL's younger listeners as BUD COLLYER assumes the role of Superman each day, Monday through Friday.



CURLEY BRADLEY, shown with his "educated" horse, Tony, is the dashing "Tom Mix" on Mutual's daily, Monday through Friday broadcasts of the "Adventures of Tom Mix and His Straight Shooters" over WATL.



# ... and the World



"KORNS-A-KRACKIN'"

MARK MOUNTAIN JAMBOREE SATURDAY NIGHT ON WATL-MUTUAL



Mountain comedy and music to match specialties of FLASH and WHISTLER (above), CLEM WITHERS (left), and FRED WARREN (right) on "Korns-A-Krackin", WATL-Mutual's new novelty variety broadcast Saturday evenings with LOU BLACK as director and master of ceremonies.



Whether or not radio's TED MALONE, male guest on WATL-Mutual's "Leave It To The Girls" is going to wear the hat which MARTHA ROUND-TREE, PAULA STONE and JINX FALKENBERG, regular stars of the show, are thrusting on him, is a question on which any Easter-egged-on husband may have some comment to make. The show is heard each Friday evening.



# Laughs With You!



WENDELL NOBLE and STEVE ALLEN, purveyors of mirth and madness, are shown here with petite JUNE FORAY, singing girl partner, performing some of their zany antics on "Smile Time", heard over WATL and Mutual Monday through Friday afternoons.



JIMMY SCRIBNER poses as "Lawyer Philpot", one of the 22 characters he has created, and portrays on "The Johnson Family" on WATL and Mutual each afternoon, Monday through Friday.



Into the studios the other day walked two people whom you may not recognize, but with whose voices you are certainly familiar. Pictured here with WATL's CLIFF CAMERON are ADRIAN CASELOTTI (the voice of "Snow White") and PINTO COLVIG (otherwise known as "Guffy" or "Pluto")



GIL STRATTON, JR., as "Bill", and JANE WEBB as "Belinda", help to maintain the hilarious pace on WATL-Mutual's "Those Websters" each Sunday evening.

# Mystery and



LOTTE MANSON is Nick's girl-friend "Patsy" in the regular weekly adventures of "Nick Carter, Master Detective", heard Sunday evenings on WATL-Mutual with LON CLARK in the title role.



BILL JOHNSTONE plays the role of Elliot Taylor, brilliant lawyer and bosom-buddy of master-sleuth Gregory Hood, on WATL-Mutual's thrilling detective-diary series, "The Casebook of Gregory Hood", heard each Monday evening.



Center: LEWIS E. LAWES, former warden of Sing Sing prison, may be heard on "The Warden's Crime Cases" each Sunday afternoon over WATL and the Mutual Network. The new series presents dramatized case histories of criminals as drawn from Mr. Lawes' extensive files.



RICHARD KEITH plays the leading role of "John Shuttleworth", editor-in-chief of a detective magazine on "True Detective Mysteries", new series of true crime thrillers heard over WATL and Mutual each Sunday afternoon.



JOHN GRIGGS is heard as Roger Elliott, the mystery man whose tales of wierd and supernatural events with logical explanations form the basis for the "House of Mystery", the unique juvenile series heard over WATL and Mutual each Sunday.

# Drama-at 1380



LOUISE SNYDER is the leading ingenue on WATL-Mutual's thrilling dramatic show known as "Special Investigator" heard each Sunday evening.



Do you know this man? His real name is JAMES MEIGHAN, but he portrays the part of the debonair detective "Mike Waring". If you still don't know, you may recognize him as The Falcon. "The Adventures Of The Falcon" is heard over WATL-Mutual Tuesday evenings.



Center: Basil Rathbone, creator of the role of "Sherlock Holmes" in both pictures and radio, undertakes a new assignment, that of Inspector Burke, in "Scotland Yard," a new weekly mystery series over Mutual, on Tuesday.



CATHY LEWIS, popular Hollywood radio star, is heard as "Phyllis", girl-friend of Irish-witted "Private Detective Michael Shayne", Tuesdays over WATL and the Mutual network.



NED WEVER, better known as Bulldog Drummond, unravels crime puzzlers on the mystery favorite, "Adventures of Bulldog Drummond", Fridays over WATL and Mutual.



# For Your Listening Pleasure



Mutual's "Queen For A Day" arrives in Atlanta and is met at the plane by members of the WATL staff.

It's "Luncheon In Paradise". And Master of Ceremonies "WOO WOO" STEVENS congratulates the oldest lady in the room as she wins an orchid and a bottle of champagne.



Announcer BILL PENNEY vies with OLLIE REEVES (left), poet laureate of Georgia on one of WATL's most popular shows, "Hills and Valleys".



A telephone call to China was a simple matter for newly elected "Queen For A Day" MARGOT LAX, a GI bride from London. JACK BAILEY, who crowns each new queen, steadies the phone as Margot gets through to her mother. The show is heard Mondays through Fridays on WATL.



Facts! Facts! And more facts are yours for the asking as Master of Ceremonies TODD RUSSELL moves well into his seventh year on the long-run series known as "Double Or Nothing", heard each Sunday evening over WATL.

# 76 WATL - Mutual!



Radio's "Family Affair", FRED, FLORENCE and BOBBY VAN DE-VANTER and HERB POLESIE get set to answer quiz-master BILL SLATER on WATL's hilarious "Twenty Questions".



Emcee KEN ROBERTS supervises the verbal target practice on the popular quiz show, "Quick As A Flash" broadcast Sundays over WATL and Mutual.



"GALLANT BESS" movie horse star, being interviewed by WATL's Gene Walters. "Bess" is MGM's wonder horse and is giving the audience the horse laugh. Left to right, Capt. Phifer., Walters, "Bess", Joe Atkinson, trainer and owner, and Emory Austin of MGM.



This year MARION CLAIRE, distinguished operatic star, is again starred as prima donna of the "Chicago Theater of the Air". Saturday on WATL-Mutual.



During the Hallowe'en season last year, LOUISE SNYDER was invited to pin the ears back on Mr. Spook Kat. Louise is a radio actress and may be heard on the program, "Exploring the Unknown", a regular popular feature on WATL and Mutual Sunday night.

# The Magic of Radio

Dr. Milton S. Richardson, rector of  
the Saint Luke's Episcopal Church.



St. Luke's Episcopal Church.



Mr. Matthew Warren of the All  
Saints Episcopal Church.

# Carries Messages of Faith



Dean de Ovies and Mrs. Moses P. Epstein in a Bnai Brith broadcast. This is the only local Jewish program.




Dr. Robert Burns, Peachtree Christian Church, Director of Radio, Atlanta Christian Council.



Monsignor Joseph E. Cassidy, rector of the Cathedral of Christ the King.





# Status of FM

Never in history has the audience of American music-lovers been so great . . . the vast amount of music which goes out over the airways every day thrills an increasingly large number of listeners . . . and creates a demand for a special kind of radio broadcasting which will transmit every tone, every nuance of the music as it sounds in the studio.

Frequency Modulation (FM) will answer this demand! Many FM radio-stations are already on the air, and other hundreds have made application for licenses. Nearly a million FM receivers are already in use! Many schools throughout the country are using FM reception to introduce their students to the sounds of great music, transmitted as they are produced, pure and clear.

The ultra-high frequency radio waves used in FM will reproduce exactly the full rich tones of a symphony orchestra . . . the high fluid notes of the flute . . . the singing violins . . . the deep sonority of the pipe organ . . . the rippling cadenza of the piano. Program fading, interference between stations and static will be things of the past with FM.



*WATL is growing up. We are soon to attain a power of 5,000 Watts—one more step along the road to better service. We are proud of the confidence we have been given in the lives of the people of Atlanta and of the surrounding areas. It is therefore our pledge that we will continue to serve you to the utmost of our combined abilities. Radio and WATL are going forward!*

# THE *Future* IS BRIGHT FOR THE POST WAR SOUTH

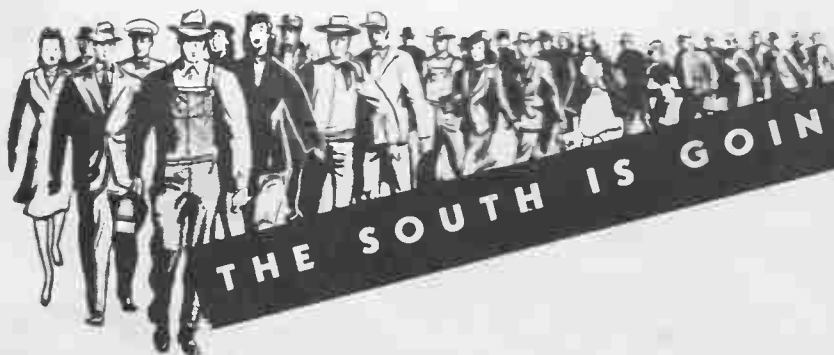
With the same abundant energy and realistic viewpoint, citizens of the South have set their sights to postwar. Public works—roads, bridges, earthwork, airports and building programs costing millions of dollars, are getting under way. Private enterprise and government have already allocated the money.

.. Unified effort already set in motion will make permanent the bulk of the South's wartime economic, industrial and population gains. Re-conversion plans by private enterprise call for production and employment topping all previous peace-time records.

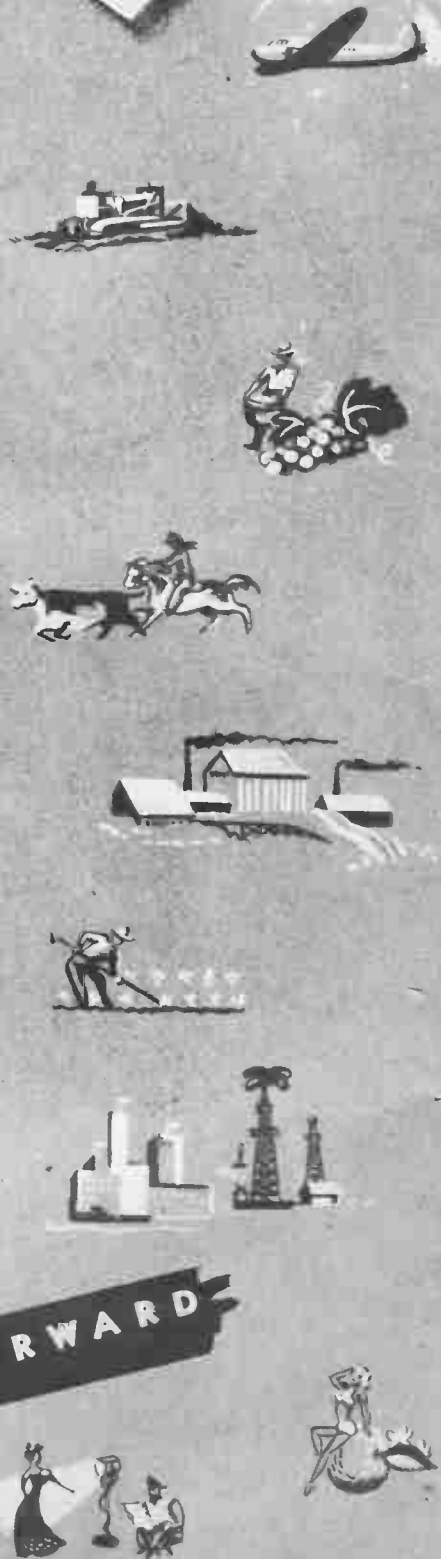
.. Southern goods will flow through war-expanded transportation systems to wider markets at home and abroad. A war-born merchant fleet will carry the products of the South to the ports of the world to exchange for raw materials for the new industrial empire.

.. The South faced a multitude of problems in gearing itself to the production achievements of war-time. It rolled up its collective sleeves and did a tremendous job.

.. The problems of peace-time are plentiful and big, but opportunities are even bigger. Wise forward planning has put these opportunities within reach, many of them have been saddled already.



THE SOUTH IS GOING FORWARD



A Message From  
Walter Speight  
General Manager of **WATL**



ATLANTA BROADCASTING COMPANY

HENRY GRADY BUILDING  
ATLANTA 3, GEORGIA

To the Radio Listeners Of Georgia:

WATL is growing, thanks to you. The fact that many thousands of you are loyal WATL listeners makes us anxious to make constant improvements in our programs, so we can keep you as loyal listeners.

Withing a few months WATL will move to a new frequency of 1380 Kilocycles with a power increase to 5000 Watts. This will enable our programs to reach, in addition to the greater Atlanta area, a total of 42 Georgia counties, plus a county in Alabama.

WATL is your station and we will constantly strive to serve your interests first. We are giving free time to all churches, Protestant, Catholic and Jewish. We are giving free time to all Educational Institutions, to all civic groups and to all responsible minority groups. In addition, we are broadcasting "on-the-spot" news broadcasts and making them available to all Georgia stations who desire to carry them.

We hope that you have enjoyed this book, and that its pictures and stories have made you better acquainted with our staff and artists and with Mutual, "The World's Largest Network". And by the way, Mutual's great leader, Ed Kobak, says "thanks" too.

Now, and in the future, we want to serve you better, and our constant watchword will be "The Station That Stops Being Better, Stops Being Good."

Gratefully yours,

*Walter P. Speight, Jr.*  
Walter P. Speight, Jr.,  
General Manager.