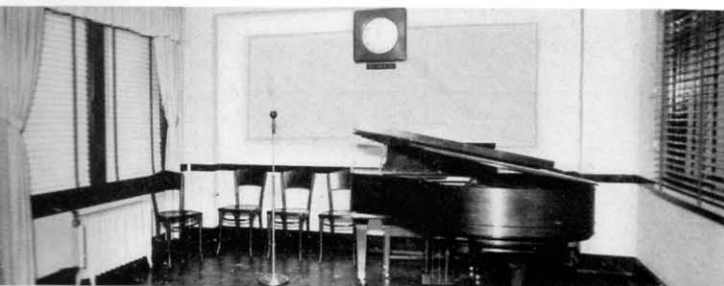




Portion of transmitter room showing studio speech input equipment.

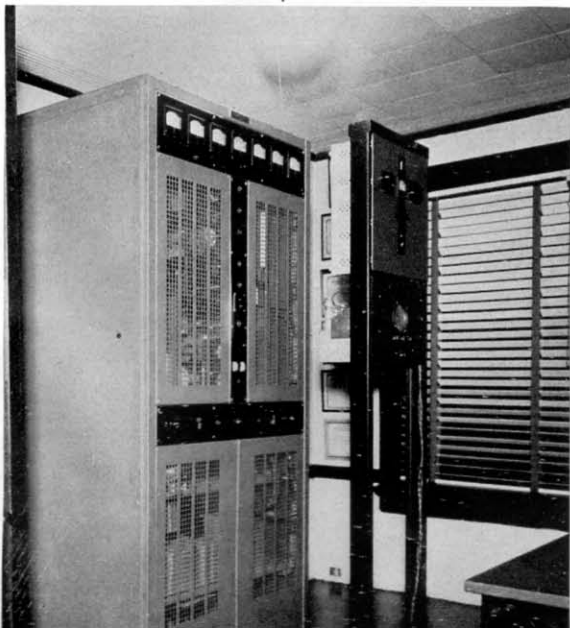


One of WATL's studios, modern in design as well as in equipment.



Jim Comer, Chief Engineer, and Maurice Coleman, Station Manager.

Below: The Western Electric 23A Transmitter and 110A Amplifier.



# WATL

Atlanta, Georgia

**A**tlanta's "Friendly Station," WATL, in Atlanta, Georgia, recently broadened its service to listeners by inaugurating a news broadcasting program designed to keep them constantly informed on the latest news of the world. Out of every hour of the nineteen hours it is on the air, WATL devotes five minutes to news broadcasting.

This service rounds out a program of improvement that started in April with the installation of Western Electric transmitting and control equipment. A 310B transmitting equipment, consisting of a 23A transmitter and its associated vacuum tubes and antenna coupling equipment, was placed in operation at that time. It is supplemented by a 110A amplifier and a 23A speech input equipment, all located in the transmitter room. The latter, six modern studios, work shop and office space, occupy the second floor of the 15-story Henry Grady Building. Atop this building, the highest point in Atlanta, is located the antenna, a 154-foot structure which dominates the entire area.

Looking over the program schedule of WATL it becomes evident that music still holds first place in popularity. The "Good Morning Man" greets listeners every week-day with two hours of popular music. The "Mid-Day Merry-Go-Round" brings an hour of luncheon music each day. On Saturday night the "Dancing Till Dawn" program entertains the stay-up-lates with dance music from midnight until six in the morning. And in between times a number of fine orchestras as well as a wide selection of transcribed programs keep listeners musically entertained.

To secure the pleasing variety of programs that have made WATL so popular, the number of remote pick-up points has been increased to 26. For this work, WATL also uses Western Electric 22A portable remote pick-up equipment. Of this equipment Jim Comer, Chief Engineer of WATL writes: "Our operators are particularly pleased with the operation of the 22A remote amplifier recently purchased from Graybar. The design and performance of the 22A is so far ahead of a competitive amplifier we were using, that I highly recommend it to anyone contemplating the purchase of remote equipment."

Since the installation was completed and regular programs begun on April 7, WATL's carrier has never been interrupted by the failure of any piece of Western Electric equipment.