

WTHAM

ROCHESTER, NEW YORK

WVHAM

ROCHESTER, NEW YORK

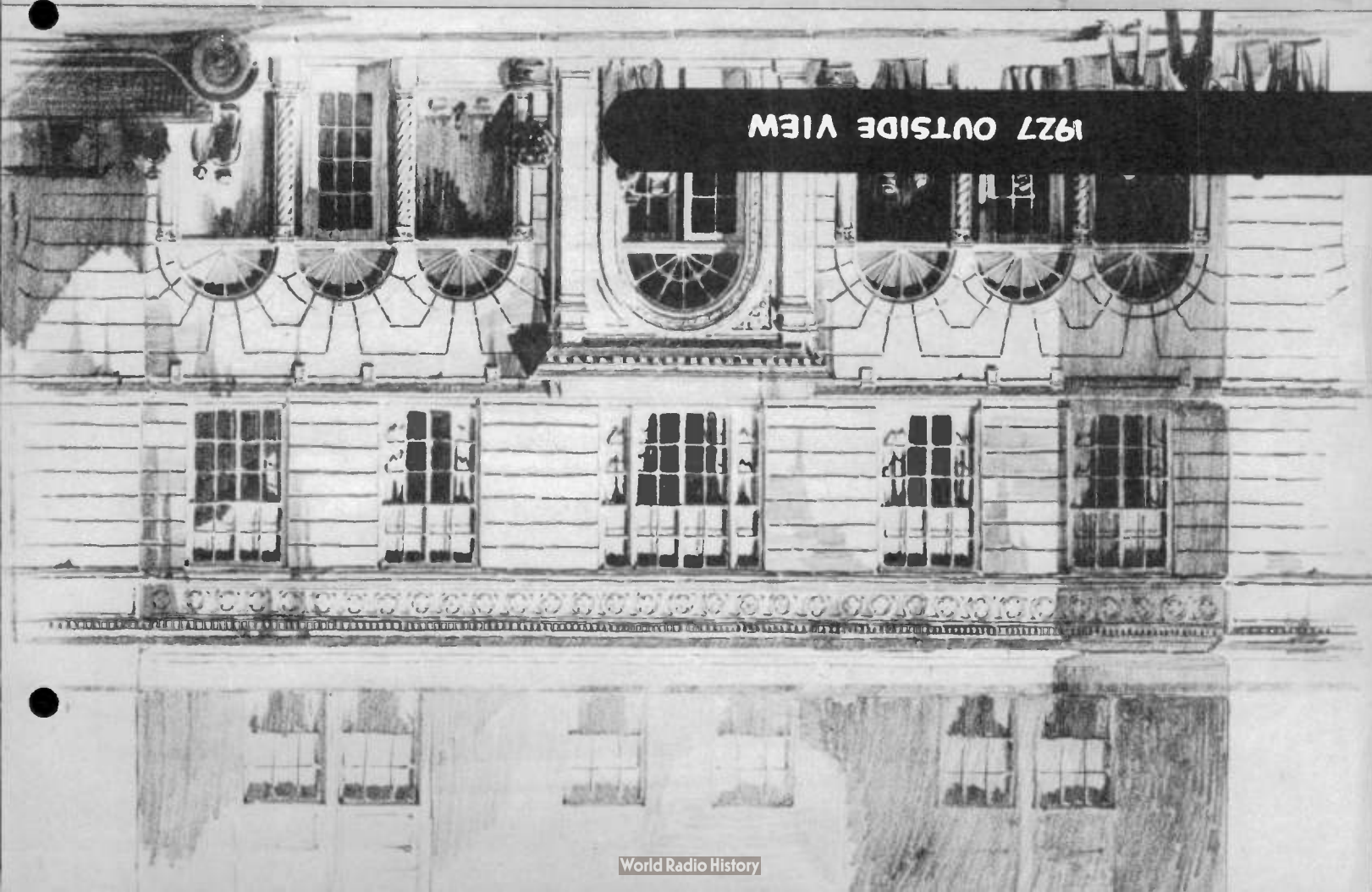
CLEAR CHANNEL HEARING

FEDERAL COMMUNICATIONS COMMISSION

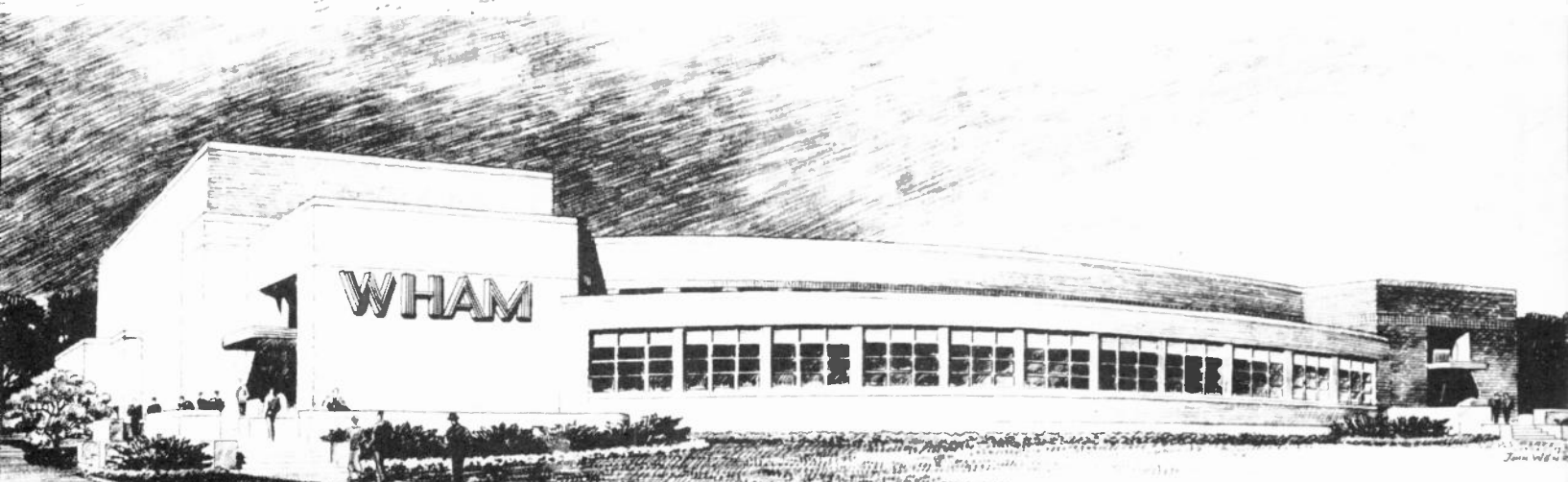
WASHINGTON, D. C. • APRIL 1946 • DOCKET No. 6741



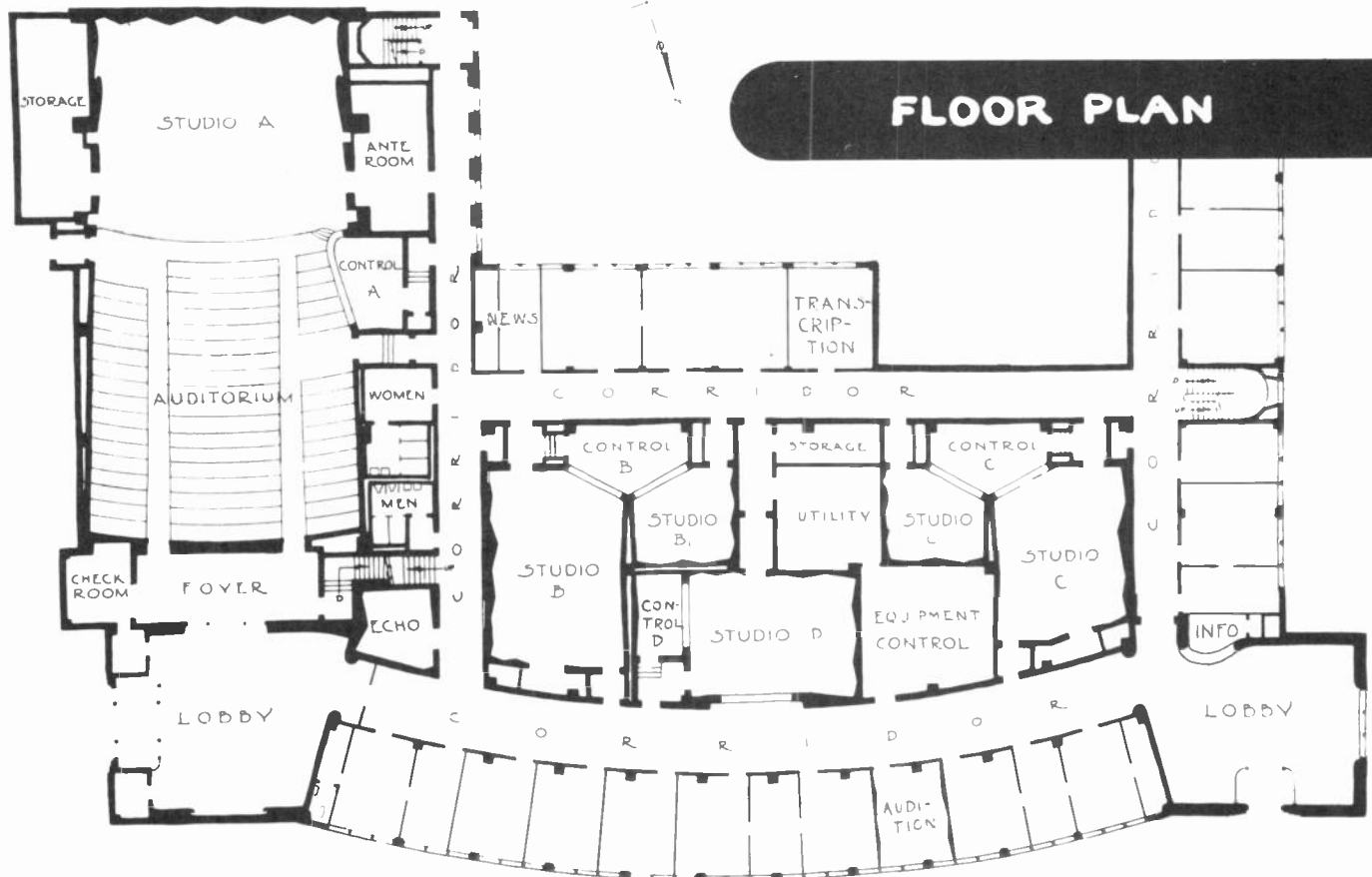
1927 INTERIOR VIEW



1927 OUTSIDE VIEW



1946 NEW BUILDING



FLOOR PLAN

FIRST FLOOR

SCALE 0 20 40 60 FEET

WM G. KALLER & L. A. WAASDORP ARCHITECTS



FIRST ANTENNA WHAM



PRESENT ANTENNA

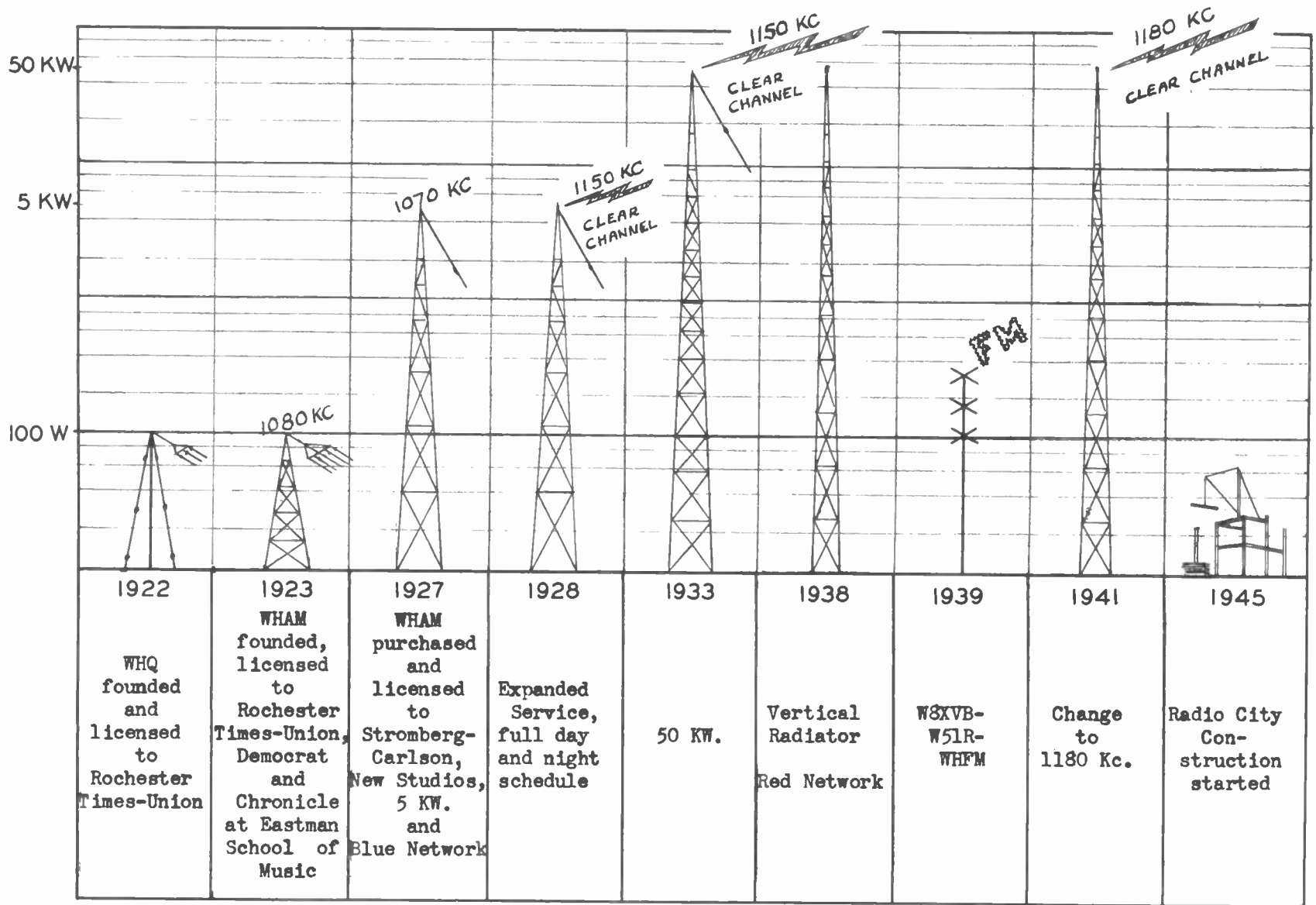


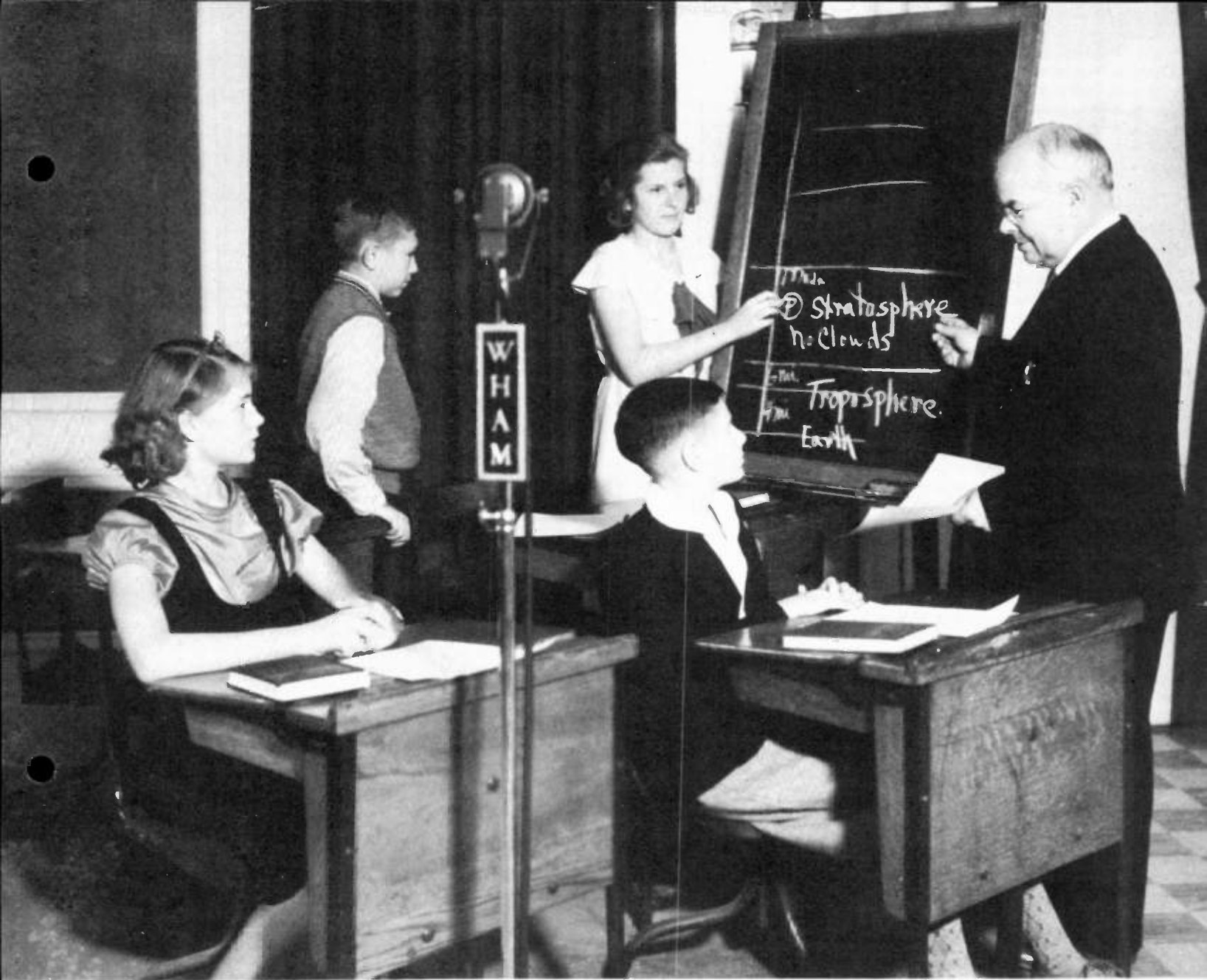
TWIN TOWERS 1936

PERSONNEL OF WHAM

- William Fay - Director and Vice President of Stromberg Carlson Company in charge of broadcasting. Began broadcasting at WGY, Schenectady, New York in 1923. Studio Manager WMAK Buffalo, New York 1927-28. Became program manager WHAM, Rochester, New York 1928. Named General Manager WHAM 1929. Elected Vice-President in charge of broadcasting Stromberg Carlson Company in 1942. Elected to Board of Directors of the Stromberg Carlson Company 1943.
- Jack Lee - General Manager. Joined WHAM as production manager in 1928. Supervisor of announcers 1932. Dramatics Director in 1936. Assistant Manager 1938. General Manager 1942.
- Charles Siverson - Program Manager. Graduate of Eastman School 1930 and immediately joined music department WHAM. Made musical director 1931 and Program Director in 1936.
- Truman Brizee - Promotion Director. Educated in Public schools, preparatory and military, and Hobart College. Entered show business in 1926 and worked as theatre manager until 1934. Special promotion with the Gannett Newspapers until 1937. Joined the staff of WHAM 1937 in sales. Promotion Director 1942.
- John W. Kennedy Jr. - Commercial Manager. In the employ of Stromberg Carlson Company since 1925. Sales and sales-promotion. Appointed Sales Manager of WHAM in 1938.
- Kenneth Gardner - Technical Supervisor. Joined the engineering staff of WHAM in 1928. Has served as operator, both control and transmitter 1925-1927. Appointed Technical Supervisor of WHAM in 1940.
- Eugene Zacher - Musical Director. Educated in the University of Rochester, major in music at the Eastman School of the University of Rochester. Joined staff of WHAM in 1939. Appointed Musical Director in 1943.
- Sylvester Novelli - Production Manager. Joined the staff of WHAM in 1943, after years of special work as announcer, musician at WHAM. Became production manager in 1945.
- Jack Ross - News Editor. Educated in Canada and Cornell University. Teacher of Social Sciences in Rochester School System. Joined staff of WHAM in 1937 as announcer. News broadcaster in 1938. News Editor in 1944. Instructor at University of Rochester, Cornell summer school.

HISTORY CHART OF WHAM





CLASSROOM SCHOOL OF THE AIR

This is a picture of a typical class broadcast of a science course in the 5th and 6th grade "School of the Air" program. 70,000 children are taught by these broadcasts over WHAM. 134 schools are services, 54 in Rochester and 80 in the surrounding 100 miles radius. The broadcasts are a supplement to the regular curriculum. On the air since 1933.

LIST OF SCHOOLS

SCHOOLS--CITY OF ROCHESTER, NEW YORK
 USING "SCHOOL OF THE AIR"
 WHAM-----ROCHESTER, NEW YORK

<u>PRINCIPAL</u>	<u>SCHOOL</u>	<u>ADDRESS</u>
Mrs. D.K. Lertcher	Number One	185 Hillside Avenue
Fred B. Parker	Number Three	59 Tremont Street
Gertrude F. Brown	Number Four	198 Bronson Avenue
Squire H. Snell	Number Five	555 Plymouth Ave. North
Mary T. Kinsella	Number Seven	219 Peirpont Street
Julia Evens	Number Eight	253 Conkey Avenue
G. Arentheill	Number Nine	261 Joseph Avenue
Milton R. Priddle	Number Eleven	500 Webster Avenue
K.B. Powers	Number Thirteen	81 Hickory Street
Arthur Harris	Number Fourteen	200 University Avenue
Mildred L. Potter	Number Fifteen	494 Averill Avenue
M.D. Hulbert	Number Sixteen	321 Post Avenue
Jackson Gallud	Number Seventeen	259 Orange Street
H.H. Lewis	Number Nineteen	465 Seward Street
Earle W. Wash	Number Twenty	54 Oakman Street
Amy K. Maybe	Number Twenty-one	399 Colvin Street
Karl F. Rex	Number Twenty-Two	27 Zimbrich Street
M.S. Jones	Number Twenty-Three	170 Barrington Street
Richard G. Thiele	Number Twenty-Four	900 Meigs Street
L.D. Wilkinson	Number Twenty-Five	965 N. Goodman Street
F.M. Pile	Number Twenty-Seven	127 First Street
R. K. Kennedy	Number Twenty-Eight	450 Humboldt Street
Edna M. Hixson	Number Twenty-Nine	46 Moran Street
S. T. Harris	Number Thirty	36 Otis Street
Mabel T. Orr	Number Thirty-One	208 N. Goodman Street
Caroline H. Brown	Number Thirty-Three	250 Grand Avenue
L. May Clark	Number Thirty-Four	530 Lexington Avenue

LIST OF SCHOOLS Cont.

SCHOOLS--CITY OF ROCHESTER, NEW YORK, CONTINUED

Page two

<u>PRINCIPAL</u>	<u>SCHOOL</u>	<u>ADDRESS</u>
Ethel G. Pease	Number Thirty-Five	156 Field Street
Ivan K. Potter	Number Thirty-Six	85 St. Jacob Street
Emma M. O'Keefe	Number Thirty-Seven	353 Congress Avenue
G. Cooper	Number Thirty-Eight	270 Latta Road
Floyd S. UpDyke	Number Thirty-Nine	145 Midland Avenue
R. Copwell	Number Forty-One	279 Ridge Road West
G. Cooper	Number Forty-Two	3330 Lake Avenue
Olive Paine	Number Forty-Three	1305 Lyell Avenue
Alma E. Haessig	Number Forty-Four	820 Chili Avenue
Dorothea K. Lortcher	Number Forty-Six	250 Newcastle Road
Emma M. O'Keefe	George H. Thomas Number Forty-Nine	Lattimore Road and Norfolk Street
C. Bruce	Number Fifty-Two	100 Farmington Road
Sister M. Benno	St. Boniface	314 Gregory Street
Sister M de Pazzi	St. John the Evangelist	Humboldt Street
Miss Alice L. Foley	Brighton School # 1	Monroe & Elmwood Ave.
Ivan L. Green	Ridgewood School	2222 Ridge Road East
Herman Lybarger	Seneca School	4143 St. Paul Blvd.
L.P. McAdams	Henrietta # 1	194 Oxford Street
M. O'Donnell	A. Lincoln	265 Alpine Drive
Stella M. O'Neil	Laurelton	478 Helendale Road
M.V. Pullen	Greece Central	Hoover Drive
Miss Katherine Spillane	Indian Landing School	909 Landing Road
M. Taber	Thomas Edison	1632 Buffalo Road

LIST OF SCHOOLS Cont.

WHAM--ROCHESTER, NEW YORK

(OUT-OF-TOWN SCHOOLS)

<u>PRINCIPAL</u>	<u>SCHOOL</u>	<u>ADDRESS</u>
	Grammar School	E. Academy Street Albion, New York
James M. Wilson	Andover Central	Andover, New York
Dorothy E. Burns	James St. School	Auburn, New York
Lillian Donohue	Seward School	Auburn, New York
Peter Seroger	Avon Central	Avon, New York
Mrs. Myrtle C. Handley	Robert Morris	Batavia, New York
Antoineette Horsch	Pringle	Batavia, New York
Mrs. Lawrence Mahoney	Batavia High	Batavia, New York
Miss Bessie Norris	East	E. Main St. Batavia, N.Y.
Miss Doris M. Peard	Washington	Washington Avenue, Batavia, New York
Doris M. Beard	Brooklyn School	Batavia, New York
Florence J. Quirk	Lincoln	Batavia, New York
E.G. Shaad	Belleville Central	Belleville, New York
Nellie Folts	Benton Four	Bluff Point, Yates County, New York
Mrs. Wm. Trimmingham		Branchport, New York
Nellie D. Germaine	Grammer School	Brockport, New York
Hazel Rench	Campus School	Brockport, New York
Walter G. Clifford	Caledonia High	Caledonia, New York
Doris Webber	Cayuga Union	Cayuga, New York
Martha Hillicker	Chemung	Chemung, New York
Mrs.M.R. Manikowski	Number Three	Chemung & Fifth Streets Corning, New York
Stella B. Pierce	Number Two 291 First Street	Corning, New York
Adelaide S. Arnold	Preble	Preble, New York
Gertrude Snell	Amherst Number Eight	Clarence, New York

(OUT-OF-TOWN SCHOOLS) continued

Page two

<u>PRINCIPAL</u>	<u>SCHOOL</u>	<u>ADDRESS</u>
George Wolfe, Jr.	Central School	Clifton Springs, N.Y.
Margaret Holden	Elementary School	Dansville, New York
Miss Alberta M. Kapp	Penfield # 7 School	Nine Mile Point Road, East Rochester, N.Y.
L.C. Abranson	East Rochester	East Rochester, N.Y.
Ruth Conley	Elma Six	Elma, New York
M. S. Hoagland	Hendy Ave. School	Elmira, New York
Miss E. E. Kingsley	Riverside School	Riverside Avenue Elmira, New York
F.J. Leverich	Pailey Coburn	Mt. Zoar Street Elmira, New York
John McWilliams	Two	Second & Davis Streets Elmira, New York
Louise Reynders	Number Nine	Lyon & Perine Streets Elmira, New York
Helen R. Smith	Penna. Ave. School	1018 Pennsylvania Ave. Elmira, New York
Muriel M. Wright	Hopkins Street	Elmira, New York
Madison M. Hess	Number One	Elmira Heights, N.Y.
Mrs. Florence Wilson	Pamelia # 9	Evans Mills, New York
Mryta D. Blood	Perinton # 3	Fairport, New York
Bessie D. Kenney	Midvale	Baird Road, Fairport, N.Y.
Lucile B. Culver	Practive School Genesee State Teachers College	Geneseo, New York
Mrs. Edna Campbell	Border City School	104 Pleasant Street Geneva, New York
Marjorie L. Cook	North Street	North Street Geneva, New York
Mrs. Christine C. Hobson	High Street School	Geneva, New York
Agatha R. Keavney	Cortland Street	Geneva, New York

(OUT-OF-TOWN SCHOOLS) Continued

Page 3

<u>PRINCIPAL</u>	<u>SCHOOL</u>	<u>ADDRESS</u>
D. Franic	Greenwood Central	Greenwood, New York
Herbert J. Worboys	Honeoye Falls High	Honeoye Falls, N.Y.
Cora E. Graff	Columbian	Hornell, New York
Miss Isabella H. Mason	Bryant School	Hornell, New York
Alton B. Corbit	Jasper Central	Jasper, New York
E. Margaret Armer	John E. Pound	High Street, Lockport, New York
Miss Agness Gerrity	DeWitt Clinton	Clinton Street Lockport, New York
Josephine Manchester	Tannery School # 10	Macedon, New York
Mrs. Pearl Wilson	Dist. 4 Macedon	Macedon, New York
Warreb P. Towne	Oak Orchard	Medina, New York
Dr. Thompson	Royalton Hartland	Middleport, New York
Blanche C. Vedder	Montour Grammar	Mountour Falls, N.Y.
Dr. Jennie W. Callahan	Hunter College	695 Park Avenue New York, New York
Ethelyn Barron	Ashland Avenue	Niagara Falls, New York
Clara T. Hall	Cleveland Avenue	Cleveland Ave. at 13th St Niagara Falls, New York
Miss Nancy C. Lundall	13th St. School	Niagara Falls, New York
Melvin B. Hill	Col. Payne School	Wheatfield & Niagara Sts. N. Tonawanda, New York
Mrs. Ruth H. Klein	Dist. # 5, Pendle- ton	R. 2, N. Tonawanda, N.Y.
N. G. Morgan	Owego Public	Owego, Tioga County, N.Y.
Mrs. Ward Hopkins	Jerusalem # 9	Penn Yan, New York
Minnie Thompson	Milo # 9	Penn Yan, New York
Sister M. Benno	St. Boniface	Rochester, New York
Susan D. Venna	Wellsbille Ele- mentary	Wellsville, New York

(OUT-OF-TOWN SCHOOLS) Continued

Page Four

<u>PRINCIPAL</u>	<u>SCHOOL</u>	<u>ADDRESS</u>
Elsie H. Moll	Wheatfield Dist.#1	Sanborn, New York R.I.
Margaret A. Miller	Seneca # 3 Seneca Castle	50 Chapel Street Seneca Falls, New York
Mrs. Alice Wakeman	Park School of Buffalo	Harlem Road Snyder, New York
Frances G. Spencer	Parma Dist. # 3	Spencerport, New York
B. L. Raynor	Clinton School	606 Lodi Street Syracuse 3, New York
Edna Cross	Waterloo Union	Waterloo, New York
Hazel R. Haverly	237 Desmond St.	Sayre, Pennsylvania
Miss Elsie Thomas	Baldwin # 6	Chemung, New York
Mrs. Howard Fredenburg	Walworth High School	Walworth, New York
May A. Nichols	Fall Creek	Ithaca, New York
Board of Education		Dunkirk, New York
Edith Faucett	Central School	Ithaca, New York
E.P. Vincent	Gratwick	Payne & Stenzil Sts. N. Tonwanda, New York
Alden T. Stuart	Perry High	Perry, New York
Lavina G. Phillips	Dist. 4-Volney	R.D. 5 Fulton, New York
F.T. Deci	Palmyra High School	Palmyra, New York
Wm. J. Transue	Pittsford High	Pittsford, New York



TUNING IN

on the
ROCHESTER

School of the Air

Week of March 25, 1946

AMERICAN SCHOOL OF THE AIR
WHEC - 5:00-5:30

ROCHESTER SCHOOL OF THE AIR
PROGRAM SCHEDULE

MONDAY - THE STORY OF AMERICA

"The Big Canal"

The story of the banishment of yellow fever and malaria and the overcoming of nature's treacherous ways to develop the Panama Canal

MONDAY

1:30-1:45

The Magic Bookshop

Julia L. Sauer

5-6 Grades

The Lance of Kanana
(Henry Willard French)

TUESDAY - GATEWAYS TO MUSIC

"American Rivers in Song"

Rivers and river songs wind bright parallel threads through American history, and carry with them the tales and tunes found along the levees

TUESDAY

1:30-1:45

Science Time

Grace E. Boulton

5th Grades

For a Stronger America
(Food Requirements)

WEDNESDAY - MARCH OF SCIENCE

"The Fruit Fly's Secret"

Story of an insect almost made to order for the study of how animals inherit their special characteristics

1:45-2:00

Science Time

Grace E. Boulton

6th Grades

In Damp and Shade

WEDNESDAY

1:30-1:45

Science

Paul E. Smith

7th Grades

Air For Life

THURSDAY - THIS LIVING WORLD

"Reconstructing Asia"

Asia has a problem of new building as well as one of re-building

THURSDAY

1:30-1:45

People In the News

C. Raymond Naramore

6-8 Grades

Leonard Bernstein

FRIDAY - TALES FROM FAR AND NEAR

"Clara Barton"

by Mildred Mastin Pace

The story of the heroic woman who nursed the wounded in the great battles of the Civil War, and later organized and became the first president of the American Red Cross

FRIDAY

1:30-1:45

Peoples of the World

Paul E. Smith

4-7 Grades

People of West Indies
(Dr. John S. Wolf)

Department of Visual and Radio Education

Paul C. Reed, Director

THE MAGIC BOOKSHOP

Monday, March 25, 1946
Station WHAM
1:30 - 1:45 P.M.

Rochester School of the Air
Julia L. Sauer
Talk No. 24

Stories of Adventure in the Desert to Read After

HENRY WILLARD FRENCH'S THE LANCE OF KANANA

J	Farley	The black stallion
J	Farley	The black stallion returns
J961.1	Martin	Awisha's carpet
J	Sienkiewicz	In desert and wilderness
J	Tietjens	Boy of the desert
J	Williamson	The lost caravan

Rochester Public Library
Department of Work with Children

Fifth Grade
 Grace E. Boulton
 The Rochester School of the Air

Broadcast 13
 Tuesday, March 26, 1946
 WHAM 1180 KC 1:30 - 1:45 P.M.

FOR A STRONGER AMERICA
 (Food Requirements)

Do You Know:

1. Why the food you eat is so very important?
2. What foods you should eat every day?
3. What is meant by the Basic Seven?
4. How the preserving of food has changed since the Middle Ages?
5. How the development of aviation is helping to solve some of the problems of food distribution?
6. How airline travel changed the way in which food is prepared for higher altitudes?

Broadcast:

The advent of World War II presents a host of problems and one of the most important was that of food--production, supply, demand and distribution. Victory gardens were encouraged, nutrition experts were consulted and everyone became more conscious of this all important problem. The period of reconstruction is no less important, and the food requirements of people must still be met. The same problems which faced people are there plus new ones. And if a nation is to endure it is only as good as the citizens who make it up.

In order to present this program about our daily food requirements an expert has been invited to participate. Miss Irene Muntz of the Rochester Gas and Electric will be our guest. She is well known to Rochestarians, and her wealth of information about food and nutrition should help to bring our thinking up-to-date.

Suggested Activities:

1. Find pictures in magazines which show what is meant by the Basic Seven. Discuss why these foods must be eaten.
2. Write out what you have eaten during one day for breakfast, lunch, and dinner. Check it over to see if you have the amount of food necessary for a growing boy or girl.
3. If you eat lunch at school, how do you choose your noonday meal?
4. Bring in some well planned menus. These appear in booklets, magazines, and even the daily newspaper. Why can you accept these menus as well planned?
5. Discuss why you should always eat breakfast.
6. Show how a lunch box should be packed and how foods are chosen for it.
7. For library research: Find out how science has helped us in growing more food. In shipping it faster and with less spoilage. In preparing it.
8. It is about time for the preparation of your Victory Garden plot. Discuss how you made your plans, etc.
9. Plan a school party for sometime later. Perhaps an Easter party or a picnic. Choose your foods remembering the things you learned in your science work.
10. Prepare an assembly program using food as your theme.
11. Make charts showing the foods which you must eat to be strong and healthy.

SCIENCE TIME OVER WHAM

Sixth Grade
Grace E. Boulton
The Rochester School of the Air

Broadcast 13
Tuesday, March 26, 1946
WHAM 1180 KC 1:45 - 2:00 P.M.

IN DAMP AND SHADE

Do You Know:

1. What is meant by a forest community?
2. The names of some forest animal neighbors?
3. Why the trees in the forest grow as they do?
4. What wildflowers are shade loving plants?
5. Why so many wildflowers are seen in the early springtime?
6. That plants and animals are particular about where they live?

Broadcast:

When plants and animals adapt themselves to the same sort of life--that is they grow up side by side--we say that they are living in a community. Those individuals that are unable to stand the intense heat and light of the sun are the ones that live in the forest society. A great variety of homes are offered to those who live in damp and shade. And it is around these dwellers of the woodland that this program is planned.

Suggested Activities:

1. Collect some pictures of wildflowers which grow in damp and shade. Post on your science bulletin board.
2. Make some sketches of forest neighbors.
3. Write a story about one special animal or plant of the forest in which you were especially interested.
4. Make a sketch of some forest trees. Compare it to trees which you see growing in other places like city streets and open fields.
5. Take a trip to some near-by woods. Record your observations.
6. Bring in some soil from the forest floor. Compare it with other kinds of soil. Explain what you find.
7. Find out what type of bird life is found in the forest. Bring in some pictures of forest birds.
8. Through your study try to discover why the forest is an important society or community.
9. For further research: Choose one forest dweller and try to find out why it prefers to live in damp and shade.
10. How does it share things with its neighbors?
11. In doing your work list all the references which you used in order to prove your statements.
12. Take an old aquarium and make a small forest community. What conditions will be necessary for living things in this community?
13. List the new words which you have learned in the broadcast and in your science investigation. Be sure that you know the meaning of each.
14. Write your own definitions of environment and community.
15. Discuss the ways in which you can help to keep the forest community a thriving one.
16. Get a list of the wildflowers which must not be picked. Write to the Conservation Dept. of New York State, Albany, New York
17. Discuss why wildflowers should be looked at, photographed, but allowed to remain where they are growing.

SCIENCE

7th Grade
Paul E. Smith
WHAM 1180 KC

Broadcast 8
Wednesday, March 27, 1946
1:30 - 1:45 P.M.

AIR FOR LIFE

Broadcast:

Today's program will present in some detail the importance of air (oxygen) to living things. The general concept of the use of oxygen by living things has been introduced in earlier grades, but it is repeated here and carried on more intensively. The broadcast will attempt to build upon what the pupils already know about oxygen and life.

The keynote of the broadcast is that the oxidation of food in animals and plants is an energy releasing process. The energy thus released is utilized for all daily activities.

For completeness and to avoid possible misunderstandings, the photosynthetic process of green plants will be reviewed briefly. This is a special process, limited to green plants and is in essence directly opposed to the oxidation process. It is, however, also dependent upon air.

Key Words:

energy

oxidation

Before the Broadcast:

Do You Know:

1. Why pouring oil on swamps kills mosquitoes?
2. Why pollution of a stream kills the fish?
3. What "energy" is?
4. Where oxygen and carbon dioxide are exchanged in your body?
5. Whether plants use oxygen?

After the Broadcast:

1. List 20 things you have done today as a result of your body releasing energy from food.
2. Fill out the following chart:

OXIDATION IN MY BODY AND IN A FURNACE	
Similarities	Differences
1.	
2.	
3.	

BOARD OF EDUCATION
13 FITZHUGH STREET SOUTH
ROCHESTER 4, NEW YORK

JAMES M. SPINNING
SUPERINTENDENT OF SCHOOLS

March 4, 1946

Mr. Jack Lee, Manager
Station WHAM
Sheraton Hotel
Rochester 4, New York

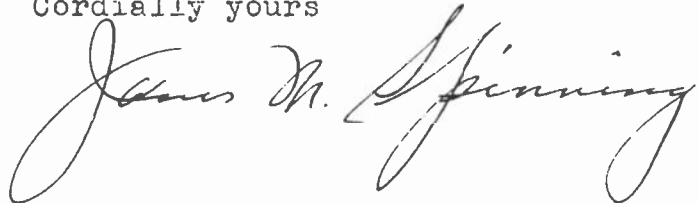
Dear Mr. Lee:

The Rochester School of the Air has just completed its thirteenth year of broadcasting to Rochester school listeners and we believe that we have been extremely fortunate in having had the opportunity and cooperation that you and your associates at WHAM have continuously made available to us.

The Rochester School of the Air is no longer an experiment. The programs have become an important integral part of the learning experience of boys and girls in Rochester schools. Not only does this large group profit from these programs, but because of WHAM's excellent facilities thousands of children in out-of-town schools in the rural sections of the state are able to participate as listeners to these specially prepared programs.

We wish to express to you the appreciation of the Rochester Public Schools for our broadcasting privileges.

Cordially yours



JMS:ks

BOARD OF EDUCATION
13 FITZHUGH STREET SOUTH
ROCHESTER 4, NEW YORK

DEPARTMENT OF VISUAL
AND RADIO EDUCATION
PAUL C. REED, DIRECTOR

March 2, 1946

Mr. Jack Lee, Manager
Station WHAM
Hotel Sheraton
Rochester 4, New York

Dear Jack:

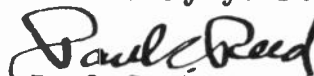
The enclosed statement of the summary of enrollment for the Rochester School of the Air is only part of the story. As you know we have added two new programs within the past month, Paul Smith's Science program and Peoples of the World. We estimate the enrollment for these two programs to be at least seven thousand Rochester pupils and three thousand in out-of-town schools. This would bring the total number of enrolled classroom listeners to more than forty-seven thousand.

In addition to enrolled listeners we know that we have many school listeners not enrolled. Many out-of-town schools listen regularly to the program even though they have not subscribed to the bulletin service which we provide.

We have always been pretty proud of our out-of-town listeners because in a very real way they give us a measure of values for our programs. Teachers in Rochester schools may feel that they should listen because the programs are presented under the auspices of their own Board of Education, but those in out-of-town schools certainly are listening because they have found the programs of real value in achieving their instructional purposes. We get a real satisfaction from knowing that through radio we can share our educational advantages with schools in the more isolated rural regions of the state.

As I have talked from time to time with school people from other parts of the country interested in radio education, I am constantly reminded of how fortunate we are here in Rochester, not only that such excellent radio facilities have been made available to us, but that we have constantly enjoyed such cordial and congenial relationships with you and the other members of your staff. We hope that we can look forward to an extension of those facilities and relationships into the future, for we realize that radio communication is becoming an increasingly important factor in the dissemination of information and the development of understandings.

Sincerely yours,


Paul C. Reed
Director

PCR:cm
Enc.

CHARLES MILLER
Pres. of Board

Churchville High School
Churchville, New York



C. E. OLMSTED
Supervising Principal

February 8, 1945

Station WHAM
Rochester
New York

Gentlemen:

Please accept our appreciation for your continued service in broadcasting the vicissitudes of our school program during the past few weeks. Be assured that people of our community have been greatly benefited by your kindness and that a favor will be returned should the opportunity arise.

Yours very truly,

C. E. Olmsted

Principal

CEO:JEB

THE SECOND AMERICAN EXHIBITION OF RECORDINGS
OF EDUCATIONAL RADIO PROGRAMS

IN RECOGNITION OF OUTSTANDING EDUCATIONAL VALUE AND DISTINGUISHED RADIO PRODUCTION
PRESENTS THIS

HONORABLE MENTION

FOR A PROGRAM ENTERED BY AN EDUCATIONAL ORGANIZATION AS A SECONDARY SCHOOL BROADCAST TO

ROCHESTER SCHOOL OF THE AIR

FOR THE PROGRAM

OF FEBRUARY 18, 1938

IN THE SERIES

NEWS TODAY, HISTORY TOMORROW

THE INSTITUTE FOR EDUCATION BY RADIO
THE OHIO STATE UNIVERSITY, COLUMBUS

1938

W. W. Santos

DIRECTOR



I. Keith Tyler

EXECUTIVE SECRETARY

THE SECOND AMERICAN EXHIBITION OF RECORDINGS
OF EDUCATIONAL RADIO PROGRAMS

IN RECOGNITION OF OUTSTANDING EDUCATIONAL VALUE AND DISTINGUISHED RADIO PRODUCTION
PRESENTS THIS

HONORABLE MENTION

FOR A PROGRAM ENTERED BY AN EDUCATIONAL ORGANIZATION AS AN ELEMENTARY SCHOOL BROADCAST TO

ROCHESTER SCHOOL OF THE AIR

FOR THE PROGRAM

"STORY OF GLASS"

IN THE SERIES

STORIES ABOUT FAMILIAR THINGS

THE INSTITUTE FOR EDUCATION BY RADIO
THE OHIO STATE UNIVERSITY, COLUMBUS

1938

W. W. Santos

DIRECTOR



I. Keith Tyler

EXECUTIVE SECRETARY

THE THIRD AMERICAN EXHIBITION OF RECORDINGS
OF EDUCATIONAL RADIO PROGRAMS

IN RECOGNITION OF OUTSTANDING EDUCATIONAL VALUE AND DISTINGUISHED RADIO PRODUCTION
PRESENTS THIS

FIRST AWARD

FOR A PROGRAM ENTERED BY A LOCAL OR REGIONAL STATION AS AN ELEMENTARY SCHOOL BROADCAST TO

ROCHESTER SCHOOL OF THE AIR

FOR THE PROGRAM

"CHRISTMAS CONCERT"

IN THE SERIES

ROCHESTER CIVIC ORCHESTRA

THE INSTITUTE FOR EDUCATION BY RADIO
THE OHIO STATE UNIVERSITY, COLUMBUS

1939

W. W. Charters

Director



I. Keith Taylor

Executive Secretary

THE FIFTH AMERICAN EXHIBITION OF RECORDINGS
OF EDUCATIONAL RADIO PROGRAMS

IN RECOGNITION OF OUTSTANDING EDUCATIONAL VALUE AND DISTINGUISHED RADIO PRODUCTION
PRESENTS THIS

FIRST AWARD

FOR A PROGRAM ENTERED BY A LOCAL ORGANIZATION AS AN ELEMENTARY SCHOOL BROADCAST TO

ROCHESTER SCHOOL OF THE AIR

FOR THE PROGRAM

"HANSEL AND GRETEL"

IN THE SERIES

ROCHESTER SCHOOL OF THE AIR CONCERTS

THE INSTITUTE FOR EDUCATION BY RADIO
THE OHIO STATE UNIVERSITY, COLUMBUS

1941

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THE EIGHTH AMERICAN EXHIBIT OF
EDUCATIONAL RADIO PROGRAMS

IN RECOGNITION OF OUTSTANDING EDUCATIONAL VALUE AND DISTINGUISHED RADIO PRODUCTION

PRESENTS THIS

HONORABLE MENTION

IN THE LOCAL ORGANIZATION CLASSIFICATION FOR AN ELEMENTARY SCHOOL BROADCAST TO

ROCHESTER CIVIC MUSIC ASSOCIATION AND ROCHESTER SCHOOL OF THE AIR

FOR THE PROGRAM SERIES

CIVIC ORCHESTRA CONCERTS

THE INSTITUTE FOR EDUCATION BY RADIO

THE OHIO STATE UNIVERSITY

1944


HONORARY DIRECTOR




DIRECTOR

THE NINTH AMERICAN EXHIBITION OF
EDUCATIONAL RADIO PROGRAMS

IN RECOGNITION OF OUTSTANDING EDUCATIONAL VALUE AND DISTINGUISHED RADIO PRODUCTION

PRESENTS THIS

HONORABLE MENTION

IN THE LOCAL ORGANIZATION CLASSIFICATION FOR AN ELEMENTARY SCHOOL BROADCAST TO

VISUAL EDUCATION DEPARTMENT, ROCHESTER PUBLIC SCHOOLS

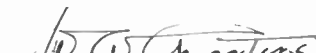
FOR THE PROGRAM SERIES

NEWS TODAY · HISTORY TOMORROW

THE INSTITUTE FOR EDUCATION BY RADIO

THE OHIO STATE UNIVERSITY

1945


Honorary Director




Director

THE FOLLOWING IS A LIST OF GUESTS WHO HAVE APPEARED WITH C. RAYMOND NARAMORE ON THE SCHOOL OF THE AIR FOR "PEOPLE IN THE NEWS."

Captain Thayer Soule, U.S. Marines, in charge of official Signal Corps photography on Iwo Jima.

Leif Baldwinson, student from Iceland, told of his country's customs and culture.

Mr. & Mrs. Paul Colyer, prisoners of war at Santo Tomas, Luzon

Pvt. Donald Smith, lost eye on Iwo Jima.

Pfc. Wilson Da Boll and his father. Father had been prisoner of war in 1917 and held in same camp son was in 1945. Told of horrors of death march through Germany as prisoner.

Jack Powers, former teacher in Tokyo.

Sergeant Richstein, U.S. Army, killed 200 Germans in holding hill so that his men could escape ambush.

James Hard, 104-year-old Rochesterian told of shaking hands several times with Lincoln in visits to White House.

Shirley Bridges, member of Ballet Russe, toured Europe with USO.

Dr. Edwin Poteat, president of Colgate Rochester Divinity School, told his experiences in the Orient.

Captain Leslie Gehres of the U.S. Aircraft Carrier Benjamin Franklin, told of his long trip back after ship was all but sunk.

Ardean Miller, photographer who snapped pictures of joining of American and Russian armies and signing of unconditional surrender.

Lt. Blumhagen of Bataan Death March.

Pearl Sun, granddaughter of Sun Yet Sen and grand niece of Chang Kai Shek.

Major Milton Lee, aid de camp to General Claire Chennault.

Major Pedro Mabanto of the Filipino Underground.

Three men who helped make the atomic bomb at Oak Ridge.

Lt. Lloyd H. Greenwood, U.S. Air Force, lost both eyes on bombing mission, told of learning "to see" by face perception at Avon Old Farms, Connecticut.

Kurt D. Singer, member of Norwegian Underground.

Rev. Donald Crain and ten-year-old son, told of life in Burma and escape with General Stillwell on famous march.

Mrs. Kate Gox Goddard, poet and worker with spastic children in New York clinic.

Colonel Mensie and his wife Lt. Mensie. He was adjutant general to General Wainwright, captured with Wainwright at Corregidor and kept goats with him in prison. Wife was heroic Bataan and Corregidor nurse. Married in tunnel during bombardment.

Dr. Tien Ho lan, research worker on atomic bomb results. Told of his life in China.

Mrs. Esther Conlin, Red Cross worker at advanced air fields in China.

Jan Hollander, member of Dutch Underground.

Ex-Mayor Charles Stanton, just returned from thirty thousand mile plane trip to capitals of all South American countries.

Earl Cross, Consul general at Sao Paulo, Brazil.

Osa Johnson, wife of Martin Johnson, explorer, told of her experiences in South Seas and Africa.

Captain Bob Bartlett, ship commander for Admiral Peary on his Polar trips and for Steffanson, told of sealing, cod-fishing, and Polar exploration.

Nora Waln, author of "The House of Exile" and "Reaching for the Stars", told of experiences in China and Germany.

Sir Harry Beacham, conductor and musician.



C. ROY NARIMORE INTERVIEW

1945 CONCERTS 1946



ROCHESTER SCHOOL OF THE AIR

BOARD OF EDUCATION
ROCHESTER, NEW YORK



HOWARD N. HINGA, Commentator

ROCHESTER SCHOOL
OF THE AIR



BOARD OF EDUCATION
ROCHESTER, NEW YORK

1945-1946

RADIO CONCERTS

BY THE

ROCHESTER CIVIC ORCHESTRA

Presented Through the Courtesy and Facilities of

STATION W·H·A·M

FOREWORD

Girls and boys, this is your book. Keep it and take good care of it. It is your book of programs for the concerts this year. Long after the concerts are over, you may look at this book, and by seeing the melodies, and reading the information, perhaps you will remember music you thought you had forgotten long ago.

Some of the music we are playing this year you will know. Some you will hear for the first time. This will be like meeting new friends. How many new musical friends will you make this year?

We hope you will enjoy the concerts. Good luck on your musical journey!

CONCERT SCHEDULE

1945-1946

The educational concerts of the Rochester Civic Orchestra are broadcast from the auditoriums of various Rochester high schools.

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6.	Dec. 18	Christmas Concert..... MARSHALL HIGH SCHOOL	16
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MUSIC WE LIKED LAST YEAR

One of the nicest things about coming back to school is meeting our old friends again. Of course there are new children too, and many of them will become our friends.

Our first concert is like making friends again—a get-together pro-

gram. Each piece of music on this program you heard last year. Of course you'll recognize them—not every number all the way through perhaps, but enough to smile to yourself when you hear something familiar.

DANCE OF THE COMEDIANS—SMETANA

Long ago, these strolling bands of entertainers were something like a traveling circus. They went from town to town, and gave performances in the village square. What fun it was to see the comedians with their striped suits

and pointed hats. They were the best part of it all. When the music began, they jumped and spun about, and did all kinds of fast and furious acrobatic tricks.

ALLEGRETTO from SIXTH SYMPHONY—TSCHAIKOWSKY

Do you remember the lovely melody in the First Movement of this symphony which we have played for you before? That melody made many of our boys and girls like this symphony. Last year the orchestra played another part

of this same symphony called "Allegretto." Perhaps you have forgotten it. Today you shall have an opportunity to hear it again. "Allegretto," means "rather fast," light and happy. You will enjoy it.

PIZZICATO POLKA—STRAUSS

If you know what the word, pizzicato, means, then you know how

the music will be played. What kind of music do you expect to hear?

IN THE VILLAGE—IPPOLITOV-IVANOV

Here is strange and quiet music played in some far-off Oriental village at sun down. This village is high up in the mountains near the Black Sea in Asia. Many different races of people live there. The music suggests a quiet graceful dance done by some of the villagers in the early evening just as

darkness settles down from the high mountain peaks. In truly Oriental fashion, the dancers would wear veils over their faces, and sandals on their feet. Bracelets tinkle on their wrists and ankles. The English horn and viola play little tunes that speak back and forth to each other.

ESPANA—CHABRIER

Music for a Spanish Fiesta! Imagine yourself there in the crowd. The streets are full of people. It is holiday time, and everyone is dressed in his gayest and brightest clothes. Some girls wear a high comb in their hair, and over it a lace shawl. Others wear flowers in their hair. There is singing,

dancing, and excitement everywhere. Stalls line the streets where you can buy anything you wish. You could hear drums, the shaking tambourines and the click of castanets. The trombones have an especially catchy tune. Listen for it.

THE TRAMP OF MARCHING FEET

People march in every country in the world. They always have, and they probably always will. If you should be walking down the street and suddenly a radio or a band should play a marching tune, you would just naturally step to the music. When you do, you are marching.

There are many different kinds of marches, because they are used for so

many different occasions. Can you think of different occasions on which marches might be played? Look through today's program and see how many different kinds you find. But remember, whether fast or slow, playful or dignified, there is always the steady beat, beat, beat of the music, to the march, march, march of tramping feet.

MARCH OF THE SARDAR—IPPOLITOV-IVANOV

Here is a march written in the style of Oriental music. The composer has given us the flavor of march music of the barbaric tribes in the far-off mountains in the Caucasus regions of Asia.

The "Sardar" was the leader of the tribe. He marched at the head of the

procession, wearing his most colorful robes. Great plumes waved from his hat. Compare this march to the popular American march "Stars and Stripes Forever," or the well-known English march, "Pomp and Circumstance;" it is entirely different—truly Oriental.



FUNERAL MARCH OF A MARIONETTE—GOUNOD

Have you ever seen a puppet show? Perhaps some of you have made puppets and given a show in your school. Another name for a puppet is marionette. A composer wrote a funeral march—not for a great king or a great general, but for a toy, a simple marionette which fell to the ground with a crash and broke into pieces. See how well the music suggests the stiff, jerky movements of the other puppets as they carry him away to be buried. Here is the story the composer wrote on the side of his music. Listen

closely, and you can follow it in the music.

1. The marionette is broken (loud crash from the orchestra.)
2. Murmurs of excitement and regret from the other puppets.
3. The procession.
4. The principal characters get tired and stop for refreshments (what a strange thing to do!)
5. But they return and the procession continues.



Did you hear the accident? How does the music describe the way the marionettes move and walk? Could you write a story about this music? Could you tell the story in picture?

Long years ago in the days of Greek legends, the fauns were strange imaginary creatures with bodies of men, and short ears and legs of goats. One com-

poser wrote a march for these fauns. The pattering sound of their hoofs is suggested by the cellos and violas tapping the strings with the stick part of the bow. They are all carrying flute-like instruments called "the pipes of Pan." They are learning to play on them, you'll hear their shrill piping above the orchestra.

PROCESSION OF THE GRAIL—WAGNER

Do you remember the slow and solemn march of the knights who lived in an old castle in Spain? They were Christian knights who spent their time copying old manuscripts and helping other people. Each day when the bells

in the great dome rang out, the knights march in solemn procession into the great hall of the castle to pray. Listen for the great chimes in the dome of the castle.

RAKOCZY MARCH—BERLIOZ

This is a piece of music we have never played before. The melody is one of the great national tunes from the country of Hungary. When the composer was in Budapest preparing for the performance of his opera, he heard this patriotic melody. He liked

it so much that he arranged it in the form of a stirring vigorous march. The Hungarian people received it with great enthusiasm. Ever since, it has been popular everywhere. You will like it too!



BECOMING ACQUAINTED WITH OUR ORCHESTRA

VIOLIN AND CELLO

When you listen to an orchestra over the radio, have you ever wondered what a certain instrument was and how it looked—especially, if it played a little solo? Knowing something about the instruments of the orchestra will help you to enjoy the music much more. This concert is the first of four in which we shall have the

opportunity to hear and see some of these instruments of the orchestra. In the back of your book, there are pictures of some of the players, with their instruments. As we talk about these different instruments, cut them out of the picture sheet, and paste them in the space at the top of the sheet.

GRAND VALSE BRILLANTE—CHOPIN

Here is a sparkling piece of music from the moving picture, "A Song To Remember." In the picture it was played just as Chopin wrote it, as a piano solo. But it is so popular, and

well loved, that it has been arranged for the orchestra. If you saw the picture, you will surely remember this music. Here is the familiar melody.



THE STRING SECTION

When we speak of the string section of the orchestra, we mean those instruments that have strings, and are played with a bow. We usually think of the violin, the violas, the cellos, and basses. We shall hear the violin and cello today.

A good orchestra must have a good string section, because these instruments are the "backbone" of the orchestra. Very often they play the melody and are called upon to produce more effects than other parts of

the orchestra. They can play very high, and very low, and very loud and very soft. They can hold longer tones than wind instruments that depend upon the breath. In certain kinds of music they are plucked with the fingers. We call this pizzicato.

First, let's hear just the strings of the orchestra play a number for us. Notice how smoothly they blend together, and what rich harmony they make as they play a gay and lilting waltz.

WALTZ FROM THE STRING SERENADE—TSCHAIKOWSKY

Perhaps some of you will recognize this music as a signature on one of the

radio programs. It has a lovely melody you could almost hum.

VIOLIN

The violin usually plays the high, or soprano part in the string section of the orchestra and very often carries the melody. Sometimes the violinists play on two strings at once, this is called

"double stopping," and produces the effect of harmony. The violin sings a duet with itself. You will hear some of these effects in the violin solo.

PRAELUDIUM AND ALLEGRO—KREISLER

The concert master of our orchestra will play this music as a violin solo. In

it are several kinds of violin effects. How many can you hear?

PIZZICATO from the SYLVIA BALLET—DELIBES

Notice how different the violins sound when the players lay down their bows and pluck the strings with their

fingers. Here is a happy catchy melody, that may be familiar to many of you.

CELLO

The cello sings the tenor part in the string section of the orchestra. It has such a rich deep tone, that composers often give it important melodies to play in orchestral music. The cello is lower in pitch, and has a darker sound

than the violin. It used to be called the "knee fiddle," because the player sits on a chair, and holds the instrument between his knees. An iron peg or foot at the bottom rests the cello on the floor.

ARIOSO—BACH

Arioso means song. There are few other songs for cellos that show so well

the deep rich singing tones of this instrument.

HOLIDAY FOR STRINGS—ROSE

Here is a gay piece of music that sounds as if all the stringed instruments had left the rest of the orchestra, and gone on a holiday on their own.

They seem to be having a good time playing, forgetting their serious music for a while.

MUSIC BY ONE COMPOSER—MOZART

Sometimes we have a concert in which all the music is written by one composer. Do you remember which composer we featured last year? Do you remember any other composers?

When Mozart was about the age of the boys of the second and third grade in your school he was already called, "The Wonder Boy." Why? Because when he was kindergarten and first-grade age, he was already composing music, and playing piano concerts in the great cities of Europe. Kings and Queens and musicians were amazed at this young boy. One time the King of Austria tried to trick the young pianist.

"It is quite simple to play when you can see the keys," said the king. "Now we shall cover the keyboard with cloth, and see what will happen." But Mozart played as perfectly as though the cloth were not there.

"Bravo! bravo! my little man," cried the king, patting him on the shoulder. Mozart had many hard times in his life. Even though people recognized him as a great musician, he sometimes had a difficult time earning money. But still, he was a happy person. His music tells us that, for it is gay and sparkling, and has many simple and beautiful melodies.

OVERTURE TO THE MARRIAGE OF FIGARO

This music is played at the very beginning of Mozart's best known opera. It is the gayest overture ever written. It is full of fun and mischief. The music begins with a sly, scampering passage.

Soon it becomes a lively romp in which all the instruments join with enthusiasm and thoroughly enjoy themselves.

ROMANCE from A LITTLE NIGHT MUSIC

Perhaps Mozart wrote this lively music for members of his family to play at home during the evening. (Each one in the family played an instrument,

you know.) The music is neither too loud nor too heavy, but light and rather quiet—good kind of music to go to sleep with.



"EIGHT GERMAN DANCES"

- Canaries
- The Organ Grinder
- Sleigh Bells

These tuneful dances are Mozart in a playful mood. Can you tell why he named each one as he did?

MINUET from SYMPHONY IN G MINOR

The symphony in G minor is one of Mozart's great orchestral pieces of music. It is one of his most loved symphonies, and is played by orchestras all over the world. The Minuet is just one part, or chapter of

the long symphony. It is lively and gay, and moves along in such a sparkling way we almost want to dance. Be familiar with these two melodies before the concert. Better yet, learn to sing them.



TURKISH MARCH

In Mozart's time it was the fashion for musicians to write "Turkish music." These marches were intended to imitate a Turkish military band. A Turkish band was not at all like our bands. They used mostly high piping in-

struments like the piccolo and oboe to carry the tune, and triangles, cymbals and a drum to accent the rhythm. Does this march music have an Oriental sound to you?

BECOMING ACQUAINTED WITH OUR ORCHESTRA

FLUTE AND CLARINET**OVERTURE TO THE MERRY WIVES OF WINDSOR—NICOLAI**

"The Merry Wives of Windsor" is a comic opera. Very funny things happen in this musical play. A young man wrote the same love letter to two ladies of the court. They compared notes How do you think they felt? "Aha," said they, "We shall have revenge. We'll make him pay for his mischievous pranks. So they invited him to their house and played all kinds of tricks on him. They pushed him in a huge clothes basket, and when he

was covered up, they dumped him in the river. They made him dress as a witch, then wear a deer's head. How they laughed and made fun of him.

Perhaps some day you'll hear this opera. The music we are to hear is the Overture, or introduction, played just before the opera begins. It is full of jolly music that puts the audience in the mood for fun and hilarity.

Listen for this first melody in the low strings of the orchestra—the cellos.



The wives chatter and laugh as they play tricks.



A melody easy to remember.



WOODWIND SECTION

Not all instruments sing with the same voice. They sound differently, and the tones are produced in a different way. Besides the string section, there is the woodwind section or choir. These instruments are so named because most of them are made of wood,

and they are played by blowing the breath instead of using the bow. There are several instruments in this section. They are the flute, piccolo, clarinet, oboe, English horn, and bassoon.

Today we hear the flute and clarinet.

FLUTE

The flute is played by blowing across (not into) a little hole on the side of the instrument. The player sounds different pitches by pressing small keys that open and close other small holes length-wise of the flute. Its tone is high and clear, and in the woodwind choir it sings the soprano

part. The flute can do amazing things. It can play a lovely smooth melody that sounds like singing of a beautiful soprano voice. Then it can play rapid passages of runs and trills that seem like the shower of sparks from some spray of fireworks.

MINUET from the L'ARLESIENNE SUITE No. 2—BIZET

You will hear the flute clearly in this music. It carries the melody, while the harp plays the accompaniment. Here

is the flute in a lovely smooth flowing melody.

DANCE OF THE FLUTES—TSCHAIKOWSKY

When you hear this music, can you tell why the composer gave it this title. Is it well named? Why? Listen for the high piping flutes above the rest of the orchestra. The story of this music tells

of the flutes dancing around the Christmas tree led by a silver nutcracker who has been changed to a prince.

CLARINET

The clarinet is a reed instrument. Instead of blowing across a hole at the end, as the flute is played, the player blows through a mouthpiece at the end of the instrument. In this mouthpiece is fitted a thin reed. As the player's breath blows across the reed it produces the sound. The clarinet has a

wider range of tones than the other woodwind instruments. The top notes are bright and often penetrating, while the lowest ones are rather dark and hollow in sound. Its middle voice sings with full rich tones. This instrument sings the alto part in the woodwind choir.

SERENADE—SCHUBERT



This song has been especially arranged for the clarinet. It is the most popular song Schubert wrote. Everybody knows it and loves it. Surely you

will recognize it the moment you hear it. This music will let us hear the smooth rich singing voice of the clarinet.

INTERMEZZO (Excerpt)—PERILHOU

Here are the flute and clarinet together. First one plays, then the other. The test will be to see if you can recog-

nize each one as it plays. Compare the tones of the two instruments.

JEWELS OF THE MADONNA Introduction to Third Act—WOLF-FERRARI

The "Jewels of the Madonna" is the name of an Italian opera. The music is new to us, but it is so full of melody and catchy rhythms that each one of

us will enjoy it. After we have heard it two or three times, it may even become a favorite.

CHRISTMAS CONCERT

Our Christmas program is always a treat. We are again going to hear a play given by the radio class of John Marshall High School. Besides the play, the high school choir will sing,

and, of course, our Civic Orchestra will play. The music will not be announced, but as each player says his lines, he will probably speak the title of each number to be played.

THE SNOW IS FALLING—DEBUSSY

You will like the music best if you close your eyes when you hear it. The music is light and gentle like the snow. It has a downward motion just as the

snow falls outside your window. Sometimes a gust of wind blows it into a cloud.

LITTLE CLOCK ON THE MANTLE—WHEELER

Perhaps you are all alone in your room as you look out of your window and see the great white flakes of snow drift out of the sky. It is so quiet that

not a sound is heard save the tick-tock, tick-tock of the clock on the mantel.

WALTZ OF THE FLOWERS—TSCHAIKOWSKY

Maybe you fall asleep and dream. Instead of snowflakes, flowers in all their bright colors dance out of the

sky. They sway and dance and nod their heads to the rhythm of the waltz.

THE TOP—BIZET

Did anyone in your family get a top for Christmas? It makes a humming sound as it spins 'round. Then before

it stops it runs down, wobbles, and tumbles over.

THE MUSIC BOX—LIADOW

If you get a music box (the girls may get powder boxes), be sure to put it under the tree. Just as your family

comes downstairs, take off the top, and the tinkling music will surprise them when they come into the room.

MARCH OF THE TOYS—HERBERT

What a gay catchy tune. Suppose toys really did get up and march around the Christmas tree! Animals, dolls, soldiers, guns and drums—

what a procession that would be. You'd be marching too, bringing up the rear.

DOWN SOUTH AMERICAN WAY

We hear lots of music from South America today. Almost every time we turn on our radio, there is a new dance tune or popular song. Perhaps we feel better acquainted with our neighbors south of the border, because we recognize their music and know something about it.

Do you notice anything different about this music? What instruments do

you often hear? Can you tell something about the rhythm of this music? Some South American dances are very popular with people in the United States. Can you name some of these dances? Much of this music is like Spanish music. It has the same lilt and rhythm. The melodies, too, remind us of the Spanish music. Do you know why?

MALAGUENA—LECUONA

This music was written by a Cuban composer. Without even knowing the title, you would guess it came from a southern country or Spain, perhaps. The Malaguena is an old Spanish folk

dance. You will notice that it has quite a variety of rhythms. There are places in the music that are slow and deliberate, then suddenly it changes to music that is full of life and energy.

TANGO IN D—ALBENIZ

The tango was once very popular in our country. No one was considered a good dancer unless he could do the tango. It came from Mexico, but all South America dances it today. It has

a lazy dreamy swing to it, as if the dancers did not wish to exert themselves on a warm tropical summer's night.

IL GUARACHA—GOULD

Would it surprise you to know that a composer from the U.S. has written music that is a very good imitation of South American music? It has all the flavor, the swing, the lilt, and the fire

and dash of music written by a native South American composer. This music is only three years old. Musicians call it "modern music." Pay particular attention to it, and see how you like it.

THE SWALLOW

One of the lovely folk songs from Latin-America. It has a quiet tender melody we so often find in the love

songs from these countries. One of the students from a high school voice class will sing it for us.

BRAZIL—BARROSO

Here is music you will recognize. North America borrowed it from its southern neighbor, and has used it as

a popular dance tune. You hear it everywhere you go.

RHUMBA—MACDONALD

You can see the "Rhumba" danced on almost any American dance floor today. Perhaps some of you can do it. It comes from Cuba. It is full of rhythm, accompanied by castanets,

tambourines, and other odd percussion instruments that accent the rhythm. This too is written by an American. How well he gives us the flavor of the South American rhumba.



GUY FRASER HARRISON, Conductor

The ROCHESTER



IVIC ORCHESTRA

PAUL WHITE, *Associate Conductor*

FROM THE LAND OF THE MIDNIGHT SUN

NORWAY, SWEDEN, FINLAND

If you look at a map, you will find these three countries close together in the far north of Europe. Sometimes they are called the North Countries, because part of these lands lie in the Arctic Circle where the sun shines all night long for about six weeks in the summer. People read at midnight without any light. Then when the first star appears, they know autumn is

coming. During these long summer nights there are many parties and festivals. People dance and sing the whole night long. Many play the quaint old instruments their grandfathers played long ago. They still sing the old folk songs, and do the old folk dances, too. All the music on our program comes from these countries.

TRIUMPHAL MARCH—GRIEG

This march is Norwegian. It was written in memory of a hero in the early history of Norway. The stirring music suggests the enthusiastic welcome the people gave their hero when he returned from his long journey. A fanfare of trumpets and rolling drums begins the music. (What is a

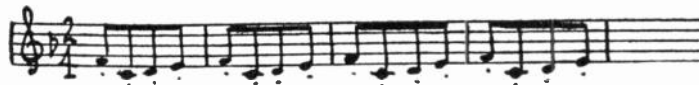
fanfare?) Banners are floating in the breeze, there is the flash of swords and shields, and the tramp of horses hoofs as the procession comes down the street. Later on, the music becomes more quiet and this stately melody sings out.



PRAELUDIUM—JARNEFELT

Here is a gay little folk dance that comes from the country of Finland. It begins with an odd little tune in the

bass that seems to say to the dancers "Keep time with your feet, get ready."



Then when everybody is stepping in time, the real dance begins. Perhaps

the people sing as they dance.



VALSE TRISTE—SIBELIUS

A sad slow waltz, but a lovely melody. The word, "triste", means sad. There is a little story that goes with the music. A little boy has been watching by the bed of his sick mother. He has watched so long, that his head begins to nod and he soon falls asleep. In a strange dream he sees his mother rise from her bed and begin a slow, dreamy dance. Soon other ghostly dancers join her, and the

room is full of dancing shadows. Just as the music gets faster, and more gay, there is a knock at the door. Everything stops. The shadowy dancers disappear, and the mother sinks down exhausted on her bed. Listen carefully and see how beautifully the music tells the story. What words can you think of, that best describe this music? There are two important melodies.

Lento



SWEDISH WEDDING MARCH—GRIEG

At Swedish country weddings, the bride and groom, and all the members of the family, march in a procession to the church. Sometimes, the little country band or orchestra play for them.

This music is a simple peasant wedding march. The composer suggests the country band by the monotonous drone in the bass part.

FINLANDIA—SIBELIUS

People in Finland love this music as much as we love our National Anthem. The composer put all the love and patriotism he felt for his country into one of the most stirring pieces of music ever written.

The first part of the music is very noisy and exciting. The brass instruments blare forth and the cymbals crash. It gives us a feeling of the steep

rocky mountainous country of Finland. The composer tries to make us feel the strength and ruggedness of the country.

Later on, there is the quiet melody that is so dear to the hearts of the Finnish people. It has almost become their national song. It is the melody that will help you remember this music.



BECOMING ACQUAINTED WITH OUR ORCHESTRA

OBOE AND BASSOON

POLONAISE in A flat—CHOPIN

If you saw the moving picture, "A Song to Remember," surely this piece of music will be familiar. It was played many times during the picture, like a theme song. People went out singing and whistling the melody, and they

are asking to hear it again and again. (Haven't you heard it on the street?) Musicians, of course, have always known and loved Chopin's music. But now, everybody who saw the picture loves it too.

**OBOE**

If you went to a symphony concert, you would hear, just before it began, one instrument above all the others. It would be continually sounding the same note. This would be the oboe. The player would be sounding the pitch to which all other instruments in the orchestra would tune.

The oboe is a reed instrument too. It has a double reed. These two reeds fit closely together, and extend from the upper end of the oboe. The player pinches them with his lips, and by

using very little breath, causes them to vibrate, and produce a tone.

The oboe is easy to distinguish from the other woodwinds, because it has a reedy penetrating sound. People have tried to describe the strange haunting sound of the oboe in many different ways. Some have said, it has a "lonesome" sound. Some say it makes them think of the out-of-doors, the woods. Others have said it sounds mysterious, and Oriental.

IN THE VILLAGE (Excerpt)—IPPOLITOV-IVANOV

We heard this music on our first concert. It was the oboe that gave the music that strange Oriental feeling.

Listen for it again. You'll hear it quite plainly.

NORWEGIAN DANCE No. 2—GRIEG

Just to show us that the oboe is used in light happy music, too, here is the Norwegian Dance. For many years it

has been a favorite with boys and girls. In this old folk dance the oboe plays the graceful melody.



BASSOON

The bassoon is the bass instrument in the woodwind choir. It too is a double reed instrument. It is easy to recognize it when you see it because the player blows into a long, thin silver tube which projects from the side. The tone of the bassoon is deeper

than the other instruments of this choir. Sometimes it is called the "clown" of the orchestra because composers occasionally use it to play the humorous parts of music that make the audience laugh.

SECOND MOVEMENT from "SCHEHERAZADE" (Excerpt)

—RIMSKY-KORSAKOFF

Did you ever hear of the book called "Arabian Nights?" In it are thousand and one stories, and it would take just that much time to tell them. Scheherazade was the Oriental princess who each day told one of these stories to her husband, the Sultan. The part

we hear today is the "Story of the Kalender Prince." The bassoon plays the melody. But first the violin playing the princess' theme, as if she were saying, "once upon a time;" then comes the bassoon solo, representing the Kalender Prince.

SORCERER'S APPRENTICE (Excerpt)—DUKAS

Once upon a time there was a boy, who we fear was lazy. He was told to scrub the floor. But, instead, he tried a few magic words on the broom, when lo! it jumped up and hopped about the room carrying water and scrubbing at the same time. (We shall

hear more of this strange tale in a later concert.)

The bassoon represents the hopping broom. No other instrument in the orchestra could be such a good hopping broom as the bassoon.



ARTISTS' LIFE WALTZ—STRAUSS

This Strauss waltz is new to us. But like all the other waltzes it has the same swing and lovely melody that

make them all so popular. How many others can you name? What was the name of the waltz we played last year?



LEGENDS OF LONG AGO

What is a legend? Is it true? Where does it come from? Each country has its legends. Sometimes they are told in

books, and sometimes in music. Operas are sometimes based on legends.

MAGIC FIRE MUSIC from the opera **DIE WALKYRIE**—WAGNER

The most famous of all legends set to music is the old Norse legend of gods, and goddesses, giants, and dwarfs, who are all greedy to possess the magic ring.

It is a long story, and takes several operas to tell the story. "The Magic Fire Music," is only part of the long legend. It tells of Wotan, the war god, and Brunnhilde, his daughter. Wotan had nine daughters called the Walkyrie. These daughters were brave warriors who rode above the battle clouds of the earth. It was their duty to bring the bravest of the fallen heroes to Valhalla, the heaven of the gods.

Brunnhilde was Wotan's favorite daughter. But once she disobeyed

him, and he became very angry. He decided to punish her, and doomed her to sleep on a high rock on the mountain side. No god was allowed to awaken her, only the bravest man from earth. Fearful that someone who was not a real hero should awaken her, Brunnhilde begged her father to protect her with a wall of fire, which only the bravest could penetrate. Wotan struck a spear on the rock, and called on the god of fire to bring flames around the sleeping goddess. As he did so, the flames mounted higher and higher until they completely surrounded the rock.

This is the spear theme played as Wotan strikes the rock.



Soon small licking tongues of flame creep around the rock. Here is the fire music.



There is a slumber melody too. You'll hear it continually as it plays along with the fire music.



THE WILLOW PLATE—HERBERT

Did you ever hear the Chinese legend of the Willow Plate? Perhaps some of you have this story right in the cupboard of your own home. It is a story told in pictures on plates and cups and saucers. This china is called the Willow pattern. It gets its name from the willow tree in the picture. Possibly someone in your room could bring one of these plates to school, so you could tell the story by looking at the pictures. Once there was a rich Chinese mandarin, Tso-Ling. He lived in a great house on the bank of the river surrounded by lovely gardens of orange and lemon trees. He had one lovely daughter called Koong-Se. She spent much of her time in the garden among rare birds in her father's forest. Chang, the mandarin's secretary, was very much in love with this beautiful Chinese girl. Each evening he would meet her in the little garden house and read his poems to her under the watchful eye of a kind nurse.

But alas, Tso-Ling discovered the lovers one day. He was furious and banished Chang from the house. The angry father was fearful lest Chang return, so he built a pavilion out in the water. There his daughter stayed day after day—this time under the watchful eye of an ugly nurse. But one day, Chang disguised as a beggar came up the river, broke into the pavilion, and rescued Koong-Se. Through the Mandarin's palace they fled, and down the

long marble stairs. They pattered over the little bridge to the poor little house of the kindly nurse. The mandarin tried his best to catch them, but he was fat and old and lagged far behind. (You can see the three figures; the daughter, Chang, and the Mandarin crossing the little bridge). But they dared not to sail down the river to the big city lest they be caught, so they bought an island and built a house on it. (This you will find in the picture on the plate.) Here they lived happily for some years.

But, one day, they were found by Tso-Ling's soldiers. Chang was killed in the battle, Koong-Se could not live without him, nor did she want the soldiers to enter the little house in which she had been so happy, so she ran back and set it on fire. (Can you find the smoke coming from the roof over on the left side of the picture?) But the gods were too kind to let such happy people die, so they changed them into doves so they could live together happily, forever.

There are five short pieces that tell the story of Chang and Koong-Se.

The Mandarin's Garden

The Little Garden House

Chang the Lover

Koong-Se

Wedding March

THE SORCERER'S APPRENTICE—DUKAS

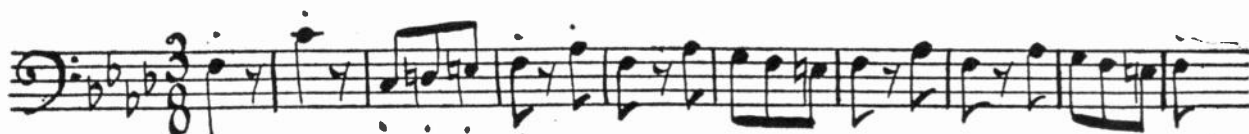
Once there was a boy who was an apprentice (a helper) to a sorcerer (a magician). Perhaps he was learning to become a magician himself someday. The master went on a journey, and asked his helper to scrub the floor while he was gone. But the boy was

lazy, and, knowing, a few magic words, he commanded the brooms to do it. So, off to the stream went the broom, hopping and thumping over the hills. Pail after pail of water was brought, and what a good job the broom was doing! Soon the floor was

clean, but water kept coming and coming. Soon it was up to the boy's knees, then his waist. He grew terrified. He could not think of the magic words to stop the broom. He was about to be drowned, when his master appeared over the hill. He saw the predicament, and loudly called forth the magic phrase that stopped the brooms.

You will hear this story told in a

wonderful piece of music. It begins in a soft mysterious way that seems to say, "Once upon a time;" it takes us to the land of magic. You will hear the broom hopping (bassoon). You will hear the brass instruments call out the magic words. You will hear the violins racing up and down the scale, sounding like sheets of water coming down and swirling around your feet.



HALL OF THE MOUNTAIN KING—GRIEG

Here is a strange tale from Norway. It is from the legend of Peer Gynt, and his wandering over the earth. Once he was lost on a mountain at night-fall, and came to the Hall of the Mountain King. It was a weird cave in the side of the mountain. Imps and trolls were dancing around steaming caldrons. Peer cautiously entered, but had the

misfortune of falling in love with the king's daughter. Fearful lest he steal her, the trolls sought to drive him away by chasing him furiously, and pinching him and pricking him with hot irons. The gnomes circled 'round him, jeering and mocking him, until he fled in terror.



BECOMING ACQUAINTED WITH OUR ORCHESTRA

TRUMPET, HORN and TROMBONE

OVERTURE TO MIGNON—THOMAS

"Mignon" is the name of a girl in a French opera of the same name. She was stolen by the gypsies and carried to a far country. If you saw the opera you would see her in tattered clothes, singing a song in which she tells of her longing for home. The overture is played at the beginning of the opera,

just before the curtain goes up. Many of the tunes heard in the opera are played in the overture. Mignon's song is played by the horn. Listen to its smooth mellow tones. You'll hear this instrument again in the concert.

This is Mignon's song.



During Mignon's travels she meets Philena, who is rich and happy as

Mignon is poor and sad. Here is the gay tune she sings.



BRASS SECTION

The brass instruments are another section of our orchestra. They are played by blowing the breath through a cup-shaped mouthpiece, instead of blowing through a reed, as in the woodwinds. The player presses his lips against the metal mouthpiece at the end. There are three keys which the player presses with the fingers of his

right hand. They too help him make different pitches. The brass instruments can play smooth organ-like tones as well as loud piercing blasts of tone. There are four instruments in this section, trumpet, horn, trombone, and tuba. We shall hear the trumpet, horn and trombone in this concert.

TRUMPET

The trumpet is the highest voice of the brass choir, and sings the soprano part. Its voice is high and clear. Sometimes we think of it as a military in-

strument because it can give bugle calls. But when the trumpet plays with a silvery smooth tone, it becomes a beautiful solo instrument.

MARCH FROM AIDA (Excerpt)—VERDI

Now we hear the trumpets playing bold vigorous marching music. This too is a scene from an opera. A victorious conqueror returns amid great

pomp and ceremony and applause. As the procession marches under the triumphal arch, the trumpets blare forth their brilliant penetrating music.



FRENCH HORN

Sometimes people carelessly call any instrument of the brass section a "horn". This is not correct. The name "horn" applies to a particular instrument, properly known as the French Horn. It is wound in many coils and ends in a large bell shape. It is difficult

to play, for the lips must be held in a certain position. The tone is clear and mellow, and blends with the woodwinds as well as the brasses. People always enjoy a horn solo. The horn sings the alto part in the brass choir.

ANDANTE CANTABILE from SYMPHONY No.5(Excerpt)—TSCHAIKOWSKY

Everybody loves this melody. It is a favorite from this symphony. A few years ago it was used as a popular

song. The horn plays this passage, accompanied by the orchestra.



TROMBONE

You surely are familiar with the slide trombone. It is easy to find in the orchestra because it is played in such a peculiar way. The player uses the long sliding arm to produce different pitches. You have probably noticed that when the player needs a very low note, he pushes the slide down—

almost arm's length. When he needs a high pitch, he pulls the slide up nearer the mouthpiece. The trombone can be dignified and noble when solemn and majestic music is played. But it can also be powerful and blaring when the occasion demands.

TO THE EVENING STAR (Excerpt)—WAGNER

This melody will show us the rich noble quality of the trombone when used as a solo instrument. This is a

song from an opera. It is sung by a knight as he watches the evening star glowing in the heavens.

ESPANA (Excerpt)—CHABRIER

Just to show that the trombones are not always serious, here are some passages from a gay Spanish rhapsody.

Notice how these instruments blare forth this gay and exciting part of the music.

RED CAVALRY MARCH—GOULD

The Russian cavalry played a big part in the winning of the war, because they could charge through marshes and mud where men and machines could not go. An American has written thrilling march music in

honor of this great fighting organization. The melody is an old Russian folk song. Listen for the sound of the horses' hoofs, and the fanfare of trumpets.

JUST FOR FUN

Each year our boys and girls look forward to our "fun program." Music can be funny, you know, and make whole audiences chuckle aloud when they hear it. Or perhaps it may make people feel light-hearted and happy, and they smile to themselves. Many

composers have a real sense of humor. What fun they must have when they write such music. There are many amusing things in the music of this program. After you hear the concert, can you tell just what amused you in each piece of music?

TOY SYMPHONY—HAYDN

Haydn must have had a lot of fun in him. Imagine writing music for grown men to play on toys! You see, Haydn played a joke on his friends. "Come to my house tonight, and bring your instruments. We'll have some music." And they came. Fine players they were too. Some were great musicians of the day. "Move into the circle," he said. "Only the violin and string bass players bring your instruments; the rest of you leave yours in the corner." "What, play without instru-

ments?" They were amazed and annoyed. Then Haydn passed out toy instruments; toy drums, rattles, cuckoos, bird whistles, and toy trumpets. The men looked at each other. When they found the music on their stands was really written for toy instruments, and that it sounded well, they all laughed, and had a good time. The music has a lovely melody too, and each toy fits into the music perfectly.

THE WHITE KNIGHT from THROUGH THE LOOKING GLASS

—TAYLOR

Do you know the story of "Alice in Wonderland"? She had a dream, and disappeared right through the looking glass into a strange country.

"Of all the strange things that Alice saw in her journey through the looking glass, the white knight was the one that she always remembered most clearly. He drew up at Alice's side, and tumbled off his horse, just as the red knight had done."

"'Thank you very much', said Alice. 'May I help you off with your helmet?'"

"'Now I can breathe more easily', said the knight, putting back his

shaggy hair with both hands, and turning his gentle face and large mild eyes to Alice. She thought she had never seen such a strange looking soldier in all her life.

"Whenever the horse stopped (which it did very often) he fell off in front, and whenever it went on again (which it generally did rather suddenly), he fell off behind."

"'The great art of riding', said the knight suddenly in a loud voice waving his right arm as he spoke, 'is to keep . . .' here the sentence ended as suddenly as it had begun, as the

knight fell heavily on the top of his head exactly in the path where Alice was walking.

"He gathered up the reins, and turned his horse's head along the road by which they had come.

GOSSIPS—DUBINSKY

Have you ever stood outside a room crowded with people and heard the buzz, buzz, buzz and chatter of voices? The orchestra is a roomful of chattering

"You'll stay and see me off first? . . . I shan't be long. You'll wait and wave your handkerchief when I get to that turn in the road? I think it will encourage me, you see'."

people. Do you think the instruments are giving a good imitation of murmuring voices?

MOSQUITO—LIADOV

First we hear the violins making the buzzing sound of the mosquito's wings, then the flute and later the piccolo playing the music for the mosquito

to dance. You will hear the triangle too. The soft tinkling sound helps suggest the lightness of the insect.

PERPETUAL MOTION—STRAUSS

Have you ever heard of a machine that would never run down, or stop? There has never been such a machine yet, and perhaps there never will be. Here is a piece of music that sounds

like the machine that never runs down, but goes on smoothly forever. But just as we begin to think it may not stop, it breaks down, and suddenly stops in the middle of a tune.

POP! GOES THE WEASEL—CAILLIET

"All around the mulberry bush the monkey chased the weasel, that's the way the money goes, pop, goes the weasel." This is an old-time tune people danced and sang to the sound of a squeaking fiddle.

One composer has arranged this melody for the orchestra. What funny sounds come from some of the instruments! Listen for the "pops." There is one place where you expect it, but it isn't there at all!



CONCERT 13

APRIL 2

HOW MANY DO I KNOW?

CONCERT 14

APRIL 16

MUSIC I LIKE BEST

A CKNOWLEDGMENT

The Rochester School of the Air radio concerts by the Rochester Civic Orchestra are presented through the facilities of Radio Station WHAM under the auspices of the Rochester Civic Music Association and the Rochester Board of Education

GUY FRASER HARRISON, Conductor

PAUL WHITE, Associate Conductor

The Music Notebook has been prepared by Howard N. Hinga, Assistant Director of Music, Rochester Public Schools.

HENDERSON-MOSHER INC.  ROCHESTER, N. Y.

INSTRUMENTS OF THE
ORCHESTRA

THESE MAY BE CUT AND PASTED
IN THE MUSIC NOTEBOOK



CELLO



VIOLIN



CLARINET



TRUMPET



FRENCH HORN



FLUTE



OBOE



TROMBONE



BASSOON

PEABODY AWARD

On April 24, 1946, Dr. Howard Hanson, the Eastman School of Music and station WHAM received the George Foster Peabody award for outstanding entertainment in Music and musical education. The award was presented at the annual dinner in the Waldorf Astoria Hotel.

EASTMAN SCHOOL SYMPHONY

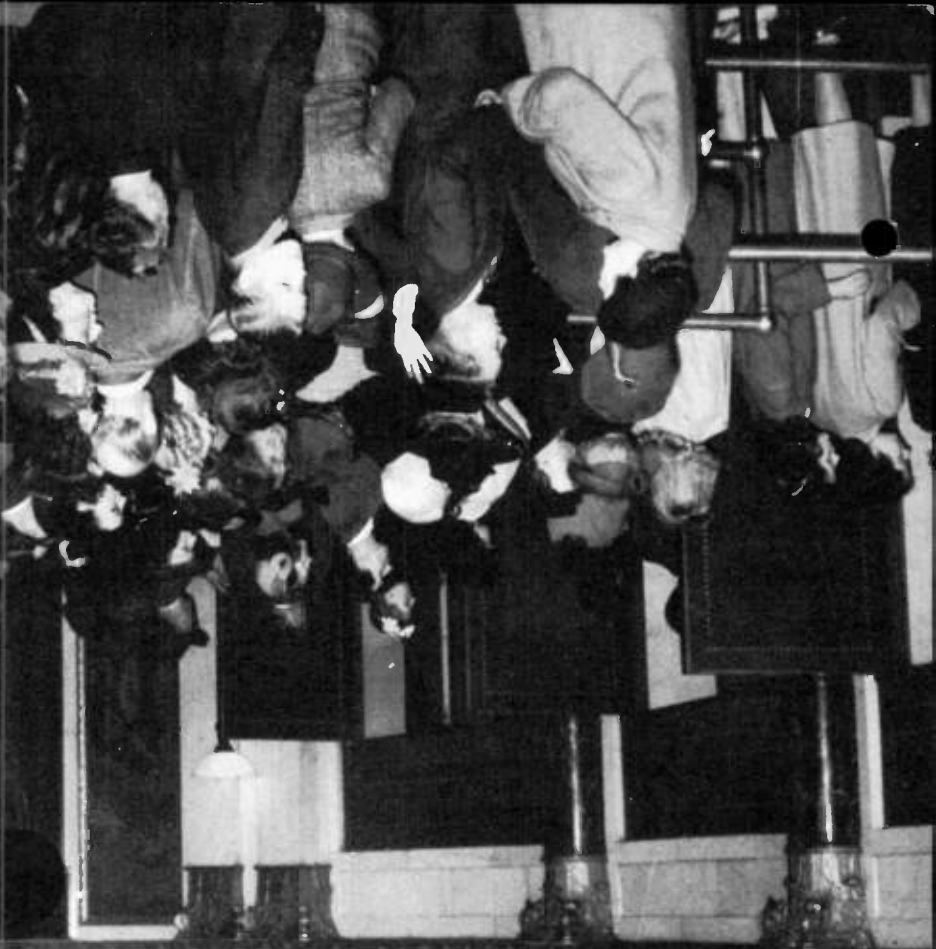


EASTMAN STRING QUARTETTE





EASTMAN THEATER LOBBY



ROCHESTER EASTMAN ORCHESTRA

UNIVERSITY OF ROCHESTER BROADCASTS OVER STATION WHAM

Two broadcasts on three-day conference, "New Frontiers in American Life", a clinic on new economic opportunities for American youth.

Speakers at the evening session, May 7, 1940, were Cole Coolidge, Assistant Chemical Director, E.I. du Pont de Nemours & Co; Albert Sobey, Director, General Motors Institute; Langbourne M. Williams, President, Freeport Sulphur Company; and Owen D. Young, Honorary Chairman of the Board, General Electric.

Part of this was broadcast over WHAM from 10-10:30 p.m.

Speakers at the evening session, May 9, 1940, were David M. Goodrich, Chairman of the Board, Goodrich Company; David Sarnoff, President, Radio Corporation of America; David O. Selznick, President Selznick International Pictures Inc.; Mary van Kleeck, Director of Department of Industrial Studies, Russell Sage Foundation; and Rufus E. Zimmerman, Vice-president, U.S. Steel Corporation.

Part of this was broadcast over WHAM from 9:45 to 10:30 p.m.

The honorary degree Doctor of Laws was conferred upon Winston Churchill at the 91st annual commencement exercises of the University of Rochester on June 16, 1941, over trans-Atlantic radio facilities provided by the British Broadcasting Corporation, the National Broadcasting Company, and Station WHAM.

Final meeting of the two-day conference on "The Far Eastern Front" was broadcast over WHAM April 23, 1942. President Valentine opened the broadcast with introductory remarks on the conference, the symphony orchestra played, and the honorary degree Doctor of Laws was conferred upon Dr. Hu Shih, Chinese Ambassador to the United States.

Final meeting of the two-day conference on Latin-America was broadcast over WHAM Jan. 27, 1943. Sr. Julio Vega, minister of Dominican Republic, read a message from his country; Monsieur Andre Liautaud, minister of Republic of Haiti presented a message from his president, Monsieur Elie Lescot; and the final event was the conferring of the honorary degree Doctor of Laws upon Oswaldo Aranha, Brazilian minister of foreign affairs, in a two-way broadcast from the stage of the Eastman Theater to Rio De Janeiro.

Final meeting of the two-day conference, "United Nations in the Pacific", was broadcast over WHAM Nov. 18, 1943. Mrs. Clare Booth Luce, congresswoman from Connecticut, spoke on "What India's Independence Means to America", and Alwyn Lee, Australian correspondent in the United States and authority on affairs of the British Commonwealth in the Pacific area spoke on "British Commonwealth's Stake in the Pacific." The conference was sponsored jointly by the University and the Institute of Pacific Relations to promote wider understanding of both wartime and postwar problems in the Pacific Area.

UNIVERSITY OF ROCHESTER RADIO PROGRAMS OVER STATION WHAM - 1940 to date

Pros and Cons broadcasts - Dec. 4 & 18, 1939; Jan. 1, 15, 22 and Feb. 5, 12 - 1940

Eastman School 20th Anniversary broadcast - March 1, 1941

The World Tomorrow broadcasts - 17 broadcasts weekly - beginning Sept. 1, 1942 ending Dec. 29, 1942

Broadcasts from June 1, 1941 through May 31, 1942

Freshman Week Program
Commencement Exercises
University Baccalaureate
China Program
6 debates - U. of R. vs. other schools
Dr. Dexter Perkins
Rochester-Hobart football game

Dr. Dexter Perkins - every Sunday - 1942

Understanding the Headlines - Broadcast in 1943, 1944, and 1945 - series of 8 weeks

Address by Dr. Carl J. Friederick - April 11, 1943 and April 18, 1943

Commencement broadcast - address by Dr. Douglas S. Freeman - May 2, 1943

Fred Waring Broadcast to University - August 19, 1943

Time for Science broadcasts - weekly - Jan. 1, 1944 through March 25, 1944 - 13 broadcasts

Quiz of Two Cities broadcast - UR faculty team - September 24, 1944

Commencement broadcast - address by Dr. Joseph W. Barker - May 14, 1944

Let's Learn Spanish broadcasts - every Sunday from Nov. 12, 1944 through Aug. 19, 1945

Round-table broadcast, "The Atomic Bomb and World Affairs" - Mar. 23, 1946

This Atomic World broadcasts - every Sunday from Mar. 31, 1946 through May 26, 1946

FOREWORD

THE UNIVERSITY OF ROCHESTER conferred the honorary degree Doctor of Laws upon Winston Churchill, Prime Minister of Great Britain, at its ninety-first annual commencement exercises on June 16, 1941. The formal citation by Dr. Alan Valentine, president of the University, and the reply by Mr. Churchill from No. 10 Downing Street, London, were broadcast to listeners throughout the world over trans-Atlantic radio facilities provided without charge in the interests of public service by the British Broadcasting Corporation, the National Broadcasting Company, and Station WHAM, Rochester.

Besides the citation by President Valentine and the reply by Mr. Churchill, this booklet contains excerpts from the commencement address delivered at the exercises by the Hon. Robert P. Patterson, Under Secretary of War, and parts of a talk by Mlle. Eve Curie, daughter and biographer of Madame Curie, before the Alumnae Association of the College for Women of The University of Rochester. The University conferred upon Mr. Patterson the degree Doctor of Laws and upon Mlle. Curie the degree Doctor of Letters.

Publication of these addresses has been arranged in part as a grateful acknowledgment to the radio executives and technicians, here and abroad, who arranged the unusual trans-Atlantic broadcast. The University is particularly grateful for the friendly and valuable aid rendered by Mr. William Fay, general manager of Station WHAM, and members of his staff.

ADDRESS by Winston Churchill in accepting the
degree Doctor of Laws from The University of Rochester

I AM GRATEFUL, President Valentine, for the honor which you have conferred upon me in making me a doctor of laws of The University of Rochester in the State of New York. I am extremely complimented by the expressions of praise and commendation in which you have addressed me—not because I am, or can be worthy of them, but because they are an expression of American confidence and that, may I say, affection which I shall ever strive to deserve.

But what touches me most in this ceremony is that sense of kinship and of unity which I feel exists between us this afternoon.

As I speak from Downing Street to The University of Rochester and through you to the people of the United States, I almost feel I have the right to do so because my mother, as you have stated, was born in your city and there my grandfather, Leonard Jerome, lived for so many years, conducting as a prominent and rising citizen, a newspaper with the excellent eighteenth century title of *The Plain Dealer*.

A great poet has surely said, "People will not look forward to prosperity who never looked backward to their ancestor." I feel it most agreeable to recall to you that the Jeromes were rooted for many generations in American soil and fought in Washington's armies for independence of the American Colonies and the foundation of the United States. I expect I was on both sides then, and I must say I feel on both sides of the Atlantic Ocean now.

At intervals during the last forty years I have addressed scores of great American audiences in almost every part of the Union. I have learned to admire the courtesy of these audiences, their love of free speech, their sense of fair play, their sovereign sense of humor, never minding the jokes that go against themselves, their earnest, voracious desire to come to the root of the matter and to be well and truly informed on all world affairs.

And now in this time of world storm when I have been called upon by king and parliament and with the support of all parties in the States and the good will of the people to bear the chief responsibility in Great Britain, and when I have had the supreme honor of speaking for the British nation in its most deadly danger and in its finest hour, it has given me comfort and inspiration to feel that, as I think you do, that our hands are joined across the ocean and that our pulses throb and beat as one.

THE UNIVERSITY OF ROCHESTER

Indeed, I will make so bold as to say that here, at least, in my mother's birth city of Rochester, I hold the latchkey to American hearts. Strong ties of emotion, fierce surges of passion, sweep the broad expanse of the Union in this year of fate.

In that hour of travail there are many elemental forces. There is much heart searching and self questioning, some pangs, some sorrow, some conflicting voices, but no fear. The world is witnessing the birth throes of a sublime resolve.

I shall presume to confess to you that I have no doubts what that resolve will be. The destiny of mankind is not decided by material computation when forces today are on the move in the world stirring men's souls, drawing them from their firesides, casting aside comfort, amusement, wealth and the pursuit of happiness in response to impulses at once all-striking and irresistible. Then it is we learn we are spirits—not animals, and that something is going on beyond space and time which, whether we like it or not, spells duty.

A wonderful story is unfolding before our eyes. How it will end we are not allowed to know. But on both sides of the Atlantic we all feel—I repeat, all—that we are a part of it, that our future and that of many generations is at stake. We are sure that the character of human society will be shaped by the resolves we take and the deeds we do.

We need not bewail the fact that we have been called upon to face such solemn responsibilities. We may be proud and even rejoice amid our tribulations that we have been born at this cardinal time for so great an age, so splendid an opportunity of service here below.

Wickedness enormous, embattled, seemingly triumphant, casts its shadow over Europe and Asia. Laws, customs, traditions are broken up. Justice is thrown from her feet. The rights of the weak are trampled on. The grand freedoms of which the President of the United States has spoken so movingly are spurned and shamed.

The whole stature of man, his genius, his initiative, and his nobility, is ground down under a system of mechanical barbarism and of organized and scheduled terror.

For more than a year, we British have stood alone uplifted by your sympathy and respect, sustained by our own unconquerable will power and by the increasing growth and hopes of your massive aid. In these British islands, that look so small upon the map, we stand the faithful guardians of the rights and cherished hopes of a dozen states and nations now gripped and tormented in a base and cruel servitude.

Whatever happens, we shall endure to the end.

But what is the explanation of the enslaving of Europe by the

WINSTON CHURCHILL

German Nazi regime? How did they do it? It is but a few years ago since one united gesture by the peoples great and small who now lie broken in the dust would have warded off for mankind the fearful ordeal it has had to undergo. But there was no unity. There was no vision.

The nations were pulled down one by one while the others gaped and shuddered. One by one, each in his turn, they let themselves be caught. One after another they were felled by brutal violence, by poison from within, by subtle intrigue.

Now the old lion, with her lion cubs at her side, stands alone against hunters who are armed with deadly weapons and impelled by desperate and destructive rage. Is this tragedy to repeat itself once more?

Ah, no. This is not the end of the tale. The stars in their courses proclaim the deliverance of mankind. Not so easily shall the onward progress of the peoples be barred. Not so easily shall the lights of freedom die. But time is short. Every month that passes adds to the length and the perils of the journey that will have to be made. United we stand. Divided we fall. Divided the dark ages return. United we can save and guide the world.

THE UNIVERSITY OF ROCHESTER

and

W H A M

present a series of Broadcasts on

“THIS ATOMIC WORLD”

starting

SUNDAY, MARCH 31ST

at 1:00 P. M.

Hear leading Scientists from the U. of R. discuss, in common language, the Atomic Bomb and its effect on this living world.

LIST OF SPEAKERS

SPEAKERS FOR "THIS ATOMIC WORLD" BROADCASTS

DR. LEE A. DuBRIDGE, HEAD OF PHYSICS DEPARTMENT

Subject: "Possible Defences Against the Atomic Bomb".

DR. ROBERT E. MARSHAK, PHYSICS DEPARTMENT

Subjects: "Within the Atom"
"Methods of Releasing Atomic Energy and the Atomic Bomb"
"What are Atomic Energy Piles?"

DR. JOSEPH R. PLATT, PHYSICS DEPARTMENT

Subject: "Atomic Bomb and the Future"

DR. CURT STERN, PROFESSOR OF EXPERIMENTAL ZOOLOGY

Subject: "Atomic Bomb and the Scientist"

DR. ROBERT D. BOCHE, CHIEF OF RADIOLOGY DIVISION OF UNIVERSITY'S ATOMIC MEDICAL RESEARCH PROJECT

Subjects: "Biological effects of Atomic Radiations"
"Medical Applications on Atomic Radiations."

DR. JOHN F. FLAGG, CHEMISTRY DEPARTMENT

Subject: "Industrial and Chemical Application of Atomic Energy".

Broadcasts are based on the Atomic Bomb and its effects on all things living. Description of the bomb, its mechanical substances and operation are explained in common language for the benefit of all listeners.

THE UNIVERSITY OF ROCHESTER

ROCHESTER, NEW YORK

OFFICE OF THE PRESIDENT

March 2, 1946

To Stromberg-Carlson Station WHAM
Rochester, New York

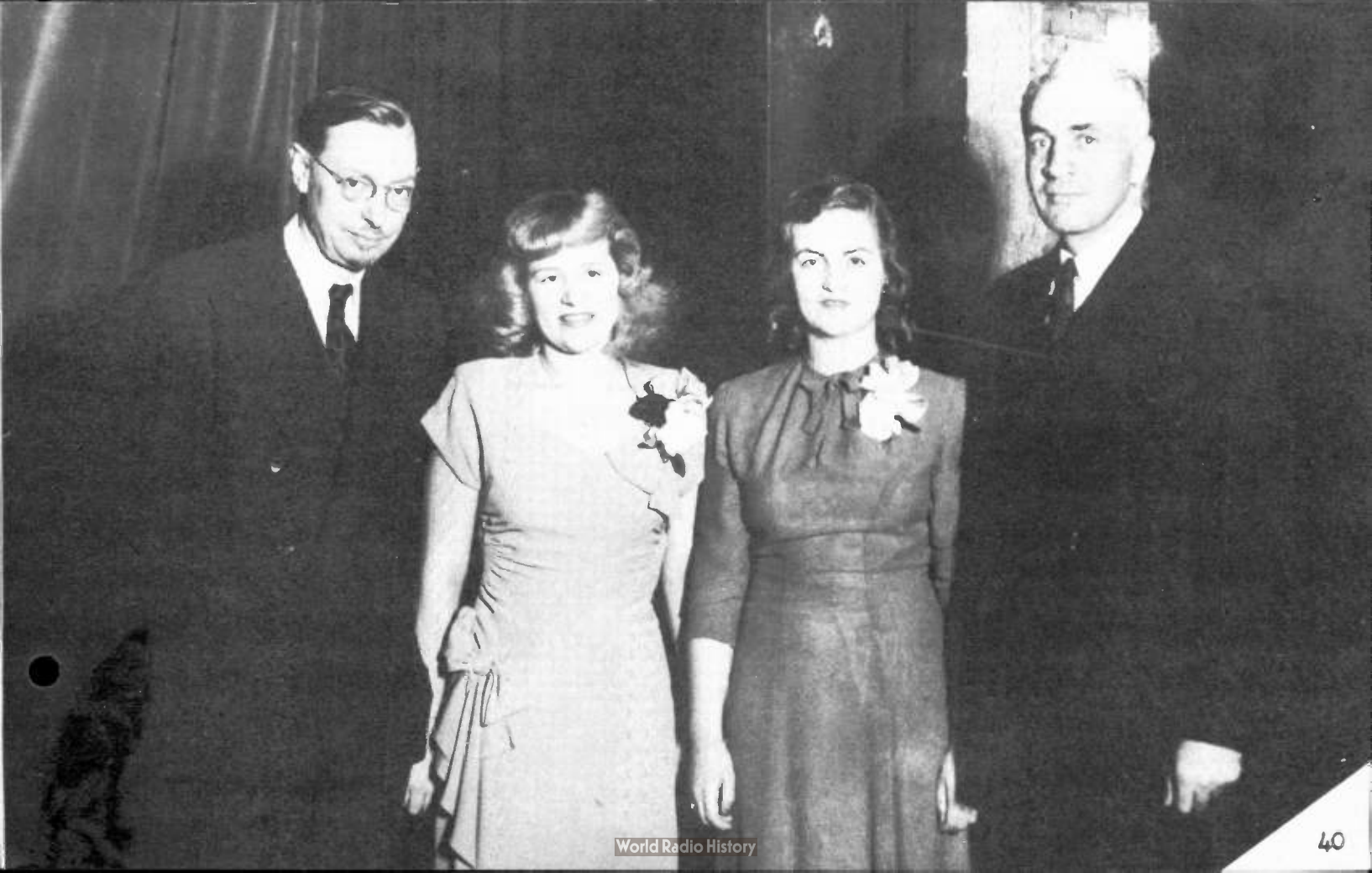
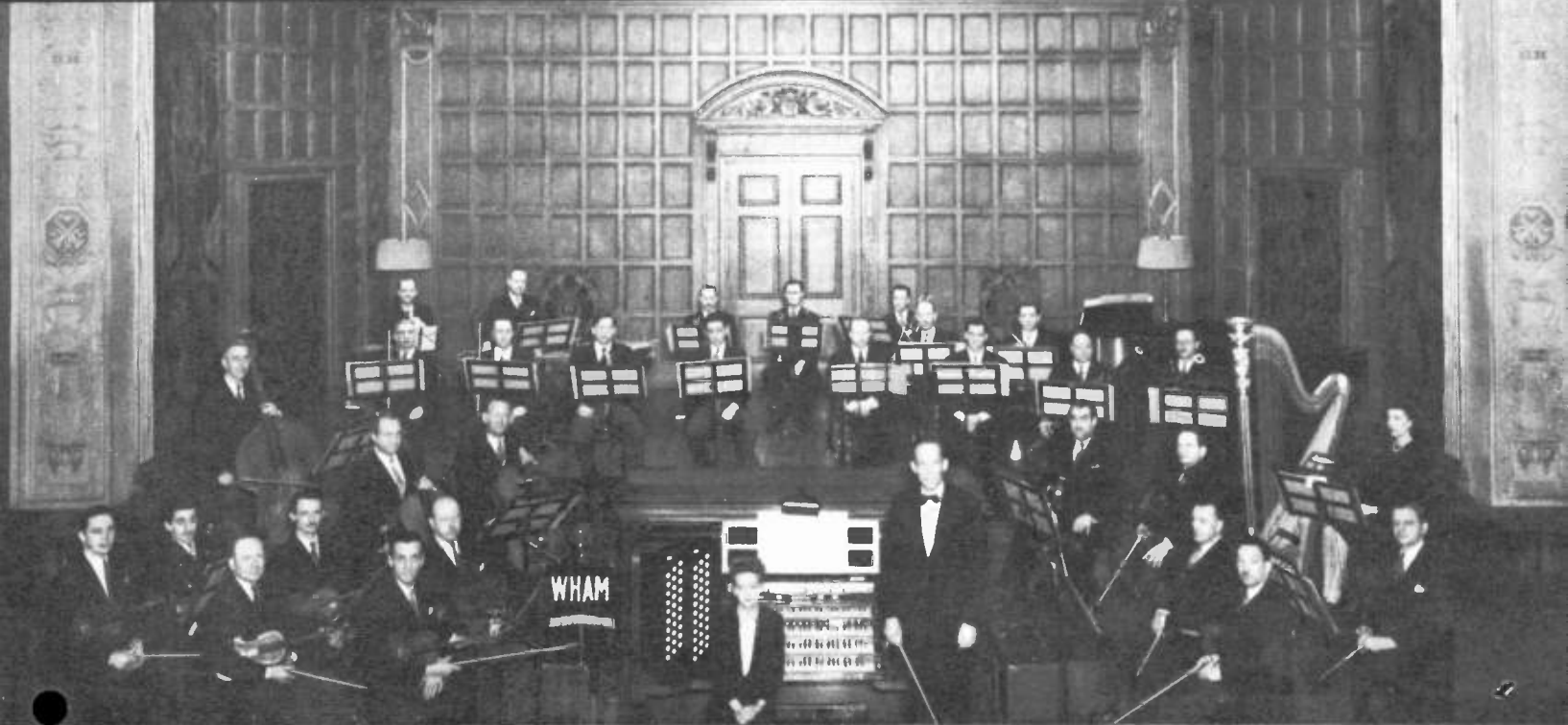
Radio Station WHAM has consistently contributed to the cultural and educational life of this community. It has been my experience that the management and personnel of WHAM have all freely and cheerfully given their time, effort, experience and facilities to a number of notable and worth while civic educational projects. These have offered the people of Rochester and Western New York opportunity for mental stimulation as well as enjoyment. The institutions of higher education in and near Rochester have reason to thank and congratulate Station WHAM and its staff for these generous and valuable contributions to the public interest.

Sincerely yours,



Alan Valentine

WHAM LITTLE SYMPHONY ORCHESTRA





EASTMAN SCHOOL SCHOLARSHIP WINNERS





COMPOSERS COMMISSIONED BY WHAM

THE EASTMAN SCHOOL OF MUSIC
Of The University of Rochester

Sixteenth Annual Festival
of American Music

DR. HOWARD HANSON, *Director*



EASTMAN SCHOOL
LITTLE SYMPHONY ORCHESTRA

FREDERICK FENNELL, *Conducting*
ROY HARRIS, *Guest Conductor*

Soloists: LUIGI SILVA, *'Cellist*
JOSEPH MARIANO, *Flutist*
EILEEN MALONE, *Harpist*



KILBOURN HALL
SUNDAY, APRIL 14, 1946
3:30 P. M.

Program

CONCERTO FOR CHAMBER ORCHESTRA *David Diamond*
IN TWO PARTS

I Fanfare
Prelude and Fugue 1
II Prelude and Fugue 2
Interlude
Transition
Fanfare

*†RADIO PIECE WITH PIANO OBLIGATO *Roy Harris*
DR. ROY HARRIS, *conducting*

‡CONCERTO FOR SMALL ORCHESTRA *Robert Palmer*
Aria
Ricercare

ANDANTE AND RONDO FOR 'CELLO AND ORCHESTRA *Paul White*
LUIGI SILVA, *'cellist*

INTERMISSION

†‡SERENADE FOR FLUTE, HARP, AND STRING
ORCHESTRA *Howard Hanson*
JOSEPH MARIANO, *flutist*
EILEEN MALONE, *harpist*

‡THE PLAINS—LANDSCAPES FOR ORCHESTRA *Bernard Rogers*
Nocturne
Storm
Daybreak

*†NOCTURNE *Wayne Barlow*

MUSIC FOR CHAMBER ORCHESTRA *Alvin Etler*
Quite fast and rhythmical
Moderately slow
Fast and lively

* First performance
† Commissioned by Stromberg-Carlson Station WHAM
‡ First public performance

EPISCOPAL DIOCESE OF ROCHESTER
210 HIRAM SIBLEY BUILDING
ROCHESTER 7, N. Y.



March 2, 1946.

THE BISHOP'S OFFICE

Mr. John H. Lee,
Station WHAM,
111 East Avenue,
Rochester 4, N.Y.

Dear Mr. Lee:

Through the courtesy and generosity of the management of Station WHAM it has been possible for me to broadcast nine annual addresses to the Bishops' Men, the laymen's organization of the Episcopal Diocese of Rochester.

These addresses have been directed at the men assembled for a Communion Breakfast in their respective Churches throughout the Diocese. This means 60 Churches, three-fourths of them rural, scattered through the 6000 square miles of the Diocese, comprising the Counties of Monroe, Wayne, Livingston, Ontario, Allegany, Steuben, Yates and Schuyler.

Over the years I have had many letters and personal interviews which witness to the effectiveness of this coverage. The coverage is also to be credited in part for the fact that the attendance at these Communion Breakfasts, and the Thank Offering presented by the men in connection with it, are both greater today than they were when the Broadcast was originated nine years ago.

Faithfully yours,

A handwritten signature in cursive script that reads "Bartel H. Reinheimer".

Bartel H. Reinheimer

INTER-FAITH GOOD WILL COMMITTEE

ROCHESTER, NEW YORK

Rt. Rev. Monsignor William M. Hart, V. G.,
Chairman

Rev. Hugh Chamberlin Burr, D.D.,
Secretary

Henry M. Stern,
Treasurer

Rt. Rev. Monsignor William F. Bergan
Rabbi Philip S. Bernstein

Rt. Rev. Monsignor George V. Burns

James P. B. Duffy

Robert T. Dwyer

Bernard E. Finucane

Rabbi Henry Fisher

Joseph Goldstein

Jacob S. Hollander

Rev. Paul C. Johnston, D.D.

Arthur M. Lowenthal

William MacFarlane

Rev. Leo C. Mooney

Rev. Justin W. Nixon, D.D.

William T. Nolan

Harper Sibley

Rev. Paul M. Schroeder, D.D.

Joseph Silverstein

Heiby W. Ungerer

March 4, 1946

Dear Mr. Lee:

In connection with the activities of the Rochester Inter-Faith Good Will Committee, we have on more than one occasion been very grateful to WHAM for their carrying of the program to the larger audience of the Air.

Some of our programs, as you will recall, have been in connection with the Chamber of Commerce and its forums. Some have originated in the Eastman Theater.

A number of years ago, through your cooperation, we carried perhaps a dozen studio programs in which participation was by members of the three faiths. We called it "Stand By, America" and I am sure that it was a service that meant a great deal to the community at that time because those were the days of doubt and disunity.

This is just another illustration of the attitude that we have always found in WHAM -- eager to be of service in any way possible.

We do appreciate this attitude on your part and want you to know of that appreciation.

Sincerely yours



Hugh Chamberlin Burr

Mr. John Lee
Station WHAM
Rochester, N.Y.

ST. PATRICK'S RECTORY *151 Saratoga Avenue*
Rochester, New York

March 2, 1946

Mr. John H. Lee, General Manager
Station WHAM
111 East Avenue
Rochester 4, New York

My dear Mr. Lee:

Agreeable to your request I take genuine pleasure in giving you a somewhat brief report of the Rochester Catholic Hour, which has been functioning regularly for the last eighteen years over Station WHAM, Rochester, New York.

It may interest you to know that I have been the director of this program for sixteen years.

In the early years, the program was of one hour's duration. Later it was shortened to one-half hour. These latter years, the program, in keeping with the trend of current broadcasts, has promoted a fifteen minute program, which seems to me to be very satisfactory.

Formal talks or lectures on religious topics have been the policy of our program over the years. It is very difficult to evaluate the good will that has been promoted among Catholics and non-catholics. Over the years I have probably received as many letters of commendation and congratulation from non-catholics as from members of the Catholic Church. Of interest to me is the fact that in the past eight or ten years, I have received more requests for copies of my radio talks from audiences who live in small towns and cities as well as from listeners who live in rural areas. The letters from rural areas frequently reveal that the listeners to the Rochester Catholic Hour live at a considerable distance from rural churches.

It has always been a consolation to me to know that our program has brought solace and comfort to the sick and the aged.

ST. PATRICK'S RECTORY *151 Saratoga Avenue
Rochester, New York*

March 2, 1946

Mr. John H. Lee, General Manager
page 2.

There are so many intangible factors connected with our program that it is difficult to measure the good that in my humble opinion has been accomplished.

As a final word, I feel it is only honest and fair to say a word of appreciation for the many courtesies that have been extended to me and the many guest speakers who have taken part in the programs of the Rochester Catholic Hour. My relations with the management of WHAM have been most pleasant. As a matter of fact, I cannot recall any unpleasantness nor misunderstandings. When you consider the religious differences of the large audience of listeners, the possibilities of religious animosities that could easily flare up when vital issues of religion are being discussed frankly but sympathetically, it seems to me, and I leave to you the final judgment in this matter, that the record is very gratifying.

As might be expected, I personally feel that the Rochester Catholic Hour has made a valuable contribution in understanding and good will to the citizens of Rochester and its environs.

I am grateful to the Stromberg Carlson Company and the management of WHAM for the many years of cooperation and good will.

Sincerely yours,

Leo C. Mooney

Rev. Leo C. Mooney
Director
Rochester Catholic Hour

LCM:M

THE FEDERATION OF CHURCHES

OF ROCHESTER AND VICINITY

INCORPORATED

1010 TEMPLE BUILDING

TELEPHONE STONE 1512

ROCHESTER 4, NEW YORK

Officers

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VICE-PRESIDENT.....WILLIAM H. STACKEL
SECRETARY.....REV. CHARLES H. BOLLINGER
TREASURER.....LOUIS B. CARTWRIGHT

Chairmen of Departments

BUSINESS AFFAIRS.....E. REED SHUTT
EDUCATION AND EVANGELISM.....REV. A. A. SCHADE
FELLOWSHIP.....REV. OSGOODE H. McDONALD
OUTREACH.....REV. WILLIAM S. MEYER
SOCIAL RELATIONS.....REV. HANFORD H. CLOSSON
VICINITY AFFAIRS.....REV. I. VINCENT LLOYD
WEEK-DAY RELIGIOUS EDUCATION.....EDWIN W. FISKE

March 4, 1946

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MRS. IRVING L. WALKER

Dear Mr. Lee:

Looking back over the years, it is a pleasure to say to you how many times we have appreciated the Services of WHAM in connection with the Federation.

We have counted upon you for more years than I can remember for the broadcast of the great Thanksgiving Service at the Eastman Theater. You have carried our Lenten Services now for a number of years, - I should say that has gone back at least 5. The program, "Kindly Thoughts", which during the war was reduced to only one period a week has, nevertheless, over a period, I think, of more than 12 years, been carried by your station and greatly appreciated by all.

This is not meant to be an exhaustive list of the services you have helped the Federation to render to the larger community and for which the Federation of Churches is very grateful to WHAM, but it illustrates both the service and the attitude which we have always found at your Station and once in a while at least, we like to speak of our appreciation.

Sincerely yours



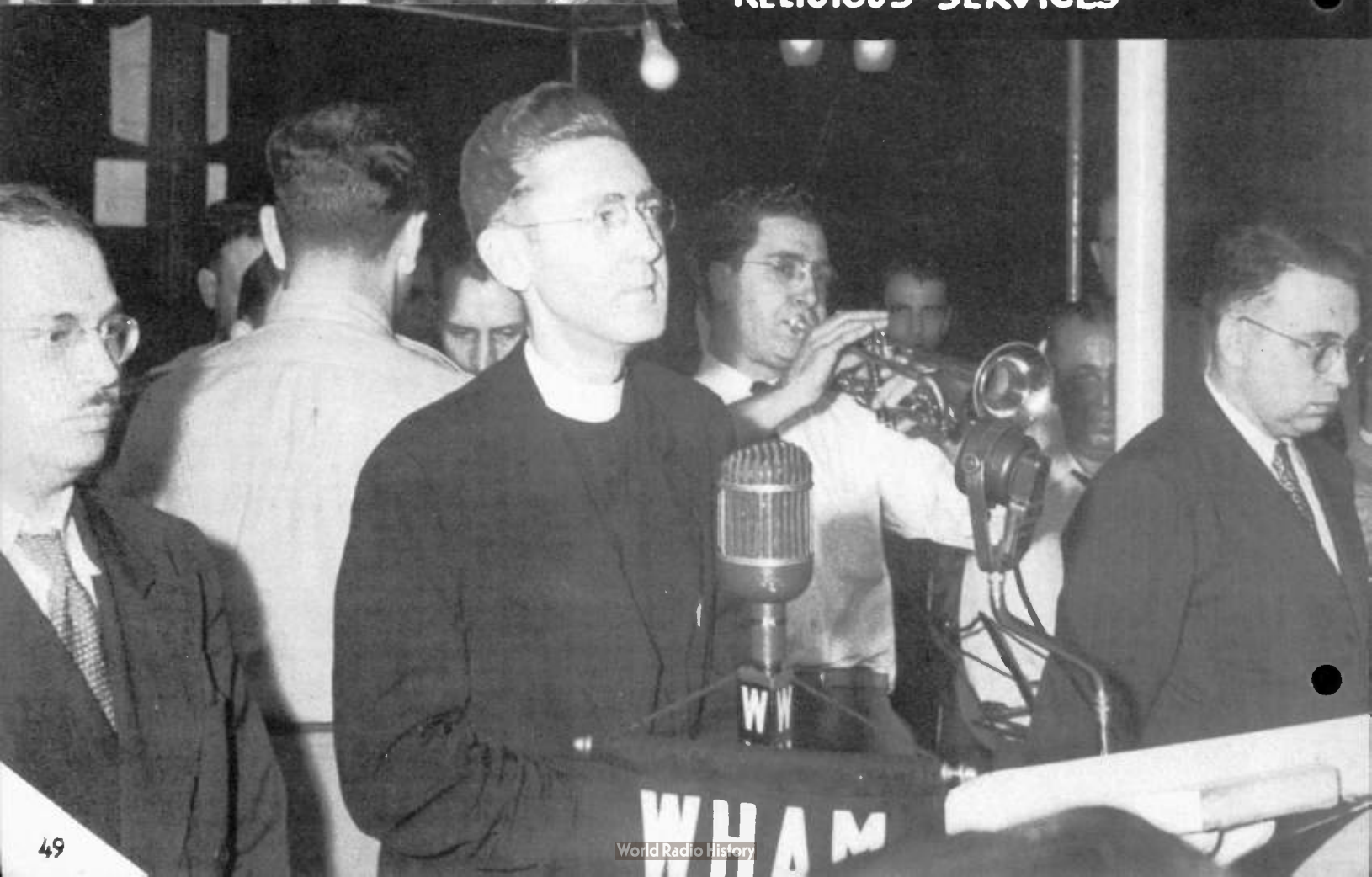
Hugh Chamberlin Burr

HCB:jed

Mr. John Lee
Station WHAM
Rochester, N.Y.



RELIGIOUS SERVICES



WHAM

ROCHESTER TELEPHONE CORPORATION

25 NORTH STREET ROCHESTER 4, N. Y.

MAIN 9800

FRANK T. BYRNE
VICE-PRESIDENT

August 10, 1945

Mr. John H. Lee, General Manager
Station W H A M
111 East Avenue
Rochester 4, N.Y.

Dear Jack:

Thank you very much for your courtesy in passing to us the information on the Japanese acceptance of the Potsdam declaration.

The information aided us materially in getting our Traffic force schedule arranged to meet the demands which were placed upon them almost immediately the announcement was made on the air.

Also, I want to thank you for giving us the mentions to refrain from the use of the telephone during this crisis as a public service.

Very truly yours


Frank T. Byrne
Vice President

B:M

LYONS CENTRAL SCHOOL
ARCHIE F. BOWLER, *Supervising Principal*
LYONS, NEW YORK

April 20, 1945

Station WHAM
Rochester
New York

Dear Sirs:

At a recent meeting of the Wayne County School Principals' Club I was asked to write to you to express the appreciation of all of the schools in Wayne County for the very fine service rendered to us by your station and news broadcaster during the past winter. We certainly do appreciate it, and we are now working on plans to make it easier for you to render us this service another year.

Very truly yours,



Archie F. Bowler
Supervising Principal

AFB:eb

EASTMAN KODAK COMPANY

ROCHESTER 4, N.Y.

August 21, 1945

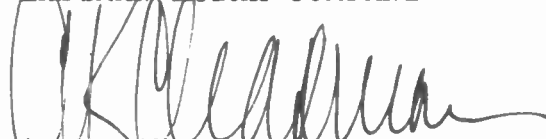
Mr. Jack Lee, Manager
WHAM
111 East Avenue
Rochester 4, New York

Dear Mr. Lee:-

I want to express this company's appreciation of WHAM's assistance in notifying the 29,000 Kodak people of the two-day closing a week ago. This dissemination of information helped to avoid confusion and to let our people enjoy their rest with definite knowledge that they were not expected at work.

Yours very truly,

EASTMAN KODAK COMPANY



A. R. Chapman
Vice-President and
General Manager

AKC:FCE

NEWARK PUBLIC SCHOOLS

NEWARK, NEW YORK

ERWIN R. WOELFEL
SUPERINTENDENT OF SCHOOLS

NORMAN R. KELLEY
PRINCIPAL OF HIGH SCHOOL

April 24, 1945

The Manager,
Station WHAM,
Rochester, N. Y.

Dear Sir:

I have had in mind for some time that I wanted to write you and thank you and the members of your staff for the service rendered to us and to all schools in this vicinity during the past winter. I particularly appreciate the courtesy with which all requests for announcements were received.

I realize that this added work must have taxed the capacity of your staff many times during the winter, but you may feel that you were of real service to the schools.

Yours sincerely,



Superintendent of Schools

V

OFFICERS

H. J. Radley - President
F. K. Mosher - Clerk
R. S. Rogers - Treasurer

Marion Central Rural School

PRINCIPAL: FRANK K. MOSHER

MARION, NEW YORK

February 2, 1945.

BOARD OF EDUCATION

H. J. Radley
C. Boerman
S. C. Lookup
E. D. Morrison
C. L. Seybold

Station W. H. A. M.
Sheridan Hotel,
Rochester, New York.

Gentlemen:

We would like to express our appreciation for the service which you are rendering schools in making the announcements daily during these stormy and uncertain days. The announcements reach a great many patrons of our central district whom we would be able to contact in no other way.

We realize what hectic days they must be for you and know that in serving the public you probably receive many unjust criticisms and so we would like to say thank-you for this splendid service and for the courtesy that we receive when calling the studio.

Very sincerely,

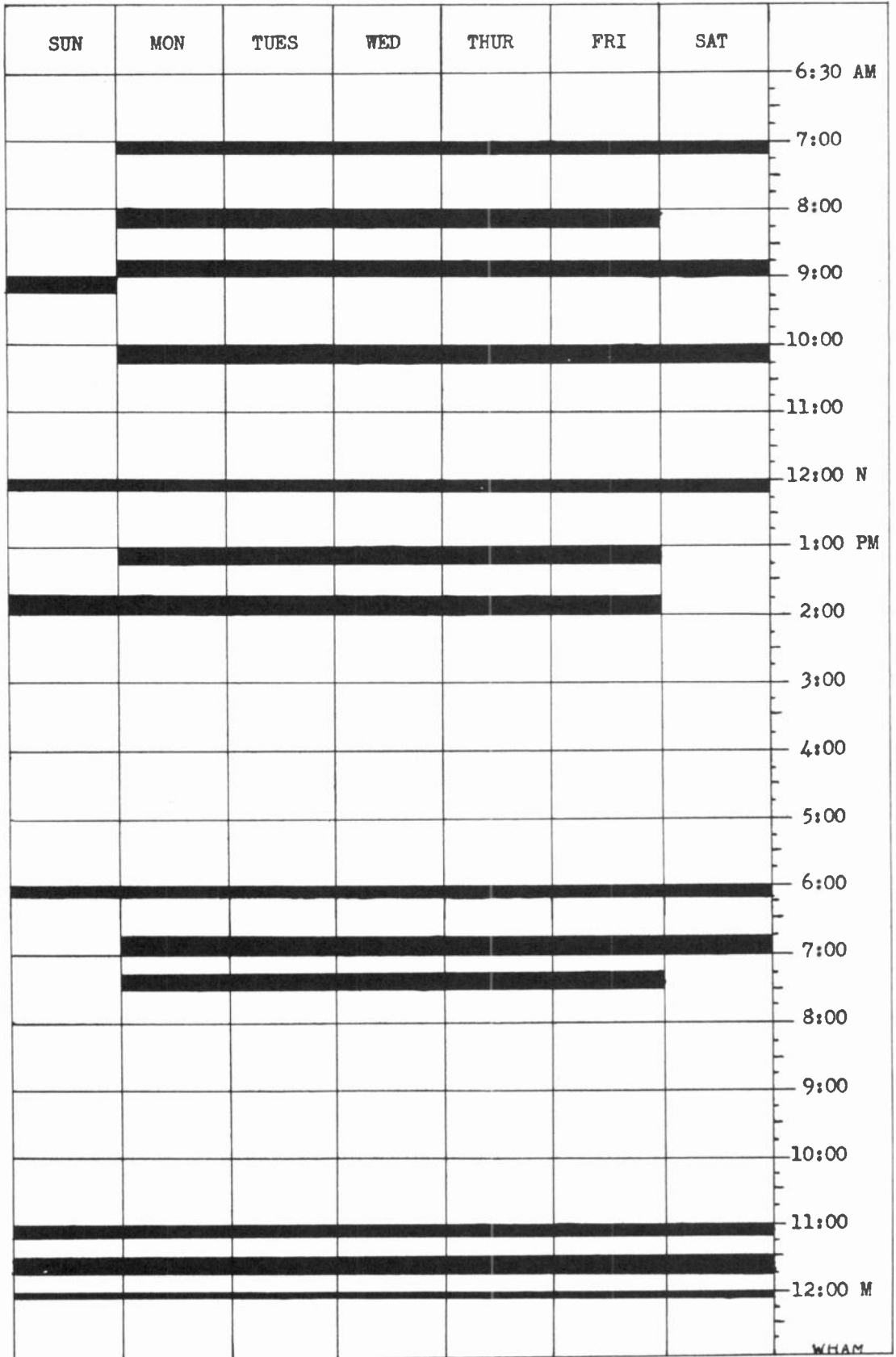
Frances M. Young
(Mrs) Frances M. Young
Principal

FMY:C

TRANSMITTER DURING SNOWFALL of 1945



CHART ON THE NEWS



WHAM

4/20/46

Mr. Truman P. Brizzee,
Radio Broadcasting Station W H A M,
111 East Avenue,
Rochester 4, N.Y. :-

Dear Mr. Brizzee:-

Rochester's Medical Broadcast, now in its 15th season and currently presenting the 628th broadcast in the series sponsored by the Medical Society of the County of Monroe, is, as you may know the oldest continuously produced medical broadcast in the world.

Rochester's Medical Broadcast is produced under the direction of the Health Education Committee, sub-committee of the Public Health Committee of the Medical Society of the County of Monroe. This is a public service project of the Society in the field of health education. It is presented in cooperation with all agencies, both official and voluntary, engaged in public health education. As such it joins actively with the School of Medicine and Dentistry of the University of Rochester, the Department of Health and Physical Education of the Board of Education, the Health Bureau of the City of Rochester, the Health Conservation Committee of The Rochester Chamber of Commerce, the Tuberculosis and Health Association of Rochester and Monroe County, Visiting Nurse Association, the Council of Social Agencies, Rochester Hospital Council, local chapters of American Cancer Society, National Foundation for Infantile Paralysis, American Society for the Hard of Hearing and Cerebral Palsy Association.

A Medical Question Box conducted in connection with the broadcast permits listeners to send in questions on health. Copies of broadcast are available on request. Letters to Medical Question Box and for requests for copies of broadcasts indicate that Rochester's Medical Broadcast reaches large numbers of radio listeners throughout the Genesee Valley and adjacent territory to Pennsylvania state line, with some listeners eastward towards Watertown, N.Y., westward beyond Buffalo and northward into Canada. An informal survey of 100 office visitors made by Doctor James S. Houck, President, Medical Society of the County of Monroe, recently, is understood to have shown that 76 of the 100 listened to the program. These 100 people may be considered as a group who had medical problems.

Rochester's Medical Broadcast, on the basis of participation or willingness to participate, has the support of practically 100 per cent of the physicians of Rochester and Monroe County. This broadcast is a major public service of the Society, and, as such, is prepared with great expenditure of time and effort. At the Twenty-fifth Anniversary of Radio, it was estimated that this contribution, in dollars and cents, represented a clear gift by W H A M and the Society of radio health education exceeding in value over \$250,000.00.

Yours very truly,

Walter C. Allen, M.D.,
Chairman, Health Education
Committee

The following is a list of speakers for The Rochester City Club whose broadcasts have been carried on WHAM in 1945 and 1946.

STANLEY HIGH

HENRY S. BLOCH

CAREY McWILLIAMS

BEARDSLEY RUML

NATHANIEL PEFFER

REINHOLD NIEBUHR

BRUCE BLIVEN

LOUIS UNTERMEYER

WENDELL BERGE

ROBERT M. HUTCHINS

PETER F. DRUCKER

ABRAM L. SACHAR

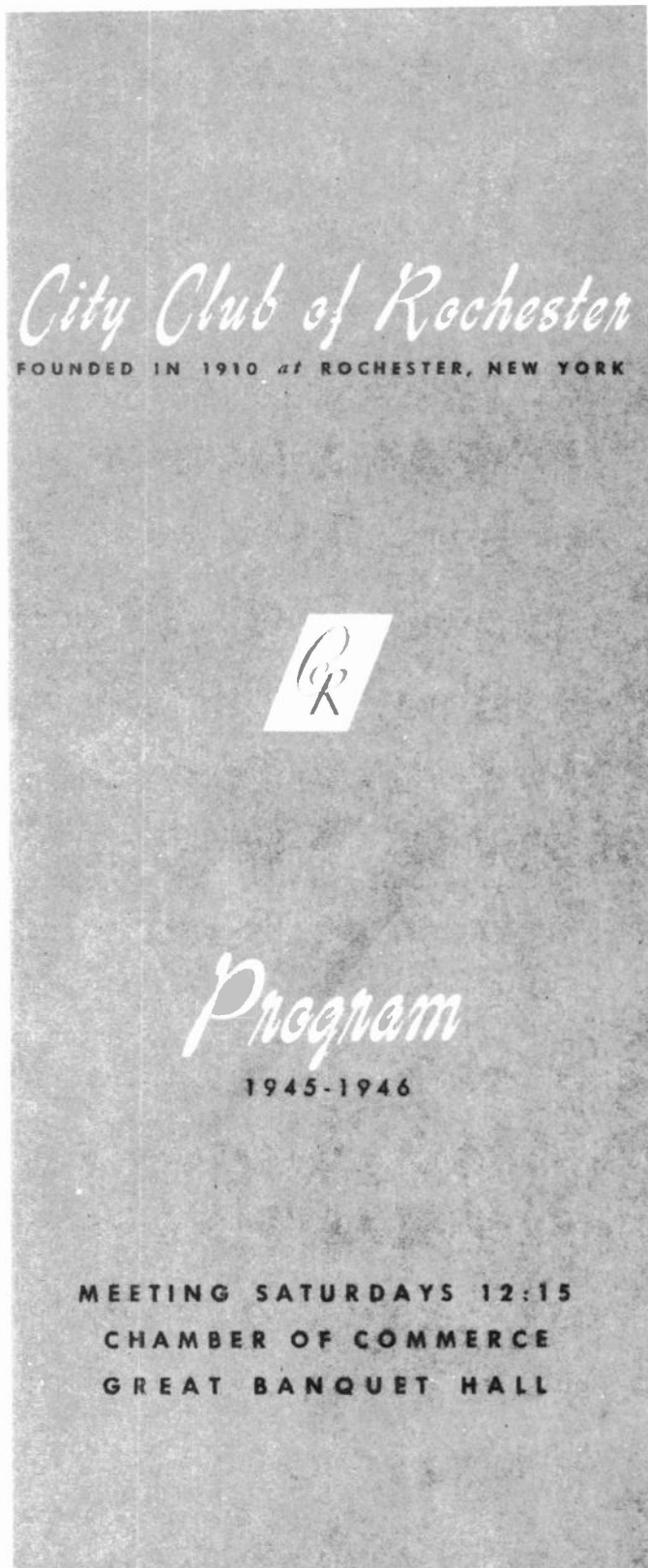
ALBERT D. KAISER

ALAIN LOCKE

FREDERICK L. SCHUMAN

HOWARD HANSON

ERIKA MANN



DEPARTMENT OF LABOR

~~WAR MANPOWER COMMISSION~~

UNITED STATES EMPLOYMENT SERVICE

30-32 State Street
Rochester, New York

Office of
The Local Manager

March 4, 1946

Mr. John Lee, Manager
WHAM Broadcasting Studios
11 East Avenue
Rochester, New York

Dear Mr. Lee:

As you well know, the chief function of the United States Employment Service is to assist employers who are seeking workers and workers seeking jobs. Over a period of years we feel that our organization here in Rochester has been reasonably successful in filling all kinds of jobs in all types of industries.

However, we are convinced that a better job has been done only because several Rochester organizations have generously donated their facilities to the United States Employment Service. Among those organizations, Station WHAM has been outstanding. For approximately eight years your broadcasting company has donated fifteen minutes each week for us to present our "Want Ad Column of the Air".

Throughout the war you assisted us materially in supplying essential labor to the many Rochester war plants. Now again, with hundreds of returning veterans seeking employment, your Station is fulfilling a great need in bringing their employment problems to employers and the public.

The coverage of WHAM, for our programs, is excellent. Calls come in from listeners in the towns surrounding Rochester, and you may be interested to know that replies have been received from far distant points, such as Iowa, Nova Scotia and South Carolina, to mention only a few.

We are deeply appreciative that you have made the facilities of your broadcasting station available to the public employment office, and hope that we shall continue to merit your favor in this respect. Kindly extend to your staff our appreciation of their courteous attention at all times in handling our program.


Sincerely yours,

Carmon J. Tynner

FGB:AMR

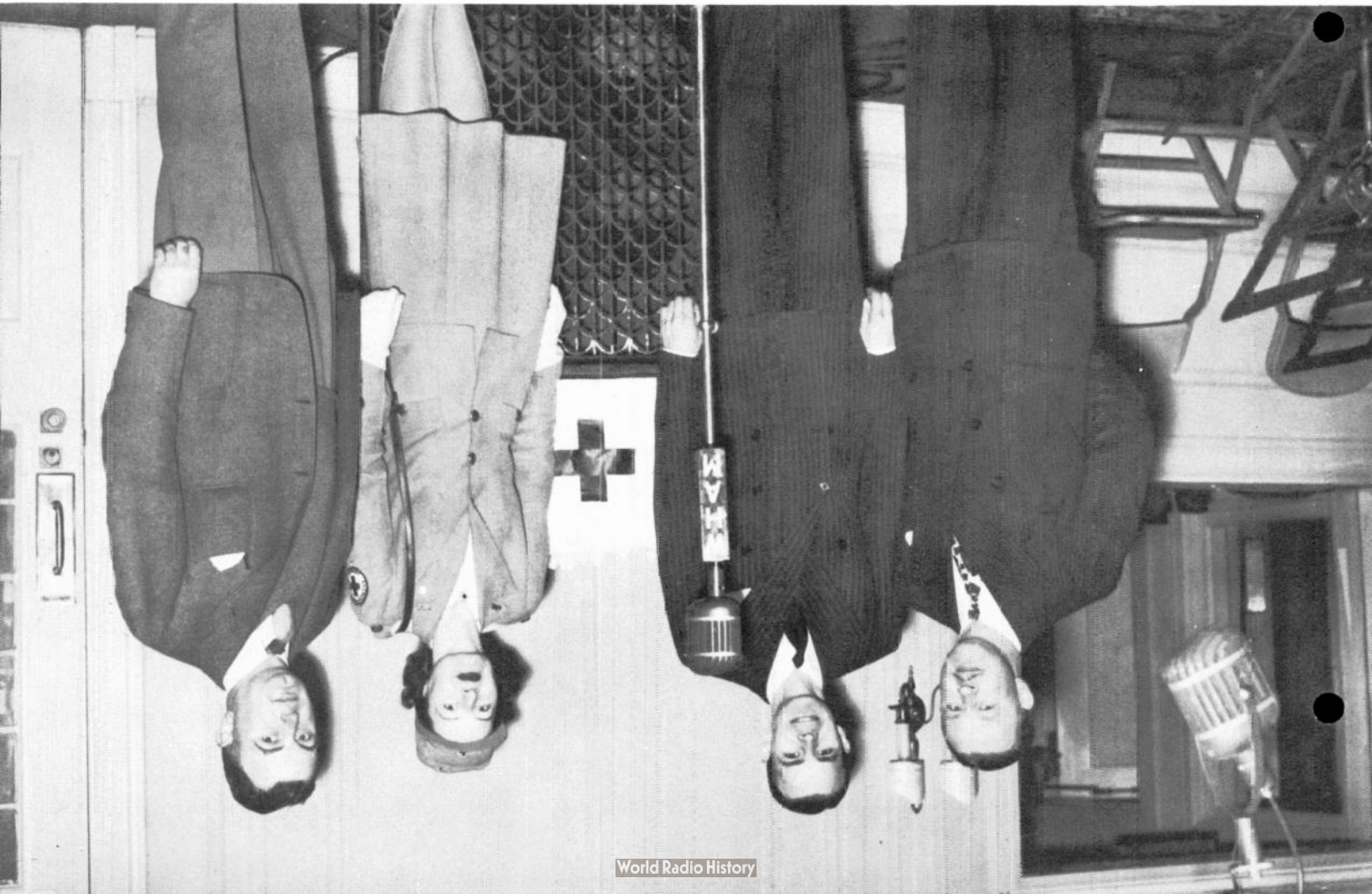
Carmon J. Tynner
Senior Manager

Certificate of Appreciation
 to
Little Show - 3M in A.M.
 for outstanding cooperation with the
 American Red Cross Blood Donor Service



THE AMERICAN NATIONAL RED CROSS

Chapter
Rochester
 Chapter Chairman
Joseph H. Hawk
 Blood Donor Service
Madison D. Davis
 National Director, Blood Donor Service
G. Conroy Rivner M. D.
 Chairman
Amos H. Davis



^{The}
Billboard
Sixth Annual
Radio Publicity Survey

Exhibit Section

In recognition of outstanding achievement
in radio publicity, based upon exhibits from
the United States and Canada.

Presented to

Station WHAM

for

Outstanding all around War Programming
in Clear Channel Division

Awards Committee:

John K. Hutkens
Radio Editor, The New York Times

Harriet Van Horne
Radio Editor, The New York World-Telegram

Ben Gross
Radio Editor, The New York Daily News



Leon Traube
Editor, The Billboard

Lou Frankel
Radio Editor, The Billboard

James G. Cullen
Associate Editor, The Billboard

July 17, 1943

BOY SCOUTS OF AMERICA



Otetiana Council, Inc.

616 MERCANTILE BUILDING

TELEPHONE STONE 918

ROCHESTER 4, N. Y.

March 5, 1946

Mr. John H. Lee
Manager, WHAM Studios
111 East Avenue
Rochester 4, New York

Dear Mr. Lee:

On behalf of Otetiana Council, Inc., Boy Scouts of America, we wish to express to your Station our sincere appreciation of the splendid cooperation accorded us since 1927.

You, of course, are fully aware of the fact that since the inception of your Station our Council has had a regular Saturday morning program of fifteen minutes devoted to the promotion of Scouting. What you may not know is that we feel this program has been of immeasurable value to our work with the boys of this community. In addition to its helpful influence in the City of Rochester, it has been particularly valuable in our outlying districts in Monroe County as well as in adjoining counties under the jurisdiction of other Boy Scout Councils.

Your further cooperation in providing us opportunities for spot announcements and occasional special features has been most appreciated and, indeed, most helpful. We trust that this relationship with your Station may continue and assure you that all of us responsible for the Program of Scouting in this area believe our efforts to be more effective because of your fine cooperation.

Sincerely yours in Scouting,

OTETIANA COUNCIL, INC.
BOY SCOUTS OF AMERICA

A handwritten signature in cursive script that reads 'Leo M. Sandefur'.

Leo M. Sandefur
Scout Executive

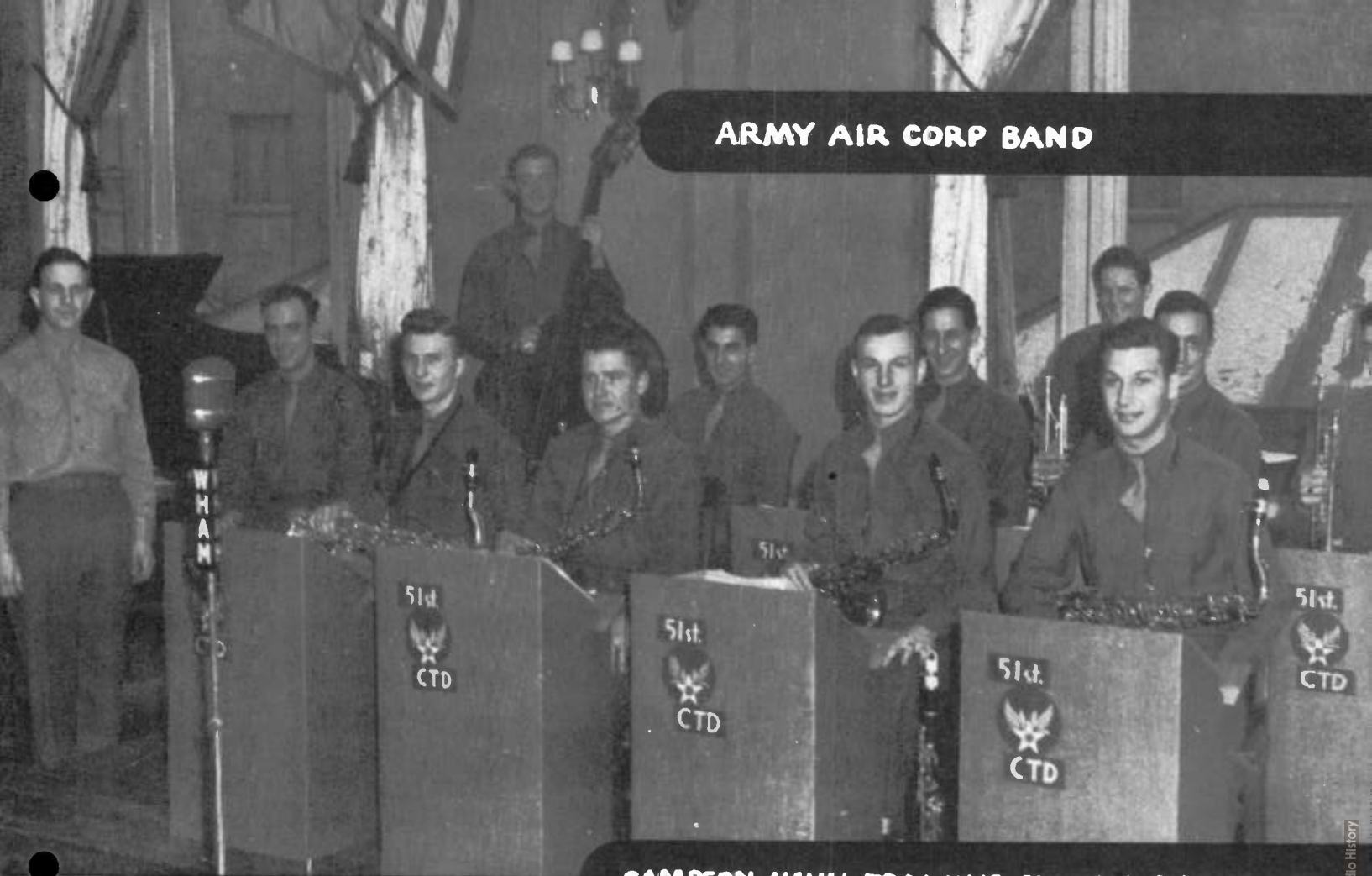
LMS:em

Serving Rochester and Monroe County



AL SIGL'S LEGION OF BLOOD DONORS

ARMY AIR CORP BAND



SAMPSON NAVAL TRAINING STATION ON THE AIR



PEOPLE INTERVIEWED BY C. RAYMOND NARAMORE ON
"RACE DISCRIMINATION" SERIES -

Mrs. Paul Robeson, wife of negro actor and singer. She is an author and worker for better race conditions.

Dr. Harold Nicely, Brick Presbyterian Church, worker with Negroes and Nisie.

Miss Suzanne Rosenberg, founder of United Nations club in Washington, D.C.

Paul Robeson, negro actor and singer.

Mrs. Harper Sibley, American mother of 1945, delegate to U. N. Conference in San Francisco.

Dr. Clyde Miller, Columbia University, organizer of Springfield Plan for bettering Human relations.

ORGANIZATIONS WITH WHICH WHAM COOPERATES

American Cancer Society	Council for Better Citizenship
YMCA	Interfaith Committee
JYMA	Catholic Welfare
YWCA	Federation of Churches
Boy Scouts of America	Catholic Women's Chorus
Girl Scouts of America	Veterans Organization
Rochester Civic Music Assoc.	American Legion
Federal Agencies	Veterans of Foreign Wars
U.S. Employment Service	Jewish Veterans of Foreign Wars
Community Chest	Infantile Paralysis
War Savings Bond Committee	National Bible Week
City Welfare Department	National Brotherhood Week
Board of Education	Editors of Rural Newspapers
Board of Health	Department of Public Safety
All Recruiting Services	Community Choir
Salvation Army	Rochester Automobile Club
Rochester Police Department	Chamber of Commerce
New York State Troopers	Humane Society
Jewish Welfare	Cerebral Palsey

"SOMETHING IN THE AIR"



MUSIC, ORIGINATED BY AND BROADCAST OVER WHAM, BOTH
 LIVE AND TRANSCRIBED, SUSTAINING AND COMMERCIAL,
 DURING A TYPICAL WEEK. (FEBRUARY 24th - MARCH 2nd)

I Programs consisting wholly of music with the exception of
 introductions and commercials:

A) OLD TIME MUSIC

	<u>NAME</u>	<u>LENGTH</u>	<u>TIMES PER WEEK</u>	<u>TOTAL</u>
1.	Mountain Boys	15 Min.	3	45 Min.

45 Min.

B) POPULAR MUSIC

1.	Old Time Favorites	15 Min.	3	45 Min.
2.	Hawaiian Music	15 Min.	3	45 Min.
3.	Something in the Air	30 Min.	1	30 Min.
4.	Evening Dance Orchestras	15 Min.	2	30 Min.
5.	Week-End Special	15 Min.	1	15 Min.
6.	Music of the Moment	30 Min.	1	30 Min.
7.	Jumpin' Jacks	15 Min.	2	30 Min.
8.	Jerry Sears	15 Min.	1	15 Min.
9.	Ray Bloch	15 Min.	1	15 Min.
10.	Hollywood Melodies	15 Min.	1	15 Min.

4 Hr. 30 Min.

MUSIC (con't)

-2-

C) SYMPHONIC MUSIC

<u>NAME</u>	<u>LENGTH</u>	<u>TIMES PER WEEK</u>	<u>TOTAL</u>
1. World's Most Honored Music	30 Min.	1	30 Min.
2. WHAM Concert Orchestra	20 Min.	1	20 Min.
3. Eastman School of Music	30 Min.	1	30 Min.
4. McCurdy Little Symphony	30 Min.	1	30 Min.
			1 Hr. 50 Min.

D) SEMI-CLASSICAL MUSIC

1. Music for Sunday	30 Min.	1	30 Min.
2. Eventide	15 Min.	5	75 Min.
			1 Hr. 45 Min.

E) BAND MUSIC

1. Breakfast Band	15 Min.	3	45 Min.
2. March of the Day	5 Min.	6	30 Min.
			1 Hr. 15 Min.

II
 Programs consisting of music plus skits, talks, sermons, etc.

MUSIC (CON'T)

-3-

A) OLD TIME MUSIC

	NAME	LENGTH	TIMES PER WEEK
1.	Hank 'n Herb	30 Min.	1
2.	Country Fare	25 Min.	6

B) POPULAR MUSIC

1.	Women Only	30 Min.	5
2.	Little Show	15 Min.	1
3.	Morning Melodies	15 Min.	3
4.	Dean Harris	15 Min.	4
5.	Dean Harris	30 Min.	1
6.	Boy Scouts	15 Min.	1

C) SEMI-CLASSICAL MUSIC

1.	Tower Clock	15 Min.	5
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D) RELIGIOUS

1.	Church	60 Min.	1
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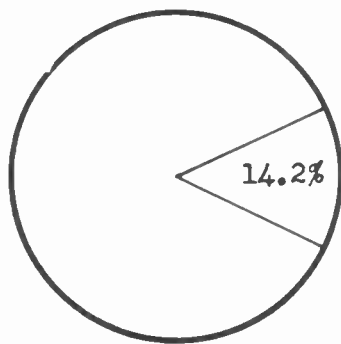
World Radio History

CODE	DESCRIPTION OF CODE	WEEK OF NOV. 12, 1944		WEEK OF NOV. 11, 1945	
		HOURS AND MINUTES	% *	HOURS AND MINUTES	% *
1	NEWS BROADCASTS	21:50	14.2	18:27	14.7
2	OLD TIME MUSIC	4:15	3.4	3:30	2.8
3	MARKET REPORTS	:10	.1	1:03	.9
4	RELIGIOUS MUSIC	1:30	1.2	1:00	.8
5	RELIGIOUS PROGRAMS	1:28	1.2	1:27	1.2
6	FARM TALKS AND PROGRAMS	2:25	1.9	4:21	3.5
7	QUIZ PROGRAMS	5:09	4.1	4:00	3.2
8	TALKS, DISCUSSIONS	11:43	9.3	11:46	9.4
9	ENTERTAINMENT PROGRAMS	23:47	18.9	26:04	20.7
10	SPORTS BROADCASTS	4:59	3.9	3:34	2.8
11	DANCE MUSIC	4:42	3.7	5:31	4.4
12	BRASS BANDS	:24	.3	1:08	.9
13	COMPLETE PLAYS	6:40	5.3	4:59	4.0
14	SEMI-CLASSICAL MUSIC	4:45	3.8	5:23	4.3
15	CLASSICAL MUSIC	7:48	6.2	6:26	5.1
16	SERIAL STORIES	25:00	19.8	25:00	19.8
		122:35	97.3	123:39	98.5
	ANNOUNCEMENTS	3:09	2.7	1:55	1.5
	TOTAL TIME ON THE AIR	125:44	100.0	125:34	100.0

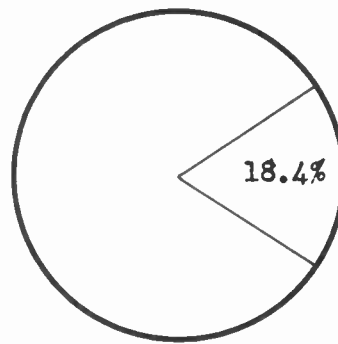
* PERCENTAGES FIGURED IN RELATIONSHIP TO COMPLETE TIME ON THE AIR FOR EACH WEEK.

	WEEK OF NOV. 12, 1944		WEEK OF NOV. 11, 1945	
	HOURS AND MINUTES	%	HOURS AND MINUTES	%
LOCAL SUSTAINING	15:41	12.5	17:34	14.0
NETWORK SUSTAINING	19:55	15.8	23:07	18.4
LOCAL COMMERCIAL	27:10	21.6	24:39	19.6
NETWORK COMMERCIAL	62:58	50.1	60:14	48.0
	125:44	100.0	125:34	100.0
SUSTAINING (LOCAL AND NETWORK)	35:36	28.3	40:41	32.4
COMMERCIAL (LOCAL AND NETWORK)	90:08	71.7	84:53	67.6
	125:44	100.0	125:34	100.0
LOCAL (SUSTAINING AND COMMERCIAL)	42:51	34.1	42:13	33.6
NETWORK (SUSTAINING AND COMMERCIAL)	82:53	65.9	83:21	66.4
	125:44	100.0	125:34	100.0

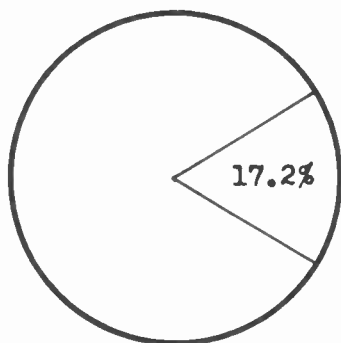
1944



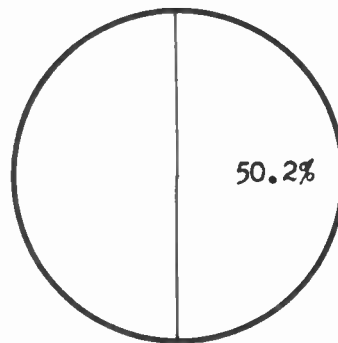
LOCAL SUSTAINING



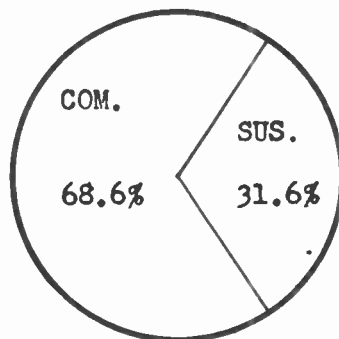
LOCAL COMMERCIAL



NETWORK SUSTAINING



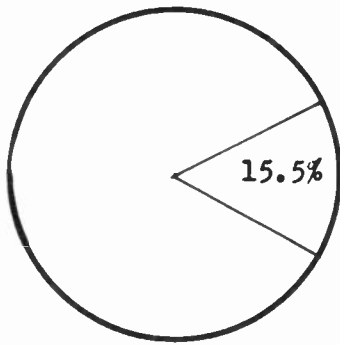
NETWORK COMMERCIAL



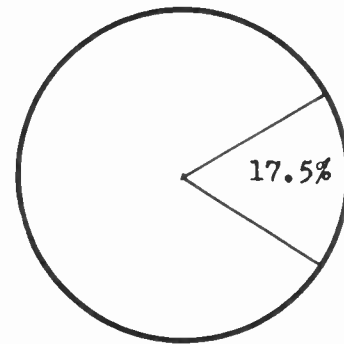
COMMERCIAL - SUSTAINING

WHAM

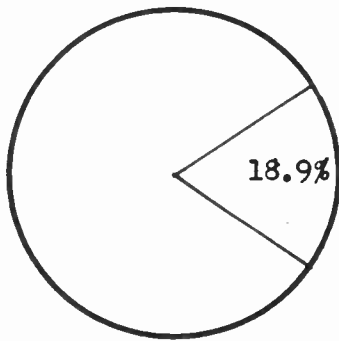
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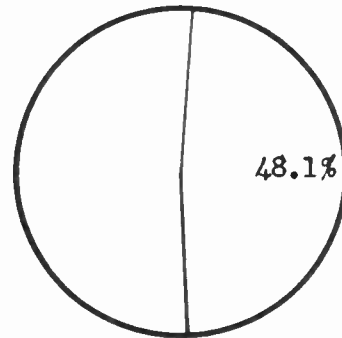
LOCAL SUSTAINING



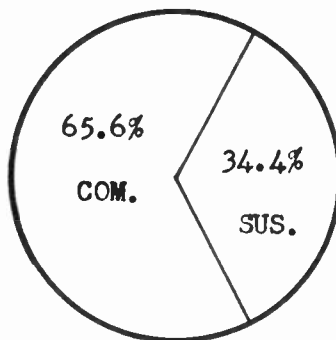
LOCAL COMMERCIAL



NETWORK SUSTAINING



NETWORK COMMERCIAL



COMMERCIAL - SUSTAINING

WHAM

PROGRAMS BROADCAST OVER WHAM IN BEHALF OF WAR EFFORT

1942

3	Thirty Minute programs
994	Fifteen minute programs
12	Ten minute programs
88	Five minute programs
40	Three minute programs
70	Two minute programs
3,284	One minute announcements
522	Flashes (30 seconds)

1943

12	Thirty minute programs
515	Fifteen minute programs
11	Ten minute programs
236	Five minute programs
144	Three minute programs
11	Two minute programs
3031	One minute announcements
28	Flashes (30 seconds)

1944

1	Sixty minute programs
9	Thirty minute programs
250	Fifteen minute programs
25	Ten minute programs
202	Five minute programs
110	Three minute programs
2188	One minute announcements
355	Flashes (30 seconds)

1945

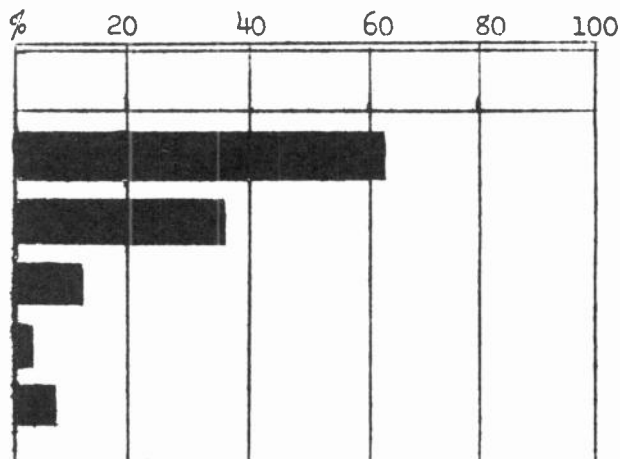
2	Thirty minute programs
259	Fifteen minute programs
20	Ten minute programs
157	Five minute programs
43	Three minute programs
1507	Announcements (1 minute)
140	Flashes (30 seconds)

ANALYSIS OF RURAL POPULATION
WITHIN 100 MILE RADIUS OF ROCHESTER, NEW YORK

Population within
100 mile radius:

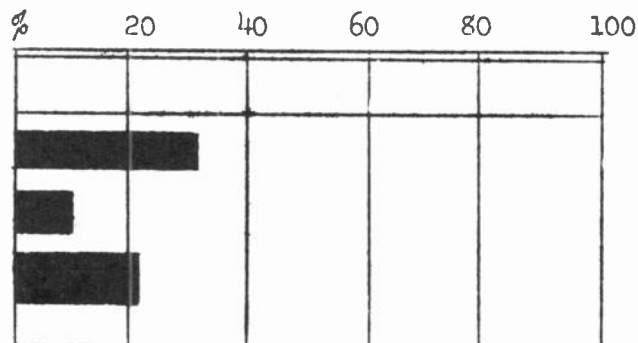
Total Population = 100%

Total Population
(3,947,936)
Urban Population
(2,496,306)
Rural Population
(1,451,630)
Rural Employed Population
(476,326)
Rural Population Employed
in Farming (152,157)
Rural Population Employed
in Activities other than
Farming (324,169)



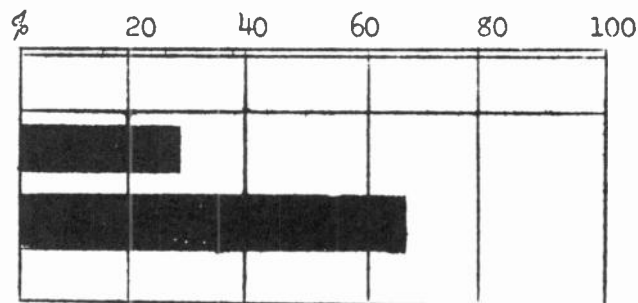
Rural Population = 100%

Rural Population
(1,451,630)
Rural Employed Population
(476,326)
Rural Population Employed
in Farming (152,157)
Rural Population Employed
in Activities other than
Farming (324,169)



Rural Employed Population = 100%

Rural Employed Population
(476,326)
Rural Population Employed
in Farming (152,157)
Rural Population Employed
in Activities other than
Farming (324,169)



Source: Bureau of the Census Reports, 1940
Population, Vol. I, Table III, p. 912
Population, Vol. II, Part VI, Tables 26 and 27,
pp. 71-78.

In addition to the federal and state agencies and the College of Agriculture, the farm service programs cooperate in broadcasting information from the following:

Farm Security Administration

Farm Credit Administration

Production and Marketing Administration

N.Y.S. Sheep Growers Cooperative Association, Inc.

N.Y. Cooperative Seed Potato Association, Inc.

Empire State Potato Club

Soil Conservation Service

N.Y.S. Horticultural Society

The Genesee-Orleans Vegetable Growers Cooperative Association, Inc.

N.Y. Metropolitan Milk Marketing Area Administration

Rochester Milk Marketing Administrator

New York-New England Apple Institute, Inc.

The National Safety Council

The Rochester Safety Council

American Veterinary Medical Association

American Foundation for Animal Health

National Farm Loan Association

N.Y.S. Pure-bred Sheep Improvement Project

N.Y.S. Farm Bureau Federation

N.Y.S. Cherry Growers Association

W.N.Y. Peach Marketing Association

N.Y.S. Seed Improvement Association

Empire State Potato Club

Roy Porter, Elba, N. Y.

President

Walter Gardner, Tully, N. Y.

Vice-President

Earl D. Merrill, Webster, N. Y.

Secretary-Treasurer

To Foster the Potato Industry in New York State

ELBA, N. Y.

Emer W. Adams, Williamson

Arthur Leavitt, Gabriels

Lee Edmond, Cohocton

Alonzo G. Allen, Waterville

Harold Simonson, Glen Head, L. I.

Howard Eldridge, Porterville

August 25, 1939

Office of President

Radio Station WHAM
Hotel Sagamore
Rochester, New York

Attention Mr. Siverson

Dear Mr. Siverson:

The Empire State Potato Club is alert to anything which occurs helpful to the potato industry. On behalf of the organization I wish to state that in my judgment your market information broadcast which occurs each morning at 7:30 and extends for 15 minutes is one of the most timely and most helpful things which has occurred in radio broadcasting for the help of producers of agriculture products.

I have taken the pains to check your reports carefully and find that they are absolutely accurate.

The fact that the broadcast occurs early in the day makes it possible for producers to be governed by market conditions on the one hand and even more importantly, undoubtedly to be informed of true marketing conditions rather than to be compelled to rely upon the uncertain and often time false information conveyed by marketers who are interested in constantly lower prices.

If I may hazard a guess I will say to you that your market information every morning has stabilized the potato market in Central and Western New York at least 10¢ and possibly 20¢ above the point it probably would have reached without this valuable information.

Considering the fact that there are more than 1½ million bushels of early potatoes which move to market out of Central and Western New York from the first of August until the middle of September I feel safe in saying that your broadcast has been of tangible value to these early potato growers amounting to from \$100,000 conservatively to more than \$200,000 if we could evaluate the service.

Your broadcast comes as an answer to a program of education which has been sponsored by the Potato Club for the past few years. This program has had as one of its main objectives "more timely, better, and accurate market information".

On behalf of our organization, therefore, I wish to thank you for the great consideration and courtesy manifest by your station in making this program possible. It is one of the finest pieces of cooperation I have ever observed in New York State.

You will be interested to know that many potato growers of my acquaintance with whom I have been in contact since the first of August informed me that they listen regularly every day and that they deeply appreciate the information which is being made available.

"Better Potatoes Profitably Produced"

RAP:AB

Roy A. Porter
President

Elba,, N.Y.
August 28, 1940

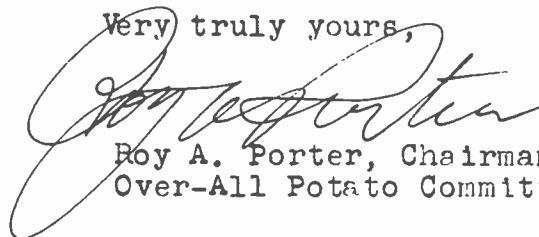
Mr. Thomas Murray
Radio Station WHAM
Sagamore Hotel
Rochester, N.Y.

Dear Tom:

Recently in Rochester members of the Central and Western New York Over-All Potato Committee met to discuss market problems and progress with our potato marketing program. At this meeting representatives were present from the various area grower committees, the three grower market committees (Syracuse, Rochester, and Buffalo), and from these three regional or terminal markets.

It was conservatively estimated that those present were appointed representatives of producers of over 2½ million bushels of potatoes annually. The group discussed the public service job WHAM is doing through daily potato price and marketing reports. A resolution was moved by Anthony Garnish from Elba, seconded by J. D. Ameele from Wayne County and unanimously passed expressing to you personally and to the Station the sincere appreciation of the group for the fine piece of work being done.

Very truly yours,



Roy A. Porter, Chairman
Over-All Potato Committee

RAP:MT

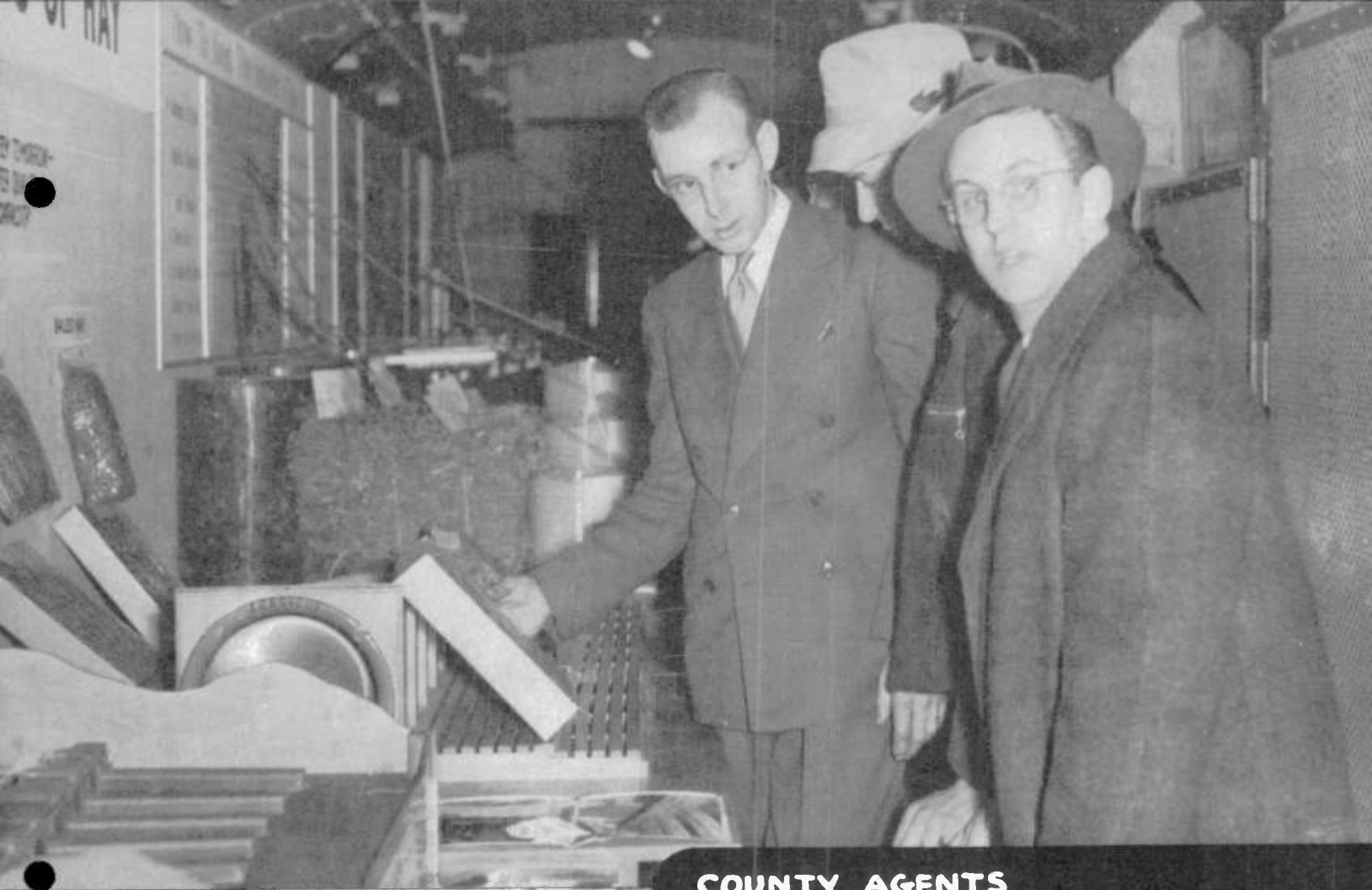


COUNTY AGENTS

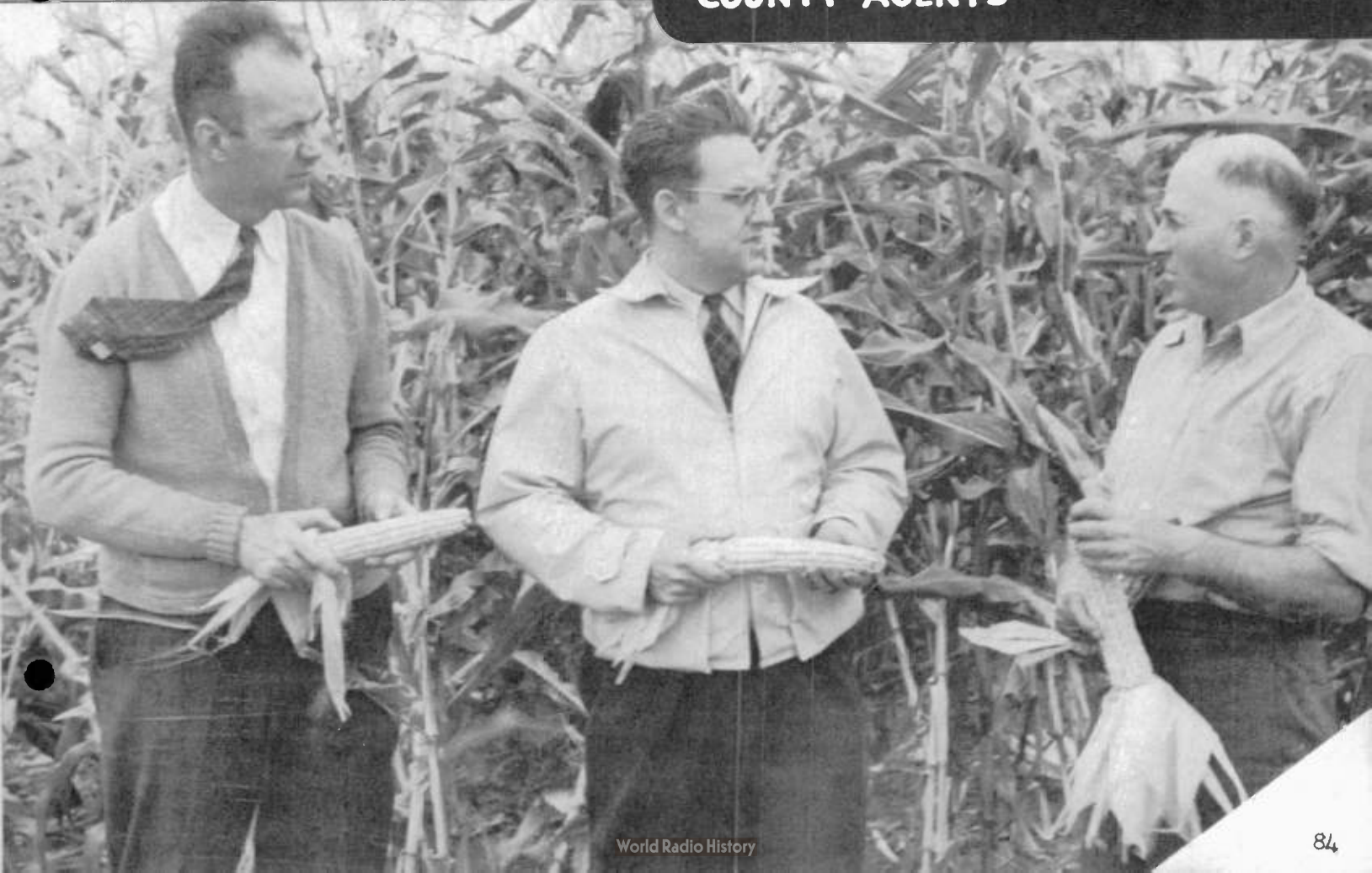




World Radio History



COUNTY AGENTS



Orleans County Farm and Home Bureau and 4-H Club Association

PHONE 574
24 PLATT STREET, ALBION, NEW YORK

ASSOCIATION OFFICERS

MYRON S. HATCH, ASSOCIATION PRESIDENT
MRS. ERNEST KLEINSMITH, VICE-PRESIDENT
JOHN T. KAST, TREASURER
MRS. FAY HOLLENBECK, SECRETARY
HENRY J. PALMER, SUPERVISOR REPRESENTATIVE

FARM BUREAU EXECUTIVE COMMITTEE

B. J. SNYDER, ELBA, CHAIRMAN
ARTHUR B. MILLER, WATERPORT, VICE-CHAIRMAN
JOHN T. KAST, ALBION, SECRETARY
HOWARD DUNHAM, KNOWLESVILLE
ELMER WULF, LYNDONVILLE
GLENN F. PASK, MEDINA
JASPER ROBINSON, HOLLEY

August 24, 1945

Mr. Tom Murray
Station WYAM
Rochester, New York

Dear Mr. Murray:

I want to express the appreciation of the Building Committee for the support you have given our building fund campaign on your radio programs.

Now that the success of our campaign is assured, with \$13,500 of the \$15,000 goal already turned in, we are looking forward to taking possession of our new headquarters soon.

Again I say "Thank you" for your cooperation.

Sincerely,

Myron S. Hatch

Myron S. Hatch
Chairman

WAYNE COUNTY FARM BUREAU

OFFICERS

HORACE PUTNAM, LYONS, CHAIRMAN
VERNON CATOR, PALMYRA, VICE-CHAIRMAN
ROY R. JENKINS, RED CREEK, SECRETARY
JAMES G. CASE, SODUS, TREASURER

SODUS, NEW YORK

PHONE 2711

February 28, 1946

EXECUTIVE COMMITTEE

FRED THOMAS, NORTH ROSE
ARTHUR BRADLEY, MAGEOON
FRANK W. BENEWA, ONTARIO
RALPH WILKINSON, WOLCOTT
V. S. CATOR, PALMYRA
HORACE M. PUTNAM, LYONS
MARION JOHNSON, WILLIAMSON
ROY R. JENKINS, RED CREEK


Radio Station WHAM
Rochester, New York

Gentlemen:

The Executive Committee of the Wayne County Farm Bureau, meeting on February 25, directed me to write you a letter of commendation for the fine agricultural service which your station is rendering through the program conducted by Mr. Tom Murray. We feel that this service is of real benefit to farmers in Wayne County, and that it is much appreciated by them.

We wish particularly to express our appreciation for the fine cooperation received from Mr. Murray in publicizing educational meetings for farmers which are sponsored by the Extension Service of Wayne County. This publicity helps greatly in reaching a large number of farmers.

Very truly yours,


Roy R. Jenkins
Secretary

RRJ/bm

LIVINGSTON COUNTY EXTENSION SERVICE

County Agricultural Headquarters
Mt. Morris, New York
Telephone 63

Mt. Morris, N.Y.
Jan. 15, 1946

RUSSELL G. PARKER
County Agricultural Agent
FRED W. LANE
Assistant County Agricultural Agent

Mr. Tom Murray
Station W.H.A.M.
Rochester, N.Y.

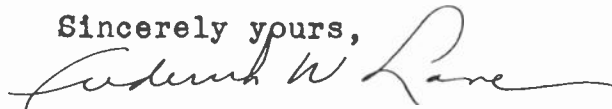
Dear Tom:

I wish to express my sincere thanks for the splendid cooperation you have given this office.

Much as we dislike doing it, occasionally a meeting must be cancelled, and we know of no faster means of notification than your excellent program.

Once again--thanks.

Sincerely yours,



Frederick W. Lane
Assistant County
Agricultural Agent

FWL:VH

Orleans County Extension Service

Albion, New York

ADDRESS: 24 PLATT STREET
PHONE: ALBION 574

ARTHUR G. WEST, COUNTY AGR. AGENT
GERALD G. MAIER, ASST. CO. AGENT
LILLIAN M. BENNETT, SECY.

July 20, 1945

Mr. Thomas Murray
c/o Radio Station WHAM
Rochester, New York

Dear Tom:

Our peach growers were very enthusiastic about the job you did on peaches on July 19. That kind of publicity should build up a large listening audience in Orleans County. It is the kind of information that is helpful to both urban and rural listeners.

We appreciate your cooperation and interest.

Yours sincerely,


Arthur G. West,
County Agric. Agent

AGW:lmb

Orleans County Extension Service

Albion, New York

ADDRESS: 24 PLATT STREET
PHONE: ALBION 574

ARTHUR G. WEST, COUNTY AGR. AGENT
GERALD G. MAIER, ASST. CO. AGENT
LILLIAN M. BENNETT, SECY.

Sept. 13, 1945

Mr. Tom Murray
Stromberg Carlson Co.
Sagamore Studios
Rochester, 4, New York

Dear Tom:

Our associated fruit marketing committees met here at the office last evening and I read your letter of September 7 in reference to peach marketing radio talk.

Tom E. LaMont Association Secretary of the State Horticultural Society, Secretary of the New York-New England Apple Institute, member of the County peach Marketing Association and President of the Orleans Farmers Cooperative Association (our Farm Labor Coop.) has volunteered to give this talk about Friday noon of this week barring unforeseen circumstances.

The growers greatly appreciate your cooperation in the peach marketing program - your radio work has been of real value and growers like it although farmers rarely are demonstrative enough to write you and tell you so, nevertheless they talk about it among themselves and appreciate your efforts.

The fruit growers appreciated your invitation to come down some noon to discuss peach marketing, and in view of your excellent cooperation, Tom LaMont is coming to reciprocate. Hope I can get down to see you some time.

Yours sincerely,



Arthur G. West,
County Agric. Agent

AGW:lmb

APPLES
PEACHES
PEARS

ERNEST R. CLARK AND SON
FRUIT GROWERS
RIDGE ROAD, SPENCERPORT, N.Y.

TELEPHONE
SPENCERPORT
311-F-5

April 4, 1946

Mr. Tom Murray
Station WHAM
Rochester, New York

My dear Mr. Murray:

I have just finished listening to your 12:15 program and I wish I could put in words how much this program means to the farmers who take advantage of it.

The new weather report for fruit growers is the best I have ever heard. The amount of worry and anxiety lifted from our shoulders by this one thing cannot be calculated. Will you please extend my sincere appreciation to Mr. Raab at the Weather Bureau for a superior bit of broadcasting.

I have only one suggestion to offer and that is in regard to reporting wind velocity.

You and Mr. Raab probably do not know that spraying and dusting cannot be done properly in a wind Beaufort scale No. 4 or somewhere between 18 and 20 M.P.H. Scale 4 ranges from 13 - 18 M.P.H. When Mr. Raab predicts winds of gale force, we interpret this to be No. 8 on the Beaufort Scale or 39 - 46 M.P.H. Yesterday Mr. Raab predicted "moderate" wind and I wonder if he meant "Moderate Breeze" or Beaufort Scale No. 4? Why not make it a point to add the use of the Beaufort Scale or any similar scale approved by the Weather Bureau and make this scale available to listeners of your broadcast. You might also add Dr. Mills scab infection chart which is being reprinted. With these and your weather report every fruit grower will have to listen to you at 6:40 and 12:20 even if he has to have a stenographer to do it for him.

You probably do not realize it but your program is in a position to save the farmer many thousands of dollars and more important to save a crop of apples which the consumers of the State desperately need. From the bottom of my heart I thank you and Mr. Raab.

Sincerely yours,

Gareth O. Clark
Gareth O. Clark



UNITED STATES DEPARTMENT OF COMMERCE
WEATHER BUREAU
Washington, D. C.

SR&F-Ha

Weather Bureau Office,
Rochester Airport,
Rochester 4, N. Y.

Subject: Direct broadcasts from WBO's.

Reference: Your letter of July 6, 1945.

Sir:

Your action in arranging for direct broadcasts from your office over WHAM in connection with the Farm News Program beginning about July 16, is very much appreciated. The Weather Bureau offices nearest to you that make direct broadcasts are at Albany and Pittsburgh, so your broadcasts will fill in nicely for the Western New York area.

Some samples of direct broadcasts made from several Weather Bureau offices in connection with agricultural service are enclosed for your information. The Central Office desires that one or two copies of broadcast scripts be mailed each week from stations making direct broadcasts in an envelope marked, "Broadcast Scripts for SR&F Division."

Respectfully,

I. R. Tannehill,
Chief, Division of
Synoptic Reports and Forecasts.

Enclosures

Copy to
WBO, Buffalo, N. Y.
WBO, Albany, N. Y.
WBO, Pittsburgh, Pa.
WBRO, New York, N. Y.

UNITED STATES DEPARTMENT OF COMMERCE
WEATHER BUREAU
Rochester, N. Y.

March 2, 1946.

Resume' of weather information and data furnished to Radio Station
WHAM, Rochester, N. Y.

6:30 a.m. on weekdays during the season of agricultural activities a Harvest Forecast and Agricultural Operations Summary is prepared at the Washington Office, sent to the local office of the Weather Bureau and relayed to Station WHAM for broadcast. This fills a decided need in that it is a help to farmers in planning the day's work and the work for several days in advance.

7:00 a.m. Weekdays and Holidays: }

9:00 a.m. Sundays: }

} The Weather Bureau Office furnishes the radio station with the forecasts for Rochester and Vicinity and for Western New York together with the current temperature.

12:05 p.m. Weekdays, Sundays and Holidays: The same.

12:16 p.m. Daily from Monday through Friday a broadcast through WHAM originating in the Weather Bureau Office covers the weather in a short synopsis of the current weather map, forecasts for Rochester and Vicinity, Western New York and Pennsylvania and Eastern New York and Pennsylvania, together with the current temperature, short subjects of meteorological interest either of current phenomena, phenomena to be expected, anniversaries of important weather combinations in the past etc. On Tuesday and Friday this broadcast also includes the 5-Day experimental Forecast for the Region of the Lower Lakes. On Thursdays during the Winter Sports season a short bulletin is included covering conditions in the sports areas of the East including the Adirondacks, Catskills, Berkshires, Poconos etc. On Friday a follow-up of this information includes any important changes and forecasts for the week-end. At the close or beginning of a month a short summary of the month past is given if time of the program permits. Judging from inquiries for more data, repetition of the broadcast material and other letters we know that this service reaches a large number of listeners.

1:30 p.m. Saturdays for use on the Farm and Home Hour program the Weather Bureau Office prepares a 1-minute summary of the week-end weather to be expected with pertinent remarks on current types of either work, or recreations or sports, for which the week-end will be suitable.

6:00 p.m. } Weekdays, Sundays and Holidays the Rochester and Vicinity
11:00 p.m. } and Western New York Forecasts are used.

When conditions warrant it special broadcasts are made of severe cold wave warnings, particularly in the Winter and Spring months. Frost warnings are issued in the Spring to safeguard the large truck-farming interests and the nursery stock growers. Other types of special warnings are broadcast when requested or otherwise authorized by the Weather Bureau.



STATE OF NEW YORK
DEPARTMENT OF AGRICULTURE AND MARKETS
C. CHESTER DU MOND ~~HOLTON N. NOYES~~ COMMISSIONER
ALBANY

BUREAU OF MARKETS
WEBSTER J. BIRDSALL, DIRECTOR

ROCHESTER OFFICE
300 TERMINAL BUILDING
H. H. DUNCAN, DIRECTOR
PHONE: MAIN 7242

ROCHESTER
4, N.Y.

March 1, 1946

Mr. William Fay
In Charge of Broadcasting
Radio Station WHAM
Sheraton Hotel
Rochester, New York

Dear Mr. Fay:

As we come to the end of a crop year, and start another round of marketing, we are prompted to write to you expressing our sincere appreciation for your station's wholehearted cooperation in the handling of marketing information. We assume that the arrangement has been as satisfactory to you and your staff as it has been to the agricultural interests of this area and to the consumers group served.

The New York State Department of Agriculture is fully aware of the desirability of radio farm programs, and we believe that Tom Murray's "Farm Front" meets this need. I would like to point out in particular our satisfaction with the time allocated to farm news. The early morning broadcast is convenient for farmers, while eating breakfast, or doing chores in the barn, and most dairymen have radios in the dairy barn. The noon broadcast is ideal for the farmer to listen to while at dinner. We would also like to urge you to continue your skillful selection of news such as market and crop reports, weather reports, consumer information and items of mutual interest to both country and city listeners.

If at any time, the State Department of Agriculture can be of further assistance in developing your farm program, do not hesitate to call on us. We trust that you can arrange to continue this valuable service during the coming season.

Very truly yours

L. R. Stutzman
L. R. Stutzman, Market Reporter

LRS:EP



STATE OF NEW YORK
DEPARTMENT OF AGRICULTURE AND MARKETS
C. CHESTER DU MOND, COMMISSIONER
ALBANY 1

BUREAU OF MARKETS
WEBSTER J. BIRDSALL, DIRECTOR

April 2, 1946

Mr. William Fay
In Charge of Broadcasting
Radio Station WHAM
Sheraton Hotel
Rochester, New York

Dear Mr. Fay:

From a copy sent to this office we note that L. R. Stutzman, our Senior Market Reporter stationed at Rochester has written to express appreciation for your cooperation and to comment favorably on the quality of your agricultural and consumer information programs.

Since this valuable service you have been rendering to the public is a far more than local one, I feel moved to supplement and reinforce Mr. Stutzman's comment.

To what he says in regard to the skill shown in selecting material for these programs and the service they render I can fully subscribe. You do an unusually excellent job in this respect, and the generous amount of time you allot to this type of program is an additional aspect which should be mentioned.

Personally of course my appreciation is especially for the unfailing cooperation you have given us in making quickly available the daily market news and price information which we collect and prepare for distribution. We have ample evidence that this performs a very valuable service to the agriculture of the state and I am glad of this opportunity to emphasize this fact and to tender the thanks which are due you in this connection.

We look forward with pleasure to a continuance of these pleasant relations which we have always had with your station and its staff.

Sincerely yours,

H. D. Phillips,
In Charge of Market News Service

HDP:wk

Cornell University
 New York State Colleges of Agriculture and Home Economics
 Ithaca, New York

Department of Extension Teaching and Information

Extension Teaching
 Oral and Written Expression
 Agricultural Journalism
 Home Economics Journalism
 Farm Study Courses

Information Services
 Press
 Radio
 Visual Aids
 Bulletins

December 19, 1945

Tom Murray
 Radio Station WHAM
 Rochester, N. Y.

Dear Tom:

This is just a note to give you the figures on bulletin requests which you asked for the other day. The figures represent 12 weeks in 1944 and 10 weeks in 1945. The reason for this being that we only have a month by month tabulation for 1944 and haven't completed the month of December 1945 as yet.

	<u>Letters Received</u>		<u>Bulletins Requested.</u>	
	<u>1944</u>	<u>1945</u>	<u>1944</u>	<u>1945</u>
Oct.	93	719	171	916
Nov.	47	536	73	693
Dec.	81	526 (1st 2 wks in Dec.)	146	569 (1st 2 wks in Dec.)

I think you can be mighty proud of your mail response as it's exceeded only by WGY, Schenectady. If there is any further information I can furnish you please don't hesitate to let me know. I'll write you a little later about "Farm and Home Week".

Sincerely,

Lou Kaiser
 Lou Kaiser
 Head of Radio Services

LWK:rk

FEDERAL STATE
MARKET NEWS SERVICE

UNITED STATES DEPARTMENT OF
AGRICULTURE
PRODUCTION & MARKETING ADMIN.

300 TERMINAL BUILDING
ROCHESTER 4, N. Y.

N. Y. STATE DEPARTMENT OF
AGRICULTURE & MARKETS
BUREAU OF MARKETS

PHONE: MAIN 6821

January 4, 1946

Mr. Thomas Murray, Manager
Agricultural Programs, W.H.A.M.
Rochester 4, New York

Dear Mr. Murray:

This being the twenty-fifth year of broadcasting agricultural information throughout the United States, I think it only proper that Radio Station W.H.A.M. be complimented on their part in this work.

The writer has been closely associated with the gathering and dissemination of market news information here in western New York since fall of the year 1922, and this office has received excellent cooperation in the broadcasting of market news information to growers and shippers of farm produce.

From seven to nine months of each year, depending on the crops, we have furnished your station W.H.A.M. a daily report showing the f.o.b. price as well as the price paid the growers by the dealers and shippers on apples, peaches, pears, grapes, cabbage, carrots, celery, onions, potatoes and green wrap tomatoes. In addition to this daily feature, we have furnished you from time to time frost, flood, and other information relative to crops that compete with New York State crops.

This information has been received and much appreciated by the growers in New York and adjoining States judging from our contacts with them. Through the cooperation of your Station, growers have been furnished with up-to-the-minute information as to prices, supplies, etc.

This office, which is a cooperative office of the Federal and State Departments of Agriculture, sincerely appreciates the cooperation of your Station and trusts that it will continue indefinitely.

Very truly yours,


A. L. Thomas,
Local Representative.

Cornell University
New York State Colleges of Agriculture and Home Economics
Ithaca, New York

Department of Extension Teaching and Information

Extension Teaching
Oral and Written Expression
Agricultural Journalism
Home Economics Journalism
Farm Study Courses

Information Services
Press
Radio
Visual Aids
Bulletins

March 2, 1946

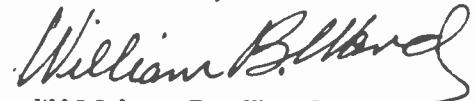
Mr. William Fay
Manager Radio Station WHAM
Rochester, New York

Dear Mr. Fay:

I have noted with interest that our reports show a steady increase in requests for college publications, resulting from your agricultural broadcasts. The past 6 months show a 300% increase over the corresponding period of last year, and a sample week February 4 - 9, alone accounted for nearly 500 such inquiries.

May I take this opportunity to commend you on your agricultural broadcasting, and particularly on your cooperation with the New York State Colleges of Agriculture and Home Economics. Our specialists, extension workers, and county agents who appear from time to time on the programs, are greatly appreciative of their reception both by the station personnel as well as the listening audience.

Sincerely,



William B. Ward
Head of the Department

WBW:rk

NEW YORK STATE COLLEGE OF AGRICULTURE
AGRICULTURAL EXPERIMENT STATIONS
CORNELL UNIVERSITY
ITHACA, NEW YORK

EDMUND EZRA DAY, PRESIDENT

WILLIAM I. MYERS, DEAN

OFFICE OF THE DEAN

April 1, 1946

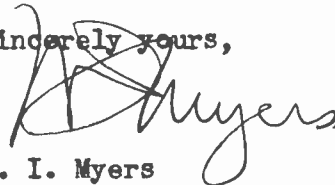
Mr. Tom Murray
Station WHAM
Rochester, New York

Dear Mr. Murray:

I have noted with interest the steady increase in requests for college publications resulting from the agricultural and homemaker broadcasts around the state. I also note that your station is one of those responsible for this increase.

May I take this opportunity to commend you on your agricultural broadcasting, and particularly on your cooperation with the New York State Colleges of Agriculture and Home Economics. Our specialists, extension workers, and county agents who appear from time to time on the programs are greatly appreciative of their reception both by the station personnel as well as the listening audience.

Sincerely yours,



W. I. Myers
Dean

WIM:PN

Cy. LWK

Orleans County Extension Service

24 Platt Street
Telephone 331

J. Howard Pratt,
Acting County 4-H Club Agent



Albion,

New York

February 6, 1946

Mr. William Fay
Sheraton Hotel
Rochester 4, New York

Dear Mr. Fay:

I would just like to say a word in favor of Tom Murray's farm program. He is arranging a good program which especially interests the farm people. Thousands of farm families are regular listeners and they desire a program which promotes their line of business. Many new practices can be discussed on the air. The dates and the hour of rural meetings can be announced, which keep the people mindful of coming events. You cover so many homes in the rural areas of Western New York that this program has many followers. I am pleased to hear the New York State Troopers Stories again.

Sincerely yours,

A handwritten signature in cursive script that reads 'J. Howard Pratt'. The signature is written in black ink and is positioned above the typed name and title.

J. Howard Pratt
Acting County 4-H Club Agent

JHF:ELR

Alasa
SOUTH SHORE OF



Farms
GREAT SODUS BAY

MR. & MRS. ALVAH G. STRONG
ALTON, NEW YORK

November 15th 1945.

Mr. Tom Murray
WHAM
Rochester, N. Y.

Dear Tom,

For some time I have intended writing you about your Farm Program. Now my desire for Cornell Bulletin # 690 - the one on Farm taxes - has given me the necessary push.

I don't know just how long your program has been on the air as have been away from the Farms pretty much the last few years. However, I listen to it every noon when here and thoroughly enjoy it.

Your information on meetings, demonstrations, auctions, etc. is most informative. In fact have almost gone to some of no particular interest to me just because you made them sound so interesting.

The weather reports from the Bureau are not only helpful but I think Emile Raab's explanations of what causes weather are really something. As raising fruit is our principal business I know how important advance weather information can be and these reports are certainly a long step from the old days when it was all done hastily by phone and, if you weren't there you missed a spray at the right time.

Congratulations to you. Keep up the good work and tell those bosses at WHAM - many of whom I know personally - to give you all the time you need.

Sincerely,



4 H CLUB WINNERS



T E S T I M O N Y

A Statement by William Fay

The Stromberg-Carlson Company, now in its fifty-first year, has been engaged primarily in the manufacture, distribution and sale of telephone switchboards, instruments, supplies and apparatus. Since 1924 the company has been manufacturing and distributing home radio receiving sets and sound equipment.

In 1927 the company acquired radio station WHAM and began operating it with 100 watts power. In April of that year the station became affiliated with the Blue Network of the National Broadcasting Company. The company then opened new studios in the Sagamore Hotel in Rochester and constructed a transmitting station at Victor, New York, and increased the power to 5000 watts. In 1933 the station's power was increased successively to 25000 and then to 50000 watts. On May 1, 1943, WHAM became a basic N.B.C. affiliated station.

Our company was motivated in its purchase of WHAM by its interest in protecting and advancing the radio industry in every possible way. It was this premise which prompted us in the very beginning to provide the highest grade programs available, and I assure you that it has been our constant endeavor to give our listeners the finest and most diversified program schedule that we could develop, in order that all types of listeners may have a generous segment of that schedule from which to choose.

We have consistently set aside a portion of our time for educational, agricultural and cultural programs, which has been

available without cost to the leading institutions best qualified to disseminate such information and entertainment. Mr. Charles Siverson, our Program Director, will tell you in detail, later in these proceedings, about many of these activities. However, may I call to your attention a few instances to substantiate my statement.

In 1933 we proposed to the Rochester Board of Education that it set up a radio department for the purpose of developing and presenting a daily program, while school was in session, for the instruction of pupils in the rural schools of our listeners, schools which otherwise could not have the advantage of specialized training which the city school system affords. The Rochester Board of Education accepted this suggestion and for more than 12 years they have had access to a daily period, without charge, with the result that thousands of rural pupils, as well as pupils in many urban schools, have received special training in science, the arts, book reviews, etc.

We have felt that our service to the farmer has been satisfactory for his radio tastes, and this conclusion is based upon our personal contacts and mail response. If the BAE survey of November is correct, the majority of rural listeners desire news broadcasts. Certainly our station has and is providing an abundance of this service, as shown in the Exhibit-Page No. 56.

Our percentages of allocation of different types of broadcasts do not coincide with the BAE Report, for we have conscientiously allocated our services to the best of our ability to suit the desires of those listeners in the Northeast section of the country. Unfortunately,

the BAE Report does not include a thorough study of that area best covered by WHAM.

We believe that the area of the country served by WHAM is unusual in some respects in cultural tastes and that, due to the highly populated area served, the cultural tastes vary from those areas sparsely populated. We are anxious to provide both our rural and urban audiences with the programs they want and, if we can arrive at a decision based on reasonable facts, we shall be glad to take steps to change our program formula.

We realized our obligation to the farmer early in our operation and have consistently provided him with information applicable to his particular needs including market reports, weather forecasts and innumerable talks by agricultural specialists. We have concentrated on giving the farmer complete and timely information when he is most apt to be listening. Such service has been supervised by Mr. Tom Murray, our Farm Service Director, who was first named to that post in 1939. Mr. Murray has a detailed report on his activities.

We are fortunate to be located in Rochester, New York, where the Eastman School of Music is situated. This institution, under the direction of one of America's foremost composers, conductors and educators, Dr. Howard Hanson, is one of the finest musical colleges in the world. In passing it is noteworthy to mention that only this past week, Dr. Hanson, The Eastman School of Music and WHAM were given an award by the George Foster Peabody Foundation for distinctive and superior contributions to music appreciation, music education and creative work in music.

It is not our wish to burden you with an account of our activities in the war effort, only to say that we were ever cognizant of our responsibility and, without exception, fulfilled our obligations, as they were required by the armed services; government and civic agencies. Our Program Department initiated innumerable programs and cooperated with all agencies in developing the most effective appeals to our listeners. We received an award in 1942 for outstanding war service, as shown in the Exhibit-Page No. 61.

During the war WHAM served as Key Station for the Eastern Defense Command from April 7, 1943 until January 15, 1944. WHAM began operation on a 24-hour basis in cooperation with the First Fighter Command January 12, 1942 until January 22, 1943.

We believe that we can be proud of our overall program service record. We realize that new and greater demands are constantly being made for better and more effective service. With this in mind, our company after several years of careful planning is erecting a new broadcasting building to house five large utility studios and an auditorium studio, together with complete new technical facilities, which will assure adequate space and the most modern equipment. Ground for this new radio centre was broken November 10, 1945 and construction is going forward. In these new quarters we shall be able to expand our program activities and to make still further contributions to the broadcasting industry. See Exhibit-Page No. 2.

To further guarantee maximum service, we intend shortly to apply for permission to install a new amplitude transmitter and antenna at a new site. We are also planning to erect a new Frequency Modulation

transmitter and antenna to replace the equipment through which we have been broadcasting Frequency Modulation programs since 1939. Furthermore, our company has applied for a license to operate a television station. I have outlined this expansion program to indicate that, not only have we endeavored to keep pace with the broadcasting industry, but that we intend to do so in the future.

Testimony of Charles Siverson

Program Director of WHAM

My name is Charles Siverson. I am the Program Director of station WHAM, Rochester, New York, and have been associated with the station for over fifteen years, having joined the staff in 1930. As a graduate of the Eastman School of Music of the University of Rochester my first position at WHAM was in the music department. In 1931 I became Musical Director; Program Director in 1936.

As Program Director of WHAM my responsibility is to execute the program policy of the station, allocate time, create programs, and supervise production. My concern is with minute by minute, hour by hour, day by day, year by year program operation. Our overall objective has been to present to our service area, both urban and rural, a balanced program structure. No undue emphasis has been placed on any one form of radio fare which originates locally. Our overall program policy has always aimed at serving our mixed audience, and we have tried to make the best use of our facilities to give this audience the best in service and entertainment.

In the field of education WHAM has been a pioneer radio station. Our School of the Air has been recognized and acclaimed throughout educational circles as a splendid example of what a determined Board of Education and a determined radio station can do when they set their minds to it.

For thirteen consecutive years we have broadcast, Mondays through Fridays, programs for in-school listening. We made available to the Board

of Education in the City of Rochester a period across the board at 1:30 PM. Not all the time offered has always been utilized by the School Board, but the periods have been reserved for its use. At the present time fifteen minutes are used four days a week, and a half hour on the fifth day.

The Rochester School of the Air was founded in 1933 and its first program was broadcast in February of that year. Its actual beginning, however, dates back to 1929 when the first Music Appreciation Course was presented by the Rochester Civic Orchestra and received by radio in the classrooms of various city schools. 1946 marks the seventeenth consecutive year that this music course has been broadcast by WHAM. The faculty of the School of the Air is now composed of seven teachers, each an expert in his respective field. A forty-five piece symphony orchestra broadcasts a half-hour concert every other week during the school season. The Rochester School of the Air has an enrollment of 70,000 boys and girls, who are students in one hundred and thirty-four schools. Of these one hundred and thirty four schools fifty are within the city limits and eighty-four in outlying districts.

On page 7 through 12 of the WHAM Exhibit Book is a list of the schools using one or more of our broadcasts weekly, together with the locations of the schools and the names of the principals. On page 6 is a picture of a typical classroom utilizing the School of the Air service.

Our School of the Air was originally planned to serve pupils in the Rochester Public Schools by bringing to their classrooms during regular school hours, specialists in academic and cultural subjects to supplement the

prescribed classroom work. Its immediate success was so pronounced that rural schools throughout the WHAM service area began to utilize the service.

Through the use of radio students in the smallest and most isolated rural schoolhouses were enabled to receive instruction by the finest specialists in the Rochester Public School System. The following courses were offered during the 1945-46 season:

Mondays-----The Magic Book Shop
Tuesdays-----Music Appreciation Course from
1:30 - 2:00 PM every other week
Tuesdays-----Fifteen minutes of Fifth Grade
Science and fifteen minutes of
Sixth Grade Science.
Wednesdays-----Seventh Grade Science
Thursdays-----People in the News
Fridays-----Peoples of the World

On pages 13 through 17 of the WHAM Exhibit Book you will find copies of the bulletins mailed each week to the schools, and on pages 24 and 25 a list of the people who appeared on the People in the News Programs.

I should like to say a few words about our Appreciation of Music Course which is played by the Rochester Civic Orchestra. This forty-five piece organization is nationally known through its many broadcasts which originated at WHAM and were carried by the National Broadcasting Company's network. Each orchestral program is broadcast from one of the City High School Auditoriums, and is picked up by radio in numerous urban and rural schools.

An attractive notebook including pictures, musical examples, and program notes is presented to Rochester students. This notebook is available to out-of-town schools and listeners at less than cost. This year over 10,000 notebooks were used. In the WHAM Exhibit Book on page 27 is a copy of the notebook.

Ours was one of the first complete, local Schools of the Air in America; that is, one of the first series of broadcasts to be included as part of the regular curriculum of grammar and high school students in the public schools. Recognition of its excellence has been given by the Institute for Education by Radio, sponsored by Ohio State University. From this Institute the Rochester School of the Air has received more awards and honorable mentions for its broadcast activities than any other city school system. Two first awards and four honorable mentions have been granted to WHAM and the Rochester School of the Air. On page 21 through 23 of the WHAM Exhibit Book you will find pictures of these awards.

As part of our policy of using available local talent we have broadcast educational and cultural programs for over twenty years in cooperation with the Eastman School of Music of the University of Rochester. In 1925 Dr. Howard Hanson, Director of the Eastman School, broadcast to the nation through WHAM's facilities the first of his American Composer's Concerts. From this concert evolved the annual Eastman School American Festival of Music, which this year continued for seven consecutive days. Portions of many of the concerts which have been presented during these festivals have been broadcast by WHAM, and often fed to the network of the National Broadcasting Company. During the school season a weekly half-hour series is

broadcast on Monday nights 7:30-8:00 o'clock featuring students and faculty members of the school. A special half hour series, "Milestones in the History of Music", was carried by the National Broadcasting Company having originated at our station. Pages 29 & 30 of our exhibit picture some of the groups from the Eastman School which have performed over our station.

Many students of the Eastman School received their first radio experience at WHAM. Names now nationally known first appeared before our microphones. Such artists as Kenneth Spencer, Rosemary Brancatto, Irene Manning and others became acquainted with radio broadcasting through WHAM. Our staff orchestra at the present time is composed, to a large extent, of Eastman School graduates and many of the best instrumentalists in the country's finest radio stations and symphony orchestras acquired their professional experience at our station.

This year the Henry W. Grady School of Journalism of the University of Georgia recognized the value and scope of our activities with the School by giving Dr. Hanson, the Eastman School of Music, and WHAM the coveted Peabody Award for Education in Music.

In addition to these musical programs we have also arranged numerous series and special broadcasts in cooperation with the other schools of the University of Rochester. Many years ago we suggested to Dr. Alan Valentine, President of the University of Rochester, that he use our facilities frequently. We offered him not only our facilities but also the use of members of our staff to aid him in any way he wished to further the cause of education,

to stimulate thinking, and to disseminate information by radio. This has been the policy of WHAM in its relationship to the University and it is a policy which has been steadfastly maintained throughout a long number of years. A detailed outline of the programs broadcast is included in our Exhibit Book on pages 31 and 32. Here, however, are one or two examples of our cooperative effort. The honorary degree Doctor of Laws was conferred upon Winston Churchill at the 91st Annual Commencement Exercises of the University of Rochester on June 16, 1941 over trans-Atlantic radio facilities provided by the British Broadcasting Corporation, the National Broadcasting Company, and WHAM. On pages 33 through 36 of our Exhibit Book are reproductions of four pages of the program used on this historic occasion.

Final meeting of the two-day conference on Latin-America was broadcast over WHAM January 27, 1943. Dr. Alan Valentine conferred the honorary degree Doctor of Laws upon Oswaldo Aranha, Brazilian Minister of Foreign Affairs, in a two-way broadcast between Rochester and Rio de Janeiro.

At the present time, we are broadcasting a half-hour series, This Atomic World, each Sunday from 1:00-1:30 PM. in cooperation with the University. We are fortunate in having in Rochester some of the scientists who were most closely connected with the research and development of the atomic bomb. Doctor Lee A. DuBridge was in charge of the Radiation Laboratory for the Government and consultant to the Manhattan Engineer District; Dr. Robert E. Marshak worked for several years at the New Mexico laboratories of the atomic bomb project; Dr. Robert D. Boche was chief of the medical research project in connection with the atomic bomb. On our series these three scientists, together with other of their distinguished colleagues, are

explaining, in the language of the layman, the story behind nuclear energy, its uses, its effects, and its dangers.

On page 38 of our Exhibit Book is a list of the topics discussed and the names of the speakers. On page 37 is an example of the promotion given this outstanding series by WHAM.

Here is a commercial program which I should like to tell you about. The McCurdy Little Symphony Orchestra is composed of thirty of Rochester's most distinguished musicians and is sponsored by a Rochester department store. No commercial copy is used on the program with the exception of the identification of the orchestra as the "McCurdy Little Symphony". This program, besides presenting only the finest music in symphonic literature, also makes available a number of scholarships to the Eastman School of Music. The management of the store, when considering the sponsorship of the program, was impressed by the WHAM plan of making available to talented young musicians in need of financial aid, scholarships to this world-famous institution. Each year the store appropriates \$1,000 for scholarships in the junior and senior departments. Scholarships are awarded on musical talent, general scholastic standing, and the financial need of the student. So far twenty-three of these scholarships have been granted.

The winners of the senior scholarships have an opportunity to perform with the orchestra. Prominent artists also appear as guest soloists and musical works, especially commissioned by WHAM, are performed. Programs are a half hour in length and are broadcast Tuesdays at 7:30 PM. This is the fourth year of the series. I doubt if any local concern would sponsor such an ambitious program as the Little Symphony, unless he were convinced that it

could be heard by a large number of people in an extended area. On pages 40 and 41 of our Exhibit Book are pictures of the Little Symphony and the Scholarship Winners.

WHAM is now commissioning outstanding American composers to write music especially suited for radio broadcasts. Our purpose is three-fold -- to encourage the native composer, to make available more music for radio performance, and to assist in the appreciation of serious American music. So far, we have commissioned Dr. Howard Hanson, Dr. Paul White, Mr. Bernard Rogers, Dr. Wayne Barlow, and Dr. Roy Harris to write works for us. From programs originating in our studios two of the pieces have already been heard on National hookups besides being broadcast several times locally by WHAM. The other three compositions will receive national hearing from our studios over the National Broadcasting Company in May of this year. All the works have had concert performances.

On page 42 of our Exhibit is a picture of a Round-Table broadcast in which our commissioned composers discussed their works with Olin Downes, Music Critic of the New York Times. On page 43 is a reproduction of this years Festival program which lists the first public performance of some of these works.

From time to time we have cooperated with Alfred University, Hobart College, Keuka College, the Rochester Institute of Technology, Rochester Business Institute, and the Rochester Parochial Schools. Programs have been broadcast each year for the central-western zone of the New York State Teachers' Association. This year, in celebration of the centennial of this organization, a half-hour round table discussion and a half-hour drama were carried,

the first 7:30-8:00 PM Monday and the latter 7:30-8:00 PM Saturday.

The Rochester Civic Music Association is composed of over ten thousand contributors who this year donated over \$90,000 to help support two orchestras, the Rochester Civic Orchestra of forty-five musicians and the Rochester Philharmonic Orchestra of ninety musicians. The history of the Music Association since its inception in 1929, has been closely allied with WHAM. For seventeen years special programs or regular concerts have been carried by this station. Through WHAM and the NBC many programs have had national distribution. WHAM enthusiastically supports the annual membership drive with special concerts and promotion. During several years, originating from WHAM to the NBC, were three most noteworthy weekly musical programs: the Rochester Philharmonic, the Eastman School Symphony, and the Rochester Civic Orchestras. All three organizations have received national recognition and acclaim through their broadcasting activities.

The following National Broadcasting Company Educational programs are carried by WHAM:

The Pacific Story	11:30-12:00 Midnight Sundays
Cavalcade of America	8:00- 8:30 PM. Mondays
The Story of Music	11:30-12:00 Midnights Thursdays
The World's Great Novels	11:30-12:00 Midnight Fridays
Our Foreign Policy	7:00- 7:30 PM. Saturdays

WHAM has always contributed its facilities and time generously to religious organizations. It is our policy that religious broadcasts shall be non-commercial. Enough time has been made available to carry out our

aim of a balanced program structure. Some of the following programs have been on the air continuously since 1927.

The Family Worship Hour broadcasts once a month from 9:10-9:30 AM. Sundays; first program in 1927.

Church services are broadcast every Sunday for one hour from 11:00 AM. to 12:00 noon and come from various Protestant churches; first program in 1927.

The Catholic Hour is a regular Sunday feature broadcast from our studios from 12:15-12:30 PM.; first program in 1935.

Kindly Thoughts is broadcast Saturday mornings from 8:15-8:30 AM. and presents various speakers from the Federation of Churches; first program in 1928.

Every year the Union Thanksgiving Service is conducted in a Rochester theatre. The program has been broadcast by WHAM from 10:00 AM. to 12:00 noon for over ten years.

During the Lenten Season three broadcasts a week are carried by us from 1:45-2:00 PM. direct from the Baptist Temple where the Federation of Churches holds its noon Lenten Services. This has been a feature for 5 years.

It has been customary to move our microphones into the Cathedral in the City of Rochester and broadcast the complete service of the Christmas Eve midnight mass.

Youth and Religion. This program is heard weekly and is designed to answer some of the problems of youth, help combat juvenile delinquency. Problems are presented by young people and possible solutions are given by the priest in charge. The program is carried Saturdays 2:30-2:45 PM.

During the Thanksgiving to Christmas period we broadcast daily verses from the Bible.

Each year, through our facilities, the Bishop of the Episcopal Church, Rochester Diocese, gives his annual report on the work of the "Bishop's Men" in the Diocese. Breakfasts are held in each parish and radio receivers set up to hear Bishop Reinheimer's message.

Broadcast time has always been made available to the Jewish faith and the Christian Science Churches. Our time and facilities are used extensively in behalf of National Brotherhood Week, National Bible Week, and other worthwhile religious endeavors.

Each year during the month of March, we broadcast four fifteen minute programs for Catholic Missionary Instruction. Boys and girls in the Catholic Schools in the WHAM Service Area gather in the school assemblies and receive by radio, information on missionary work.

In the time of emergency all programs have been interrupted or cancelled to issue warnings. During floods and storms information is broadcast accurately and regularly. Storm warnings on the Great Lakes are given upon receipt. School and factory openings and closings are covered thoroughly. Our listeners are kept informed on road conditions, and weather forecasts. Let me give you a typical example. The worst snow

storm on record hit western, central, and southern New York State, December 11 and 12, 1944. All schools, factories, and most offices were forced to close. Transportation was crippled. Essential and necessary services were unable to function. The food and fuel situation became critical. A few newspapers were printed but distribution was impossible. For three complete days WHAM assigned a number of its staff to deal with this emergency. For hour after hour telephone calls were received at a rate of four per minute. This information, together with other news of the storm, took precedence over other broadcast material. Entire fifteen and thirty minute programs, both sustaining and commercial, were cancelled and the time devoted to the immediate needs.

We stand ready to put on the air emergency calls for blood donors, and necessary information which must reach the public rapidly from the local police. The New York State Police Department uses our facilities consistently. Special weather forecasts for rural farm families to aid in protecting their crops is a regular service.

We broadcast 36 local news programs a week. 28 of these are ten minutes in length and are sponsored by the same client. Since 1937 no opening or middle commercials have been used. Broadcast four times daily, the programs consist of 85% national and regional news and 15% local news. The United Press correspondent for our district has his headquarters located in our newsroom.

News of Today and Yesterday is a six time-a-week news program by David E. Kessler. Mr. Kessler has had years of experience in the newspaper field having acted at various times as editor, columnist, and

business manager. The program is broadcast 8:45-9:00 AM. and is now in its fourth year.

What's Behind the News is a regular weekly commentary by our news editor, Jack Ross, speaker, analyst, and former educator. The program is designed to stimulate the listener's thinking on principal news items of the week. This program is broadcast 6:45-7:00 PM. on Saturdays.

Capitol Hill heard weekly at 1:45-2:00 PM. Sundays is designed to keep the public informed as to the bills and hearings before the House and Senate of the Federal Government. It is strictly informative without any editorial comment.

The following NBC public affairs and news programs are carried:

World News Roundup	8:00-8:15 AM. Mondays through Saturdays
Lowell Thomas	6:45-7:00 PM. Mondays through Fridays
News of the World	7:15-7:30 PM. Mondays through Fridays
Morgan Beatty	1:45-2:00 PM. Mondays, Wednesdays, Thursdays and Fridays.
Harkness of Washington	11:15-11:30 PM. Mondays through Fridays
Story Behind the Headlines	11:15-11:30 PM. Sundays
Clifton Upley	11:15-11:30 PM. Saturdays.
Midnight News	12:00-12:05 AM. seven days a week

The following American Broadcasting Company program is carried:

Baukhage Speaking	1:00-1:15 PM. Mondays through Fridays.
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On page 56 of our Exhibit is a graph showing the times of our news broadcasts.

I have tried to point out that WHAM has never considered special service and programs in the public interest as step-children. Such broadcasts are presented with the same sincere thought and effort, with the same promotion, as characterize our activities in the field of entertainment. Another series in which we take great pride is our program broadcast with the cooperation of the Medical Society of Monroe County. This series has been on the air weekly for sixteen years and, we believe, is the oldest medical program carried regularly in the country by any station. The talks, interviews, and discussions are prepared by doctors of the Society and are presented in language of the layman. Requests for copies of the broadcasts have run as high as 500 and have been received from six states. A letter from the President of the Medical Society is reproduced on page 57 of our Exhibit.

During the winter season the Rochester City Club presents speakers of national and international fame. WHAM records these hour talks and broadcasts them Sunday afternoons. The records are later loaned to the Board of Education to be used in the assemblies of various high schools. The Rochester City Club talks have been a regular series for six years. On page 58 of the WHAM Exhibit you will see reproduced the cover of the City Club's program schedule, and a list of the speakers for the 1945-1946 series.

Every Saturday morning a fifteen minute broadcast is presented by members of the United States Employment Service in Rochester. Before the formation of the U.S.E.S. this program was conducted by the New York State

Employment Agency. This is really a "Help Wanted" column of the air and covers the needs of western, southern, and central New York. The program has been carried for over ten years.

The Little Show is a musical program consisting of a twenty-three piece orchestra, a vocalist, and a speaker, built and presented by WHAM in honor of the Rochester Chapter, American Red Cross. Throughout the war the Little Show was used to recruit blood donors. We have been informed that the program itself is the only radio program to receive "A Certificate of Appreciation" from the Red Cross. The Little Show has been the recipient of local and national awards for its outstanding contributions to the success of American Red Cross drives. It is a regular weekly feature and has been broadcast for six consecutive years. The program is now heard Mondays, 6:15-6:30 PM. On page 60 of the WHAM Exhibit Book you will find a reproduction of the "Certificate of Appreciation".

"London Column" is a weekly 15 minute program produced by the British Broadcasting Corporation. It is aired at 6:30 Saturday nights. The BBC, at our request, has also sent us special programs designed to further the success of various civic and charitable campaigns.

Special series of 15 minute programs are presented each year on cancer control. Instructive talks are also given on tuberculosis and syphilis.

The New York State Radio Bureau supplies a packet each week outlining the important information that should come to the public's attention. Incidentally, WHAM was one of the pioneer stations in helping to form this radio bureau.

In order to acquaint rural listeners with the work and duties of the New York State Police, true cases are taken from the files of that organization, dramatized, and presented from our studios. The program is heard Sundays, 6:30-7:00 PM.

A series of broadcasts was presented in cooperation with Alcoholics Anonymous. As a result inquiries from several states were received as to information regarding the A.A.

For seventeen consecutive years we have broadcast a weekly fifteen minute program in the interest of the Boy Scout Organization. At the present time the program is conducted by a Scouter, a veteran of World War II who is employed by the station. The program is given credit by area Scout Leaders as being responsible for the unusually high participation in all scout activities. The program has been a dynamic force in combating juvenile delinquency.

"Howdy Neighbors" is a fifteen minute program heard Mondays through Fridays at 1:15 PM and Saturday mornings at 9:15. The series has been broadcast for almost 10 years. Appeals to listeners are made to supply necessary items for those in need. Blood donors are recruited for hospitals and for people in need of transfusions who cannot afford to pay the necessary charges.

Each year the activities of the Salvation Army have been given through radio coverage by WHAM. Meetings, conventions, rallies, and concerts have been made available to the public through our broadcasts. Last year General Evangeline Booth delivered an hour address over our facilities. For a number of years special Christmas programs have been planned and broadcast by our

staff.

This year we presented as special broadcasts in our School of the Air series six programs dealing with racial discrimination. Problems of living together harmoniously were attacked vigorously and ingeniously. Conducted as interviews the programs clearly delineated the common heritages of mankind. On page 65 of the WHAM Exhibit is a list of the people who participated in this series.

"This is Our Duty", a fifteen minute program heard weekly and presented by the American Legion, helps solve the problems inherent in the rehabilitation of the returning veteran.

We have consistently cooperated with all local, sectional, state and national campaigns of a charitable, civic, or fraternal nature. On page 66 of our Exhibit is a list of the organizations we were able to help during the past year.

Among the National Broadcasting Company programs of a special service nature which we carry regularly are:

Outstanding speakers series	10:45-11: PM Fridays
National Farm & Home Hour	1:00-1:30 PM Saturdays
Veterans' Advisor	1:30-1:45 PM Saturdays
Doctors at Home	4:00-4:30 PM Saturdays

Our general policy of attempting to present a diversified and balanced program structure is further exemplified in our musical broadcasts, both live and transcribed. We employ a staff orchestra of twenty-five musicians

and, on several broadcasts each week, extra players are engaged. We also have a five-piece group which plays and sings western and old-time music. This season our Old-Time orchestra broadcast on our "Country Fare" farm program 6:30-6:55 AM, Mondays through Saturdays and on Friday nights 7:30-8:00. On Mondays, 7:30-8:00 PM. we have presented students and faculty members of the Eastman School of Music in recitals and chamber music concerts. Also on Mondays from 6:15-6:30 PM. our dance orchestra performs. Tuesdays from 7:30-8:00 PM. we broadcast our Little Symphony orchestra of thirty pieces in a program of serious symphonic music. A Variety Show using a twenty-six piece orchestra plus vocal soloists and guest artists is carried Wednesdays, 7:30-8:00 PM. Saturday afternoons a program of dance and popular music by a twenty-five piece orchestra and soloists is broadcast 4:30-5:00. On Sunday evenings the WHAM Concert orchestra plays a program of favorite semi-classical and classical music from 6:10-6:30. This group is composed of twenty-two men and often presents rising young singers and instrumentalists as guest artists.

Mondays through Fridays from 9:45-10:00 AM. on one of our women's programs, semi-classical and popular music is played on the novachord and piano. Old-time, western, and popular music is used extensively Mondays through Saturdays between 7:10 and 8:00 in the morning. From 8:15-8:45 AM. Mondays through Fridays, we carry fifteen-minute programs of light classics, Hawaiian, popular, and band music. Old Time music composes a substantial portion of a farm program presented Saturdays 12:30-1:00 PM.

On a participation program 9:00-9:30 AM., Mondays through Fridays, popular dance music is used. Dance music is also presented 6:15-6:30 PM on

Wednesdays. Mondays through Fridays, from 6:30-6:45 PM. we broadcast musical programs consisting of all-time favorites, standard, and semi-classical music. Semi-classical, classical, and religious music is heard on Sundays 10:00-10:30 AM., and a half-hour of symphonic music is carried 4:00-4:30 PM. On Saturdays, 2:00-2:30 PM popular, dance and old-time music is broadcast. Religious music is heard each day on our Country Fare program, once or twice a week on our "Breakfast Band" series, Sunday mornings on our "Music for Sunday" broadcasts, and on our Church Services between 11:00 AM. and 12:00 noon on Sundays. On special holidays such as Easter, Christmas, etc., extensive use is made of religious music in keeping with the occasion.

This past Easter, for example, our total of local and network programs in which religious music was on the main part of the broadcast amounts to no less than six and one half hours. I think it important to state here that we engage a full-time employee, thoroughly trained in music and musicology, to select the numbers used in the musical programs which are built from our transcription libraries. As much care is devoted to a proper selection of pieces as is given to our live talent shows.

Each week from the National Broadcasting Company we broadcast approximately one and a half hours of old-time-music including Boone County Neighbors, the National Barn Dance and the Grand Old Opry House; three and a half hours of classical and symphonic music including the NBC String Quartet, the NBC Symphony, the Telephone Hour, and the "Orchestras of the Nation" series: three hours of semi-classical including the Harvest of Stars, John Charles Thomas, American Album of Familiar Music, and the Hour of Charm;

and five and one half hours of popular and dance music including Manhattan Merry Go Round, Waltz Time, and the Midnight Dance Orchestras. Religious music on NBC programs is used regularly on the Sunday morning twenty-five minute organ recital, the Hour of Charm, and the Fred Waring Program Mondays through Fridays. A breakdown of our musical programs is shown on pages 68 through 70 and pages 72 and 73 of our Exhibit.

In the field of special events and remote pick-ups we have used the same yardstick employed in our measurement of public service features. We are not interested in "Stunts" per se but in the intrinsic worth of the broadcast. During the last three war bond campaigns, for instance, we presented our twelve noon news programs Mondays through Saturdays direct from District two's center of activity. We arranged an international broadcast with the Canadian Broadcasting Corporation. The Canadian Minister of Finance spoke from Ottawa and a Canadian military band played from Toronto. From this country we picked up the Secretary of the Treasury from his home near Poughkeepsie, New York, and music by the Rochester Philharmonic Orchestra from our studios. The entire effort was arranged and executed by the WHAM staff and was aired in the interest of the eighth War Bond Drive. We maintain a permanent remote pickup from the United States Weather Bureau in Rochester and the weather forecasts are delivered each day by an official government employee. Time does not permit a detailed outline, but I can say that if a special event is worthwhile WHAM's microphones will be there.

On pages 74 and 75 of our Exhibit you will find charts showing the percentages of time devoted to local and network programs, sustaining and commercial, for the years 1944 and 1945.

I have tried to bring you a comprehensive picture of our thinking and

of our activities in the programing of WHAM. May I emphasize two facts: first, preferential time between six and eight in the evening is given to many of our special service programs; second, the long number of years some of these features have been on the air. In our program structure we have striven for balance and quality. Our time and facilities have always been available to individuals and organizations which, in our considered judgement, could best fullfill the obligation of interesting and serving the public. We are recognized the dual service that we must offer to justify our position as a vital factor in the life of thousands of listeners; listeners in cities and towns, rural farm, and rural non-farm homes. We offer to all these people a quality program structure with significant thought on the needs and desires of both the general public and the smaller more specialized groups.

Testimony of Tom Murray
Farm Service Director

My name is Tom Murray. I am Farm Service Director for Radio Station WHAM in Rochester, New York, a station providing daily farm news, market reports and weather information for the farm families in our primary and secondary coverage areas.

There is within a 100 mile radius of Rochester a total population of 3,947,936. Of this number 1,451,630 are classified as rural population, ten per cent of that number being employed at farming.

This is shown in the exhibit on Page 78 of the exhibit book.

I am a member of the National Association of Radio Farm Directors. I was graduated from Ithaca College in Ithaca, New York, in 1934 and came to WHAM early in 1935, joining the regular staff in 1937. In 1939, WHAM created its Farm Service Department and appointed me Farm Service Director. Except for one year when I was absent from the Station, I have continued in that capacity.

In 1939 there were fewer than a dozen Farm Service Directors in the entire country. Today the number is around a hundred and fifty.

The farm service programs presented by WHAM began years before the official creation of a separate farm department.

Market reports and farm news broadcasts have had a regular daily place on our program schedule for the past nineteen years - or since 1927. From 1927 until 1938 the market reports and farm news bulletins were edited and prepared largely by the Continuity Department and presented

on the air by the announcer.

Market reports then as now, were furnished by the State Department of Agriculture and Markets, the Federal State Market News Service, and the United States Department of Agriculture. The Farm News was made up largely from information supplied by the College of Agriculture at Ithaca, New York. The weather forecasts then, as now, were furnished by the official government forecaster in Rochester.

Other sources of information, used regularly, are the various co-operating agencies and organizations. A list of these is found on Page 79 of our exhibit.

In planning and presenting a radio service for the agriculture of any one region, we are bound to consider suitable times for the programs for general and local coverage of farm news.

To be most effective, any radio farm service program must contain information that adequately covers the agricultural practices of the territory served by the Station, and that information must be presented at a time when the farmer and his family can listen.

This is particularly true of the Northeast where farming is a very diversified business. There are several types of agriculture open to the farmer in our section of the country. He may choose to be a dairyman - a poultryman - a fruit grower - or a vegetable grower. He may choose a combination of two or more of these enterprises in a general farming procedure. On the other hand, many of our farmers choose to specialize in one of those types and confine operations

exclusively to the growing of apples, or peaches, or potatoes, or cabbage, or the production, for example, of certified seed.

With the diversity that exists in northeastern agriculture and particularly within that part of the Northeast served by WHAM, we can talk generally of improved methods and practices in dairying, poultry, fruits and vegetables to a great number of farm listeners, referring them to their own country agricultural agents for the local application in cases where that information needs to be localized. At the same time we can and do offer information that is localized for farmers within both our primary and secondary coverage areas.

And so it is that we find some of the farm programs broadcast by WHAM carrying general farming news and some being supplemented by items and interviews that have a localized approach. Each type of program doing the job it is designed to do - in the best way we can devise.

First, I should like to cover the farm service programs which are prepared and presented by WHAM - and for which I am more directly responsible.

There are two such features each day. One is now called "Country Fare" and is presented every morning from 6:30 until 6:55. The other is known simply as "Farm News" and is presented every noon, Monday through Friday at 12:15. Both of these farm programs provide the latest farm news items, market reports, weather forecasts and similar information. And neither of the programs is sponsored, but presented always as a sustaining item of service to our rural listeners.

"Country Fare", is the older service and has, in the past, been the proving ground for several outstanding features of real value to our farm listeners. The early morning program was first presented under my direction in 1939, and to get pertinent and timely information, I went directly to the people most affected by them. The farmers and their recognized leaders. If I had learned nothing else in the time I had lived in the country, I had learned that you can talk at farmers but until you can talk with them, you have little chance of having them take much stock in what is being said.

I was particularly fortunate in having as my chief adviser in those matters the man who has since become my father-in-law. He was then a Country Agricultural Agent in one of our nearby counties, and had had some twenty years of service to his credit among farmers. He is now head of the Bureau of Dog Loss Control and Licensing with offices in our state capital.

Our first chance to show results came in the month of August of 1939. The potato market was rapidly going to ruin and was in definite danger of being entirely demoralized due to certain marketing practices being carried on. A special report that would give all growers the current quotations and the volume of stock being sold was needed by the farmer. Through the efforts of some of the growers' representatives, the State Department of Agriculture and Markets started issuing an early morning potato price report which was broadcast over my early farm program. With the cooperation of the State and Federal market reporters, that service was able to provide the growers with last-minute news on

price, supply, digging operations, the situation in other areas such as Maine, New Jersey, and Long Island. The grower in our audience was kept informed from day to day in his marketing of the crop. We do not pretend to be the sole savior of potato growers, although the effect of that special service was felt over a wide area. But as an indication of the assistance that we were able to provide, I quote from a letter received in that season from one of the men most active in getting the report underway. This man said that more than $1\frac{1}{2}$ million bushels of early potatoes moved to market out of the Central and Western part of our state alone...and to the best of his judgment he placed the savings to growers at the conservative estimate of \$100,000 on up to more than \$200,000 depending on the areas where the broadcasts would be effective. In our own area, he was sure that it stabilized the market possibly 20¢ a bushel above what it probably would have been without the broadcast information. Letters testifying to these facts are found on Pages 80 and 81 of the exhibit.

As soon as the story of the potato market report got around, the cabbage and beet and onion growers asked for - and received a similar report that same season. And although the results were not as dramatic, they did have a good effect on the marketing of those crops and kept the growers informed.

This introduction of the practical side of farm radio service, was soon followed up by a number of county agents who sent in a committee to sit down and plan a system of broadcasting for them so that they could get subject matter out to their people while it was timely

and had application. They also began releasing regular stories to me on various farm meetings, general crop condition reports, and more personal items on what some of the farmers were doing to improve their operations. Through these contacts with the county agents, I followed up the stories by talking with the farmers, getting different slants on the news, and interviewing the people at their farms. Since that time we have continued this same system of publicizing farm events and broadcasting specialized market reports in addition to the regularly furnished reports.

As times and conditions have warranted, we have included other like services. For instance, we are broadcasting on the morning and noon hours, a special weather and temperature report requested by the growers and the county agents which helps them combat apple scab infection. Our report is worked out by the U.S. Weather Bureau and the State Extension Service to give a forecast of the number of hours of wetness during and after rains and the average temperature of that period so that growers knowing these facts, and following their graphs can tell pretty closely the critical point of infection, and time their dusting operations to fit the need.

This is the first time that this has been tried in our section by radio, but growers and extension people have already expressed great satisfaction with the way it has worked out.

There have been a number of similar instances where we have been able to help originate and present special service features in the farm programs.

In 1940, in cooperation with the College of Agriculture and the Extension Service we presented five-minute transcribed talks by the Extension Professors during the morning program. They were used three times a week and continued for about 4 months or so until the field work that the professors are required to do, forced them to give up the series. Then we began catching them for interviews on the program in person as they were able to get to the Station on their trips through the section. Aside from the information on everything from "Roadside Marketing" to "Summer Care of the Raspberry Planting," which was of definite value to the farmer in his everyday farm work, the series proved to many of the extension men that radio was one sure way to get results in their work. And they have been good cooperators since that time, furnishing a wealth of information with stories and scripts prepared especially - and occasionally by personal appearance.

I recall one such appearance in June of last year. Extension Professor, R. D. Sweet came in one morning with just about time enough to do the broadcast and then go on to a series of meetings he had scheduled with carrot growers on the use of oil sprays to control weevils. We talked over the new idea on the air, discussed the ways of getting the best results, and he went out to his first meeting that day. There were over 300 growers present, the majority having heard that broadcast. His other meetings were equally well-attended, with the result that last year nearly 100% of the carrots grown in our territory were "weeded" by oil sprays at a saving of about 75% on the cost of the labor that would have been required. And the growers

maintain that the weeding was better than what they could have gotten done by hand methods. This is only one illustration. Comparable reactions have followed our efforts in publicizing various meetings on woodlot management, soil conservation, haying methods, timed milking, fruit marketing and a number of other practices or problems related to the agriculture of our region.

Last September this early morning program was extended to cover a twenty-five-minute period, including music of the old time variety for the entertainment of the listeners. The same services remain as before.

In 1942, the regular noon-time period of market reports was extended to a full quarter hour to include farm news items from national, state and local sources, and to bring before the WHAM microphone some of the extension people and the leaders in agriculture. This newer program was set at the time of 12:15 and at first was known as "The Farm Front". Today it is - "The Farm News".

In "The Farm News" we broadcast the same general information used in the morning program. But it does give us a chance to present the the market reports about an hour after the market reports are established. Our produce and live stock markets are made up by about 11 o'clock each morning. By giving that information at 12:15, growers have a good deal more time in which to plan for the following day's marketing.

It also gives us a much surer opportunity for interviewing those men whom the farmers want to hear. We did experience this

trouble with the early morning program because a good deal of the time, our prospective guests shied away from the early hour. But we are able to get them at noon time with little trouble from that source.

Another of the outstanding features of this noontime program is the special weather forecast given by the Weather Man himself by direct wire from the Weather Bureau Office at the Airport. He usually talks about 2 or 3 minutes and, in addition to the forecasts for the immediate vicinity, also covers Pennsylvania in some detail, adds highlights of weather from around the nation, gives the 3-day Harvest forecast, the 5-day experimental forecast, the special scab weather and temperature report, referred to earlier, and so on. He usually has a good, brief story on general weather history and important events in the past, such as the Blizzard of '88. These stories are proving popular with our farm audience. During this past winter, the weather man also gave a quick review of the weather and snow and ice conditions in New York, New England and Pennsylvania for those in the audience who would be interested in winter sports. And in at least one instance, we found that his weather for these more northern spots were being followed for their forecast value as there was no other quick way for those people to get a fresh forecast. That was up around Old Forge and the Adirondack area of the state.

Incidentally, the personal broadcasts of the weather man over WHAM is singular in that it is the only one between Pittsburgh and

Albany....and to my knowledge the ONLY personal forecast to be used as a part of a farm program in our section of the Northeast. Proof of this statement can be found in a letter from the Department of Commerce on Pages 92 and 93.

The weather information has its obvious application for farmers. But we find that the city and town listeners are equally enthusiastic. That fact fits in with our plan for making the farm news of interest to city listeners where it can be done without affecting the service to farmers. Many of the discussions have been listened to by non-farmers with a good deal of interest. We can also help the city man to understand the farmer's problems and vice versa, especially in these days when prices and production are very much in the public eye. One feature of the Farm News at noon that has been of definite help to the city listener is our daily Highlights from the Public Market. This report was originated for the Farm News following a plan worked out with the assistance of the State Market Reporter in Rochester in 1942. The idea was a new one, but was soon adopted in other cities in the state where market reporters are stationed. The Highlights from the Public Market is just a simple report on what produce is available, the volume on hand, the quality, and the price. In general, the items were chosen which qualified as "Today's Best Buys". That report also gave advance tips on what crops were coming into the market so that the housewife could plan her canning schedules a little better. They would know not only when the first of the crop arrived and its price...but also when that crop hit its peak volume so that it

could be bought for the housewife, but helped move the produce that was piling up.

This report, was originated at our Station, adopted in other cities has been used each season since 1942...and will shortly go into operation again on the noon Farm News, as soon as home-grown produce returns in sufficient volume.

As long as we are on the subject of market reports, to review very briefly what our reports consist of, and where they come from, all these reports are used on both the morning and noon programs.

Potato prices in Rochester, Buffalo and Syracuse and country point sales in Western New York, New Jersey, Long Island, and Presque Isle, Maine, furnished by the Federal State Market news Service.

Rochester Public Market prices on fruits, vegetables, eggs, and poultry, furnished by the State Department of Agriculture and Markets. Plus, of course, the Consumer's report in season.

Western and Central New York shipping point information on fruits and vegetables, with highlights from competing areas, sent by the Federal State Market News Service.

And in certain seasons, where conditions have warranted it, the U.S.D.A. has supplied special reports on grapes and potatoes. Those reports are not being filed at present but could be again if the need for specialized information arises.

Our livestock report is furnished by the Buffalo Livestock Producers Commission Association, covering the cow and bull market, as well as calves, hogs, lambs and sheep.

And while we are looking at sources, we might as well check quickly on the sources of farm news. The various items come from County Agricultural Agents in our area, from both the College of Agriculture at Ithaca and the State Experiment Station in Geneva, from the U.S.D.A. in Washington, from the wires of United Press, and from various reliable growers' organizations with which we have established personal contacts.

Although I make it a constant practice to attend as many farmers meetings and see as many individual farmers as possible, the nature of the farm news service does place certain limitations on any extensive trips. The job I am doing might very easily be compared with that of a city desk man. Much of the information comes by mail, but a good deal of headline material comes by direct telephone calls from several sources. That requires that I be on hand pretty regularly. But I do not want to leave the impression that I am not having my share of talks before Granges, farmers groups, and the various field days held in our section. Through the various visits in the field, I am able to get added information and news for the programs, and make new friends, but I am also better able to gauge the opinions of farmers on current matters of interest in the news. It also affords me a good chance to check their reactions to various farm service features and follow more closely along the lines they are interested in.

We have another good indication of farmer opinion in our daily mail. Farmers are encouraged to write for the many bulletins which are published by our State College of Agriculture. The response, is very gratifying and shows that they are always on the lookout for new ideas.

I have a few figures to indicate the response to the free bulletins which we have offered on the Farm programs. The total number requested in October, 1945 was 916. We checked the month of December of 1945 and found 767 bulletins requested. During the one week of February 4-9 in 1945 nearly 500 bulletins were asked for.

The figures I have just given on the mail count are all requests for Cornell Bulletins. There is a very interesting discovery in connection with these requests for information. Cornell University made a survey recently of the mail that had come from us and other radio stations and they found, after checking membership lists with the Farm Bureau and Home Bureau that better than 8 out of 10 New Yorkers asking for Cornell Bulletins were not members of either the Farm or Home Bureau. This is a pretty good indication that our Farm Service Programs are carrying extension help to many people who would not otherwise be reached.

We have also received letters and cards from listeners wanting some special number played in the morning or asking for additional information on some subject we had discussed. And those letters have come from as far south as the Carolinas, east into the New England States, some from out in Indiana, and one came

from Twin Forks, Minnesota.

So far in the discussion we have considered only those programs produced and prepared by WHAM, with the advice and assistance of the various farm groups, agencies or colleges.

In addition to these station-originated programs, we also bring to our listeners several of the outstanding farm programs not originated by us but carried as regular features.

At the top of this list of farm programs, I would place the NBC's National Farm and Home Hour now broadcast as a sustaining feature every Saturday over Station WHAM from 1:00-1:30. Since its early beginning, this outstanding farm feature had been a regular part of our broadcasting schedule whether it was a daily feature, or a weekly highlight. In the place of the commercial "cut-in" copy we use a report on weather and market conditions in the WHAM area. The weather item is prepared by the Rochester office of the United States Weather Bureau and covers a brief review of weather highlights of the past week with an extended forecast for the weekend as it would affect farmers and their work. The Market report, which is used in the other "cut-in" spot, is a summary of our fruit, vegetable, and poultry markets, giving both public market and country point prices and comparisons, and it is prepared by the Rochester office of the New York State Department of Agriculture and Markets in conjunction with the Federal-State Market News Service.

Immediately preceding the Farm and Home Hour, we have another type of farm show which is sponsored commercially - "The Man on the

Farm". Headed up by Chuck Acree and presenting information as well as entertainment, this transcribed feature has been bringing general farm service to our audience since 1942. "The Man on the Farm" is heard from 12:30 to 1:00 PM on Saturdays.

Preceding "The Man on the Farm" each Saturday, we have our regular 4-H Club program from 12:15-12:30. We have the constant support and cooperation of 4-H County Club Agents, the local club leaders, and the 4-H boys and girls themselves. The 4-H principles of Head, Heart, Hand and Health are universal. And with the help of 4-H people from several of the counties in our primary service area, we are able to bring before our microphone, for skits and interviews, topics and people to interpret 4-H Club work and its importance among rural youth. The material in most instances originates with the County Agent, the person or group participating, and the programs are produced with my assistance and that also of a production man who is assigned regularly to the 4-H Club program. We have succeeded in expressing 4-H principles and accomplishments, but more important, possibly, we are giving the individual boy and girl a chance for experience in self-expression.

During the war years, another important farm program was presented every Monday morning over WHAM at 7:10 known as "The Farm Front Today". This program brought farm listeners a 10-minute weekly summary and analysis of events and trends on the farm front, sponsored by the Co-Operative Grange League Federation Exchange, for the benefit of its thousands of farm families in New York, New Jersey

and Northern Pennsylvania who buy their farm supplies and sell their farm products through that Co-operative.

"The Farm Front Today" originally went on the air one month after Pearl Harbor and continued without interruption for four years, finally being cancelled by the Co-operative at the beginning of 1946.

We also broadcast farm programs prepared and transcribed by the United States Department of Agriculture. Notable among these are the series known as "Timely Farm Topics" and running currently over WHAM each Saturday morning at 6:55, entitled "Before You Buy a Farm - Think". The latter's purpose is to head off any unwise speculation in farm lands thus helping to control inflation of farm land prices. There have been other series of programs in the past on behalf of the Farm Credit Administration, the Farm Security Administration, Wheat Crop Insurance and similar government agencies and projects.

The various features and services discussed here are being, or have been, presented for the information of the farm families in our listening area. Almost without exception, the inclusion of these features and services has been done with the advise of farm people and their recognized agents and leaders.

We believe we are kept constantly aware, thereby, of the informational needs of our rural listeners. As additional services can be determined and planned, we most certainly will include them in our farm programs at the times best suited for farm listeners.

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