

R A D I O S T A T I O N

WHEC

PERSONALITIES

ROCHESTER, NEW YORK



Compliments of,

Hickman's Drug Store - 858 Deucey Ave.,
Rochester, N. Y.



WHFC PERSONALITIES Rochester, New York

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WHEC Policy

Behind the scenes of the programs you hear from WHEC are certain motivations. These, for lack of a better title, may be grouped together under the heading of the General Policy of WHEC.

First, and perhaps of greatest import is the accented fact that all programs presented over Station WHEC must be in keeping with the ethical standards of broadcast advertising and must be based on the elements of public service in the form of uplifting entertainment, education and truthful information.

Within this general policy lie interweaving policies of the various departments. The aim of the Program Department is to give to the listening public programs which entertain, amuse, instruct. It is the policy of the Program Department to accent, whenever possible, programs which require local talent, either dramatic or musical.

As for Community Movements, it is the consistent policy of WHEC after

proper investigation of various community enterprises, to enter wholeheartedly into the spirit of the movements, to give its support with free time, and to take the initiative in building programs of different types to forward the community movement involved.

The Musical Department has for its basic aim, the building of fine musical shows, for entertainment purposes only, as a good-will offering to the public, as well as varied commercial programs of definite return value to their sponsors. The result of this aim shows clearly in the programs.

The Special Events and Public Features Department of WHEC believes that the one way to handle organization and events programs effectively, is to anticipate them, to start working on the proposition at the very first hint of its advent. They aim at all time to cover all events, all organizations, all personalities of interest to the general public.



FRANK E. GANNETT

President of Gannett Organization and WHEC, Inc.

High on Gannett Hill, loftiest point in Central New York, a boy used to stand and gaze out over the inspiring scenery about his home. The boy developed vision of the eye, of the mind and spirit . . . a vision that was to give him leadership in the American way of living. This habit of industry and an abhorrence of waste lead the young Gannett through odd jobs, and small savings, at first, to his present position.

In 1920 he married Caroline Werner, daughter of the late Judge William E. Werner of the New York State Court of Appeals. They have a daughter, Sarah Maria, 16, and a son, Dixon, 10. Mr. Gannett is an ardent golfer at home in Rochester or in "winter quarters" in Florida, but there is also time for cruising on Lake Ontario and the St. Lawrence, and to indulge his flare for aviation.

Despite his tremendous achievements, Frank Gannett's sentiments have been expressed in the words of Cecil Rhodes . . . "Oh, so much to do — so little accomplished".



CLARENCE WHEELER

Vice-president WHEC, Inc.

From cultivation to communication, on a bicycle, might be the title of Clarence Wheeler's entry into radio. Visualizing no future for himself on a Cayuga County farm, where he was born, the future vice-president mounted his bicycle early one autumn morning in 1893 and rode into Rochester to see what would happen. Things did. Starting with the Rochester Gas & Electric company, Mr. Wheeler formed the Wheeler-Green Electric company in 1901, sold out in 1929 and found himself idle for the first time in 38 years. A former associate, then principal owner of WHEC, needed capital. Mr. Wheeler needed occupation. They combined their possessions in WHEC, where he has remained. With their son, the Wheelers will celebrate their 40th wedding anniversary next year. Clarence Wheeler's aim is to follow the "Golden Rule", deserve the respect of business associates and . . . find time for golf and bridge.

History

Out on Mount Read Boulevard stands WHEC's modernistic transmitter, a white building holding the latest equipment that money and expert selection could acquire. In the Rochester Savings Bank Building are three studios, a control and transcription room, a listener's lounge, a reception room and modern offices designed to perpetuate one of the most engrossing of vocations.

But it wasn't always so. There was a time when a young lad, studying industriously at Mechanics Institute, rigged up a little receiving set, heard the first staccato signals of the Morse code, thrilled to their reception — and decided that the radio telephone was worth investigating.

Lawrence Hickson dedicated his life to that investigation, without fine equipment, fine studios, or even fine acceptance. Lawrence Hickson's first broadcast took place in an attic room, with the aid of a phonograph and a tiny recording of "Alexander's Ragtime Band".

But Lawrence Hickson had faith in the future of radio — a faith which has been justified since those very first days, when the cooperation of ministers and public officials made possible station WABO at the Lake Avenue Baptist Church. Later days, when Clarence Wheeler and Frank Gannett added their faith to that of Lawrence Hickson and WHQ came into existence. Still closer days, when the staff increased. When Gunnar Wiig gave those first exciting baseball broadcasts, a decided novelty, direct from the old Ball Park. The day when the faith, and the letters, of the people of Rochester kept the government from decreasing the station's power. The day when Columbia Broadcasting System was persuaded that WHEC was worthy of their attention as a medium through which their programs should pass. The day that Ann Leaf dedicated the Wurlitzer organ, and the large studio in which it was throned. The time when Lindbergh spoke into the microphone from the airport. Many such red letter days.

Today, when WHEC has modern studies, has a staff of over 40 persons, has a fine transmitter, the best of equipment — today WHEC thanks its listeners, as it did in those first days — for their faith, their friendship — and their interest in the future of WHEC itself.



GUNNAR O. WIIG, General Manager

As so often happens to "the best-laid schemes o' mice an' men", Gunnar Wiig's "gang aft agley". His early interest in boys, instilled an ambition for YMCA work, but upon graduation from the Rochester Mechanics Institute he launched a career as a chemist with the American Chemical Products Company. Suddenly, and literally "out of the Blue", came his chance at radio broadcasting, through a friend then recently appointed manager of WHEC. Thus, you know him best for his baseball and general sports programs, and we know him as the affable, 37-year-old general manager of one of New York State's finest radio stations. Naturally, his attention now centers on son Jon Arne, 18 months, but a couple of years ago his interest ran to book collecting, golf, baseball, bowling and "good old steak heaped with onions". Calls himself "just a squarehead from Norway".

DEDICATION

We feel as though we know you. We hope you know us. And so that we may become more closely acquainted — this WHEC Personalities Album has been devised and created. Throughout the book we have attempted to bring you pictorial stories of the activities with which you are familiar. We have included the faces of those friends whom you never meet, as well as those with whose voices you are well acquainted. Through their combined efforts come to you the programs, carefully planned through hours of work, which are devised just for you.

We hope you'll enjoy our book. We sincerely dedicate it to you, our listeners, without which our efforts, from the least to the greatest, would be in vain.

Thanks for listening.

Gunnar O. Wiig

Studios

OBSERVATION LOUNGE . . .

Chief Engineer Maurice Clarke and Sports Announcer Lowell MacMillan enjoying the homey furnishings. Note "News Room" at rear and entrance to Tudor studio at left.



ORGAN STUDIO . . . The spacious quarters on the second floor of the Rochester Savings Bank building, used for organ programs and those involving large studio audiences.



AUDITION ROOM . . . Another view of the organ studio, showing the huge console, the well-appointed audition room (through open door) and engineer's booth at right.





CONTROL ROOM . . .

From this neatly-decorated room, engineers guard the tone qualities of all WHEC programs. Howard Mouatt is shown making a routine test at the panel racks.

TUDOR STUDIO . . . The photo speaks more eloquently than words of the novel decoration and furnishing style of this auxiliary studio. Ross Woodbridge is shown at the microphone.



STUDIO 'A' . . . The large percentage of WHEC studio programs originate in this room. Like all WHEC quarters, it is air conditioned. Announcer Harry LeBrun is at work.

RECEPTION ROOM . . .

The visitor's first impression of WHEC . . . an inviting lounge, novel reception desk and the pleasing personality of Ellen Horton, receptionist.



Personnel



Above
LE MOINE C. WHEELER, Commercial Manager
 "A guy who would rather get up at 4 a.m. and spend all day in a cold, wet duck-blind, than anything else in the world". That's his own description. Nine years ago Le Moine Wheeler started at WHEC as announcer. He now has his hands full of sales, a fine wife and one cream colored Cocker Spaniel named "Skipper".



Above
RALPH W. BARBER, Salesman
 Ralph was one of the first to sing on a network — 1922 — at WJZ, New York City. Following his first radio inclination, he came to the Eastman School of Music to study voice. One day, waiting for a lesson, heard WHEC announce need for salesman — got the job. Married — children: Anne (17), Ralph Jr. (15) — teaches them singing.



Above
GENEVIEVE BURKE, Secretary
 Since 1936 Genevieve — called "Jerry" — has had her hand, and sense of humor, in the traffic, continuity and bookkeeping departments. She claims she aimed to be a nurse and landed as sports secretary. To her, Lacrosse games are the acme of something-or-other.



Left
MADELINE LOUISE CLEARY, Sec'y
 Madeline would like to realize her ambition to be an actress in conjunction with radio. She graduated from St. Agnes Institute of Art, and plays the piano. In their respective seasons you'll find her ice-skating and sailing. Reading is on the preferred list —



Right
MARY FRANCES CARROLL, Accountant
 Radio fascinated her, so Mary Frances got a job in it. Not as simple as that, no doubt, but here she's been, since 1931. She is still sold solidly on radio's brilliant future. Someday, not too far off, she would like to travel, but currently her recreation comprises good reading and card games.



Left
ELIZABETH GLEDHILL, Traffic Mgr.
 As traffic manager, "Betty" must match all WHEC studios, programs, announcements and announcers, and put them in their right places every minute of the day. She knows them by heart after ten years with us. Tennis and the Zonta Club are her choice for recreation — turkey leads for food.



Right
ELLEN R. HORTON, Hostess
 Self-styled "clearing-house for information and 'what have you,'" and called "Blondie" by the bold. Ellen came to WHEC when there were but three people on the staff. She wheels a mean bicycle for exercise and then reclaims her energy with chocolate pie. For further information call Stone 1320 — she'll answer.



Left
Traffic Office, showing Betty Gledhill, traffic manager; Madeliné Cleary and Genevieve Burke, secretaries, at work.

Right
Accountant's Office, with Mary Carroll at her desk.



Left
Office of Vice-President Clarence Wheeler.

Right
Office of General Manager Gunnar O. Wiig, with Mr. Wiig conferring with Vice-president Wheeler.



Left
Chief Engineer's Quarters, with Chief Maurice H. Clarke (at desk) and Remote Operator Robert Bechtold.



Left
KEN FRENCH, Director of Dramatics and News Announcer

Ken saw a bright and hopeful future as a member of the medical profession, but through his evolution as coffee salesman, camp counselor, musician, actor and father, he wound up as an announcer. Now, he wants to be "an excellent character actor". Ken came to WHEC in 1931 and was married a year later. The group now comprises Mr., Mrs., Bruce and David. He toes-out and seldom cuts his hair. Trained at the Eastman School of Music, his first job in radio was singing, in 1931. At WHEC he has a finger in various things: dramatics, sound effects, news, announcing and continuity. Plays piano, tipple and trombone — doesn't anger if called "Frenchy"



Right
CHARLOTTE EDWARDS, Continuity and Women's Feature Director

The sales department climbs down her neck if she doesn't say what she wants them to, and the announcers set the spurs to her because she says it the sales way, which usually doesn't conform to their rhetorical style . . . is it any wonder that she is best known for tearing hirsute masses from her scalp? "Charl" wants to be so thin she will HAVE to eat. After Lake Erie College, she took up settlement work and became woman's editor of a newspaper. Since time forgotten, a career in opera appealed to her. She makes faces while she works and declares she's "too, too enthusiastic about things, my dear". Yep, she's wedded.



Left
HARRY LE BRUN, Chief Announcer

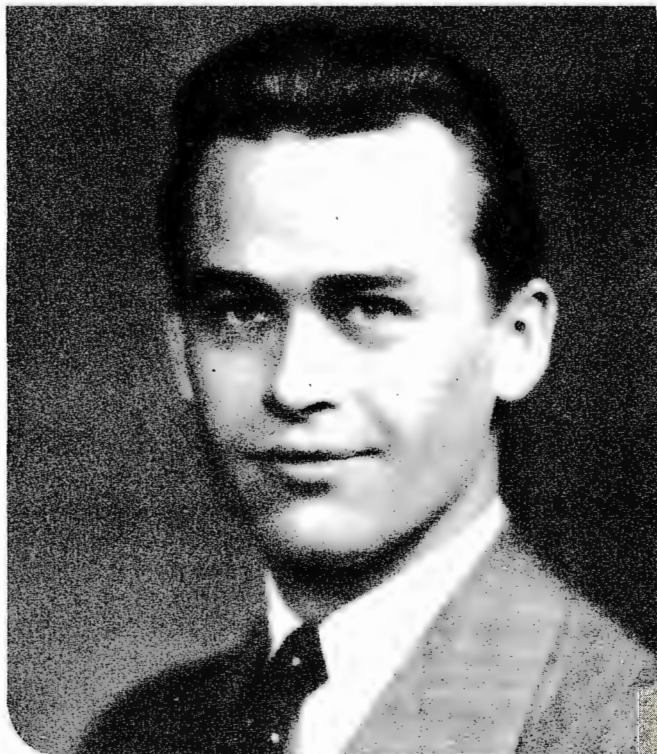
He aimed at radio, and hit it. Harry, who will know he's being paged if you call "Buzz", studied radio technique at Syracuse University, where he received his B.A. degree. In 1934 he "landed" at WHEC, and has been here since. Harry's "vocational" background lists such items as "Newsboy, day-laborer and lifeguard". He would like to shape his efforts to become a news-analyst, after the fashion of his favorite, H. V. Kaltenborn. To forestall what he terms "a nasty temper", the Le Brun fellow enjoys driving his car, swimming, photography, or the gastromic lassitude induced by thick steaks or Italian spaghetti. He's single at 32.

Department

Right

WILFRED DESPARD, Announcer

Had not Guglielmo Marconi been born back in 1874, and devised a weird contraption called "wireless"; and had not Frank Conrad wanted to check his \$12 watch by Arlington time signals in 1912, Rochester would have had, by now, a rising young lawyer named Wilfred D. Despard. But commercial radio came into being, and "Willie" came into radio — in 1937. With his A.B. degree in Economics from the University of Rochester under his arm, he started out as a free-lance statistical expert, finance company adjustor and newspaper circulation figurer-upper. At just what point an untamed kilocycle bit him, we know not, but broadcasting is his business, hobby and life.



Left

ROSS WOODBRIDGE, Publicity Director and Announcer

Doesn't know how he happens to be in radio, admits that some folks charge he has no ambition. Claims a sublime complacence for what will come, and figures future radio will take care of itself, too. But Ross has a spark of life somewhere, for he managed an education out of Duke University and Dartmouth college; the latter even gave him an A.B. degree in 1936. Sports, too, are not beyond his energy. His favorites: Sleeping and walking therein. At 26, Ross goes starry-eyed at the sight of his hero, "Donald Duck". With WHEC since December, 1936. Associates call him "Bish". Forgot to mention, he says, that he has a good memory.

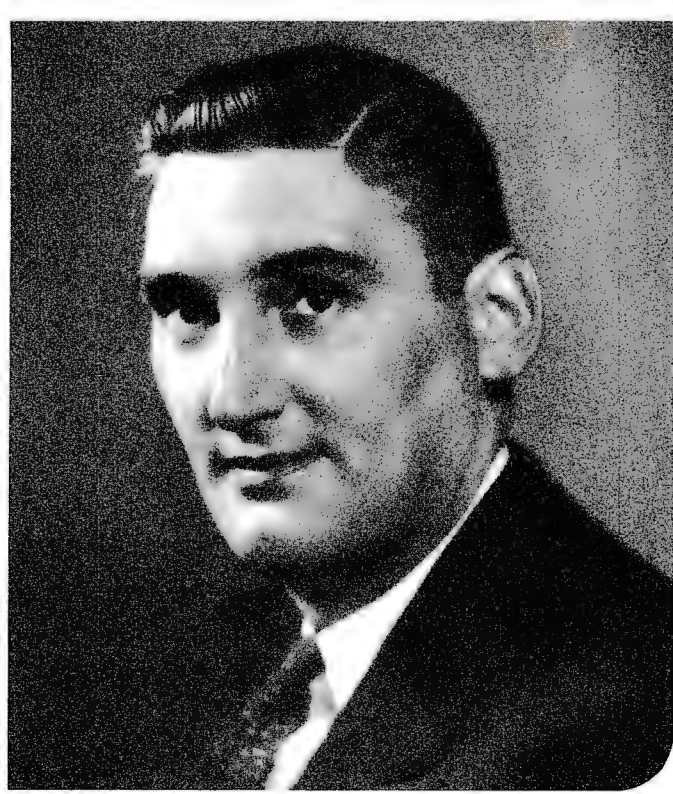


Right

FRANCIS C. OWEN, Special Announcer

If the catalogue of experience were a deck of poker cards Francis Owen would be shot in the first game — he holds too many aces. Here's how it reads: A major in music at the Design School of the Carnegie Institute of Technology; acting at the American Academy of Dramatic Arts, under the renown Franklin H. Sargent; the legitimate stage for several seasons in South America; radio, beginning in 1922, at KDKA, WJAS, WWSW, KYW, WBBM, WLS, WENR, WJJD, WHAM, World Broadcasting Company and WHEC; and literary and technical work with Universal Pictures and M.G.M. Married in 1933, his son carries on the name, plus "Jr." You hear him on the Musical Clock and children's program. Seafood rates high.





Left

LOWELL MacMILLAN, Sports Director

In 1934, "Mac" started something that is being copied widely: he transcribed the first "pre-season dope" program at the Rochester Training Camp, Bartow, Florida, and sent it home. The idea was one of best innovations sports announcing has known for years. But delineation of athletic competition was not his aim—he wanted to sing opera. Study at the U. of R., and Eastman School of Music, bolstered the idea, and also, an affection for playing football and baseball. In his first radio job at Buffalo he turned to sports announcing and has "pigeon-holed" the opera slant, since. Off the air, he becomes baritone soloist at Rochester's First Presbyterian Church. He and Mrs. MacMillan like gardening.

Right

VINCENT DE RITIS, Announcer

Vin holds the degree of "M.S." (Master of Self-preservation) from a gold-mining camp where he worked for several months. His original aspiration as a doctor has been tossed and buffeted by the influences of insurance sales, haberdashery and dramatics school, until 'tis but a shadow of its former self. Vin just recently arrived on the WHEC scene, April 1939 — says he "auditioned and prayed-and 'lo!". He bites his fingernails in the company of the nerve-shattering "mike", but eases the situation by long walks, sports and what he terms "lollypopping". A bachelor, born on Independence Day, 1915.



Left

JACK BARRY, Baseball and General Announcer

It seems that Jack thought it would be fun to "set in" on an announcer's audition, one time back ten years or so. Really quite a lark, and all that — until those who herd him put him to work. So did the people at WEEU, WRAW, WAIU, WCHS, WORK, WCAM, WIP, WILM, The Columbia Broadcasting System and the Quaker State Network. Was on the "road" with his show called "The Cowboy Caravan", but Mrs. Barry and Lynn (6 months) tend to "settle" him. If he's fed well on spaghetti and ravioli, he won't mind being called "Stinky". Jack finds enjoyment in promoting rodeo shows, spending money, saying the wrong thing and being kind to dumb animals.



KEN SPARNON, Musical Director

One evening, before the great audience in Carnegie Hall, a 14-year-old boy stepped to the piano to present a concert which demonstrated an admirable talent in music. The lad was Ken Sparnon, to become the youngest orchestra director on the Loew Theatre Circuit at 17, musical director of RKO Theatres, conductor for NBC, and finally, musical director of WHEC, whence his string orchestra has provided the major networks and local audiences with many hours of fine entertainment. With a training background from the New York Conservatory of Music, and some of the greatest teachers in the nation, Ken plays piano, organ, accordion and trombone. Married, he is "master" at least part of the time, for Mrs. Sparnon occupies a chair in his orchestra and must conform. She reports he talks in his sleep — perhaps from the coffee of which he is especially fond. Idol: Andre Kostelanetz. Ambition: Golf game in the 70's.



ARABELLE SPARNON, Harpist

"Mrs." to Ken Sparnon. Designs and makes her own clothes. Shares with Ken the praise of steaks cooked over an open fire.



MATTHEW PIERCE, Pianist, librarian, arranger.

"Matt" makes his own trout flies and would like to land a ten-pounder with one. Known to you for his "Portraits Pianistic".



JUSTIN CONLON, Accordionist, vocalist

Heard as the "Strolling Minstrel". "Connie" is absent-minded, but never forgets his appetite for sour-cream tarts.



THOMAS MARROCCO, Violinist

Degrees from Royal Conservatory of Music, Italy, and Eastman School of Music. Likes travel. Easy to get along with.



PETER M. LAURINI, Violinist

Has lived in Italy and Argentina, and raring for travel. Wife is accomplished musician and best friend. Stays up nights.



CARL HEDQUIST, Guitarist, violinist

Relaxes by fishing, hunting and making "lures" to outwit trout. Seventeen years of music and still in "single harness".

VANCE BEACH, Cellist

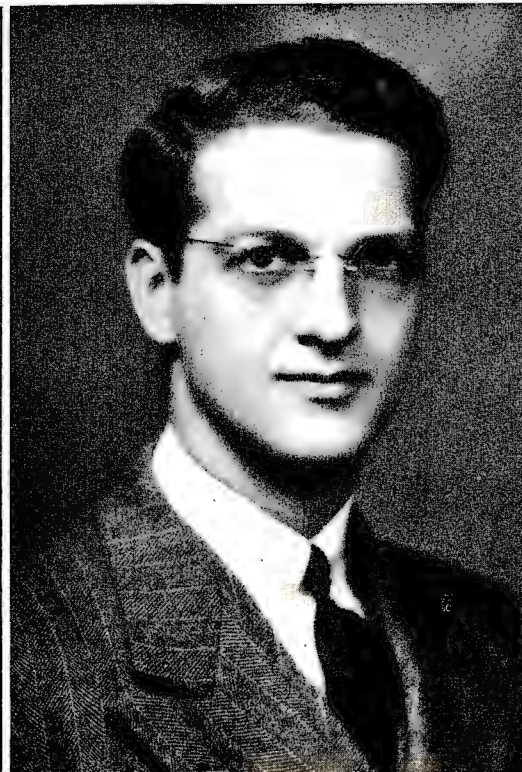
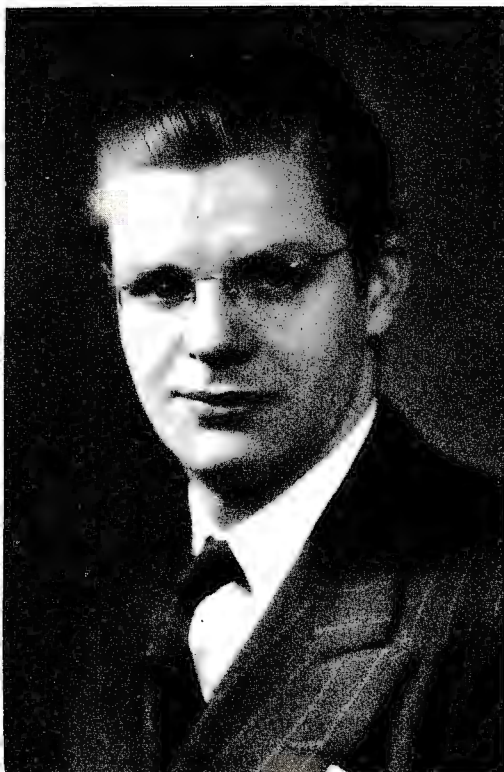
Forgets to have his hair cut, and keeps cigarette companies solvent with two packs per day. Wants symphony and hot mince pie.

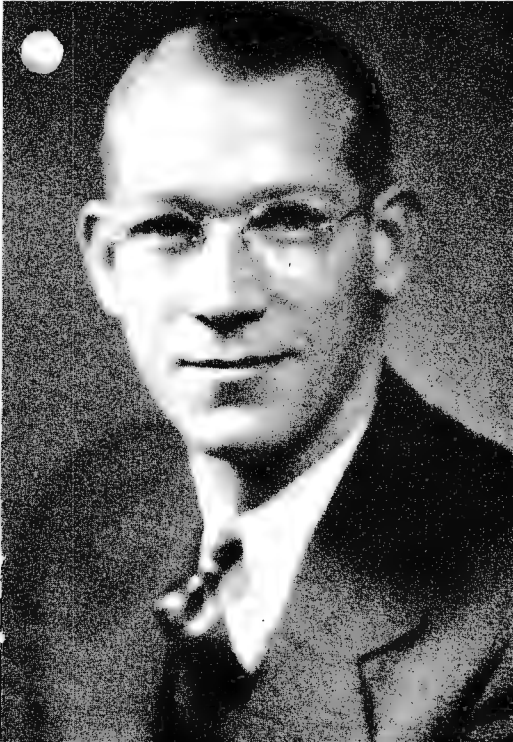
LOUIS SAVERINO, Tuba and String Bass

Never a serious or angry moment. Played tuba in military band at age six. Likes to box. For reasons: dubbed "Stuff"

MAURICE COX, Saxophone and Clarinet

"Coxie" likes fried, green tomatoes. Has his own garden. Used to beat bass drum in small town band, and worked on railroad.





J. GORDON BALDWIN
Organ, piano and accordion

Flying is "Baldy's" consuming passion . . . except his two sons, James (11) and Henry (8 months). Ambition—more and more organ.

GERALD G. INGRAHAM
Baritone vocalist

Turns out Bach at the piano and wants to sing opera. His hobbies run to the mechanical. Thinks he still has to learn to sing

CONNIE GANGE, Vocalist

Makes popular songs more popular. Collects old songs and enjoys walking in the rain. Called "Nanette". Still "uncaught".



TWIN KEYBOARDS . . . An unusual camera study of the piano duo featured weekly over WHEC. At the left is Matt Pierce and right, Musical Director Ken Sparnon.

ARRANGER'S JOB . . . The origin of the special musical arrangements heard on Ken Sparnon's Strings, the musical director's pet program.



Close-up of the three-manual organ console in WHEC'S special organ studio.





Left
DOWNTOWN COWBOYS . . . (left to right) Larrapin' Lou; Cavortin' Carl; Tuneful Tootin' Terry; Jolly Joe; Hoss Wranglin' Rufe; Piebald Pete; Mustang Matt; Cousin Esmerelda and Cactus-stalk Ken.



Right
SPARNON'S STRING ORCHESTRA . . . (standing) Arabella Sparnon, Matt Pierce, Louis Savarino, Justin Conlon, Ken Sparnon, Maurice Cox, Carl Hedquist and J. Gordon Baldwin. (seated) Peter Laurini, Thomas Marraco, Vance Beach.

Below
THE SINGING MILKMAN . . . Thrice weekly, at the end of the day's deliveries . . . this real milkman entertains WHEC listeners in an informal musical program.



Below
THE STROLLING MINSTREL . . . Otherwise, Justin Conlon as he sings and plays, strolling down radio lane.



Below
CONSOLE ECHOES . . . An unusual photographic study of J. Gordon Baldwin, WHEC staff organist at the console of the studio Wurlitzer.





NEWS COMMENTATORS . . . Veterans in editing and delivering radio news, Harry Lebrun and Ken French are shown in action in the WHEC news room. Lebrun is at the microphone while French checks last-minute bulletins from one of the news printers.



IT CAN HAPPEN HERE . . . Ken French's dramatic staff in action, left to right, Ken French, Charlotte Edwards, Francis Owen and Cam Switzer, in rear, Ross Woodbridge, announcer.

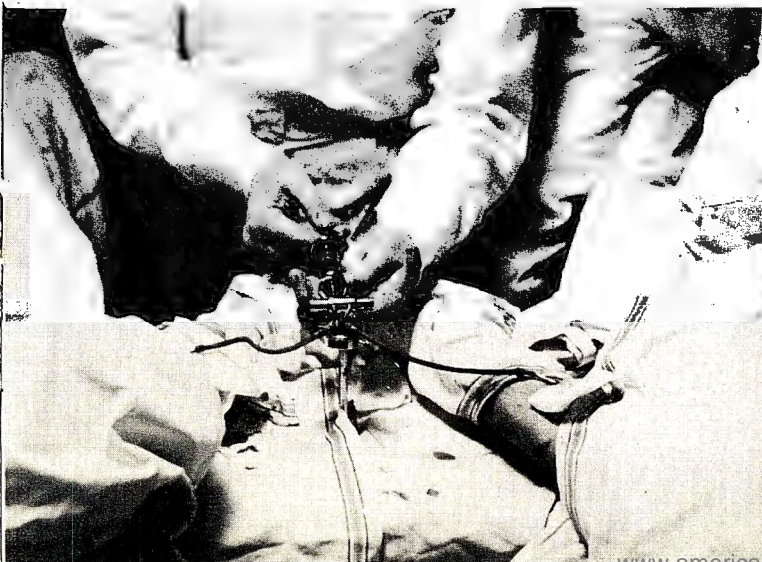


Above NOT ON THE PROGRAM . . . When Lowell MacMillan, WHEC sports reporter, thrilled listeners with a special broadcast from a breeches buoy, something happened to the ropes and "Mac" received an unexpected "thrill" himself. The photo tells all.



SWAP SHOP . . . Charlotte Edwards and Harry Lebrun crowd their way to the microphone to conduct the weekly exchange of "what have you". The table indicates a typical "business day".

LEGION OF BLOOD DONORS . . . A unique organization, conceived by Al Sigl, veteran Times Union newspaperman shown with his secretary. Hundreds of lives have been saved by Sigl's blood donors. Accompanying is a close-up on an actual transfusion. Sigl's broadcasts of local news are highlights of WHEC features.



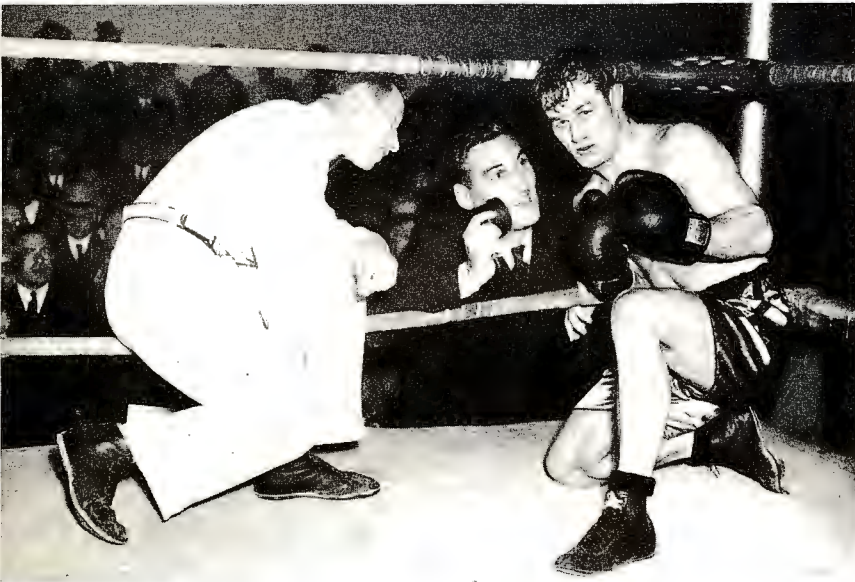


Above
MUSICAL CLOCK MAN . . . The camera man catches the "wide awake vitality" of Francis Owens as he wakes Rochester each morning with his cheery blend of music, philosophy and sundry services.



PROGRAM PLAY

Before a program is presented to WHEC listeners, it must receive the approval of this group. Left to right, Gunnar O. Wiig, general manager; Harry Lebrun, special events director; Ken French,



Above
RINGSIDE RUMBLE . . . Sports Announcer Lowell MacMillan's ring-side observations go farther than that. Here he is exchanging verbal punches with Referee Abe Raff and Pugilist Arnold Shifton.

Below
ROVING MICROPHONE . . . Special events hold a corner on the attention of Announcer Harry LeBrun . . . and no location is impossible. Here he is talking it over with Smitty, a life-guard while WHEC listeners eavesdrop.



Below
THE WOMAN'S ANGLE . . . When Charlotte Edwards discusses the doings of her sex in the daily "Woman's Corner", she speaks with authority . . . witness the sewing "chore" photographed.



WINNING BOARD

dramatics director; Charlotte Edwards, continuity director and Ken Sparnon, musical director. By the same token, all programs are the result of intensive study and planning by this group.



Above
DRAMA IN THE MAKING . . . It's a tense moment in the presentation of a WHEC dramatic with Director Ken French giving cues. At his left is the special sound effects machine. The headphones aid him in monitoring each voice and sound level.



Above
DESPERATE WILLY . . . Otherwise Wilfred Despard, portraying concentration (no end) as he battles a rhyming dictionary for his musical program "Rhythm in Rhyme".

Below
LITTLE WHITE HOUSE . . . J. Allen Doyle, Director of Rochester Convention and Publicity Bureau (right) with Announcer Ross Woodbridge at the bureau "Little White House" where originates the programs informing Rochester residents of all civic undertakings.



Below
DIAMOND DOINGS . . . From his special broadcast booth high atop the grand stand, Baseball Announcer Jack Barry looks down on the Rochester Red Wings opening day tilt.



Programs and



Above
The "professor" tosses a tough one toward the line of contestants in WHEC's popular Brain Twister program.



Left
Rev. McKee whose Bethel Melody Hour has been heard from WHEC for the past 11 years.

Below
Jon Arne Wiig, son of Mr. and Mrs. Gunnar O. Wiig, and mascot of the Red Wings Knot Hole Gang. In the accompanying photo, Arthur Charity, director of the Knot Hole gang, discusses important business with Billy Cousins, junior director, and Ruth Doser.



Special Events



Shy, four-year-old Pauline Camarata, ponders a microphone in the Stephen's amateur program for children, while other prospective entertainers await their turns. Francis Owens officiates as master of ceremonies.



More than 3,000 children are on the waiting list to appear in the "Children's Recess" program, a junior quiz. Teacher's Helpers are at the mike, facing the 10 contestants. "Teacher" Edwards and "Willy" Despard, announcer, look on. Correct answers bring the kiddies welcome dimes and quarters.

Here's the way WHEC listeners learn about activities at the city hall . . . Announcer Bill Despard confers with Rochester's Mayor Samuel W. Dicker, "A Day at City Hall".

Sundry activities at Mechanics Institute were portrayed in a series of programs from the institute. Photo shows a typical broadcast, Dr. Mark Ellingson, president of Rochester Athenæum and Mechanics Institute, head of the printing department, with Byron Culver and Ross Woodbridge, announcer.





Left
This is "Junior Musicomedy" . . . all that the name implies, and for a time chosen as a CBS summertime feature. In the group are: Angie Manuel, Robby Blum, George Libutti, Grace Bosaits, Bob Gurney, Marion Bosaits, Freddie Schubert, Norman Merkey and Lorraine Altman. At the microphone, Jimmy Macaulay and Betty Ann Lazarus.

Right
Captain George Heisel, Rochester police traffic department and Joseph Baglan, supervisor of the accident bureau, are interviewed by Harry LeBrun in one of WHEC's regular accident prevention programs.



Left
The Kodak Choral Society, famous 65-voice singing group under the direction of Victor Wagner (standing center). H. O. Smith is accompanist.

Right
Music in the modern manner is the forte of this orchestral group—"The Streamliners", featuring Connie Gange, vocalist.





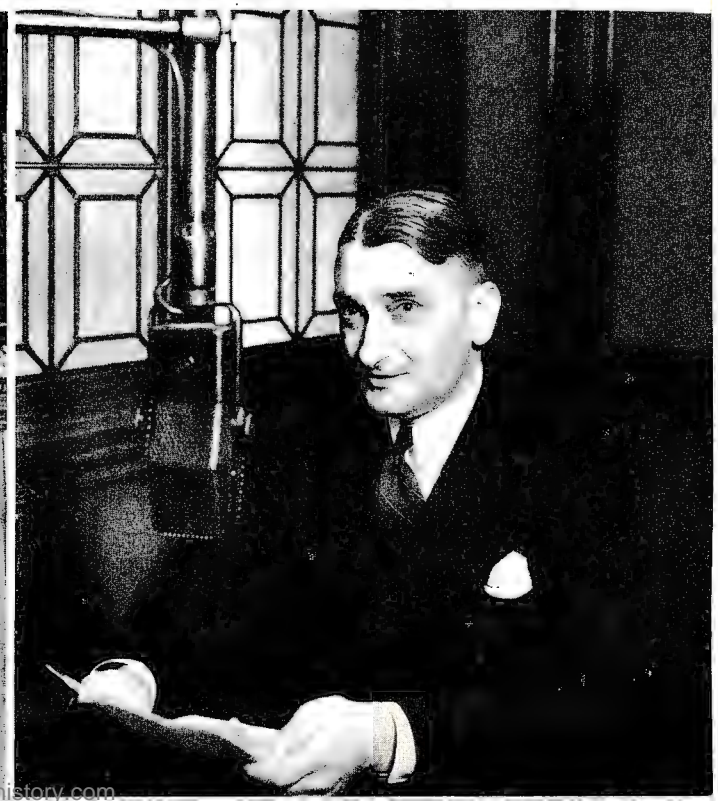
Left
Photo of a typical WHEC broadcast presentation in cooperation with Rochester's "Know Your Schools Week". In the group are Jerome Parenteau, Phyllis Survillo, Ruth Donoghue and Paul Dettman.



Right
Couples celebrating either silver or golden wedding anniversaries are honored in WHEC's "Silver and Gold" program. Ken Spamon's ensemble provides special music, and the honored couples receive special gifts of flowers and theatre tickets.

Below
Dr. Raymond Kistler, pastor of Central Presbyterian church, whose services have been heard over WHEC for more than 10 years.

Below
Frank E. Morse, superintendent of the State Agricultural and Industrial School at Industry, New York, who inaugurated WHEC's "Friends of Industry" program. He is assisted by Ira C. Sapozink.



Right
 If it's about books, Leroy Provens, the purveyor of book reviews and news about books and authors, on the Library Book Parade program.



Left
 Al Sigl, veteran newspaper man and Gerald Ingraham, vocalist, (in costume) combine their talents in the program "Songs of Long Ago". Sigl relates interesting stories of the past while Ingraham completes the picture with appropriate memory-book songs. Ken Sparmon's group provides the instrumental background.

Below
 30,000 is a lot of time signals. The honor of striking the thirty thousandth for WHEC listeners, goes to Saul Hershberg, Rochester Jeweler.



Below
 Also a vocalist, is Sports Editor Lowell MacMillan . . . here he is, reaching for a high one.





Left
Each winter Sports Editor Lowell MacMillan visits the baseball training camps and sends back transcribed "advance dope" for the coming season. He's shown "recording" the pre-season opinions of Branch Rickey, vice-president and general manager of the St. Louis Cards.

Right
Ira Thomas, scout of the Philadelphia Athletics, answers the questions of Sports Editor Lowell MacMillan, and Jimmy Martin, secretary of the Rochester Red Wing club.



Above
For the past three years, WHEC listeners have been getting first hand cooking hints in the "Cooking School of the Air". A typical "direct from the kitchen" broadcast shows Announcer Bernard Winn, Annette, assistant, and Sally Franklin, home economist and commentator.

Right
Edmund Katafiaz, Polish announcer, heard on the Melodies of Poland, program.

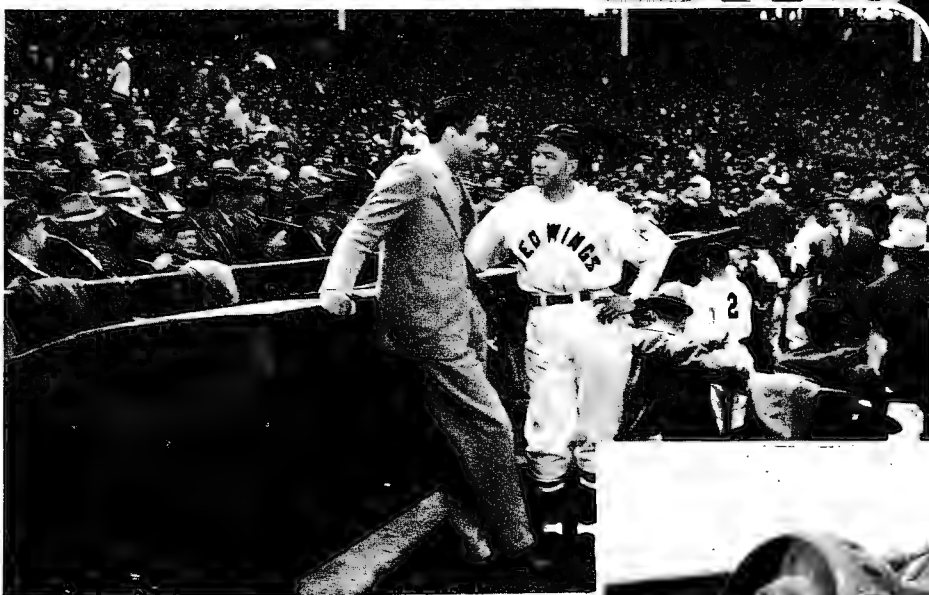




Left
Evelyn Venable, movie actress, steps off a Union Pacific train, to talk to WHEC announcer Harry Lebrun, on the situation in the movie industry.



Right
A "get-together" at the Red Wings training camp in Winter Garden, Florida. Sammy Narron, Lowell MacMillan, Jack Sturdy, Bob Bowman and Ken Raffensberger.



Left
Opening day at the Red Wings park with Lowell MacMillan talking it over with Billy Southworth, Red Wings manager.

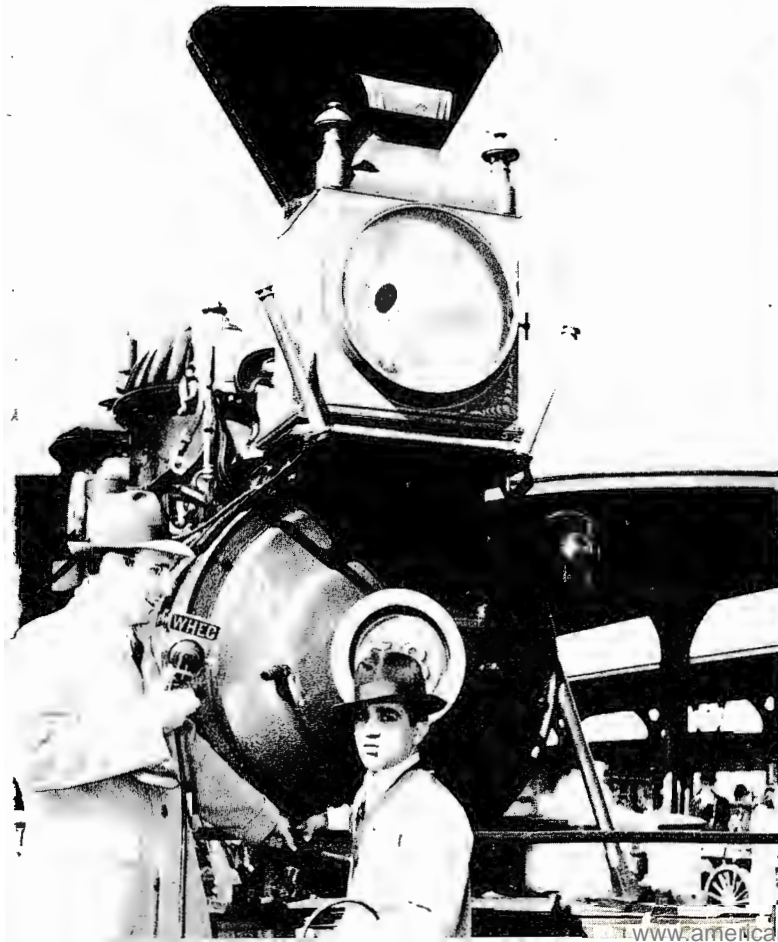


Right
A special pack transmitter, carried by Francis Sherwood, enables Ken French to climb aboard for this interview with Pilot Renold Gravina.



Above
When three on a match, isn't unlucky. The gents defying the proverbial jinx are J. Gordon Baldwin, Maurice Clarke and Harry Lebrun. They're waiting for the tide to come in.

Below
Remote from New York Central station, showing Harry Lebrun (and helper) as he broadcast description of the original Union Pacific train on its recent cross-country tour.



Below
Special baseball commentator, Jack Barry, famous for his running descriptions at game-side, pauses for breath and a smile, while making a studio analysis.



Engineering

MAURICE H. CLARKE

Chief Engineer

Self-taught "percussionist" (Drums, to you) who would like to hunt ducks and pheasants at \$500 per day. "Call me 'Slug'"

ROBERT O. H. CAMPBELL

Control Operator

"Bob" is the cheerful fellow who frightens the fish with his outboard motor boat and wonders why they don't bite. Eats anything.

FRANKLIN B. HUTCHINSON

Control Operator

Built his own "ham" station, W8-BFW, 1928 — talked to WHEC "hams" — here he is, since 1932. "Hutch" wanted to be a Fireman.

FRANCIS L. SHERWOOD

Technician

Ambition: \$1,000,000. His father is in radio at Port au Prince, Haiti. Pet fancies listed by "Fran" are sleep and chow mein.

BERNARD C. O'BRIEN

Transmitter Operator

Declares original ambition was "Betty Bronson". "Bern" plays the "German Accordion", eats fast. Brother of John O'Brien.

JOHN C. O'BRIEN

Technician

Brother of "Bern". Johnnie's hobby is building summer cottages where he can play table-tennis and gulp hamburgers with onion.

ROBERT H. BECHTOLD

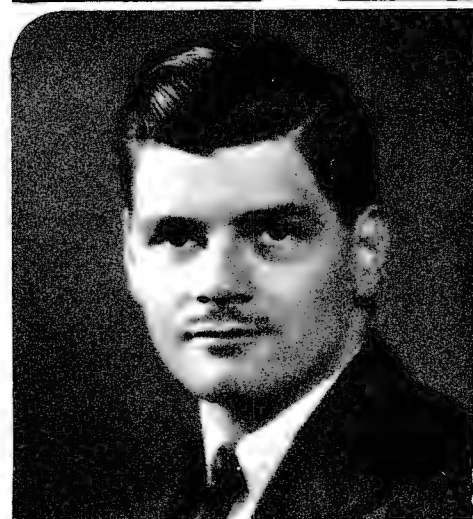
Control Operator

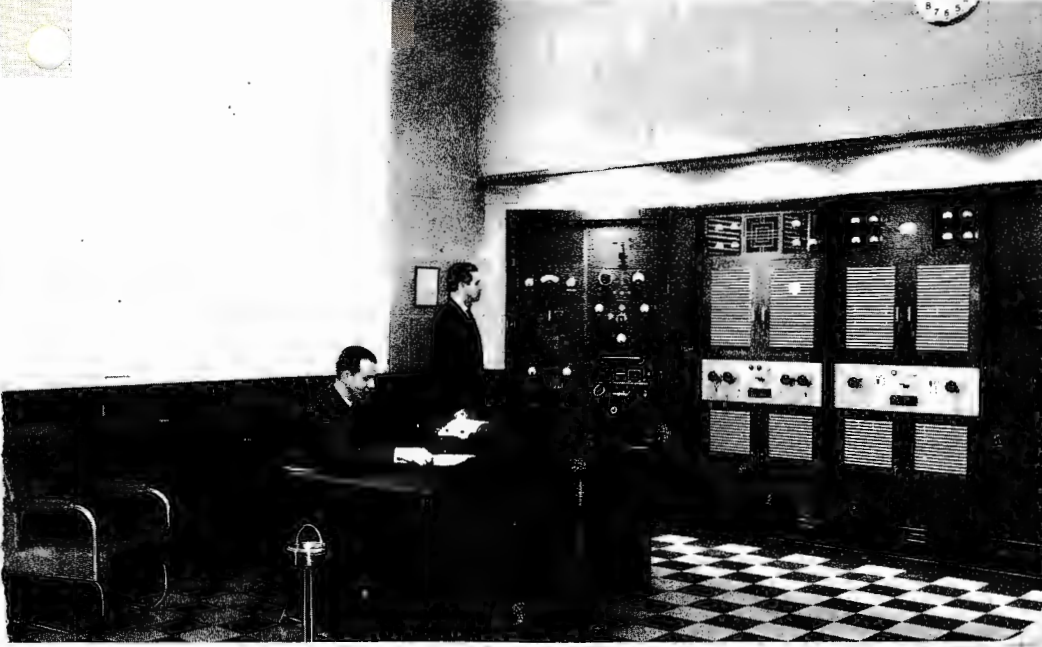
Bob is also an amateur radio operator. Likes automobiling, handball and porterhouse steak. Description of faults: "tsk, tsk".

HOWARD MOUATT

Technician

"Howard 'Howie' Benjamin Blodgett Mouatt" wanted to be a science teacher. Eats kidney pie with relish. Plays harmonica.

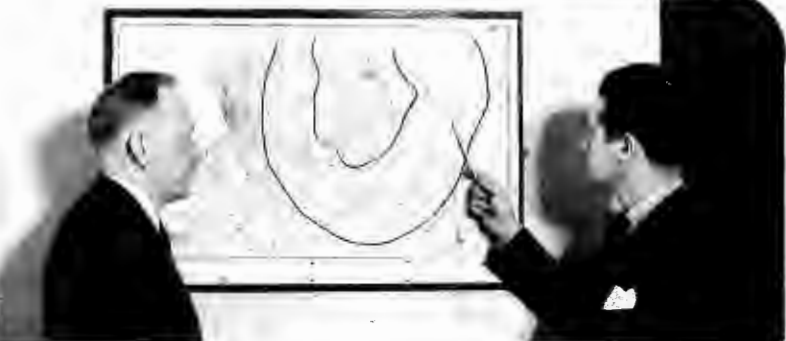




Left
Simplicity and efficiency are immediately evident in this transmitter building interior with Chief Engineer Maurice Clarke and Engineer Robert Bechtold (seated).



Right
Transcription room, adequately equipped to reproduce transcribed programs for broadcast purposes, or to make the actual transcription. Howard Mouatt is setting a "play-back" machine.



Left
The dark lines on this map of Western New York, show the coverage area of WHEC . . . Chief Engineer Maurice Clarke explains it to Lyman Hart, advertising executive.

An exterior view of the beautiful WHEC transmitter building on Mt. Read boulevard with the towering antennae reaching skyward.

Below
A candid camera angle of Franklin Hutchinson, probing the maze of wires in an equipment unit—maybe a loose connection.





Promotion

Left

A forthcoming series of WHEC civic programs was promoted with huge window displays like this.

Below

Traffic Manager Betty Gledhill and Sales Representative Ralph Barber check the "Highlight Column" a daily feature in Rochester newspapers.



Below

The series of maps displayed by Mr. Wheeler disclose visual proof of WHEC coverage, to W. C. Stetten (left).

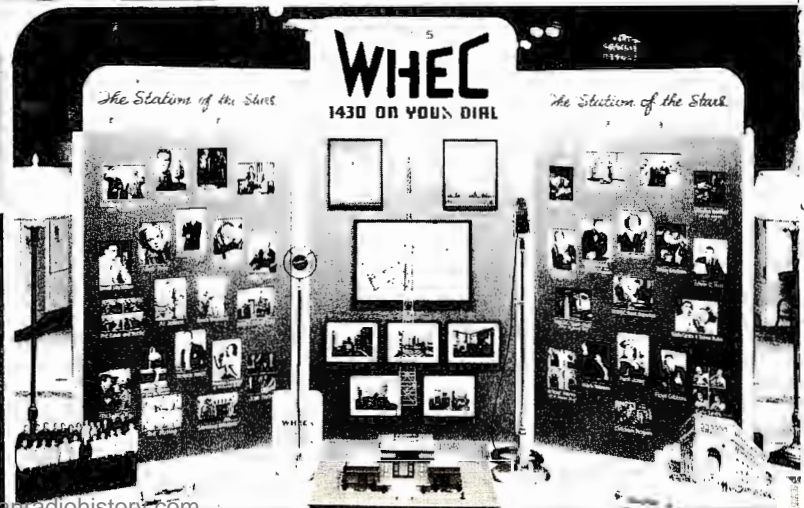


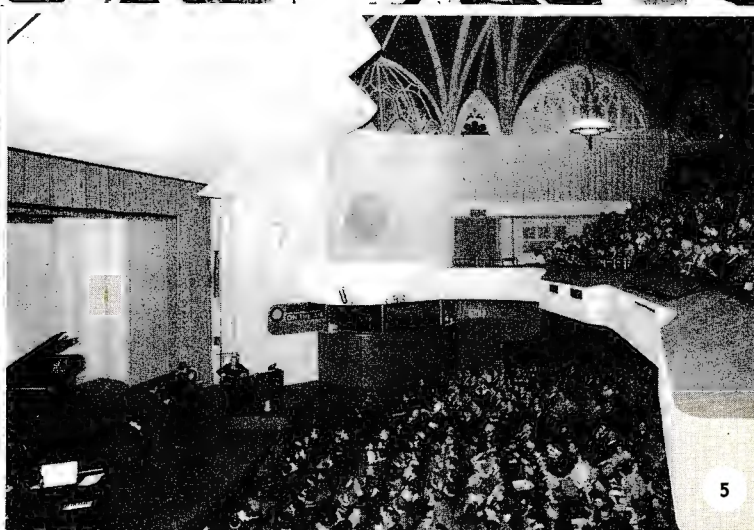
Below

Typical merchandising display, showing miniature transmitter building in foreground.

Lower Left

Commercial Manager Lemoine C. Wheeler confers with a sponsor.





Columbia Stars Heard On WHEC

1. BARBARA LUDDY AND LES TREMAYNE OF FIRST NIGHTER. 2. MARY EASTMAN OF SATURDAY NIGHT SERENADE. 3. CARL HOFF'S YOUR HIT PARADE. 4. CAST OF HER HONOR, NANCY JAMES. 5. MAJOR BOWES HOUR. 6. WE, THE PEOPLE. 7. GRAND CENTRAL STATION. 8. "CLARA POTTS" OF SCATTER-GOOD BAINES. 9. REHEARSAL OF EDWARD G. ROBINSON'S BIG TOWN.

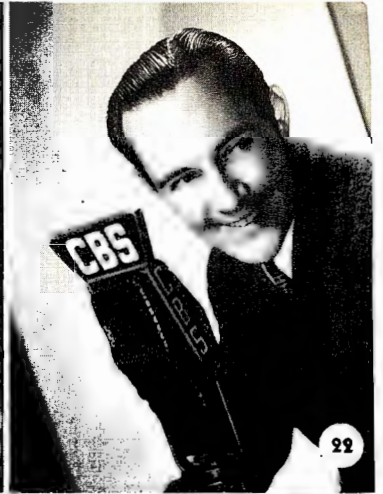




Columbia Stars Heard On WHEC

10. ALICE FROST OF BIG SISTER. 11. BEN BERNIE AND "HAPPY BOY". 12. PHIL BAKER, "BOTTLE", HARRY VON ZELL AND JOHNNY PINEAPPLE. 13. ASK-IT-BASKET JIM McWILLIAMS. 14. GANG BUSTERS. 15. ARLINE BLACKBURN AS PRETTY KITTY KELLY. 16. JOE E. BROWN. 17. "I WANT A DIVORCE" REHEARSAL. 18. THE STAR THEATRE. 19. AGNES MOOREHEAD OF CAVALCADE OF AMERICA.





Columbia Stars Heard On WHEC

20. KAY THOMPSON OF TUNE-UP TIME. 21. GEORGE MURPHY AND JOHN CONTE OF SCREEN GUILD SHOW. 22. JIMMY FIDLER. 23. HILDEGARD OF "99 MEN AND A GIRL". 24. "FRONT PAGE NEWS" IN JOHNNY PRESENTS. 25. BENNY GOODMAN. 26. EDDIE GUEST OF "IT CAN BE DONE". 27. BERT PARKS AND EDDIE CANTOR. 28. MYRT AND MARGE. 29. PAUL WHITEMAN. 30. "CHICHI CONRAD" OF LIFE CAN BE BEAUTIFUL.





Columbia Stars Heard On WHEC

31. THE GOLDBERGS. 32. ORSON WELLES. 33. VIRGINIA CLARK OF THE ROMANCE OF HELEN TRENT. 34. HELEN MENKEN OF SECOND HUSBAND. 35. CAST OF OUR GAL SUNDAY. 36. TOM HOWARD, GEORGE SHELTON OF MODEL MINSTRELS. 37. BESS JOHNSON OF HILLTOP HOUSE. 38. KATE SMITH. 39. LUM AND ABNER. 40. CONTESTANTS IN GATEWAY TO HOLLYWOOD.

