

The Service of TRUTH In the Spoken and Printed Word

THE APPEAL of radio for its hundreds of thousands of listeners has been progressively augmented by its astonishing capacity for presenting news as it happens. In gathering news, the radio has made news by improving and extending its "eye-witness" technique.

Yet now, the world events of each passing day mount into a crushing accumulation that strains the facilities and skill of all media for disseminating news. Somewhere in the welter is truth—often difficult to perceive, even more difficult to grasp, still more difficult to pass on.

A child in terms of years, the radio has become a giant in terms of service to the public. Conscious of its obligations to foster adherence to truth in the transmission of news, WHAM is proud to salute the Catholic Courier as a champion of truth in its own field. Representing the centuries-old Church, the Catholic Courier on its 50th Anniversary is a veteran in the battle against subversive forces of propaganda, misrepresentation, and error.

It has been the happy privilege of WHAM to cooperate with the Catholic Courier, and the Church which it represents, in conveying by the spoken word through radio channels news and information which have been a worthy supplement to the dignity and importance of the printed word as represented by the official newspaper of the Rochester Diocese—the Catholic Courier.

Station
WHAM

WATTS

Two Organizations Built on SERVICE

50 Years of Service
for the Catholic Courier

107 Years of Service
for Edwards

Good service is the axis around which a successful organization revolves.

¶ We at Edwards, this month, celebrated 107 years of service. . . . Service with a capital S. . . . A service that stands for satisfaction and right selling. . . . A service that is polite, pleasant, helpful and quick at all times.

¶ The test of real service is measured by how often the customer comes back to make another purchase. Records at Edwards show that good service plus good quality has added many friends to an ever-increasing chain of satisfied patrons. As a result of this efficient service we have enjoyed the patronage of Catholics and Catholic Institutions for many years.

¶ We take this opportunity to congratulate the Catholic Courier on its Golden Anniversary . . . celebrating 50 years of dependable service to this community.

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POPULAR PRICED STORE

Edwards

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Central Trust Personal Loan

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Anyone regularly employed and a "good credit risk" is eligible. Loans may range from \$100 to \$1500. And they are a help indeed in time of need.

FOR EXAMPLE: G. W. T., assistant foreman, after a siege of illness, owed \$200. He borrowed the money on a Central Trust Personal Loan. Now his creditors are happy and he isn't worrying. For repayment of his \$216 note (after deduction for interest and insurance, to cancel the obligation in case of death, he received \$201.93 cash) is being budgeted in twelve easily met payments of \$18.00.

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