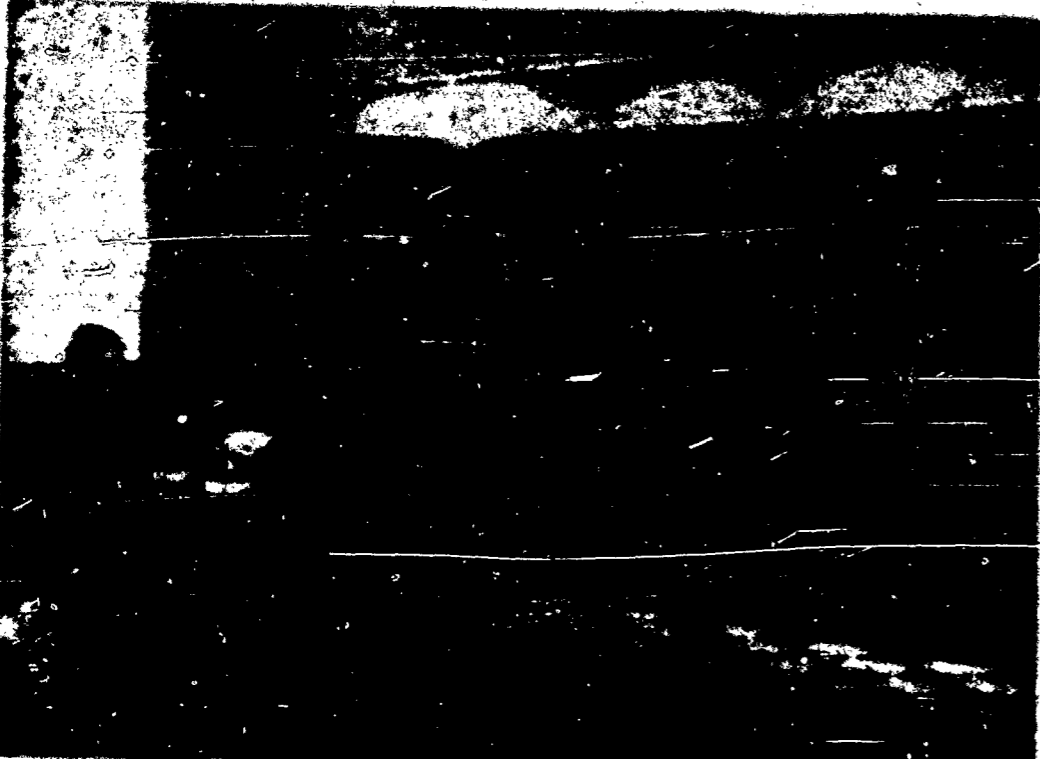


### Corner of WHEC Seldom Seen



Part of the thoroughly modern transmitter station of Station WHEC is shown above. Few people realize what a tremendous amount of technical equipment and scientific skill lie "behind the scenes" in modern radio broadcasting. WHEC is this week celebrating the 25th anniversary of broadcasting.

### Marks 25th Year Of Broadcasting

Twenty-five years ago this week, the first chapter in the story of actual broadcasting was written when station KDKA

(Pittsburgh) sent out over the air the election results and the news that Harding had defeated Cox in the campaign for the Presidency of the United States.

Four years later, while broadcasting was still in its early infancy, Rochester's WHEC was born as an outgrowth of Rochester's pioneering station WHQ. This week, as the entire nation takes cognizance of broadcasting's silver anniversary, many Western New Yorkers will pause to reflect upon the hardy progress of WHEC whose ethereal voice has held the attention of the people of this area for more than a fifth of a century.

WHQ, the forerunner of WHEC, was one of only 30 broadcasting stations in the whole United States when it started a series of sporadic broadcasts from the old Times-Union Building in Exchange Street back in 1922.

On Jan. 1, 1925, Lawrence G. Hickson — who had visualized the great future of the air as early as 1908 — installed a "studio" in the rear of the Hickson Electric Company in Rochester's South Avenue, and for the first time the call letters "WHEC" went on the air.

Today, with a staff of 25 employees functioning in twelve departments, and a group of potential listeners estimated at 750,000, WHEC maintains an 18-hour-per-day schedule, offering programs of every variety, ranging from the highly intellectual to the purely entertaining.

### Family Supper Set At Corpus Christi

A Family Roast Beef Supper sponsored by the Rosary Society of Corpus Christi Church will be served in the church hall from 5:30 to 7:30 Thursday, Nov. 15. Tickets are seventy-five cents for adults, fifty cents for children.

Reservations should be in to Mrs. James Pollock (Cul. 2519-W) or Mrs. John Kost (Cul. 5637-R) by Tuesday night. Friends of the parish are invited. Headed by Mrs. James Pollock, the following committee is in charge:

- Mrs. J. Carron, Mrs. M. Contron, Mrs. E. Brown, Mrs. W. Farley, Mrs. L. Finks, Mrs. L. Fleming, Mrs. M. Feat, Mrs. J. Callivan, Miss M. Gilmurry, Mrs. O. Heier, Mrs. A. Henry, Mrs. J. Hogan, Miss H. Hone, Mrs. N. Kehoe, Miss E. Kerwin, Miss B. Klem, Mrs. J. Kost, Mrs. J. La-Mark, Miss M. Kelly, Mrs. L. Mayer, Mrs. W. Mastyn, Mrs. J. Morris, Mrs. J. Mitty, Mrs. F. Neldert, Miss N. McCarthy, Miss Sara McHugh, Mrs. R. McGinn, Mrs. E. O'Brien, Mrs. W. O'Keefe, Mrs. J. O'Hara, Mrs. P. Rector, Mrs. J. Slack, Mrs. F. Schroedel,

Miss I. Schroedel, Mrs. E. Tallie, Mrs. O. Tewel, Mrs. E. Bismar, Mrs. G. Bjoklavak, and Mrs. E. Vecell.

Committee members are requested to report in the church hall on Wednesday night at 7:30. Workers are also needed all day Thursday from 9 a. m. on.

### Harvest Fete Slated At Good Counsel Hall

Annual harvest festival of Our Lady of Good Counsel parish will take place Saturday, Nov. 17 at 8 p. m. in the school hall. A Program of amusements and attractions has been prepared for parishioners and friends.

Headed by Jack Urquhart, general chairman and Herm Schaefer, co-chairman, the following committee will complete arrangements: El Fies, Frank Riedman, John Burns, George Powers, John Leaby, Harold McGrath, Art Mayer, Sam Chamra, Franklin Carroll, Emer Reed, Vince Elman and Bill Kraft.

### Recollection Day Set at St. Andrew's

A Day of Recollection for members of the Legion of Mary will be held at St. Andrew's Church, Portland Avenue, Sunday, November 18, according to the announcement of the Rt. Rev. Msgr. George V. Burns, diocesan director of the Legion.

Exercises and conferences will be in charge of the Rev. Francis Larkin, S.S.C.C., and the first conference will begin at 11 A. M.

Miss Odilla Pynch, Legion secretary, stated this week that reservations for the dinner which will be served those attending the exercises must be made by November 15. Reservations can be made by calling Mrs. Herbert Nohe at Stone 5562J or Miss Pynch at Glenwood 4686-R.

Legion officials have extended an invitation to active members, auxiliaries and their friends to participate in the Day of Recollection.

### Villa Auxillary to Meet

A meeting of the Ladies Auxillary of St. Joseph's Villa will be held Tuesday, Nov. 13, at 2 p. m. Mrs. J. Ohnmacht is chairman assisted by Mrs. Homer Norton, Mrs. William H. O'Brien, Mrs. Mary E. O'Brien and Mrs. Charles O'Hara.

Atomic Energy For Peace London — (INS) — King George VI on the atomic bomb: "We must all pray that wisdom may be found, ere it is too late."

ensuring that the new knowledge recently gained will be used solely for the promotion of peace and the raising of standards of life everywhere."

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Broadcasting Silver Anniversary

# WHEC's 21st YEAR Of Service To This Community!

### THERE'VE BEEN SOME CHANGES!

On January 1, 1925, a small number of radio listeners — ear-phones clamped to head, or, perhaps, ears tucked toward early horn-type loudspeakers — heard for the first time the new-famous call-letters "WHEC" — and they were amazed that was to grow in volume and portent as the years went by — Today, the voice of WHEC echoes in thousands of homes throughout the Western New York area — entertaining, stimulating, selling — serving it is the voice of the PEOPLE, dedicated to the public good — now, and always!

1925	NOW
3 employees.....	22 employees
2 departments.....	12 departments
500 potential listeners.....	750,000 potential listeners
3 sponsored programs weekly.....	51 sponsored programs weekly
5 daily programs.....	51 daily programs
9 hours on the air per day.....	18 hours on the air per day
No network programs.....	234 CBS programs per week

1460 ON YOUR DIAL

The BIGGEST Show in Town