

**Souvenir Booklet  
of the  
Formal Opening  
of the  
New Studios**

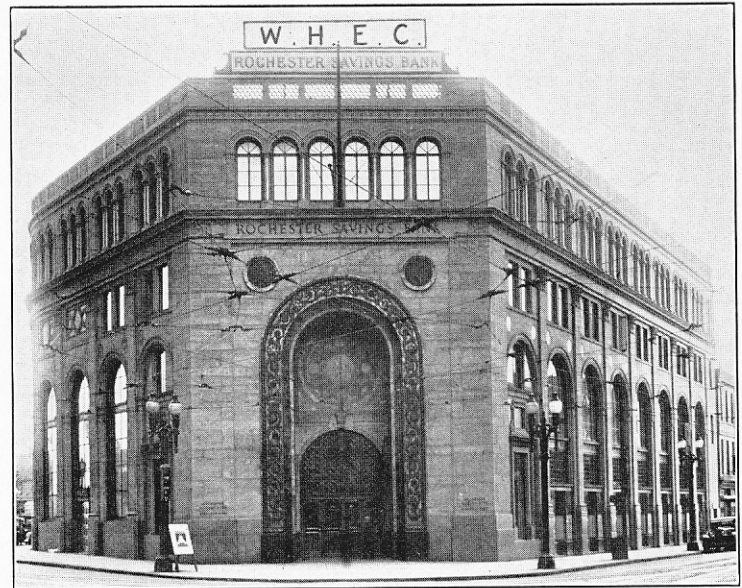
**MAY 26 - 27 - 28 - 29**

1929

**WHEC**

*Rochester's Pioneer*

*Broadcasting Station*



HOME OF WHEC  
40 FRANKLIN STREET

*What it Means*

*to Your Business*



## LAWRENCE C. HICKSON



NOT all students see their hobby develop into a worthwhile organization, but Lawrence G. Hickson proves an exception to the rule.

His interest in wireless telegraphy started while he was a student in the Mechanics Institute. At that time he erected in his home on the Ridge Road, Irondequoit, one of the largest amateur wireless telegraph stations in this part of the state.

During the World War the United States Government ordered all the amateur stations dismantled, but soon after fighting ceased Mr. Hickson started again experimenting with the radio telephone. In 1920 he purchased the first wireless telephone apparatus in Rochester. Two other people followed suit, and soon the trio was conducting a three cornered wireless telephone communication.

In 1921 he purchased a 100 Watt De Forest Set and began broadcasting programs three nights a week. Later Frank E. Gannett, owner of the Rochester *Times-Union* proposed transferring the apparatus to the roof of the old *Times-Union* Building at 24 Exchange Street. Together a license was obtained and what was then known as WHQ began sending out its messages to the people of Rochester and vicinity.

It was through Mr. Hickson's interest that WABO was installed and operated from the Lake Avenue Baptist Church making it possible to broadcast the church services.

In January 1, 1925, Mr. Hickson built another station and installed it in the rear of his store, 36 South Avenue. Occasional programs were broadcast from a studio in Hotel Seneca. This was the beginning of WHEC.



LAWRENCE G. HICKSON, *Owner and Founder*

## The TALE UNFOLDS



Remember the days when we wore ear-flattening head phones and pushed a "cat whisker" around on a piece of crystal for something in the air? Then, do you remember, men began inventing things—and suddenly, in not much more than a year's time, the radio wave changed from a squeaking, nerve-racking trouble maker into a well-behaved fellow waiting only for a twist of the dial to entertain you?

Just about the time the big radio boom hit this city, Station WHEC leased a studio on the mezzanine floor of the Seneca Hotel and set out to entertain Rochester over the air. Some days as many as five programs were broadcast, quite a contrast to the thirty regular features we now send out daily. However, it was a grand improvement over the pioneer days back in 1922 when WHQ, forerunner of WHEC, gave infrequent programs from the station towers atop the old *Times-Union* Building at 24 Exchange Street. While we don't boast about the quality of our reception at the time, we do feel proud of the fact that WHQ was one of thirty broadcasting stations in the entire United States.

Delving deep into radio history we find that Lawrence G. Hickson, president of the Hickson Electric Company, which owns and operates this station, began as far back as 1908 to visualize the great future of the air.

But to get back to the phenomenal rise of WHEC from an obscure and occasional broadcasting establishment less than two years ago to one of the finest appointed radio institutions in the country, it might be interesting to know how it was accomplished.

On March 1, 1928, a man from Boston, Mass., took up his duties as station manager in a back room of the Hickson Electric Company Store at 36 South Avenue. He had at his disposal one stenographer, who also acted as telephone girl, private secretary and office boy. He worked with one announcer and one engineer.

Today this same man presides over an institution which has grown from a single office and a personnel of three people to seven busy offices, two studios and a staff of thirty employes located in the most elaborate building of its kind in Rochester, the Rochester Savings Bank Building at 40 Franklin Street. That man is Stanley S. Burden, our General Manager.

How did he accomplish this great progress in so short a time? The answer is this—from the beginning he sensed two forces active in the field; first, the immense opportunity radio was offering listeners in the way of pleasing entertainment, and second, the desires of the radio listeners in and around Rochester.

It was determined from the beginning to give entertainment. Radio, he decided, should serve a similar purpose to the stage, and the moving picture. Listeners found that it was pleasant to be entertained over the air. Listeners began to make suggestions as to how they like to be entertained. Those suggestions were *carried out*.

Early in March, 1928, somebody came to the station and asked why it wouldn't be agreeable to broadcast a program on household hints. It was agreeable and Household Hints, as a regular Station feature, was begun immediately. Then came the idea of a program to be given for Children and at once Aunt Mabel began telling stories over the air to boys and girls for many miles around. We all know how successful the Children's Hour has become.

Following suggestions of interested parties the policy of all-day broadcasting was instituted in June, 1928. At the same time began the broadcast of setting-up exercises.

Of course those of us who are baseball fans well remember the announcement which came over the air to the effect that Station WHEC had succeeded in obtaining permission to broadcast the Red Wing ball games direct from the now extinct Bay Street ball park. Ball game broadcasts are now more or less taken for granted, and it is well that they should be, but we don't want you to lose sight of the fact that the Station had a difficult task on its hands in convincing the powers that be that our listeners wanted the ball games over the air. We do not forget the splendid co-operation of listeners who helped us to make the ball game broadcasts a reality.

Another fine example of public co-operation occurred when 50,000 of our listeners petitioned the Federal Radio Commission in the fall of 1928 when that body was reducing the time and power of stations all over the United States on its successful campaign to put the air in order. The 50,000 petitions not only turned the tide in favor of WHEC and were instrumental in obtaining a power increase of 250 Watts during night broadcasts, but made us realize more than ever before that our listeners had taken a cordial interest in us. That of course set us working harder than ever to deserve their interest.

Soon the little back room in the Hickson Electric Company Store was a thing of the past and Station offices, and broadcasting equipment were working full time on the top floor of the Terminal Building at Fitzhugh and Broad Streets. Our engineer found that the roof of the Terminal Building was as good a site as anywhere in the city for station towers and antennae, so when our continued growth forced us to look for more spacious quarters we moved out our offices leaving the transmitter and towers in their original locations.

The early part of May, this year, found us in the beautiful new Rochester Savings Bank Building at 40 Franklin Street. Fortune had indeed been kind. Our studios are considered to be as scientifically constructed and as appropriate as any in the country. Our offices, and there are seven of them, are athrob with busy employees caught by the spirit of radio. Everything is new in our new home.

Our control room apparatus is the most modern obtainable. The studio appointments, such as insulated, sound-proof walls, double sound-proof doors, padded ceilings, heavily carpeted floors, drapes and curtains, are in accord with the latest theory of studio construction.

We are proud to say that we have the best to give the best. The following table of comparisons illustrates how rapidly Station WHEC has grown by *following the suggestions of its listeners* and attempting to show them that WHEC is a station which holds as its first rule, consideration for public interest.

The list under "Then" shows the condition of the station when Mr. Burden became manager fifteen months ago. The list under "Now" shows what has been accomplished.

THEN	NOW
3 employees . . . . .	30 employees
2 departments . . . . .	10 departments
5,000 potential listeners . . . . .	750,000 potential listeners
3 program contributors . . . . .	700 program contributors
5 daily programs . . . . .	30 daily programs
3 hours on the air per day . . . . .	14 hours on the air per day

Station WHEC has associated with the Columbia Broadcasting System and broadcasts 7 programs a week.





STANLEY S. BURDEN, *General Manager*

## *Meet . . MR. BURDEN*



THE morale of an organization is measured by its leader. When we pause to consider the propelling force behind Station WHEC we find a man of unusual capabilities. Taking over the General Managership of the station in March 1928, Stanley S. Burden has increased the number of employees from three to the present number of thirty. Through his efforts in Washington WHEC was able to maintain its license for 500 Watts during the day, and raised it from 250 to 500 Watts for night broadcasting.

Always on meeting Mr. Burden you will find him of the same even temperament. This salient characteristic has endowed him with the title of the "Smiling Manager."

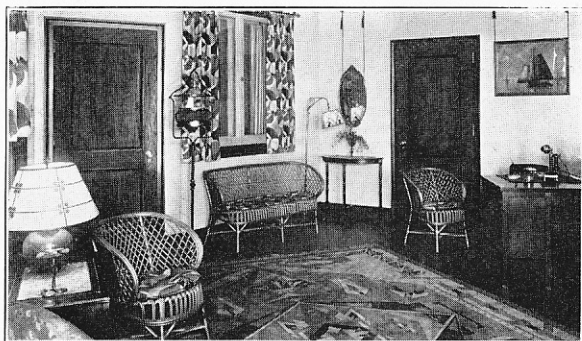
After several visits to New York City Mr. Burden announced the tie-up with WHEC and the Columbia Broadcasting System. This affords radio fans the privilege of listening in from our station to the fine programs for which Columbia is noted.

WHEC is now on the air from 7 in the morning until late in the evening. Its schedule is more than 90 hours per week. Although the official broadcasting radius of WHEC is 50 miles and although it is in this area where are the buying possibilities for your product, it has been heard by a sailor on the Steamship Vacuum off the Virginia Coast, by a lady in Maryland who regularly takes the setting-up exercises, by a listener in Port Henry, Northern Canada, parts of Alabama, Omaha Nebraska, Boston, Portland Maine, and other outlying communities.

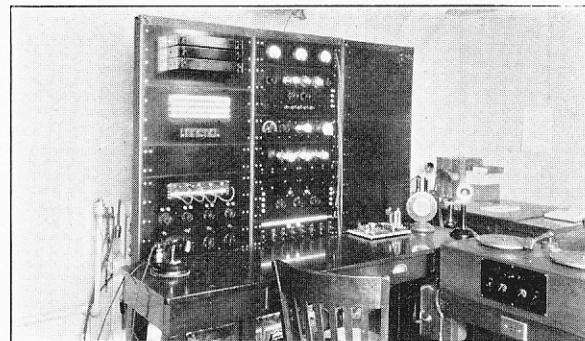
### HERE ARE A FEW FIGURES SHOWING THE POTENTIAL BUYING POWER WITHIN THE 50 MILE RADIUS

Population of this area is approximately 750,000 people. 14,000 babies are born annually in this territory. Including doctors'





Reception Room



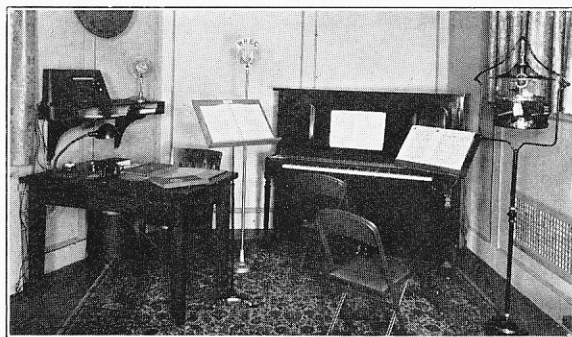
Corner of Control Room

*Scenes*

*In  
The*



*Studios  
of  
WHEC*



Club Studio

*Personnel*



Concert Studio



fees, equipment, drugs, groceries, furniture and dry goods it is estimated that these 14,000 babies cause an expenditure of \$1,400,000.00 yearly.

There are about 187,500 dwelling places. Allowing 4 people to a family it is figured that \$1,262,500,000 is spent for foodstuffs, which takes in bread, cereals, butter, eggs, canned goods and meats.

These 750,000 people wear clothes. It is claimed that a man will spend about \$200 a year on his wardrobe, covering everything and that a woman will spend \$300.00; so we have an average of \$250.00 a year for our population or a total of \$187,500,000 for clothing. Cut this figure down, if you like, to any point you want to and you are still faced by a perfectly enormous sum.

Then there is the furnishing of a home—for beds and bedding, and pillows and rugs, and carpets, and stoves, and ranges, and furniture. Surely you will agree that \$100.00 a year is little enough to allow for this, for you can think of many instances where much more than that is spent annually. But it will suffice—Seventy-five million dollars.

As yet we haven't considered automobiles and radios, which carefully calculated would approximate an expenditure of \$50,000,000 for automobiles, and \$2,912,500.00 for radios. This is without a thought for life insurance, fire insurance, movies, parties, ice cream, books, magazines, newspapers, watches, jewelry, kitchenware and the like.

You can encourage the instinctive turning to your product—if you can once get into the home.

If you could visit each home yourself, and tell your story of the real services and values in your place of business, could you not bring a great deal of this business to yourself?

WHEC'S "Smiling Manager," Stanley S. Burden will be very glad to discuss your sales problems with you.



## PERSONNEL



GUNNAR O. WIIG, *Program Director*

Bred in the land of the Midnight Sun, educated amidst New England Culture, matriculating in the city where "Quality Predominates," this is the background of Gunnar O. Wiig, Program Director.

The early part of his career was devoted to Y.M.C.A. work in Amsterdam, New York. Here he was able to develop his inter-

est in athletics, giving special attention to the younger boys.

From Amsterdam he went to Madison, Wisconsin, where he assumed the responsibility of the Associate Boys Work Secretary. Later he accepted the offer of the Boys Work Directorship at the Y.M.C.A. of Alton, Illinois.

In April, 1928, he returned to Rochester after spending some time in Louisville, Kentucky and worked as Continuity and Publicity writer for WHEC. Since that time he has become Program Director and it is his voice which gives you the very vivid description of the proceedings of the Red Wings achievements.



When you hear "Our Staff Tenor will now sing"—it is none other than Rochester's distinguished radio singer. For Nicholas Pagliara holds the distinction of being the first Rochesterian to sing over the radio.

His early musical training was in the music loving land of Sulmona, Province of Quila, Italy. He studied for some time under the tutorship of Professor Giordano.

After coming to the United States he did concert and stage work with the eminent pianist, Wamith, in the Keith Vaudeville circuit.

At the present time Mr. Pagliara directs a staff of 35 musicians, among whom are Joseph Marthage, harpist who traveled around the world with Sousa's Band, Gerald Sullivan, Xylophonist, formerly with the Lucky Strike Orchestra of the National Broadcasting System, Herbert Zahn, formerly of the New Palm Beach Hotel, Palm Beach, Florida, and Gilbert Owen, one of Rochester's outstanding concert violinists. The program which is to be given May 31st, and which you will find listed on the back pages of this booklet was arranged and directed by Mr. Pagliara.



NICHOLAS PAGLIARA, *Musical Director*



## PERSONNEL—Continued

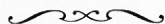


"AUNT MABEL"

Perhaps no other person is so familiar to such a large group of enthusiastic listeners as is "Aunt Mabel."

She is responsible for the increased interest in the Children's Hour. It has been estimated that she and her little group of entertainers have an audience of approximately 35,000 listeners.

It was chiefly through her efforts that the various schools, Sunday School organizations, Churches have participated in her programs. If you heard these past winter months the Spelling Bee in which over 500 children demonstrated their ability to spell, then you have just a little idea of what this hour is doing for the children of Rochester. In a course of one year "Aunt Mabel" has received more than 10,000 letters from interested radio fans.

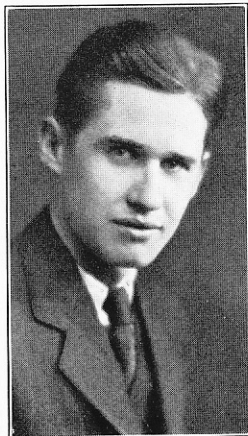


The man who is responsible for the transmission of WHEC'S program, who makes it possible for you to receive them into your homes, is Maurice H. Clark, Technical Supervisor. He is the man who assumes the task of supervising the operation of the complicated mechanism of our broadcasting apparatus.

Since 1914 Mr. Clark has progressed with the advances made in the field of radio broadcasting. He was the operator of Station WABO and has been with WHEC since 1922.

The construction and installing of WHEC's transmitter and studio apparatus in their new quarters was under his personal direction.

Mr. Clark is an Associate Member of the Institute of Radio Engineers and also a member of the Board of Directors of the Rochester Chapter.



MAURICE H. CLARK  
*Technical Supervisor*

## PERSONNEL—Continued



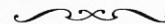
ELIZABETH EVELYN MOORE

The background of Elizabeth Evelyn Moore began in the newspaper field on the New York Times and the Sun. Later she did musical criticisms for a Poughkeepsie paper.

About that time she took a course in Homemaking under Ina Rome, well known home economics expert. With the knowledge she gained and the experiences she gleaned in the newspaper work, she was specially fitted for her next position, writing articles for Hearst papers on Mexican cooking while on the Mexican border.

Elizabeth Evelyn Moore is also an accomplished author, having written 87 concert songs and eight short stories, and published 50 poems. She is the winner of two National Poetry prizes which appeared in Braithwaite. She is also a member of the American Society Authors and Composers.

Early in her career she appeared in the William Brady Production which played on Broadway, and with the Vassar Community Theatre.



For almost 19 years Aylesworth B. Bell occupied the pulpit of a Congregational church. Believing that the radio afforded a great educational and entertaining medium, he associated himself with WHEC.

The personality of the station is expressed through the voice of the announcer. Through his ability he is able to maintain the interest of his unseen audience and they in turn summon the scintillating picture of the next offering through his expressions over the "mike."

Mr. Bell's experience takes him to several stations in the middle west where he served before coming to Rochester.



AYLESWORTH B. BELL  
*Announcer*



# Formal Opening Program

MAY 31, 1929

Arranged and Directed by NICHOLAS PAGLIARA



Announcer—GUNNAR O. WIIG

America—WHEC Ensemble

- Speakers—
1. STANLEY S. BURDEN
  2. MR. S. W. EDWARDS, U. S. Supervisor of Radio, Detroit, Mich.
  3. MR. M. W. GRINNELL, 518 Post Office Bldg., Buffalo, N. Y.
  4. MR. W. D. L. STARBUCK, Federal Radio Com., Washington, D. C.
  5. MR. STEPHEN B. STORY, City Manager, Rochester, N. Y.
  6. MAYOR JOSEPH C. WILSON, City Hall, Rochester, N. Y.
  7. DR. MEYER JACOBSTEIN, Rochester, N. Y.
  8. MR. L. W. LOWMAN, Columbia Broadcasting System, New York, N. Y.
  9. MR. A. B. CHAMBERLAIN, Station WHAM, Rochester, N. Y.
  10. MR. FREDERICK S. MILLER, Pres. C. of C., Rochester, N. Y.
  11. MR. HARRY J. BAREHAM, 366 Main St. E., Rochester, N. Y.
  12. MR. CHAS. E. TURTON, 40 Franklin St., Rochester, N. Y.
  13. MR. AL SIGL, *Rochester Times-Union*, Rochester, N. Y.
  14. MR. CHARLES COLE, *Democrat & Chronicle*, Rochester, N. Y.
  15. MR. BARTLEY BROWN, *Rochester Journal-American*, Rochester, N. Y.
  16. MR. CHARLES HOHMAN, Pres. Rochester Radio Trades, Rochester, N. Y.

"KING RADIO" OF THE "ISLE OF REMOTE CONTROL"

This feature in brief will comprise a pot-pourri of impossibilities.

Cast of Characters in order of their appearance:

Flukey—Secretary to the King	JACK HOLT
Slave to the King	GEORGE DRISCOLL
King's Subjects	ENTIRE COMPANY
King Radio	NICHOLAS PAGLIARA
Fair and Warmer—Slaves to the King	LOUISE DAVIS and MADELINE WOODWARD
The Queen	FLORENCE ZAHN
Oriental Lassie in Distress	MARGARET CODD
Crown Quince	KENNETH THOMAS
Gypsies—	
Gypsy Chief	AYLESWORTH BELL

## MUSICAL NUMBERS

1. Salome
2. King for a Day
3. Fair and Warmer:
  - A. Honey
  - B. Are You Coming Up Tonight
4. L'Amour Toujours L'Amour
5. Oriental Lassie Song:
  - Giannina Mia—from "Firefly"
6. O, What a Night to Love  
Sung by Flukey and Chorus
7. Crown Quince numbers:
  1. Song—She Didn't Go In for Bathing
  2. Recitation—"De Frogg, a Short-Lifed Enimal Bist.
8. Gypsy Love Song—Gypsies

# Formal Opening Program



## OUT OF THE RADIO

1. Concert Ensemble
  - (a) Merry Wives of Windsor Overture  
*O. Nicolai*
  - (b) Valse Bleuette  
*Drigo*
  - (c) G Minor Prelude  
*Rachmaninoff*
2. Soprano—MARGARET CODD with JAMES QUILLIAN, *Accompanist*
  - (a) Under Greenwood Tree  
*Buzzi Peccia*
  - (b) To One Unknown  
*Ole Speaks*
3. Duo Piano  
HERBERT ZAHN and BOB HEMING
  - (a) Ragmuffin Doll
  - (b) Southern Sketch
4. Harp Solo—JOSEPH MARTHAGE
  - (a) Annie Laurie
5. Symphonic Band
  - (a) Weary River
  - (b) Marie
  - (c) Lucia

6. WHEC Players—

"The Dweller in the Darkness"

A play of the Unknown in one act.

## CAST OF CHARACTERS

Mrs. Vyner	MABEL E. THOMAS
Phyllis Vyner	ELIZABETH E. MOORE
Henry	G. O. WIIG
Mr. Mortimer	KENNETH THOMAS
Mr. Vyner	GEORGE DRISCOLL
Professor Urquhart	AYLESWORTH BELL

7. "Down Memory Lane" with WHEC Old Timers
  - (a) Melody in F  
*Rubenstein*
  - (b) The Rosary  
*Nevin*
8. Bass Soloist—DAVID HOWELL
  - (a) When the Ebb Tide Flows  
*Gordon*
  - (b) The Linden Tree  
*Schubert*
9. GILBERT OWEN, Violinist
  - (a) Meditation from Thais  
*Massenet*
  - (b) Schoen Rosmarin  
*Kreisler*
10. Xylophone Solo—GERALD SULLIVAN
  - (a) Sparks  
*Hayden*
11. "Improvisations"—A Rhapsody for Piano and Orchestra—composition of Lee Sims and played by HERBERT ZAHN
12. Tenor Solos—NICHOLAS PAGLIARA
  - (a) Bird Songs at Eventide  
*Eric Coates*
  - (b) Rose of My Heart  
*Herman Lohr*  
with Ensemble accompaniment
13. Symphonic Ensemble
  - (a) Liebesfreud  
*Kreisler*
  - (b) Blue Danube Waltz  
*Strauss*
  - (c) Dance of the Hours  
*Ponchielli*
14. The King is Crowned  
Finale by the entire company.



*Excerpts from letters from some  
of our customers*



“—we have traced more sales through our radio advertising than through any other medium.”

*(Signed)* GEORGE W. HENNER  
Oldsmobile and Viking Motor Cars  
28-30 South Union Street

“We used your service on two different occasions—and we are very much pleased indeed with the manner in which you put our program on the air. We believe that from an advertising standpoint it was effective.”

*(Signed)* SID WHITING,  
Advertising Manager  
C. L. Whiting, Incorporated,  
Buick Distributors,  
Rochester, N. Y.

—“we have never used any form of advertising which has produced such immediate and satisfactory returns.”

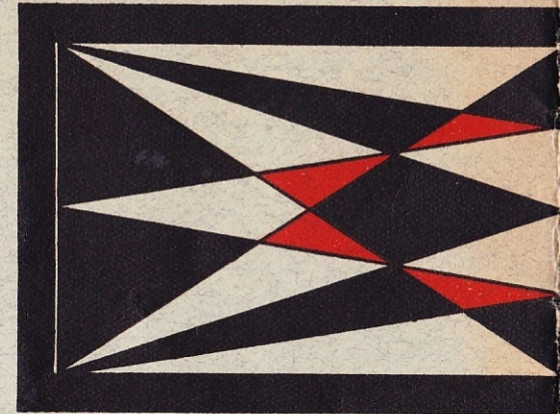
*(Signed)* S. D. BURRITT  
The House of a Thousand Watches  
53 Clinton Ave. S.

ARE WE BUSY?

“On July 22nd between 9 and 10 P.M. we kept a busy record for all calls to your group of numbers in the Stone Exchange. The total amount of “busies” reported during that hour was 2155.”

*(Signed)* C. G. VICKERY  
Traffic Superintendent,  
Rochester Telephone Corp.

CHARLES G. LYMAN, INC.  
20 CORTLAND ST., ROCHESTER



**The All-Day Broadcasting  
Station**



**HICKSON ELECTRIC CO.**

*Rochester Savings Bank Building*

**Rochester**

**New York**