Dear Listeners:

Since 1937 the WHAM staff has devoted itself to providing information and entertainment to all people of Rochester, New York, and surrounding areas. We strive to bring you programs that reflect the local tastes and interests of our listeners. Our goal is to make WHAM a part of your daily life.

We are proud of our facilities, which have been expanded to meet the needs of our growing audience. Our loyal listeners have helped us become one of the most popular stations in the Rochester area.

It has been our policy to serve public interests at all times and we have always treated our advertisers with respect. We believe in fair dealing and reputable organizations.

Our programs are broadcast on a liberal service to all creeds, races, and nationalities.

Since Pearl Harbor, we have placed full emphasis on assisting the War Purchasing and Production Departments, and in doing so, we have maintained the best possible service.

Please stay tuned to 1120 and enjoy the WHAM experience.

Yours sincerely,

William Fay
Vice President
In Charge of Broadcasting

John H. Lee
General Manager
Behind our war effort is a vast organization known as "Our Government". This government is composed of many federal agencies and officials reflecting the policies of the President and Congress. These various agencies and individuals have important missions to accomplish which require widespread understanding and cooperation.

In a Democracy - even at war - there is a limit to the effectiveness of regulations. In most instances, public acceptance must be secured. To reach our large population of 130,000,000, no medium is more effective than radio.

And radio, alert to its vital role in this part of the war effort, is generously contributing its facilities, its time, and its trained personnel to serve the government and our people.

**HOW RADIO HELPS**

The Record:

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Each local area can add scores of items to this imposing list.
Orders from headquarters by radio as troops leave bivouac area.

Marine uses portable radio in landing operation.

Sergeant in foreground is tank crew member plotting attack on basis of information radioed from outpost.

Report on enemy aircraft is radioed to concealed artillery at rear.

Portable Army radio outfit operates on maneuvers. Note hand generator.

Reporting by radio from concealed command car. Note transmitter key on radio operator's thigh.
OUR fighting forces throughout the world are linked to Command Headquarters in Washington by a vast network of military communication. Messages are necessarily sent in code -- for in them are the secrets of our future military operations. Our system of radio stations in the United States has been a reservoir which provided our Army and Navy with thousands of skilled specialists who now maintain our important lines of military radio communication. Meanwhile, the services are training thousands of additional men for radio duty on land, on the sea, and in the air. Today, radio is the nerve system of our military might. Crackling messages over the airways will carry the signal of the last great offensive and the first news of the final defeat of our enemies.

The Watch Below! Firemen report burner control readings.

In the operational radio control of a Naval Air Station.

Navy radio operators help to guard the sea lanes.

Some of the delicate radio equipment in a Navy radio room.

Radioman receiving message on U. S. Battleship.
Radio in the Air

Every one a radio operator.

Duty officer checking flight board after flight.

Radio operator on Navy patrol blimp on anti-submarine duty.

Coast patrol radio man keeps tabs on weather and directs surface ships to scene of disasters; keeps wary eye for enemy aircraft signals.

Radio operator on Navy bomber.

“Blind flying” by radio in ground school trainer.
School dismissed. The "desks" in a radio classroom.

Aviation cadets and student officers attend "buzzer" class.

Another class explores intricacies of radio code.

Flight instructor corrects students' errors after formation flying.

Recruits receive instructions at Signal Corps Training school.

Diagram on wall aids Army Radio instruction.
Here's the famous walkie-talkie...
"Talk as you walk".

Above: In landing operation, soldier reports back to ship.

Left: Lone sailor communicates from beach.

Lower left: The Marines have landed! "Nuf said.

Walkie Talkie on skis going up hill.

Two-way hook-up at message center.
1. General View Field Transmitter, Power Unit and Antenna.

2. Battery of code keys at message center.


4. Close-up of Army Field transmitter.

AMERICAN WOMEN IN UNIFORM

The figures presented on this page show American women in the uniforms authorized for their various types of war work. Never before in the history of the country have women played such important parts on the war front and the home front and enlisted in such numbers as today. This wholesale volunteering for war work releases large numbers of men for the actual business of fighting.

Member of the WAC--Woman's Army Corps.

Member of Women's Auxiliary Ferrying Squadron (WAFS)

Member of American Women's Voluntary Services.

Member of the WAVES--Women's Reserve of the Naval Reserve

Army Nurse

Navy Nurse

Civilian defense worker.

Red Cross Worker

Red Cross Nurse

SPAR Coast Guard Auxiliary

Member of Red Cross Motor Corps.

Member of Red Cross Nurse's Aid Corps.

Marine Women's Uniform

Red Cross Worker

Member of the WAVES--Women's Reserve of the Naval Reserve

Army Nurse

Navy Nurse

Civilian defense worker.

Red Cross Worker

Red Cross Nurse

SPAR Coast Guard Auxiliary

Member of Red Cross Motor Corps.

Member of Red Cross Nurse's Aid Corps.

Marine Women's Uniform

www.americanradiohistory.com
Don't be discouraged by long delays in receiving replies to your letters to men in Uncle Sam's fighting forces. This is a World Wide War. The seas are wide and rough sailing. Regular mail travels in convoys and there are many unpredictable factors that may unavoidably delay the delivery of mail to men overseas. Be patient.

Don't be discouraged by necessary military restrictions. Write often to your servicemen; write long letters, but, remember, your letter may fall into enemy hands. Don't make it valuable reading for them.

The government considers your mail important—every ship that leaves this country carries mail.

The marines receive an assigned unit number and designation which he sends to the postmaster, either at New York or San Francisco, upon safe arrival overseas. The cards are then mailed to designated friends and relatives, who address mail according to the instructions on the cards.

POSTAGE FEES:

REGULAR MAIL: Three cents on letters addressed through an Army Post Office number.

AIR MAIL: Six cents per half ounce, outside United States.

PARCEL POST: Postage charged only from city of mailing to port of despatch in the United States. (Get exact cost from your local post office.)

THE WAR AND NAVY DEPARTMENTS ALWAYS NOTIFY THE NEXT OF KIN IN THE EVENT OF ANY SERIOUS CASUALTIES. IN THE ABSENCE OF ANY SUCH REPORTS, IT IS SAFE TO ASSUME THAT "No News Is Good News."
When they are not too busy learning the methods of warfare, the Army, Navy and Marine Corps can present radio programs with a professional flavor, designed to entertain and inform the folks back home. Hundreds of radio entertainers, musicians, writers, announcers, production men and specialists are in the service, and they welcome the opportunity to resume association with their former civilian pursuits. Meanwhile, radio listeners, they make it possible for friends and relatives to visit camps and training stations, without moving away from the loud-speaker. Through this medium, radio can claim special distinction for building and maintaining our strong morale.
A portable organ, makeshift stage and soldiers entertain during maneuver rest periods.

Sailors compete in a quiz broadcast while band plays in audience.

Microphone catches formal guard march at West Point.

Hawaiian soldier fintime for broadcast.

Trained Army Pubb. Relations officers proved they could operate a radio station they "captured" during a 1941 maneuver.

West Point Band plays for radio in Custom Hall.
Tyrone Power, of screen and radio, is sworn in as a private in the Marine Corps by Maj. Wm. Howard, U.S.M.C.

Wayne Morris, called to active duty with the Naval Aviation Cadet Selection Board, interviews flying cadet applicants.

Becoming an army officer doesn't keep Glenn Miller from being a favorite with autograph seekers.

Clark Gable is now serving with the United States Army Air Forces.

Rudy Vallee, of the Coast Guard, reporting to Lieut. M. A. Sturges.

After his driving chores, Robert Young joins the chow lines and loads up his plate.

This Army Air Corps looks on as Sgt. (honorary) McCarthy greets his friend James Stewart (right). Behind Charley is Edgar Bergen.
WHAM'S TRANSMITTER LOCATED IN VICTOR N. Y.......456 FEET HIGH
ANNOUNCING STAFF

JACK ROSS
BOB HALL
SYL NOVELLI

DEAN HARRIS
Chief Announcer
INEZ QUINN
Secr'y to the V.P.
Reef Reporter

BOB TURNER
HAZEL COWLES
Women's Editor

STEWART WILSON
NORINE CLARK
United Press Correspondent
PROGRAM DEPARTMENT

MUSIC

CHARLES SIVERSON
Program Director

TOM MURRAY
News Chief
Production Director

GENE ZACHER
Musical Director

EUGENE LANE
Production

FRANK SIEBOLD
Librarian

BETTY BOCKLAGE
Program Dept.
IN THE SERVICE OF OUR COUNTRY

LT. MELVIN M. BARTELL
PRIVATE F.C. ROBERT BELLITTERA
LT. HOMER BLISS
RUTH A. BREWER, Y 3/c USN
GORDON KESTER, ENSIGN USNR
CRPL. RAYMOND GONDEK
WALTER M. HARRISON S/C/2 USNR
ALLEN SISSON, AMERICAN RED CROSS
1ST SGT. ANTHONY F. Ciaraldi

THESE ARE THE ONLY PICTURES AVAILABLE OF OUR SERVICE PEOPLE.
ON THE AIR

INEZ QUINN
Does a Recruiting Job for Marines

AL SISON
Interviews Sailors From Sampson

"MISSION ACCOMPLISHED"
From Samson, N.Y.

"MUSICAL PICTURES"
From Kilbourn Hall

The BAUSCH and LOMB CHORUS
TECHNICAL STAFF

KENNETH J. GARDNER
Technical Supervisor

ALFRED W. BALLING
Chief Transmitter Operator

CONTROL ROOM AT SAGAMORE
Standing: Fred Gritzner, Arthur Kelly, Charles Snyder, Raymond Lucia, and Birdsell Holly.

TRANSMITTER OPERATORS AT VICTOR N.Y.
Alex Gresens is missing from picture.
COMMERCIAL DEPARTMENT

JOHN W. KENNEDY JR.
Sales Manager

BETTY BOCKELMAN
Secretary

ACCOUNTING DEPARTMENT

PAT HARTIGAN

KAY BYRNE

PROMOTION PUBLICITY DEPARTMENT

TRUMAN BRIZEE
Promotion Director

MARION REPENTER
Secretary
Seated, L. to R.: Pat Hartigan, Bernice Snyder, Hazel Cowles, Inez Quinn, Kathleen Byrne and Jo Szinkunis.
Standing: Mary Freeman, Marion Repenter, Nancy Hallauer, Betty Bocklage, Constance Dispenza, Betty Bockelman and Shirley Snyder.

GEORGE DRISCOLL: DIRECTOR of War Programming WHFM and John Dinter, Operator

OWNED AND OPERATED BY STROMBERG-CARLSON COMPANY SAGAMORE STUDIOS - ROCHESTER 4, N.Y.
Rochester's First FM Station AFFILIATED WITH NBC BROADCASTING ON 1180 KCs CLEAR CHANNEL * 50,000 WATTS

Gene Autry (second from left) finds time to entertain his buddies while training for the Air Corps.

Robert Allen (left) gives Drew Pearson the real inside information on army life.

Dave Breger (left), creator of the "Private Breger" cartoons, cuts a piece of birthday cake for his buddy, Ezra Stone ("Henry Aldrich").

Wayne King now directs army activities instead of "The Waltz You Saved For Me".

Charles (Buddy) Rogers (right) reports to Lt. Comdr. C.C. McCauley prior to taking up his flying duties.

Jimmy Fidler looks on as Joan Davis (heard with Rudy Vallee) bids goodbye to Jimmy Hennigan, Fidler's ace reporter.

Walter Winchell of the United States Naval Reserve is "back in a flash with a flash".
Naval cadets and sailors sing and play for radio audience.

A corner of the barracks serves as rehearsal room for this "jive" group.

All sergeants are not "hard-boiled". This one burlesques a "home-makers" hour, discussing a topic of child apparel that doesn't seem to impress the young admirers.

Soldiers fresh from field duty accompany Service Club worker in broadcast.

Radio network correspondents, wearing prescribed uniforms, report from maneuver areas.

Aviation cadets at Randolph Field have organized this Glee club for radio appearances.

Soldiers on duty in Washington, D.C. boast this Glee club.
Buddies gather 'round to enjoy some boogie woogie on a Service Club piano.

Maj. General Hugh Drum faces a battery of microphones.

No spot is too tough for radio special events men. Here's one following the Army engineers during a river crossing.

Entertainment aboard ship enroute to Australia.

Sailors at Pensacola rehearse before broadcast.

A soldier audience at an open air broadcast as seen by performing artists.

The Famous U. S. Marine Corps Band heard on many broadcasts.
**KEEPING IN TOUCH**

Wherever they are, in training or in action, U.S. fighting forces look to radio to maintain their association with "home" — it may be the voice of a friend, word from the home town or news from the good, old U.S.A. It all serves the same purpose for the service men who have no intentions of losing contact with things that were familiar before the war interrupted their lives. Radio does this job, too.
Each service stripe, worn on the left sleeve below the elbow, indicates completion of a four-year enlistment. After serving 12 years with good conduct, gold stripes are worn. Enlisted men's rating insignia become gold after completing three enlistments with good conduct. Red rating marks are worn on blue uniforms, blue marks are worn on white.

Chief Petty Officers and Petty Officers
The rating badges are worn on the sleeve between shoulder and elbow. Petty officers, seaman branch, wear rating badges on the right arm, other petty officers wear them on the left arm.

POCKET OR BREAST INSIGNIA

CHIEF OFFICER
VICE-ADmirAL
ADMIRAL
REAR ADMIRAL
CAPTAIN
COMMANDER
LIEUT COMMANDER
LIEUT
LIEUT (JG)
ENSIGN
CHIEF WARRANT
WARRANT OFFICER
ADMIRAL
VICE-REAR CAPTAIN
COMMANDER
LIEUT
ADMIRAL
COMMANDER
LIEUT
ENSIGN
CHIEF WARRANT
WARRANT OFFICER
Every able-bodied citizen has a part in the national defense of the United States. Any attack upon this country must find each citizen assigned to his or her place, trained in the duties involved, and resolute to carry out those duties, regardless of the danger to be faced.

Thousands of United States communities have organized and trained efficient Civilian Defense units and have conducted tests, drills and exhibitions to determine that each cog in the vital machinery of wardens, police, firemen, nurses, etc., will be capable of meeting any emergency.

Only with the complete cooperation and support of those whom Civilian Defense is designed to serve and protect, can it operate smoothly and efficiently. You will recognize the Civilian Defense Workers by these insignia.

1. DECONTAMINATION CORPS
2. FIRE WATCHER
3. AUXILIARY POLICE
4. RESCUE SQUAD
5. NURSES' AIDE CORPS
6. DEMOLITION AND CLEARANCE CREW
7. AIR RAID WARDEN
8. MEDICAL CORPS
9. BOMB SQUAD
10. DRIVERS CORPS
11. AUXILIARY FIREMAN
12. ROAD REPAIR CREW
13. EMERGENCY FOOD AND HOUSING CORPS
14. MESSENGER
15. STAFF CORPS
1. When flags of states or cities or pennants of societies are flown on the same halyard with the flag of the United States of America, the latter should always be at the peak. When flown from adjacent staffs the flag of the United States should be hoisted first and lowered last.

2. When displayed with another flag against a wall from crossed staffs, the Flag of the United States should be on the right (the flag's own right), and its staff should be in front of the staff of the other flag.

3. When used on a speaker's platform, whether indoors or out, the flag should never be reduced to the role of a mere decoration by being tied into knots or draped over the stand. For this purpose bunting should be used. The flag, if displayed, should be either on a staff or secured to the wall or back curtain behind the speaker with the union to the flag's right.

4. When flags of two or more nations are displayed together they should be flown from separate staffs of the same height and the flags should be of approximately equal size.

5. When the flag is displayed in the body of the church, it should be from a staff placed in the position of honor at the congregation's right as they face the clergyman. The service flag, the state flag or other flags should be at the left of the congregation. If in the chancel or on the platform, the flag of the United States should be placed on the clergyman's right as he faces the congregation and the other flags at his left.

6. When the flag is displayed in a manner other than by being flown from a staff, it should be displayed flat, whether indoors or out. When displayed either horizontally or vertically against a wall, the union should be uppermost and to the flag's own right, that is, to the observer's left.

7. Whenever a number of flags of states or cities or pennants of societies are to be arranged in a group and displayed from staffs with the flag of the United States, the latter should be placed at the center of that group and on a staff slightly higher than any of the others.

8. When the flag is displayed from a staff projecting horizontally or at an angle from the window sill, balcony or front of a building, the union of the flag should go to the peak of the staff (unless the flag is to be displayed at half-staff).

9. Whenever the flag of the United States is carried in a procession in company with other flags, it should occupy a position in front of the center of the line of flags or on the right of the marching line.

www.americanradiohistory.com
For Valor and Service of Our Men in the Armed Forces

Army Awards

Congressional Medal of Honor
America's highest award for valor. Takes precedence over all others. Oak leaf cluster added for each presentation.

Order of Purple Heart
America's oldest medal. Now awarded to those wounded or posthumously to those who died in battle.

Soldier's Medal
Awarded for heroism reflecting credit to the Service in Peace or War, to officers or enlisted men.

Silver Star
Awarded for gallantry in battle. Recently adopted also by the Navy.

Distinguished Service Medal
Awarded those whose judgment in responsibility made it possible for American arms to overcome enemy effort.

Distinguished Service Cross
Awarded by or in the name of the President for extraordinary heroism in battle.

Navy Awards

Naval Cross
Awarded for heroism, ranks next to Medal of Honor. Gold star indicates 2nd award.

Legion of Merit
Awarded to men of U.S. armed forces or friendly foreign nations for exceptionally meritorious conduct in the performance of outstanding services.

Military Cross
Identical while participating in Aerial Flight.

Merchant Marine Award

Brevet Medal
Awarded for heroism under attack.

Special Awards

Good Conduct
for Army enlisted men who after Aug. 1940 completed 3 yrs., or after Dec. 1941 complete 1 yr. of continuous Honorable Service.

Merchant Marine Award

Merchant Marine Distinguished Service Medal
Awarded for heroism under attack.
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“Army, Navy and Marine Photos in this book were released for publication by the War and Navy Departments.”

U.S. Army Signal Corps Photo  Blue Network Photo
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Official Photograph, U.S. Army Air Forces  Fort Bragg Photo
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Compiled and edited by Brooks Watson. Published by National Radio Personalities, Peoria, Illinois.

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