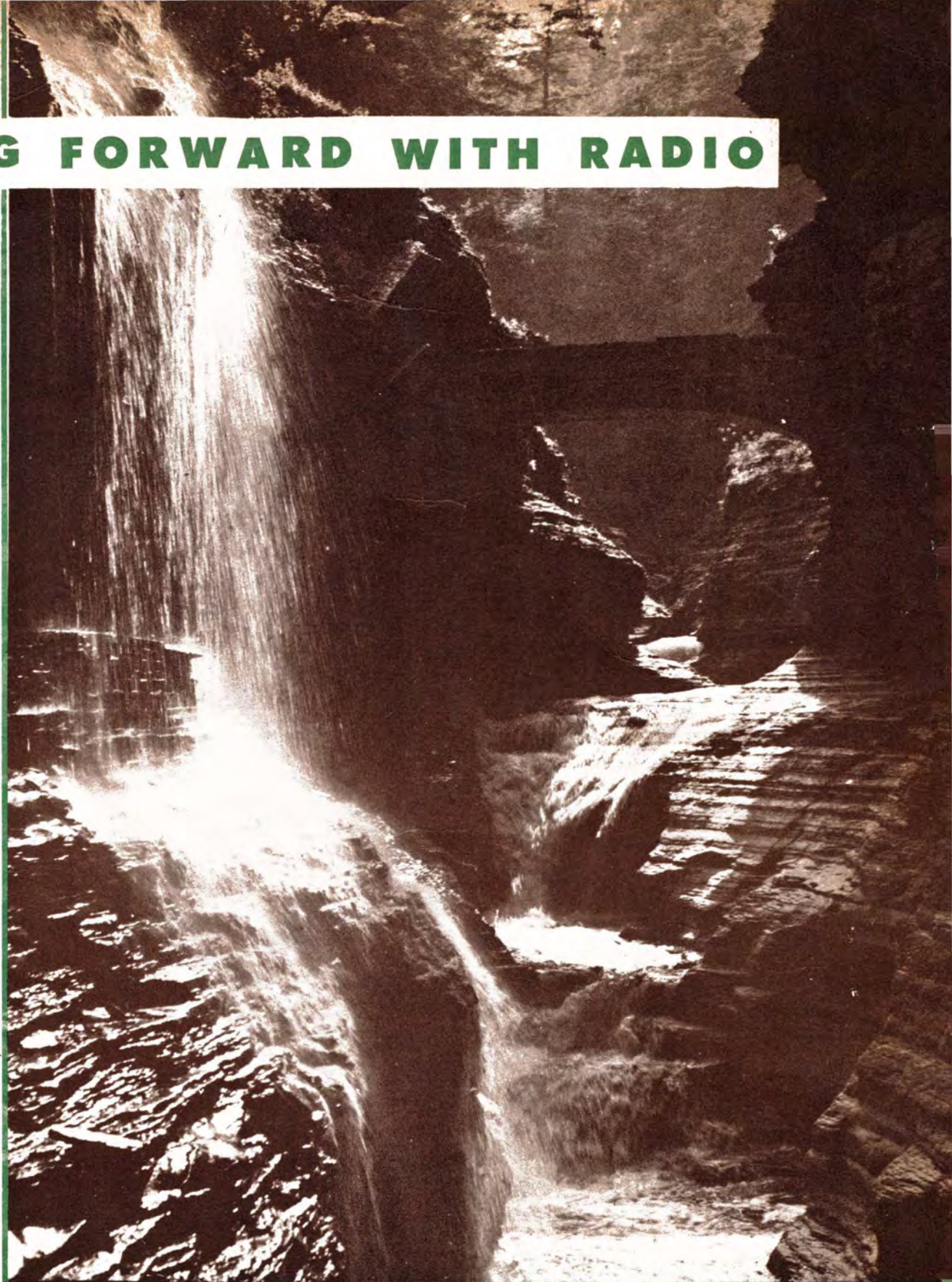


GOING FORWARD WITH RADIO



*as
presented
by*

WVET

and the Eager Beavers

May We Present ---

THE EAGER BEAVERS!

Yep . . . here we are . . . the Beavers of WVET . . . all dressed up in our photogenic best . . . and eager as any beavers you ever saw to bring you the kind of radio entertainment **YOU** want. You've heard us pour forth our talents at 1280 on your dial for almost a year now . . . first from our temporary, make-shift studios in the Granite Building, and more recently from our brand new **SPLENDIFOROUS SKYTOP STUDIOS** in the spanking new Clinton Building opposite the Seneca Hotel.

From all your letters and telephone calls, you seem to be pleased with our efforts to date. We promise . . . you'll be **more** pleased in the future! For with your continued assistance . . . your criticism or your compliments . . . we'll continue to improve with every day . . . with every broadcast! We'll put every ounce of effort we have . . . every dram of ingenuity . . . behind WVET to make the Station of the Eager Beavers the place all Rochester dials **FIRST** to see what they've been missing.

And say . . . keep your eyes and ears on the Eager Beavers this winter. We're **REALLY** gonna start gnawin! What with all the Hooper-doooper shows Mutual has . . . the new lollapaloozas that the **W.L.N.*** is about to unwrap . . . and the whole bevy of beaver beauties that are going to make their debuts right from our own new "dam site" (**B.S.U.****) . . . you're in for mighty happy hibernation.

*That's Mutual, of course . . . the "World's Largest Network."

**Beaver Society Uptown.

Compliments Of:

SPENCER CORSETIERE

119 MAGNOLIA ST. GENesee 4465

ROCHESTER N. Y.

Mrs. Addie E. Phillips.

281





The new WVET studios are located in the Clinton Building, 17 Clinton Avenue South. We have the entire top floor . . .





... and here to welcome you is our Receptionist, Marie LoVerde.



WE'D LIKE TO INTROD



William B. Maillfert, President and General Manager.



John S. Houseknecht, Vice President and Program Director.



William H. Krier, Vice President and Comptroller

UCE OUR STAFF...



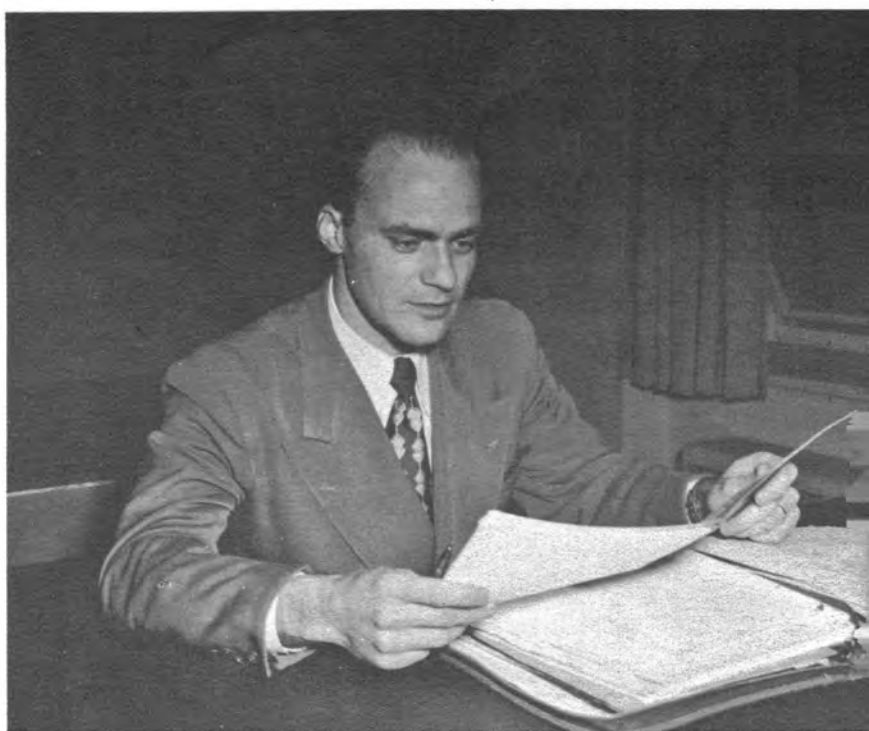
Elmer J. Walz, Sales Manager



Donald W. Kallock, Sales Representative



Directors Harry W. Bennett, Junior and Hal James operate from our New York office in keeping us up-to-date on program and promotion ideas.

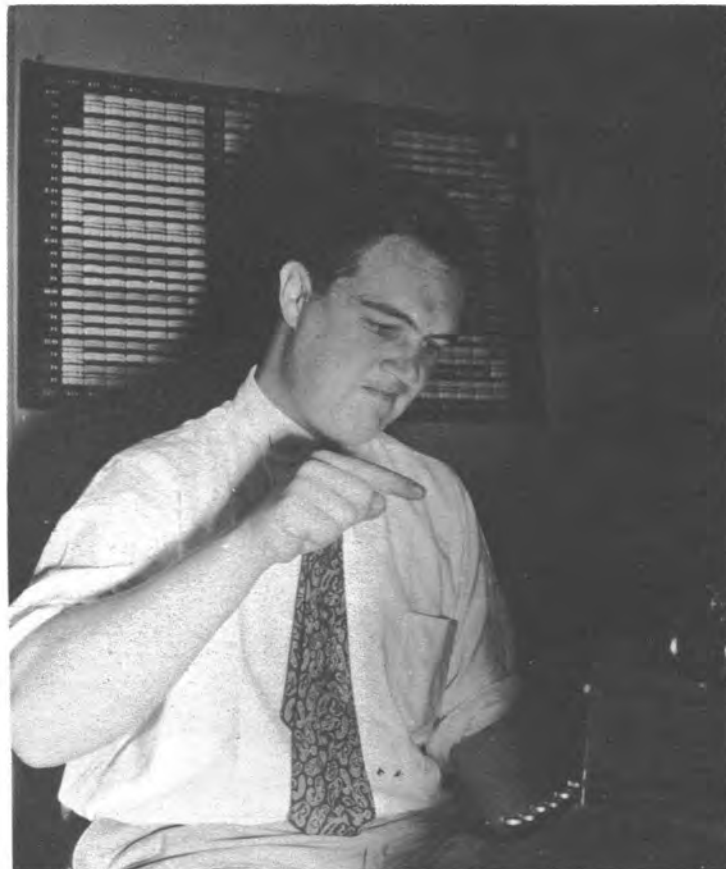


John B. Gregg, Sales Representative

STAFF



Paul C. Louther, Production Manager



F. Chase Taylor, Jr., Copy Chief



Mary M. Beckley, Chief Writer



Caroline E. Berry, Music Librarian



STAFF



Roselle Klimcow, Bookkeeper



Ginie Adams, Secretary to General Manager



Margaret Schultz, Secretary



Constance Mika, Traffic Manager

LET'S GET



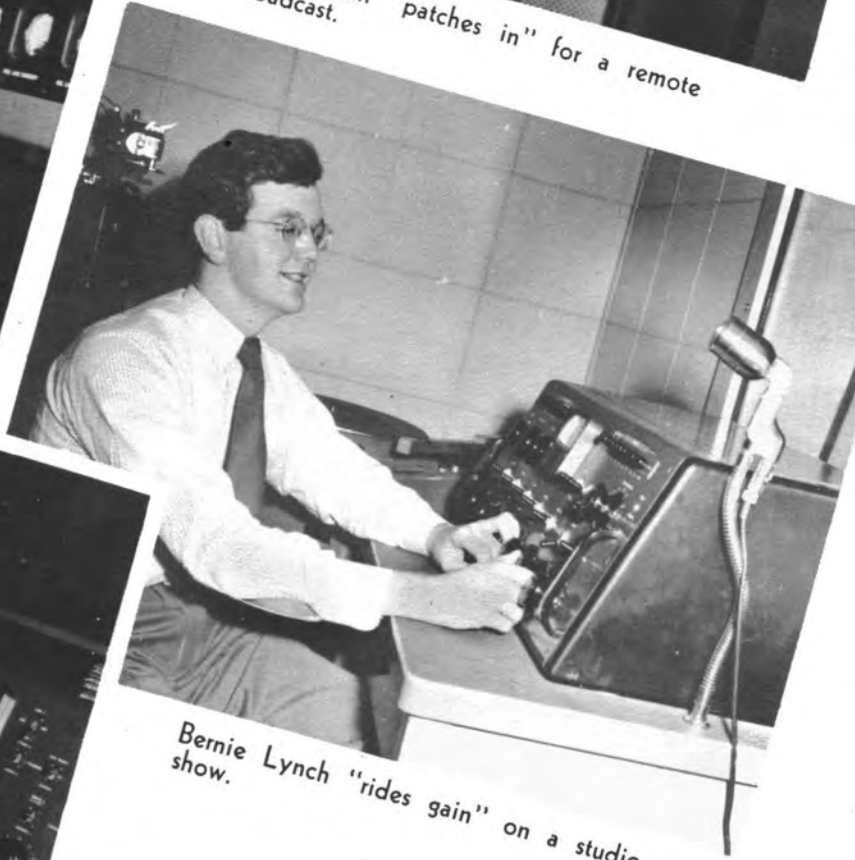
Ervin F. Lyke, Chief Engineer.



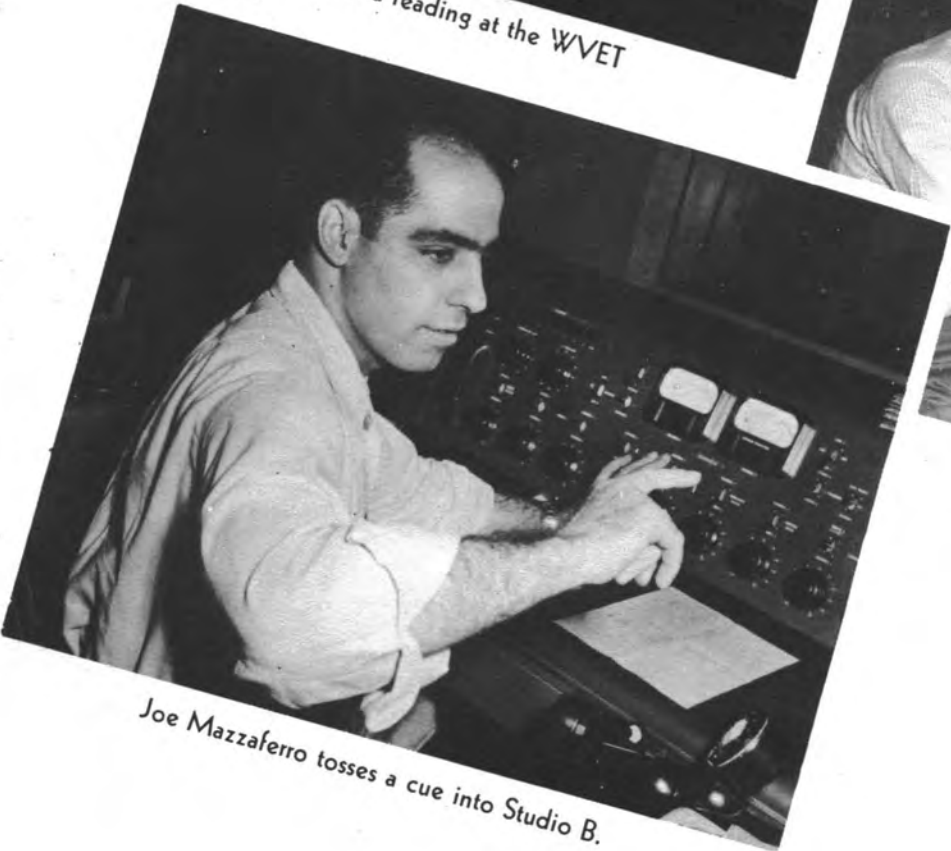
Ted Cullian "patches in" for a remote broadcast.



Lee Cowles checks a reading at the WVET transmitter.

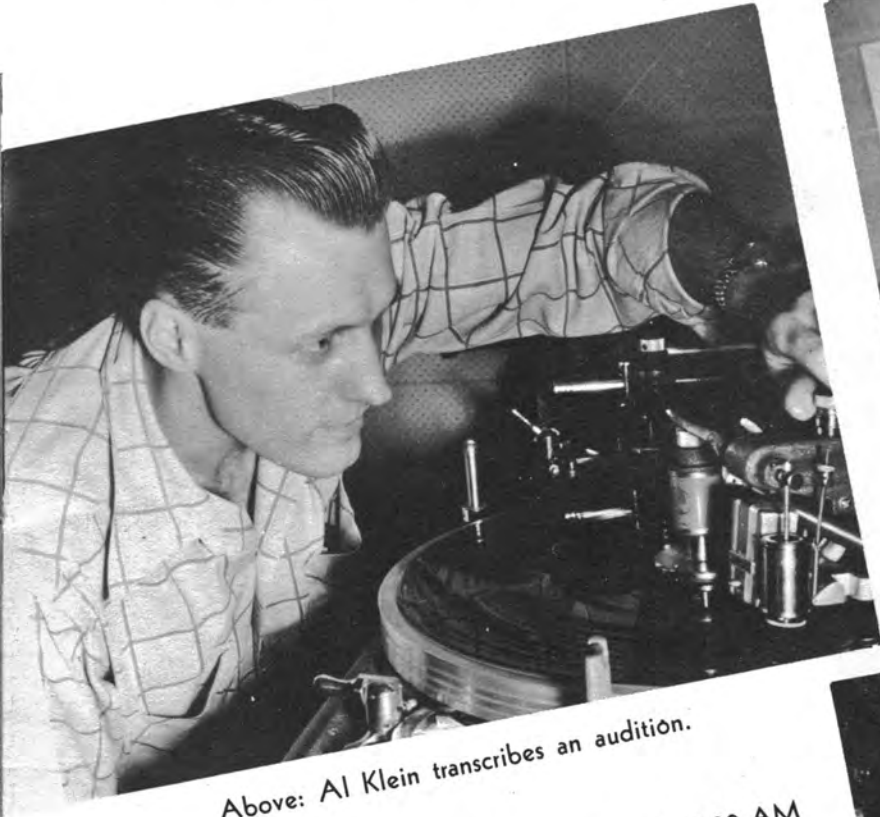


Bernie Lynch "rides gain" on a studio show.



Joe Mazzaferro tosses a cue into Studio B.

TECHNICAL



Above: Al Klein transcribes an audition.

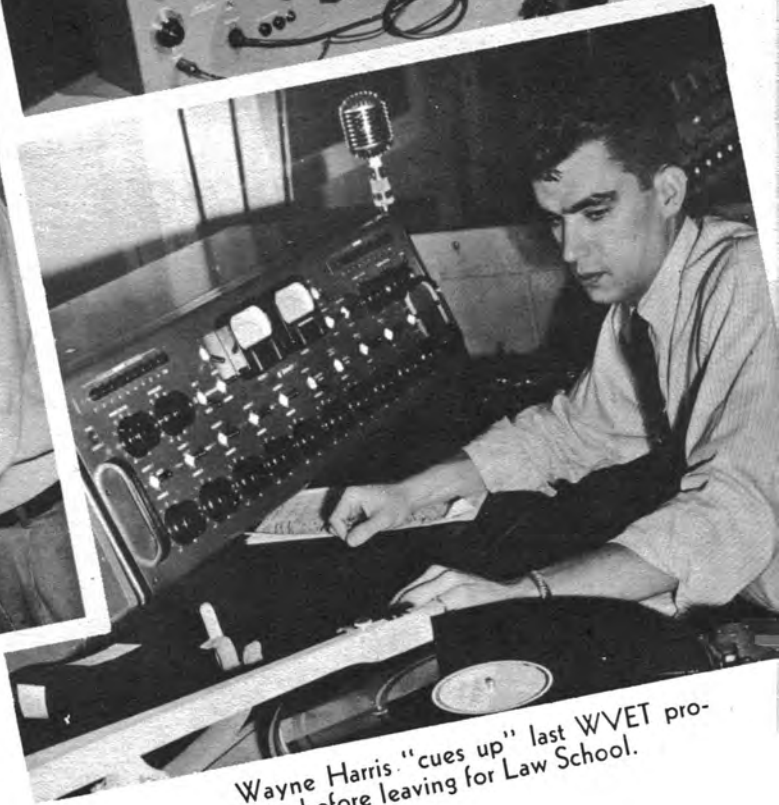


Above right: Ed Cole makes the 5:30 AM "OK-to-operate" call from the transmitter.

Right: Bob Treacy takes a field-strength reading in downtown Rochester.



Irv Hoffman makes a repair in the transmitter workshop.



Wayne Harris "cues up" last WVET program before leaving for Law School.

IT'S 1280



Sports Editor Walt Riley brings latest scores to WVET listeners.



Bill Brandt and Joe Cummiskey take WVET on the "Inside of Sports".

FOR SPORTS...



Mel Allen, Mutual's play-by-play sportscaster.



Al Culverhouse monitors short-wave police broadcasts.

ON THE DIAL...



News Editor John W. LaRue checks a "wire" story for local angles.

AND NEWS!

Ex-newspaperman LaRue is noted for his clear, unbiased reports on local, state, national and world topics.



Below: These veteran WVET-Mutual commentators keep Rochester abreast of the latest news of the world.



David L. Roberts checks a bulletin as it comes in on our United Press teletype.



Gabriel Heatter

Cecil Brown

William L. Shirer

Henry J. Taylor

Cedric Foster

Bill Henry

Fulton Lewis, Jr.



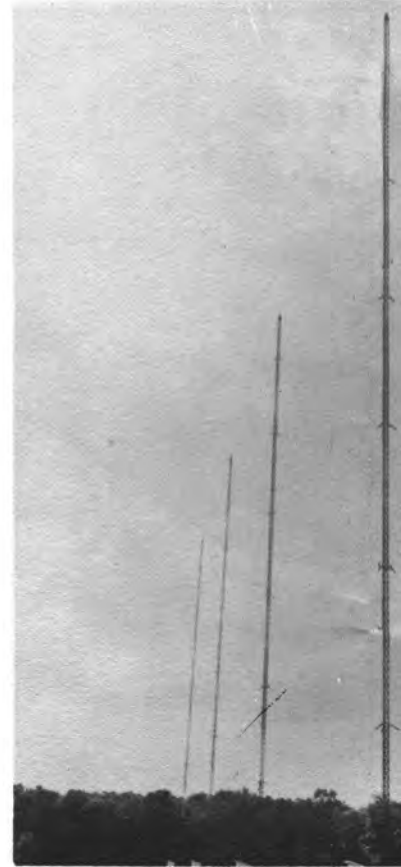
Dr. Kaiser, Your Health Adviser.
Rochester's City Health Officer
conducts a weekly program on
WVET.

WVET IN THE P

Typical of the many public service broadcasts heard regularly on WVET are those shown on these pages. WVET is proud of the confidence it has gained in the Rochester area, and of the many public service programs it has brought to the air. Among these have been "Here's To Veterans," "Let's Listen To The Veteran," "Marine Story," "Voice of The Army," the Treasury Department's "Guest Star," "I Want A Home," "Peace Or Else," "UNusual News," and a number of special events—including the opening ceremonies of Rochester Regional



4200 youngsters make an overflow crowd at WVET's
Tom Mix Theater Party.



WVET's impressive 4-tower array
transmitter site on Westfall Road in



UBLIC SERVICE

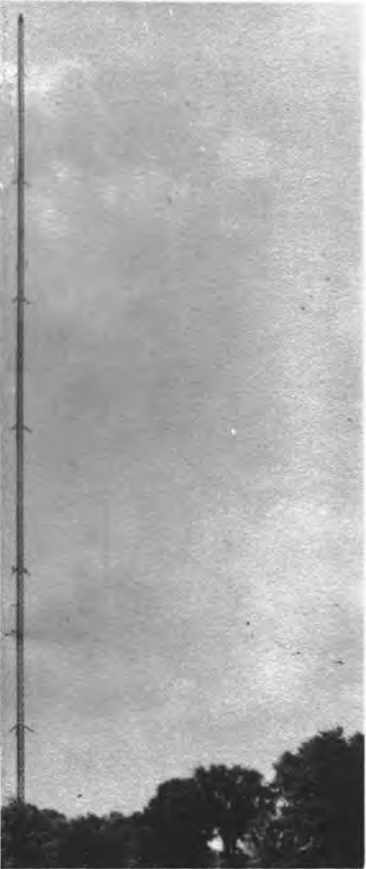
Blood Center, an hour-long personal appearance on behalf of the sale of Christmas Seals by Tommy Dorsey and the Orchestra, and on-the-spot broadcasts at a large number of civic occasions. The diversified religious programs broadcast by Station WVET are presented for the spiritual inspiration of all faiths. All religious programs interpret the dignity of service and the wide scope of understanding covering the creeds of many churches. Radio, the modern miracle, completes its fulfillment in carrying to listening worshipers the words of their belief.



Farm Editor Charlie Stauber seems to enjoy his early-morning program of news beamed to WVET's large rural audience.



Safety Supervisor Bill Keeler, Rochester Bureau of Police, talks safety tips with ABC Safety Clubbers Margaret Mary Zutterman, Roy Latzar, Mary Lou Mattle and David Davin.



array at our 5000-watt trans- in Suburban Brighton.

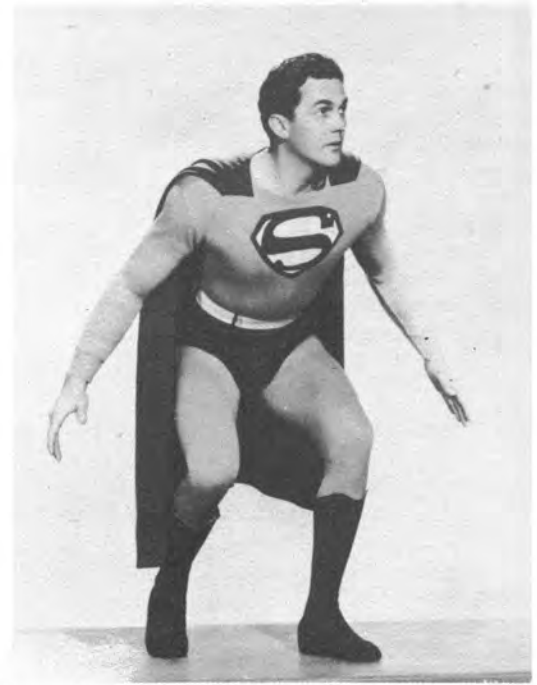


FOR THE YOUNGSTERS...



Clare Hazel, famous as "Honey-Chile" on the Bob Hope program, together with Clif Scrivener, enthral Rochester's younger generation on "Just Imagine."

This action photo was snapped during a rehearsal of Mutual's popular "Captain Midnight" program, a regular feature on **WVET**.



"Superman"—a regular WVET-Mutual feature, has lately added to his fame in Columbia Pictures' movie serial of the same name.



Curley Bradley, shown with his "educated" horse, Tony, is the dashing "Tom Mix" on **WVET**-Mutual's daily broadcasts of the adventures of "Tom Mix and His Straight Shooters."



At ease before the fun begins on "Juvenile Jury" is emcee Jack Berry and his prize panel of youngsters.

FOR THE LADIES...



Here is one of the most popular and authoritative commentators in the field of radio. His program, "Gabriel Heatter's Mail Bag", is another regular feature on WVET-Mutual.



Kate Smith, First Lady of Radio, is a regular WVET noon-day feature, with a quarter-hour period of comment on the news, followed by her own musical program.



"Cathryn Christopher's Program" features latest style information from the world's leading fashion centers. Miss Christopher is aided and abetted on the program by WVET's Chief Announcer, Bob Trebor.

1280 TOPPERS FOR



Pages from "Art Baker's Notebook" make interesting listening on WVET. He is shown here with actor Jimmie Stewart.



Bill Dorn is host at the Sky Room each afternoon on WVET.



Bert Pearl is emcee and mainspring of the "Bert Pearl And The Happy Gang" broadcast over WVET-Mutual Monday through Friday.



Early Bird Chase Taylor, Junior (right) together with cohort Tom Mooney, entertain guest-star Chase Taylor, Senior (better known as Colonel Stoopnagle.)



Walt Riley conducts WVET's popular telephone quiz, "Answer and Win."

DAYTIME LISTENING



Mr. Orlando Passannante—Italian Department supervisor—and his son Anthony broadcast "The Italian Hour."



Jack Bailey crowns a "Queen for A Day" each afternoon on WVET.



John Nesbitt reviews the "Passing Parade" daily over WVET-Mutual.



Corky Hicks, Rochester's first feminine disc jockey, winner of WVET's \$2,000.00 "Junior Disc Jockey Contest."



Bob Trebor takes a daily sampling of public opinion on "Whatsay Rochester."

NIGHT-TIME IS BRIGHT-



Above: Attractive Jan Severson plays favorites of male listeners on "Music for Men."



Above: Musicomedy favorites live again on Clif Scriven's "Showtime On Broadway."

Right: Original dramas get first-time airing on the "WVET Workshop."



Below: Marion Hutton, singing hostess of the Mutual-WVET "All Star Revue."



Arthur Treacher as Uncle Cecil (Smythe, that is) in a new comedy feature, "The Smiths of Hollywood."



TIME FOR WVET STARS



Barbara LaFandre, just as she sings for listeners to the WVET-MBS "Chicago Theatre of the Air."



Above: Producer Martha Rountree on "Leave it to the Girls."



Below: Fred VanDeventer, Florence Rinard and Bobby McGuire on "Twenty Questions."

Local stagers become radio actors, as WVET presents "The Community Playhouse Of The Air."



John Griggs is heard as Roger Elliott, the Mystery Man on "House of Mystery."

FOR YOUR EVENING



John Stanley is heard as detective Sherlock Holmes.



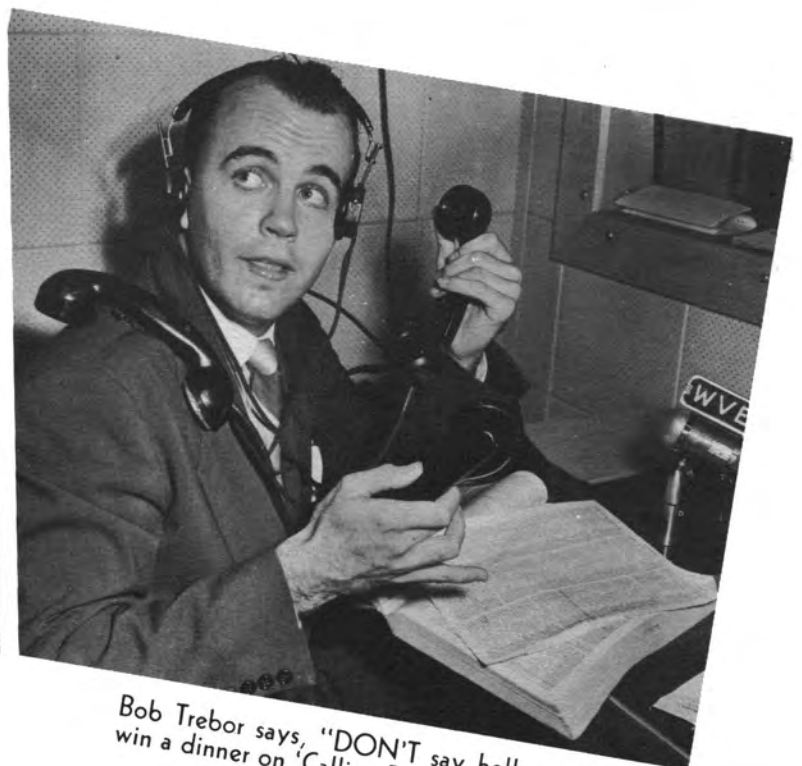
Billy Rose in "Pitching Horseshoes."



Right: Grace Matthews plays the part of "Margot" on "The Shadow."



An actor's-eye view of program producer and engineer.



Bob Trebor says, "DON'T say hello, and win a dinner on 'Calling Rochester'".

ENJOYMENT ON WVET



Richard Keith, heard regularly as John Shuttleworth, Editor-in-Chief of "True Detective Magazine."

John Hightower, a member of the board of experts on the "Fishing and Hunting Club of the Air."



Les Tremayne portrays the role of "The Falcon."



Rochester's rich musical history is the theme of "The Rochester Hour," which has featured outstanding recordings by the Rochester Philharmonic Orchestra, conducted by Erich Leinsdorf (above), and other great musical groups and soloists.

ROCHESTER —



The intersection of Main and Clinton was busy even during Depression Days.



Our canine friend awaits a hand-out in front of the "Wurstmacherey"



Bathing-suit styles have taken a definite up-swing since this picture was taken at Ontario Beach Park.



Main Street, looking East, in the pre-horseless carriage days.



An artist's conception of Rochester in 1851.

CITY OF HISTORY



Main Street, West from Saint Paul, nearly a half-century ago.



View of State Street from Main about 1896.



A wintry scene on Front Street.



Main Street again, in 1903.



HOW IMPORTANT IS YOUR RADIO?

Judging by the number of American homes that have radios, we'd say it's become almost a necessity for a lot of us. We'd say it would probably be pretty hard to get along without a radio these days.

But we've heard a lot of folks say something like this: "Yes, American Radio is doing a mighty fine job — if we could only do away with those commercials." Well now, **THERE'S** a point worthy of some consideration. Let's think about it for just a moment.

Here's how it works. Advertising has been defined as "salesmanship in print — or **ON THE AIR WAVES.**" The more goods that advertising sells, the more are needed to fill the demand. The more goods needed, the more men and women are needed at the factory that makes those goods. In turn, more men and women are needed in related industries that supply raw materials to the factories. It's a never-ending chain that leads to more jobs, better jobs, greater personal security for all. Yes, advertising is the spark-plug of American business today.

And here's another point. Were it not for Radio Advertisers, nearly **ALL** of the programs you hear today could not **POSSIBLY** be presented. The world's **BEST TALENT** is being heard over **AMERICAN** Radio today — at no cost to you! They are being paid by the Advertiser to entertain you. Of course, at the same time, that advertiser is asking you to try his product — that is **HIS** reward. And yet that Advertiser is allowed only about **THREE MINUTES** out of every **HALF HOUR** of broadcast time in telling you about his product. That leaves approximately 27 minutes out of every 30 for American Radio to devote **ENTIRELY** to entertaining **YOU**.

So when you **HEAR** commercials on the air, remember — advertising is making your home **MORE SECURE** and at the same time it's bringing **YOU** the greatest entertainment the world has to offer — at so **LITTLE** cost!

Average of daily listening per family is on the basis of surveys, upwards of five hours; somewhat higher averages have been found in rural areas.

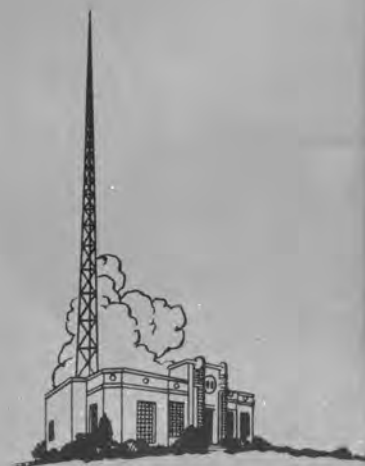
The Average U. S. Family Spends More Time Listening To The Radio than it spends on any other activity (except working and sleeping).

100,000,000 people heard the Roosevelt-Dewey election returns on the night of November 7, 1944.

The audience for a single top network program (37,000,000) approximates the admissions to all stage plays in New York for the last three above-normal years.

Of the 37,600,000 homes in the United States —

- 35,878,000 have Cooking Facilities
- 33,998,000 **HAVE RADIOS**
- 33,356,000 have Electric Lighting
- 29,543,000 have Running Water
- 25,953,000 have Flush Toilets
- 24,587,000 have Bathtubs
- 18,188,000 have Central Heating





Directors of Veterans Broadcasting Company, Incorporated. Back Row, left to right: Edward C. Trimble, Harry W. Bennett, Jr., William C. Baird, Grantier Neville, Frederick T. Finucane. Front Row, left to right: Hal James, William B. Maillefert, John S. Houseknecht. Not present: Samuel P. Connor, Jr.



A group of WVET Stockholders. Most of the "38 Eager Beavers."

CREDITS

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