

## Radio—then and now

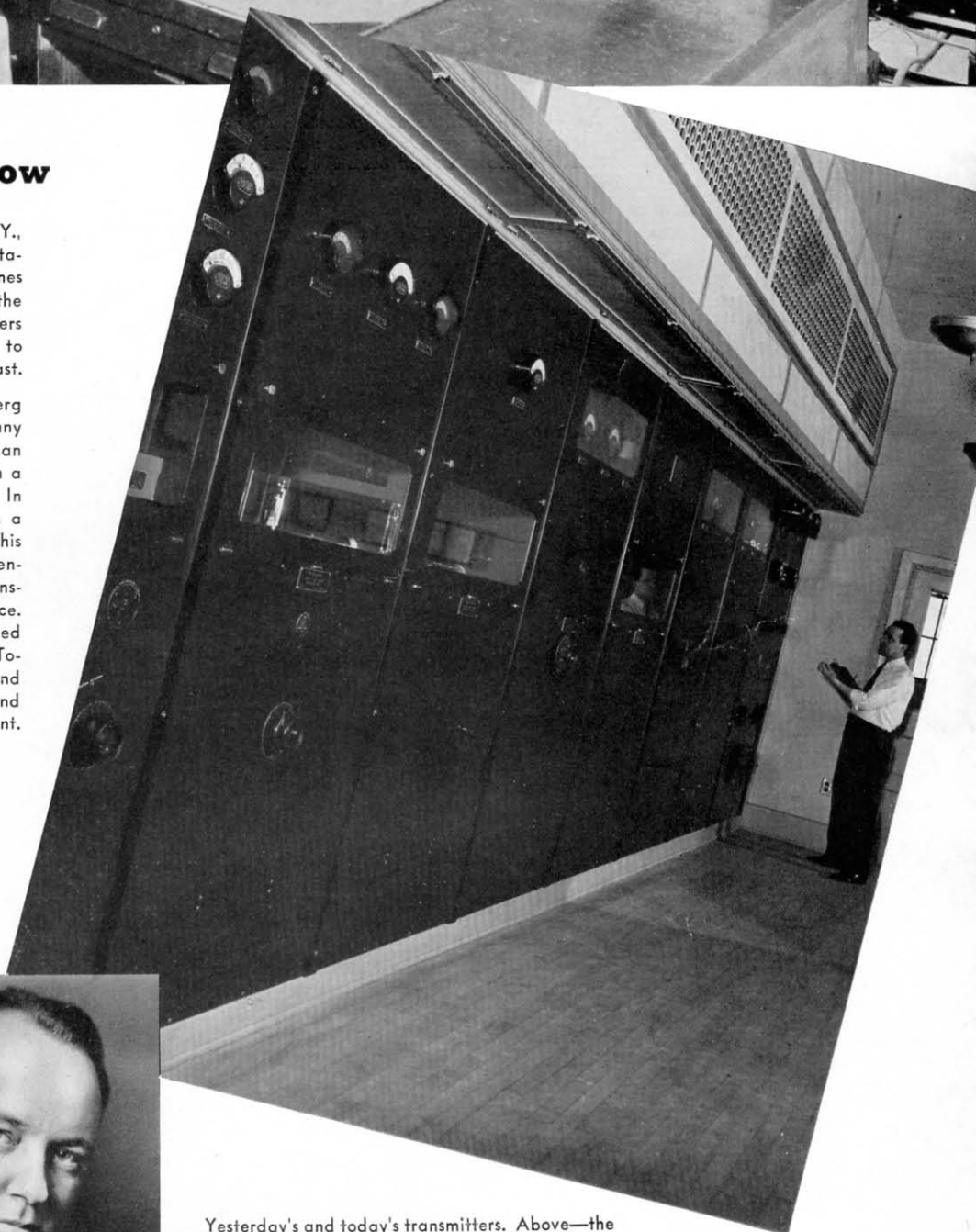
The history of WHAM, Rochester, N. Y., dates back to a day in 1922 when the station made its bow on the air. Milestones along the 14-year journey loom up in the form of four Western Electric transmitters which have relayed WHAM'S programs to its radio audience since the first broadcast.

The station is owned by the Stromberg Carlson Telephone Manufacturing Company and was originally located in the Eastman School of Music. It started operating with a Western Electric 100 watt transmitter. In 1927 a 5 KW transmitter was installed in a special building near Victor, N. Y. This equipment, served western New York listeners until 1933 when the 50 KW 306A Transmitter operated at 25 kilowatts took its place. Later the same year the power was increased to the present 50 kilowatt assignment. Today the old 5 KW has been modernized and converted for wide range transmission and is used as auxiliary broadcasting equipment.

# WHAM

Rochester, N. Y.

William Fay,  
General Manager



Yesterday's and today's transmitters. Above—the Western Electric 50 KW used today at WHAM. At right of top picture the 100 watt of 1922.