

# WLS

## FAMILY ALBUM

### 1937

Published By

THE PRAIRIE FARMER

1270 Washington Boulevard

CHICAGO

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# D E D I C A T I O N

*We have chosen to direct WLS along lines of friendship and service. For thirteen years this purpose has never varied. It is our way of life. It has brought us great happiness because we have found you traveling the same way. Your expressions of affection and confidence, as told to us in millions of letters, confirm our faith and strengthen our purpose. This book of pictures has been prepared because you have asked for it. We are happy to have you want it. With mutual understanding . . . with heart-felt friendship . . . we dedicate this, our Family Album, to you, our listeners.*

# A Busy and Happy Year . . .

Merely to list the activities and adventures in which WLS has had a part in the past year would fill this book. We mention a few of the high spots, most of which you will remember, in some of which you had a part.

After the broadcast of the National Corn Husking Contest in the fall of 1935 where 110,000 people stood on tiptoe, it was time for Thanksgiving, and then the International Livestock Exposition. All the week of that greatest agricultural show our WLS microphones brought a running story and description of events with a host of interesting personalities from farm circles throughout the country. Accurate interpretation of agricultural affairs to both city and country is one of our primary objectives.



Radios to 136 Orphanages

**CHRISTMAS NEIGHBORS** Recognizing the need for Christmas cheer in many dreary homes, we asked listeners, instead of sending money or presents for us to distribute, to help organize plans in their home neighborhoods to discover the needy and friendless. Many wrote that they had found great joy in following this suggestion.

In the weeks preceding Christmas, our Saturday morning children's programs were moved to the Eighth Street Theatre. Children were invited to attend, the admission price being a toy or a gift of food or clothing for some needy child. Because of the large attendance these programs were necessarily repeated several times. Generous contributions were turned over to the Salvation Army for distribution.



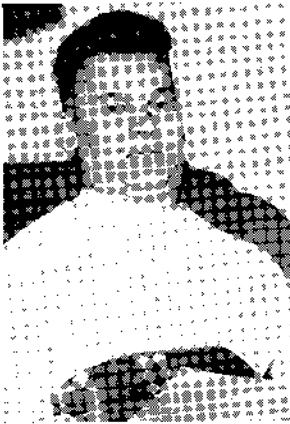
"Smoky" Rogers

**RADIOS FOR ORPHANS** As a special Christmas project, warmly supported by our listeners, we delivered radio receiving sets to 136 orphanages and children's hospitals. Farthest away was the one to Alaska, delivered by plane and dog team. Letters of heartfelt appreciation thrilled our listeners in the thought that they had performed a beautiful service.

**FIRE PREVENTION** Rural fire prevention has had a special place on WLS. The Saturday Garden Club has given timely instruction in horticulture. On Saturdays, 4-H Clubs and Future Farmers of America have brought outstanding talent and interesting news. On evening programs the University Broadcasting Council, representing three great universities, has discussed problems of law, economics and politics. On Homemakers' Time, Parent-Teacher Associations have appeared regularly. Book reviews have enriched the minds of listeners.

**TIME CONTROVERSY** Who will ever forget the controversy over what should be the standard time of the Middle West? The Chicago City Council assumed that eastern standard time was wanted. WLS conducted a referendum, received nearly 70,000 letters, and the vote was better than 60 to 1 for retaining central standard time. Even in Chicago the vote was better than 40 to 1. The Interstate Commerce Commission, after an extensive hearing, sustained central standard time.

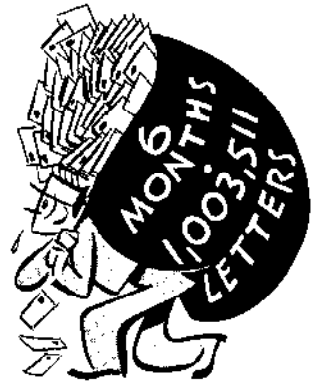




Clyde Lesh

**CLYDE LESH** About this time came the Clyde Lesh episode. Paralyzed for seven years, Clyde had been encouraged by a Chicago physician to believe that he might be helped. It took money for expenses. The doctor's services were free. When Jack Holden told Clyde's story, listeners sent enough money in two or three days. After six months of treatment Clyde was sitting up all day and with the arms formerly useless, he exultantly lifted two heavy flat irons.

**MAIL RECORD** The mail received by WLS has been the largest ever received by an individual station—more than a million letters in the first six months of 1936.



The National Barn Dance, thirteen years old and in its fifth year on the stage, continues not only to charm listeners from coast-to-coast, but draws capacity crowds to the Eighth Street Theatre twice every Saturday night. The total number of persons who have watched this show being put on the air has now reached the astounding total of 600,000.

**RURAL SPORT FESTIVAL** Cooperating with farm organizations, WLS helped to stage the first State-Wide Rural Sport Festival ever held. Closing a day which brought together scores of rural soft ball teams, horseshoe pitchers and other participants, 25,000 people laughed and sang and cheered in the stadium at Urbana, Illinois, as they watched the finals in folk dancing and square dancing contests, novelty bands, and a program by WLS staff artists.

**RURAL CRIME PREVENTION** Rural Crime prevention has had a place on our programs every week. A representative of the state police of Illinois, working jointly under the direction of the State Department of Agriculture and Prairie Farmer-WLS, has done much to advance organization for preventing rural crime at its source. Distinguished criminologists, including attorney-generals, the Chief Postal Inspector of the United States, and the Director of Federal Prisons have been speakers in this campaign.

**BLIZZARDS** Demanding instant attention, fierce blizzards swept in from the west, bringing record cold. With our constant check-up on temperatures, and the news ticking in every minute, we were able to give warnings to country school districts throughout Illinois, Indiana, Wisconsin, and Michigan that children should be hurried home before highways were blocked with snow. During the siege of the most severe winter on record quick information was given hourly, to aid and to warn. Highway reports helped truckers and motorists. A sleet storm took down all communication wires at Muncie, Indiana. Citizens of Muncie, anxious for news, read in their daily paper how WLS had reorganized its



Rural Sport Festival





Mid-West Cities Visited

program that day to furnish special emergency news bulletin service for the newspaper.

**FLOODS** Melting snow and unprecedented rainfall was bringing terrible flood disaster in the east. The Red Cross sent out a national appeal. WLS listeners quickly sent in more than \$22,000, which bought food, clothing, and medicine for the distressed. The disaster chairman of the Red Cross said, "We know we can always depend on WLS listeners."

**DROUTH** Late spring and early summer brought the most severe drouth in history. Crops and pastures were drying up. Daily there were new emergency announcements to be made. Daily we compiled up-to-the-minute crop and weather information. Many hundreds of competent local observers cooperated to supply accurate crop data. Speakers on WLS told how to make the most out of drouth stricken crops, and when the rains did come, told again how to adapt plans to fit conditions. As the agricultural capital of America, Chicago daily handles millions of dollars worth of products going to and from farms. A series of mid-week broadcasts took our listeners directly to

some of the institutions in which city and country meet—the stock yards, the grain market, produce market, cold storage plant, and many others.

The "Midwest On Parade" is a series of weekly visits to the cities of the Middle West. Each week one of these concise and interesting stories tells the history and interesting characteristics of some one of the cities which make this an outstanding region.

**STATE FAIRS** For the second year, the largest crowd in the history of the Illinois State Fair on opening day filled and overflowed the grandstand to watch the five-hour broadcast of the Saturday night Barn Dance. It was on this memorable Saturday night tht a fifty-mile gale and rainstorm struck while the program was being fed to a coast-to-coast network. Bales of straw piled by rain-soaked staff members, kept the control booth from blowing over. The program went on without interruption. It was here that Al Boyd ran into the astonished elephant in the dark. Dinnerbell program was put on daily from Springfield.



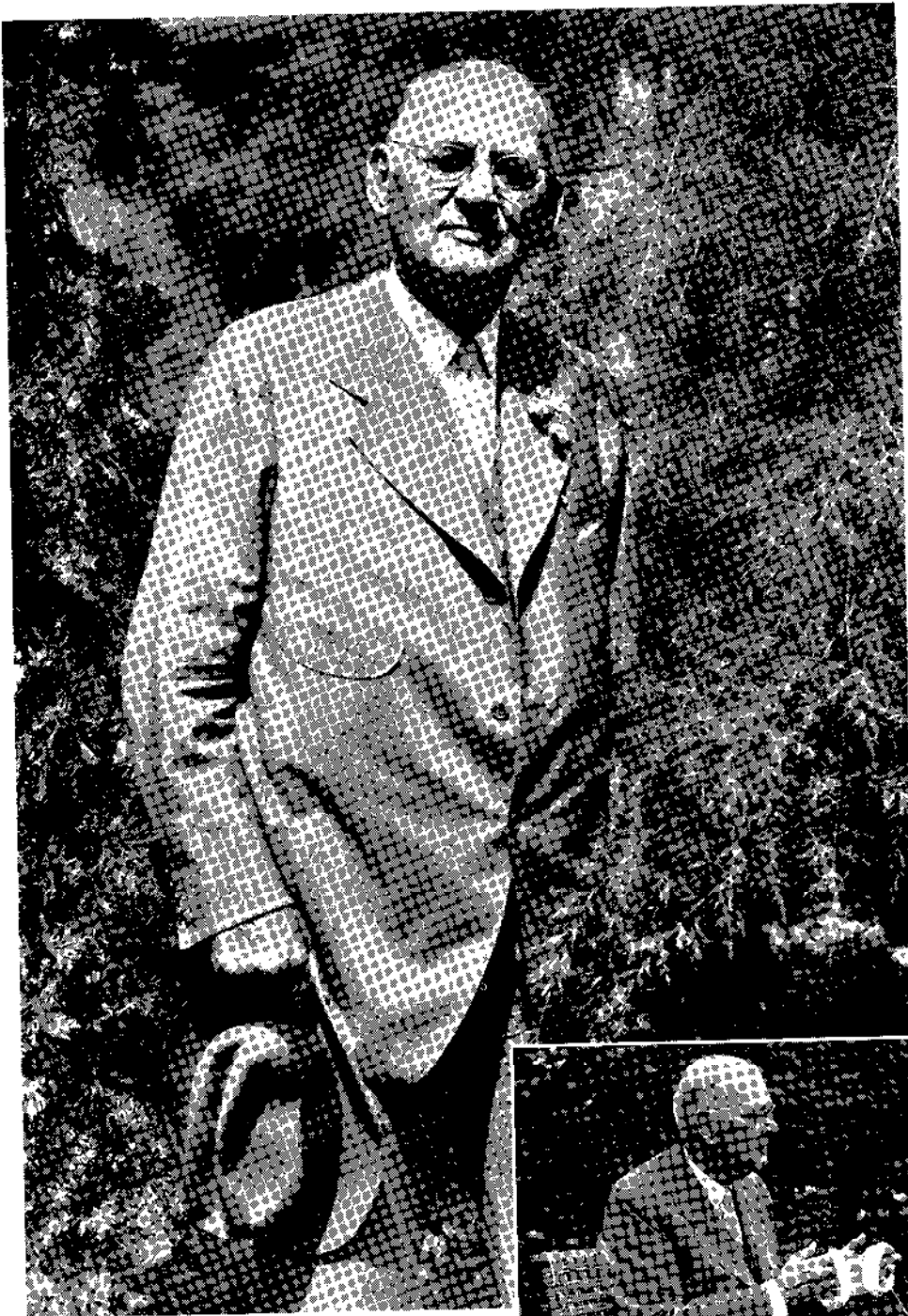
Scared Elephant

At the Indiana State Fair 15,000 people crowded the grandstand to watch the Dinnerbell program and to see Lulu Belle. Several thousand people daily crowded into Prairie Farmer headquarters to shake hands.

About 40,000 people came to visit at the Prairie Farmer Building. Truly this has been a busy and happy year.

Barn Dance Crew at Springfield, Illinois





**MR. AND MRS.  
BURRIDGE D. BUTLER**

Mr. Butler is President of WLS and Publisher of Prairie Farmer. Accustomed to untangling the complications of business, it appears that he has been drafted by Mrs. Butler to aid with a domestic tangle.



## POLICY AND PURPOSE

Touching the changing life of the Middle West at a thousand vital points, the policy of WLS remains constant and simple. We seek to understand and to serve.

People from other parts of the country have shown great desire to know something about the "secret" of WLS. Discussing projects in which we have had a part, puzzling over the million letters that came to us in the first six months of 1936, people say, "What do you do to people that makes them such constant listeners, send in money to buy radios for orphans, send cripples for hospital treatment, make up funds for the Red Cross? What is the secret?"

The secret is very old. You folks who listen to us every day already know it. The only way anyone can ever learn this secret is to attune his heart strings with the great throbbing heart of humanity.

This is a family station. All our ideals center around the firesides of our listeners. We believe the finest work in America is to bring up boys and girls to the fullness of citizenship. Entertainment and educational features, news and daily service are governed by this ideal.

No man or corporation can really own a broadcasting station. We are stewards, administering this service for a host of listeners. Every member of the WLS staff has been selected because he believes that only as we serve do we live up to our great responsibility.

With this brief statement of policy we present the executives, the staff, and the artists who serve you daily through WLS.

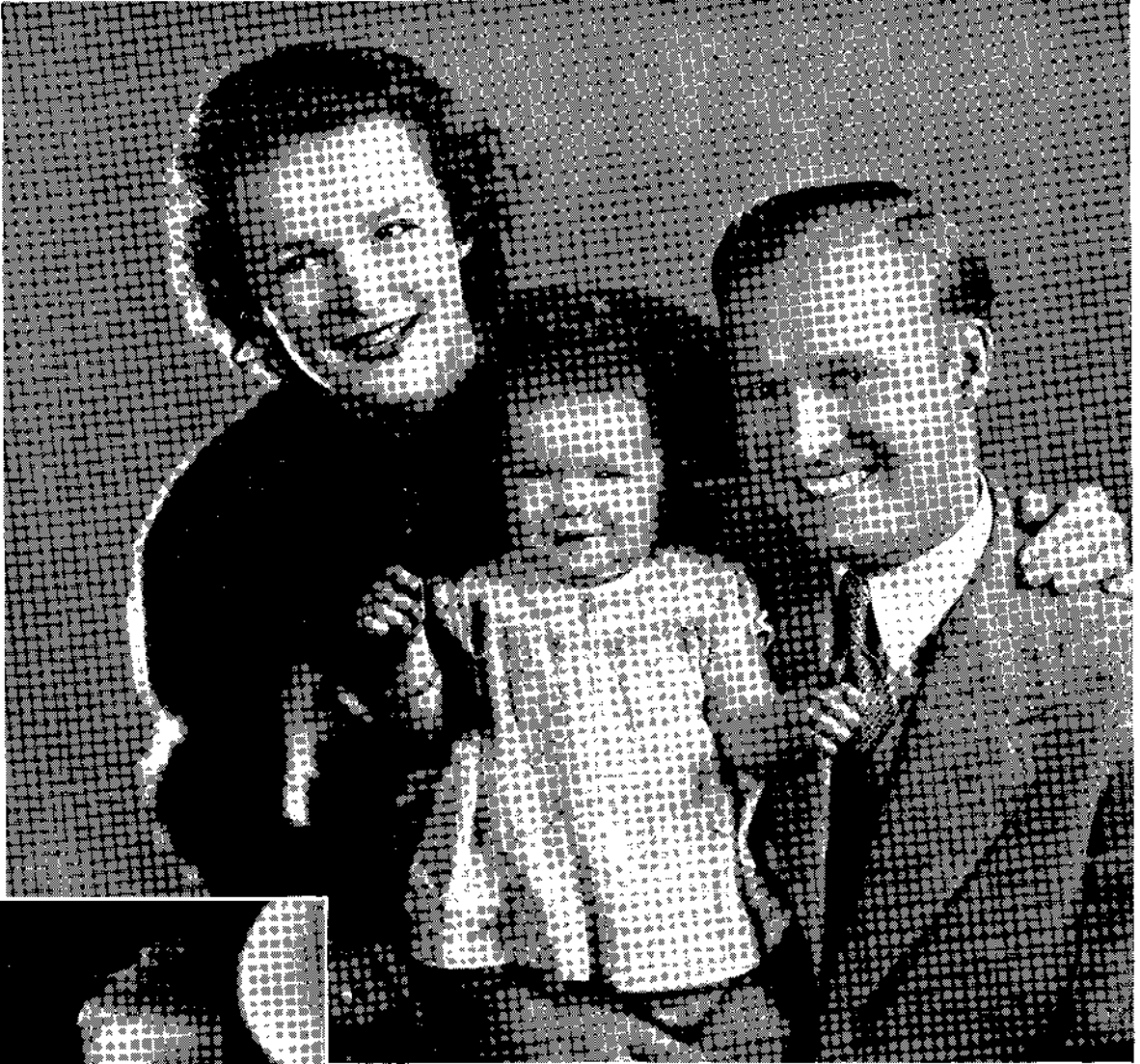
Burridge D. Butler,  
President.



### THE SNYDER FAMILY

Glenn Snyder, Manager of WLS, Mrs. Snyder, and their two daughters Mary Marjorie and Helen Shirley. Never appears before a microphone, but carries the heavy responsibility of keeping a great organization running smoothly. A radio station has practically all of the problems of a daily newspaper, and a great many new ones for which there is no precedent.





### LULU BELLE, SCOTTY, LINDA LOU

One of the happiest and best loved families in radio. A boy and girl who came to WLS from the mountains and have won their way into the hearts of millions of listeners. In nation-wide voting, Lulu Belle has been placed at the top of women radio artists. She had never seen a microphone until she came to WLS. Scotty not only sings, playing the five-string banjo and guitar, but also writes a song occasionally. In spite of all their fame, they are, and always will be, "just plain folks".

Their daughter, Linda Lou, most famous baby in radio, born January 3, 1936, has not yet learned to chew gum. She has, however, shown an occasional inclination toward a yodel.



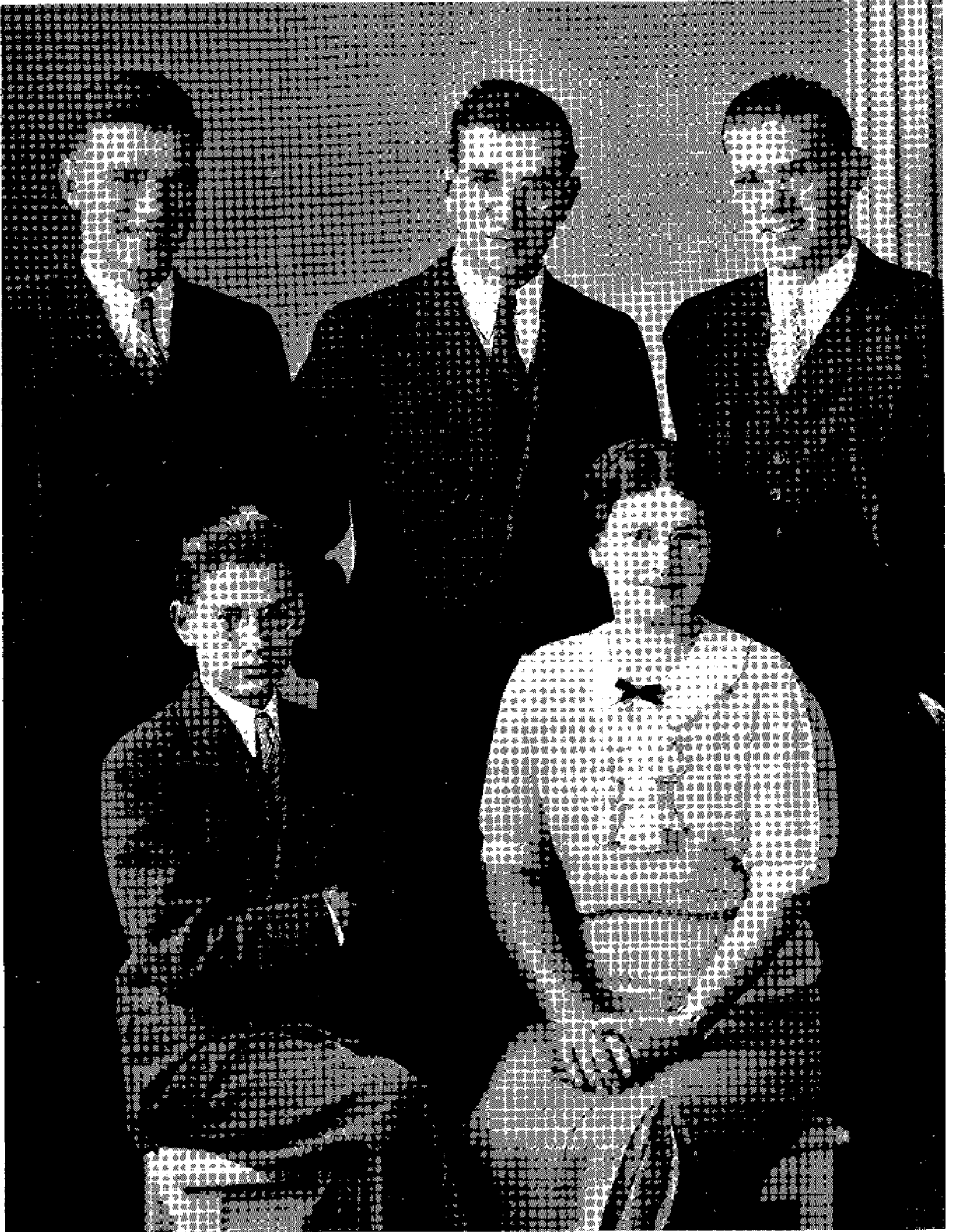
### **SAFFORD FAMILY**

Harold Safford, Program Director of WLS, Mrs. Safford, and their four children, Betty, Bill, Kathie Lou, and Genevieve. A veteran in newspaper, music and radio work, Harold supervises all programs going on the air.

### **BIGGAR FAMILY**

George Biggar, Promotional Director, Mrs. Biggar, and Betty Gene, George Jr., and Gordon. He is "idea man," always thinking up new things to do. In radio over twelve years, and has developed numerous WLS programs.





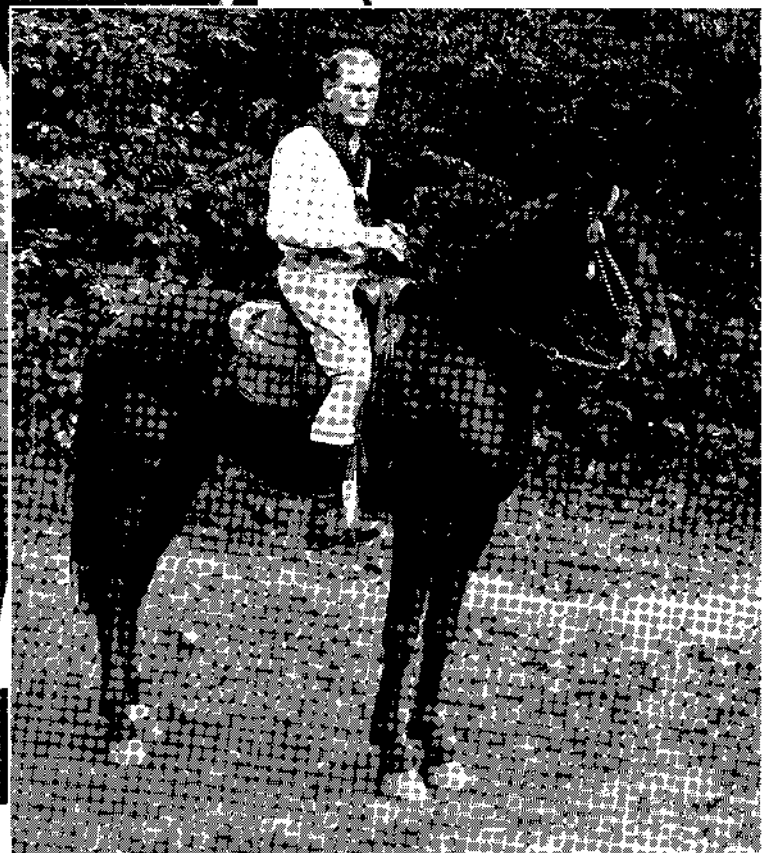
### **THE PAGE FAMILY**

Arthur C. Page, Editor of WLS and Associate Editor of Prairie Farmer, with Mrs. Page and their three sons, Thomas Justin, John and David. Compiler of this book; heard daily on Dinnerbell time.



### **ARKIE**

The laughing, singing, yodeling, Arkansas Woodchopper loves a good riding horse and spends a good deal of his spare time in the saddle.





### **THE PRAIRIE RAMBLERS AND PATSY MONTANA**

Left to right, standing, Chick Hurt and Ken Houchins; seated, Jack Taylor, Patsy Montana and Tex Atchison. They play and sing mountain and cowboy songs.



### THE HOLDEN FAMILY

Announcer Jack Holden with Mrs. Holden and their children, Donnie and Jean Louise. Jack is heard announcing a variety of programs through the day and on Saturday night, and conducts Morning Devotions five days each week. He is a native of Michigan.

### THE HOUSH FAMILY

Announcer Merle Housh with Mrs. Housh and their daughter Donna Jeane. Merle, sometimes labeled "Henry Hornsbuckle", is heard first thing in the morning on Smile-A-While Time, and on numerous other programs including Saturday night. Sometimes sings, and plays the guitar. Native of Kansas.



### THE KELLY FAMILY

Announcer Joe Kelly, "Jolly Joe" to thousands of his palsy-walsies, with Mrs. Kelly, Joe Junior, and little Martin James. Joe is heard on a morning children's program and on the Saturday night Barn Dance. Native of Indiana.



### THE CHAMBERLAIN FAMILY

Announcer Howard Chamberlain, sometimes called "The Chore Boy," with Mrs. Chamberlain and their two sons Jackie and Gene. Howard has a fine singing voice. You will find an interesting silhouette of him on page 61.





### THE ROWE FAMILY

Thomas L. (Tommy) Rowe, Chief Engineer, with Mrs. Rowe and their four children, Betty Jane, Thomas, Richard Allan and Rita Mae. WLS engineers, under Tommy's direction, have accomplished some of the most unique and advanced work in the field of radio.



### THE ANDERSON FAMILY

William (Andy) Anderson, Engineer, with Mrs. Anderson and their two children, Shirley Elaine and William Norman. Andy's knowledge of impedances, decibels and megacycles seems uncanny to a casual visitor in the control room.





### **THE COURCHENE FAMILY**

Homer Courchene, Engineer, with Mrs. Courchene and their two sons, Thomas and Homer Junior, and their daughter, Lenore. Old-time listeners will remember the famous sign-off: "Homer, pull the big switch, and let's go home." A thorough student of advancing radio science.

### **THE WYERS FAMILY**

Herbert Wyers, Engineer, Mrs. Wyers, and their daughter, Laurel, and son, Herbert Junior. Affectionately known in the control room as "Herbie."





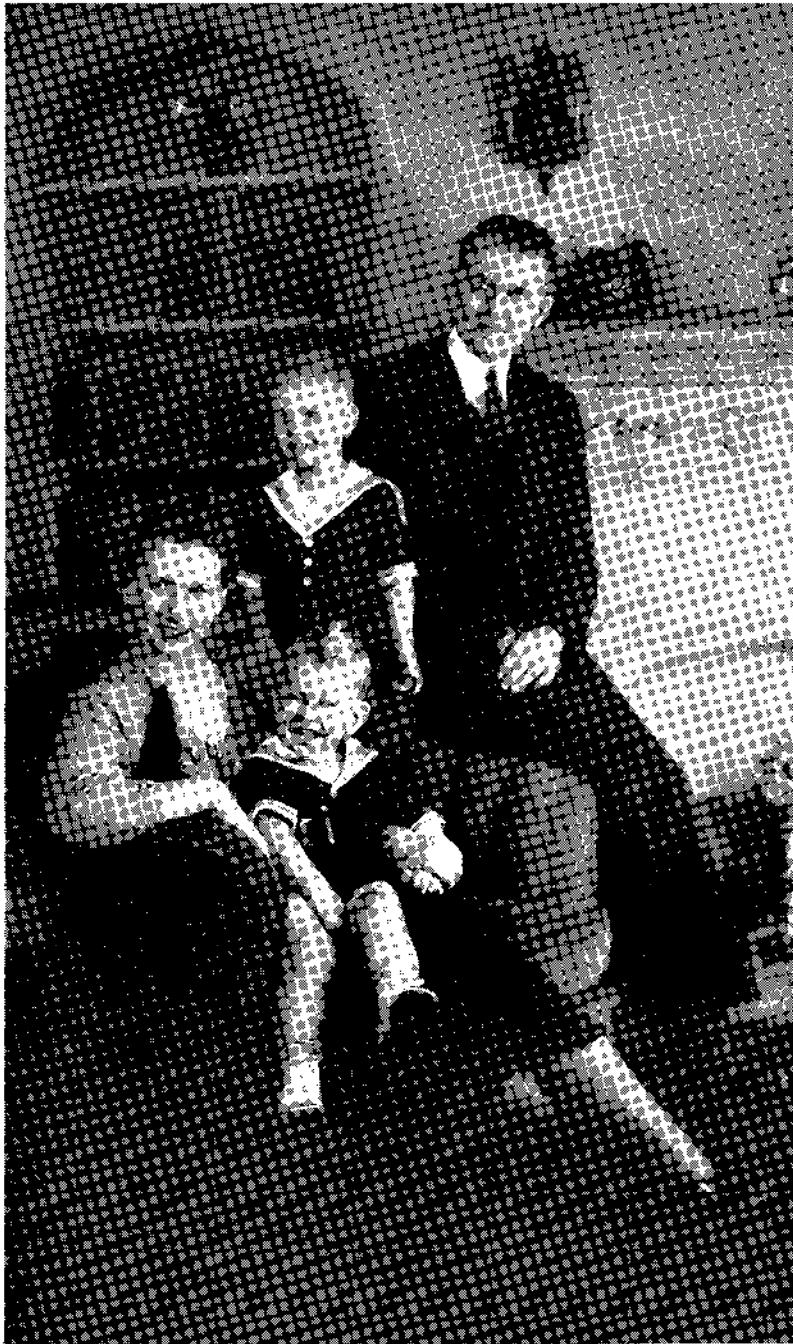
### THE WRIGHT FAMILY

Above, Mrs. Mary Wright, WLS Home Adviser, with Mr. Wright and their daughter Eileen. Mrs. Wright is an expert in home economics and nutrition. Mr. Wright is a teacher of architectural drawing.

### THE FELBER FAMILY

Below, Herman Felber, Director of the WLS Orchestra, with Mrs. Felber and their son Douglas and daughter Dorothy. Mrs. Felber is also an accomplished musician.





### **THE CLINE FAMILY**

William R. Cline, Sales Manager of WLS, Mrs. Cline, and their two sons, Charles Henry and Richard Gordon. His voice was once well known to listeners as a commercial announcer, but now the work of maintaining high quality in commercial advertising occupies his entire time.

### **STAND BY, An Unusual Magazine**

When millions of letters from listeners asked so many questions about WLS and other radio stations, that we could not possibly reply to all of them by letter, the weekly radio magazine "Stand By" was established. Only two years old in 1937, it carries each week in crisp and friendly fashion the choicest gleanings from the field of radio. Thousands of families look forward each week to its grist of news, candid pictures, program schedules, and inside stories, which make them better acquainted with their friends on the air. Unique in the fact that it is closely associated with a radio station, its interests are not confined to WLS. In its columns, however, you will find from week to week many of the timely and intimate details concerning radio artists and staff members, too lengthy to be given in this Family Album.



### THE FOLEY FAMILY

Clyde Julian Foley, much better known as "Red"; Mrs. Foley, the former Eva Overstake of the Three Little Maids, and their daughter Shirley Lee. Many of you will remember the announcement of their marriage in the 1934 Album. Red is heard regularly on the air, and Eva occasionally joins in. They claim that Shirley Lee already shows signs of being a yodeller, too.

### THE EMERSON FAMILY

Ralph Waldo and Elsie Mae Emerson were married in the WLS studio. Both artists on the pipe organ. Ralph, one of the oldest veterans of radio, is famous for making the organ do many strange stunts that nobody ever heard before. Their sons, commonly called "Skippy" and "Jackie," are Ralph Junior and John Skinner.



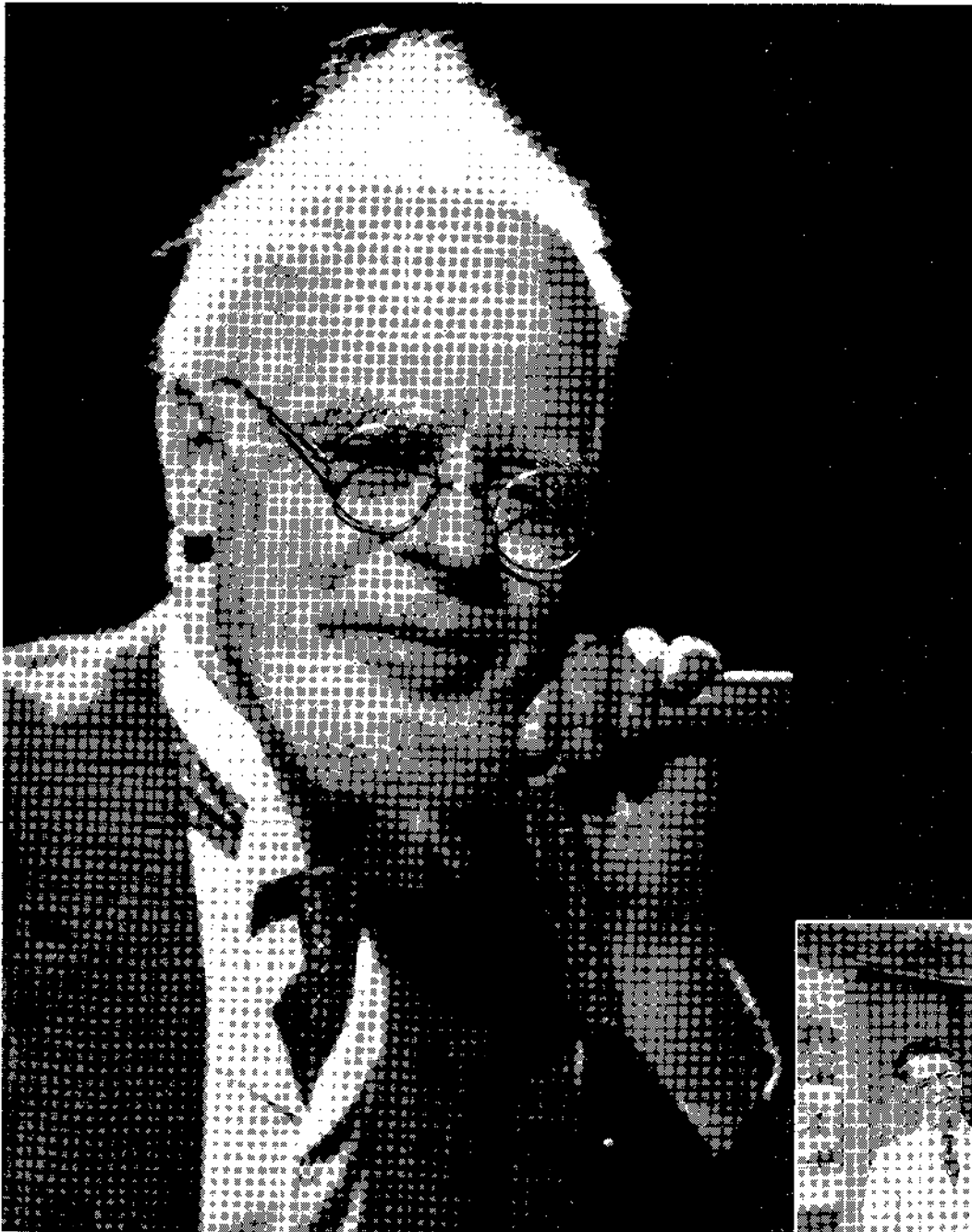
## **JULIAN T. BENTLEY**

News Reporter, Commentator, and Editor of Stand By. From the far-flung wires of the United Press, Julian builds hourly a living picture of human affairs. Gross sensationalism and partisanship have no place on WLS newscasts. We believe that after having the whole truth accurately told, the American people are able to form their own opinions.



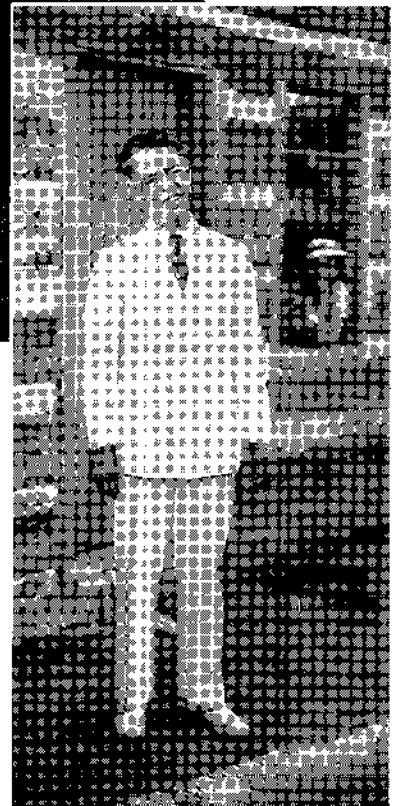
## **GRACE CASSIDY**

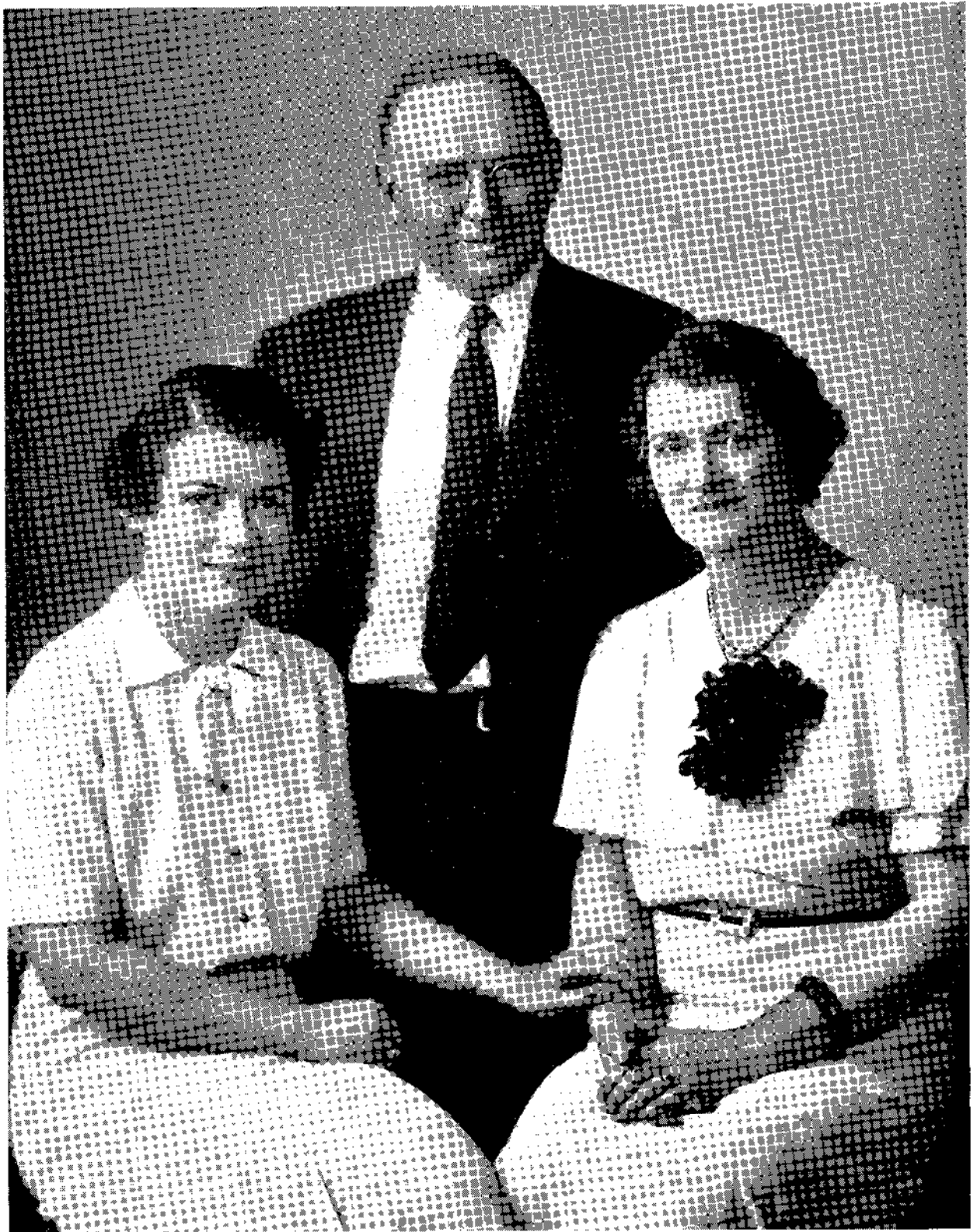
Grace was on the job before WLS made its first broadcast thirteen years ago. Seldom facing the microphone herself, she assists Harold Safford in keeping track of talent and preparation of the ever-changing program schedules. She has watched the first efforts of many artists who have started on WLS and achieved national fame.



### UNCLE EZRA

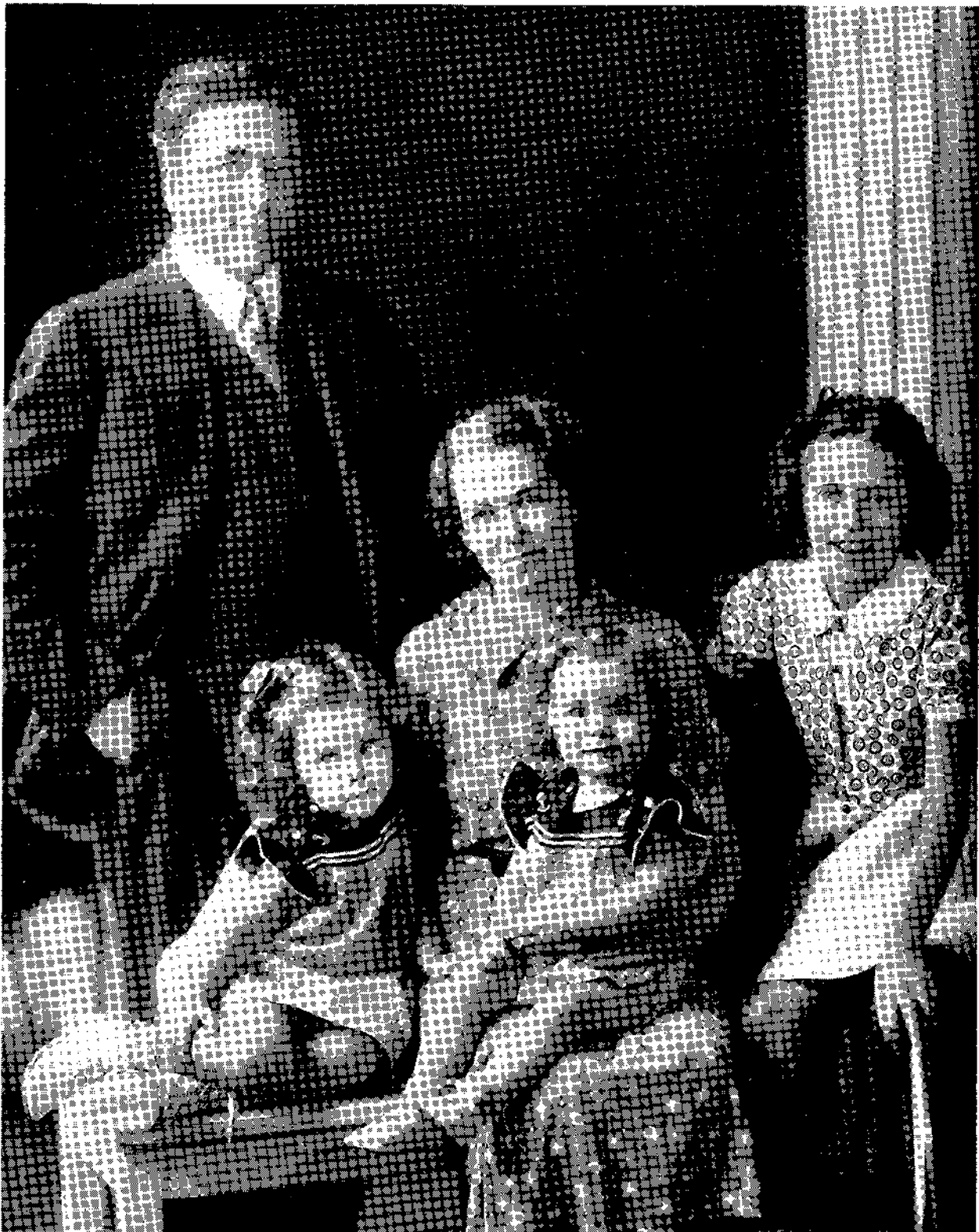
Uncle Ezra (Pat Barrett), beloved character of the air, whose "Ain't missed anything, have I?" has become famous with his tardy National Barn Dance entrance. Last summer the state of Illinois dedicated as a public park the farm once owned by Abraham Lincoln's father in Coles County. Uncle Ezra, who has helped to make Coles County famous, with the mythical "friendly little city of Rosedale," was one of the honored guests. At the right, Uncle Ezra as he appears in daily life, photographed in front of the old log house.





### **THE HOLLAND FAMILY**

Dr. John W. Holland, Pastor of the Little Brown Church of the Air, Mrs. Holland, and their daughter Beulah. Heard every day at the close of Dinner-bell time, Saturday morning, and Sunday morning in the Little Brown Church.



### **THE LAIR FAMILY**

John Lair, who is in charge of the WLS Music Library, with his wife and their daughters, Ann Crawford, Virginia Lee, and Nancy Carolyn. A native of Kentucky, John is a leading authority on American folk music. Heard on a Saturday night program.



### **SOPHIA GERMANICH**

Soprano, with a gentle, quiet voice, heard with the Hometowners quartet on Melody Parade, occasionally on Homemakers' Hour, and regularly with the closing hymn of Dinnerbell time. Off the air, she works in the music department helping to select program numbers.



### **HENRY BURR**

Dean of ballad singers. Some of the earliest phonograph records, little wax cylinders, carried the mellow voice of Henry Burr, then a very young man. Millions of records of his voice have been sold. As gentle and lovable in conversation as in his songs.



### JEAN McDONALD

Jean is the charming little lady who has been heard several times a week on a morning program. She is just a youngster, still in school, full of sunshine. Sings and takes dramatic parts. Often on the program with George Goebel.



### GEORGE GOEBEL

Always before, we have referred to him as "Georgie," but his voice has changed from soprano to tenor. A grand lad and a sweet singer, loved by everybody. We call him the "littlest cowboy," but he isn't so little any more.



### WINNIE, LOU AND SALLY

Three charming girls who sing sweetly and make friends wherever they go. They spent the full week at both the Illinois and Indiana State Fairs. Their names, left, Margaret Dempsey; right, Helen Jensen; seated, Eileen Jensen. You will find a silhouette of Eileen on page 57.

### THE HILLTOPPERS

From left to right, Tommy Tanner, Don Wilson, and Ernie Newton. These boys do a wonderful variety of things with the two guitars and bass and three mellow voices. Don also plays Hawaiian style and uses an electric guitar. They were at both the Illinois and Indiana State Fairs.



### HOOSIER SOD BUSTERS

Two boys, Reggie Cross and Howard Black, who make real music with harmonicas and guitar. A few months ago Howard was married to Billie Flannery, one of the Flannery Sisters. Reggie is still single. There is an interesting silhouette of these two boys in the back of the book.



### GIRLS OF THE GOLDEN WEST

Millie and Dollie Good, the Girls of the Golden West, from Mule Shoe, Texas, are heard on a number of programs during the week and on Saturday nights. Dollie, at the left, is the wife of Tex Atchison of the Prairie Ramblers, and Millie is the wife of Bill McCluskey.

### THE BAKER FAMILY

John Baker and his wife are both graduates of Purdue University. John's dignified bass voice is heard on Everybody's Hour Sunday morning, in special features on the Dinnerbell program, on the 4-H Club and Future Farmers of America programs on Saturday, and as the Old Gardener. He also writes a great deal of continuity.



### THE MEREDITH FAMILY

Listeners to plays given on Homemakers' Hour know William Meredith's writing. As continuity editor, he handles a wide variety of copy, but best of all he likes to write dramatic, heart-throb plays. Has written about forty for Homemakers' Hour. Former student at Iowa State College.



### THE BAND

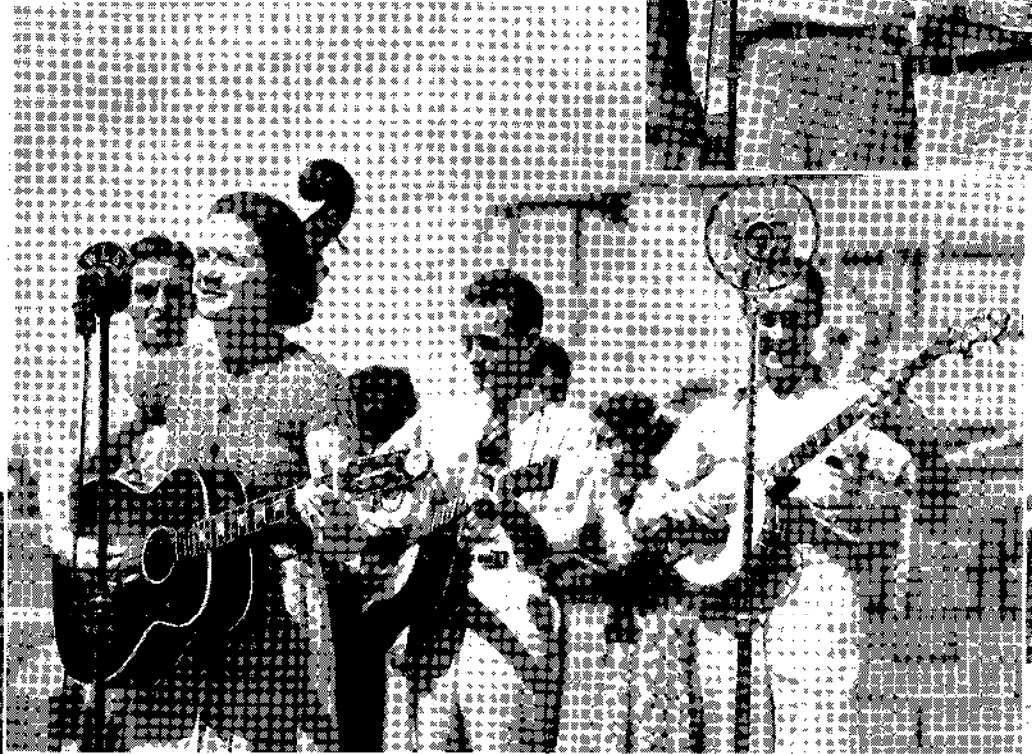
One of the finest groups of musicians ever assembled in one unit. Seated at the piano, Walter Steindel; standing in front, Herman Felber, director; Margaret Sweeney, harpist, and Theodore DuMoulin, cellist.

Below, a snapshot of Director Herman Felber in a solo part.



## SNAPSHOTS AT THE INDIANA FAIR

At the right, Dave Thompson, Indiana Editor of *Prairie Farmer*, earnestly introduces Levi Moore, Director of Publicity. Below, Lulu Belle sings before 15,000 visitors in the grandstand. At the bottom, view in *Prairie Farmer* headquarters on the Fair grounds, where many thousands came to visit daily.





## WHEN COWBELLS RING IN

From coast to coast, and across the sea, folks have listened to the hearty laughter, fun and music of the National Barn Dance, "coming to you from the WLS hayloft in the Eighth Street Theatre,

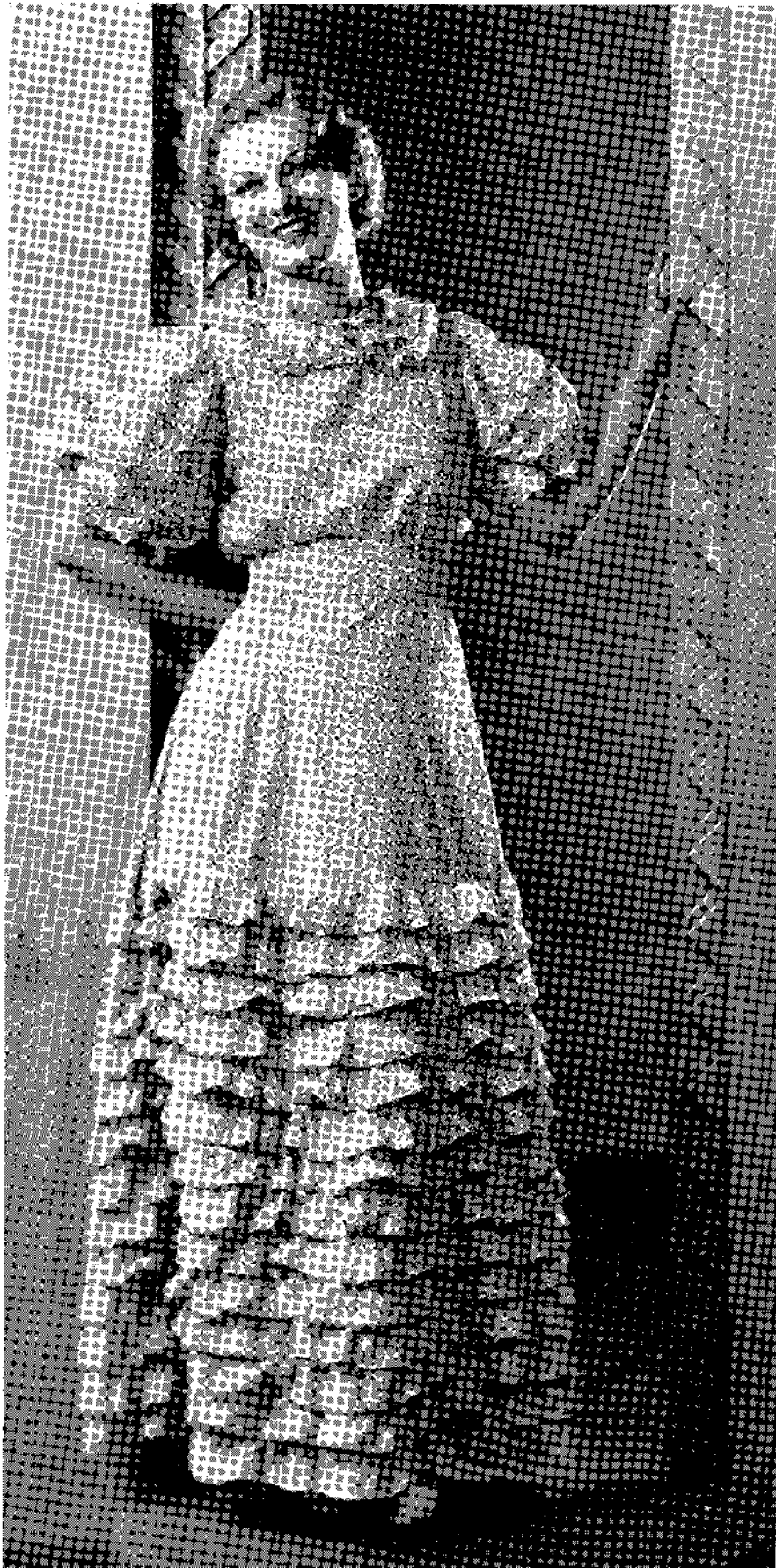




## S RING IN THE OLD HAYLOFT

usic of  
eatre,

Chicago." Here is the old hayloft, and here is the party. The merriest, most versatile, best beloved crew in radio, and a program that has not missed a Saturday night in more than twelve years.



**SALLY FOSTER**

Soloist heard regularly on the National Barn Dance. Prefers to sing sweet old-fashioned songs. Native of Wisconsin.



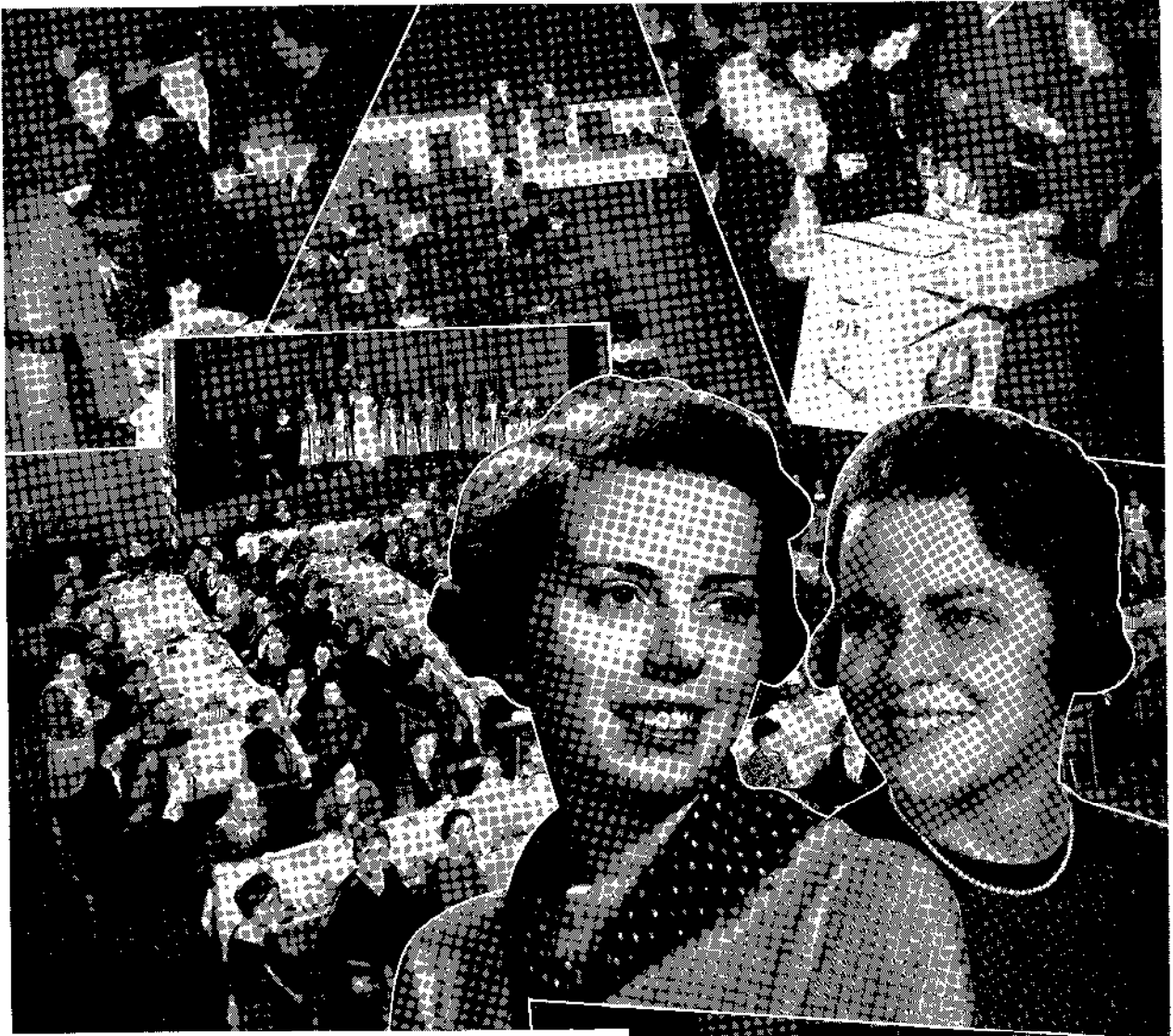
### VERNE, LEE AND MARY

On the Saturday night Barn Dance their three harmonious voices blend in sweet old songs.



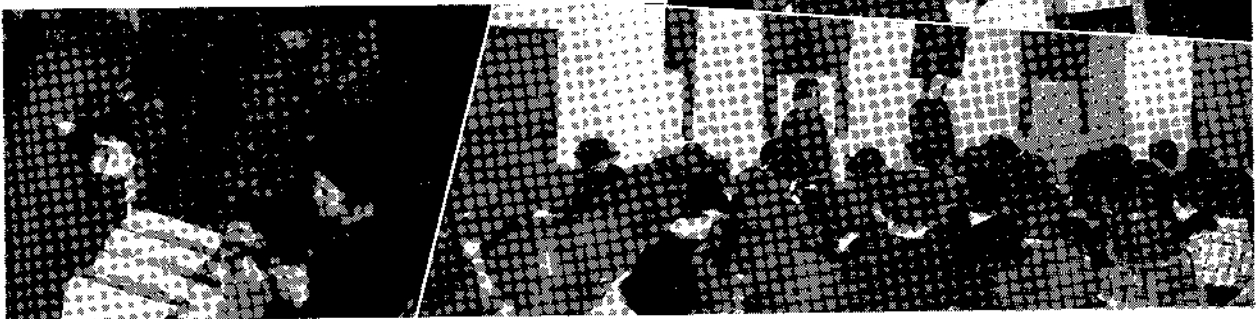
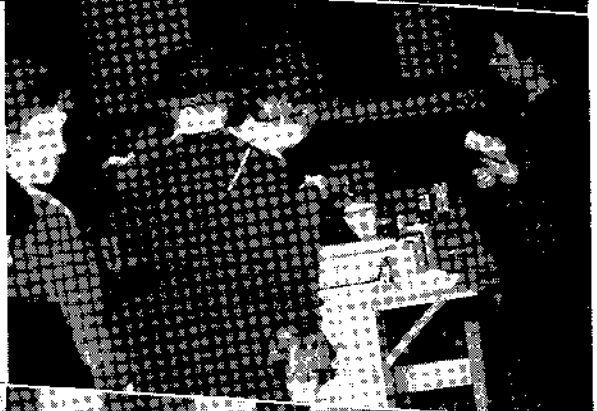
### HOOSIER HOT SHOTS

Four Indiana farm boys who produce the most uproarious and astounding musical effects ever heard. The strange assortment of hardware fastened to the washboard is what they call the "zither." Left to right they are, "Hezzie," Paul Trietsch; "Gabe," Otto Ward; Frank Kettering; "Kenny," Kenneth Trietsch.



## MORNING HOMEMAKERS' HOUR

The cheery good-morning of Martha Crane and Helen Joyce is awaited daily by thousands of homemakers. They attend many meetings, collecting and developing ideas. Martha Crane (right) is Mrs. Ray Caris, mother of two-year-old Crane Caris. Helen Joyce is mother of two, Mary Louise and Rodman.



### WILLIAM O'CONNOR

The voice of the smiling Irish tenor grows sweeter year by year like the fine old songs which he sings. Often heard during the week, and on Saturday nights. One of the old-timers on WLS.



### JOHN BROWN

To be a good accompanist one must be able to enter into the mood of the singer. John Brown is able to do this wonderfully, whether the singer be a tiny palsey-walsie or a towering tenor. Occasionally delights the audience with a piano solo, and more rarely, sings.

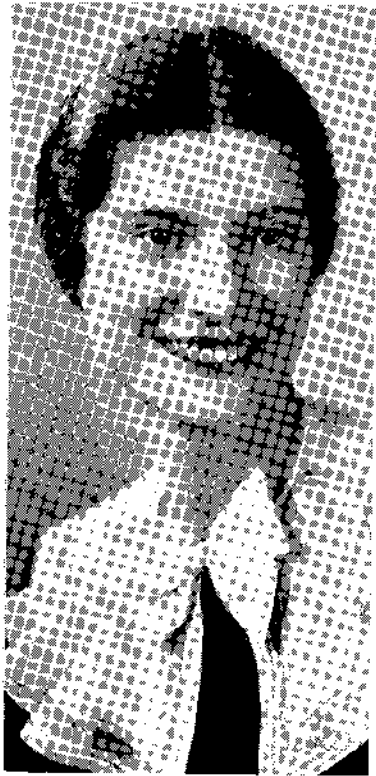
### GRACE WILSON

"The girl with a million friends" has been on every WLS Barn Dance program for twelve years.

### ROY ANDERSON

Roy Anderson (right), booming baritone. Winner of many honors for his singing of big hearty songs.





### **MARJORIE GIBSON**

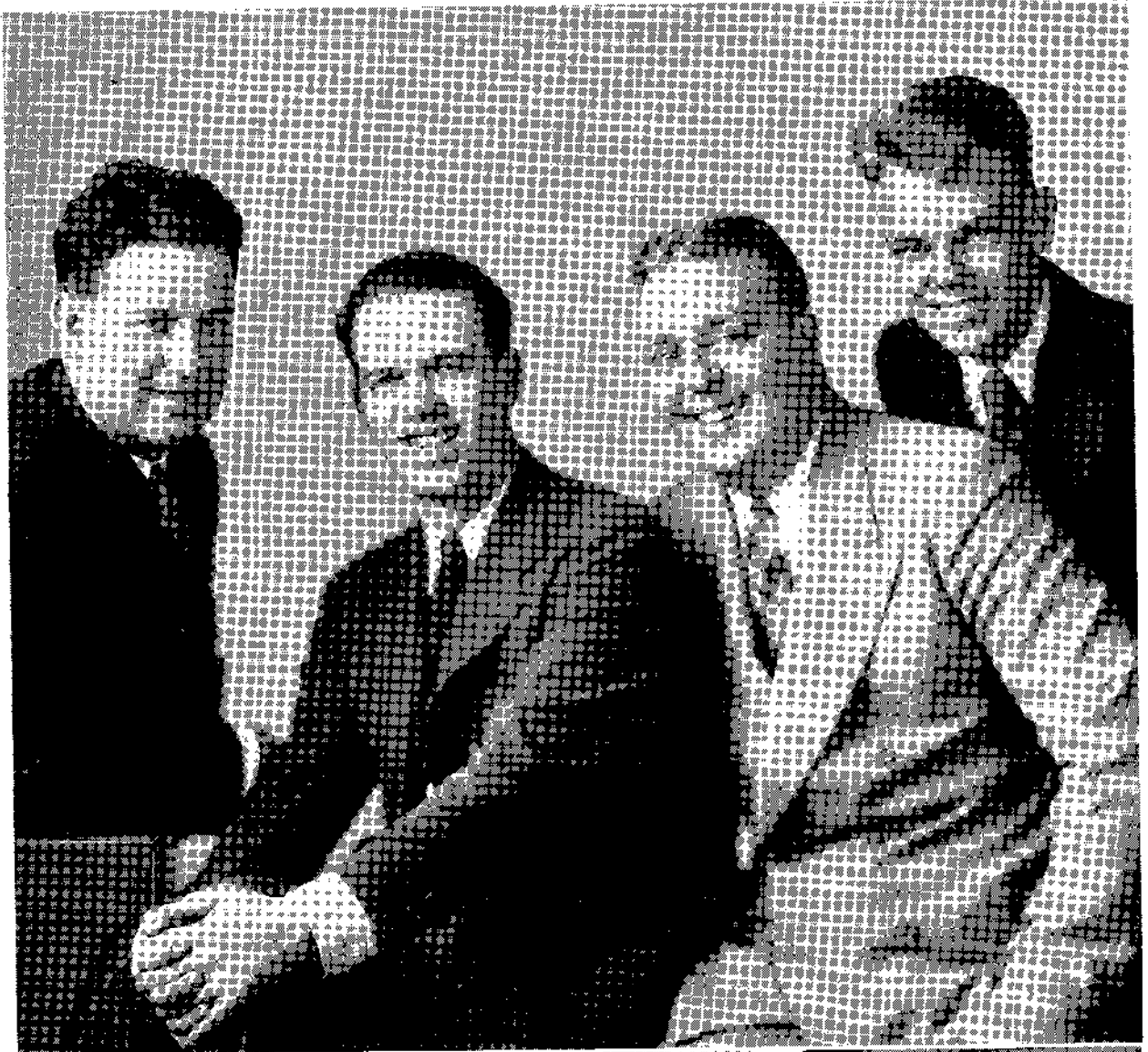
Marjorie collects all the news and gossip about WLS people for the daily feature "Fanfare," heard on Homemakers' Time. Also heard occasionally in dramatic sketches. Once taught school in Wyoming, 105 miles from a railway.

### **KATHERINE PERSONS**

You have never heard Katherine on the air, but she's a very busy young lady reading mail and seeing that thousands of your letters are answered. (Upper left.)

### **VIRGINIA SEEDS**

Virginia helps edit "Stand By," furnishes publicity information, and occasionally takes Mary Wright's place.



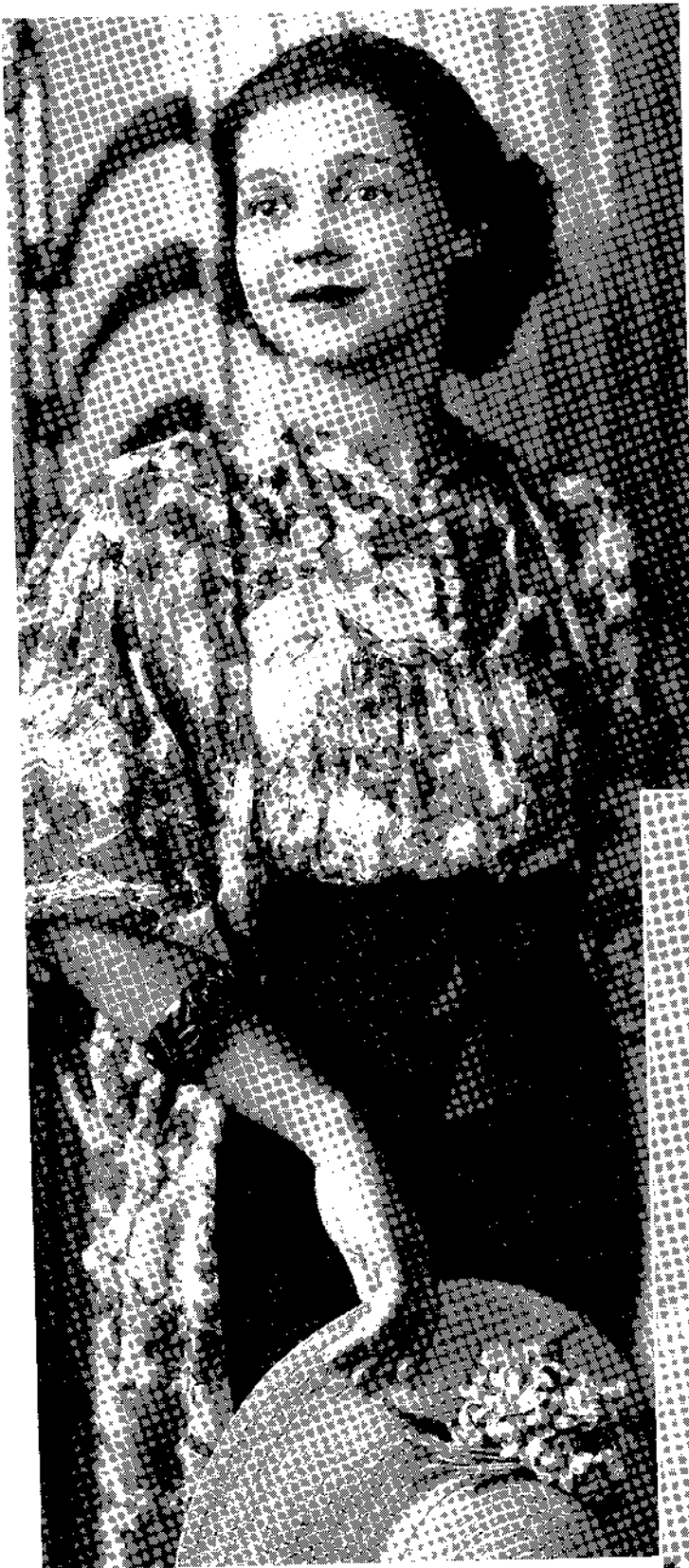
### THE HOMETOWNERS

You have heard this splendid quartet on many programs, notably "The Melody Parade." Left to right, Max Wilson, Phil Kalar, Paul Nettinga and William (Rocky) Racherbaumer. There's a silhouette of Rocky on page 57.

### LITTLE BROWN CHURCH QUARTET

They sing Sunday morning on the Little Brown Church. Left to right, Reuben and Lois Bergstrom, Ruth Slater and Vernon Gerhardt.





### **EVELYN**

Evelyn Overstake, whose soft, low voice sings its way right into your heart. Heard on various programs, including the Barn Dance.

### **CHRISTINE**

Her yodel songs go almost as high as the Swiss Alps where her ancestors used to live. Heard on the Barn Dance and other programs.







### **THE NOVELODEONS**

From left to right, rear, Rene (Zeb) Hartley and Ted (Otto) Morse; center, George (Bill) Thall; below, Art Wenzel and Ted (Buddy) Gilmore. They play and sing the most rollicking, humorous numbers, and then surprise you with sweet, mellow music so choice that you wonder if it's the same group.



## HOME TALENT SHOWS

The Prairie Farmer-WLS Home Talent project, launched three years ago under the direction of Arthur MacMurray, has now conducted entertainments in more than six hundred communities of the Middle West. This unique type of entertainment, developing and directing unrecognized local talent, has used more than 60,000 people actually taking part in shows.

More than \$60,000 in profits has been left in local community chests by this project.

Arthur MacMurray had unique preparation for this kind of work, having been a professor of public speaking at two great state universities. He also had wide experience in the dramatic field.

The stage picture above shows the community talent show as held at LaFayette, Indiana.





**"CHECK" STAFFORD**

"Check" collects daily temperature reports from all over the country, is greeter in the Little Theatre, and writes for "Stand By."

**TOM CORWINE**

Philosopher, and dean of all the people who make funny noises for the radio. Can imitate a whole menagerie. Has been on the Barn Dance and other WLS programs many years.



**EDDIE ALLAN**

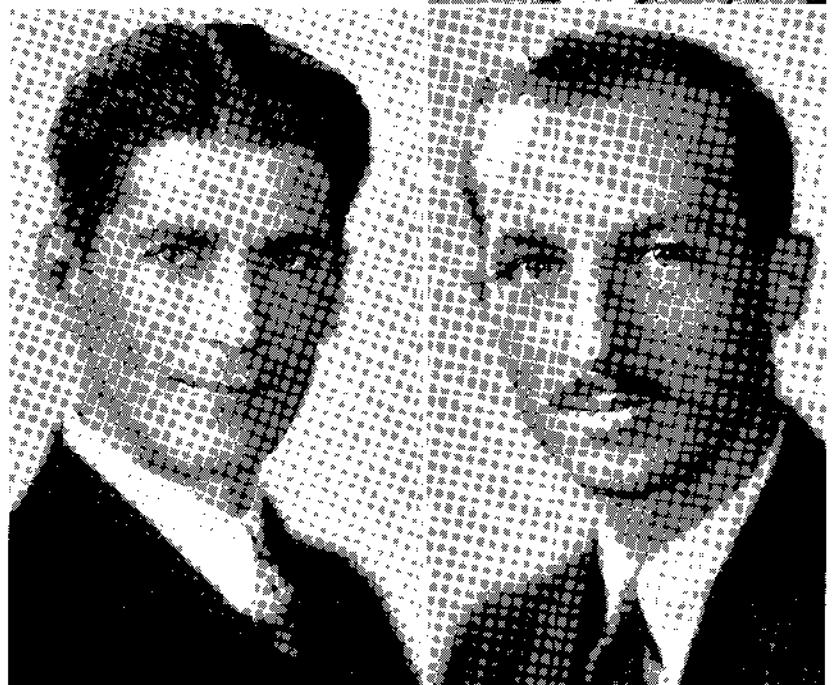
Dixie Harmonica King (right center), also a greeter in the Little Theatre.

**FRANK BAKER**

Newest member of the continuity department (extreme right). Formerly with NBC, experienced in program management.

**HERB MORRISON**

Announcer, recently arrived from Pittsburgh. His first radio job was at Fairmont, West Virginia, where he and Skyland Scotty were friends.





#### **THE MAPLE CITY FOUR**

Hardy perennial among radio quartets, the Maple City Four has been on WLS for ten years. From left to right, seated, Arthur Janes and Al Rice; standing, Pat Petterson and Fritz Meissner.



### DAN HOSMER

Above, versatile, lovable, Dan Hosmer. Writer and actor. Remember Pa Smithers? Do you know Charley Rankin? You're looking at them!

### CAROL HAMMOND

Contralto, whose singing makes you stop whatever you are doing, just to listen. A Chicago girl with a grand voice, who joined the staff this past summer.

### BILL McCLUSKEY

Sometimes called "The Stranger", but no stranger to you since you have heard his songs.





### ROCK CREEK RANGERS

The girl is Sunshine Sue, the boys, left to right, George, John and Sam Workman. From a farm in Iowa.

### JOY MILLER

Lovable little bundle of sunshine, she sings and recites.



### JAMES DAUGHERTY

Better known as "Jimmie." One of our stalwart engineers.



### CHARLES NEHLSSEN

"Nellie" to you, engineer, one of the strong, silent men behind the control board.

### PAT BUTTRAM

Pride and Joy of Winston County, Alabama, Pat Buttram has brought to radio some of the choice backwoods humor of the Old South. People often ask, "Is that his natural voice, or is he just putting on?" It's natural. He always talks that way.



### LUCILLE LONG

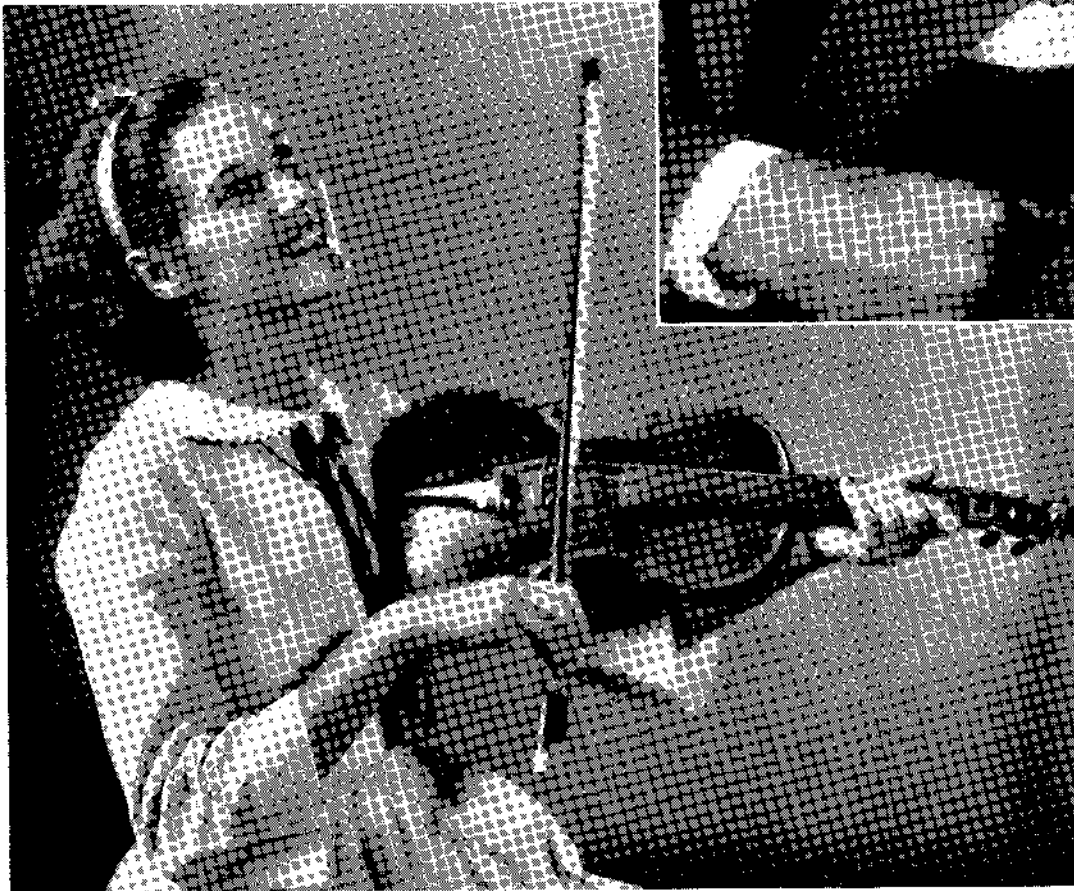
Lucille Long, contralto, has been featured on the network hour of the WLS National Barn Dance for nearly three years. She numbers many of the old-fashioned songs in her repertoire. Lucille is an Ohio girl.

### POKEY MARTIN

Pokey Martin, teller of "tall tales," was Don Hoyte Allen down in his home city, Durant, Oklahoma. A genial, friendly young chap, Pokey can spin yarns by the hour and almost have you believing them. He's a more recent staff member.

### LILY MAY

Meet the one and only Lily May Ledford, "The fiddlinest girl to ever come out of the mountains." She can really make a five-string banjo talk, too. Nineteen years old, she's from a large family near Lombard, Kentucky. A winning smile and disposition.







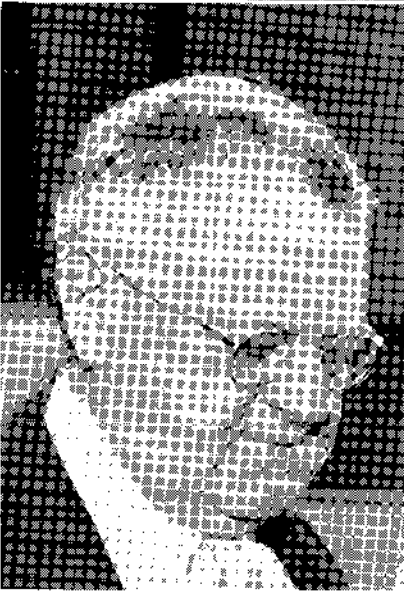
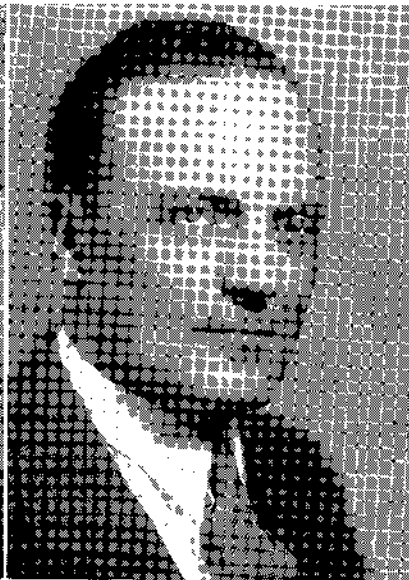
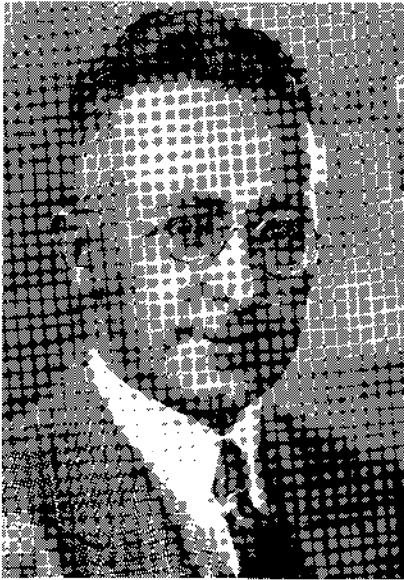
## PRODUCTION

Hearing on the air of "production men" you probably have wondered what they do. The production man, working between the program department and the engineers, is responsible for successfully delivering the program on the air. He must see that everybody is ready, that the program starts and finishes on time. Above is Production Man Al Boyd. Al is the one who collided with the elephant in the dark during the fury of the storm at Springfield.

Production Man Tom Hargis, lower left, has joined us within the last year, and Tom occasionally sings with a beautiful tenor voice.

Chuck Ostler, lower right, handles sound effects. He can produce the crash of an automobile collision or the sound of a marching regiment on a couple of minutes notice.





### MARKET MEN

Many times you have heard the switch to "the office of the United States Department of Agriculture for the grain market by F. C. Bisson." Mr. Bisson, who is heard daily, is in the upper left-hand corner. In the center, above, is Jim Clark, heard every Saturday with a review of livestock prospects. He represents the Producers' Livestock Commission Company. In the upper right-hand corner, Jim Poole, livestock reporter, one of the greatest personalities in radio. At the left center, Ross Saunders, heard in connection with the campaign for the prevention of rural crime.

### MAIL

These girls, below, could tell you what it's like to get a million letters in six months. Every letter must be handled carefully and promptly.





Above, the staff of the WLS Artists Bureau, which handles the booking of staff acts. Standing, left to right, George Ferguson, Earl Kurtze; seated, William J. Legg, Clem Legg, and Larry Kurtze. A great many local entertainments are arranged by them.

**ARTISTS BUREAU**

men, sound effects, hero and villain, and everybody follows the script.

**DRAMATIC CAST**

Below, a typical studio scene while a radio play is in progress. Production follows the script. WLS was a pioneer in radio play production. Many plays are written by our continuity department.





**PATSY AND  
BABY BEVERLY**

At the left, Patsy Montana (Mrs. Paul Rose) and daughter Beverly Paula. Above, Winnie, Lou and Sally harmonize at the Fair. Below, the Prairie Ramblers at a farmer's picnic.



### FOUR HIRED HANDS

They play guitars, harmonicas, accordion, jug and spoons. Their names are Fred LaCabe (Beany), Tony Pacione (Pitchy), Don Giacoletti (Don) and Ben Pigotti (Blinky). These boys came to WLS from Gary, Indiana.

Below, the group, including the Hilltoppers, Winnie, Lou and Sally, Rena Staas of Prairie Farmer Field Staff, hostess, Howard Chamberlain and Ross Saunders, who with Arthur Page met thousands of Prairie Farmer friends at the Illinois State Fair.



## THE PRAIRIE FARMER





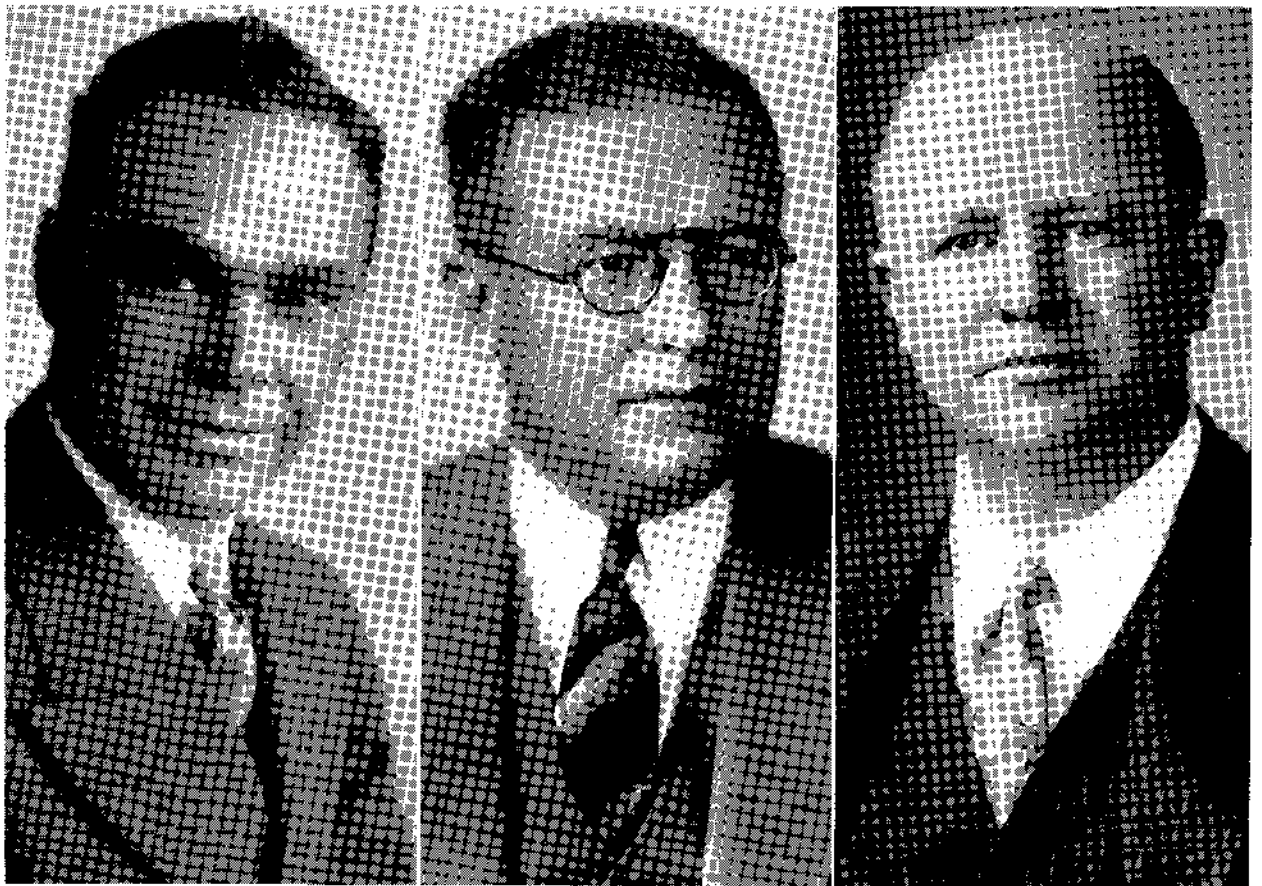
### **PRAIRIE FARMER EDITORIAL STAFF**

Above, with Editor Gregory, the Prairie Farmer staff. Left to right, Ray Inman, Lois Schenck, Merrill Gregory, Casper Mast, Orpha Han.

Lower right-hand, Dave Thompson, Indiana Editor of Prairie Farmer, and his daughter, Kathleen, Assistant Editor.

### **WLS COMMERCIAL MEN**

Under the direction of William Cline (Page 19) these men sell commercial time, which pays the bills. Left to right, C. P. Mercer, A. N. Cooke, W. R. Watson. Center, Dave Ebey, Promotion.



## RESPONSIBILITY

George Cook, above, is "watch dog of the treasury," to see that the outgo does not exceed the income.

Conklin Mann, center above, for the past year has been assistant to Mr. Butler, who is President of WLS and Publisher of *Prairie Farmer*.

Glenn Snyder, upper right, is Manager of Station WLS for the Agricultural Broadcasting Company.

Arthur Page, right, is Editor of Station WLS, and is responsible for station policies.

C. V. Gregory, extreme right, is Editor of *Prairie Farmer* and Vice-President of the Agricultural Broadcasting Company, owners of Station WLS.



. . . *and so*

you have met most all of our WLS folks. We like to think of WLS as a big, happy family here at the home of Prairie Farmer. At noon you might find these girls from the office gathered around the piano, putting on a little entertainment all their own. They help to read your mail, write letters, rush the typing of scripts and schedules. We like to feel that you too are a member of this great happy family. So looking forward to seeing you on the air tomorrow, we are saying—

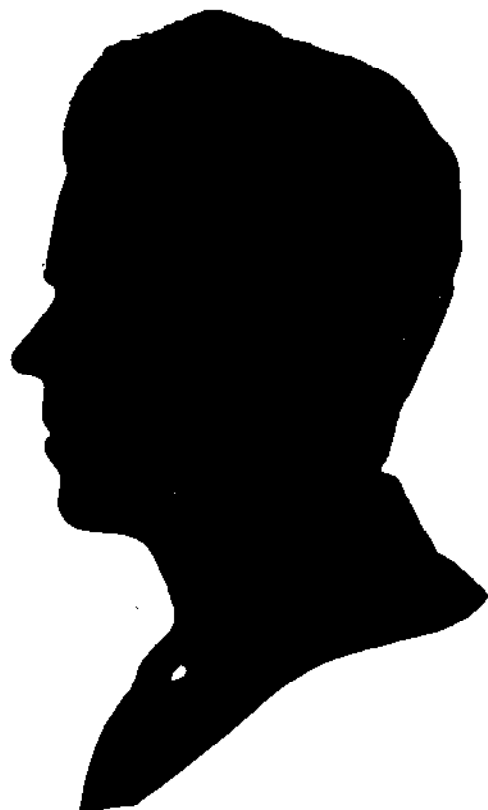
. . . **GOOD BYE!**







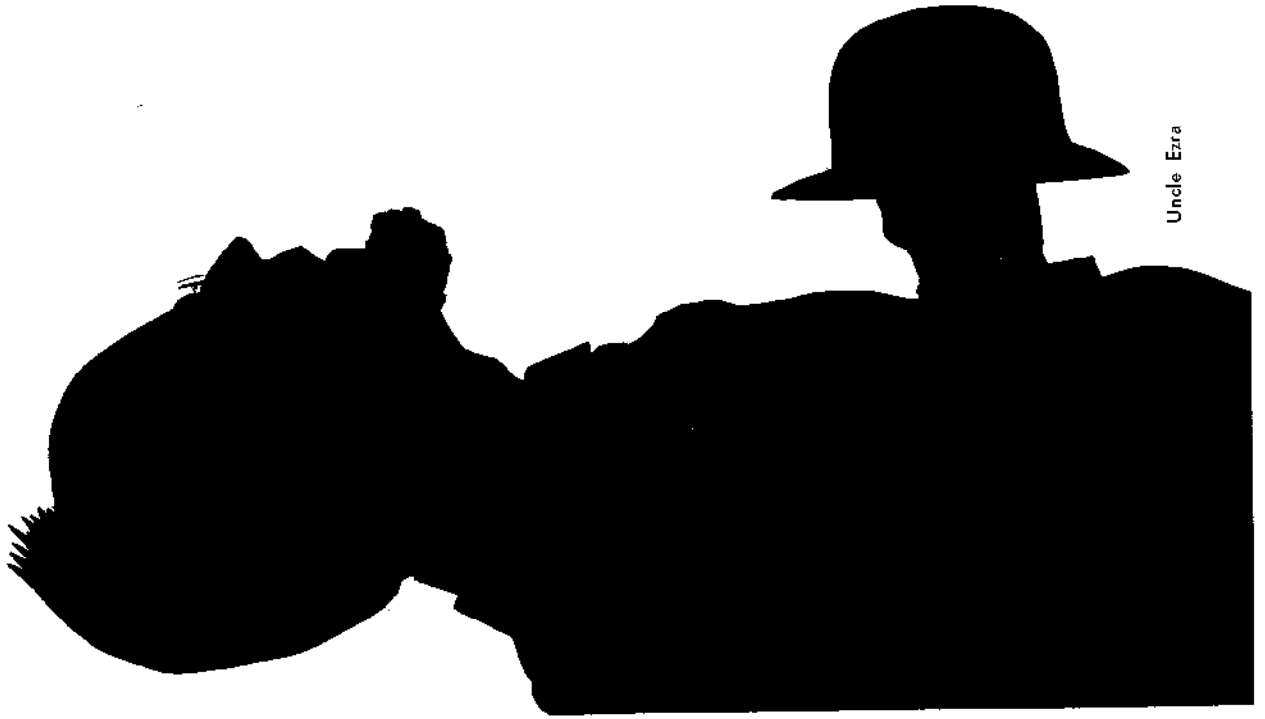
Aileen



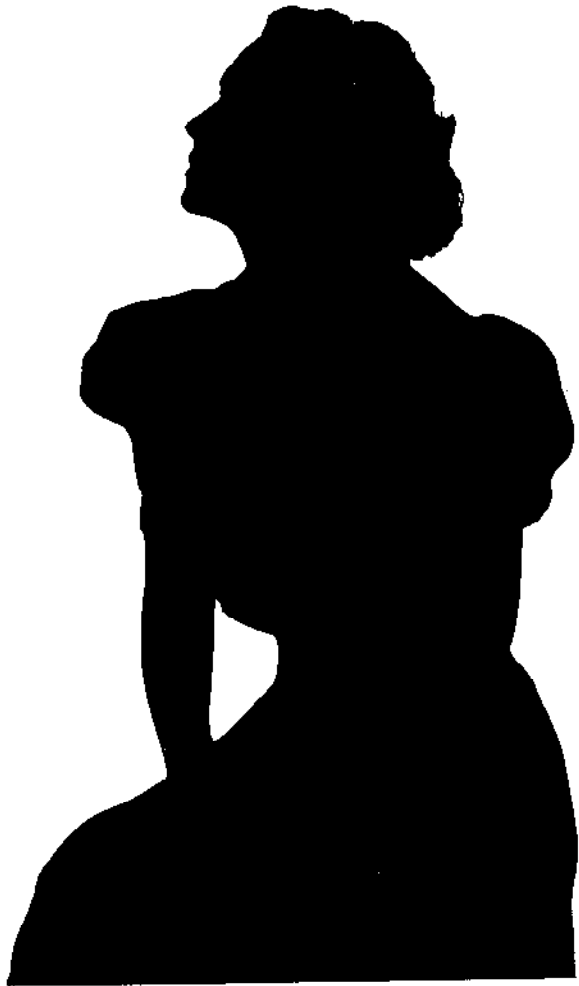
Rocky



Verne, Lee and Mary



Uncle Ezra



Marjorie



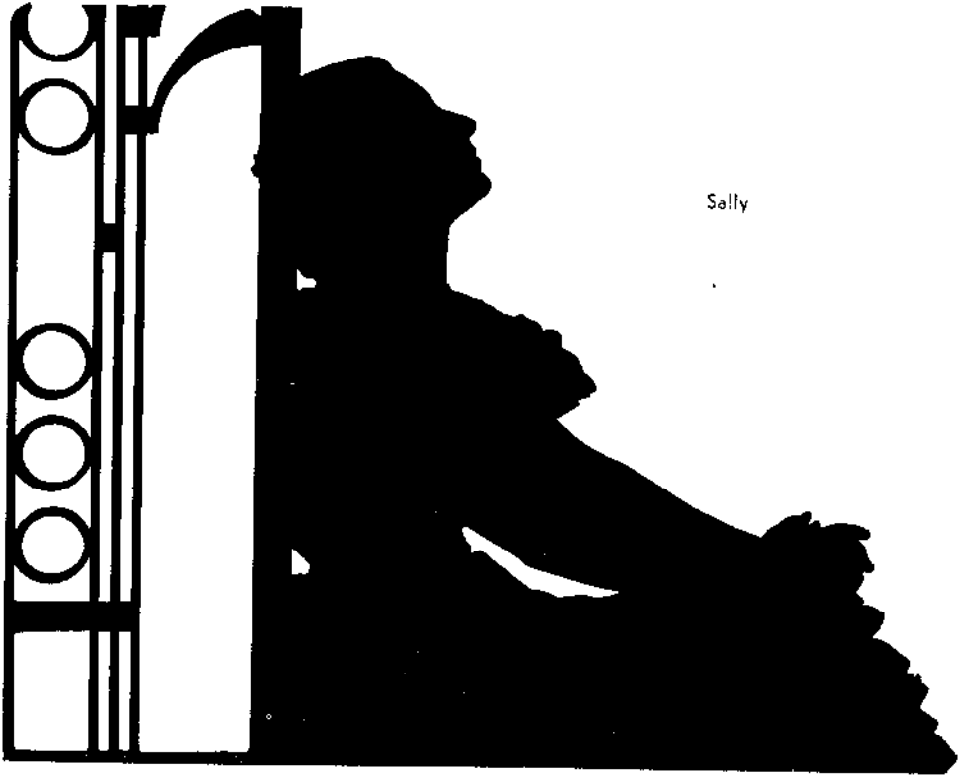
Lily May



Howard



The Prairie Ramblers



Sally



The Sod Busters