

WILLS

FAMILY ALBUM

1936



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Family Album

1936

Published By

THE PRAIRIE FARMER

1230 Washington Boulevard

Chicago, Illinois



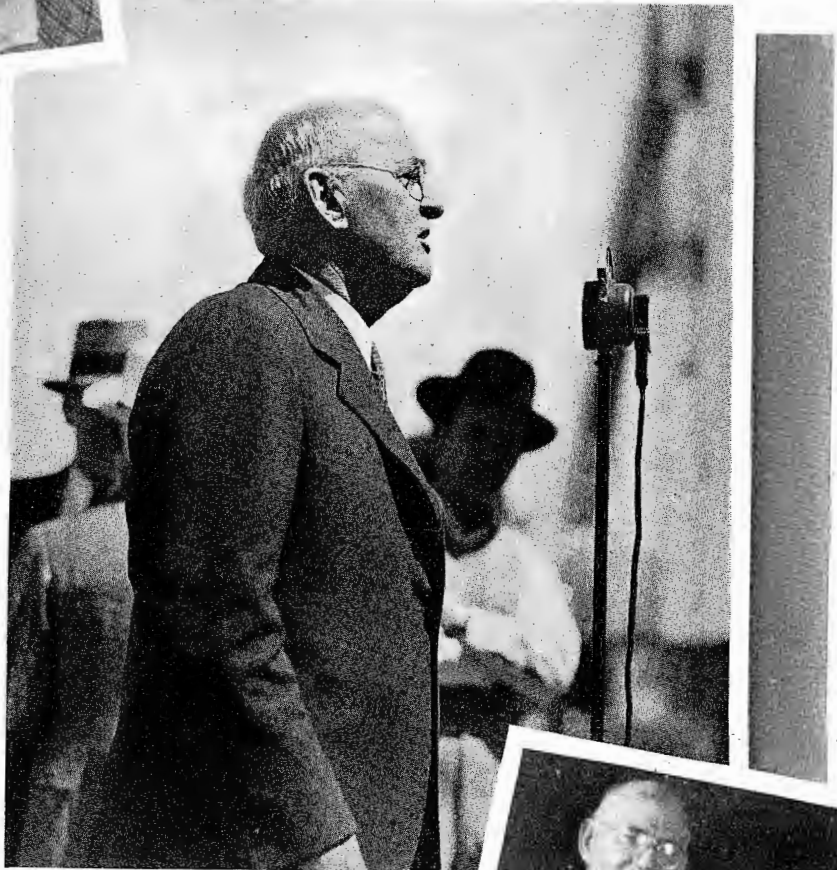
THE NEW TASK

Program schedules * * * sound waves
* * * song and speech, news, weather,
markets, comedy and philosophy, laughter
and serious counsel * * * and always just
ahead is the new task.

Letters say, "we depend on you" * * *
"we feel that you understand". A million
letters a year!

The Prairie Farmer Station comes to you,
not as a visiting stranger, but as a neigh-
bor. Your hopes and ideals are ours. After
ninety-four years of publishing, and eleven
years of broadcasting, we thrill at this
power and mystery of radio by which we
come into your home as a friend and
neighbor.

With each day our task is new, just as
your problems are new. We face them
together. We are proud to have you call
us friend.



OUR CHIEF

The man whose vision charts our way, whose great heart inspires our ideals, Burrige D. Butler, Publisher of *Prairie Farmer*, President of WLS. Three of these pictures were taken at a picnic party for children of staff members, on *Prairie Farmer's* farm. The center picture was made at the Indiana State Fair. At the lower right, Mr. Butler was enjoying the Barn Dance with Charlie Root, Cub baseball pitcher, and at the lower left, Mr. and Mrs. Butler were watching the children at play.





HAROLD A. SAFFORD

Program Director. In his busy brain, ten thousand details. Former newspaper editor, old-timer on WLS, he was away a few years studying merchandising, returning in 1935. Musician, former announcer, and master of ceremonies. Whenever WLS is on the air, he is not far away.

JOE KELLY

Early rising "smile-a-whiler". Jolly Joe to his palsy walsies, genial master of ceremonies, known from coast to coast on the Barn Dance, he tries to look severe as Rodeo Joe. Joe is best known for his hearty laugh, and his deep and sympathetic interest in boys and girls.





HELEN JOYCE

Pictured above, the sprightly young lady who greets you daily on the Feature Foods Program. Graduate of the University of Minnesota, mother of two children, just the sort of practical, interesting person you'd think she is.



MRS. WALTER BUHLIG

One of the bright and useful spots on Homemakers' Hour is the Monday program by the National Congress of Parents and Teachers. Mrs. Walter H. Buhlig, regional director of that organization for the Middle West, conducts this valuable program.

MARTHA CRANE

Pictured with Martha in the Album for the first time, young Master Crane Caris. You have known Martha for a long time, for it was on WLS that she made her debut as a radio "homemaker". Probably you remember when she and Ray Caris were married.

HOMEMAKERS' HOUR

In thousands of homes, both in cities and on farms, Homemakers' Hour from WLS is part of the daily household routine. The subjects discussed on this program are as diverse as a housewife's problems. Cooking, recipes, menus and diet problems receive constant attention. Interior decoration is another interesting subject. Health discussion, featuring national and world authorities is of great value. Matters of recreation, both in the home and in the whole community, have been very popular. Listeners find it interesting to follow discussion of styles and garment design. Parents' work with the schools, exemplified in the P. T. A. discussions, strike an important modern note. Homemakers' Hour lives from day to day with the housewives of the Middle West. Here at WLS we believe the home is the most important institution in the world, and we are proud to have a place as the homemaker's understanding helper.



MARY WRIGHT

Your WLS Home Advisor, heard daily on The Old Kitchen Kettle and on Homemakers' Hour. Iowa farm girl, graduate in Home Economics and Dietetics, past high school principal, faculty member at Purdue, active homemaker, mother and a charming person to know. Listeners say "she knows what she is talking about."





JACK HOLDEN

Announcer, interlocutor, and leader of daily Morning Devotions. Native of Michigan, meditative, sympathetic, likes to read poetry, and occasionally writes some. Writes "Ad Lib" in Stand By. Not as large as his voice would make you believe.



HILLTOPPERS

From the hills of Tennessee came Tommy Tanner; from Arkansas, Don Wilson; from California, Ernie Newton. Tommy is a wistful ballad singer, Don is a master of Hawaiian guitar, and Ernie plays the bass. Blended, they produce some sweet, soft, musical effects.

GEORGIE GOEBEL

We hesitate to call him Georgie any more since his voice has changed from sweet choir boy soprano to a manly tenor. A grand boy who sings cowboy songs, likes to play baseball and ride horseback.



LULU BELLE and SCOTTY

Mr. and Mrs. Scott Wiseman, married in December, 1934, after last year's Album was on the press. Two of the happiest youngsters in the world, and just as sensible as they are happy. Scotty plays both guitar and five-string banjo, and occasionally writes a song. Lulu Belle is kept pretty busy getting up comical answers to problems sent in by her listeners for song verses.





PAT BUTTRAM

Pride and joy of Winston county, Alabama, son of a circuit riding preacher, Pat early learned to meet people. Behind those roguish eyes is an inquiring mind, and an understanding of human nature beyond what you would expect from a boy of 20. He has had a busy time with his "Radio School for New Beginners Just Starting." Writes frequently for "Stand By," with a natural gift of humor.



HOWARD CHAMBERLAIN

Announcer, vocal soloist known as the Chore Boy, trained as an architect, skilled mechanic, steady as the solar system. Conducts the Sunday morning programs.

SOD BUSTERS

Reggie Cross and Howard Black the Hoosier Sod Busters, play the giant harmonica, and Reggie specializes on the chromatic. Two fine Indiana boys who have made a real art of harmonica playing.



THE GERMAN BAND

Watermelon growers sent samples, which the German Band expertly tasted. Left to right they are, Oscar Tengblad, "Herr Oscar", Cousin Lou Klatt, Emilio Silvestre, trombonist Gerry Vogt, and seated in front with the bass horn, Chris Steiner.



UNCLE EZRA

"Hain't missed nothin', have I?" The old Jumping Jenny Wren (Pat Barrett) heard from coast to coast on the Saturday night Barn Dance is apparently studying his watch, figuring when the next train leaves for "the friendly little city of Rose-dale". One of the best loved characters in radio.



EDDIE ALLEN

Cuddles a harmonica, makes mellow music. One of the greeters at Prairie Farmer Building studio. "Would you sign the guest register, please?"



GRACE WILSON

She likes people, which is the reason people like her. Appropriate title, "The Girl with a Million Friends." Sang on first WLS program eleven years ago, and every Saturday night Barn Dance since.



ARKIE

The Arkansas Woodchopper's other name is used so seldom that many intimate associates do not know what it is. A country boy from the Ozarks, full of vitality, an authority on bee trees, coon hunting, and square dancing as it is done back in the hills. Arkie likes people, and they like him. His songs are sometimes interrupted by laughter, as studio friends gather around to heckle him.

VERNE, LEE and MARY

We sometimes call them the "Three Wisconsin Honey Bees." Verne and Lee Hassell, farm girls of Racine, Wisconsin, and Evelyn Wood (Mary) of Chicago. Three sweet harmonizers. Heard Saturday nights on the Barn Dance.

CHUCK and RAY

Chuck Haines and Ray Ferris are singers of quiet, sweet harmony, mostly old songs. They are also veteran minstrel men, and at present are appearing with a WLS Minstrel Show in local theatres.

WILLIAM VICKLAND

"Colonel Jim" in Sycamore and Cypress, southern program heard every Sunday morning. Also heard in Little Bits from Life, and a morning program for the children, The Junior Broadcasting Club. Quiet, philosophical, gentle.





HENRY BURR

Dean of ballad singers. Started making phonograph records when he was eighteen years old, and has made more than any other man in the world. When he starts singing one of the old songs, folks stop right where they are, and listen.

HOMETOWNERS

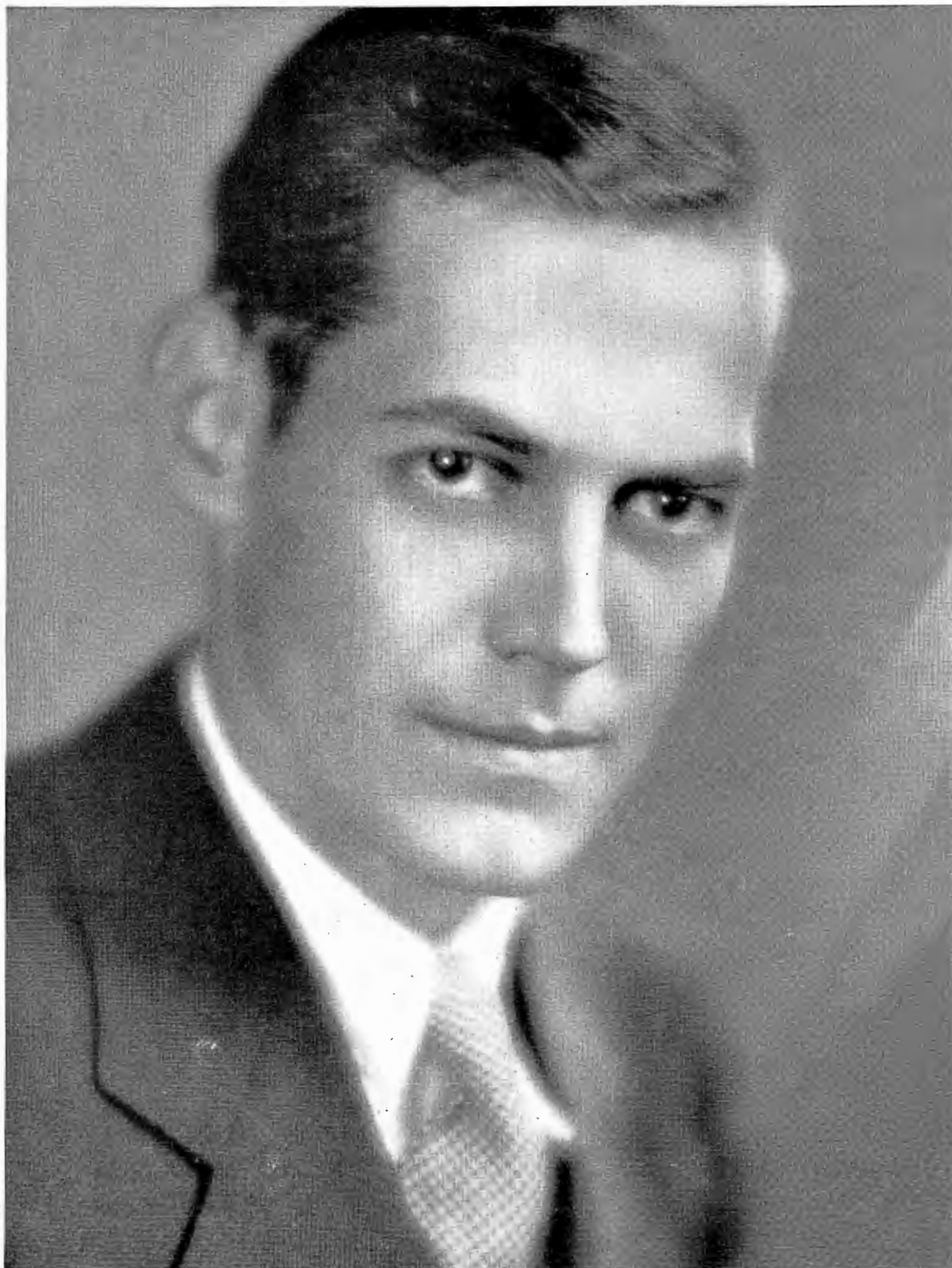
Quartet of four soloists. The smallest and youngest one, William Racherbaumer at the left, has a big booming bass voice. Big husky Paul Nettinga, second from the left, hits top tenor. Phil Kalar, next, who beats time for them, sings baritone, and Jack Eliot, right, sings second tenor. They also play funny tunes on funny instruments.





MARJORIE GIBSON

Once a country school teacher, now our girl announcer, and member of the continuity staff. Heard regularly on Homemakers' Hour with Fanfare. Writes on the same subject for Stand By. Occasionally takes dramatic parts. Brought her smile to us from Southern Illinois.



JULIAN BENTLEY

Newscaster who can take Ethiopian names in stride. Brilliant and versatile editor of Stand By, sprightly radio weekly. Grew up on a dairy farm in Northern Illinois. A walking reference library. Speaks French, Spanish, and Italian. Not married, yet. Opposite page shows Editor Bentley (left) on make-up day in the printshop of Prairie Press, conferring with printer Irvin Haberichter (center) and Foreman Eddie Cesal, over an issue of Stand By.

CHECK STAFFORD

"Howdy, folks." Characteristic pose of the Keeper of the Latch String. When all other sources of information fail, we ask Check, and he usually knows the answer. Authority on folk lore and weather traditions. Helps Julian Bentley on Stand By.

VIRGINIA SEEDS

Indiana girl, who came from editorial department of Prairie Farmer to continuity department of WLS. Also well known to readers of Stand By. Occasionally heard on the air. Speaks and writes in a whimsical, unique style.





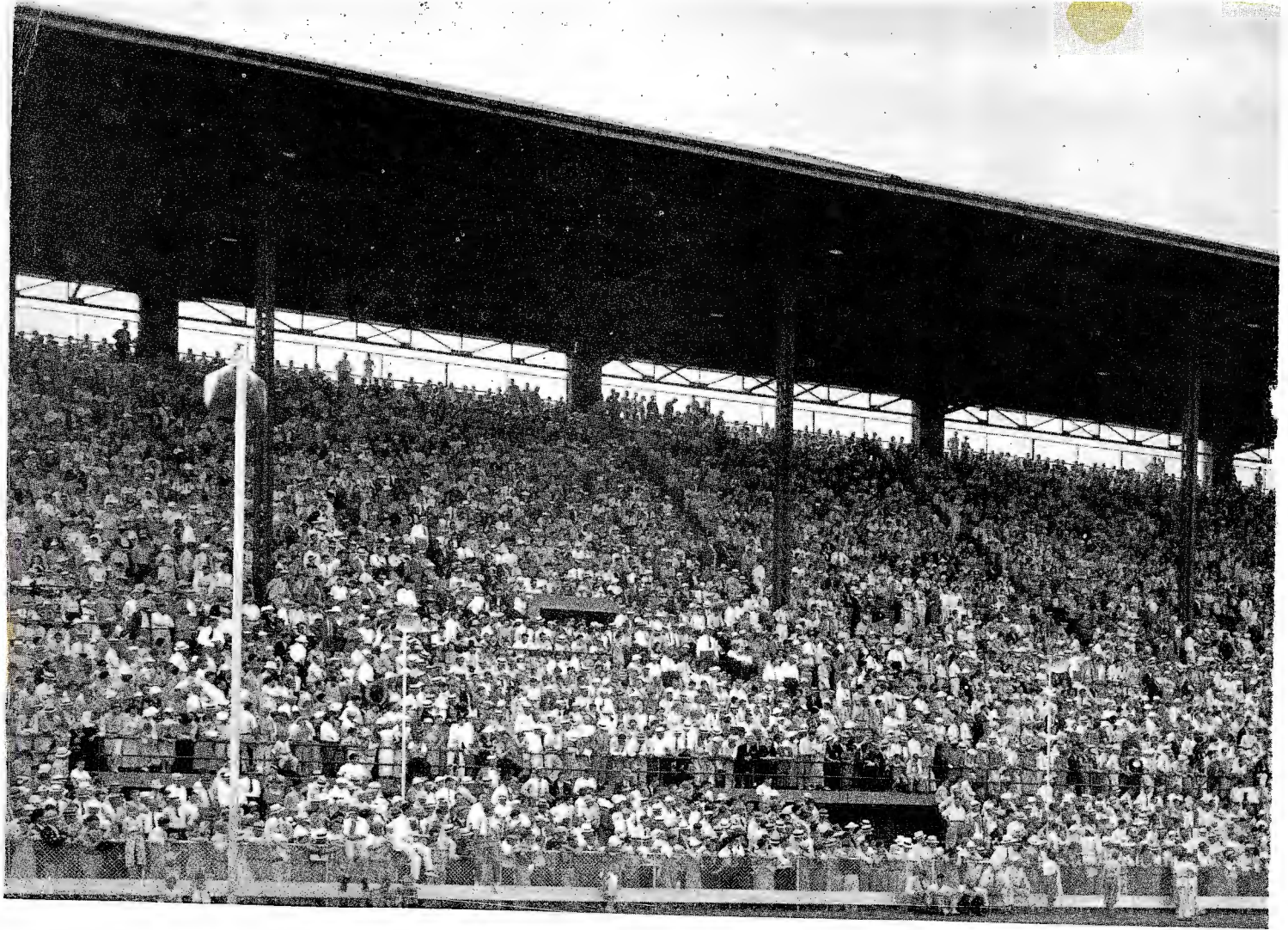
PATSY MONTANA

Sweeping in like a prairie breeze from the West, Patsy Montana arrived at WLS a couple of years ago, dressed in a fringed leather skirt, and high-heeled boots. A lovable little girl, full of vitality, at home in the studio as well as in the saddle. Always carries a little whirlwind of good cheer wherever she goes. Married in 1934 to Paul Rose, then Secretary to Mac and Bob. They have a baby daughter Beverly, whom they expect will grow up to be a yodeller.

PRAIRIE RAMBLERS

These four boys with Patsy, play and sing a repertoire ranging from serious to side-splitting. Counting from the top they are, Chick Hurt, Jack Taylor, Patsy Montana, Salty Holmes, and Tex Atchison. All four of the boys were born in log cabins in Kentucky. Salty has a trick voice that produces some astounding effects. Tex Atchison is one of the few left-handed fiddlers in captivity. The Ramblers are heard daily and Saturday night.





ILLINOIS STATE F

The entire WLS hayloft crowd climbed onto the train one day last August, and moved the whole Saturday night Barn Dance show to the big platform in front of the grand stand at the Illinois State Fair. The entire broadcast, including the coast-to-coast network show, originated there on the platform before an audience of eighteen thousand people. Every seat and every foot of standing room was taken from 7 o'clock until midnight. Presentation of silver cowbells to Governor Henry Horner and Director of Agriculture Walter McLaughlin





AIR BARN DANCE

were features of the program. Lulu Belle, always up to some mischief, almost wrecked the show when she ran up and kissed the Governor at the close of his brief speech. State Fair officials declared the Barn Dance show was an amazing demonstration of radio's power, bringing the largest crowd ever seen on the opening night of the State Fair. A common remark as the hayloft group packed up to go home, "We had a wonderful time; hope we can come back next year." The stage lineup is shown below.





THOUSANDS OF PEOPLE

Many of you heard the broadcast of the Nation by Carlson of Iowa. During the contest, when WLS in November, 1935. We never saw so many people husking field, using newest short-wave equipment, will give a little idea of the crowd of 110,000 who gal Corn Husking Contest from Newtown, Indiana, the contest, waiting until Prairie Farmer folks postele in one place at the same time. The picture above of 41.5 bushels in an hour and twenty minutes, made athered in front of the score board at the close of was broadcasting from four different places in thd the figures which proclaimed a new world's record most of these 110,000 people were in the field following the huskers. Others received an ear-by-ear account through the giant loud speaker system. Below is a glimpse of the crowd one evening at the Prairie Farmer-WLS Harvest Festival, late in October at the International Amphitheatre in Chicago. Twenty-four thousand people attended. They not only saw the Barn Dance show, but saw the weirdest collection of freak vegetables and corn ever assembled, witnessed a pet parade every night, and many of them took part in a gigantic square dance on the floor of the arena.





PA and MA SMITHERS

We show you Pa and Ma Smithers in costume, below, as they sound on the air, and also in their natural character as Hazel Dopheide and Dan Hosmer. Quite a time they have had on their farm! Hazel and Dan have had a lot of experience, as you must know if you have listened to their interpretation of the characters they portray. They write the script together. Each of them is capable of taking several parts.





AT THE STATE FAIRS

A happy event each year is our visit with thousands of friends at Illinois and Indiana State Fairs. The Dinner Bell program is broadcast from there, and many folks come to see us. Upper picture shows the group of visitors one day at Prairie Farmer headquarters at the Indiana State Fair. Lower picture shows crowd in Prairie Farmer tent at Illinois State Fair. Another State Fair picture, shown on pages 24 and 25 was taken on occasion of the Barn Dance program.





CHRISTINE

"When she yodels, she can go higher'n a sparrer on a barn roof," says Max Terhune. You who recognize the Swiss costume can understand why. Heard every Saturday night, and on occasional programs during the week.



RALPH EMERSON

Organist, story teller, Big Chief Waldo of the Lostatootha Tribe. Related to, and named after, the earlier Ralph Waldo Emerson. Ralph has been on WLS for more than ten years. "Master Showman of the Organ."

JOHN LAIR

Outstanding authority on American folk music. John has studied mountain music far back in the hills, and has proved that many of the mountain ballads are centuries old. Has written a good many songs himself. Often been heard announcing. In charge of WLS music library.



EVA and RED FOLEY

Many will remember "mysterious page 40" in the 1934 Album, announcing the marriage of Red Foley and Eva Overstake, one of the Three Little Maids. You will be glad to have this brand new picture which includes their baby daughter, Shirley Lee. With father and mother both singers, Shirley should soon begin to yodel.

WILLIAM MEREDITH

Pictured below, (right) Billy Meredith writes dramatic continuities, works behind the scenes in Pat Buttram's Radio School for New Beginners. Very quiet, never raises his voice.

AL BOYD

Production. "Stand by, everybody!" After the program is written and okayed, it is the job of the production department to see that it gets on the air in the right studio, with announcers, musicians, and others all on the job. Trained for quick and decisive action, and punctual as a railroad train dispatcher.





ADVERTISING SCHEDULES

Acceptance by our listeners of commercial products advertised on WLS, makes possible the maintenance of our splendid service program. A very desirable feature in connection with radio advertising is the fact that advertisers seek the opportunity to furnish service programs which, appreciated by the public, naturally react in favor of the advertised products. WLS is careful to accept only products and companies that are reliable, recognizing always our responsibility to our listeners. This care which we exercise, is in large measure responsible for the fact that WLS has a nation-wide reputation for the success of products advertised on its programs. Members of the advertising staff shown on this page are,

upper left-hand corner, A. N. (Pete) Cooke; upper right, Bob Watson; left, William Randolph (Bill) Cline. At the right, Norman Goldman; below, Dave Eby. Not least of the responsibilities in this department is the necessity for counseling wisely on the preferences and buying habits of the Middle West. A wealth of experience and understanding of our audience makes this department of great value to commercial concerns.





WINNIE, LOU and SALLY

As you may have figured out, these three names were adopted by the girls for the initials WLS. Their real names are Helen, Aileen and Margaret. One of the most popular of girl trios, heard every Saturday night, and often on other programs during the week. They have made many personal appearances, singing their happy songs in Middle West theatres.



TUNE TWISTERS

Their comical but capable leader, Otto, stands in the middle of the group. Their correct names, reading from left to right: Ken Wright, Rene Hartley, Ted Morse, George Thall, (front) Ted Gilmore.

ARTISTS' BUREAU

Responsible for arranging personal appearances of WLS artists in local theatres and entertainments, the members of the Artists' Bureau are keen students of the things the public likes. In the group below, standing in the center, Earl Kurtze, manager, and at the extreme right, George Ferguson. Seated, Larry Kurtze, Paul Aubrey and Clementine Legg.





HOOSIER HOT SHOTS

"Are you ready, Hezzie?" has been sung out some thousands of times, and Hezzie is always ready. Oddly enough for one of the fastest moving and most frolicsome music groups, these boys when off duty are quiet, reserved, and serious minded. Latest addition to their repertoire of strange noises, is a short opera selection played mostly on old-fashioned auto horns. Only about four years since they left the farm down in Indiana.

TOM OWENS

"Swing your honey, go 'round and 'round!" Tom Owens is the possessor of that voice you hear on Saturday nights calling figures for the square dance. At the big Prairie Farmer-WLS Harvest Festival in the fall of 1935, Tom helped to conduct the largest square dance ever seen, in the arena of the International Amphitheatre, Chicago.



HOTAN TONKA

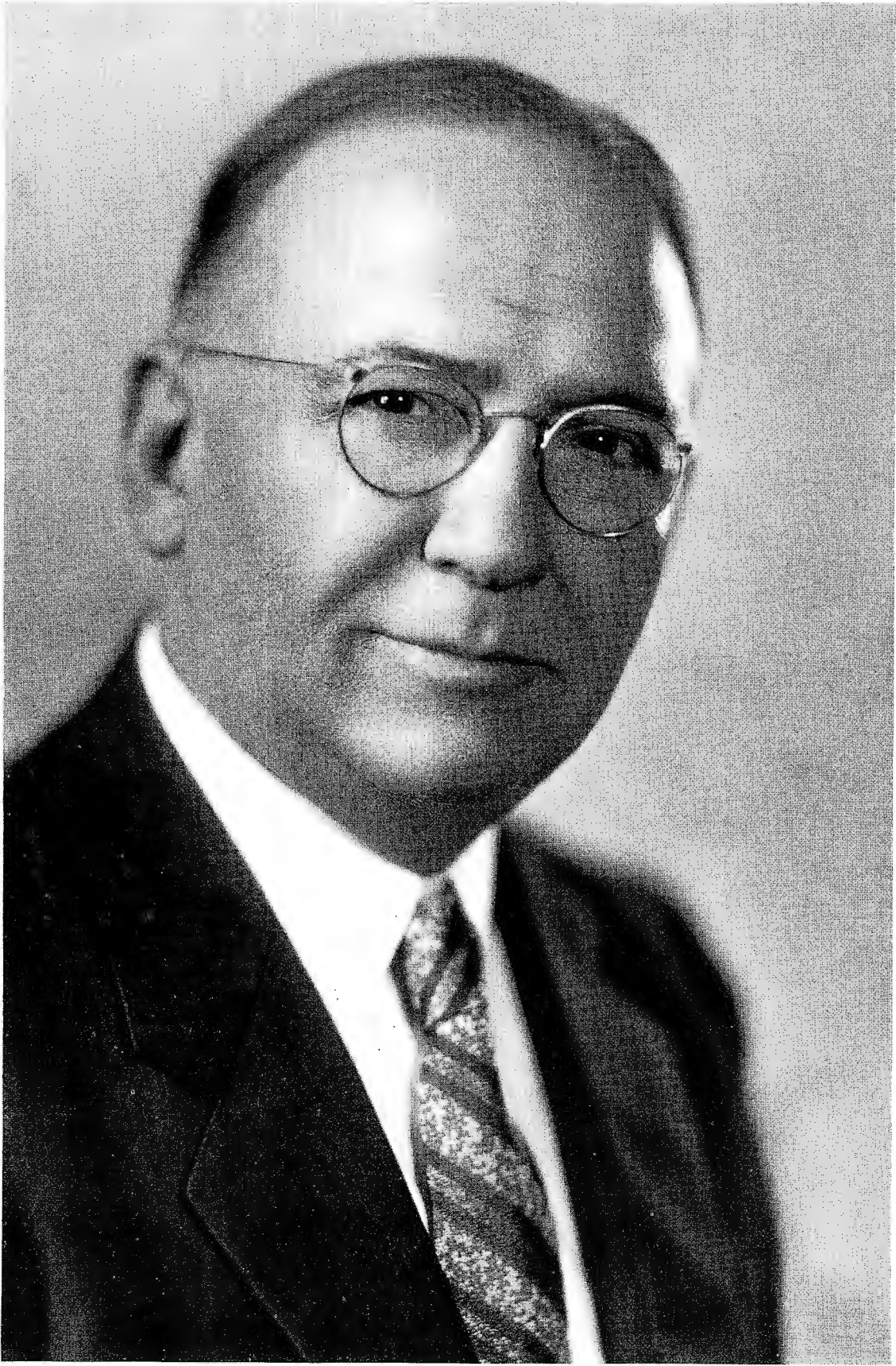
From the land of Ojibways came Hotan Tonka, late in 1935, bringing with him a rich store of Indian legends, which he tells three mornings a week for the children. Once you hear that earnest voice with its throb of understanding for all things of nature, you will be fascinated as thousands have been. Hotan is a profound student, and his lessons on Nature Study, and his historical legends, are accurate as well as fascinating. Member of the Chippewa (Ojibway) tribe.





SOPHIA GERMANICH

Sincerity is the characteristic of Sophia's singing. Often it has been remarked around the studio that her face takes on new light, that she puts her whole soul into the song. Our "Prairie Farmer girl" is busy between songs in the music library, helping to plan and schedule music for other programs.



DR. HOLLAND



DEVOTIONAL SERVICES

An increasing circle of listeners every Sunday morning count the Little Brown Church of the Air as second only to their own home church. Many who are unable to leave the house are comforted and inspired by its brief service. Many others listen just before they go to attend their own churches. Our WLS pastor, Dr. John W. Holland, conducts the service.

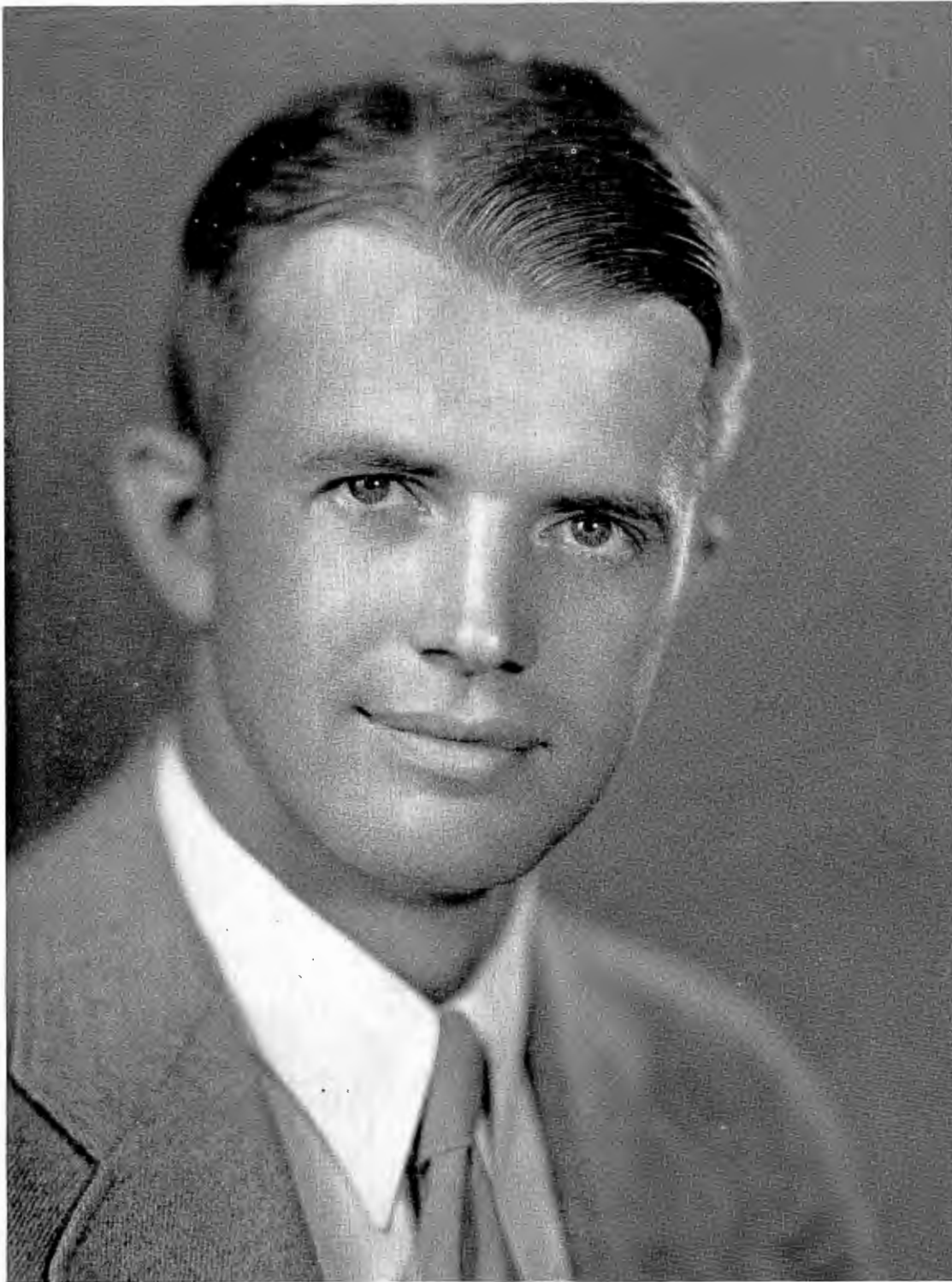
The Little Brown Church is non-sectarian, and it has no creed except one which may be stated in a single sentence: "Thou shalt love thy neighbor as thyself."

Saturday morning Dr. Holland conducts a discussion of the Sunday school lesson for the following day, and has a list of some thousands of Sunday school teachers who listen regularly for this help in their teaching.

Every day at the close of the Prairie Farmer Dinnerbell Program we take a few quiet minutes in which Dr. Holland speaks briefly, occasionally reads a poem or tells an incident. Listeners have told us that they like this brief pause in the hurry of the day for thoughtful meditation.

Each morning in the week, except Saturday, fifteen minutes are set aside for morning devotions. This period is conducted by Jack Holden.

The Little Brown Church quartet, pictured above, reading from left to right, includes Reuben Bergstrom, Lois Bergstrom, Ruth Slater and Vernon Gerhardt.



JOHN BAKER

Conductor of Prairie Farmer's Dinnerbell Program each day at noon. Also has 4-H Club, Future Farmers of America and Garden programs on Saturday. Six feet tall, native of Indiana, graduate of Purdue, married. Spent four years in Massachusetts without acquiring an eastern accent. Could sing, but doesn't. Joined the staff in late summer of 1935.

PRAIRIE FARMER STAFF

Prairie Farmer uses radio as a means of extending its service in the Middle West. Reaching a third of a million homes with the printed word, Prairie Farmer's staff also uses the radio station for quick action to give out timely service information. Although Prairie Farmer has been published since 1841, and is America's Oldest Farm Paper, it travels today in the front rank of farm publications. Old-fashioned ideals and principles, coupled with up-to-the-minute equipment and methods make it possible to serve the Middle West with news, pictures, discussion, and counsel as never before.



Staff members pictured here include Editor C. V. Gregory (upper right), with Shirley Ann, youngest of his six children. Heard each Monday noon on WLS in "The Parade of the Week."

Floyd Keepers, Managing Editor (top left), is also manager of the Corn Husking Contests and of Prairie Farmer tours, and is frequently heard in agricultural talks.

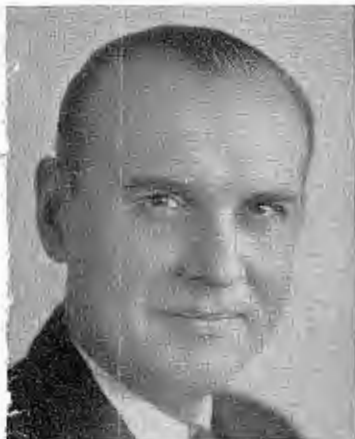
Dave Thompson (second from top) is Indiana Editor, headquarters in Indianapolis. Dave is an authority on anything Hoosier.

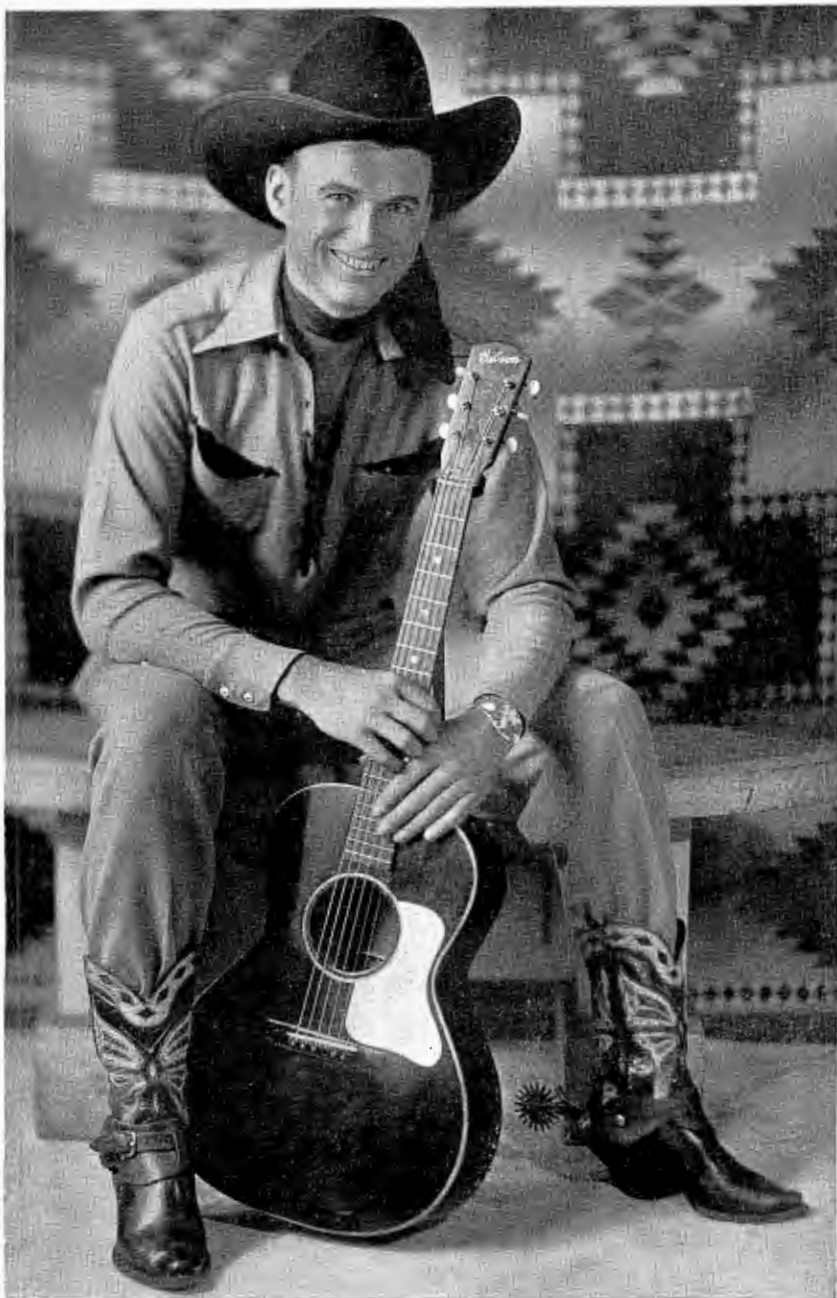
John Lacey (third from top) works on news and pictures, and is heard occasionally on Dinnerbell time.

Lois Schenck, Home and Household Editor, attends many women's meetings, handles young people's department, and is heard each week on Homemakers' Hour.

Arthur MacMurray (at the right) is manager of Prairie Farmer Community Talent Shows, which have entertained thousands in the last year.

Ray Inman (in the lower right-hand corner) is head of Prairie Farmer's art department, art director of Stand By, and is responsible for the artistic arrangement of this Family Album. Ray also draws the Slim and Spud comic strip.





TUMBLE WEED

Last fall, Leland Weed, commonly known as Tumble Weed, came striding in with his ranch boss Romaine Lowdermilk from Rimrock, Arizona. His high-heel boots didn't fit very well on city sidewalks, but his engaging personality fitted into the hearts of WLS listeners. For a belt buckle, Tumble Weed wears a trophy plate as champion all-round cowboy in a western rodeo. You should see him do stunts with a rope.

ROMAINE LOWDERMILK

He was with us for about two months, and then had to get back to Soda Springs Ranch at Rimrock, Arizona, where he had something to do besides singing cowboy songs on the radio. As proprietor of his so-called "dude" ranch, Romaine has become intimately acquainted with a great many people who may be big executives back East, but who are just humble tenderfeet in Arizona. He knows literally hundreds of western songs, and contributed also a number of Mexican cowboy songs brought over from south of the Rio Grande.





PIANO—ORGAN—VOICE

Three of your musical favorites, John Brown, pianist; Romelle Fay, organist on Sunday morning, and William O'Connor, Irish tenor. John Brown has been here a long time. Once in a great while we persuade him to sing, which he does wonderfully well. Romelle Fay opens the program every Sunday morning at 8 o'clock on the big studio organ. William O'Connor, with a smile in his Irish eyes, is the favorite singer of ballads from the Emerald Isle. There are new styles in music, but the old songs that touch the heart are always in the height of fashion.



ROY ANDERSON

Baritone (upper left). One of our newer staff members. Was winner of Chicagoland Music Festival, 1935; member of Swedish Choral Club.

EVELYN OVERSTAKE

Sweet singer of quiet songs (upper right). You first learned to love Evelyn as one of the Three Little Maids.



JOHN DAVIES

Production (center left). Graduate in Music at the University of Illinois; was assistant conductor of University of Illinois orchestra.

HENRY

You know him as Henry Hornsbuckle (lower left). His real name is Merle Housh. Singer, comedian and versatile minstrel man.



DOLLIE and MILLIE

To you they are "The Girls of the Golden West." Dollie is married to Tex Atchison of the Ramblers, and Millie to Bill McClusky, known as "The Stranger." The girls, sisters, were natives of the town of Mule Shoe, Texas.



THE WLS ORCHESTRA

They're all here except Theodore DuMoulin, cellist, and it's hard to keep him still long enough to get a picture. The boys work in all sorts of combinations, as soloists, five of them as the Corn Huskers, another group as the German Band. By country of origin they represent Germany, Hungary, Spain, Russia, and the rest natives of the United States. From left to right in the picture above they are: Louie Marmer, Herman Felber, Jr., director, Walter Steindel at piano, Roy Knapp, Chris Steiner, Lou Klatt, Oscar Tengblad, Emilio Silvestre, Gerry Vogt. A merry crowd, all top-notch musicians.

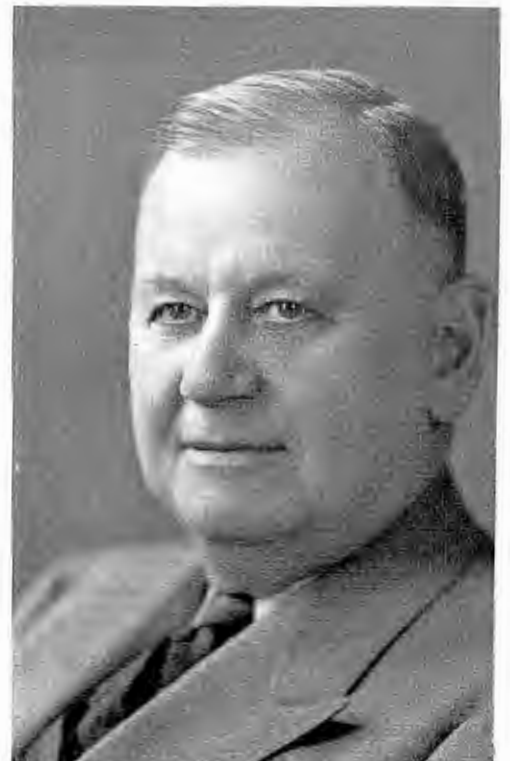


MAX TERHUNE

The Hoosier mimic (left). Besides being able to make all kinds of funny noises, and to do breath-taking magic tricks with his fingers, Max is a good deal of a philosopher. As a master of ceremonies, he can keep a crowd happy for hours at a stretch.

WILLIAM R. BUTLER

Lexicographer extraordinary (lower right). Not only tells us how a word is spelled and pronounced, but is able to recite its history from the dawn of creation. When we are doubtful about spelling or usage of words we ask W. R., and he knows the right answer.





THE ENGINEERS

We are very proud of our engineers. Under the leadership of Chief Engineer Thomas Luther (Tommy) Rowe they do a marvelous job of keeping the wires untangled, and all the gadgets operating smoothly. They live in a different world from most folks, speak a language that only the initiated can understand. We watch them awhile and then give up trying to figure out what they're doing. All we need to know is that when it comes time for the program, one of them will be there with lifted finger to say, "Stand by!" and we're ready to go.

Shown in the picture above is our new Mobile Unit No. 1, carrying the very latest in short-wave equipment. In this big yellow truck is an independent power plant, so that the outfit can travel anywhere, regardless of power lines. It carries portable station WOEB, and mobile station W9XHD. The first of these is for stationary operation, and the second can be operated while the truck is in motion along a country road, in a parade, or in a cornfield.

Carried also are two complete sets of "knapsack" transmitters and receivers to be used on foot or on horseback.

Used for the first time at the Illinois State Fair, later at the Indiana State Fair, its possibilities were demonstrated at the National Corn Husking Contest, where the broadcast was given from four different points in the field. The top of the truck is decked over so the announcer can stand on it when making his descriptive broadcast. You will hear much more of this new outfit during the year 1936.

Engineers shown in the picture above are: Above, looking out the hatchway, Jimmie Daugherty; seated on the running board, William (Andy) Anderson; standing, with pack transmitter, Charlie (Nelly) Nehlsen, and in the front seat, Tom Rowe. Not in the picture, Herbert Wyers.

GLENN SNYDER

Manager of Station WLS (right). Almost never heard on the air. On his desk center a thousand problems of station operation, budget questions, compliance with laws and regulations. Spends much time studying the development of broadcasting facilities, managing relations between WLS and other stations. Has direct supervision over the commercial department, and undertakes to see that enough money comes in to pay the bills.

GEORGE BIGGAR

Promotional director (lower left). For several years program director, George Biggar's original turn of mind qualified him for his present work with a new title. Commonly referred to as the "idea man." Originator of many outstanding WLS programs and discoverer of talent. Slow of speech, with a kindly disposition, George translates everything into terms of the home and the fireside.

GEORGE COOK

Financial manager of the station (lower right). Singers, guitar players and announcers must eat. It is up to George to see that bills are paid, and keep the budget balanced. A great deal of expense attaches to many of our service features, which are given free to listeners. Never heard on the air. Always genial and popular, especially on pay day.



WE LOOK AHEAD

At the beginning of the year 1936, twelfth in the life of WLS, we are glad to report progress. This newest of the arts must go forward every year. Our constant aim has been to bring you the best in entertainment, in service, using mechanical facilities necessary for proper transmission.

A year or two ago it was very wonderful to report a million letters received in a year. For the year 1935, just closing, a million letters had been received by the first week of November, so a new high record will be marked up. WLS is said to have the most responsive audience in the world. This must be because we have tried sincerely to keep WLS an institution of service, a true friend, a helpful neighbor.

In the past year we have added some interesting new short-wave equipment, described on another page. Its purpose is to make possible better presentation of the message, bringing you closer to the scene.

We have brought you new people, and you have taken them into the family circle.

Many times in Prairie Farmer and on WLS we have discussed improvement of community life, and we are interested to find how the magic of radio draws people together. Even though they do not see each other, families hundreds of miles apart are thinking along similar lines, supporting similar ideals, to the highest degree developing true community spirit.

Many tell us that they are so accustomed to the regular service broadcasts from WLS, correct time, weather, markets, that they depend on us the same as on the calendar and the sunrise. We feel deeply the responsibility.

For the future, bigger and finer things, but the same sincere friendship. We look ahead, shoulder to shoulder with you.

ARTHUR C. PAGE, Editor

