

WLS
PRAIRIE FARMER

Family Album

1952

STABILITY OF AGRICULTURE UPHOLDS
THE STRENGTH AND PROGRESS OF OUR NATION



FAMILY ALBUM 1952

Published by
PRAIRIE FARMER
1230 Washington Blvd.
Chicago 7, Illinois



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PRAIRIE FARMER PUBLISHING COMPANY



DEDICATION

Arthur Page helped plan the policies of WLS months before it's first program went on the air in 1924. He has worked unceasingly to maintain it's ideals of service and friendship. Through the spoken word of radio, and the printed word of *Prairie Farmer*, his personality has been a great influence in the Middle West.

Listeners know him best as conductor of Dinner Bell Time. We know him as a determined man of vision and action, appreciative of the work of others, a kindly friend, and always an optimist. To him we dedicate this book.

James E. Edwards, President
Prairie Farmer-WLS

ARTHUR C. PAGE was born at Independence, Missouri. His father's blacksmith shop stood beside the old Santa Fe Trail, which started there. "The blacksmith shop," says Art, "was a good deal like a frontier broadcasting station. It was a constant forum of news and discussion about politics, economics and religion."

Working daily with horses in the shoeing shop, and with farm machinery repairs, he chose agriculture as his life work. At the University of Missouri, he helped pay expenses by milking cows. Years of getting up before daylight perhaps influenced him in promoting, years later, the early morning programs on WLS.

He intended to be a dairy farmer, and when he began making a few dollars writing for papers, he had no idea of making it a career. However, graduated in 1912, Art came to Chicago to take a "temporary" job as assistant editor of the old *Orange Judd Farmer*. Next year, he and Inez Reeder, a brown eyed girl from a fruit farm in Arkansas, were married. Another year and he was made editor-in-

chief, continuing in that position until he joined *Prairie Farmer* in 1927.

Mr. Page is Vice-President of the DuPage County Board of Health, a Trustee of the Farm Foundation, former president of the country school board and Sunday School superintendent. Mrs. Page, who some years ago had a weekly program on WLS for young mothers, is past president of the county Home Bureau, and former vice-president of the state Home Bureau Federation.

In 1923, Mr. Page began broadcasting as a guest speaker on Chicago stations, and when *Prairie Farmer* acquired WLS in 1928, he took an active part in program plans. Last year he completed 21 years as conductor of Dinner Bell Time. Fellow members of the National Association of Farm Directors call him "dean" of farm broadcasters. He is farm program director of WLS, Associate Editor of *Prairie Farmer*, a director and secretary of both *Prairie Farmer* Publishing Company and Agricultural Broadcasting Company. He has edited this album for 20 years.



The five Page grandchildren, left to right, Elizabeth, Judy, Jerry, Jack, and Coin.



THE Pages live about 30 miles west of Chicago, on a few acres where there is room for garden, flowers, trees and a shop. Mrs. Page, besides doing an expert job of housekeeping, works with irises, roses and other flowers, takes an active part in church and neighborhood service activities. Art likes the trees and the garden, but finds his chief recreation in the shop. He has presented gavels to numerous organizations. He also collects bells.

Their three sons are all married, one a writer, one a research engineer, one a mathematician. There are five grandchildren, shown on the adjoining page.



PRESIDENT

James E. Edwards became President of Prairie Farmer-WLS following the death of Burrige D. Butler, who had been head of the organization for forty years. For many years he had been carrying heavy responsibility in the business end of Prairie Farmer, and was trained in the policy of service which distinguishes this paper. He had a part in the early campaign for reliability in advertising which later was to become nationwide.

Mr. Edwards takes close personal interest in every phase of program and editorial work, constantly emphasizing that service to readers and listeners is most important of all. Prairie Farmer now reaches more than 400,000 farm homes, and WLS receives more than a million letters and postcards a year.

The Prairie Farmer Building, 1230 Washington Boulevard, Chicago, houses the offices, printing presses, and all headquarters activities. WLS studios are on the third floor. Prairie Farmer's Indiana office is in the Radio Building on the State Fair grounds at Indianapolis.

The Home of Prairie Farmer-WLS, "Where the Latch-String Is Always Out"





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Mr. and Mrs. Paul Johnson

Paul Johnson, Editor of *Prairie Farmer*, was brought up on a Minnesota farm, and later was editor and publisher of small town papers. He was a teacher of English at University of Iowa, and later, Extension Editor at the College of Agriculture of the University of Minnesota. Mrs. Johnson is daughter of a professor of Chemistry at the University of Wisconsin. They have two children.

It is his responsibility to guide the editorial policy of the paper, and direct the large editorial staff. Mr. Johnson also advises on WLS policies, and is heard frequently in broadcasts on agricultural subjects.



The James Thomson Family

Jim Thomson, seldom heard on the air, is Managing Editor of *Prairie Farmer*. Born in Scotland, he is sometimes called "Scotty." Came to *Prairie Farmer* from similar work with the Illinois Agricultural Association. Above, Mrs. Thomson holding Alison, then Gael, Shelley, and daddy holding Jimmy, Jr. It is his responsibility to put each issue of the paper together, ready for the press.



MANAGEMENT AND SERVICE

Fred W. Orlemann, left, is Business Manager and Treasurer of Prairie Farmer, and a friend to everybody in the place. He also does much of the planning of Prairie Farmer-WLS No-Worry Tours, and this picture was taken on the dock at Catalina Island when he was escorting a tour of 226 people to California in 1951.

In the circle below, Lillian Serpico, his secretary, who was one of the escorts on the second tour to California in 1951.



The four girls above do the secretarial work in Prairie Farmer's editorial department. Watch for their initials in the lower corner of the next letter you receive from the editors. Standing, Helen Page and Margaret Connell. Seated, Marianne Fingl and Joan Quigley.



Mollie Feldman, left, supervises the heavy work of Prairie Farmer's Protective Union. With years of experience in this work, she has an uncanny knowledge of the problems and difficulties of people, as well as detailed knowledge of all the confidence games and gold brick deals that have been perpetrated on farm people. The Protective Union Column appears in each issue of Prairie Farmer.

CIRCULATION DEPARTMENT

William E. (Bill) Renshaw, Circulation Manager of Prairie Farmer, has been with the company since he was a very young man. He served as a field representative for many years, and as Indiana Editor and Indiana Manager before taking on his present responsibility. He has personal acquaintance with thousands of farm people, and has traveled by auto and his own plane, all over the Middle West. He was one of the organizers of the Flying Farmers.

Prairie Farmer field representatives, under his supervision, are much more than "subscription agents." They conduct many surveys, gather a great deal of important information.

When Prairie Farmer was started, 111 years ago, one visionary talked of a time when there would be as many as 10,000 subscribers. There are now more than 400,000 concentrated in the four states, Illinois, Indiana, Wisconsin and Michigan, greatest food producing area in the world. The subscribers to Prairie Farmer constitute one of the most important single groups in producing the nation's food supply.



For every Prairie Farmer subscriber there is a record in the files, and a metal stencil from which the name and address are printed on the paper as it comes from the press. These are so arranged that the papers are bundled by RFD routes, by postoffices, and by railway mail routings.

When a subscriber moves to a new address, girls (not shown) search quickly through the reels of metal stencils, take out the old stencil and insert a new one. There is a vast amount of clerical detail in keeping track of 400,000 names and addresses.

Such work is handled by the group at the left. At the top, Richard Lange, with him Elaine Kueltz, Helen Lantz. Seated, Shirley Meyer, Dolores Minaltoski, Mary Ragosta Caringello. In the circle above, Grace Kattro, has been a member of this department for 18 years.



EDITORIAL CONFERENCES

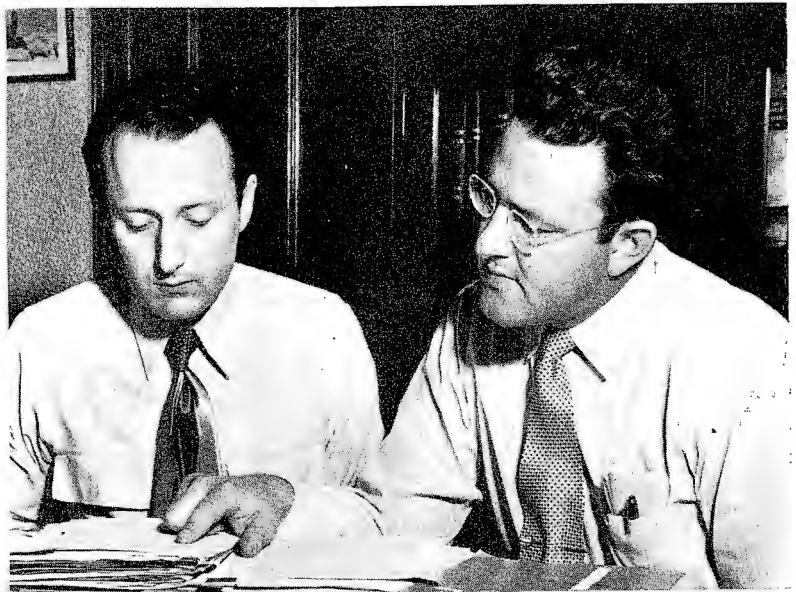
At the left, Jim Thomson, Managing Editor of *Prairie Farmer*, discusses with Della Loui, Wisconsin field editor, the handling of a story she has written. This involves illustrations, headings, and always the lines that are cut out when the copy is too long.

The field editors make a serious study of photography, and a small cash award goes to the one who turns in the best picture of the month. At the right, Editor Paul Johnson is congratulating Maynard Bertsch, Indiana Field Editor, for winning the award.

Below, Keats Vining, Michigan Field Editor, has been telling a funny story to Paul Johnson.



At the right, Science Editor Ralph Yohe (left) looks over reports on *Prairie Farmer's* studies of brucellosis, as Illinois Field Editor Dick Albrecht points out figures. Yohe has been heard every Wednesday evening on WLS, with reports of his travels in Europe and the Near East.





Della Loui, Wisconsin Editor

Born in Wisconsin, Della knows the state from corner to corner, and writes practical and sparkling stories about farms and farm people. A horsewoman since childhood, she is shown here with her half-Arabian pony, Queen.

Gladys Skelley, Home and Family Editor

An Iowa girl, Gladys was a rural school teacher, a newspaper woman, and assistant director of information for the Iowa Farm Bureau. At Prairie Farmer, she works with a large research staff of farm women, speaks before many meetings. At home, her favorite recreation is trying out new recipes.





TREASURER

The genial young man at the left is George R. Cook, treasurer of Agricultural Broadcasting Company, and one of the important men in executive management of the business. With the many diversified activities of WLS, it is necessary for someone to know in advance what they are going to cost, and whether they will be worth the effort and expense. So at any time, George Cook just "happens" to have a sheet of figures handy, as a basis for intelligent study of any proposed enterprise.

Aside from the regular company responsibilities, George is active in several institutions of service, one a children's hospital. Native of Missouri, he declares that some day he's going to have an old water-wheel mill, to grind grain beside a stream in the Ozarks.

John Drake, at the right with his secretary Rita Choice, handles WLS publicity. Many requests come from newspapers and magazines, wanting pictures, explanatory stories about radio experience, and data about WLS artists. In the files of this department are biographical sketches of every one in the organization, for use when needed. However at times this department takes on special responsibilities. For example, the International Square Dance Festival, October 26 and 27, 1951, as well as the first one the previous year, were largely arranged and managed from Drake's desk.



Renate Hoshell, left, has fitted well into many different kinds of work. Chances are she handled your order for this Album. She was born in Germany.

At the right, John Allen, Assistant Treasurer of WLS, supervises the books and records, and makes out the pay checks. Below, his secretary, Mildred Fredrickson, always popular, but especially on pay day.



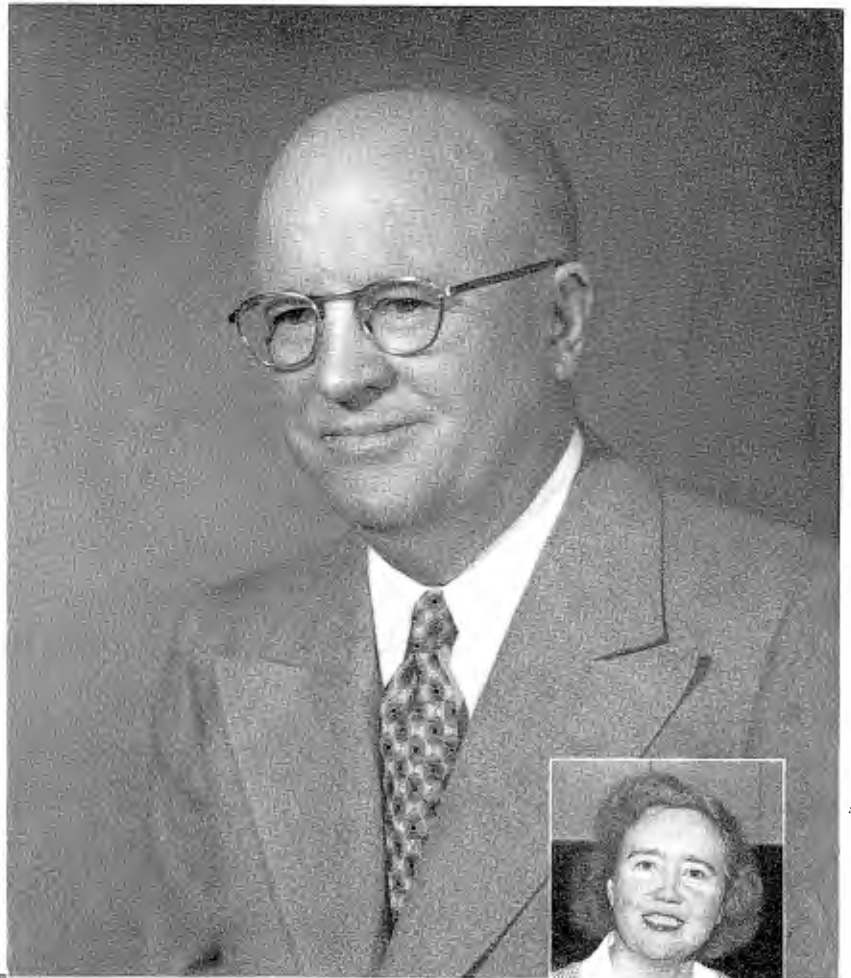
MANAGER

There are ten thousand problems in the business of a broadcasting station, from details of microphone placement or pronunciation of words to the large questions of policy, programs, station relations, and of course making enough money to pay the bills.

While various branches of the work are delegated to men and departments, sooner or later they all connect back to the desk of General Manager Glenn Snyder. He must look far into the future and make plans to fit probable needs.

With all this responsibility, Mr. Snyder has a genial disposition and a ready smile. He was born in Missouri, son of a blacksmith, and had wide experience in farm paper publishing and advertising before taking up the work of radio.

Insert, lower right, Ruth Luce, his secretary.



Josephine Wetzler

Proudly claiming the distinction of being a grandmother, Josephine Wetzler has unusual ability for radio. She is perhaps best known as the director of School Time, broadcast every school day for classroom listening. This program, which has won national recognition for its excellence is the result of that kind of genius which is 2% inspiration and 98% perspiration. In addition to Mrs. Wetzler's great personal talent and capacity for work, she has enlisted the cooperation of many of the highest educational authorities as an advisory committee for School Time.



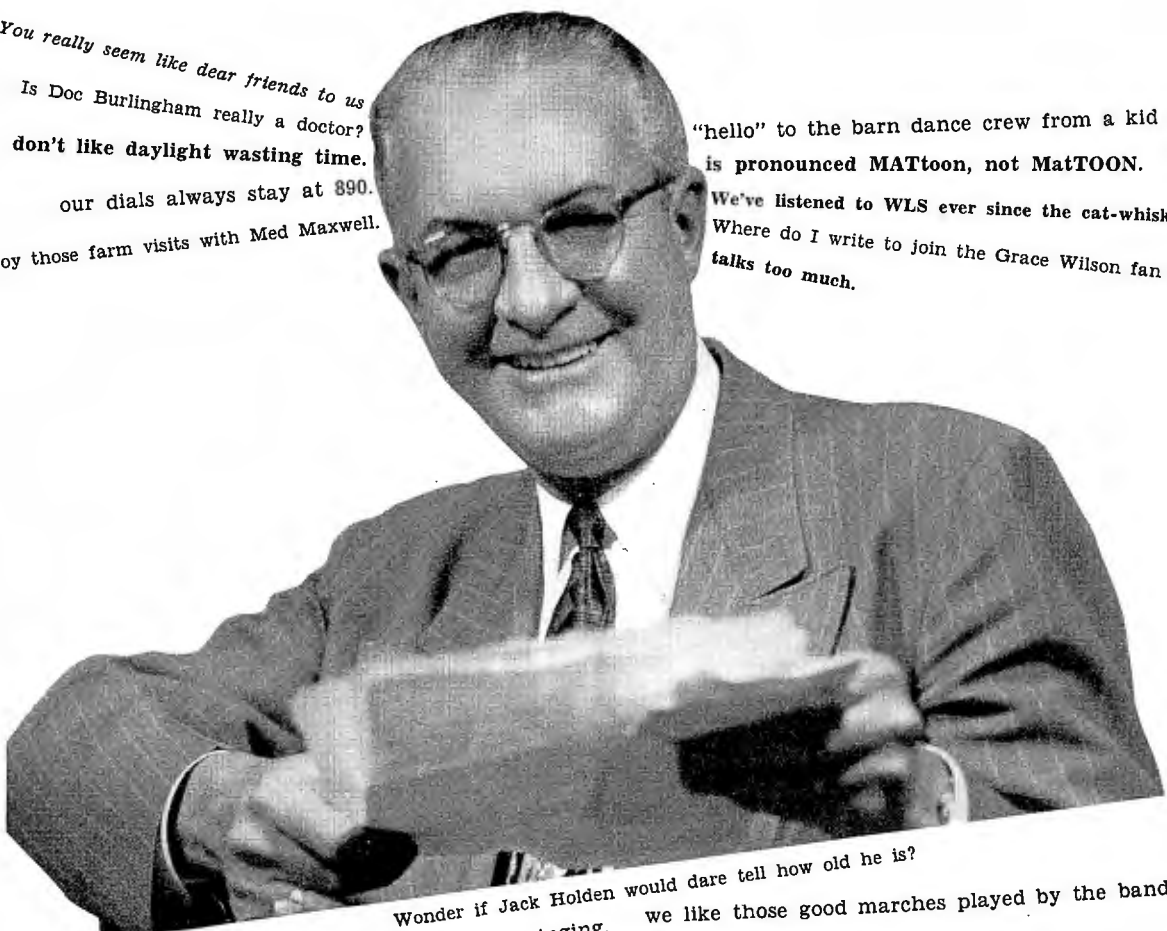
School Time, now in its 15th year, was designed wholly as a public service, and has increased in popularity year by year. It is not a substitute, but a supplement to classroom work. Many teachers and parents have said it enriches the work of the entire day, and pupils do better work in their other studies because of the inspirational character of this daily radio lesson. WLS was the first radio station ever to undertake such a school program, "The Little Red Schoolhouse" in 1925.

Mrs. Wetzler has also been heard on a daily afternoon program, "Hello Homemakers," a chatty session with housewives.

Above, right, "right hand man" Angeline Totaro, who helps with a great deal of detail work.

*You really seem like dear friends to us
Is Doc Burlingham really a doctor?
don't like daylight wasting time.*

*our dials always stay at 890.
We enjoy those farm visits with Med Maxwell.*



*"hello" to the barn dance crew from a kid in Alaska.
is pronounced MATtoon, not MatTOON.
We've listened to WLS ever since the cat-whisker days.
Where do I write to join the Grace Wilson fan club?
talks too much.*

*Wonder if Jack Holden would dare tell how old he is?
we like those good marches played by the band.
Our pet hamster likes Dolph Hewitt's singing.
Our cows like to listen to Larry McDonald on Bulletin Board. Our family has listened to WLS steadily for 25 years.
little daughter didn't want to go to sleep, but heard the Bucs sing Zoom, Zoom, Zoom, and zoomed herself to sleep. We just love those old folk songs the way the Sage Riders do them.
Why don't you make them quit picking on Arkie?
certainly would like to have a whole album of hymns by the Buccaneers.
We used to live in Indiana, and the Barn Dance makes us homesick.
in the livestock market broadcast — what are stickouts and hammerheads?
been listening to Hymn Time — announced it at our church services.
our affectionate gratitude for many happy hours of enjoyable listening.*

Program Director Reads the Mail

To an unusual extent, program planning on WLS is in the hands of the listeners. The mail is read with great care, especially complaints and constructive criticisms, and many times these suggestions become the basis of program changes.

Harold Safford, veteran Program Director of WLS, takes particular interest in letters, and every Saturday evening, on the program "Around Radio," reads and comments on many of them. The extracts shown here illustrate the wide variety of comment.

Harold was particularly fitted for program work. Born in Minnesota, he spent a number of his boyhood years in the Philippine Islands. Back in South Dakota, he was graduated in Agriculture from the state agricultural college, meanwhile

having studied music, been an orchestra leader, and taken part in all sorts of dramatic programs and entertainments. In Aberdeen, he was city editor of the newspaper, and in Sioux Falls he was managing editor of the Argus-Leader. At that time he was quite famous as the youngest managing editor on any important paper in the United States. The old rule that once a man gets printers ink on his fingers, it never comes off, is true in his case, and often he has jumped into the harness when a big news situation develops. Radio news is much like a daily paper, but faster, with many editions every day.

The Saffords live in a suburb west of Chicago, and have one son, three daughters, and six grandchildren.



BARN DANCE DIRECTOR

George C. Biggar has the responsibility of directing the National Barn Dance, and is especially proud of its record as the Number 1 program in total audience on Saturday nights, among all mid-western stations. He is the "idea man" helping to create numerous new WLS programs, watching and carefully checking their progress. Also finds time to supervise talent auditions and WLS program publicity. For the past two years George has served as vice-chairman of the International Square Dance Festival.

A member of the WLS staff in its earliest years, George was one of the first conductors of Dinnerbell Time, and edited the first WLS Family Album, which came out in 1930. In his spare time he is active in several religious and community activities in Chicago and Wheaton, Illinois.

Inset at left, Phyllis Bengel, formerly of Tuscola, Illinois, secretary to Mr. Biggar. Below, a Barn Dance rehearsal.





Traffic

Grace Cassidy, left, has been with WLS since it started, but has been too busy ever to acquire a title. If she had one, it would probably be Traffic Manager. In the handling of daily schedules, of programs, announcements, talent, music, there are a thousand details to be watched. Orders and schedules are issued by the Program Director, but they clear over Grace Cassidy's desk. At any moment of the day she knows the answer—what studio, what talent, which announcer, and where's the copy? It is fortunate indeed that she had a radiant and sunny disposition. At times, she needs it.

Mr. and Mrs. Al Boyd

Al Boyd assists in many executive details, and between other jobs handles the Christmas Neighbors Club. Mrs. Boyd is better known to listeners as Rita Ascot, or "Aunt Rita." She has had years of work as a dramatic artist, appearing in numerous national network productions. Most recently she has been on the "Purina Party Line" on Saturdays. They live on "Plum Tree Farm" forty miles west of Chicago.



Betty McCann, secretary to Al Boyd, has been at WLS a long time, handles Christmas Neighbors Club records and many other important details.

Doctor John W. Holland

This will be the 47th year in the ministry for Dr. John, and the 19th as pastor at Prairie Farmer-WLS. He is heard daily on Morning Devotions, at the close of Dinnerbell, and every Sunday morning on the Little Brown Church of the Air.

He was an Iowa farm boy, entering the ministry because he felt definitely called to this work. Mrs. Holland was a farm girl from near Oswego, Illinois.

Dr. Holland's column appears in every issue of Prairie Farmer, and he is widely known for his writing. Listeners declare he can say more in two or three minutes than most people can in half an hour. Many thousands of listeners write in for copies of his Sunday morning sermons, as given on WLS.



TWENTY-SEVEN years ago, the Little Brown Church of the Air was first broadcast when WLS was not yet a year old. It was born of a storm.

In March, 1925, when the great tornado swept Southern Illinois and Indiana, WLS put on the news and listeners immediately began to offer contributions. For two weeks the station stayed on the air night and day, and listeners contributed \$210,000 for relief.

Returning from a trip to see how the money was being spent, Samuel R. Guard hurried into the studio early Sunday evening, muddy and wet, to broadcast a report. A symphony orchestra preparing a concert, was dismissed. Tragedy and bereavement hung heavy in the air.

From the hymn "Little Brown Church in the Vale" came the inspiration for the

name "Little Brown Church of the Air." The first service went on the air with only minutes of preparation, but fervent with sympathy and the spirit of service.

It has continued every Sunday since. In 1928, Prairie Farmer took over the station and began to search for a permanent pastor. In 1933, Dr. Holland, having been pastor of churches large and small, was called to the work, regularly appointed by the bishop of his church conference. Through the years, the Little Brown Church of the Air has never deviated from the strong impulses of sympathy and service on which it was founded.

The hymn "Little Brown Church in the Vale," sung every Sunday, was written by Rev. William S. Pitts, and first sung in 1857 in the little church at Bradford, Iowa. That church, sketched here, has since achieved nationwide fame.



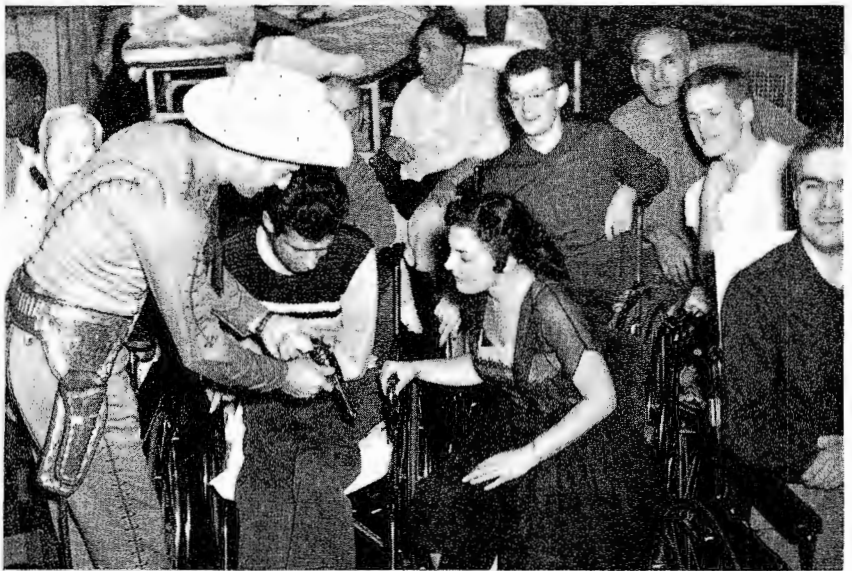


THE BOB ATCHER FAMILY



"Top Hand of the Cow Hands," Bob is one of the best known singers of folk songs. Brought up on a Dakota ranch, his voice has gone to many countries on millions of records. Now records for Decca. Above, his wife Maggie and son Robert, the latter the inspiration for the song, "I'm Gonna Be a Father!"

Left, Bob receives a Boy Scout distinguished service award from Jack Conley. Below, he entertains paralyzed veterans in a hospital, one interested in his "six gun."



Don Kelley

Don Kelley, left, watches over the daily program, "Bob Atcher Presents" and helps with other program details.



The Ervin Lewis Family

Shown above, News broadcaster Ervin Lewis, Mrs. Lewis, and their son, Jeff, in their own home. Ervin was a native of Oklahoma, and attended Knox College in Illinois. During the war he was a front line correspondent in Europe, numerous times under fire. Mrs. Lewis was a teacher.

In the WLS news room, drawing on the resources of three great news services, every effort is made to be complete, accurate, and to avoid any coloring or "slanting" of the news.



The Bob Lyle Family

While Ervin Lewis usually handles the afternoon and evening side, Robert Lyle handles the morning news, following Larry McDonald who puts on a brief review of overnight news before Bulletin Board.

Shown at the left, Mrs. Lyle, and their sons Hunter and Robert. They live in a suburb about 22 miles west of Chicago.

In late summer of 1951, Bob made a trip to Europe, carrying recording equipment, to track down some of the world news at its source.



Donald (Red) Blanchard

Red Blanchard is not only one of the funniest men in radio, but one of the best loved. Concealed beneath his uproarious humor is a studious personality of kindness and great talent. People remark that while Red pokes lots of fun at himself, and at fictitious characters, including his fabulous wife, he never makes fun at other people's expense.

As a musician, he accomplishes amazing results with such things as a bicycle pump and a few old pieces of junk. His exploding guitar is a marvel of mechanical construction.

Red was born on a farm near Pittsville, Wisconsin, where he is now honorary mayor and fire chief. He has been on WLS many years.

Below, standing in front of the house on which Red did much of the building, is his charming wife Sally, and Donald Junior, who is all "fifteen" of their children.



BEAVER VALLEY SWEETHEARTS



"Big Bob" Shaffer

Broad shouldered and 6 feet 2, Bob Shaffer joined WLS last August. You have liked his deep-voiced singing of modern folk ballads. He started his radio career in his native West Virginia, followed by several years on stations in Michigan and northern Ohio. During World War II, he spent spare time entertaining his buddies in European army camps. He has a wife and two daughters.



Donna and Colleen Wilson, the Beaver Valley Sweethearts, started singing together while washing dishes over the kitchen sink as ages 8 and 10. After their father died, leaving seven children, everybody had to help their mother. They grew up in a little town in the Beaver Valley near Pittsburgh, Pennsylvania. Winning an amateur contest gave them their start on radio, after which they were on several stations, and traveled awhile with a dramatic company. The girls have already recorded a number of songs for RCA Victor records since coming to WLS, and have become favorites.





Grace Wilson

On the opening program of WLS, April 12, 1924, Grace Wilson was one of the singers. Even before that time, because of her singing from coast to coast, she had already been called "The Girl With a Million Friends," and radio brought new hosts of them.

In last year's Album we told something of the story of her life, how she started on the stage as a small child, how as a young woman she came to a time of crushing heartbreak. Then, deciding that she must undertake to make something of her life, she began to sing again. Listeners have always sensed the deep and understanding sympathy from her songs, even when they did not know the story of her own life.

Watching or listening as Grace sings on the National Barn Dance, the audience feels the radiant magnetism of her personality.

Maple City Four

Some poet might write, "Listen, my children, I'll tell you more, about the Maple City 4." Some even claim they invented barber shop harmony. It is probably true that this quartet has been singing for radio longer than any other. They started on WLS around a quarter century ago, taking the name from La-Porte, Indiana, called the "Maple City." It makes a wonderful combination when they team up on a song with Grace Wilson. They are capable, also, of uproarious comedy, and can put on an old-fashioned minstrel show at a moment's notice. In the picture, left to right, Al Rice, Chuck Kerner, Fritz Meissner, and Pat Petterson.



CONTINUITY

When the announcer gives a commercial, or when numerous other kinds of scripts are read, you can be pretty sure every word has passed the sharp scrutiny of Kathryn Brady, (right) Continuity Editor. Involved in all scripts are questions of good taste, accuracy, and readability. Many sentences which seem all right when read silently, must be read aloud to discover faulty combinations of words.

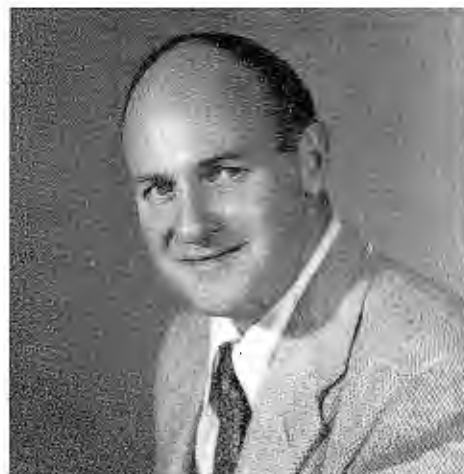
Miss Brady, commonly called "Kay" is a native of Missouri, was graduated at the University of Wisconsin, worked as a writer for magazines and advertising agencies, and at WLS, before taking up her present work.



These girls, not heard on the air, do much essential work in preparing program material. Left to right, standing, Mary Lou Kelley, Rita Smith. Seated, Maryann Christopherson, Donna Steiskal, Henrietta Stricker, Ella Bauspies.



Ozzie Westley, shown here with his family, watches over the musical problems of WLS, supervising selection of numbers, arranging, directing, sometimes writing a new number for some special program. Mrs. Westley is Mary, and the daughters are Mary, James and Susan. Ozzie was graduated from famous St. Olaf's College.



Al Rice, above, former orchestra leader, long-time member of the Maple City 4, famous for playing the "Shower Bath Wheeze," now writes copy, concocts funny dialogue for various parts of the National Barn Dance. By the twinkle in his eye, you can see that a comedy situation was just in the making when the picture was taken. He knows the radio audience from years of program work.



Phyllis Brown

A very sweet little girl, who sings either solo or with a group like that shown below. Came to WLS in 1948. For awhile she sang mostly sad old folk songs, but they didn't seem to agree with her happy disposition. Now, more often sings cheerful and happy songs. It has been rumored that the ring on her third finger has something to do with the change. Often she sings with Don White, and this makes nice harmony. How old is she? She was 18 when she started here.

Men at Work

Taken during an actual broadcast of the National Barn Dance, this shows four of the Sage Riders (see Pages 48, 49) with Jimmy Hutchinson doing a fast number on the banjo. Left to right, they are Don White, Ray Klein, Jimmy Hutchinson, and Wally Moore.

It is characteristic of WLS programs that everybody handy is likely to join in, to back up the singer or instrumentalist who is before the microphone. This friendly teamwork is one of the reasons for the fine spirit that makes folks enjoy their work at WLS, and listeners can tell it in the broadcasts.





ARKIE

The "one and only" Arkansas Woodchopper, native of the Ozark country of Southern Missouri, began playing, singing, and calling for country dances in his boyhood. Has been with WLS many years, and now acts as MC on several programs. Still sings, but also goes out occasionally to conduct an auction—or "cry a sale," as the auctioneers say.

Above, with a group of guest square dancers from Cass County, Indiana. The boy at the extreme right is Captain Stubby's brother.



Arkie is a born woodsman, as you know if you've listened to his program for fishermen. He can sniff the wind and tell you what the weather will be like. He is fond of animals. Here, his dog Laddie helps Arkie read a listener's letter. Years ago when Arkie was a beginner, the Maple City Four found they could make him laugh while he was singing. It bothered him at first, but he's used to anything now. Arkie, whose real name is Luther Ossenbrink, is respected by everyone for his sound old-fashioned philosophy and understanding.



Arkie lends his guitar to Lon Warneke, a National League Umpire, who used to do a bit of fancy guitar playing himself.

Through the years Arkie has had many distinguished visitors. He is always the same, whether on the stage or in front of the microphone, or on a fishing trip.



Martha Crane and Family

Perhaps no woman has so intimate a place in so many Middle West homes as Martha Crane. For seventeen years she has been heard daily on the Feature Foods program, and housewives have learned to depend on her counsel.

Although still using her maiden name on the air, Martha is Mrs. Ray Caris, shown here with Ray and their two sons, Crane and Barry, in front of their home.

Martha was born at Mount Pleasant, Iowa, started in the mail room at WLS while still a student at Northwestern University. Since she was a little girl, she has been interested in housekeeping and cooking.



Party Line

Every Saturday around noon, Rita Ascot (see Page 14) and Jim Ameche talk by phone to a group of farm folks, their conversations and arguments going out over the air. This is the "Purina Party Line" seeking answers to questions sent in by listeners.



RADIO SALES

The sale of commercial advertising is vitally necessary as a means of paying the costs of broadcasting. Without it, radio would have to be supported by taxation as it is in some countries, and that would destroy the freedom of expression which now exists. The group above, handles sales of time on WLS. Left to right, standing, Mildred Noska, Warren Middleton, Ray Betsinger, J. D. Hill, LaVerne Carnevale. Seated, Joe Kaspar, Violet Peashek, A. N. (Pete) Cooke, Dorothy Luce, and Charles (Chick) Freeman, head of the department.



MAIL



You will find no six girls anywhere, more expert in handling mail than those of the WLS mail room, shown above. Reading faster than the untrained eye can follow, they sort many thousands of letters and postcards a day—more than a million a year, tabulating them as to state and postoffices.

Insert, Ingeborg Bunge, L to R, Marie Thompson, Mildred Burton in charge, Emma Olsberg, Gertrude Grosskopf, Emma Harper.



ORCHESTRA

Herman Felber has been Director of the WLS Orchestra, for many years. Coming from a family of musicians, he started with the violin as a small child. However, for the benefit of any youngsters now taking music, you should know that he still keeps on practicing, as well as teaching. Herman has been guest director of various orchestral groups, and his special ability shows in rehearsals, getting the most out of each instrument, and securing even balance of them all.

Mrs. Felber also is a musician, and they are grandparents.



In the Spring when folks send in four-leaf clovers, we usually give them either to Margaret Sweeney, who plays the golden harp, or to Charlotte Chambers, violinist in the orchestra. School children all over the Middle West are familiar with "The Magic Harp" program on School Time. The theme strains are played on this harp by Margaret. Charlotte Chambers sits on the front row of the orchestra with her violin. Besides her work at WLS, she has a large number of pupils. See also Page 54.

You probably have heard cello solos by Ted DuMoulin, and piano solos by John Brown, but usually you hear these four only as part of the whole group—or should we say "the ensemble." In the picture at the right, they are Dave Chausow, violin; Ted DuMoulin, cello and manager of the orchestra; Henri Waxman, violin; Fred Vopatek, string bass; John Brown, pianist. Ted DuMoulin and John Brown have been here since "way back when."





Any member of the orchestra can play almost any instrument, but the two at the left usually play the "woodwinds." Walter Lewis, left, plays flute, or sometimes piccolo. Emilio Sylvestre usually plays clarinet, but sometimes likes to get gay with the saxophone. Everybody listens when he steps out to improvise a bit of background for one of our singers.

There's a strong breeze in this corner, for here we have the brasses, trumpets and slide trombone. Standing, at the left, is "Lou" (Aloysious) Klatt, who usually plays trumpet, but can play accordion with both hands tied behind him—or almost. Then solemn faced "Otto," Ted Morse, who used to teach high school music. Seated, Joe Rullo, who plays another trumpet, and Tom Moore, with the slide trombone.



The play-boy of the orchestra, always ready for some kind of antics, is Roy Knapp. We have to classify him as "percussionist," because he plays many other things than drums. You may hear him on vibraharp, or chimes, even sometimes with bells. Roy conducts a school for training youngsters in all sorts of percussion instruments, and has trained many of the famous drummers of "name" bands.



Not ordinarily playing as part of the orchestra, but heard on numerous other programs, three talented musicians at the left. Dave Bohme, with the violin, has often been heard doing a sweet solo number on the Barn Dance. Lester Schein, plays the bass viol, and Vincent Geraci breaks into gay melody with the accordion.



The National Barn Dance, started on WLS in 1924, pioneered in bringing back the traditional square dances of early days in America. Now thousands of groups, city as well as rural, enjoy them in every state.

Above, the control booth on the stage in front of the grandstand at the Illinois State Fair. Chuck Ostler at the controls, Bill Nelson watching the clock, ready to start the five hour show.

Upper right, Governor Stevenson of Illinois is interviewed by Program Director Harold Safford, as John Dolce and Donna Wilson look on. The Governor always enjoys the Barn Dance.



Swing Your Partner

A brilliant exhibition of square dancing on Saturday night of the Illinois State Fair. The National Barn Dance. In 1951, representative groups were featured in the International Square Dance and 27. Square dancing has become a popular type of recreation, attracting thousands of people.

At the left, a group of ten practice square dance figures.



Above, ready to take off for five hours of fun at the Illinois State Fair, August, 1951, with a full grandstand. Every year the whole crew journeys to Springfield to give the fair a big send-off.



L BARN DANCE AND SQUARE DANCING



r!

are dancing featured the opening
 State Fair, just before the opening
 in such preliminary events in many
 ere chosen to represent the state
 ce Festival at Chicago, October 26
 een voted one of the most whole-
 ctive alike to young and old.

in agers at Ogden Park, Chicago,



Above, Governor and Mrs. Henry
 Schricker of Indiana hear about
 square dancing from veteran Calvin
 Johnson of Knox County. Mrs.
 Johnson and Chairman McReynolds
 standing by.

At the left, one of the groups at
 the Indiana State Square Dance
 Festival, held at Indianapolis last
 August. There were 1000 dancers
 from all parts of the state, under
 chairmanship of F. L. Reynolds of
 Purdue University. This was pre-
 liminary to the International Square
 Dance Festival, International Amphi-
 theatre, Chicago, Oct. 26 and 27.



Above, Bob Short, 1951
 Indiana Champion Square
 Dance Caller, from Lake
 County.

Below, Cousin Tilford
 and Otto make fun at
 the Illinois State Fair
 Barn Dance.





FARM PROGRAMS

Farm programs started on WLS in 1924 when the station first came on the air—28 years ago. Service to agriculture is always foremost. Above, a group appearing on Dinner Bell Time, L to R: Roy Yung, Illinois State Director of Agriculture; Frank Peck, Director, Farm Foundation; Joseph Ackerman, Ass't Dir. farm Foundation; Arthur Page; Milo Swanton, Sec. Wis. Council of Agriculture; Dr. David Lindstrom, Rural Sociology, U. of Ill.; Paul Johnson, Editor Prairie Farmer.



Romaine Benner, secretary of the Farm Program Department, looks after a thousand details of schedules, correspondence, market reports. At Dinner Bell Time, she conducts newlyweds and anniversary brides as they ring the opening bells. She has been in the department 12 years.



Larry McDonald, loved and respected by everybody, starts his day at 3:30 every morning. You hear him at 5:45 with the first news, then Bulletin Board, a number of other programs, and on Tuesday evening the Field Editor's Roundup. A war veteran, Larry came from Peoria. His wife was a farm girl in Stark County. The children are Judy and Tommy, and the youngest Laurie Jean.

Al Tiffany, heard daily on "Farm World Today" just before Dinner Bell, not only broadcasts markets, but studies them. Heard also on a number of other programs daily. Has met with many farm groups, in local meetings.

Bill Morrissey broadcasts the daily livestock market direct from the stockyards. It is not enough merely to quote prices. Morrissey interprets as to type and quantity of animals, and is considered one of the highest authorities.



Every Saturday, Dave Swanson, below, broadcasts a summary of the trends and possibilities of the livestock markets. He is manager of the Producers Commission Association at Chicago, which handles millions of dollars worth of animals.

F. C. Bisson, right, has been broadcasting grain market reports longer than any other man. He brings the latest grain situation report direct from the Chicago Board of Trade every day, adding interpretation to the prices.



With the coming of Spring, comes also Lee Somers, Extension Horticulturist of the University of Illinois. Once a month on Dinner Bell Time, he discusses a current garden problem, doing a most unique job. He has been called "the man who doesn't need television" because of his graphic way of telling about plant growth. Lee also compiles by wire, a weekly summary of the commercial garden situation, which appears on Bulletin Board.



Lloyd (Doc) Burlingham

An Iowa farm boy with unusual training and experience, "Doc" Burlingham is best known as a thoughtful commentator on farm matters. His personal tastes run toward dairying and Guernsey cattle, and he lives on a farm in McHenry County, Illinois.



Weather Men

Weather is vital to WLS listeners, and reports are heard many times a day from the weather bureau. Shown here, left to right, Forecasters Henry Chidley, Sam Bromberg, Ivan Brunk, Len Means and Virgil Hendricks. Seated, Louise Hunshe, who compiles data from the teletypes.



J. C. Hackleman

Veteran crops authority from the University of Illinois, Hackleman is frequently heard on WLS (below).



Med Maxwell

One of the best known, best loved, and most traveled men in all farm radio. Native of Frankfort, Indiana, graduate of DePauw University, former staff member and leader of the band there. For ten years a producer of sponsored farm programs originating in all parts of the country and every sort of situation. A man of high idealism and a constant advocate of soil conservation. Here interviewing a rice farmer in Louisiana.

Advertising in *Prairie Farmer* is not only reliable, but is planned so that it is of great service to readers. With so many new and important discoveries being made available for farm use, the advertising columns become a source of valuable information.

The men at the right do much of the work in this important department. Left to right, standing, they are: Paul Scotte, Ben Van Cleave and Dick Scrymiger. Seated, W. G. Brookman, Vern Anderson, Advertising Manager, and Walt Brian.



PRAIRIE FARMER ADVERTISING

These girls in the advertising department handle many details of correspondence, keeping of schedules, tabulating information. The work requires accuracy and experience. Some of them have been in the department for a number of years.

Their names, left to right, standing, Dorothy Kriz, Marilyn Michalek, Pearl Ruck de Schel. Seated, Charmaine Mohr, Sally Kolocius, Marilyn Soroka Levinson.





THE STORY OF A SONG

In the WLS Family Album of 1933 there appeared the first picture of a new girl named Myrtle Cooper, who had begun to appear on the National Barn Dance as Lulu Belle, a giggling rollicking, handsome girl. The description said she had learned how to sing and play old fashioned music in the Carolina mountains.

The following year, 1934, there was a picture of a fine young man, Scott Wiseman, who had promptly been nicknamed "Skyland Scotty" because he came from the "Land of the Sky" in Carolina. He had graduated from college prepared to teach literature, but he had unusual ability with the guitar and five string banjo. He had ridden horseback over mountain roads to school, and always with a harmonica in his pocket, had herded sheep in the meadows.

These two, who met at WLS, became Mr. and Mrs. Scott Wiseman, but we call them "Lu and Scotty." Two children came, Linda Lou and Steve, and the family was very happy.

Six or seven years ago, Scotty became very ill. He was in the hospital a long time, and his friends were anxious. Lu went to see him every day, to sit by his bedside. One day, holding his thin hand, she bent over and murmured, "Have I told you lately that I love you!"

It was a magic moment. In the long hours and days that followed for Scotty, those words came through his mind many times. Who knows but they may have carried him over the crisis, to complete recovery? As he began to gain strength, they began to sing a melody in his heart, and with pencil and paper, in unsteady hands, he wrote it down.

So we have the song, which has been heard in many countries, destined, say music authorities, to be one of the greatest of all the years. By permission of the publishers, we reproduce it in part on the next page.

The picture of Lu and Scotty and their children was taken on their farm in North Carolina.

HAVE I TOLD YOU LATELY THAT I LOVE YOU?

Key of C (C-C)

Words and Music by
SCOTT WISEMAN

Moderately

Piano *mf*

Refrain

C Fm C Edim G7

1. HAVE I TOLD YOU LATE-LY THAT I
2. (Have I) told you late-ly how
3. (Have I) told you late-ly wh

Could

mp

soul how I a - dore you
long when you're not with me? Well dar-ling, I'm tell-ling
share my love for - ev - er? Well dar-ling, I'm tell-ling you now.

nights are
d like to

L 296-2

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Nelson

William (Bill) Nelson, left, is head of the work called "production." See Page 28 for an example of a production man at work. Bill has grown up in this kind of work, and has a great deal to do with making programs come over the air the way they are planned.

Joyce

Bill Joyce, upper left corner, follows through on many programs, sometimes in the control room, sometimes moving quietly about the studio. Beside the control board operator, he listens, signals the announcer if a speaker needs to be closer to the microphone, or if a musical instrument should be moved for better transmission.



Ferris

Ray Ferris, left, has been in radio since "way back when." Used to sing as a member of the team "Chuck and Ray," and has taken his turn at writing songs. One, "Lyla Lou," was written about his wife. Ray has auditioned a great many hopeful singers and instrumentalists who aspired to radio work, always with good advice for their improvement.

PRODUCERS

At the right, important in a great many programs, is Max Thompson, who presides over the turntable for playing transcriptions. They must be handled with split second accuracy, and always Max must be ready for a quick shift in case of emergency. At other times, Madeline Lorch handles this work.

You may have wondered just what a production man does. He is the link between the studio program and the public. It is his job to conduct rehearsals if necessary, to be sure everybody is ready, to check placement of instruments and microphone, and then to follow through, line by line, to see that the program goes out as it should, and gets off on time. He hands the program over to the engineers, and then it's up to them.



Laughs

While a great deal of WLS program time is devoted to serious business, there is always time for wholesome fun and laughter. Many people, visiting the station, or attending the National Barn Dance, have commented on the good nature and joviality of WLS people. "They're not just putting on an act," say visitors. "They really have a lot of fun."

One of the fun-makers is dynamic Jimmie James, shown at the right. Sometimes as a master of ceremonies, sometimes with the banjo, sometimes with a side-splitting pantomime or a recitation, Jimmie has brought laughter to thousands. He entertains at many personal appearances in the middle west.



Near midnight, at the close of the National Barn Dance, come Homer and Jethro, and amazing Cousin Tilford with the night lamp, singing a bedtime song. Homer is Henry Haynes, Jethro is Kenneth Burns, and Cousin Tilford is Holly Swanson. (See Page 44) Homer and Jethro famous for their unique singing style, are from Tennessee.



The WLS Artists Bureau arranges dates for personal appearances of WLS entertainers, many of whom go out to brighten local entertainments. Crowds of people always come to see and hear them. Above, Georgia Smith, George Ferguson, Earl Kurtze and Camille Sullivan, of the Artists Bureau.



James M. (Jim) Johnston (left) joined the announcing staff in late summer of 1951. He came from Moline, Illinois. Jim was born at Rock Island, and had considerable experience in dramatic work as well as radio. Former member of the army air force. His wife's name is Mary.



You have heard Jack Stilwill (right) for years, doing everything from routine announcing to conducting special programs. Has handled Stumpus, news, and is a veteran in all phases of broadcasting.

ANNOUNCERS

At the right, Hal Culver and his family. Hal is one of the old-timers at WLS, and has been heard on many programs, including the National Barn Dance. A few years ago had a very fine singing program, but hasn't sung lately. Hal grew up in a parsonage. Mrs. Culver is Margaret, and their son is David. The dogs, when asked their names, said only "Grrr" and "Wurf."



Jack Holden, shown at the left with his wife Christine and their son John Haviland Holden, celebrated 20 years with WLS in October, 1951. A studious and thoughtful man, his personality goes out over the air. Jack studied for the ministry, and still retains the idealism of his youth. His strong voice and accurate enunciation are ideal for his work. Christine is well known to listeners as "the little Swiss Miss," and she is still heard sometimes on the National Barn Dance.



When WLS comes back on the air in the evening, the friendly greeting at "exactly 10 seconds before six o'clock," is spoken by Jack Brinkley. Again, on Sunday morning, Jack handles the announcing, including the Little Brown Church of the Air.

Few men in radio have had such an all-around experience as Jack. Born in North Carolina, he grew up in Virginia, where he was radio editor for a newspaper while yet in high school. He had dramatic training, and appeared both on the stage and in many network productions, besides doing a variety of announcing both for network and for local stations.

Mrs. Brinkley, too, has radio training, and is able to handle the details of their recording business when he is away. She is also poet of distinction, and has had much of her poetry published.

They have a daughter, Susan, and a son, John, who is in the United States Air Force, stationed in the South Pacific.

Announcer Bill Duane, who has been heard on numerous spots in the schedule, but mostly in early morning, was born in Upper Michigan. After his local schooling, he was graduated at the University of Michigan at Ann Arbor. All through his college years he took an active part in athletics, particularly boxing. He started his radio career on a small station in West Virginia, and came to WLS about two years ago. In the picture, his wife, Helen, and their daughters Kristen and Elizabeth. They live in a suburb west of Chicago.





ENGINEERING DEPARTMENT

Back of the microphone, an absolutely vital part of every radio program, is a tremendous job of precision engineering which the audience never sees, and of which you may seldom be aware. For every word that is spoken, every note of music, at least five or six men are required on the control and transmission equipment. In some cases, as on

remote broadcasts, or short wave broadcasts, the number may be twice as great.

Shown here at the right, Thomas L. Rowe, chief engineer. Comparatively young in years, the Chief is one of the "old men" in radio. Starting as a "ham" or amateur radio operator, he served his earliest years on shipboard all over the world, but has been with WLS since its beginning, 27 years ago.

Emergencies are routine in his life, and while dealing with them at lightning speed, Tom always maintains a reassuring calm. No matter how complicated the situation, he is likely to say, "Don't worry about a thing—I get the picture."

Upper left, Janet Rausch, secretary, who handles many details and keeps the schedules for the engineering department.



Smiling Homer Courchene, above, the same Homer who used to "pull the big switch," is chief at the WLS transmitter, located about 25 miles southwest of Chicago. Here are power tubes that put the signal on the air at the power of 50,000 watts, generating so much heat that the water to cool them keeps the entire building warm in winter. These men keep constantly in touch with every new development, to keep the WLS clear channel signal strong and clean.

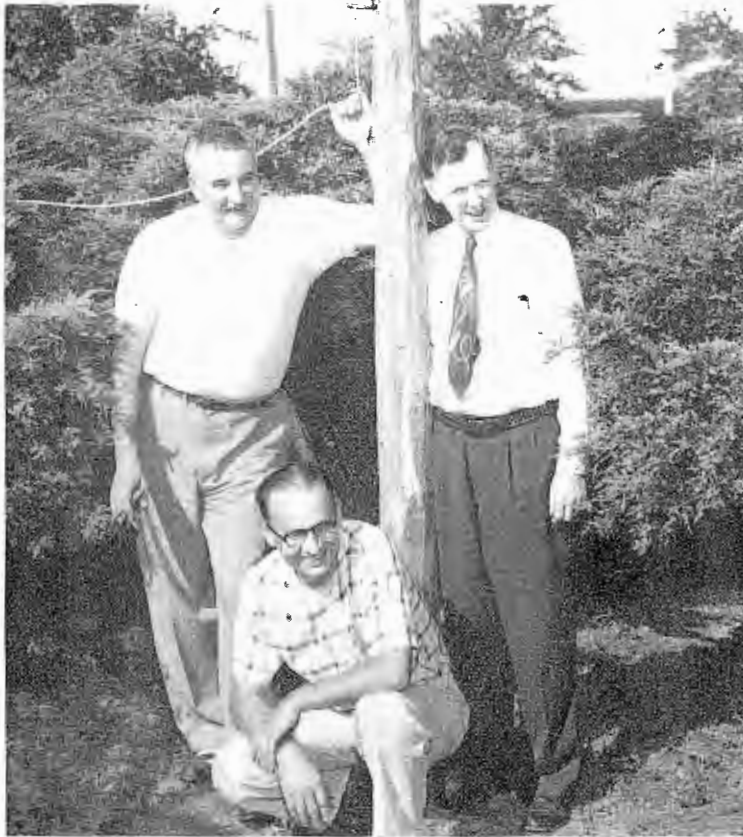
41
1951
27
1924

1970 Started 1924
25
45-a go 46 yrs ago

Below, Charles Nehlsen, often called "Nelly," as quiet and modest a man as you will ever meet, but one of the most highly skilled in the technical phases of radio. On the drawing board he lays out wiring plans involving thousands of connections and separate circuits, and can install them as neatly as a job of fancy embroidery. He handled the recorder for that world famous broadcast of the Hindenburg disaster, and supervises present day tape recording for WLS.



Of the ten skilled operators required to handle the transmitter through 24 hours, part of that time over WENR, here are three. Standing are Harvey Kohnitz and Frank Ahlgrim, and in the center, Andrew Forgach. The dinner bell standing on the transmitter grounds was secured from a farm in Southern Illinois where it had served for many years.



It takes ten men with high technical training to handle controls and other duties connected with putting studio programs on the air. This year we've captured only two of them with the camera. Below, William Keller, who likes to study exact placement of microphones for program balance. These studio engineers mostly started as radio amateurs. Much experience is necessary before a man can be trusted to the vital job of handling the control board.



Chuck Ostler, left, started at WLS as a youngster, and for a while handled sound effects. However he went to school, perfected his technical education, and for some years has been carrying the full responsibility of a studio engineer. At remote broadcasts, bystanders are always intrigued by the engineers ritual of checking and balancing the phone lines. They chant into an open microphone, "Wuuuuf, Wuuuuf," meanwhile giving a gauge reading by which the lines are balanced for program transmission.

CAPTAIN STUBBY AND

Stubby

Five of the finest and gayest young men in all radio, former buddies in the Navy, call themselves The Buccaneers. Captain Stubby, shown here with his family, is Tom Fouts from the Indiana corn and soybean growing Fouts family. Mrs. Fouts is Eva Lou, and the children are Tommy and Connie Lou. The Buccaneers record for Decca.



"Half-Bucs"

Pride and joy of the Buccaneers, their children, playfully called the "Half-Bucs." Left to right, rear row, Michael Fleming, Ronnie Richards, Tommy Fouts, Larry Stokes, William Walberg. Front row, Sandra and Carol Ann Fleming, Eva Lou Fouts, Debbie Stokes, Toni Walberg. They were singing "Happy Birthday."



Richards

Jerry Richards, with his wife Ginnie, and son Ronnie. When Jerry takes hold of a clarinet, you can almost feel the melody. Few men have ever had such mastery of this instrument. The amazing thing about the Buccaneers is the limitless range of their abilities, from the zaniest of comedy to the most beautiful harmony. Jerry was born on a farm near Freeport, Illinois. His father played in the band and his mother played piano.

. . . THE BUCCANEERS

Fleming

Not that it matters, but Sonny Fleming actually is named John. He plays guitar, usually, but in harmony numbers, his is the deep bass voice. Shown here with Mrs. Fleming, Mary, son Michael and daughters Sandra and Carol Ann. Sonny started with guitar and mandolin at the age of six years on a program with an older brother.



Stokes

As you might guess, "Tiny" Stokes is called that because he is not tiny. In fact he's a good sized corn fed boy, his actual first name Dwight. Tiny has a tenor voice of amazing range and quality. At the top end it can seem almost like a soprano. You have liked him especially in the Hymn Time program. Incidentally, we have noted that he always smiles when he sings—but he usually is smiling anyway. His wife is Glenna, and the children are Larry and Debbie.

Walberg

Seat Tony Walberg at the piano, and it's just like turning a horse out to fresh pasture in the Spring. He rollicks and gallops over the keys, plays any kind of number from the severest classical to thumping boogie-woogie, and has fun every minute. Usually plays accordion, but if he gets near a pipe organ, he knows what to do with it. Mrs. Walberg is Ruby, and the children are William and Toni.





The Augie Kleins

The three children of the Augie Kleins ought to develop musical ability. Certainly they inherited it from both sides of the family. Augie and his brother Ray (see page 48) both play accordion. Mrs. Klein was Mary Jane DeZurik, of the DeZurik Sisters, famous for their twittering yodels. Augie plays with the WLS Rangers. The children are Janice, Richard and James.

The Holly Swansons

Anything we say about the Swansons will have to be a tall story. For they are a tall family. Holly is so tall that a six foot man has to look up at him, and when they built a new house in Naperville, Illinois, the doors all had to be specially built. Holly is a skilled musician, usually playing bass with the WLS Rangers. He also has rare ability as a comedian, usually under the name of "Cousin Tilford." (See Page 37.) In the picture, Mrs. Swanson, Richard, Barbara, and James.



The Verne Fiedlers

Verne Fiedler plays guitar with the WLS Rangers. However, in adapting music to fit different programs, a great deal of arranging and changing of parts is sometimes necessary. Verne is particularly skilled at this difficult work, for he is thoroughly trained in music. He's a very quiet man, but if you watch him while he is helping put a musical number on the air, he is tense as a fiddle string, following the rhythm and taking his part exactly on the beat. In the picture, Mrs. Fiedler and their son David. They live in Naperville, neighbors of the Swansons.



The Toby Nix Family

We always call him "Toby," but his actual name is Ewing Nix. He plays violin eloquently, as a member of the WLS Rangers. Toby grew up at Ozark, Missouri, and started playing violin when quite young. At age 16, he won a state instrumental music contest, the prize being a scholarship at Missouri State Teacher's College. His wife, Ruby, came from New Mexico. Their son is Fred, and they live in a suburb west of Chicago.





The Howard Petersons

Howard Peterson, who plays the big studio organ, has been in music for many years. He recalls the early days of motion pictures, when admission was a nickel, and the organist had to watch the picture and improvise suitable musical accompaniment. He has also written considerable music of high merit.

Mrs. Peterson was well known to WLS listeners as a singer, under the name Avis Leone. It is not surprising that their daughter should show marked musical talent, and very appropriately she bears the name, Melody.

Among other programs, Howard plays accompaniment for Pruth McFarlin, whose songs are heard regularly on WLS.

Pruth McFarlin

Recognized today as one of the great tenor singers of America, Pruth McFarlin's life story is as dramatic as his singing. When he was two years old, in Pensacola, Florida, an epidemic of infantile paralysis struck the neighborhood. Out of 90 stricken children, only two survived, one the son of a banker, the other, Pruth McFarlin. His father was a school teacher.

Severely crippled and unable to walk, Pruth worked his way through Southern University at Baton Rouge, winning his degree, then teaching in the famous Piney Woods school in Mississippi.

His unusual vocal talent led to special musical training, and during the war he sang in many military camps, as well as for President Roosevelt. He has given many concerts before distinguished audiences, as well as in many churches. He is heard every Saturday on WLS.

With him, his daughter, Pruth Katherine, 3 years old.





The Dolph Hewitts

There's something about the way Dolph Hewitt sings that makes the audience burst into applause when he appears. His ability and charm led to a contract to make RCA recordings, which are having excellent acceptance.

Above, Dolph and his wife Ruth, former member of the Johnson Sisters who were on radio, and their son "Chuckie." This is the son who was born at St. Louis while Dolph was singing at the Wisconsin State Fair several years ago. Mrs. Hewitt's sister is Mrs. Jimmy Hutchinson.

Dolph grew up on a farm in the Pennsylvania hills, and still knows how to whet a scythe to keep down the weeds on their home place west of Chicago.



SAGE RIDERS

Wally Moore Family

Appearing for the first time this year, Wally Moore, his wife Jackie and their two children, Connie and Colleen. Wally plays a variety of instruments, has a mellow pleasing singing voice and at times can be very funny. He would never tell you, but he was seriously wounded while serving in the army in Europe. A very likable young man.

Ray Klein Family

Ray plays accordion. With him, his wife Eva, children Ronnie and Yvonne. Ray is a brother to Augie (see page 44) and a nephew of Lou Klatt of the orchestra (see page 27). Eva is a DeZurik, sister to Mrs. Augie Klein and Mrs. Rusty Gill. The little concertina Ronnie is holding was brought from Germany.



Jimmy Hutchinson Family

Since last year's Album, little James Steven has been added. Jimmy plays various string instruments, but his speed with banjo and guitar has nicknamed him "Lightning Fingers." Mrs. Hutchinson is a sister to Mrs. Dolph Hewitt (see page 47).



Don and Mrs. White

Don is known to you as a quiet singer of sweet songs, often favorite hymns. He plays electric guitar and is sometimes heard on Saturday nights in a duet with Phyllis Brown. Mrs. White, Mary, is from North Carolina. Don and Mary are expert workers in leather.



Jack Taylor Family

Jack, native of Kentucky, dates back a good many years, former member of the Prairie Ramblers. Usually plays bass fiddle with the Sage Riders. Mrs. Taylor is Clina, and their son is Danny. Besides his work on WLS, Jack owns and operates a restaurant.



A CHRISTMAS NEIGHBORS CLUB STORY



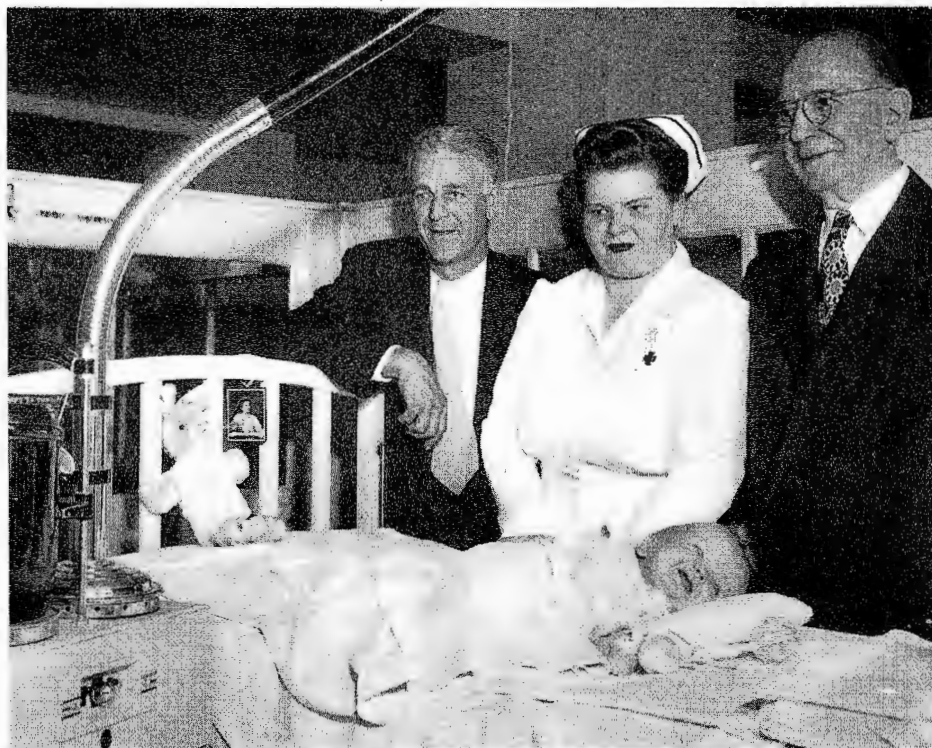
Donald Bresson of Lee County, Illinois, after an attack of infantile paralysis, was taken to a Rockford, Illinois, hospital for treatment. There he used an orthopedic walker, gift of the Prairie Farmer-WLS Christmas Neighbors Club, training his little legs to walk. Below, in Studio A, as John Dolce instructs, Donald is at the head of the line when his school class takes part in a square dance.



Every Christmas time, WLS listeners and Prairie Farmer readers send contributions large and small to the Christmas Neighbors Club. Since 1935, almost a third of a million dollars has been contributed, every penny spent for more than 7,000 items given to hospitals, orphanages and child care institutions.

About 2,000 radios, almost as many junior wheel chairs, more than 1,000 inhalators, nearly 700 orthopedic walkers, are some of the items. Others have been hospital beds, several hundred infant incubators, oxygen tents, and other needed items.

Many hundreds of institutions have benefitted, regardless of creed or race.



Above, and below, Al Boyd and Dr. John Holland visit a Chicago hospital where Christmas Neighbors Club gifts are used. Al Boyd handles the executive management of the funds.





One of the escorts on a Prairie Farmer - WLS tour, Mrs. Arthur Page poses beside an adobe oven at the ancient Pueblo Indian village of Taos, New Mexico.



With a party of 226 on a No-Worry tour to California, Dick Albrecht and Marie Thiel were two of the escorts. Picture was taken on shipboard as the party cruised around San Francisco Bay. Dick is Illinois Field Editor, and Marie, secretary to President Edwards, does much of the record keeping of tour plans and reservations.



A guest at Dinnerbell Time, Marjean Czerwinski, 1951 "Alice in Dairyland" for Wisconsin. She is from Milwaukee. With her, Uncle Tom Corwin, veteran of WLS, who last year celebrated his 82nd birthday. "But," says Uncle Tom, "I'm not too old to see a pretty girl when one goes by!"

A few of the Prairie Farmer-WLS Tour party looking over the adobe buildings at Taos, New Mexico. Made of sun-dried brick, these buildings have been the homes of the Pueblo Indians for more than 700 years.



ALUMNI

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Bradley Kincaid came to WLS from Kentucky to be the first radio singer of old American folk songs. He and Steve Cisler, another former staff member here, own Station WWSO at Springfield, Ohio. The Kincaid twin girls, whose birth was announced while Bradley was singing on Dinner Bell, are now grown, one married. They have two sons, one in the army. Shown above, George Biggar, Bradley Kincaid and Hal Culver.

On the Illinois State Fair National Barn Dance, guests were Gene Autry and (note the whiskers!) Pat Buttram. Gene, who heads his own picture company, was just a hopeful boy from Oklahoma when he started on WLS. And of course you remember Pat Buttram, from Winston County, Alabama.



William Beery

In April, 1951, William Beery of Elgin, Illinois, came in to celebrate his 99th birthday on Dinner Bell, and to sing again, solo, his favorite song, "Rose of Sharon." Accompanying at the piano, John Brown, and with the violin, Charlotte Chambers. Mr. Beery has a permanent invitation for every birthday, and April, 1952 will be his 100th. He has been a singer and music teacher for many years.

Happy Birthday!

Some years ago, Miss Mae LaRette happened to be in with her rural school pupils when Mr. Beery was here. The children gathered around and sang "Happy Birthday" for him. Every year since, Miss LaRette has been back with her pupils. This group, in 1951, including other visitors in the studio, was from the Haymond School, Grundy County, Illinois, snapped as they were singing, just after the candles had been lighted on the birthday cake. This is a high spot in April programs.



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When the Adult Homemaking Class from Buda, Illinois, came in 1951, we hustled the photographer downstairs just as Henry Prince was welcoming them at the front door. They are pictured below.



INDEX

	Page		Page
Advertising Department	33	Kincaid, Bradley	53
Albrecht, Dick	8, 52	Kelley, Don	16
Allen, John	10	Keller, William	41
Allen, Rex, and Family	53	Lewis, Ervin, and Family	17
Ameche, Jim	24	Loui, Della	8, 9
Arkie	23	Luze, Ruth	11
Artists Bureau	37	Lulu Belle and Scotty, and Family	-34, 35
Ascot, Rita	24	Lyle, Bob, and Family	17
Atcher, Bob, and Family	16	Mail Department	25
Autry, Gene	53	Maple City Four	20
Barn Dance	- 13, 22, 23, 28, 29, 37	Maxwell, Med	32
Beaver Valley Sweethearts	19	McCann, Betty	14
Beery, William	54	McDonald, Larry, and Family	30
Benge, Phyllis	13	McFarlin, Pruth, and Daughter	46
Benner, Romaine	30	McReynolds, F. L.	29
Bertsch, Maynard	8	Morrissey, Bill	31
Biggar, George	- 13, 53	Nehlsen, Charles	40
Bisson, F. C.	31	Nelson, Bill	36
Blanchard, Donald (Red), and Family	18	Orchestra	-26, 27
Boyd, Al, and Wife	14, 24, 51	Orlemann, Fred W.	6
Brady, Kathryn	21	Ostler, Chuck	41
Brinkley, Jack	39	Page, Arthur C., and Wife	3, 30, 52
Brown, Phyllis	22	Peterson, Howard, and Family	46
Buccaneers and Families	-42, 43	Prince, Henry	55
Burlingham, Lloyd	32	Rangers and Families	-44, 45
Buttram, Pat	53	Rausch, Janet	40
Cassidy, Grace	14	Renshaw, William E.	7
Choice, Rita	10	Rice, Al	21
Christmas Neighbors' Club	-50, 51	Rowe, Tom	40
Circulation Department	7	Safford, Harold	12
Continuity Girls	21	Sage Riders and Families	-48, 49
Cook, George	10	Sales Department	25
Corwine, Tom	52	Serpico, Lillian	6
Courchene, Homer	40	Shaffer, Bob	19
Crane, Martha, and Family	24	Skelley, Gladys	9
Culver, Hal, and Family	-38, 53	Snyder, Glenn	11
Czerwinski, Marjean	52	Somers, Lee	31
Dolce, John	50	Stevenson, Gov. Adlai	28
Drake, John	10	Stilwill, Jack	38
Duane, Bill, and Family	39	Swanson, Dave	31
Editorial Girls	6	Thiel, Marie	52
Edwards, James E.	4	Thompson, Max	36
Felber, Herman	26	Thomson, James, and Family	5, 6
Feldman, Mollie	6	Tiffany, Al	31
Ferris, Ray	36	Totaro, Angeline	11
Fredrickson, Mildred	10	Transmitter Engineers	41
Hackleman, J. C.	32	Vining, Keats	8
Hewitt, Dolph, and Family	47	Weather Men	32
Holden, Jack, and Family	38	Westley, Ozzie, and Family	21
Holland, Dr. John W.	-15, 51	Wetzler, Josephine	11
Homer and Jethro	37	Wilson, Grace	20
Hoshell, Renate	10	Yohe, Ralph	8
James, Jimmie	37		
Johnson, Paul, and Wife	5, 8		
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Albrecht, Dick	8, 52	Kelley, Don	16
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Cassidy, Grace	14	Renshaw, William E.	7
Choice, Rita	10	Rice, Al	21
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Czerwinski, Marjean	52	Somers, Lee	31
Dolce, John	50	Stevenson, Gov. Adlai	28
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Edwards, James E.	4	Thompson, Max	36
Felber, Herman	26	Thomson, James, and Family	5, 6
Feldman, Mollie	6	Tiffany, Al	31
Ferris, Ray	36	Totaro, Angeline	11
Fredrickson, Mildred	10	Transmitter Engineers	41
Hackleman, J. C.	32	Vining, Keats	8
Hewitt, Dolph, and Family	47	Weather Men	32
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