

PRAIRIE FARMER

WLS

FAMILY ALBUM

Sony Stevens

1957





PRAIRIE FARMER - WLS
FAMILY ALBUM
1957

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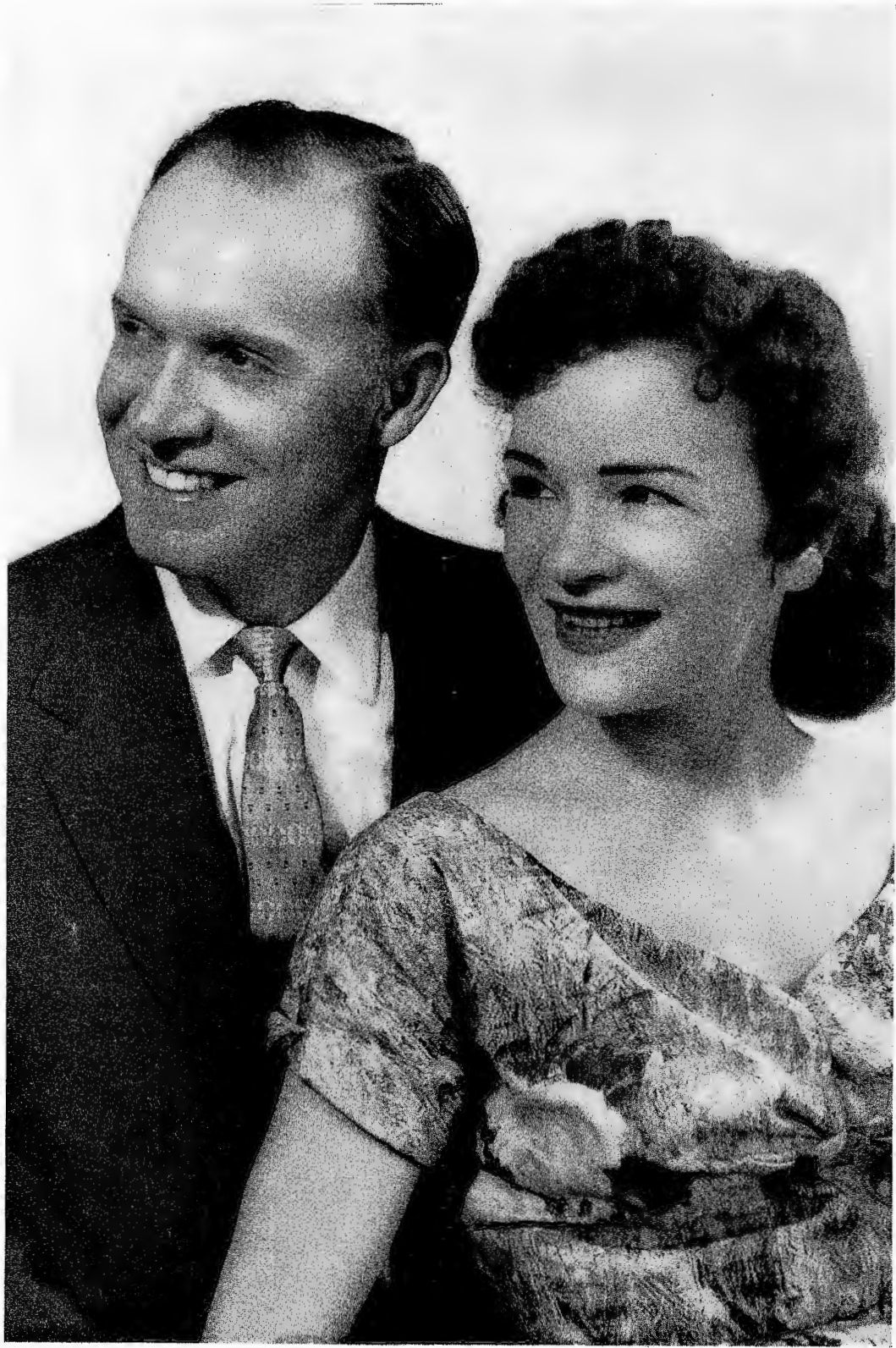
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PUBLISHING COMPANY



DR. JOHN WESLEY HOLLAND



GRACE WILSON



MR. AND MRS. SCOTT WISEMAN



CAPTAIN STUBBY AND THE BUCCANEERS
(Left to Right: Tom Fouts, Tiny Stokes, Jerry Richards, Sonny Fleming, Pete Kaye)



DONALD "RED" BLANCHARD



DOLPH HEWITT



BOB ATCHER



COLLEEN AND DONNA WILSON



LUTHER W. "ARKIE" OSSEBRINK



↑ HOLLY (Cousin Tilford) SWANSON, doesn't need a step ladder when it comes to doing some carpentry work in his home.

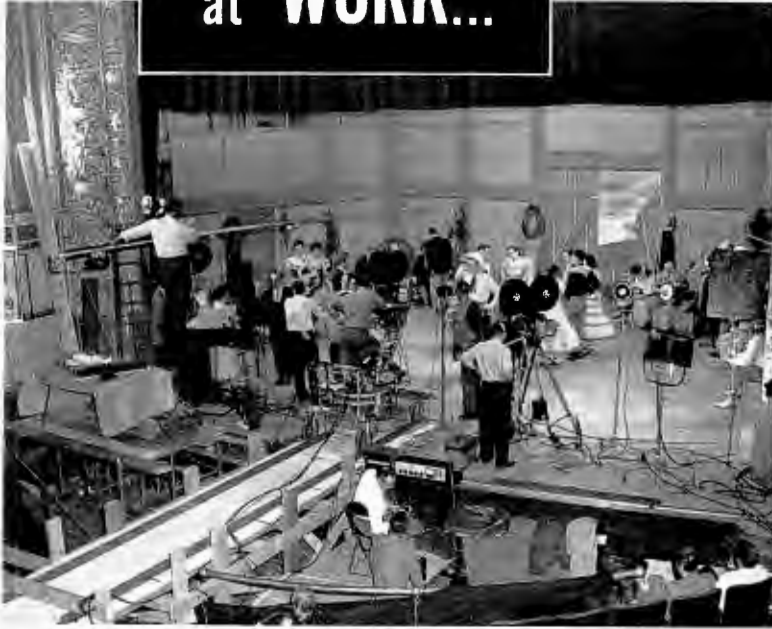


WOODY MERCER



MR. AND MRS. JIMMY JAMES—Jimmy's wife, Patsy Kelly, is also a very popular radio and stage entertainer. ➤

at WORK...



↑ The National Barn Dance will soon be on television. Here are the production and camera crews making one of the half-hour shows on film.



↑ Here are those two popular boys from Hoot 'n Holler, Tenn., Homer and Jethro.



↑ The vivacious Dorothy Ann Ferguson.



↑ Patsy Montana and Grace Wilson, two radio veterans, having a good visit in the Old Hayloft.

The Wilson Sisters and Arkie on "Meet the Folks" program. ➤



Ted Morse, popularly known as "Otto" and "Little Genevieve." ➤



John Dolce, the most popular square dance caller on radio, calls the turns on the National Barn Dance. ➤





← THE ONE AND ONLY National Barn Dance is "on the air" as everyone joins in the opening chorus in the Old Hayloft at the Eighth Street Theatre.



↑ Bob Atcher, backstage before his next song.



↑ Lou Prohut, Tiny Murphy and Toby Nix in the Old Hayloft.



← Lulu Belle and Scotty in their dressing room.



↑ Louis Liss, manager of our Eighth Street Theatre.



E. J. Timponi, handles ticket sales. ➤

Red Blanchard and Arkie planning some comedy. ➤



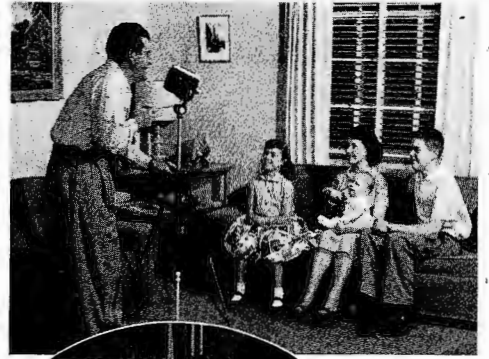
at HOME...



↑ Pete Kaye with his wife, Edith, and daughters, Joyce and Peggy.



↑ Donna Wilson Challas with son Bobby and husband George; Colleen Wilson Zela with husband Frank and daughter, Colleen.



Capt. Stubby takes a picture of wife, Lou, baby Danny, Connie and Tommy. ↓



↑ Mrs. Donald Blanchard with daughters Colleen, Donna and Laura Lee.



↑ Bob Atcher and his wife, Maggie with Robin, Christy and Cecily.



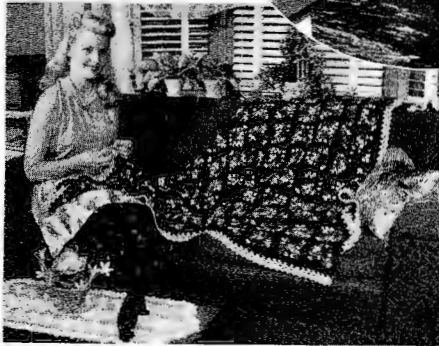
↑ Mrs. Holly Swanson, Lila, is always busy in her kitchen.



↑ Tiny Stokes' wife, Glenna, and daughter, Debra, are shown at work in the Stokes' kitchen.



Sonny Fleming's wife, Mary Edd, is busy on the "party line". →



↑ Dolph Hewitt's wife, Ruth, making an afghan.



↑ Jerry Richards with his wife, Ginny, son Ronnie, and baby Nancy.



↑ The Wisemans—Lulu Belle, Scotty, son, Steve and daughter, Linda.

at PLAY...



↑ Red Blanchard and son Donald, are really great on the Archery Court.



↑ Tommy Fouts takes after his Dad when it comes to liking golf.

Colleen Wilson's daughter, in her dancing costume. ♪



Holly Swanson and son James, Little Leaguer. ♪



↑ Steve Wiseman and his "Ham" radio equipment.

Lulu Belle, Herb Howard, Arkie and his wife at one of the picnics. ➤



Michael Fleming and father, Sonny, are admiring one of his Beagles. ♪



The Flemings' three daughters, Carol, Sandra and little Pamela. ➤



↑ WLS stars and their families get together often for picnics and pot-luck dinners.



↑ Holly Swanson's daughter, Barbara, a camera fan.



↑ Tiny Stokes' son, Larry, and the map he made.



↑ Dolph Hewitt's son, Chuckie, and his accordion.



↑ Donna Wilson's son, Bobbie, a clever dancer.

In The Valley Of Hope

Words and Music by The Buccaneers and Al Trace

Chords: D7 G D7 G7 C G

① Oh, the sun's shin- ing down In The Val- ley Of Hope, Where
 ② If your heart's filled with pain, don't you grieve, don't des- pair, A

Chords: Em A7 D7

sweet pos- es bloom ev-'ry- where. I will
 new day will dawn bright and clear. If you'll

Chords: G D7 G7 C G

find peace of mind In The Val- ley Of Hope; I'll for-
 call on the Lord, He will an- swer your pray'r; You will

Chords: G D7 G G7

get find my sor- rows and care. I'll
 find He'll al- ways be near. The

Copyright 1955 by Brandon Music Co.

C G Gdim G

walk straight a-head with my head held up high And in
bur-den you car-ry, He'll light-en, I know, when, with

G A7 D7

dark-ness no more will I grope; For the
prob-lem of life, you can't cope; just have

G D7 G7 C G

Lord will be walk-ing be-side me, I know, In that
faith in the Lord, He will show you the way To that

G D7 G

beau-ti-ful Val-ley Of Hope.
beau-ti-ful Val-ley Of Hope.

Slowly

Say You Love Me

Words and Music by Bob Atcher and Sandy Dowell

Chords: Eb, Bb7, A, Ab

Say You Love Me ————— Just as I love you, Say your

Chords: Bb7, A, Ab, Eb, Edim, Bb7

heart beats true, Say You Love Me. ————— Say you

Chords: Eb, Bb7, A, Ab

need me ————— to be yours a-lone, Just to

Chords: Bb7, A, Ab, Eb, Eb7

call your own, Say you need me. ————— Where-

Copyright 1956 by Bob Atcher

Ab Gm

ev — er you may be, what — ev — er you may do, In —

Ab Eb Bb7

to — e — ter — ni — ty my heart — will be with you. Say You

Eb Bb7 A Ab

Love Me, — — — — — Let your lips meet mine in a

Bb7 A Ab Eb Ab Eb

hiss di — vine, Say You Love Me. — — — — —

Heart Beat

Words and Music by Dolph Hewitt and Lee Baldwin

G7 C Dm A7 D7

I felt a Heart Beat — right next to mine;

Detailed description: This system contains the first line of music. The vocal line starts with a G7 chord, followed by a C chord, and then a Dm chord. The piano accompaniment features a steady bass line and chords in the right hand.

Dm G7 C C7

That cra-zy Heart Beat — was so di- vine. — As

Detailed description: This system contains the second line of music. The vocal line continues with a Dm chord, then a G7 chord, and ends with a C chord. The piano accompaniment continues with similar harmonic support.

F C C7 B7 Bb7 A7 (5b)

you stood there smil-ing, you made me re- a- lize That

Detailed description: This system contains the third line of music. The vocal line begins with an F chord, followed by C, C7, B7, Bb7, and A7 chords. The piano accompaniment includes a (5b) marking, likely indicating a fifth fret barre on the guitar.

D7 G7 Dm Ab9 G7

I was read-ing love in your pret-ty big blue eyes. And then your

Detailed description: This system contains the fourth line of music. The vocal line starts with a D7 chord, followed by G7, Dm, Ab9, and G7 chords. The piano accompaniment continues with harmonic support.

Copyright 1956 by Dolph Hewitt and Lee Baldwin

C Dm A7 D7 Dm G7

Heart Beat - suggest-ed love; And that's the Heart Beat - I'm think-ing

C F

of. ————— When I hold you close in the still of the night, - My

Em A9 D7 C#7 D7 Ab9

heart will come a flash-in' on a sig-nal that's bright, That Heart Beat of a

G7 Dm7/G7 C Dm7 G7 C F6 C

heart that's full of love. — I felt a love. —

I Saw You

Words and Music by Lee Baldwin

F C7 F Bb F C7 F7

I thought that I had seen ev'-ry-thing, Places I've not been ore few; — I've

Bb Bbm F D7 G7 C7 (sus.2) C7

seen in er-a-ma, at-tend-ed the dra-ma, And then, Ba-by, I saw You. — I've

F C7 F Bb F C7 F7

tra-velled for a-way plac-es, — Found there was plen-ty to do; — Ad-

Bb Bbm F D7 G7 C7(b9) F Bb F

miral Mo-na Li-sa, The Tow-er of Pi-sa, And then, Ba-by, I Saw You. — While

Copyright 1956 by Keith Music

Db Ddim Ebm7 Ab7(5+) Db Ab7(5+) Db

I've been a ro-ver this whole world o-ver, And know of the birds and the bees,

F C7(5+) F D7 G7 C7(5+2)C7

In the pur-su-ing of pleas-ure en-ju-ing, I've not seen the woods for the trees. — I've

F C7 F Bb F C7 F7

come to the end of my ro-ving; — My wan-der-ing days are all through. — I'm

Bb Bbm F D7 G7 C13th (9b) F Bb F

done with Las Ve-gas and West of the Pe-cos, But now, Ba-by, I have you. —

Say It Again

Words and Music by Verne Fiedler

Bb F7dim Bb

C7 Gm7 Cdim C7

① I want to hear you Say It A-gain, — Just got to hear you
 ② I want to hear you Say It A-gain, — Just got to hear you

Cm7 (5b) F7 (9b-7) C7 Cm7 F7

Say It A-gain, — "I Love You," just one lit-tle line, — Will
 Say It A-gain, — "I Love You," three words in a row, — Are

Gm Gm7 C7 Fdim F7 Gdim F7 Bb F7 (9b) Bbdim

more than do for con-ver-sa-tions like mine. I don't care how man-y
 all the words that an-y (bby) ought to know. I don't care how man-y

Bb C7 Gm7 Cdim C7

times you've said it be-fore, — I've got to hear you
 times on how man-y days, — How man-y plac-es,

Copyright 1955 by Tannen Music, Inc.

C7 Gb7 Bb Bbdim Bb

Say it some more. You can say it in span- ish, E- gyp- tian or Greek, -
how man- y ways. You can say it in A- pril, De- cem- ber or May-

Gb7 C7 (9) C7 F7 E9

Say it in Per- sian - or Zu- lu, - what - ev - er you speak, - But say it
- Say it in Pitts- burgh, Pa- du- cah, - Des Moines or "L. A." - But say it

Eb E7dim Bb7 A7 Ab7 G7 F#7 G7 C7

on- ly to me - and say it week af- ter week, I want to hear you
on- ly to me - and say it day af- ter day, - I want to hear you

F7 1. Bb Bbdim F7 Gdim F7 2. Bb F7 Bb

Say it A- gain. -

I'd Rather Be Wrong Than Lonely

Words and Music by Scott Wiseman

C7 *G7*

I'd Rath-er Be Wrong Than Lone-ly, — I'd

The first system of music features a vocal line on a treble clef staff and piano accompaniment on grand staff (treble and bass clefs). The key signature has one flat (Bb) and the time signature is 4/4. The vocal line begins with a C7 chord and a G7 chord. The lyrics are "I'd Rath-er Be Wrong Than Lone-ly, — I'd".

C7 *F*

rath-er have you than have my way. — When

The second system continues the vocal line and piano accompaniment. The vocal line has a C7 chord and an F chord. The lyrics are "rath-er have you than have my way. — When".

F *G7*

we don't get a-long, just say that I've been wrong, I'd

The third system continues the vocal line and piano accompaniment. The vocal line has an F chord and a G7 chord. The lyrics are "we don't get a-long, just say that I've been wrong, I'd".

C7 *F* *Bb* *C7* *F* *F7*

Rath-er Be Wrong Than Lone-ly. — Now

The fourth system concludes the vocal line and piano accompaniment. The vocal line has C7, F, Bb, C7, F, and F7 chords. The lyrics are "Rath-er Be Wrong Than Lone-ly. — Now".

Copyright 1956 by Scott Wiseman

Bb *F* *Fdim F*

I admit the sun-shine of my life on you de-pends, So

G7 *C7* *Cdim C7*

tell me if I've been un-kind and let me make a-mends. I'll

F *G7* *C7*

give in-stead of take, since there's so much at stake, I'd Rath-er Be

1. F Fdim Gm7 C7 *2. Bbm6 F C7 F*

Wrong Than Lone-ly. I'd Lone-ly.

Words by Jack Holden

His Tender Care

Music by Al Rice

C *F* *A7*

1. Lis-ten friend, and I will tell you what I learned to-
 2. Je-sus said: "I am the way, Oh, come thou un- to

Dm *G7* *D#dim* *C* *A#dim* *Dm7* *G7*

day; There were trials I could not bear.
 Me; I pre- pare a place for you.

C *F* *A7*

I re- mem- ber Je- sus said: " Oh, come thou un- to
 In My Fath- er's House are man- y man- sions, come to

Dm *G7* *C* *F* *C* *G7* *C*

Me; put them in My ten- der care,
 Me; Peace and love a- bide there, too.

Copyright 1956 by Al Rice

G7 Gdim G7

c

c dim

c

If you're hea-vy la-den, wear-y, sick of heart,
Je-sus left a prom-ise, strength He will im-part,

D7 Ddim D7 Am7 D7

G

D7

Gdim G7

I will give you com-fort, Strength I will im-part.
If you'll live with Je-sus, Give to God your heart.

c

F

A7

Ab7

I have made a prom-ise, child-ren, Bur-dens I will
For He made that prom-ise, child-ren, Bur-dens He will

D7

G7

c

F

c

bear, Put them in My ten-der care.
bear, Put them in His Ten-der Care.

My One And Only You

Words and Music by Colleen and Donna Wilson

Slowly

First system of musical notation. It consists of a vocal line and a piano accompaniment. The vocal line starts with the lyrics "Please come back in-to my heart, - my Dar - ling, Don't you". The piano accompaniment features chords such as D7, G, C, and G. The tempo is marked "Slowly".

Second system of musical notation. The vocal line continues with the lyrics "know - I love you so, - My One And On-ly You? Since the". The piano accompaniment includes chords like D7 and A7. The tempo remains "Slowly".

Third system of musical notation. The vocal line continues with the lyrics "day you went a-way I've been, Oh, - so blue; Nights are". The piano accompaniment includes chords like G, C, and G. The tempo remains "Slowly".

Fourth system of musical notation. The vocal line concludes with the lyrics "lone-ly with-out My One And On-ly You. - I re-". The piano accompaniment includes chords like D7 and G7. The tempo remains "Slowly".

Copyright 1956 by Colleen and Donna Wilson

c *cm* *G*

mem-ber the time when our love was so strong, Then words were

A7 *D7*

spo-ken, two hearts were bro-ken, Now I know that I was wrong. If you'll for-

G *c* *cm* *G*

give me, Please for-give me, and start — a - new, No more

D7 *G* *c* *G*

Sor-row - With My One And On - ly You.

c
rit.

c
rit.

Down The Lane Of Memory

by Roy Ferris, Sam Boston and Whitey Frozier

Chorus

F F7 D7 Gm G7

I wan-der there a-gain Down The Lane Of Mem-o-ry, As I

p-mf

C7 Bb C7 F

did in the long a-go. ————— The

p.

F F7 D7 Gm G7

MU-sic once a-gain of the song bird's sweet re-frain seems to

p.

C7 Bb C7 F F7

Say that I love you so. ————— Those

p.

Copyright 1939 by M.M. Cole Pub. Co., Chicago, Ill.

Bb *Bbm* *F* *D7*

Songs of yes-ter-year I nev-er shall for-get, My

G7 *C* *Dim cdim c7*

moth-er's lul-la-bys are ling-'ring with me yet. I'd

F *F7* *D7* *Gm* *G7* *G+*

give all I pos-sess to be back there, I con-fess, And

c7 *F* *Adim c7* *F*

Wan-der Down The Lane of Mem-o-ry. I ry.



↑ The Farm Progress Show family are shown above, left to right: Dave Lane, Purdue University student; his parents, Mr. and Mrs. Francis Lane; his grandmother, Mrs. Ethel Nelson; and Prairie Farmer Editor Paul Johnson.

< In 1956 Maynard Bertsch, who made hundreds of thousands of friends as Indiana Editor and later as conductor of our Dinnerbell program, took over management of the Farm Progress Show with the title of Farm Progress Editor. It was a great show, and Maynard received many congratulations on a successful project.

The 1956 Farm Progress Show

More than one hundred thousand people attended the fourth annual Prairie Farmer-WLS Farm Progress Show on the Francis Lane farm in Putnam county, Indiana, on Thursday and Friday, September 27 and 28. Ideal weather prevailed during the big two-day event which attracted visitors from all over Prairie Farmer Land, with some coming from as far away as Texas and Alabama. A total of 207 commercial exhibitors set up tents and demonstrated their products and machinery.



↑ The Buccaneers, along with many other WLS personalities, entertained thousands three times a day at the big show.



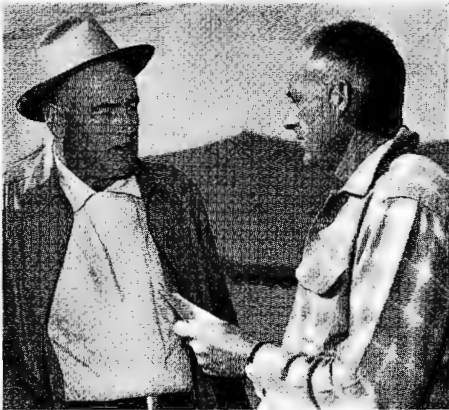
↑ Visitors were able to tour the whole show in comfort on flat-bed trucks drawn by tractors.



↑ Allen Fearn, age 3, pats Lee Ingram's dog Rocky just before the sheep dog trials.



↑ The Home Progress Show, conducted by Jeri Jensen, Women's Editor of Prairie Farmer, and Martha Crane, director of women's programs on WLS, attracted thousands of visitors to the big tent housing the show.



← Francis Lane and Maynard Bertsch (left) were mighty busy during the show.



Flying Farmers were much in evidence at the big event. ↘



← One of the many families attending the show pause for refreshment.

The old-fashioned steam thrashing rig attracted huge crowds. ↘

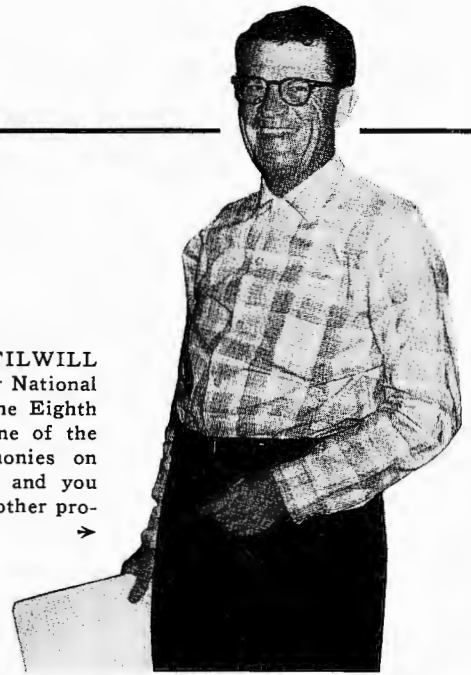




↑ **JACK HOLDEN**, announcer, master of ceremonies, and narrator, is the "dean" of WLS announcers. Jack completed his 25th year as a member of the WLS staff in October, 1956.



This picture of **JACK STILWILL** was taken during one of our National Barn Dance programs at the Eighth Street Theatre. Jack is one of the regular masters of ceremonies on the National Barn Dance, and you hear him daily announcing other programs on WLS. ➔



BRUCE DAVIES is shown with his wife, Kay, and son, Brian, three and one-half years old, in the music room of their home. Bruce conducts many of the agricultural programs on WLS, principal of which is the important Noontime service feature, "RFD-890." ➔



↑ **HARRY CAMPBELL**, well trained in agriculture, conducts the "Hi Neighbors" program each morning, 5:00 to 5:45, and the popular farm service program, "Farm Bulletin Board", 6:00 to 6:30 o'clock.



↑ **BILL DUANE**, announcer, is known particularly for his news broadcasts on WLS.



↑ **BILL MASON**, announcer, trained in agriculture, conducts many WLS farm service features.

—Behind the Mike



◀ JOSEPHINE WETZLER, educational director of WLS, conducts the Prairie Farmer-WLS School Time program on WLS, which is recognized as the outstanding in-school radio program in the midwest.



▲ MARTHA CRANE, director of women's programs on WLS. Her daily homemakers' program is one of the most popular on the air.



◀ LLOYD "Doc" BURLINGHAM has been heard daily on WLS for many years bringing listeners his valuable and informative comments on "This Farming Business".



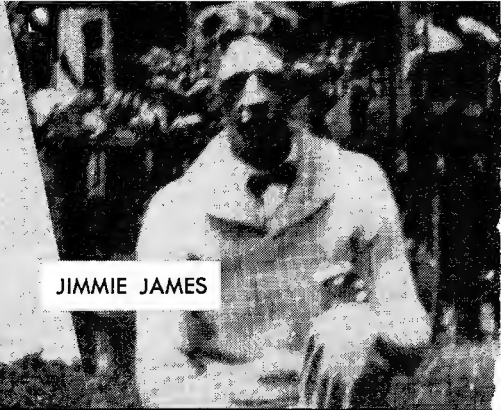
▲ RITA ASCOT BOYD, conducts the popular Shoppers' Program Saturday mornings on WLS. Rita is a talented actress and is heard frequently on School Time and other dramatic programs on the station.



◀ Extreme left is DAVE SWANSON, manager of Chicago Livestock Producers, who broadcasts weekly summaries of livestock markets. Right is BILL MORRISSEY, of the Chicago Livestock Exchange, who daily gives listeners latest livestock market reports from the Chicago Union Stock Yards.

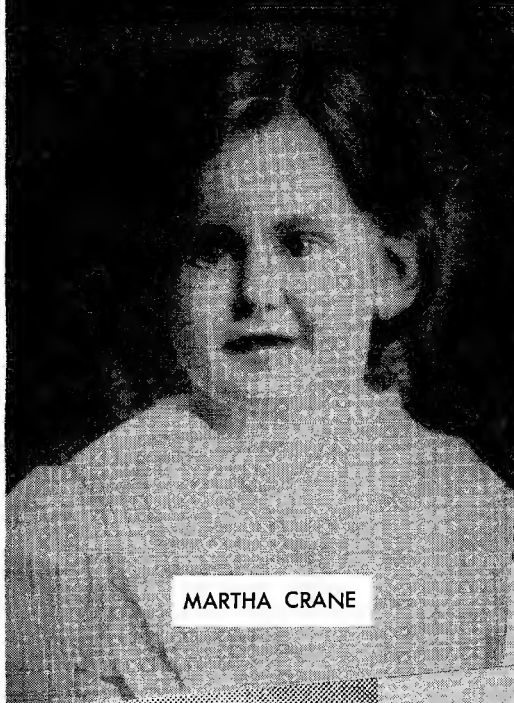


RED BLANCHARD

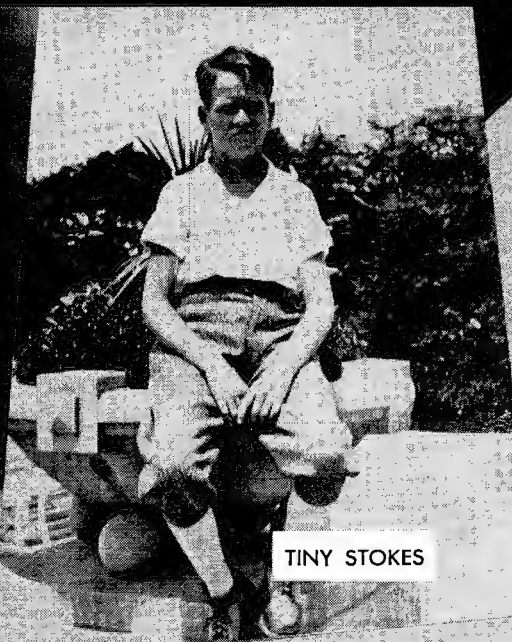


JIMMIE JAMES

WE MIXED 'EM...YOU MATCH 'EM!



MARTHA CRANE



TINY STOKES



HOLLY SWANSON



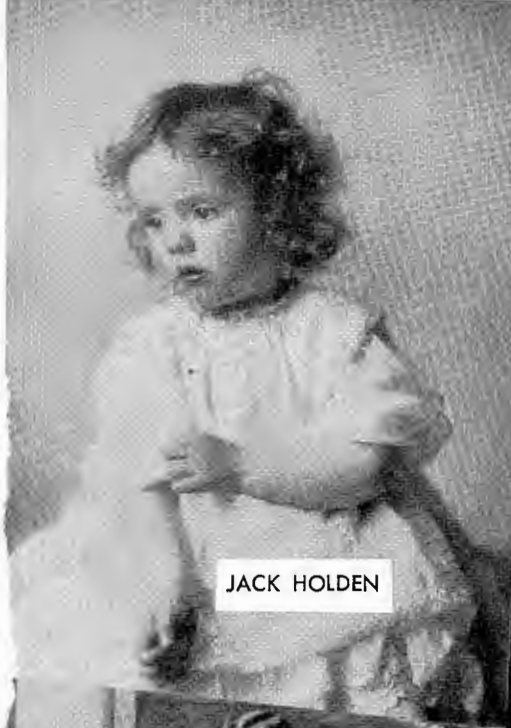
DR. HOLLAND



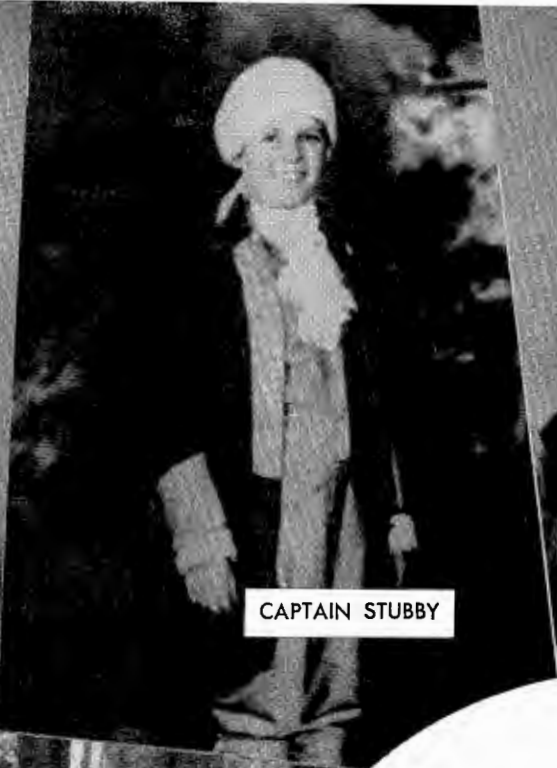
LU-LU BELLE



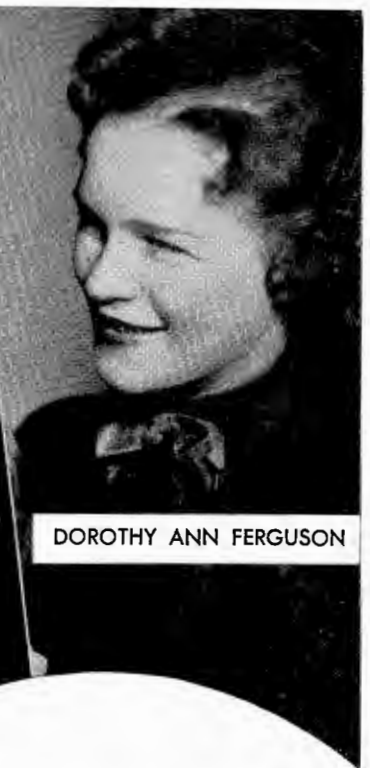
JOHN BROWN



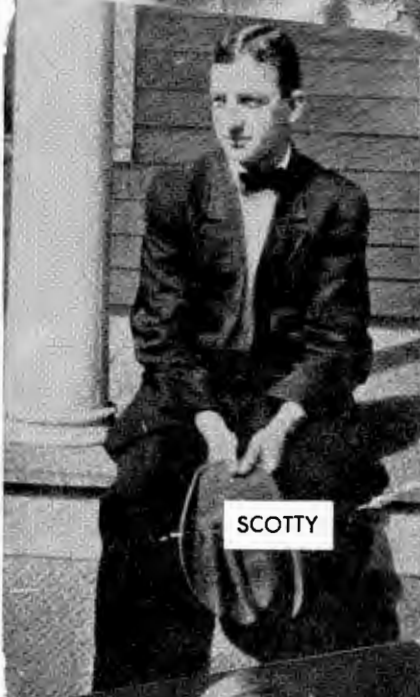
JACK HOLDEN



CAPTAIN STUBBY



DOROTHY ANN FERGUSON



SCOTTY



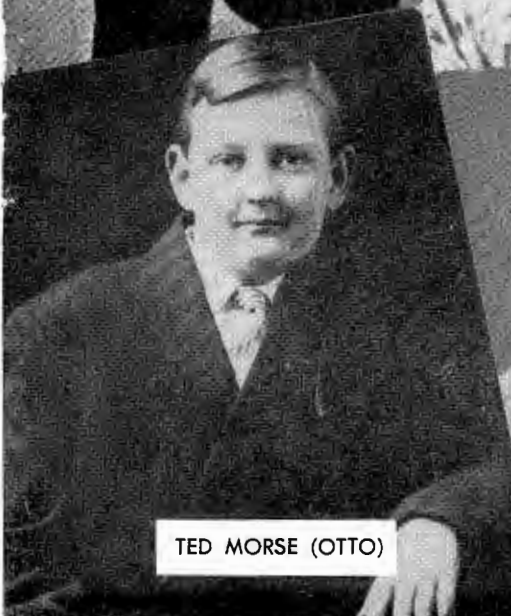
JERRY RICHARDS

HERE'S A GUESSING GAME WHICH SHOULD PROVIDE FUN FOR THE WHOLE FAMILY! . . .

Can you detect in the chubby countenance or the solemn-eyed little chap—your favorite WLS Stars?

. . . do you recognize the little minx with the charming smile?

Well . . . after placing the face, match it with the name. Then, turn to page 50 and see how right you are!



TED MORSE (OTTO)



SONNY FLEMING



ARKIE

Programs for your pleasure...



↑ HERB HOWARD,
program director of WLS.



↑ LEE BALDWIN, head
of our music department.



BILL JOYCE
(above), who produces the National Barn Dance, RAY FERRIS (right) and AL RICE (lower right) assist Herb Howard in the planning, preparation and broadcasting of WLS programs.



↑ HAZEL MOORE, music librarian.



↑ ALICE McNAMARA,
assistant music librarian.



WLS ORCHESTRA:

Standing, left to right,
Herman Felber,
director:

Lester Schein
Roy Knapp
Ewing Nix
Thomas Moore
Lino Frigo
Joseph Rullo
Lou Prohut
Lou Klatt

James Hutchinson
John Frigo
Ted DuMoulin,
manager:

Seated, left to right,
Henri Waxman
Irving Margraff
Walter Lewis
Elbert Murphy
Emilio Silvestre



◀ **WLS RANGERS:**
Lino Frigo, Duane
Swalley, Verne Fiedler,
Dave Chausow.



▲ **JOHN BROWN,**
pianist, featured on WLS
for more than 30 years.



♫ **HOWARD PETERSON,**
organist, at the
console of the WLS
pipe organ. ➤

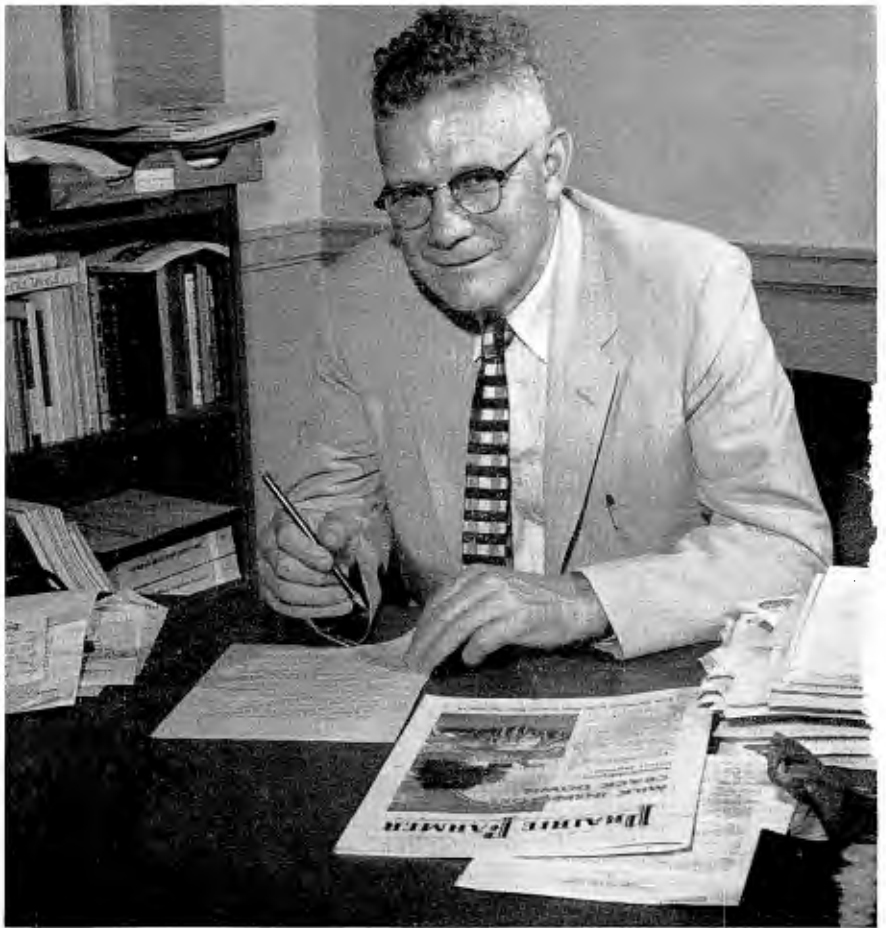


◀ **CHORE BOYS:** Elbert "Tiny" Murphy, Lou Prohut, James Hutchinson, John Frigo, "Toby" Nix.



▲ **MAX THOMPSON and FRED VOPATEK**
who "spin" records and transcriptions on WLS.

YOUR PRAIRIE FARMER EDITORS



↑ Every issue of *Prairie Farmer* is full of stories about people and useful ideas for farming and homemaking. Here are the busy editors who hustle up the things you like to read and visit with thousands of people each year to make your paper more reliable and interesting. Heading the editorial staff is Paul C. Johnson who was a farm boy, country newspaper editor, college of agriculture professor before he came to his present post in 1947. He also serves on the Board of Directors and has a hand in determining policy for *Prairie Farmer* and WLS.

← Associate Editor Ralph S. Yohe is a trained scientist who studies the findings of laboratories and experiment stations and writes about how to apply this new information to practical farming.



← Managing Editor Jim Thomson has charge of editorial production for *Prairie Farmer*. He sees that all important events are covered and works to produce a newsy, readable paper.



Livestock Editor Richard Albrecht is keenly interested in farm management and has recently taken over "This Business of Farming," *Prairie Farmer's* most popular farming feature. →





⤴ Indiana Editor Jim Lilly has his office in Indianapolis and spends his time covering the Hoosier state, and seeing to it that Indiana farm problems and accomplishments get thorough coverage in *Prairie Farmer*.



⤴ Feature Editor Bill Renshaw is once more writing the heartwarming stories about the rural folks he likes so well. Bill returned to editorial work in the spring of 1956 after a number of years as circulation manager.



⤵ Lady on the fence is Jeri Jensen, women's editor of *Prairie Farmer*. The lively changes you have seen in the women's section are her work. She has enlisted a busy panel of rural women to help her make the paper a welcome visitor and helper in the home.

Prairie Farmer editors all pitch in to help make WLS farm coverage the best in the nation. They are frequent guests on Dinnerbell and other programs and work closely with WLS farm radio men in covering the *Prairie Farmer* states. Here are the state editors and editor in chief giving a radio news roundup: left to right, Keats Vining, Michigan Editor; Editor Paul Johnson; Richard Albrecht, Illinois Editor; Della Loui, Wisconsin Editor; Jim Lilly, Indiana Editor. ⤵





← VERY IMPORTANT are these ladies—standing left to right: Yvonne Held; Henrietta Stricker, traffic manager and head of the clerical department; Mildred Burton, head of the mail department; Margie Way. Seated left to right: Nancy Allen; Peggy Johnson; Margaret McCallag; and Thea Nelsen.



← HENRY PRINCE greets you at our front door.



▲ Some more VERY IMPORTANT people are Mildred Fredrickson of the accounting department; Sally McClure of the billing department; Barbara Thomson, secretary to the program director; Ruth Luce, head of the sales billing department; Marion Kay, sales secretary; and Emma Bauman (inset) sales secretary.

BILL KEARNEY greets you on the phone in the early morning hours. ➤



WLS ARTISTS BUREAU—George R. Ferguson, manager, and his associates Georgia Smith and Camille Griseto. ➤



Our WLS SALES STAFF includes Charles "Chick" Freeman, sales manager, (seated center); seated left, Al Boyd, sales service manager; standing left to right, French Eason and Ray Betsinger, sales executives. ➤



⚡ KATHRYN BRADY, continuity editor of WLS.

LILLIAN SERPICO, manager of the Prairie Farmer-WLS "No Worry" tours. ➤



WILLIAM NELSON, sales promotion and advertising manager of WLS. ▼



PERRY HAMILTON, of sales promotion and advertising. ➤



Your interests... their concern!



↑ **JAMES E. EDWARDS**
President of Prairie Farmer - WLS and chairman of the Board of Directors.



↑ **GUS A. HOLT**, vice president of Prairie Farmer and member of the Board of Directors.

GLENN SNYDER
Vice president and general manager of WLS and member of the Board of Directors. ➤



GEORGE R. COOK
Treasurer of Prairie Farmer - WLS and member of the Board of Directors. ←

VERNON C. ANDERSON
Secretary and advertising manager of Prairie Farmer, and member of the Board of Directors. ➤



↑ **BOWEN E. SCHUMACHER**, legal counsel and member of the Board of Directors.



EDWARD J. CESAL
Supervisor of mechanical departments of Prairie Farmer and member of the Board of Directors. ←



← HAROLD A. SAFFORD, assistant to the general manager of WLS. >

WALTER E. BRIAN, circulation manager of Prairie Farmer. >



THOMAS L. ROWE, chief engineer of WLS. >



HOMER COURCHENE
Chief engineer at the WLS transmitter. >



↑ JAMES E. EDWARDS, JR.
Production manager of Prairie Farmer.



← HAROLD SALZMAN
News editor of WLS.



↑ JOHN R. ALLEN, assistant treasurer of WLS.



← RAY NEILSON
Special investigator of Prairie Farmer-WLS Protective Union.



↑ MOLLIE FELDMAN, manager of the Prairie Farmer-WLS Protective Union.

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CORRECT ANSWERS TO PICTURE QUIZ

PAGE 40—Top row, left to right: Capt. Stubby, Holly Swanson. Middle row, left to right: Arkie, Sonny Fleming, Jack Holden. Bottom row, left to right: Jerry Richards, Dorothy Ann Ferguson, Red Blanchard.

PAGE 41—Top row, left to right: Martha Crane, Tiny Stokes, Lulu Belle. Middle row, left to right: Ted Morse (Otto), Scotty. Bottom row, left to right: John Brown, Jimmy James, Dr. Holland.



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