

1953
WEKZ
Family
Radio
Album

three years ago a dream . . .

It seems impossible . . . yet now a reality. A radio station in southern Wisconsin and northern Illinois interested primarily in the farmer — in agriculture — in homemaking and the new and better ideas of farming. Three years ago a dream — now — just a short time later a growing voice carrying its message throughout the area. Five employees began with WEKZ, now there are 34. We feel we have succeeded — your thousands of cards and letters have told us so. Only past support has made this growth possible, and your future listening and participation will make tomorrow's WEKZ even better!



Back Row: Doran — Kenneth; Front Row: Willard — Edwin.

The Originators of WEKZ . . .

WILLARD R. SCHUETZE . . . graduated from Ripon College and is in the clothing business with brother in Monroe. Interested in horses and ponies and owns a dairy farm west of Monroe.

EDWIN W. SCHUETZE . . . studied music in Chicago for fifteen years. Played first viola with the Chicago Civic Orchestra and did orchestra broadcasting over Chicago stations. Now in the men's clothing business in Monroe.

KENNETH W. STUART . . . born on a farm in Darlington, attended the University of Wisconsin, taking dairy and ag courses — now operating the Stuart Cheese Company in Monroe. A World War II veteran serving in the European theatre for 2½ years.

ZDORAN R. ZWYGART . . . farm raised and entered the cheese business at an early age. Now manager of a cheese assembling operation and manages a farm in Illinois. Served for 3½ years in the army.

Marion Bircher

Meet The Manager . . .

and The Missus . .

GRANT RITTER . . .

The manager of WEKZ is a man with a wealth of experience, most of it pertaining to the farmer and his needs. He has spent many years in agricultural extension and soil conservation work with various state agencies. Our 'Country Caller' was farm radio director in a neighboring city for over fifteen years and at one time managed the 1,400 acres Hawthorn Farms at Libertyville, Illinois. Grant has had his own farm for over twenty years and commutes daily to and from the station. Wife Elsie is "at home" on the farm and takes a big interest in Homemaker Club activities. They have four grown children and eight grandchildren.



WEKZ places PUBLIC SERVICE first . . .

We know you want the latest information — so WEKZ makes free time available for these programs, to keep you WELL-INFORMED and to promote worthy causes.

Reports from the Green County and National Safety Councils
Defense Bond Shows • The American Heritage • Social Security Report • News of the University of Wisconsin • Weather Reports • Market News • Army-Navy-Marine Corps Shows
Seeds for Democracy • Wisconsin State Employment Service Report
Heart, TB, Cancer Drives • Blood for the Wounded • National Guard Show • Sky-Watch Post • The March of Medicine
The Veterans Administration Report

Where Things Happen . . . WEKZ Is There!

GRANT RITTER interviewing 11 year old Nathan Hartwig on his 4-H dairy calf project. Nathan will carry on a fifty year old Hartwig tradition of raising registered Holsteins. WEKZ gives active support to all youth organizations, both rural and city.



Ralph Figi, State Champion Corn Picker, receives his trophy from Grant Ritter. Ralph later placed third in the National Contest in Indiana. WEKZ stands close to the farmer, his wants and his needs.



WEKZ Brings You the News . . .

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CHARLES BOOTH . . .

WEKZ's news editor is a mild-mannered man with a sharp eye for details. He gained his early radio experience with WMAQ, Chicago and in California. Charles is a Monroe product, coming from a line of prominent actors. He's also had years of work as a newspaper correspondent.



ANNA GEMPELER . . . (LEFT)
WEKZ's reporter in the Monticello area. Daughter of a cheesemaker, Anna is a capable Swiss yodeler and accordionist. She has appeared on WEKZ with her daughters Barbara 11, and Linda 5.



NEVA ARGUE . . . (RIGHT)
Reports on the news of Belleville and New Glarus. She shows no favoritism by living on a farm mid-way between the two villages. Although born in Illinois, Neva has lived here since 1916. She's the proud mother of five and has eleven grandchildren.

Nothing Pleases Like Music . . .
Over 10,000 Records Give
WEKZ Listeners Wide Variety



George pulls a record . . .

The boy from Belvidere reaches for a new "platter." WEKZ's leading sports-caster is a veteran of two and a half years in Europe. Handles all Monroe football games, harness horse races, and does a daily sports-cast. The job of record librarian is a great deal of work and George claims to know every record in our huge library. He's WEKZ's most eligible bachelor and loves golf.



WEKZ MOUNTAIN BOYS . . .

These four natty fellows recently joined the WEKZ staff and we feel they'll be a real musical treat for you listeners. For hilarity and fun tune in the Mountain Boys . . . four boys who love music in its natural state. Ray Miller, saxophone, Bill Kale, drums, Ivan Brown, accordion, and Bob Schmidt, accordion.



Saturday's Western Favorites . . .

FLOYD and FLORENCE KRAUSE; RALPH, RUSS and EUDORA . . .

Russ Homan makes Freeport his home and teaches Spanish guitar in his spare time. Eudora Shepherd, Mount Carroll, Illinois, now teaches guitar in Freeport and lives on a farm. She plays piano, bass fiddle, and both spanish and electric steel guitar. Ralph Lamoreux owns a farm near Lanark, Illinois. Is now kept busy playing engagements with Russ and Eudora. This trio has been playing together for over three years.

Floyd and Florence have always lived in Green County on a farm near Evansville. Besides farming, Floyd manages the Evansville branch of the Fall River Canning Company, comprising 1600 acres of farm land. The parents of two married daughters, Ruth and Marie, Florence and Floyd are really proud of their grandchildren.



**George
Spins
the
Requests**

Here's George playing another musical request for one of his many listeners. WEKZ is happy to salute anniversaries and birthdays with your favorite tune. George also handles many of the safety, health and government public service shows.

The WEKZ Clowns . . .



Our roving photographer caught these three questionable souls "whooping-it-up" and promptly cornered them for an intelligent pose. Look what happened! Underneath all that cabbage is Joseph 'Groucho' Urban, Charles 'Soft-shoe' Booth, and 'Uncle Stanley' Neuberger.

The Rhythm Three . . .

The 'Young Troupers' at WEKZ, a trio composed of youthful Monroe talents. Dick Schulz, accordion, Joyce Babler, piano, and LeRoy Rauscher, string bass. They use their pep and verve to give their music an extra "bounce" and lilt. You'll hear more of them during the special fair week broadcasts.



Neva Gnagi . . .

WEKZ's part time assistant who helps out when the emergency arises. Neva's keen alertness is amazing — she can always take over a program at a minute's notice and always comes through with flying colors. Wife of a prominent surgeon, Neva considers radio her most interesting diversion.

WEKZ's Woman Director . . . Dorothy Kundert

Dorothy is a descendent of one of Green County's pioneer family — dating back to 1834. She's long carried a close interest in local drama and Little Theatre activities. Here she interviews Mrs. Nell Doyle on the 'Flicker' era of motion pictures. Nell formerly provided the musical 'sound' background for the old silent films in a Monroe theatre.



Dorothy models an early style costume by the log cabin which was built by her great-grandmother's brother. She lives nearby on a small farm and says, "I live in the country and love it!" Mother of two grown sons, she is a proud grandmother too. Dorothy is heard daily on her two programs, "What's Cookin'" and "Have You Heard."

*The Lady with Thousands of Friends
... both Young and Old*



The Story Lady

The Story Lady conducted by ROSE HOFER JOHNSON is WEKZ's most popular children's program. Heard always on Saturday mornings it now draws a large studio audience. Rose has been Children's Librarian for eleven years at the Arabut Ludlow Library in Monroe. What began as story-telling to her own son has now grown to the enjoyment of thousands of other children.

*The
"Switzer" Show*

The Switzer Show with Rose Hofer Johnson according to the huge mail response has more listeners than ever. Both of Mrs. Johnson's parents came from Canton Bern in Switzerland and Rose herself speaks the Bernese dialect. Her father was a Swiss cheesemaker for 49 years. It is believed that WEKZ carries more Swiss programs than any other station in the United States. All of the records heard on the Switzer Show are imported from Switzerland. The Bernese costume Rose is wearing is of black velvet, red silk and sterling silver jewelry. The cap is horsehair lace.



*WEKZ's Home-Town Correspondents ...
... bring you the news of your own locale!*

JOYCE MEVIS ...
A Sheboygan County farm girl who has lived the last eleven years in Darlington. Joyce keeps in close touch with the farmer and his interests as her husband works with the soil conservation department. Her two children keep her busy along with her radio work, Gary 11, and Ellen 8.



ISABEL COLLINS came to WEKZ with six years of radio broadcasting experience. In addition to her radio program she will be teaching in the Brodhead Public Schools. Isabel is a Brodhead product and a graduate of Whitewater State College. Her family includes a daughter living in Houston, Texas and a son Robert, serving with the armed forces in Trieste, Italy.

ERMA THOMPSON ...
The newest addition to the WEKZ correspondents is Erma Thompson, of Warren. Erma was born on a farm and has lived near Warren all of her life. Her husband is a carpenter and Erma worked in several Warren area banks before joining WEKZ. The Thompsons have two youngsters, Deborah Kay 2, and John Jeffrey 1.



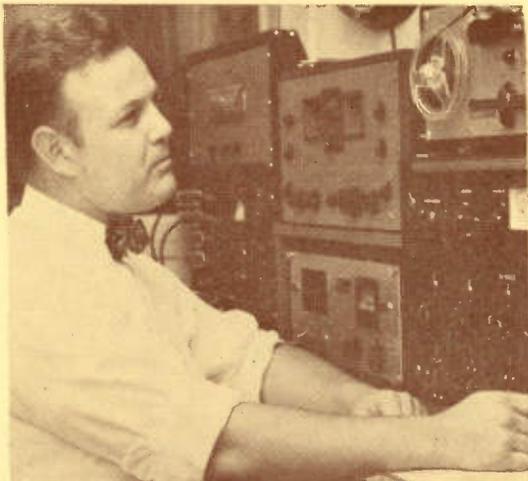
The Pride of "Little Norway" . . .

OLE at work — that singing Norwegian. Ole has just returned from New York City where he made a guest appearance on the Johnny Olson Television Show. He's a pretty handy fellow with a fiddle, too, but he won't tell us where he gets his shirts.



Station's Nerve Centers are WEKZ's Capable Engineers . . .

REX EYLER — Chief Engineer
The happy gentleman here is our Chief Engineer, Rex Eyer. He has followed radio since his boyhood in Darlington and like most engineers has a "ham" station of his own. This picture was taken in the WEKZ control room, the unseen WEKZ transmitter is in the back of the "control board." It's a job demanding top technical knowledge plus practical application to keep the station "on-the-air."



HERB BOLLIGER — assistant engineer of WEKZ. Herb gained much of his electronic experience through the Green County Police radio systems. A native of Monroe. Herb has his own photographic studio and follows photography keenly as a hobby and he also fosters an interest in good reading and is a member of the Great Books Club.



Station Office

ERMA HIXON . . .
Erma's middle name should be "Dependable." She came to WEKZ after many years office experience in Wisconsin and Arizona. Handling the heavy morning mail and the two clanging phones on her desk gives Erma a real "work-out," but she manages superbly. At home, Erma looks after her barber husband and their three children.

YOUR WEKZ FRIENDS "OFF-THE-AIR"

WEKZ Office in Monroe

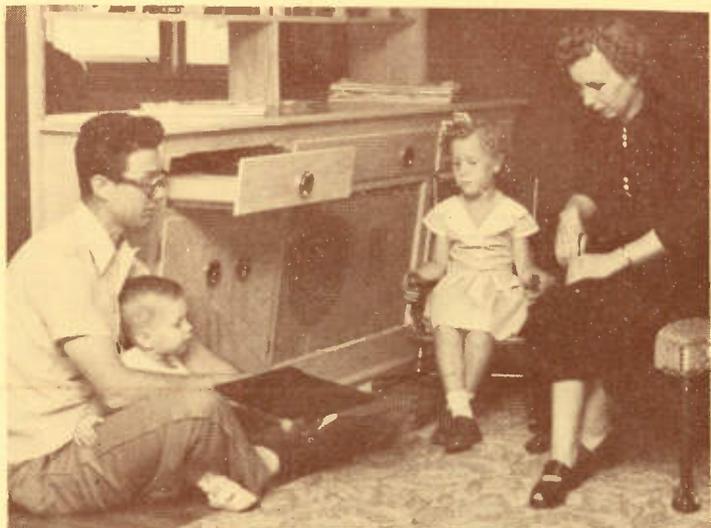
WEKZ's business matters are handled in the downtown office in the Schuetze building. Kenneth Schneider and Bernita Swieso look after the innumerable details on the "business side" of WEKZ. Both are "Northerners," Ken hailing from Green Bay and Bernita from Greenwood. She's married to a local milk company fieldman and Ken's wife is the former Marguerite Hinds of Monroe. He served Uncle Sam's Navy aboard the carrier USS Saratoga for three years.



FRANCES BURT — Brodhead
A Jordan Prairie farm girl that is serving WEKZ as salesman and copy writer in the Brodhead area. Lives in Brodhead and is intensely interested in writing, poetry and painting. Frances has had many poems and articles published in national papers. Married and the mother of three children, Meredith 12, Orene 10, and Michael 8.



THE WEKZ STAFF ... AT HOME



Stan was born on a farm near Reeseville, Wisconsin and attended college in Illinois where he studied for the ministry but later chose radio. He spent six years as manager of a nearby radio station before coming to WEKZ. Here's the good-natured fellow in his new home with Stephen 2, Vicki 5, and Lorraine.

Stan (The Man) Neuberger

Stan putting the finishing touches on his new home. This was a family project and even his dad came down from Reeseville to help. Stan says he likes to fish, fix old radios and old cars, and do a little carpentry. Once a farm boy, Stan knows the problems that daily face the farmer.



Joe in the Garden ...

The assistant manager of WEKZ was born at Fort Atkinson and served Uncle Sam in the U.S. Coast Guard four and one-half years. He spent seven years in radio before coming to WEKZ. Joe has several hobbies but favors gardening and woodworking. When Joe gardens the dirt and weeds really fly.

. . .

Joe Urban and Family ...

Here's the Urban family shown informally with Joe, Susan 5, Peter 4, and wife Sally who's holding Mary Jo. One of ten children, Joe is a real family man. Sally keeps busy sewing and canning for Joe and the family.





OLE OLSON and **FAMILY** in their back yard. The real names — **GERHARD STEENSRUD**, wife **EILEEN** and children **ROGENE**, **GRAYDON**, and **GAYLEEN**. Eileen's a native of South Dakota and Gay spent his youth on a farm near Mount Horeb, where his father still farms. Gay is a graduate of Platteville State and the University of Wisconsin. He has appeared with WLS road shows and is the athletic director and football coach of Monroe High School.



SIMONE PLAYS FOR **CHARLES** AT THE PIANO. She Studied music in her home city of Antwerp, Belgium. Charles acted with Coffey-Miller Players and the Wm. Wright Stock Companies for years. Charles met Simone while serving in Europe for Uncle Sam.



Your Livestock Market Reporter . . . Hig Murray

H. A. (HIG) MURRAY, Superintendent of Traffic for the Milwaukee Stockyards, has been employed in that capacity since 1931. Has been broadcasting livestock market reports from the Milwaukee Stockyards for twelve years, and is heard daily Monday through Friday at 12:10 on **WEKZ**.



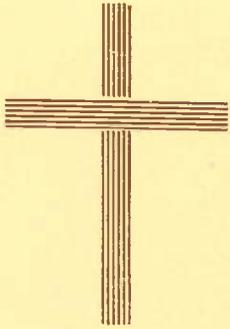
The Rex Eyler family . . .

watches Daddy at the microscope. Tom, 3, and Helen are likely to get the latest scientific "low-down" from Papa Rex. Helen too, was a Green County farm girl from the Brodhead area. Rex served in the armed forces with the 82nd Airborne. Like Stan, he had a big hand in building his own house. For fun, Rex serenades them on his fiddle. Look at Tom's big Eyler grin!

. . . and here's "Snooper," WEKZ Station Mascot

This highly-bred, blue-blooded mongrel is known as the dog "with a nose for news." When he's not peering into the AP news machine or snoozing in the control room, he's likely to be chasing rabbits outside the station. No matter, he's still everybody's pet.





The Church and WEKZ

DAILY DEVOTIONS

2:15 p. m. Monday through Saturday – Daily Message and Hymns

SUNDAY DEVOTIONS

8:30 a. m. Morning Devotion

4:00 p. m. Vesper Service

UNSHACKLED

3:00 p. m. Saturday – Dramatic stories of the rehabilitation work on Chicago's 'Skid Row.'

Early morning Prayer and Hymn 5:30 a. m. "Sign-On-Time."

THE CHURCH AND WEKZ . . .

No broadcasting program could be complete without bringing to you those moments of spiritual uplift, quiet meditation, and rejuvenation of Faith. In this vein, WEKZ is proud to present:

The Ministers of the Radio Counsel . . .

MONROE:

Rev. Paul Gibson
Rev. Paul Bicket
Rev. Paul Kehle
Rev. Clarence Warfel
Rev. Howard Orians
Rev. John MacMartin
Rev. John Purdy
Fr. Richard Hulburt
Fr. E. C. McCollow

Bethel Evangelical United Brethren
Assembly of God
St. John's Evangelical and Reformed
Grace Lutheran
Immanuel Evangelical United Brethren
Universalist
Union Presbyterian
St. Andrew's Episcopal Mission
St. Victor's Roman Catholic

ARGYLE:

Rev. A. P. Anderson
Rev. M. A. Sorenson

Argyle Lutheran
Yellowstone Lutheran

BLANCHARDVILLE:

Rev. Clarence Benson

Lutheran

BRODHEAD:

Rev. Robert Boettcher

Brodhead Evangelical United Brethren

BROWNTOWN:

Rev. Walter Waeckerle

Peace Evangelical and Reformed

CLARNO:

Rev. Irvin Lepien

Clarno Evangelical United Brethren

MONTICELLO:

Rev. A. R. Achtemeier

Evangelical and Reformed

NEW GLARUS:

Rev. Lynn Tschudy

Evangelical and Reformed

SOUTH WAYNE:

Rev. Justin Flak

Our Saviour's Lutheran

WOODFORD:

Rev. J. A. Nestingen

Wiota Lutheran Parish

JUDA:

Rev. William King

Immanuel Evangelical United Brethren



You've already met the W, the E, the K, and the Z of WEKZ – now here's the rest of the WEKZ "family."

June Schuetze, John Schuetze, Helen Schuetze, Barbara Schuetze, Belva Zwygart, Diane Zwygart, Ruth Stuart, William Stuart. Front row: William Schuetze, Frederic Schuetze, Marshall Zwygart.

