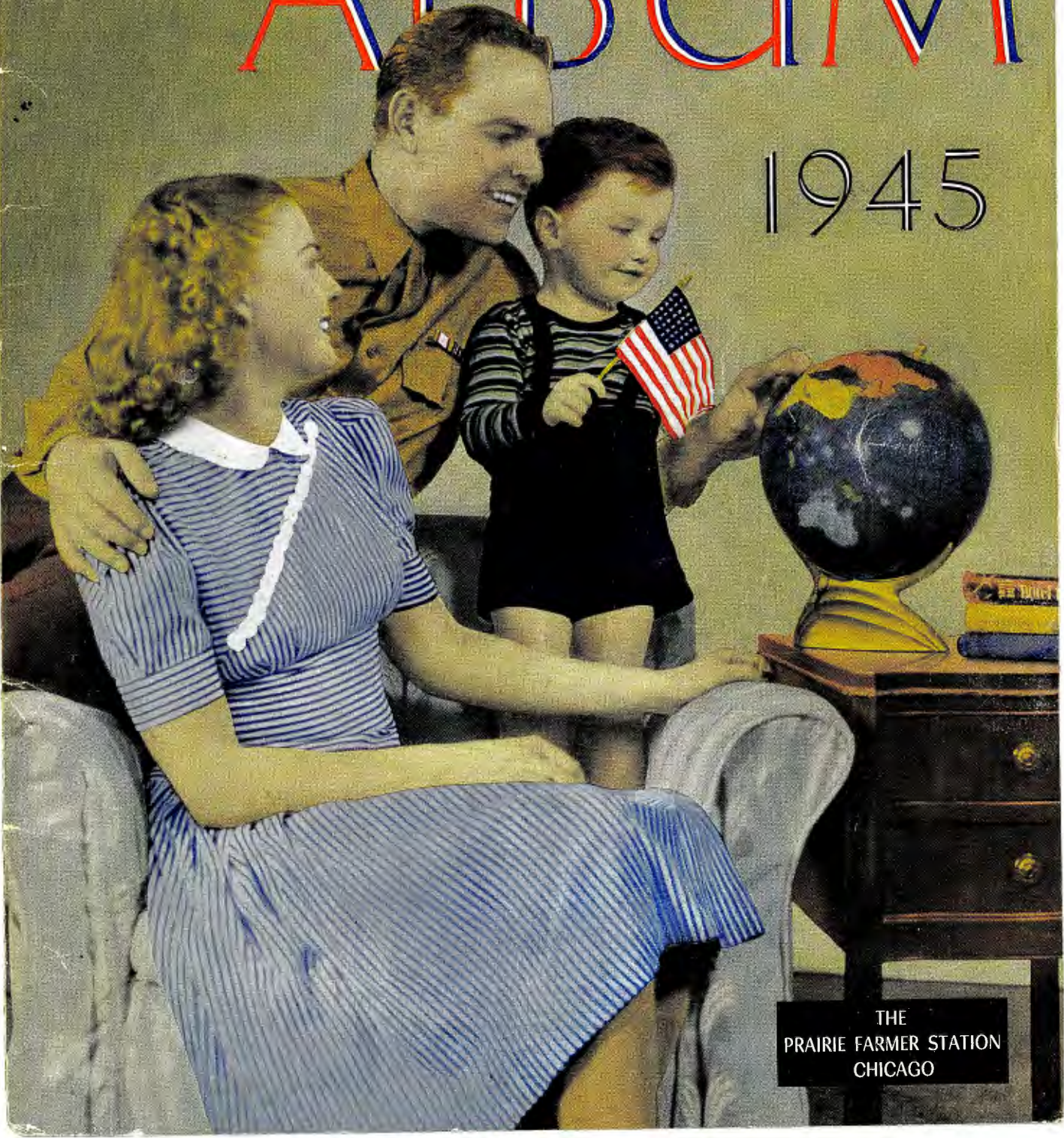


# WALS Family ALBUM

1945



THE  
PRAIRIE FARMER STATION  
CHICAGO



# **FAMILY ALBUM**

**1945**

**Published by PRAIRIE FARMER, 1230 Washington Boulevard, Chicago 7, Illinois**

**Copyright 1944, Prairie Farmer Publishing Co.**

# GREETING *and* DEDICATION

With 1945, Prairie Farmer begins its One Hundred Fifth year of service, and WLS completes its Twenty-First. We've come a long way together. To you, marching here beside us, we reach a tight handclasp. Each of us is stronger because the other is near.

We have been eager to show you the picture on the front cover of this book. It is a beautiful story that is being re-enacted in many communities. The soldier father, returned from distant shores, sees his child for the first time. Our wish is that the happiness of such little family circles may some day come to the whole world.

To some of you we speak this quiet word. You have wept for one who will not return. We understand, for so have we. Yet life goes on, and there is much to do. Healing for heartache is found in service to others. We do the highest honor to our loved ones if we carry forward the purposes for which their lives were given.

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Tom Williams worked here at Prairie Farmer-WLS, and did many humble but important tasks. He was cheerful, earnest, and proud to see others get praise and honor. Early he enlisted in the army. He was the first of many to go from here into uniform.

He died at Saipan.

To the memory of Tom Williams, one of ours, we dedicate this book. To the fulfillment of the task in which he gave his life, we pledge our hearts.



## Mr. Butler

Our chief, Burrige D. Butler, idealist, dreamer, is an inspiration to every worker on Prairie Farmer and WLS. The rare snapshot portrait at the right catches a flash of his sense of humor.

Next below, Mr. Butler is presenting a check for \$5,000 to Rear Admiral John Downes for the Red Cross. The money came to WLS from the Paramount picture "National Barn Dance."

Center, below, Mr. Butler and Walter Head, president, Boy Scouts of America, are greeting Preston Koentop, Twelve-Millionth Boy Scout.

Bottom, Treasury Award for oversubscribing a war loan, in which every employee had a part.

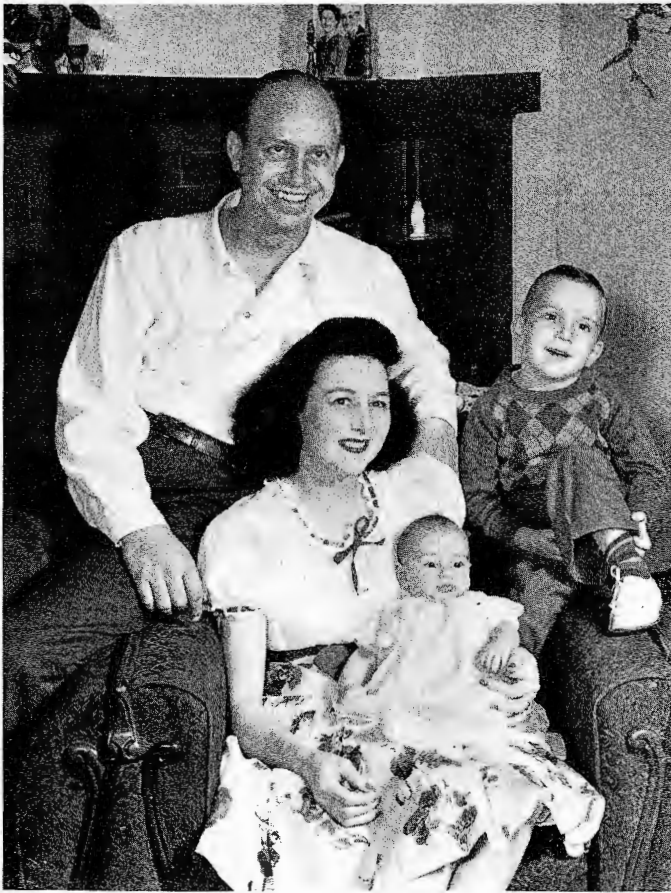


# THE PRAIRIE

## *The Crockett Family*

Alan Crockett plays the fiddle with the Prairie Ramblers. He also sings, and on occasion rattles the bones and does comedy character parts in impromptu productions. Alan is related to the same family that produced the famous Davey Crockett of Texas.

In this picture Mrs. Crockett is holding the youngest, Curtis William, three months old. The older boy, Rondel Alan, is four years old.



## *The Hurt Family*

Chick Hurt plays guitar, mandolin, or any other instrument he can get hold of, sings tenor with the Prairie Ramblers and has been trying for years to sing a solo. He used to be a traffic cop at Kewanee, Illinois, and rides a motorcycle almost everywhere he goes.

In this picture Mrs. Hurt looks on while Chick prepares to do a little home recording. The artist about to speak into the microphone is their daughter Nancy, seven years old.



# RAMBLERS

## *The Lohman Family*

Smokey Lohman is happiest playing the electric guitar. We had to make a special investigation to find out if he had any other name than Smokey. It's Dale. Shown in the picture are Mrs. Lohman with Bobby, nine months old, and Sharon Kaye, seven years old. Incidentally, Smokey came from Knobnoster, Missouri, same place in the Ozarks that Arkie came from.



## *The Taylor Family*

Jack Taylor, native of Kentucky, used to be an expert valve man on the giant steam hammers of a forging company. He plays the bass and often acts as master of ceremonies for the Prairie Ramblers. In this picture with Mrs. Taylor, their son Danny is teaching Jack some tricks with marbles.





### *The Brinkley Family*

That mellow, friendly voice that greets you when WLS returns to the air at 6:00 p. m. belongs to Jack Brinkley, shown at the left with his family. Jack has had years of radio experience, not only announcing, but handling dramatic parts. He sometimes enjoys carrying on a spirited conversation between two characters with widely different voices, both of which he impersonates. Jack and his wife have a recording studio where they make commercial recordings.

### *The Wiseman Family*

We're glad to have this new picture of the rollicking couple so many have asked for. Lulu Belle was a young girl when she came to WLS, big, robust and good looking. She was something of a singer, with a big grin and a gay chuckle. A little later the dignified young Scott Wiseman came from West Virginia, college trained to teach literature, temporarily playing guitar and singing. Lu and Scotty have bought a farm in West Virginia with a big log house. That's where they're going to live, some day. The children are Steven, age four, and Linda Lou, eight years old.



### *The Buttram Family*

Even in a family picture it's impossible to look at Pat Buttram without expecting something comical. We're glad to have the whole family here, Mrs. Buttram, little Gayle, two years old, and Pat. One of the questions always asked is: "Does he just put that on, or is he naturally that way?" We assure you he is no different when away from the microphone or off the stage. Pat is the son of a circuit riding preacher, and comes from Winston county, Alabama.

### *The Westley Family*

For the first time in the Album here are Mrs. Westley and Baby Mary Gurene, six months old, with Ozzie. Osgood Westley has the background to make a good musical director. Starting with both instrumental and vocal, he was a member of the famous St. Olaf's Choir. Later he was in several different musical groups in radio, doing a lot of arranging and working out specialties. His work as head of the WLS Music Department requires him to have a working knowledge of all sorts of music, as well as keeping records of all copyright owners and composers. Ozzie still finds time to make special music arrangements for Friday dramatic programs on Dinnerbell Time.





# NEWS



The editing of news for WLS is handled with the same scrupulous accuracy that characterizes any first-class newspaper.

Three news services pour in a constant stream of local, national and international news. Prairie Farmer's facilities give complete farm news service.

Directly above, Ervin Lewis, Prairie Farmer-WLS war correspondent, has been giving brilliant coverage direct from European battle fronts.

Top, at right, is Lou LaMar, news broadcaster, and center, right, is Gil Hix, whose voice so much resembles that of Ervin Lewis. Hix, newest addition to news staff, is a former teacher of economics and history.

Bottom, right, News Editor Julian Bentley is interviewing Commander Anthony Kimmins of the British Navy.





## Editor

News Editor Julian Bentley for many years has been a student of world affairs as they affect the news. He regards the day's news round-up as a little segment of history—and there's been a lot in the last three years.

Interesting people visit us. Second picture, left, shows Anthony Hurd, British farmer and farm editor of the London Times, renewing a friendship that was started when Julian was in England a year ago.



The young lady with Julian is Miss Maxine Lerch of Logansport, Indiana, merchant marine nurse and first woman on Kiska and Attu islands.

Directly below is a snapshot taken during the night of the invasion of Normandy. Program Director Harold Safford, with headphones, listens to British broadcasts, while Lou LaMar is in constant touch with our own short-wave listening post.



The bottom picture at the left shows Julian Bentley with Warren McAlpin, director of North American service for the British Broadcasting Corporation.

Mention should be made of the excellent cooperation BBC has given to WLS in keeping our listeners informed about European matters. First with Bentley, later with Lewis, many broadcasts were made through BBC short-wave facilities, recorded and put out over WLS. Scores of Middle West families heard the voices of soldiers they had not seen for many months.

One thing more about News Editor Julian Bentley. Born and brought up on a farm in northern Illinois, he continues vitally interested in the crops and the herd of Jersey cows. Doubtless this is the reason he brought back from his European trip such interesting reports on foreign agriculture.





### Jenny Lou Carson

Nearest on the adjoining page is vivacious, energetic Jenny Lou Carson, who has acquired the title "The Radio Chin-Up Girl." She writes many of the songs she sings, and has devoted her efforts to spreading good cheer and encouragement. Mail from soldiers and their families, and from shut-ins, shows high appreciation of her work.

### Avis Leone

On the far side of the adjoining page is an informal snapshot of charming Avis Leone, soloist. In private life she is Mrs. Howard Peterson, wife of our radio organist. No wonder the accompaniment fits so well to her singing, when her husband is at the console.

### Grace Wilson

At the bottom of the adjoining page is an unusual picture of beloved Grace Wilson, who has been singing on WLS since the very first program. She is standing by the piano which was her mother's, by which she learned to sing when she was a child.

### Christine

Above, soft-voiced Christine, who has practically grown up on WLS, who yodels like a Swiss mountain girl. She was born in Holland, and delights to meet someone who can speak to her in Dutch.



### Grace McCarthy

You have heard Grace (right) singing and playing in early evening, sometimes with Jack Brinkley whistling in the background. "When you're smiling, the whole world smiles with you," she sings, and she is a good example of those cheerful words.



### Margaret Sweeney

Sitting at the big golden harp is our Irish harpist, Margaret Sweeney, whose flying fingers pluck lovely melody from those strings. A blithe spirit full of merry laughter, whose hair is the color of a sunrise in June. When someone sends in a four-leaf clover, we give it to her and she wears it in her shoe.





## *Production*

This unusual picture of WLS production men requires an explanation. Ray Ferris, second from the left, was at home on account of illness. The boys went out with a beautiful basket of fruit. Then explaining that he wasn't supposed to eat fruit, they produced a sackful of juicy pears and let him watch them eat. Eventually, however, he got his basket of fruit.

Production men in the picture, left to right: Herb Howard, Ray Ferris, Bill Vance and, with his face away from the camera, Bev Dean.

The production men are the ones who see that a program gets on the air and is carried through according to schedule.

## *Continuity*

Before the words of a program are spoken, they must be written. With certain exceptions, all programs pass through the hands of the Continuity Department.

In the picture below, seated: May Lantz Ring, Harry Templeton, Al Rice. Standing: Betty Burlingham Babcock and Josephine Wetzler.



## 20 Years

In April, 1944, WLS celebrated its twentieth birthday. Many memories were brought back of the amazing events of twenty years.

Two 12-year-old girls, Martha Lou and Margaret Sue Hobbs, came in, to be on Dinnerbell Time. They had been named on that program twelve years ago. They are visiting here with Martha Crane, whose name one of them bears.

Below, a group of old-timers gathered around to look at an early program schedule. In the picture, left to right, standing: George Biggar, who came back from WLW to visit; Grace Wilson, who sang on the station's opening night; Arkie. Seated: Arthur Page; Grace Cassidy, who has been with WLS since it started; Harold Safford, program director; and Martha Crane.

From the beginning, the policies and programs of WLS were built on ideals of friendship and service.

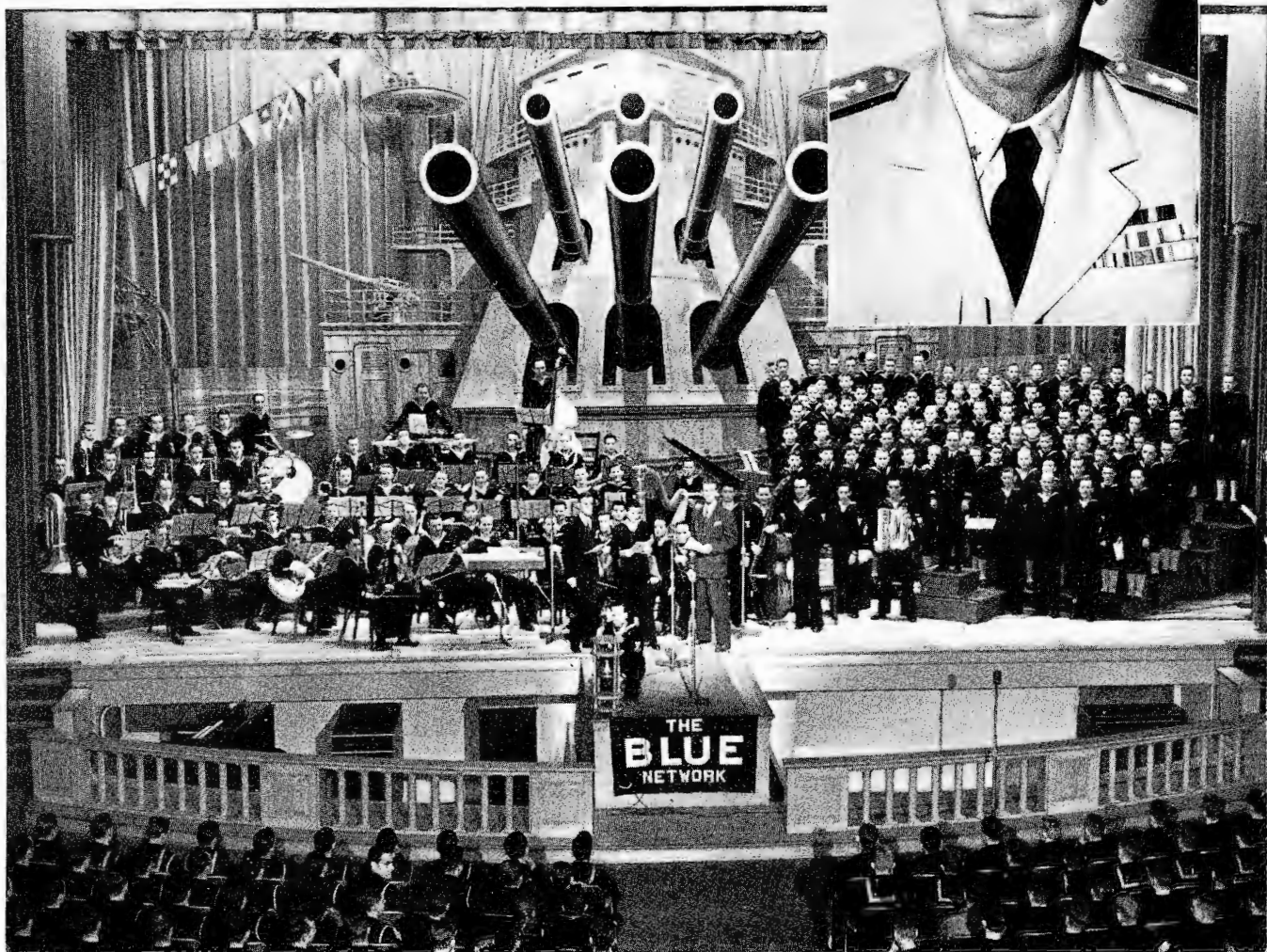




## *Navy*

Thousands of members of the United States Navy come from homes reached by WLS. "Meet Your Navy," now heard on the Blue (below), was originated on WLS under the direction of Al Boyd. Left, a recruiting program. Seated, left to right, Carolyn Hartigan, sp(n)3/c, Mary Paxton, MC; Jane Vandermeer, sp(r)2/c. Standing, James O'Brien, Carson Pirie Scott; Al Boyd, WLS.

Below, Commodore Robert R. M. Emmet, Commander USNTC, Great Lakes, Illinois. Heard each Saturday on WLS, 10:00 to 10:15, a program to keep you in touch with activities of your Navy men in training.





## *Pacific Ace*

A quiet farm boy from northern Wisconsin, 4-H Club member who learned from his father to be a crack shot with a rifle, is now Major Richard Bong, topmost ranking ace among fighter pilots in the Pacific. Last report showed 36 Jap planes to his credit, but there may be more by now.

Major Bong and his family visited us at WLS and appeared on the National Barn Dance.

Left, Major Bong and Marge Vattendahl, neighbor girl and boyhood sweetheart. Below, Dr. John Holland greets the parents, Mr. and Mrs. Carl Bong, and Glayds Blair queries Mrs. Bong about household matters.



Della Loui, Wisconsin Field Editor of Prairie Farmer, takes special pride in the fact that a hard working boy from a farm cleared out of the woods, can reach such a pinnacle of world fame. She is visiting with Mr. and Mrs. Bong and (standing) County Home Demonstration Agent Miss Marie Huber.

Below, the group that spent a week-end in Chicago as guests of Prairie Farmer-WLS. Left to right, Miss Huber, Carl Bong and Mrs. Bong, parents of the major; William Cline of WLS, who arranged the visit; Marge Vattendahl, and Major Dick Bong.







### *Doctor John*

Doctor John Holland (left) is the beloved pastor of the Little Brown Church of the Air, which has been broadcast over WLS since 1925. This unique institution grew out of the fellowship of service among our listeners, having its beginning at the time of the great tornado that swept over southern Illinois and Indiana.

Now considered as the pastor with the largest congregation in the world, Dr. Holland previously served many years in a regular church pastorate, before that was an army chaplain. He is regularly appointed by his bishop to be pastor at WLS.

Doctor Holland's writings appear in every issue of *Prairie Farmer*. Few men have had experiences that compare with his amazing contacts through radio and *Prairie Farmer*. Many people whose lives have been out of adjustment have written to him of their troubles, and have found consolation and help.

At every broadcast of the Little Brown Church service, listeners are urged to attend their own home churches and affiliate with local church work. The Little Brown Church makes no distinction as to color or creed, but follows the principle of fellowship and service to all mankind.

Dr. Holland is also heard daily on Morning Devotions, and at the close of Dinnerbell Time.



### *The Quartet*

Above, the Little Brown Church Quartet. Left to right, they are Jessie Steck, D. L. Johnson, Adele Brandt and George Gilman. Adele Brandt also presides at the information desk outside the studios each day, and sings the closing hymn at Dinnerbell. At the right, William O'Connor, heard on Morning Devotions.





### *Some of Our Girls*

We are proud of our girls, some of whom are shown in the group above. Their names are seldom heard on the air, yet they have an essential part in the preparation of every program. A number of these girls are married, with husbands overseas, so you can understand why they manage to keep watch over the war dispatches that pour into the news room.

Left to right, front row, seated, Josephine Fata, Dorothy Nykaza and Mary Fort. Back row, seated, Ruth Luce, Annabelle Patten and Ida Lumkes. Standing, Violet Effertz, Mildred Zalac, Alice Burns, Florence Amadry, Dorothy Luce, Dessa Bisson, Fern MacKeon (forward), Betty McCann, Mary Yenerich, Grace Lindeman, Alyce Dryfhout and Jennie Teune.



### *Hayloft Canteen*

On the top floor of the Prairie Farmer Building, seldom seen by visitors, is our own private lunch-room which we call the Hayloft Canteen. Here staff workers, editors, musicians, printers, writers, eat every noon. Many a program plan is talked out over a piece of apple pie. Waitresses are our own stenographers, and Ann Erhardt, chief filing clerk, is manager.

In the center picture, the kitchen, with Ella Ronovsky, Tillie Sindelar, and Mrs. Almeda Nathon, our chef.

In the picture at the right, back to camera, Jim Edwards, Prairie Farmer advertising manager; Ted DuMoulin, orchestra manager; Al Boyd, WLS production director, and Herman Felber, director of the orchestra.





## Prairie Farmer Editorial

With 1945, *Prairie Farmer* starts its 105th year of service in the Middle West, and is America's oldest farm paper. In the first beginnings of radio, even before broadcasting had proved practical, *Prairie Farmer* was working on the problem of harnessing it to the needs of agriculture. Working as a team, *Prairie Farmer* and WLS supplement each other, with the printed word and the spoken word.

Shown on this page are some of those who make *Prairie Farmer*. In the top picture, an office group is looking at the latest "Picture of the Month" to be hung on the office wall. Left to right, Dave Thompson, associate editor, responsible for editorial direction; seated in the chair, Gunvor Johannesen, research department; Marilyn Cozine, secretary; Arlene Oberg, secretary; holding picture are John Strohm, managing editor, and Gladys Blair, women's editor; Anita Smith, secretary; Arthur Page, associate editor.

At the right edge of the page, holding the camera, Della Loui, Wisconsin field editor, headquarters at Madison. In the center, W. E. Renshaw, field editor, has his headquarters in Indianapolis.

At the bottom of the page, Managing Editor John Strohm is visiting the Secretary of Agriculture Claude Wickard on a recent visit to Chicago. *Prairie Farmer* editors have known Secretary Wickard since he started raising hogs on his farm in Carroll county, Indiana.



More than a century ago *Prairie Farmer* started the custom of collecting ideas, experiences and opinions from its readers. The remarkable coverage and instantaneous response from WLS listeners has been found exceptionally valuable for united action between the publication and the radio. Outstanding for the year 1944 was the *Prairie Farmer* series "Managing Your Farm." Each story told an actual experience, and each was translated into dramatic form for Dinnerbell Time every other Friday.



### *Protective Union*

Molly Feldman, with years of experience in handling the troubles of Prairie Farmer subscribers, has been a good friend to thousands in her handling of Prairie Farmer's Protective Union. In this work, Prairie Farmer cooperates closely with all law enforcement officers.

### *Boys and Girls*

At the top of this page is a group of Michigan 4-H boys and girls who appeared on a Dinnerbell program with Bill Renshaw.

The boys in the other picture are Future Farmers of America, honor winners of Prairie Farmer awards from Illinois, Indiana, Wisconsin and Michigan. They came to visit us and put on a program.

### *Art Department*

Our Prairie Farmer artists, Ray Inman, with head turned away, and Carol Bridge. Ray is the "father" of the comic characters Slim and Spud.

# FARM PROGRAMS

Farm Program Director Arthur C. Page (left) is also associate editor of *Prairie Farmer* and writes for every issue. Has been a farm editor for more than thirty-two years, and started talking on the radio in 1923. He lives on a small farm in DuPage county, Illinois, and is heard at twelve o'clock every day except Saturday and Sunday as conductor of the *Prairie Farmer* Dinnerbell Program. He has a wife, three sons and a granddaughter.



## *Al Tiffany*

Al Tiffany is farm news editor, heard six days a week on the Farm Service Program from 11:30 to 12:00 a.m. His basic training was in connection with the marketing of livestock, and he has a very broad acquaintance among market men; is also an expert at fancy leather work.



## *Visitors*

Among the many who have taken part in the Dinnerbell Program was the group below which discussed wartime transportation problems. In the picture, left to right, are Rear Admiral Everett G. Morsell, District Supply Officer, Ninth Naval District; George H. Shafer, President, National Association of Shippers Advisory Boards; Arthur Page of WLS; Albert R. Beatty, Association of American Railroads; Brigadier General Andrew F. McIntyre, Chief of the Rail Division of the Army Transportation Corps. They move the goods.



## *George Menard*

In the person of George Menard (above) you see a man who can bounce out of bed at three or four o'clock in the morning, vibrating with energy and enthusiasm. That's the way he starts to put on a daily grist of farm news at six o'clock every morning. George is an excellent singer but hasn't worked at it much lately. He is also an expert leather worker.



### *The WLS Orchestra*

Since we're talking farm programs, we might call them the Dinnerbell Band. They don't get to play as much as they would like to, but there's no finer group of musicians to be found anywhere. In the picture, left to right, they are: (front row) Ted DuMoulin, Tom Moore, Walter Lewis, Margaret Conrad, Larry Gordon, Herman Felber, Karl Schulte, Herbert Johnson, Lou Klatt, Ted Morse, Sam Bernstein, Roy Knapp; (back row) Emilio Silvestre, Chris Steiner, Eddie Marks, Maurice Schraeger.

Mr. and Mrs. LeRoy E. Gillmore  
Kenosha, Wisconsin

Mr. and Mrs. Elwood R. Kauffman  
Goshen, Indiana

Mr. and Mrs. Harold E. Munson  
Rio, Illinois



### *Romaine*

Romaine Benner (above) keeps track of a lot of farm program details. In the studio she directs visiting brides in their ringing of the dinner bells.

### *Newlyweds*

At the right, three pairs of newlyweds visited Dinnerbell the same day. Names above the picture. The bride always rings a Dinnerbell.





## *Grain*

F. C. Bisson (left) gives the daily reports on the grain market for Chicago and the Middle West. For many years Mr. Bisson was in the U. S. Department of Agriculture, and now is with the Chicago Board of Trade. The central location of WLS in the area of greatest surplus grain production makes this a vitally important service.

## *Swanson*

Every Saturday, Dave Swanson (right) comes in to discuss the trends and possibilities of the livestock market. This type of market analysis helps feeders and breeders to plan for the future. Mr. Swanson is manager of the Producers Live Stock Commission Association.

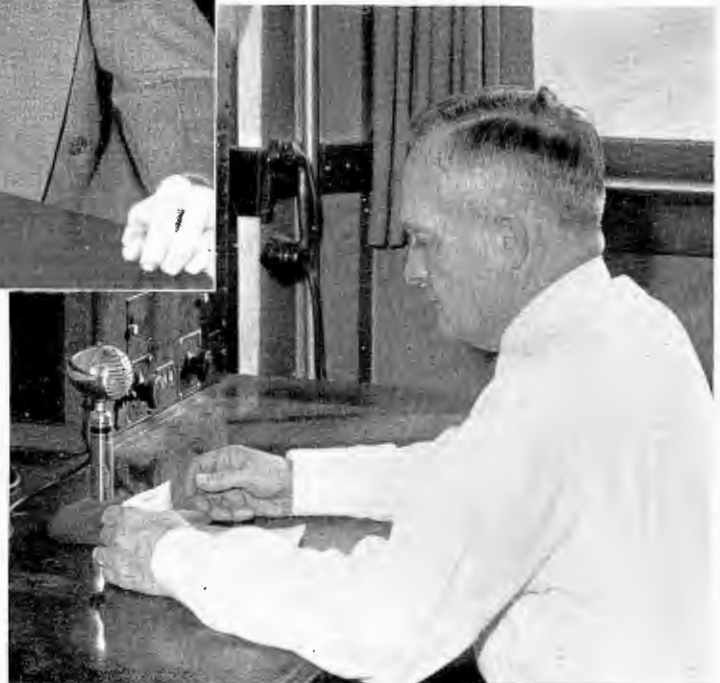


## *Clarke*

Supplementing the work of Dave Swanson, and occasionally substituting for him, is Jim Clarke (left) of the Chicago Producers Commission Association. These men handle many millions of dollars worth of livestock every year, and their comment and counsel is based on complete knowledge of the situation.

## *Morrissey*

Bill Morrissey (right) broadcasts daily by direct wire from the Chicago Live Stock Exchange. His market report is compiled from information brought in from all parts of the vast market, up to the minute of broadcast. In fact, special reports may arrive while he is broadcasting. For 20 years WLS has carried the report from this greatest of all livestock markets.





### *Poultry Service Time*

Growing up in recent years in connection with *Prairie Farmer*, the *Poultry Supply Dealer* has become one of the nation's important service magazines for hatcheries, feed dealers and others connected with the business end of the poultry industry. It has had a great deal to do with all progressive activities for the improvement of baby chicks and of flock management. On WLS, the Saturday feature known as *Poultry Service Time* originates with the staff of the *Poultry Supply Dealer*. (Above) The staff of the *Poultry Supply Dealer*, left to right: Roy M. Lynnes, general manager; Arthur R. Hirsch, editor; Dale Kelley, assistant editor; Alma Jirka, secretary; Alice Boeing, secretary.



### *Burlingham*

Lloyd Burlingham is heard on a number of different programs during the week. He brings to the microphone a unique type of agricultural commentary, usually sternly practical, but often tinged with quaint humor.

Burlingham was trained in agricultural colleges of Iowa and Missouri, and ever since school has been called "Doc." He has been widely known as secretary-manager of the Agricultural Publishers Association. He has one son, who is a pilot overseas, and a daughter, who appears in the Continuity Department of WLS on another page of this book.



### *Carleton*

At the left is Milton Carleton, who has been on WLS once a week, or oftener, with Al Tiffany, discussing garden problems. Mr. Carleton is general manager of the Chicago retail store of the Vaughan Seed Company, and knows gardening.

### *Presentation*

In February, 1944, the *Prairie Farmer* banner for merit was awarded to 4-H Club members in Marion county, Indiana. The presentation was before a luncheon of the Indianapolis Rotary Club. Taking part in this broadcast, left to right (below), were Janice Berlin, home demonstration agent; Irma Piel; Mrs. C. C. Calvin, adult leader; Gaylle Rumford; Margaret Augustine.





## Wausau, Wisconsin

C. J. McAleavy, assistant county agent of Marathon county, is speaking. The girl, Darlene Seehafer, is about to tell of her 4-H fire prevention project. Two minutes later she learns that she is national winner. At the left is Arthur Brehm, also county 4-H winner.



In recognition of the great contribution to the war by 4-H members, WLS originated a special tribute program during National 4-H Mobilization Week, which the Blue Network carried coast to coast. (Left to right) Guy Noble, secretary, National Committee on Boys' and Girls Club Work; Thomas E. Wilson, chairman of that committee; and Arthur Page of Prairie Farmer-WLS.





## Fire

At Polo, Illinois, the fire department cooperated in demonstrating the importance of a cistern for emergency fire protection. A fire was built and put out with water from a new cistern on the Ed Tyne farm. Attending were Illinois State Fire Marshall John Craig and the fire chiefs of a dozen northwestern Illinois cities. This was part of the WLS Fire Prevention Week campaign.

## Citation

For a number of years WLS has taken an active part in fire prevention education. Farm Program Director Arthur Page has worked with the agricultural committee of the National Fire Waste Council, and has spoken at firemen's training schools.

In the picture below, Program Director Harold Safford and Arthur Page are receiving for WLS a citation for distinguished service in fire prevention. Behind the microphone is Walter Sheldon, representing the National Board of Underwriters, and Frank McAuliffe, chief of the Chicago fire insurance patrol.



## Safety

During National Safety Week, R. C. Swanson (right), from the University of Wisconsin, reported on Dinnerbell Time his studies on farm accidents. He was the first rural accident prevention specialist to be appointed on any college staff.

## Poultry

Dinnerbell Time was broadcast from the session of the International Baby Chick Association at Chicago (left). The chicks shown in the picture were hatched in California the morning before, loaded immediately on a United Air Lines plane, and were in fine condition for the broadcast at Chicago. The lady at the microphone is Alice Peppers, national turkey administrator for the WFA. Holding the microphone for the chicks is Paul Ostendorf of the U. S. Department of Agriculture.

## Tomatoes

The 1944 Indiana Tomato Festival, held at Portland, was broadcast on Dinnerbell Time. Some of those taking part are shown at the left. (Left to right) C. A. Langston, Jay county agricultural agent; Lee Hall, representing industry; Roscoe Fraser of Purdue at the microphone; Max Naas, representing Indiana canners; John Hardy, president of the Jay County Fair. You can see by the picture that it was a hot day.





### *Grace Cassidy*

In the midst of a million flying details, sudden program changes and constant emergencies, the one person who is always calm and always knows the right answer is Grace Cassidy (above). She has been with WLS since it started, 21 years ago.

## *Publicity and Promotion*

There is constant demand for more information about programs both past and future, and also for more details about people who appear on WLS programs. It is the function of the publicity department to supply this information, furnishing articles and pictures for newspapers, and also writing the radio department in *Prairie Farmer*.

Below, center of the page, is Wilma Gwilliam, an Indiana farm girl whose first memories of radio were of WLS. As a small child she determined to work here, and now she is in charge of publicity. She keeps a record of the history of every person on the WLS staff.



Below, at the right, is Don Finlayson, who plans advertising and promotion. Don came to us after thorough newspaper experience, and has won high praise for his genius in interpreting the spirit of the station in advertising.



### *Drake and Hinkle*

New in the Album this year are John Drake and Edgar Hinkle (left), who assist Don Finlayson in promotion activities. Looks like they are dreaming up a brilliant new idea for improved service to our listeners. Both are experienced in newspaper work.





### Chief Engineer

Pictured above is the youthful veteran chief engineer of WLS, Thomas L. Rowe.

Right, Homer Courchene, chief transmitter engineer, who used to "pull the big switch."



### Production Detail

During one of the national political conventions, Production Man Herb Howard and Chief Engineer Tom Rowe follow the proceedings through headphones. One listens to WLS while the other listens to the convention. In this way it was possible to keep WLS listeners up to the minute.

### Operators

It's a proud radio engineer who can point to service at WLS on his record. The tradition of operation here demands exactness, engineering precision and resourcefulness seldom equaled. From its beginning, WLS program directors have scheduled broadcasts from all sorts of strange places, including airplanes and balloons, a one-man submarine, a tunnel under Lake Michigan, from cornfields, treetops or wherever there was a story to tell. The engineers always deliver facilities.

In the picture at the right, the man in the center is Charley (Nelly) Nehlsen, who made the famous Hindenburg record. At the left of the picture is Burr Whyland, and following the V, Maurie Donnelley, Chuck Ostler, Harry Schumacher, Bill Keller, Roy Huberty.

Pictures of transmitter omitted for security reasons.



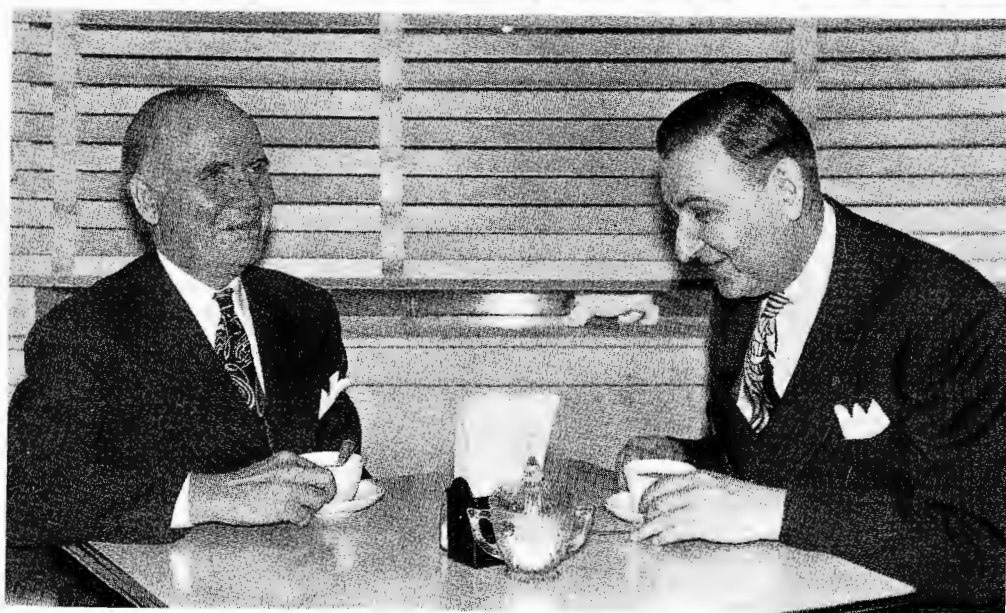
## *Rangers*

You hear a wide variety of music on WLS, and the artists are capable of anything from "Turkey in the Straw" to opera. Mostly, however, our listeners like tunes with melody and sweetness. Here is one of the groups you like to hear, The Rangers, with Eli Haney. Left to right, they are Harry Sims, Tony Dialmo, Eli Haney, soloist, and "Doc" Swalley.



## *Mac and Bob*

These are the two boys whose songs have won the hearts of such a vast group of listeners. In spite of the fact that both are blind, they know hundreds of songs, and play either individual instruments or piano duets. "Mac" is Lester MacFarland, and Bob's other name is Gardner.



## *Dawnbusters*

There are a lot of folks on WLS who hardly know how to sleep until daylight. The Dawnbusters are some of those who are up and going, full of song and laughter at five o'clock every morning. Left to right in the picture, David Boehme, Frank Messina and Jim Palacek.





### *Gloom Chasers*

These lively and versatile musicians are new in the Album this year. They came to us from Pennsylvania, and have been heard on many different programs. The girl, Betty Jane, is Mrs. John Spies, and the young man with accordion is her husband. At the vibraharp is "Slim" Slonaker, and in the checkered shirt is John De Stephano.



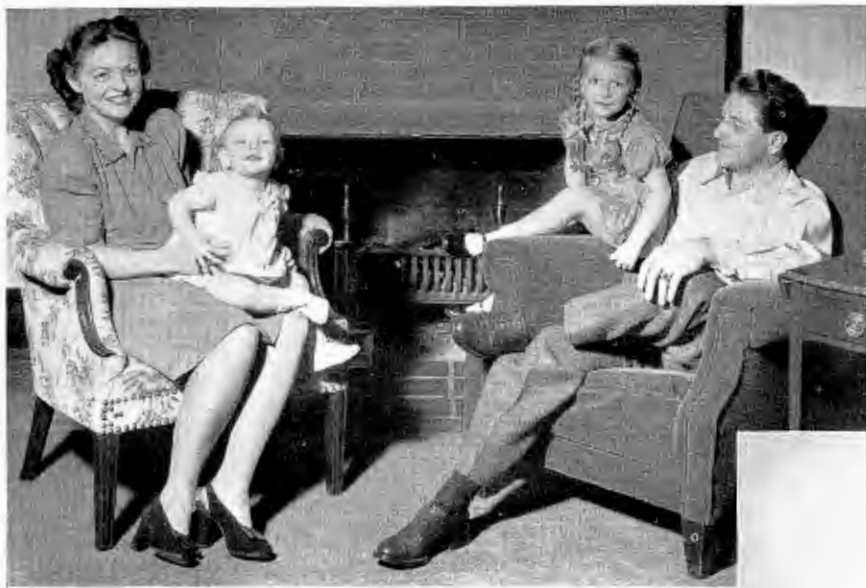
### *Sage Riders*

This energetic group of smiling musicians is known as the Sage Riders, and the lone man of the group is Curley Miller. The girls are Harriet Miller, Dolores Kendall and Pauline Kendall. Dolores and Pauline, known as Dolly and Polly, are sisters, and Harriet is Mrs. Miller. On account of crowded studios, the horses have to stay outside.



### *Guy Colby and the Square Dancers*

More than any other one man, Guy Colby is credited with bringing square dancing back into fashion in the Middle West. He has instructed scores of community groups in this old-fashioned art, and his square dancers do a beautiful job of demonstrating how it is done.



### *The Menard Family*

Remarkable to catch the Menard family quiet enough for a picture. With George in this family group are Mrs. Menard, whose name is Martha; the older daughter, Noel, and the younger, Paula. George has to study like everything to answer the questions Noel has begun to ask.

### *Howard Black*

Over at the right side of the page, Howard Black, who has been here so long we forget the number of years. Howard used to play the harmonica, but more recently has been carrying a heavy schedule of announcing. He's another one who gets up before the roosters start to crow in the morning.



### *Harold Heath*

Early every morning, even before the Smile-A-Whillers get on the job, Harold Heath (right) sorts out the news dispatches, gets ready to start the day's broadcasts. A farm boy, former Purdue student, Harold can handle a program alone if necessary.



### *Charlie Egelston and Rita Ascot*

Uncle Charlie and Aunt Rita are still reading the funny papers for the children. Both of them are frequently heard taking various parts in dramatic programs. And confidentially, the voice of the charming Rita sometimes speaks the lines of a boy in the play.



## Recognition

From the beginning of the many salvage drives, WLS has taken a very active part, scheduling entertainment programs to encourage collection of scrap iron, paper and tin. We have been proud of the fact that the Middle West has led the nation in efficiency of salvage operations. For the work of the station, the War Production Board here presents a framed certificate of recognition to Glenn Snyder, General Manager of WLS. Representing the WPB is Tom McHugh.



## Printers

Above and at the left are two men who are never heard on the air, never seen in *Prairie Farmer*, but without them there would be no *Prairie Farmer*, no *Family Album*. At the left is Ed Cesal, foreman of the print shop for *Prairie Press*, who supervises the setting of type and the make-up of pages. Above is Art Buch, foreman of the press room, who is maestro of the big press on which *Prairie Farmer* is printed. This page will have passed through their hands before it comes to you, and if the boys won't mind our saying so, there are no finer printers in the world.

## Mail

Every letter that comes to WLS is handled with care as a personal message. Experienced girls receive, sort and place them in the hands of the person addressed. Name any post office in four states and these girls can pretty nearly tell you the county it is in. The girls are, left to right, Ingeborg Bunge, Ann Miller, Mildred Burton and Emma Heitmann.







### *"Chuck" Sebastian*

The young man at the far side is Charles (Chuck) Sebastian, recent addition to the announcing staff. Came from Texas by way of Rock Island, Ill., where he was radio news editor, and Sioux City, Iowa, where he was chief announcer.

### *Russ Salter*

Came from Fond du Lac, Wisconsin, and before joining WLS worked on another Chicago station and the Blue Network. Was to be a physics teacher.

### *Sales Force*

You don't hear the sales department on the air, but they're important. In this picture, left to right, they are Ray Betsinger, salesman; "Chick" Freeman, sales manager; A. N. (Pete) Cooke, salesman; Joe Kasper, assistant sales manager. They are responsible for the "commercials."





### *Artists Bureau, Actors, Singers*

Above, the staff of the WLS Artists Bureau, who arrange entertainments for hundreds of communities. Standing, Marion Singer and Paul Aubrey. Sitting, left to right, George Ferguson, Earl Kurtze and Paul Rose. Incidentally, Paul is Patsy Montana's husband.

At the right, Harold Safford stands by while Uncle Ezra (Pat Barrett) and his wife Nora sign up to come back to WLS. Everybody was glad to have the old "Jumpin' Jenny Wren" back on the air with his humor and wise philosophy. Pat and Nora have been pretty busy on their McHenry county farm recently, and are very proud of their dairy herd.

Bottom, that hardy perennial, the Maple City Four. Left to right, they are Pete Taffinger, Pat Petterson, Skip Farrell and Fritz Meissner. Pat and Fritz were in the original quartet that started many years ago. They have had much to do with keeping the old "barber shop harmony" popular.





## America's Town Meeting of the Air

One of the most distinguished of American radio programs is the Town Meeting of the Air, which brings highest authorities together for public discussion of vital problems. Shown here, George V. Denny, Jr., moderator.

### Joe Kelley

The boy with the hat on, below, is our Joe, who grew up on WLS and is now nationally famous as the Quizmaster of the Quiz Kids. Heard on the Blue Network, and also on the National Barn Dance from the Eighth Street Theater.



### Don McNeill

Directly above is Don McNeill, the popular and hilarious Master of Ceremonies of the Breakfast Club program, a Blue Network feature, very popular with WLS listeners. Don sounds so human and understanding, they say.

### Tom Breneman

One of the amazing programs of American radio is "Breakfast at Sardi's," as conducted by Tom Breneman (right). People from all over the United States seek out this quiet restaurant in Hollywood because of the fame this enjoyable program has brought. Underneath the gales of laughter there is many a heart throb of deep human interest. Heard on WLS from the Blue Network.



## Fun in Music

Otto (Ted Morse) and Tom Moore have caused many an audience to go into convulsions of laughter with their amazing rendition of classical opera selections. They interpret the music according to their moods, and they are plenty moody. Both are highly skilled artists, but you might not know it from these numbers.



## Buttram

Many carloads of paper were collected in a salvage drive promoted with a National Barn Dance show at Ottawa, Illinois. Pat Buttram (above) strolled by and started to read all the old magazines on the pile.

## Hoosier Hot Shots

Some years ago these Indiana farm boys began making ridiculous music on WLS, and have laughed themselves into national fame. The Hoosier Hot Shots, with their opening "Are You Ready, Hezzie?" have been heard coast to coast, and have a prominent part in the new Paramount picture, "National Barn Dance."





### *Martha and Helen*

These two, Martha Crane and Helen Joyce, are among the best known of all conductors of women's programs. Many women feel their day is not complete unless they have listened to Feature Foods time.

Above, Martha Crane, who in private life is Mrs. Ray Caris. With her is the young Barry Caris. Standing, Ray Caris and the older boy, Crane.

Above, right, a good reason why Helen Joyce has been so vitally interested in every boy in the United States Navy. Here she is at the front door of Prairie Farmer Building with her son, Midshipman Rodman Joyce, who stopped for a hurried visit.

Right, Helen and Martha are interviewing Mrs. Sloan Colt, Deputy Commissioner of the American Red Cross for the British Isles. Mrs. Colt has a record of twenty years of Red Cross service, and was able to tell a great deal about the work being done for our boys overseas. A great many interesting men and women are brought to the microphone by these two well-loved radio veterans. They got most of their radio experience on WLS.



### *The LaMar Family*

You have heard Lou LaMar handling news and doing the announcing on many programs. For the first time we are giving you a picture of his family, sufficient inspiration for any man to do his best. Mrs. LaMar is Margaret, and their daughter is Diana Margaret.

### *Patsy Montana*

When Patsy Montana started with WLS—we don't remember how many years ago—she was a vivacious little girl from Arkansas, full of friendly smiles and charm. She is still the same Patsy, loved by everybody, but in private life she is Mrs. Paul Rose, mother of two charming girls. Shown here with her, they are Judy, the younger, and Beverly, who has already shown marked ability when appearing with her mother. Patsy has written a number of catchy songs, made many records, and appeared in motion pictures.



## *Prairie Farmer Executives*

You probably have never heard the voices of the men shown on this page, but they have a vital part, both in the direction of *Prairie Farmer* and of WLS. You have met our Chief, Mr. Butler, on the first page of this book. He is President of *Prairie Farmer*-WLS. He is the driving power and the dreamer of new ideas.

At the left is G. A. Holt, Executive Vice-President, who is also Circulation Manager. Mr. Holt has been associated with Mr. Butler for more than a third of a century, and has helped to plan and guide many progressive undertakings both of the paper and the radio station. From his boyhood on a Dakota farm, through years of close association with farmers in the Middle West, Mr. Holt has a deep understanding of farm problems and affection for the farm home. American agriculture has a sincere and far-  
visioned friend in "Gus" Holt.



Above is J. E. "Jim" Edwards, Secretary of the *Prairie Farmer* Publishing Company, and Advertising Manager. Jim was a field artilleryman in the first world war, and in the past quarter century has made an intimate study of merchandise and distribution in every hamlet and crossroads of the Middle West. To him come manufacturers of new products for consultation about methods of introducing them to the public. On him rests much of the responsibility for examination of all products advertised to *Prairie Farmer* readers, to make sure they live up to the guarantee of a square deal.



At the left, Fred Orleman is Treasurer of the *Prairie Farmer* Publishing Company, and Business Manager. During the past year his work has been extremely complicated on account of wartime restrictions. Just one of a thousand problems has been to secure the vast tonnage of paper required to print *Prairie Farmer*, yet stay within the limits shared by all publications.

## WLS Executives

At the right is Glenn Snyder, General Manager of WLS. With years of experience in farm papers, he brought to radio an unusual understanding of the needs of listeners. Simplicity, sincerity and straightforward service have been the keynotes of his management.

Below, George Cook is Treasurer of WLS. He takes an active part in planning activities, helping to decide whether or not they will accomplish their purpose. At the left, John Allen, Assistant Treasurer, who watches income and outgo, to be sure things come out even.

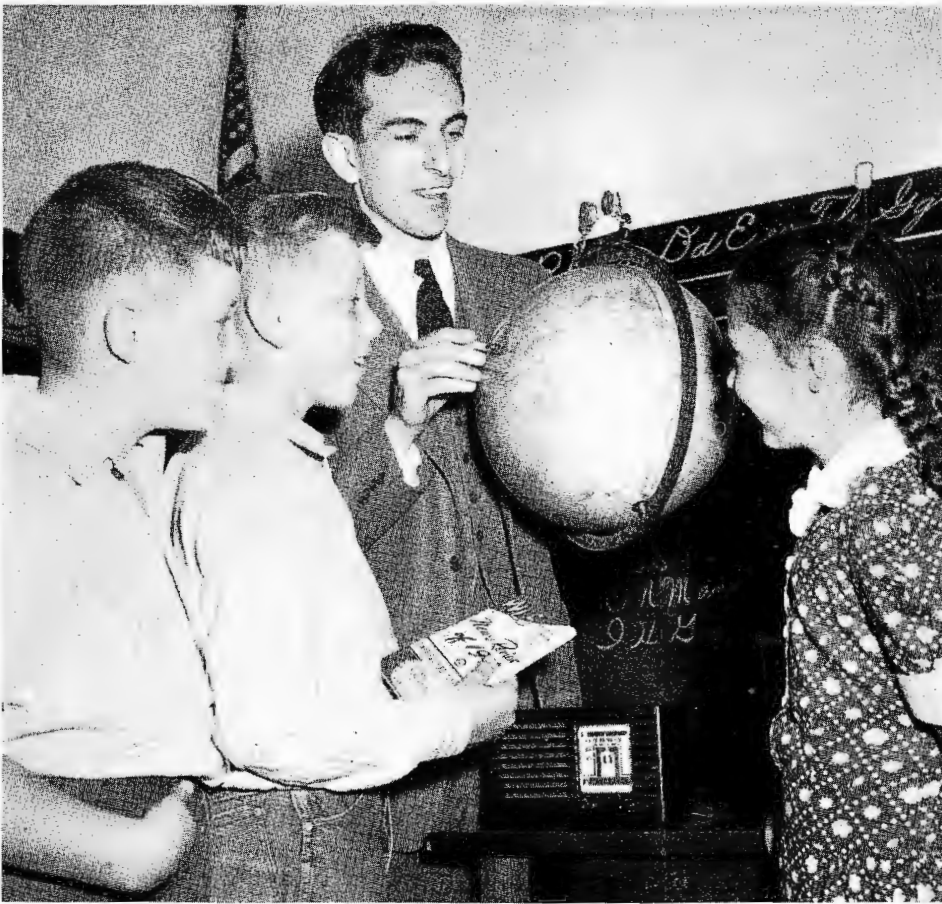
Across the bottom of the page, three men who carry heavy responsibility for daily operations. Left, Harold Safford, Program Director, has much to do with every item the station broadcasts. He also has developed much new talent. Center, Al Boyd, Director of Production, is responsible for seeing things through, making sure programs go on properly as scheduled, and planning many new activities. Right, William R. Cline, assistant to Mr. Snyder, makes many outside contacts, negotiates with networks, cooperates with government agencies, and helps plan such things as War Bond campaigns.





# SCHOOL

The first attempt to build radio programs especially for the school classroom was made on WLS twenty years ago. Now thousands of schools tune in regularly to School Time. Pupils



At the upper left is a snapshot near Aurora, Illinois, where Educational Director Jerry Walker was visiting a rural school. Close contact with the daily problems of the teacher, and an understanding of the current interests of pupils, keeps School Time programs practical.

Directly above is part of an amazing collection of "Junk" jewelry with an interesting history. WLS listeners sent in all sorts of such jewelry which School Time shipped to our soldiers in the South Pacific for trading with the natives.

Directly above, left to right, WLS Educational Director Jerry Walker, the Honorable Joseph C. Grew, former ambassador to Japan, and Dr. Edward H. Stullken of the Illinois Education Association. These two are included in the list of many distinguished visitors to School Time programs.

At the right, Martha Gowdy is rescuing a WLS microphone from the paws of the playful Panda. This is the famous Mei Lan at the Brookfield Zoo, which a moment later had chewed one of the letters off the microphone.



# TIME

find it fascinating, and teachers say it amplifies and enriches the work of the classroom. Some of the varied activities of School Time through the year are shown on these two pages.



Flag raising on the first day of school also marks the beginning of WLS School Time programs. The group above is a rural school in Cook county, Illinois.

It was necessary to hold the microphone high to catch the murmuring voice of Minnie, the tall giraffe at the Brookfield Zoo. It has been the idea of School Time to carry new and unusual experiences into the classroom.

Below, Jerry Walker and Secretary Fern MacKeon handle the planning and the details for School Time programs. Schedules are made a considerable time in advance so schools may know about programs they are particularly interested in.



## Hal O'Halloran

Hal O'Halloran (center) has been in front of WLS microphones, except for a brief interlude, for many years. The only new thing we have learned about him this year is that back in Fond du Lac, Wisconsin, folks used to call him "Dolly"—a unique name for this mountain of an Irishman. If you want to hear Hal sing, he always closes the Saturday night Barn Dance program singing "A Perfect Day," just before midnight. You can also hear him in comedy with Joe Rockhold as one of the "Old Timers." Years ago, we've heard, Hal used to drive a bakery wagon. He was so big and rugged that once when the horse got tired he carried the horse and pulled the wagon himself. Hal and his wife, Dorothy, have a daughter, and one son in the armed forces.

## Old Timers

Hal O'Halloran and Joe Rockhold (below) bring to the "Old Timers" program a wealth of small town and village store wit and wisdom. They are exceptionally well fitted to do this because both of them are from rural communities. Hal came from Wisconsin, and Joe, the man with many voices, grew up in Ohio.



## Jack Holden

It's a good long time since John Haviland Holden (right) came to WLS, a young divinity student from Michigan, to be an announcer. Jack has never given up the idea that a man's life should count for something in the interest of his fellowmen. Radio offers countless opportunities for such service. You may hear Jack almost any day of the week and almost any time of day. His voice has many times been heard coast to coast by network and transcription.



## Salty Holmes

This Oklahoma boy (below) is one of the funniest persons who ever made a harmonica speak words, or got music out of an old tin can. Remember when he dived after a fish at the 1944 Indiana State Fair?



## *John Brown*

The photographer has made our staff pianist look like a professor of economics or history, sitting there by that big globe. John is quite a student and keeps up-to-date on the news while he keeps his fingers nimble on the piano.

## *Arkie*

Of all the hardy perennials in radio, the Arkansas Wood-chopper is about the toughest. We'll never forget how he was about to get mad the first time the folks ever made him laugh while he was singing. For a good many years he has been laughing and singing his way into the hearts of Middle West folks.



## *Howard Peterson*

Howard not only plays the big studio organ, but finds time to compose some brilliant music of his own. He does an especially good job on a march. Mrs. Peterson is known on the air as Avis Leone.



# OUR VICTORY

Again in 1944 Ted Morse (Otto) was generalissimo of the Victory Garden project on the Prairie Farmer farm. At the left he is talking to Jim Hayes, farm manager. Otto is the one who is "one man high and two men wide."

About thirty people took part in the Victory Garden project, operating a small community cannery for what they grew.

While some of the boys and girls were working at gardening for the first time, there were enough farm-raised people to show them what to do. And on those days when thousands of tomato plants had been transplanted by hand, or many bushels of beans had been picked, there were understanding grins at the symptoms of stiff backs and sore fingers next day.

You might not recognize the two girls below as tomato pickers, but you'd know them in a moment if they started to yodel. They are the DeZurik sisters, Caroline (Mrs. Rusty Gill) and Mary Jane (Mrs. Augie Klein).



# GARDEN

The Victory Garden was not merely a hobby or a place to play. Thousands of cans of vegetables are on the shelves as a result of their work.

Since all the people working at it had regular full-time jobs at Prairie Farmer-WLS, there were nights when the pressure canners and sealers worked until the wee small hours.



It is about eighteen miles from the Prairie Farmer Building to the farm. Much of the garden work was done after the day's work at the office. The truck above was fixed up to haul eight or ten people at a time from the offices to the farm. Later it came in handy to haul produce.

You may remember that in last year's Album we were telling you that Uncle Sam had just invited Rusty Gill to lay down his guitar and pick up a rifle. Rusty was back on a furlough in the fall, having completed his training in the Air Corps. In the picture at the left he is getting acquainted again with his son, Donald Allan Gill, whose mother appears at bottom of the adjoining page.

Below, a scene at bean harvest time. Stringless green pod beans make a reliable garden crop, and a great many bushels of them were harvested. Generalissimo Otto has struck that pose again, which looks as if he is going to have those beans carried about four miles. Note especially the comparative size of basket Otto is carrying.



## *Reggie and Rita*

This may be the first time you have had a picture of Rita, who is Mrs. Reggie Cross. Reggie plays a lot of harmonica, and incidentally, finds it just as impossible as you do to buy a new one.

For several years Reggie has had a harmonica band with half a dozen members, called the "Harmoneurs." They are heard every Saturday on the "Man on the Farm" broadcast.

## *Doc Hopkins*

Once more we repeat that this Hopkins boy was named "Doctor," just like "Bill," "Jim" or "Hezekiah." He is considered today one of America's finest interpreters of native folk songs. Doc says: "I just sing the same as all us folks do down in Kentucky." You might not realize it from his youthful appearance, but Doc was in many centers of activity of the first world war as a member of the U. S. Marines.





### *Red Foley*

This candid snapshot has captured that wistful look that sometimes creeps into Red Foley's eyes when he sings about his boyhood in Kentucky. The song most requested from him, called "Old Shep," is one he wrote about his own dog.

### *Connie and Bonnie*

Here's a new picture of the Linder girls, who came to WLS from a farm in Nebraska. The one on the left is Connie and the other is Bonnie. They came in pretty handy with the Victory Garden, for they had experience and helped teach some of the others.



### *Julie and Judy*

Here are those two Jones girls you have heard so many times in the past year. In case you are interested in figuring out their ancestral background, listen when they sing about shamrocks or the River Shannon and you will have them figured correctly. They came to WLS from the hills of West Virginia.





### *Listeners*

If ever a gloomy day comes to you, turn to this page of your neighbors, listeners to WLS, and the smiling faces will cheer you up. The upper group was snapped at "Beulah Day" in Kewanee, Henry county, Illinois, and the lower two groups at "Milk Day," Harvard, McHenry county, Illinois.

These are our friends and neighbors. Prairie Farmer has known them, their parents and grandparents for more than a hundred years. For them, and millions more like them, we of WLS are proud to do our best every day. For them there's nothing we dare not undertake.

