

WLS  
FAMILY  
ALBUM  
1934

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Page*



10th Anniversary



# WLS

FAMILY

ALBUM

# 1934

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# DEDICATION

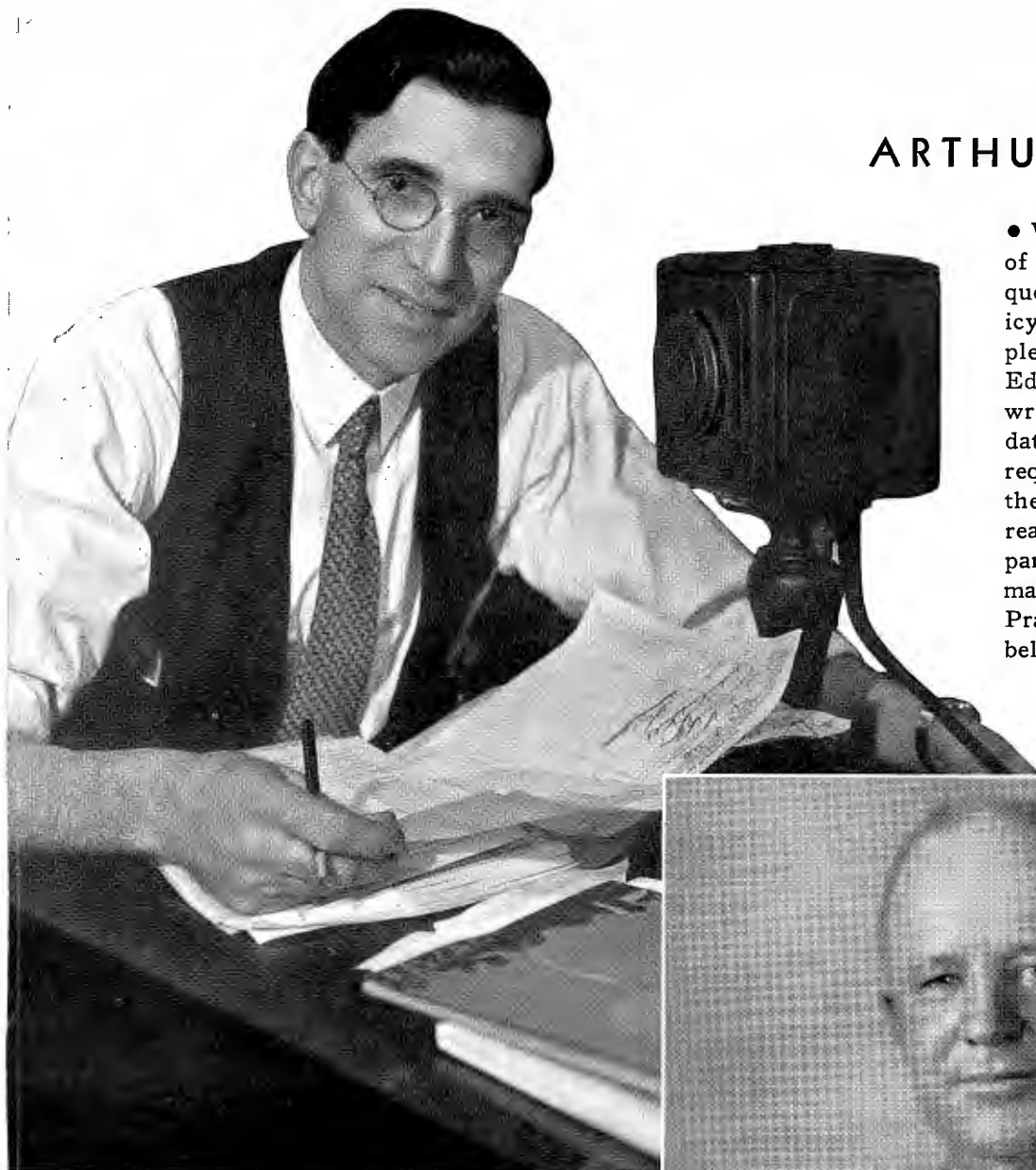
• To all of you who have faith, who believe in the things that are beautiful, good and true, who hold sacred the family fireside, and who seek the happiness that comes from kindly service, this book is dedicated.





• In April, 1934, WLS completes its tenth year of service, and Prairie Farmer is well started in its ninety-fourth year. We are proud of the record of those years, and we feel deeply the responsibility that they have placed upon us. The staff of WLS is proud to present to you this portrait of our chief, Mr. Butler, whose unfaltering faith and unswerving ideals have had so much to do with the building of this institution. Under his leadership we look forward to greater plans and larger service in the bright future years that are to come.

## **BURRIDGE D. BUTLER**



## ARTHUR C. PAGE

• With the constant flow of service material and questions of public policy in programs, there is plenty for the station Editor to do. When you write a letter of commendation or criticism, or a request for information, the chances are it will be read by Mr. Page. This particular picture was made while conducting Prairie Farmer's Dinnerbell Program.



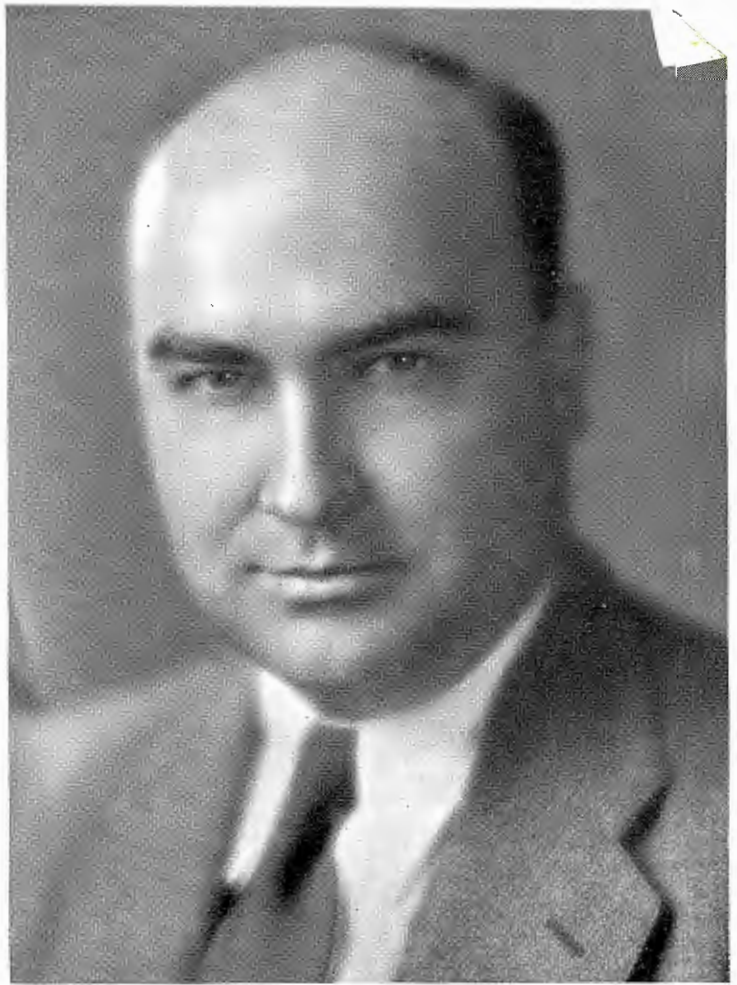
## GLENN SNYDER

• It is no secret that the operation of a radio station is an expensive business, particularly when it undertakes a service program as extensive as that on WLS. Glenn Snyder, our station manager, has the responsibility of seeing to it that there is enough income to balance the expense. He is calm, quiet and resourceful, and fortunately, he has a happy disposition, which makes the load lighter for everyone.

## GEORGE C. BIGGAR

• George C. Biggar, program director, is the creator of WLS programs. He is supposed to have time to think and plan, but we have never found out when he does it. George is one of the old-timers in radio, and early helped to plan the Barn Dance and the Dinnerbell Program. While you hear him only occasionally on the air, you hear his work in some form almost every time you tune in WLS.

• Most people do not realize the great amount of research and careful planning that is back of every program. Fifteen minutes on the air may represent hours of preparation. Your letters are very valuable aids in program planning.



## DR. JOHN HOLLAND

• We have a profound conviction here at WLS that there is more need than ever before for people to make their lives something more than a routine of just making a living. We share the growing belief that the only true answer to the world's troubles is to be found in the hearts of men. Dr. John Holland, an experienced pastor, known to Prairie Farmer readers through his written sermons for a good many years, joined the WLS staff in November, 1933. He conducts the Little Brown Church and has an active part in many of our plans and projects. We know you are going to like John Holland, who was a farm boy in Iowa and who went into the ministry because he felt that was the place to invest his life.





● On these two pages you will find your friends of the band. Upper left, with accordion, Lou Klatt. Directly above, all wrapped up in his music, Chris Steiner. Middle, Emilio Silvestre. Bottom, Gerry Vogt. Lower left, with violin, Director Herman Felber, Jr.





● At the left is Oscar Tengblad, whom you will find also on another page as leader of the Little German Band. Directly below, Louis Marmor, is also librarian and has charge of the music files.



● Directly above, Theodore DuMoulin is not only the cellist, but helps on the arrangement of programs. On the right you see Walter Steindel at the piano, and right here at the bottom is Roy Knapp, who has so many drums, vibra-harps and other kinds of instruments.





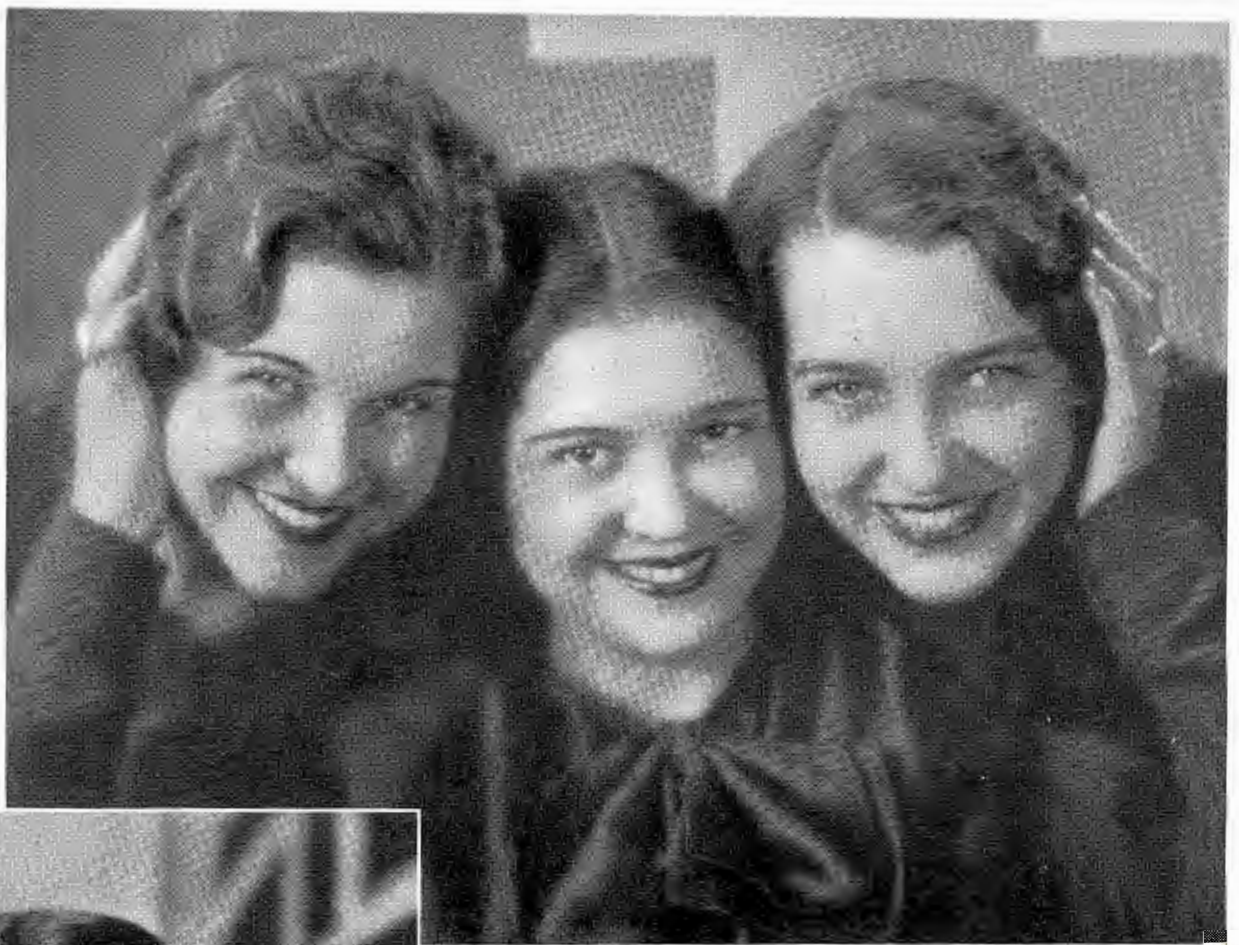
## JOHN BROWN

• You may hear John Brown's nimble fingers on the piano at any time from 6 o'clock in the morning until midnight Saturday night. He plays accompaniments, solos, works in duets with the organ and helps out with auditions for aspiring artists in their first tryouts.

## THE GERMAN BAND

• So far as we can learn from radio history, WLS was the first station to bring a Little German Band to the air. You will perhaps recognize the members, from left to right: Oscar Tengblad, Emilio Silvestre, Lou Klatt, Gerry Vogt and Chris Steiner. The boys have a collection of numbers brought directly from Germany, which are not to be found in any American music library.





### THREE LITTLE MAIDS

• Eva, Evelyn and Lucille always have a smile, and we know you will be glad to have this new picture of them. Eva, on the left, is the youngest; Lucille, on the right, is next, and Evelyn is the oldest. Lucille plays the guitar. These three sisters came to WLS from Decatur, Illinois.

### GEORGIE GOEBEL

• Little Georgie Goebel is the youngest member of the crew here at WLS, and one of the best loved. As you can see by comparing this year's picture with last years, he is starting to grow up. He is fourteen years old now. If you have ever heard him sing "Danny Boy", you will never forget it. He enjoys singing cowboy ballads so well during the Barn Dance that Hal named him "our little cowboy".

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## HAL O'HALLORAN

• Smiling Hal O'Halloran has been up before the dawn more days in the year than anyone else except Andy the operator. Hal has greeted you at 6 o'clock in the morning, and you have heard him sign off with the singing of "Perfect Day" at midnight on Saturday night. Hal likes to sing sailor songs, which he does wonderfully well. It's a studio tradition that if something breaks down in a program, Hal will sing "Asleep in the Deep" until the next number is ready.



## RALPH and ELSIE MAE

• We know you will be glad to have these charming new pictures of Ralph and Elsie Mae Emerson in your collection. Lately you have been hearing them together in little dramatic musical stories, both in the forenoon and on Saturday evening. They take turns playing the organ for the Bundesen Hour. Ralph is the Old Story Teller on Family Circle Time, and occasionally Chief Waldo on the Round-Up. He has discovered things in the pipe organ that even the builders didn't know were there. He also plays the parlor organ for morning devotions and the "haywire organ" most any time.

*Y. G. ...  
Guarantee*



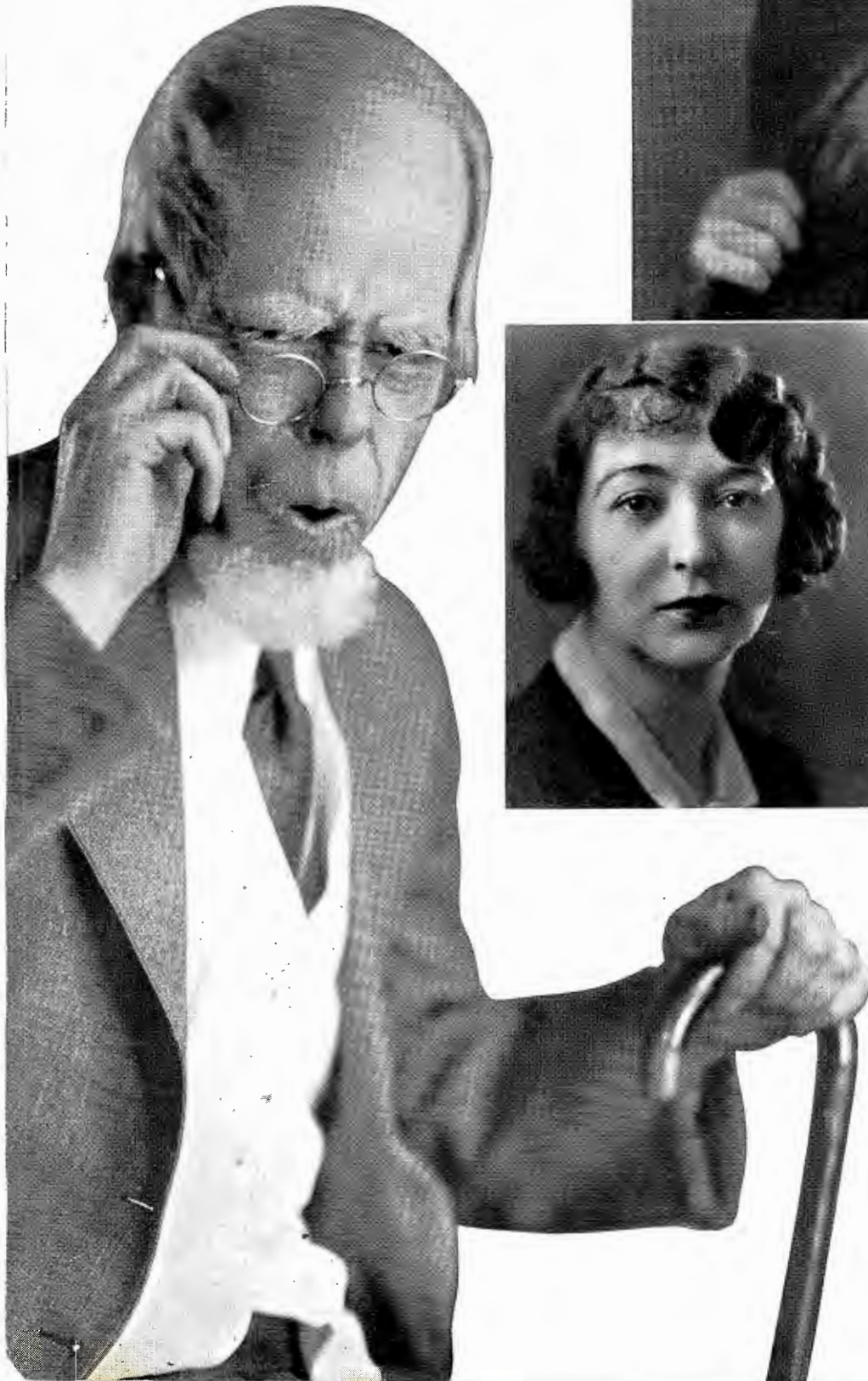
# THE RIDGE RUNNERS



● You could pick these mountaineers out of a crowd most anywhere, not only by the far-away mountaineer look in their eyes, but most easily by the leather boots and hickory shirts they wear. From left to right they are: Slim Miller, John Lair, Karl Davis, Linda Parker, Red Foley, Hartford Taylor.

● The lower picture shows the four of them playing their famous "Goofus" number.

# STATION E-Z-R-A



## UNCLE EZRA and MISS CECILIE

• At last! Here's Uncle Ezra, the Old Jumpin' Jenny Wren, unmasked. So many of our listeners have asked how the chief announcer, owner and operator of Station E-Z-R-A looks in real life that we print his picture as he is. With him is his faithful Miss Cecilie, without whom Station E-Z-R-A couldn't operate. In private life, if you haven't already guessed it, they are Mr. and Mrs. Patrick Barrett. The other picture shows Uncle Ezra as he looks before the microphone of "the powerful little five-watter down in Rosedale, the friendly little city." Uncle Ezra's quaint humor and kindly philosophy have made him beloved to untold thousands.

apr 24

# THE BUNDESEN HOUR

• The Bundesen Hour, five days a week, from 9:00 to 10:00 o'clock in the morning, has been one of the noteworthy new ideas in radio this year. Dr. Herman N. Bundesen, pictured at the right, is President of the Chicago Board of Health, and personally appears on every program. In the program are health talks, special music, continued stories in dramatic form and a special discussion of interest to mothers. This program is made possible by the backing of a number of commercial companies, and represents a new ideal in commercial radio programs.

• The studio picture below shows the people on the Bundesen Hour during a program, with Dr. Bundesen himself in the light suit.



• At the left, Herbert Futran, who writes a considerable part of the Bundesen Hour program and directs its studio presentation.



## MAC AND BOB





## THE MERRY-GO-ROUND

- Maybe you happened to be listening one Saturday afternoon early in November when this picture was taken. It was right in the middle of the Merry-Go-Round program, and we stopped the show long enough to take the picture. Jack Holden is the conductor of the Merry-Go-Round, and the cake he is eating in this picture at the left was a very real angel food cake which somebody had brought in on that Saturday. If you look closely in this studio picture above you can recognize many of your friends who are pictured elsewhere in this book.
- Many people write, asking: "Are your folks there really as happy and carefree as they sound?" Well, of course, WLS folks have their troubles and worries, the same as anybody else, but if you could look in on the Merry-Go-Round program, you would see that fun and jollity is very real.



## THE WESTERNERS

WLS staff. The dangerous looking man at the left with the bass "fiddle" is Milt Mabie. Next to him is Larry Wellington and his accordion. Then Dott Massey, who plays violin and trumpet; Louise Massey Mabie, singer and pianist, and Allen Massey, guitar and banjo specialist. Louise, Dott and Allen are sister and brothers. Milt was "adopted" by Louise several years ago, while Larry joined the group more recently. Reared on a ranch near Roswell, New Mexico, the Massey's took to music rather than "cow-punching", so their father, an old-time fiddler, led them in Chautauqua and Lyceum appearances for three or four years, after which they entered radio. They specialize in the sweet and the rollicking songs of the West, but at any time you may expect them to break forth in modern music.

• Meet the music-making Westerners, newest members of the

## JOE KELLY

• Joe Kelly's picture naturally belongs on the same page with The Westerners because you hear them together on the Round-Up. Joe is making a great host of friends among the little boys and girls, with his morning program of "Jolly Joe and His Pets." He has such a radiant, happy personality that you just can't be in the same room with him and hold onto a grouch.



## DIXIE MASON

• Although everybody around the studio calls her Dixie, this charming young lady also answers to the name of Mildred. She started her singing career as a very little girl in Sunday School and church events, and has been singing on radio for several years. She seems at her best when she sings "An Old Sweet Song for a Sweet Old Lady," which she wrote, both words and music. Perhaps Dixie's sunny disposition is partly due to the fact that she has spent some of her life in Florida. She attended Rollins College, and five years later wrote the school song which is now used on all important occasions.



## SKYLAND SCOTTY

• This smiling Carolina mountaineer has brought to WLS a great many of the old mountain songs direct from his native home in Carolina. His real name is Scott Wiseman, and besides being a musician, he has a college degree and special training for the teaching of literature. Scotty is a fine lad and you would like him just as much as you think you would. Some folks like best his song "Wonder Valley," but others say nothing can beat "Great Grandad." Scotty's early memories are of his farm home in the "Land of the Sky" near Asheville, North Carolina, where he herded sheep over sunny meadowlands with a shaggy shepherd dog by his side, and harmonica in hand. He rode to school over mountain trails on horseback.



## MALCOLM CLAIR

• You may not recognize this young man by his right name, but you will recognize instantly your friend "Spareribs." The picture at the top of the page shows him the way he really looks, and the one below in his character as a story-teller and jokester. You have known "Spareribs the Red Cap" in connection with the Happyville Special, and your children have heard him in his inimitable telling of fairy stories.

• Malcolm's southern accent is a natural inheritance because he is a native of Dixie. He is never quite so happy as when he is talking to little boys and girls about Cinderella or Snow White or cute little Thumbling.





## TOM AND DON

• These are the two boys you have enjoyed so often in their unique arrangements of guitar and vocal numbers. Left to right they are: Tom Dix and Doyne Wilson. Don is the one who plays in Hawaiian style and also occasionally sings in the Hawaiian tongue, although he is a regular American boy. You may be interested to know that besides being a musician, Don is a highly trained chemist. He came to us from Arkansas.

## SOPHIA GERMANICH

• A new picture of our singing stenographer. Since last year Sophia has written many thousands of letters and many pages of manuscript, but she takes time off occasionally to go into the studio and sing for us.





## ARKIE

• Depicted here is that sterling young woodsman, the Arkansas Woodchopper, "Arkie" to you. We really think it's been some years since Arkie did much actual woodchopping, for he's been too busy carving out a place for himself high on the list of radio favorites. With his guitar, his artistic yodeling and his infectious laugh, Arkie is pretty nearly a one-man show. His laugh is dangerous, though, for it's been known to start a whole studio full of folks to laughing and nearly disrupt the program schedules. Arkie features a wide variety of western, old-time and comic songs. During recent months he has made many personal appearances throughout the Mid-West.

## GIRLS OF THE GOLDEN WEST

• Mildred and Dorothy Good, the Girls of the Golden West, present a pleasing type of harmony and novel arrangements of old-time range country songs as well as modern numbers. They came to WLS after work in St. Louis and on a Mexican station. They have been featured on the National Barn Dance and on the regular WLS broadcasts. You may be glad to know the name of the town near where they were born—Muleshoe, Texas.



## LULU BELLE

• Lulu Belle got herself all prettied up in her party dress and parked her chewin' gum just before a split-second camera caught her actually still for an instant. This girl, Myrtle Cooper, who has told you so often she'll be "Seventeen Come Sunday" isn't very much older than that. Behind the scenes she's much like she is on the air, bringing a smile or laugh to all who see or hear her.



## MAX TERHUNE

• If a radio sound effect man wants anything from a cat and dog fight to a street car struggling up a pair of icy tracks, Max Terhune can produce it on a moment's notice. When this Hoosier Mimic really warms up to his work, he produces imitations to make you believe he's brought a whole yard full of farm animals with him. He also ranks high among the amateur magicians. Anderson, Indiana, is happy to list Max as one of the "home town boys who made good".





*Secretary of Agriculture Wallace speaking during Farmers' Week.*

# AT THE WO

- A year before the great Century of Progress Exposition opened, officials planning dedication ceremonies for the Agriculture Building appealed to WLS to aid them in finding a yoke of oxen. They feared no oxen were available in the Middle West.

- WLS broadcast the request and loyal listeners responded with offers of not one, but forty yokes of oxen. From that time until the close, WLS-Prairie Farmer played a vital role in the progress of the world's greatest exposition. A regular schedule of broadcasts of

information concerning the fair was begun by WLS early in 1933.

- The first actual broadcast from the fair grounds occurred in May, 1933, when WLS "scooped the world" by broadcasting from a huge passenger airplane the colorful story of the great fair's opening. The voices of Hal O'Halloran, Jack Holden, Check Stafford and the Georgia Wildcats were broadcast by a special short-wave transmitter in the plane. The broadcast was picked up by a series of receiving stations along the lake front and re-broadcast by WLS. It also was heard at the National Barn Dance in the Eighth Street Theatre.

- Striving always to bring the best of musical entertainment, speeches and special events to its listeners, WLS up to the middle of August had devoted 10 per cent of its broadcasting time to the World's Fair.

- The climax of WLS World's Fair activities came during Farmers' Week, when the station moved to the exposition grounds, bag and baggage. All programs except news and a few markets were broadcast direct from various parts of the grounds. A survey among gatemmen at the fair revealed that the question asked oftenest by arriving guests was "Where is WLS broadcasting?"

*Prairie Farmer-WLS Float in Farmers' Week Parade*





# ORLD'S FAIR

- Thousands visited the Prairie Farmer lounge in the Foods building, where Mrs. Blanche Chenoweth presided as hostess. Hundreds more took advantage of the WLS-Prairie Farmer conducted tours during the summer. The largest group conducted by Dave Thompson and Check Stafford numbered 96, and is pictured on the next pages.
- During Farmers' Week all attendance records at the fair were broken. "Without WLS this would not have been possible," wrote Rufus Dawes, president of the exposition. The highlight of the week was National Barn Dance Day. A special production of the National Barn Dance in the court of the Hall of States attracted the immense crowd which you see pictured on the next pages. Officials estimated it at from 30,000 to 35,000 persons.
- Later WLS was invited to present four other Barn Dance shows on successive Wednesday nights at the fair.
- When the fair reopens next June, WLS, true to its ideals of service, will be on hand to bring you the vivid story of the exposition's second year.

## BLANCHE CHENOWETH



## WILLIAM CLINE

- Bill Cline, shown in the upper right-hand corner, was in charge of lining up the various features and planning schedules of our World's Fair broadcasting. For a week or two before and during Farmers' Week, Bill learned how to get along without sleep.
- In course of the summer a number of special musical programs originating in the studios of WLS were broadcast over the public address system, reaching every corner of the World's Fair grounds.
- One of the humorous sidelights on the summer's work was the story of Check Stafford meeting a noon broadcast schedule. He got in a traffic jam over in the city on account of a big parade. True to the traditions of a veteran newspaper man, and seeing that he only had a few minutes before he was to go on the air, Check broke through the police lines, ran across the boulevard, through the ranks of a stately parade, lost his necktie, got his shirt torn open, and with coat-tails flying, galloped up to the World's Fair entrance. Waving his press pass, he jumped clear over the entrance gates, and with World's Fair police shouting to stop him, he ran all the way over to the Prairie Farmer lounge and staggered into the WLS broadcasting booth just as the buzzer gave the signal for him to go ahead. Maybe you heard his breathless broadcast on that day. It's all a part of radio.





Throughout the summer of 1933 Prairie Farmer-WLS conducted fifty-one groups of people on tours of the World's Fair. The group shown here was the largest on any one tour. These people came from many states. Right in the center of the group you will see the smiling face of Dave Thompson, who was their conductor.



Central feature of Farmers' Week at the World's Fair, this WLS Barn Dance was the biggest ever put on. The picture shows about one-third of the 30,000 people who attended at the Court of States. By request of the management, the Barn Dance was repeated for four successive weeks.



## MARTHA CRANE

• Thousands of homes have come to look forward to Martha Crane's daily visit as if she were a member of the family. Martha is herself an enthusiastic cook and home canner, as indicated by the picture of her at the left.

• You may have heard some of the dramatic sketches on Homemakers' Time telling of incidents in connection with The Cradle, an orphans' refuge in Evanston, Illinois. The group shown below is the cast for these dramatic sketches and includes, from left to right, Katherine Avery, Hazel Dopheide, Joe Kelly, a nurse and one of the babies, Martha Crane, Maxine Garner and Lillian Gordoni.



## JOHN CLAYTON

• John Clayton, pictured in the center of the page, is studio director. It would take several pages of this book to tell the story of his interesting life. As foreign correspondent for a large newspaper, he lived and worked in several European countries, and is credited with having at one time prevented a war practically single handed. He was in charge of radio at the 1933 World's Fair.



WYN ORR

## JULIAN BENTLEY

• Your Prairie Farmer Newscaster, Julian Bentley, was a farm boy in Northern Illinois and served a vigorous apprenticeship in gathering and writing news on the staff of the United Press. He is constantly in touch with wide sources of information, and aims to keep our listeners informed on news of the world. He also furnishes WLS information to newspaper editors.



• When you hear a dramatic program on WLS, it's a fair guess that it was written by Wyn Orr. You also have learned to look forward to the Daily Almanac, which is the result of Wyn's researches. A tireless young man loved by everyone, full of ideas and always ready to lend a hand. Often takes the part of villain in a dramatic production.



## INDIANA BARN DANCE

• At the time of the Indiana State Fair in 1933, a whole crowd of our boys and girls went down to the big pavilion on the Fair grounds at Indianapolis and put in a happy evening with thousands of our Indiana friends, with an old-fashioned Prairie Farmer Barn Dance. A lot of you folks in Indiana will be able to find your own picture in this group.

## PETE LUND

• Probably the quietest man on the WLS staff, Pete Lund is the man who develops most of the ideas and plans for the Saturday night Barn Dance entertainments. Pete was born on a small island off the coast of Norway, and when we catch him looking out the window in a dreamy mood, it's a fair guess he is thinking about his little farm up in Northern Wisconsin. He was once a post-master in China, and came to America in a sailing vessel that took two months for the trip.





● Since last year's Album we have some new baby pictures for you. At the left above is Gail Emily Davidson, daughter of Mr. and Mrs. Walter Davidson of our commercial department, and we are glad to have her mother with her. At the right above is Gordon Vincent Biggar, son of Mr. and Mrs. George Biggar.



● Directly above is little Shirley Ann Gregory, daughter of Mr. and Mrs. C. V. Gregory. Directly in the center at our left is Richard F. Cook, whose father is assistant treasurer of WLS. And on the extreme left are Shirley Elaine, age 3, and William Norman, daughter and son of William (Andy) Anderson, our early morning operator.



● You have heard us mention little Kenneth McFarland, son of Mac, of Mac and Bob, and here you have a picture of him on the left. In the lower right-hand corner is little Jean Louise Holden, baby daughter of Mr. and Mrs. Jack Holden.





## PRAIRIE RAMBLERS

• These four boys have the distinction of all having been born in log cabins in Kentucky. The girl with them is Patsy Montana, who came to us recently from way out West. Their names, from left to right above, are: Chick Hurt and Tex Atchison; below, Jack Taylor, Patsy Montana and "Salty" Holmes.

## HOOSIER HOT SHOTS

• You have often heard these boys introduced by Uncle Ezra as the Rosedale Band. They look calm enough in this picture, but they produce some of the most astounding music from the weirdest instruments you have ever seen. The three of them, from left to right, are: Paul Trietsch, Otto Ward and Kenneth Trietsch. They were all Indiana farm boys.





## OLE YONSON

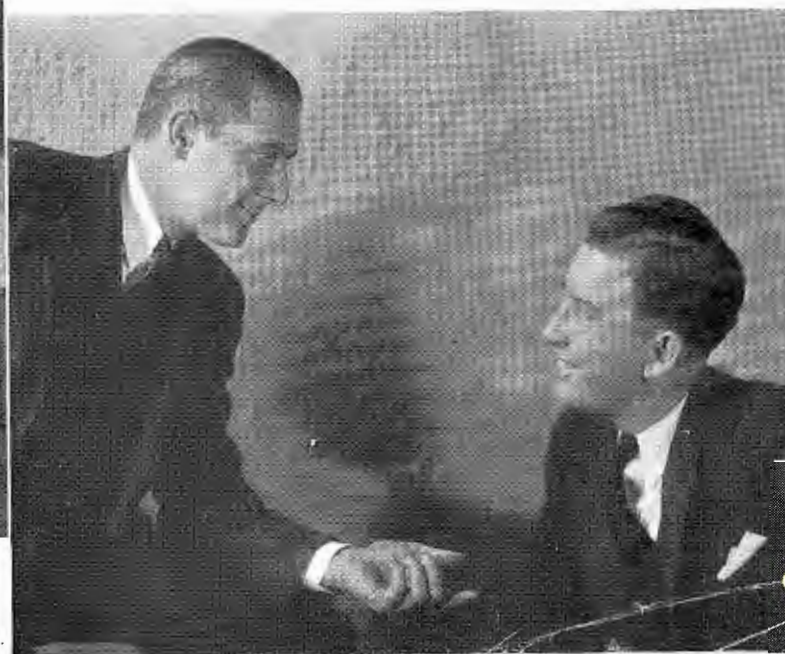
• Two pictures of your noisy friend Ole, who has been heard on the Saturday night Barn Dance. His real name is Sorensen, and a lot of folks enjoy hearing him sing popular songs in Swedish. He is especially comical to watch, as he keeps time with those long arms. Ole usually is somewhere out in the crowd when his turn comes on the program, and he gallops up and climbs onto the stage at the very last minute.



## HANK AND HIRAM

• Two pictures of Hank and Hiram, often referred to as the "Kansas Cut-Ups." Hiram (Trulan Wilder), on the left below, was really a native of Kansas, and Hank, whose actual name is Jack Dunigan, came from Missouri. This is the pair that drove an antique one-cylinder automobile all over the World's Fair grounds and on the Chicago boulevards during Farmers' Week last summer.

• The town of Brazwell, Missouri, is practically owned by Jack Dunigan's father, for he runs the blacksmith shop, the feed mill and the post office there.





## WILLIAM O'CONNOR

• One of the first artists to appear on WLS programs, Bill O'Connor, the Irish tenor, is still in a class by himself in the singing of the good old Irish songs. It has always interested us to note that when Bill really gets warmed up in one of those songs, his tongue just naturally begins to twist a little bit into the brogue that is the natural heritage of a man named O'Connor. As we have told you before, Bill started out to be a lawyer in Kansas, but we have always been glad that he pulled in his shingle and started out to do the thing he loves best to do. You have learned to know him during the past year as the cheery "conductor" of the "Sunshine Express" in the mornings. But whether appearing at that time or late on the Barn Dance singing "When Irish Eyes Are Smiling" or "Mother Machree", Bill's happy personality comes right "at you" out of your loud speaker.

## GRACE WILSON

• There have been many pictures of Grace Wilson, but it seems to us we have never seen one more charming and more really typical of her than the one we give you here. We often refer to Grace as the "Bringin' Home the Bacon Girl," and the reason is that a long time ago when WLS was young, Grace was one of the singers, and when she sang the song with that title, there were so many letters asking her to sing it again that it became one of her most popular numbers. When Grace sings she just walks right into your home and into your heart. We can tell you, speaking for the folks here at the station, that she is just the kind of lovable, delightful person that she sounds like on the air. She is often called "The Girl with a Million Friends" because of the great audience she has built up during ten years on the air.



## FLEMING ALLAN

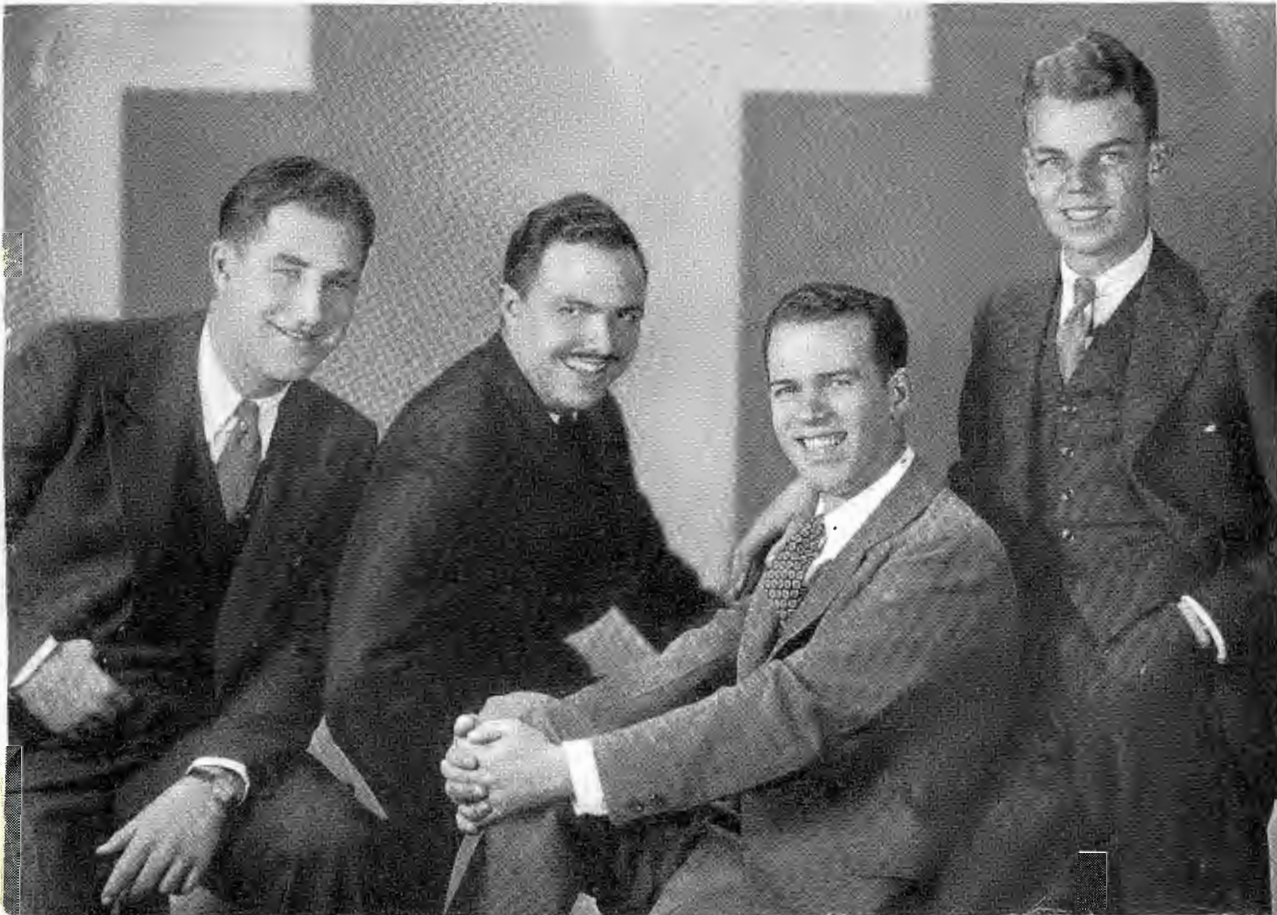
• When you realize how many different songs are sung and played, and in how many different ways, you can imagine the job of the man who has to know all of those songs and keep a record of them, and at the same time be constantly scouting for other music, new and old. Fleming Allan has thousands of pieces of music at his fingertips, and incidentally finds that some of the most popular pieces on our programs are the old sweet numbers that folks have learned to love through the years.

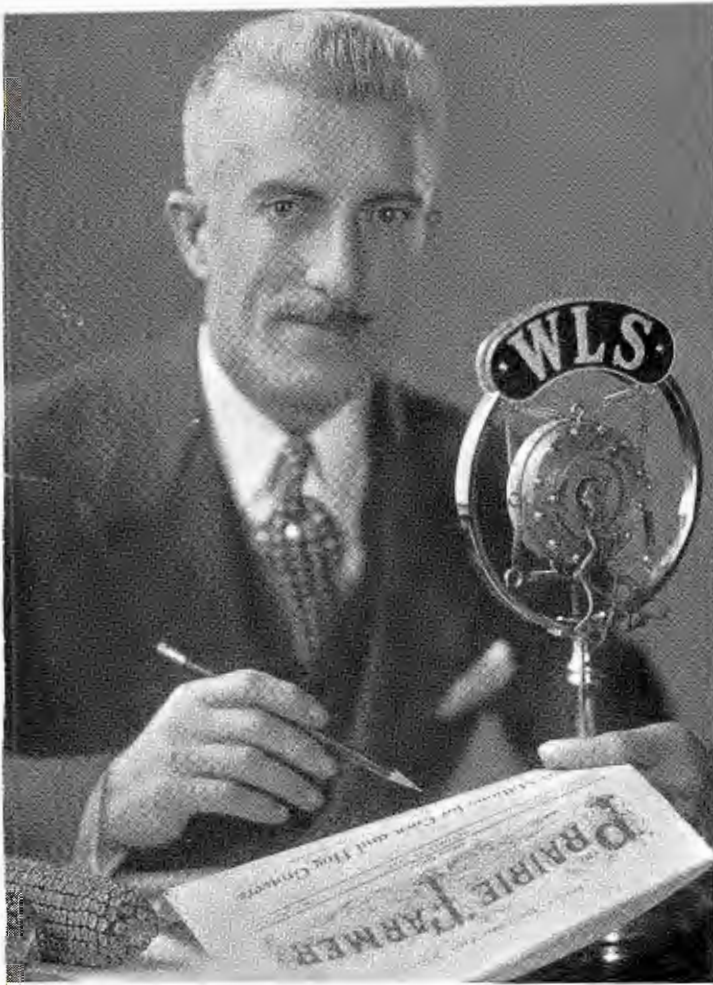
• You can learn a great deal about music by reading WLS mail. We find that songs of the heart have the greatest appeal, which perhaps accounts for the popularity of the old mountain songs, negro spirituals, and especially of the beloved old hymns.



## THE MELODY MEN

• This quartet below has been heard on Saturday night programs, and under the leadership of the veteran Phil Kalar, looks like a coming crowd. Four fine boys with plenty of rich harmony. From left to right they are: Russel Nelson, Jack Wheelock, Phil Kalar and William (Rocky) Racherbaumer.





## "HOWDY FOLKS"

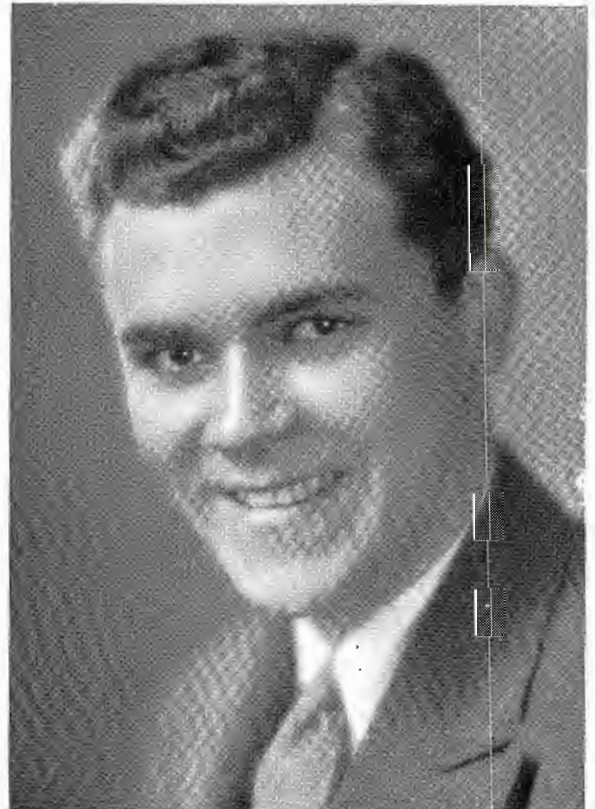
• Whenever you hear that cheery, friendly greeting, you know it's Check Stafford. Check has only been with us a few months, but he is so friendly and so energetic that he has built a place for himself in the hearts of all of us. A veteran country newspaper editor, formerly experienced as a country buyer of eggs and poultry, and as a country storekeeper, and still previous to that as a farm boy. He has thoroughly learned the things that are important on the farm and in the country community. You can clearly recognize this when you hear him talking between 7:15 and 7:30 every morning, or on Farm Topics Time on Saturday.

• Last summer Check helped to guide some 2,000 people around the World's Fair grounds on the Prairie Farmer World's Fair Tours.

## BOB DWYER

• One of the youngest members of the staff, and one you seldom hear on the air. Bob is part of the organization which writes and builds the programs, ready for presentation. He was graduated from the University of Illinois in June, 1933, and came at once to WLS. If you ever hear him on the air, he will be speaking in a deep bass voice.

• One of the questions frequently asked is "How many people listen to WLS?" No one knows, either for WLS or for any other radio station. The number varies somewhat at different times of the day and at different times of the year. However, we do know that every week in the year we hear from every state in the Union and from Canada. Frequently during the year we hear from foreign countries and ships at sea, giving reports of our programs. We know that approximately a million people a year write letters to us, so you can figure it our yourself.



## WALTER DAVIDSON

• Walter works in the commercial department in connection with the sale of advertising time on the station. You may never hear him on the air, but the work of the commercial department is what makes it possible to keep the station going. WLS is very careful as to the kind of advertising accepted, and feels a deep responsibility for the messages it brings into your home.



## A. N. COOKE

• Like Walter Davidson above, A. N. (Pete) Cooke is a veteran farm paper advertising man, concerned chiefly with the sale of advertising time. In order to do this important work successfully he has become a deep student of programs and of what the listeners are interested in. Incidentally, Mr. Cooke was formerly a tenor soloist, and during the World War was enlisted as a musician.



## NORMAN GOLDMAN

• Norman is one of our youngsters who works in connection with the commercial department to supply information for advertisers. He keeps program records, and tabulates from your mail the things you are interested in.

• By studying a million letters a year, we are able to judge accurately the things you like.



THOMAS L. ROWE

## MEET THE

• A very vital part of the WLS staff includes these boys, the engineers, who neither sing nor play the guitar, nor even speak a single word into the microphone, except in testing. Through the experience of ten years we have come to believe that our WLS engineers can do anything. They have handled broadcasts under most unusual circumstances and conditions.

• The "old man" of the crowd is Tommy Rowe, shown at the left, and in the group below, reading from left to right, the boys are: William T. (Andy) Anderson, James Daugherty, Charles (Nelly) Nehlsen, Thomas L. Rowe and Herbert (Wireless) Wyers.

• Radio amateurs will be interested to know that without exception these boys came through the "ham" stage as the beginning of their training for radio engineering. Tommy Rowe and Charlie Nehlsen spent five and six years, respectively, on the ocean.

• Whenever you hear a WLS program on the air, you know that one, maybe two, of these boys is on the control board, watching every word and every chord of music, seeing to it that the program is fed to the transmitter perfectly.

• An example of the peculiar problems that confront the engineers is demonstrated in the broadcast from the Enchanted Mountain at the World's Fair last summer. In this picture, shown at the right, you will see a little group with a microphone. Spareribs is the one with the cap on, telling one of his fairy stories for the thousands of children who were assembled around the base of the mountain. Loud speakers were connected so that the story could be heard by the children, but it was desired to put along with the broadcast the background of organ music played by Ralph Waldo Emerson. The organ was in the Prairie Farmer studio, about three miles away. In order to do this, Ralph Emerson at the organ

## THE BOYS BEHIND THE CONTROLS



# ENGINEERS

wore a pair of headphones so he could hear every word that Spareribs said, and the program came to the children on the World's Fair grounds with the organ and Sparerib's voice perfectly synchronized.

• During Farmers' Week at the World's Fair, these boys lived an exciting life, because our broadcasts during that week came from many different places on the Fair grounds. On one occasion a very special broadcast was arranged for one of the buildings, and when our announcers and engineers got there, they found that the wires had not been installed as previously arranged. Something had to be done quickly, and if you had been there that day, you might have seen Tom Rowe connecting a pair of wires over on the opposite side of the Court of States, hastily unrolling the coil, setting up a row of chairs to carry it across a pool of water, finally making the last connection, running a hasty test and announcing "Okay" just three minutes before time to go on the air.

• Whether it's a broadcast from an airplane or from a short-wave set on horseback in the middle of a cornfield, or an improvised studio up in a treetop, or in a tunnel a couple of miles out under Lake Michigan, it's all the same to these WLS engineers.

• The story of Tom Rowe's first message as a commercial operator will bear repeating. He was only eighteen years old, and had signed on as second operator on a passenger ship out of San Francisco. It was his first job and his first night on the ocean. They got in a terrific storm, and eighteen-year-old Tommy was badly frightened and badly seasick. About 2 o'clock in the morning the ship lost its rudder, and it became his job to pound out the S. O. S. Since that time he has been



## ENCHANTED MOUNTAIN

in many storms and many emergencies, so it isn't surprising that all emergencies look alike to him, and we have grown accustomed to hearing him say: "Okay, everything is under control."

• At the left is the crowd that broadcast a "barn dance" from an airplane flying over Chicago. In the picture are Check Stafford, Red Foley, Andy with the headphones, three of the Georgia Wildcats and Hal.



## AIRPLANE BARN DANCE CREW



## SUE ROBERTS

• Here you are face to face with the young lady of the smiling voice who greets you frequently on Sears Roebuck programs from the Tower Studio. Sue tells you a good deal about styles and prices of merchandise, and we know that you women folks enjoy the interesting little shopping trips with her.



## JACK KAY

• Three times a week you have been hearing the Sears Sunshine Express, a program of Sears Roebuck & Company, and here is a picture of the cheery engineer, Jack Kay, oiling up the machinery. Of course, Jack doesn't really wear this suit of overalls or carry the oil can while he is broadcasting, but he always has that radiant smile, which comes right out to you over the air.

## GENE AUTRY

• Gene Autry, pictured above, is known as the Oklahoma Yodeling Cowboy. Recently in Oklahoma a group of young men of the town arranged to have him attempt to ride an outlaw horse, evidently thinking he couldn't do it. He was able to prove his cowboy training, and successfully rode the horse. He is perhaps best known as the author of "That Silver Haired Daddy of Mine", which has been sold around the world on phonograph records.



## FANFARE

• Ralph Waldo Emerson got his name directly down the family line from the writer with that same name. Ralph was in the army during the World War, starting in the artillery, and arrived in France as a gunner. He was transferred to the infantry, and at the end of the War he was mustered out of the cavalry. An all-around soldier, we'll say, and an all-

around good fellow in every situation. After the Armistice, Ralph was a member of an entertainment crew that toured all over Europe.

• • •

• Jack Holden was once all ready to take his final tests as an airplane pilot, but about that time some of his best friends crashed and Jack changed his mind.



## MARKET REPORTERS

• A great many people have wanted to have a new picture of Jim Poole, who seems to almost jump right through the loud speaker when he says "Chicago Livestock Exchange, broadcasting from the Union Stock Yards, Chicago."

• Jim has been a market reporter at the Chicago stock yards for so many years that nobody remembers just how long. He has seen the market hit the top and the bottom, and has a personal acquaintance with thousands of livestock shippers throughout the country.

• The picture at the right was taken in November, 1933, right in the stock yards, while Jim was making his daily rounds, looking over the livestock receipts for the day.

• A lot of people enjoy listening to Jim Poole's livestock markets who don't know much of anything about the market, except they enjoy his picturesque language.

• It has been the effort on WLS not only to bring daily information about the market for guidance of shippers, but also to interpret the trend of livestock production and marketing, so that feeders might be guided in their plans for the future. Phil

## PHIL EVANS

Evans, pictured at the left, has come to you every Saturday with a review and discussion of livestock

market trends based on his wide observations as a representative of the Chicago Producers. The goal of orderly marketing sought for by all students of livestock markets has been much in the minds of these men and the folks here at WLS who have recognized that there can be no permanently effective price adjustment without orderly marketing to back it up. A great many people have learned to depend on the Saturday discussions by Phil Evans as a quiet, thoughtful analysis that makes every feeder an expert on market trends.

• In the letters we receive are a great many commenting on the value of this livestock market service.

• In addition to our regular schedules of livestock markets, we carry every day the grain markets furnished by the U. S. Department of Agriculture, and also the fruit and vegetable, and egg and poultry markets. At various times when we have checked up with the listeners we have found that these services are highly valued, and have become an important part of daily business transactions throughout the Middle West. One of the studio traditions is that the market reports must go on exactly on schedule, because so many people are waiting, ready with pencil and paper or blackboard to take them down.



JIM POOLE





### THE OLD, OLD STORY

- Once upon a time a blue-eyed girl came to sing at WLS. Her name was Eva Overstake, and sometimes they called her Little Eva. When she sang with her two sisters, she always took the yodel parts, and she always had a happy smile when she hit the high notes.
- One day there came up from the Kentucky hills a tall, red-headed, soft-spoken Southerner. His name was Clyde Julian Foley, but because of his red hair, they called him "Red". He played the guitar and was at his best singing about moonlight and roses.
- So it came to pass—but why waste words! Eva Overstake and "Red" Foley were married early last summer. It was a surprise to all of us, as it will be to you. We take this opportunity to offer felicitations and best wishes, and we know that we speak also for you.

### FANFARE

- WLS Orchestra Director Herman Felber, Jr., was leader of the band on the ship that bore President Wilson to the Peace Conference in Europe. On this trip he became intimately acquainted with the Assistant Secretary of the Navy, Franklin D. Roosevelt, and often played musical numbers selected by Mrs. Roosevelt.
- John Clayton, studio director, was a foreign newspaper correspondent after the World War, having served through the War in the air force. Once he tried to cross the Russian frontier in search of news without an official visa and was thrown into a Finnish prison,

- which, however, as Wyn Orr roguishly remarks, was not his finish.
- Joe Kelly at twelve years of age was a boy soprano with Neill O'Brien's famous minstrels.
- Oscar Tengblad, who toots the trumpet for Fanfare every day, was once "General Custer" in a wild west show.
- Mac, of Mac and Bob, played the church organ when he was only nine years old. He has what musicians call perfect pitch, and although blind, can identify any note on the piano by sound.

## TORNADO RELIEF

● Shortly after midnight on Sunday, July 2, 1933, a widespread and destructive tornado struck Northern Illinois. It took down hundreds of barns, houses and other buildings, but being accompanied by a terrific hail storm, it also blotted out the crops on thousands of acres of farm land. A hasty survey by the Prairie Farmer staff revealed that most of these crops were completely destroyed. Time was short for replanting within the growing season. That Monday noon on Prairie Farmer's Dinnerbell Time we summarized a report of the damage and promised our listeners in the storm-stricken area that relief plans would be worked out.

● It was found that a supply of early seed corn, soybeans, buckwheat, millet and other fast-growing crops would be needed.

● Within two weeks those fields were green again with newly-planted crops, from \$15,000 worth of seed quickly purchased and distributed. The money was furnished by the State Relief Commission—and WLS is proud to have had a part in this helpful work.



*Emergency seed being loaded for distribution.*



*A scene in the path of the tornado.*

## GEORGE COOK

● There is not the slightest doubt that on pay day, George Cook is one of the most popular men in the whole institution. As a matter of fact, however, he is popular on other days also. George is Assistant Treasurer of WLS, and it is his job to scan expenditures and balance sheets. Like a number of other members of the staff, George is a native of Missouri, which means that before anybody spends any money on the station, George "has to be shown". You never hear his voice on the air, but be assured that he is a very definite part of the program, even though his work is done with a sharply pointed pencil and a balance sheet, instead of in front of the microphone.





## MAPLE CITY FOUR

• The Maple City Four have been heard on WLS so long that Al Rice declares when the station was first opened, there were the Maple City Four on the doorstep, waiting to walk in. When the boys started singing they were all four bachelors. Now all four are married, which is about the best testimonial we can think of for their years of work here. Reading from left to right they are: Al Rice, Art Janes, Pat Pettersen and Fritz Meissner.

## FANFARE

• Tom Dix of Tom and Don holds several State of Missouri swimming championships. . . . Hal O'Halloran used to drive the fire engine at Fond du Lac, Wisconsin. . . . Hank of Hank and Hiram not only plays the guitar, but is an experienced baker. . . . George Biggar, Program Director, was educated in dairying and was a prize-winning student butter judge in Chicago in 1920. . . . Uncle Ezra played Little Lord Fauntleroy on the stage when he was six years old. . . . Louise Massey Mabie of the Westerners, when only fourteen years of age, won her first horse race at a Texas rodeo. She is also a tricky ropester.



## HUGH ASPINWALL

• Pictured above is your mellow-voiced friend who is perhaps best known as the Weaver of Dreams. Lately you have been hearing him every Saturday evening in a fifteen-minute program of song and philosophy. Mr. Aspinwall has had a long experience in radio on various stations, and previous to that as a singer.

## THE BERGSTROMS

• Beautiful harmony in their married life and as singers over WLS distinguishes Lois and Reuben Bergstrom. You've often enjoyed their sweet renditions of modern and old-time ballads on Sunday afternoons. They constitute one-half of the Little Brown Church Quartet, of which Reuben is the director. Their talent has been featured in Chautauqua, Lyceum and Church work for several years. Sunday afternoon on our station hardly seems complete without the Bergstroms.



## PRAIRIE HOME

• Meet the "Prairie Home" folks. You've been hearing this neighborly visit with the John Wilson family every week for several months. In these sketches, the everyday happenings in a corn belt farm community are dramatized. The writer of "Prairie Home" is Bill Meredith (left). He is a new member of our program writing staff, rather quiet, but always on the job in helping build better WLS programs.

• From left to right, the "Prairie Home" folks are: Ralph Ames (Joe Kelly); John Wilson (Cliff Soubier); Katharine (Dolores Gillen); Mrs. Julia Wilson (Marie Nelson); Rev. Mapleston (Wm. Vickland), who has also directed the plays; Editor Dan Richards (Check Stafford). The only missing member is Harry Rogers (Frank Dane). Heinie, the hired man; little Eddie Wilson, and Aunt Mattie are portrayed by Cliff, Dolores and Marie, respectively.





## ILLINOIS CORN HUSKING CONTEST

• If you ever tried to make a speech to five acres of people, you know about how it was at Prairie Farmer's Illinois Corn Husking Contest in 1933 on the Herman Moews farm near Granville, Illinois.

The picture at the top of this page was taken from the platform in front of the score-board when the final scores of the contest were being chalked up. The second picture just at the right shows a view from the improvised platform on top of a big livestock truck, which was our broadcasting studio during the contest. You can see the wagons lined up, ready to start. It seemed as if everybody in the



state of Illinois was there, and all trying to stand in the same place at the same time. The bottom picture at the right shows our broadcasting setup, high in the air, overlooking the field. The microphone was wrapped in cellophane to keep out the noise of the cold northwest wind. If you look closely you can see Red Foley with his hands in his pockets, and Slim Miller, and the rough-looking person at the microphone is Art Page.



• At the left, Floyd Keepers, Managing Editor of Prairie Farmer, is handing the first-prize check to Ernest Rehn, the winner of the Illinois contest.





## INDIANA CORN-HUSKING CONTEST

- The Indiana Corn-Husking Contest of 1933, held on the Ora Lamm farm near Bluffton, was broadcast by WLS in cooperation with Station WOWO of Fort Wayne. A small idea of the number of Hoosiers who attended can be gained from the picture at the top of this page, taken in front of the score-board at the close of the contest. This was while the Cumberland Ridge Runners were putting on an impromptu entertainment. The Indiana event was declared to be one of the best managed contests ever held.

- Those of you who heard the broadcast from there will remember that Art Page told you the microphone was set up on a platform between an ironwood and a maple tree. The picture at the left shows that platform, with Mr. Gregory standing in the middle and Art Page talking into the microphone at the left. This platform gave a clear view of the entire field.

- The eleven men who took part in the contest, having qualified as county champions, are shown in the picture at the

bottom of the page. Reading from left to right below they are: Pitzer, Hensler, Kitchell, Smith, Taylor, Cain, Etter, Able, Ehler, Johnson and Fortner.

- Those of you who are not familiar with Corn-Husking Contests will be interested to know that the idea was originated by Henry Wallace, our present Secretary of Agriculture. The contestants husk for eighty minutes, and the total weight of corn they bring from the field is penalized for any that they leave behind, and also for an excessive amount of husks. The winner in Indiana in 1933 was Lawrence Pitzer, shown at the extreme left of the group of contestants.





## CLIFFORD V. GREGORY

• One of the most interesting features on Dinnerbell Time throughout the past year has been The Parade of the Week, brought every Monday by Mr. Gregory, Editor of Prairie Farmer. Throughout all the rapidly changing plans for agricultural recovery, Mr. Gregory has been in active service as a member of committees and in consultation with government leaders in Washington. We have been happy to be able to say a good many times during recent months that some of the progressive ideas for establishing a square deal are the things that have been advocated in Prairie Farmer for many years.



## FLOYD KEEPERS

• As Managing Editor of Prairie Farmer, Floyd Keepers is in close touch with the whirl of news events and wherever action is the thickest you are likely to find Floyd in the middle of it. He has been manager of the Corn-Husking Contests and is responsible for putting together the material in each issue of Prairie Farmer. You hear him frequently on WLS.

## LOIS SCHENCK

• Once or twice every week you hear Lois Schenck, Home Editor of Prairie Farmer, on WLS Homemakers' Time. Lois grew up on an Iowa farm and is thoroughly competent either to drive a team of horses or cook a meal for a threshing crew. She has a host of friends among the farm women of the Middle West, and we know you will be glad to have this attractive picture of her.





## DAVE THOMPSON

• In past years we have referred to Dave as "The man with the million dollar smile", and the picture shows that if anything, the smile is getting brighter. You have known Dave best as Feature Editor of *Prairie Farmer*, and during the last season as manager of *Prairie Farmer's* World's Fair Tours. He is Indiana Editor of *Prairie Farmer* and lives at Indianapolis. Any of you folks in the state of Indiana may expect to look up most any time and see him drive in at your front gate. Wherever Dave goes, the sunshine travels with him.



## JOHN LACEY

• John is Associate Editor of *Prairie Farmer*. He is best known to thousands of folks in the state of Indiana, where he has visited with a great many of you. You hear him frequently on WLS, and you find a great many of his writings in every issue of *Prairie Farmer*.



## RAY INMAN

• This serious looking gentleman is head of *Prairie Farmer's* art department. He is responsible for the layout of this Album and also for last year's Album, and made the drawing for the cover design. He is the "father" of "Slim and Spud" and draws the grotesque cartoons and pictures for "How To Do It", in *Prairie Farmer*.



IN THE MIDST of the greatest changes in the history of America, WLS, The Voice of Agriculture, is rounding out its tenth year of service. Its every resource, linked with the power of Prairie Farmer, America's Oldest Farm Paper, is dedicated to the service of the people of America.

• WLS has given complete cooperation with the government in its difficult task of leading national recovery. In the picture above, Mr. Butler, speaking to Henry Wallace, Secretary of Agriculture of the United States, is saying, as we say to you:

"WLS IS AT YOUR SERVICE"



