

PRAIRIE FARMER

FAMILY ALBUM

1940



The
PRAIRIE FARMER Station
Chicago

JOE C. SEWELL



WLS
FAMILY ALBUM
1940

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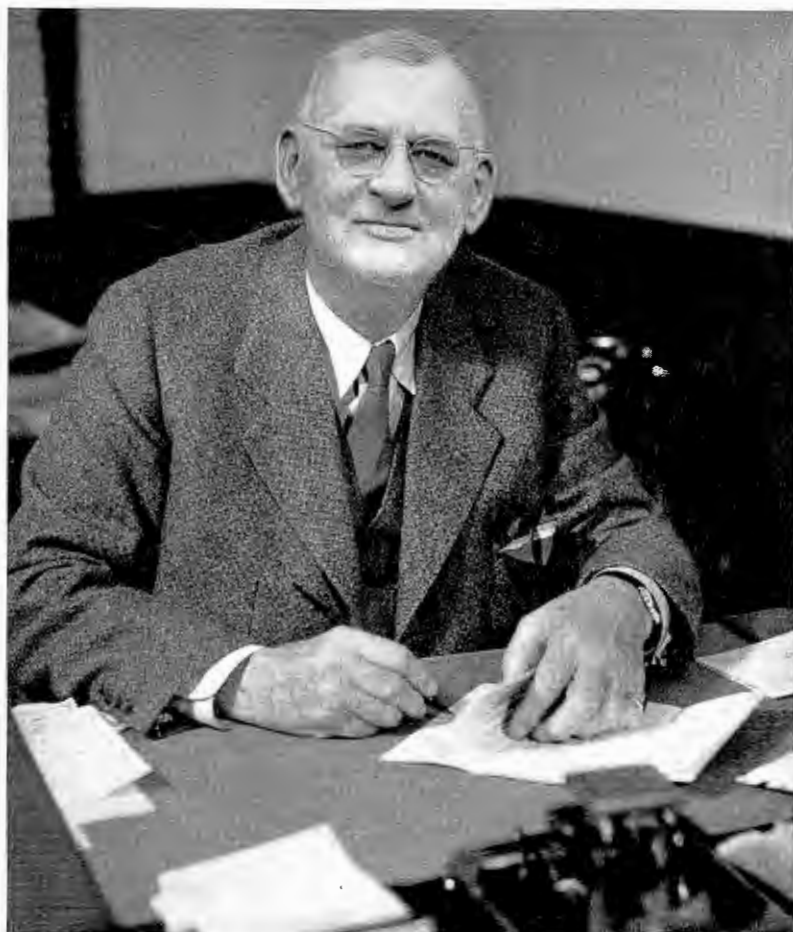
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D E D I C A T I O N



Back of microphones, studios and transmitter, away from applause, seldom even mentioned on the air, is a great and loyal group of folks who attend to the thousand office details of the broadcasting job. Representing all of them we choose Miss Grace Cassidy, pictured here, who has been on the staff longer than anyone else. Even before the first words were spoken over WLS in April, 1924, Miss Grace was busy with details of this work. Her dependability, accuracy, and helpful spirit typify the ideals of The Prairie Farmer Station. We dedicate this book to her and her helpers.— B.D.B.



We approach the year 1940, happy for every load we have helped to carry. We are thankful for America, proud to be your neighbor in this country whose glory is in lifting and building men. In some of the unhappy countries of Europe, citizens have never known what was going on in the world. They have been forbidden to listen to any radio program except one officially prepared. They have known only what their rulers wanted them to know.

Note well the American way in radio. The humblest citizen may hear news from every part of the world. There is no censorship to withhold or warp facts or stifle opinion. The American way in radio leads forward, for the whole public reads, listens and learns.

Our Prairie Farmer-WLS organization feels its responsibility to keep WLS a great medium of service and information, a guidepost on the American way.

BURRIDGE D. BUTLER.
President, Prairie Farmer-WLS



Above left, Mr. Butler at his desk in Prairie Farmer Building. Top, at the right, with Dean Emeritus Eugene Davenport on occasion of the first speech over the new transmitter, November, 1959. Center, with Jolly Joe Kelly at the Barn Dance. Below, with Betty Jane Bowe, daughter of our chief engineer, laying cornerstone of new transmitter building.





GLENN SNYDER

Glenn Snyder, Vice-President and General Manager of WLS, is the man behind the scenes who makes the WLS wheels go around. He has written several songs that have been published and broadcast on WLS programs. His job is not an easy one, but he handles it expertly.

GEORGE COOK

George Cook, Treasurer of WLS, has a great deal of responsibility. He is never heard on the air, but does his work with balance sheets and check book. His wit and good humor never fail him.





HAROLD SAFFORD

The Program Director of a large radio station has one of the busiest jobs conceivable. Harold Safford must be a writer, musician, announcer and business man all in one to fill his job.



AL BOYD

Al Boyd originally started at Prairie Farmer as a stock boy years ago. Al has worked and studied hard since then, and is now in charge of all WLS program production which is no easy task.



JULIAN BENTLEY

A conversation with Julian Bentley, news editor of *Prairie Farmer* and WLS, is sure to be remembered, because of his sparkling wit, unlimited information on almost all topics and his acquaintance with so many famous people.



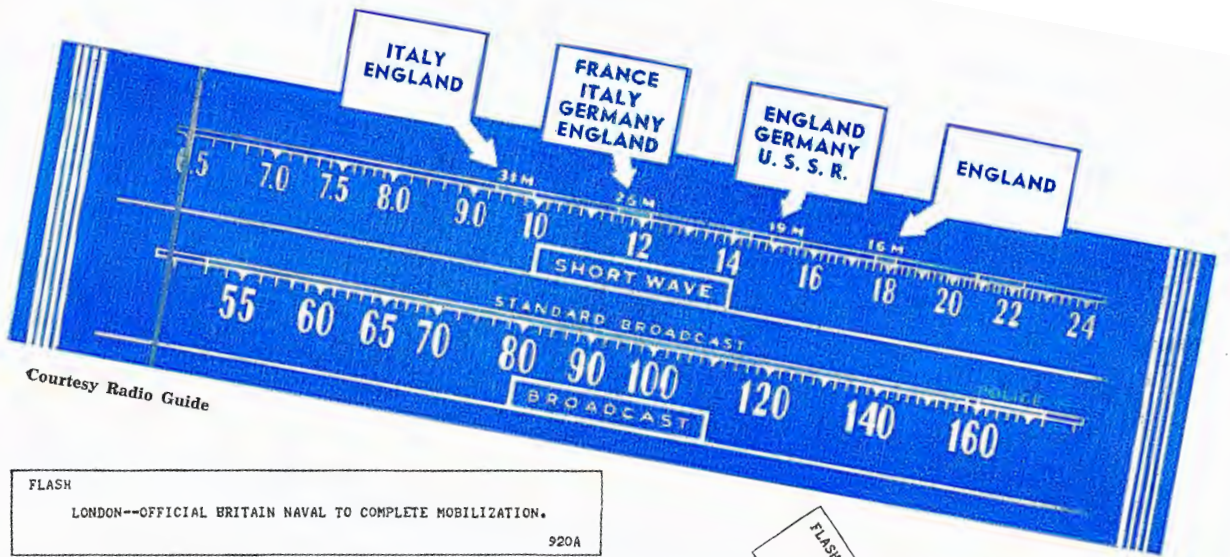
ERVIN LEWIS

Ervin Lewis (top right), in addition to being a capable news editor, is also very competent in his hobby: photography. His fine camera equipment is the envy of many around WLS.

HAROLD AZINE

Harold Azine helps Julian and Ervin edit the news for WLS broadcasts, writes continuity and assists Chuck Ostler with sound effects.





Courtesy Radio Guide

FLASH
LONDON--OFFICIAL BRITAIN NAVAL TO COMPLETE MOBILIZATION. 920A

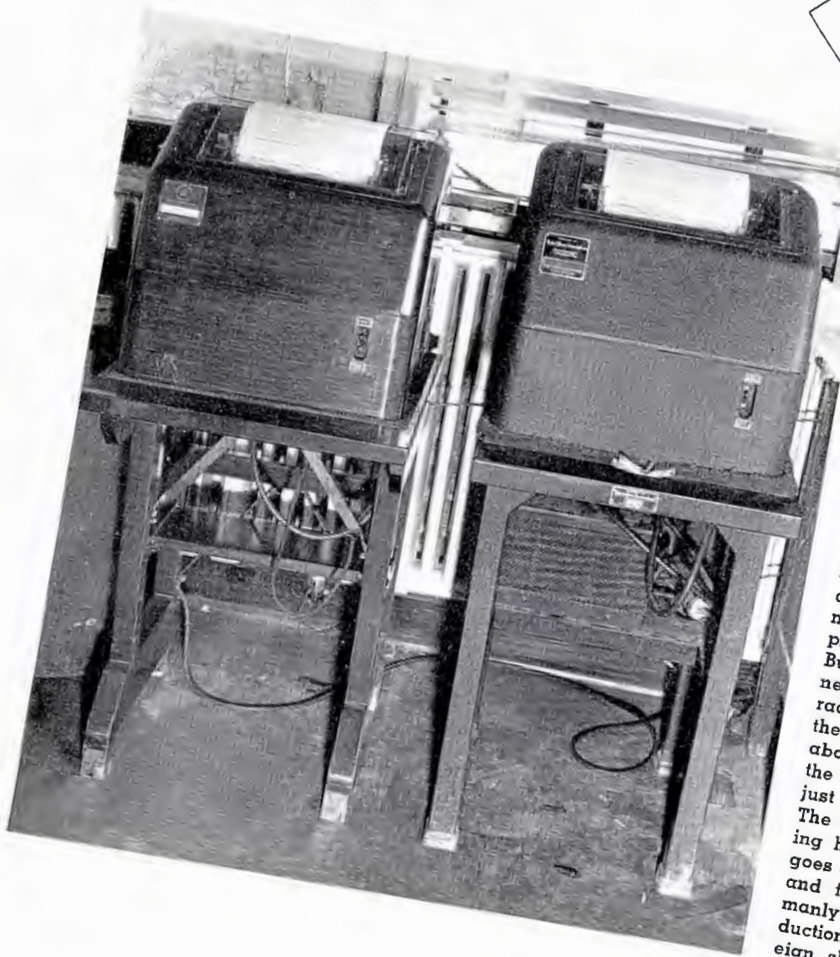
FLASH
LONDON--OFFICIAL REMAINDER OF ARMY RESERVISTS TO BE CALLED. 921A

FLASH
LONDON--OFFICIAL AIR RESERVE VOLUNTEERS TO BE CALLED UP. 922A

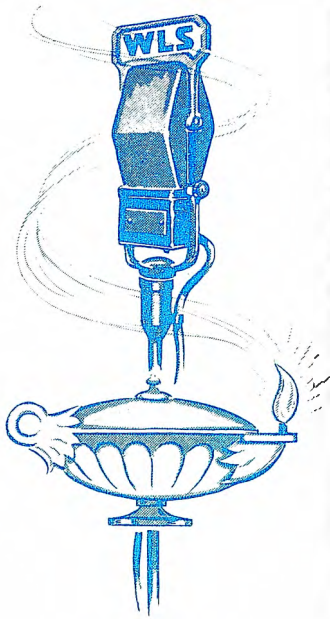
FLASH
BERLIN--GERMANY REJECTS BRITISH ULTIMATUM. WWS/OP A

FLASH
LONDON--OFFICIALLY 5 AMERICA REPORTS SYRE TORPEDGED. TRF/T9400

BULLETIN
LONDON--PRIME MINISTER NEVILLE CHAMBERLAIN HAS ANNOUNCED OFFICIALLY THAT A STATE OF WAR EXISTS BETWEEN GREAT BRITAIN AND GERMANY. W/4-33A

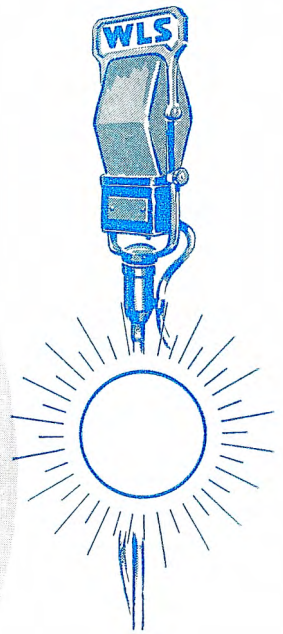


Remotest regions of the central states are as close to the news of the world as Chicago itself, thanks to radio. In a matter of seconds the teletype printers pictured bring to the Prairie Farmer Building news from two world-wide news services: United Press and Trans-radio. Only at very rare instances is the word "flash" used on WLS. The above reproduced press "flashes" on the start of war were received at WLS just a few moments after declaration. The WLS news bureau acts as a clearing house to see that the news which goes on the air is as accurate, unbiased and free from propaganda as is humanly possible. The radio dial reproduction above may help you hear foreign short-wave news broadcasts.



SCHOOL TIME

Time for School: Prairie Farmer-WLS School Time calls more than four thousand schools to order each school day. Frequently, students come to the WLS studios and take part in broadcasting the programs. School Time is a source of great personal happiness to Mr. Burrigge D. Butler, President of WLS. Mr. Butler, who originated the program, feels that no work is more important than the education and guidance of boys and girls. School Time is conducted by Harriet Hester.



NEIGHBORS' CLUB

We thought you would like to see some pictures of how your annual Christmas Neighbors' Club fund is being used to brighten the faces of youngsters in hundreds of hospitals. 375 wheelchairs and 290 radios have been bought by WLS listeners with the generous contributions to this worthwhile project since 1935.





Mr. and Mrs. Edgar Lee of Milwaukee were presented with a beautiful radio as the 800,000th visitors to the Barn Dance Show.



Gene Autry receiving a welcome on a return visit to WLS.



Sox' Teddy Lyons checks "tick" as he receives a gift watch.



Pat Buttram and Otto trade wild swings for Barn Dance audiences at the Fairs. Pat was outweighed by a slight margin.



Everybody's on hand for the fun when the Barn Dance goes on the air from the State Fairs. See you all again next year.



Howard Black introduces Little Genevieve (Otto). Seems she is a little peeved again.



60,000 people saw their Barn Dance favorites at the Prairie Farmer-WLS Indiana picnic. Can you find your picture among this large group of smiling faces?



Announcer Jack Holden introduces Cowboy Movie Star Buck Jones as he makes a guest appearance at the Barn Dance.



Salty strums while Patsy Montana sings at the Illinois Fair.



Art Page and Harvest Queen Eileen Stopher, Mt. Pulaski, Ill.



The Prairie Ramblers and Barn Dance crew entertain War Veterans at the Edward Hines Memorial Hospital, near Chicago.



War Veterans at Hines Hospital applaud a special National Barn Dance performance, one of two given during the year.



Tommy Rowe handles controls in WLS' mobile unit at state cornhusking contest.



Guy Colby is the caller at the National Barn Dance show: "Swing your partners!"



WLS broadcast from submarine attempting to cross Lake Michigan under water.



Above is a history making picture of the first television broadcast in Chicago on March 30, 1939. From the left are WLS Chief Engineer Tommy Rowe, Howard Black, Reggie Cross and J. E. Brown, Zenith television engineer. Rusty Gill is kneeling in front. The experimental telecast was received 18 miles from the television transmitter.

TELEVISION

Television, the latest wonder of radio, in the opinions of experts is here to stay. But this fact naturally leads to many pointed questions by thousands of radio listeners.

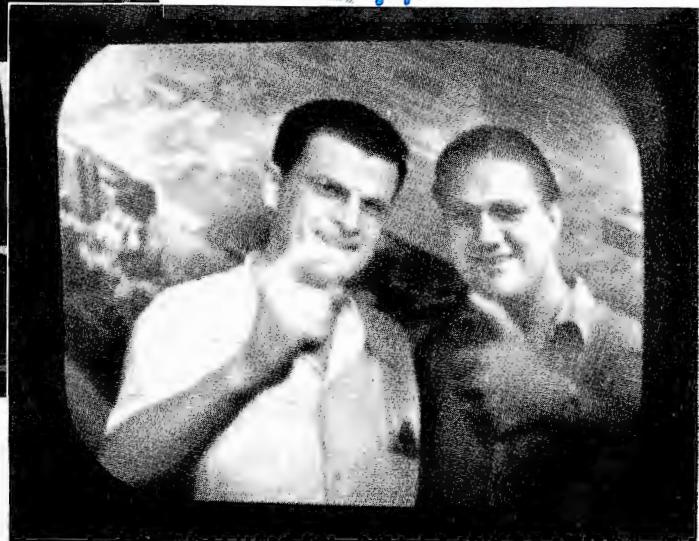
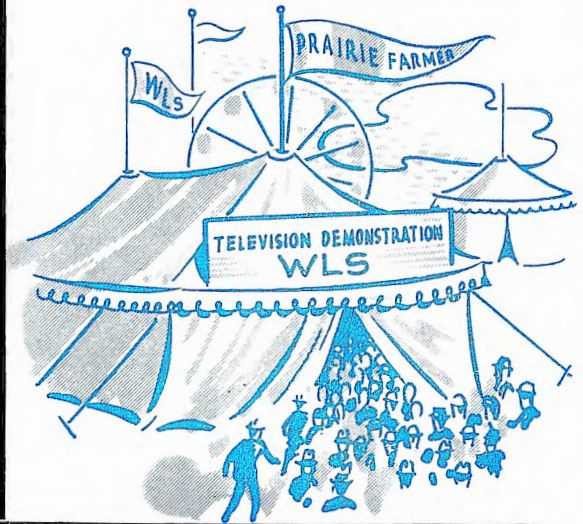
How far advanced is television at the present time? Where is it available? How far can television be sent? What are its limitations? These logical questions deserve to be answered.

First of all, television is definitely here to stay and to grow. It will not take the place of radio, stage or the movies, but rather add to their enjoyment. At present, there are 8 experimental television stations in the nation. Television is still largely experimental. It is not yet practical enough to warrant any expense or patronage from present radio listeners.

The most important problem confronting televi-

sion engineers is "horizon telecasting range," which limits television reception to approximately 20 or 25 miles. Television waves do not follow the curvature of the earth as radio waves. They are straight and shoot off into space at the horizon. Another important problem to be solved is the tremendous expense of program production. This will involve almost as much expense and hard work as is involved in producing a stage play, only the television program will be scrapped when it is over and a new production started. All this after only one performance!

Many WLS listeners had the opportunity of actually seeing television at the State Fairs. We wish that all of you could have witnessed our demonstration. Truly, television is the latest wonder of radio and an achievement unsurpassed.



Above is Governor Townsend of Indiana (center) in front of the television iconoscope (camera) at the Indiana State Fair. Fair manager Harry Templeton is at the governor's right, and WLS Program Director Harold Safford at the left.

Announcer Jack Stilwill and Reggie Cross of the Sodbusters are shown at upper right as they appeared on the RCA television receiver at the Illinois State Fair.

Here is the image of Governor Townsend, Harry Templeton and Harold Safford at the same time as the picture above was taken in front of the iconoscope.



PRAIRIE

Founded in the year 1841.

Ranking as America's oldest farm paper, *Prairie Farmer* reaches 340,000 farm homes. Its policy of



DAVE THOMPSON ▲

Associate Editor of *Prairie Farmer*, actively responsible for directing editorial activities. Probably no man has a wider circle of friendship among leaders of Mid-West agriculture.

ROWLAND WOOD

(Above, right)

Managing Editor of *Prairie Farmer*, responsible for the thousands of details of publication. A newspaper man of wide experience with exceptionally accurate judgment.



JOHN STROHM



VERLO BUTZ

FARMER

Now enters its 100th year of service

friendly and understanding service is the solid foundation on which Radio Station WLS is built.



GLADYS BLAIR



ARTHUR PAGE †

Associate Editor of *Prairie Farmer* and Farm Program Director of WLS. Responsible for radio end of the editorial work. Has conducted *Prairie Farmer's* Dinnerbell Hour for more than nine years. Pictured here on broadcasting tower at Indiana 1939 Corn Husking Contest.

† ORPHA HAN

As Tour Manager for *Prairie Farmer*-WLS she has conducted many "No Worry" tours escorting thousands of people. Tours have included every part of United States, parts of Canada, Alaska, and Mexico.

JOHN STROHM, Indiana Field Editor of *Prairie Farmer*, travels thousands of miles, knows thousands of people, keeps in touch with every farm situation throughout Indiana. A brilliant speaker.

VERLO BUTZ, Illinois Field Editor of *Prairie Farmer*, covers the length and breadth of Illinois, watches everything from peach blossoms to legislation, writes interesting reports for *Prairie Farmer*.

GLADYS BLAIR, Junior Editor of *Prairie Farmer*, handles women's pages, likes to be out among farm women. An expert photographer.



RAY INMAN

The Art Editor of *Prairie Farmer*, E. Ray Inman, drew the layouts for every page of the Family Album. He arranges the pictures on *Prairie Farmer* pages, draws Slim and Spud and other cartoons.

CAROL BRIDGE

Carol Bridge works with Ray as assistant art editor of *Prairie Farmer*. He often draws the picture layout for the radio page—in fact, does most of the art work for WLS.



COMMERCIAL

The Commercial Department is an important part of any radio station. The men of this department contact the sponsors who bring you many of your favorite radio programs. William R. Cline (circle) is the head of this live-wire department and below are, left to right, George Clark, A. N. Cooke, Joe Kaspar, Wells Barnett, Jr., and C. M. Freeman.





THE PRAIRIE RAMBLERS

Whether a program calls for good music or good comedy, the Prairie Ramblers can fill the bill. This novelty quartet has an almost unlimited repertoire of ballads and comic numbers. These four are shown with their families on the opposite page.



PATSY MONTANA

Like mother, like daughter—Patsy Montana's four-year-old daughter, Beverly Paula Rose, has a fancy cowgirl outfit just like her mother's. Judy Rose, circle, is 18 months old and a perfect little twinkle-eyed lady of happiness.



Jack Taylor's wife, Clina, reports that his favorite dessert is apple pie. Their son, Daniel Depp, is almost two years old (right).



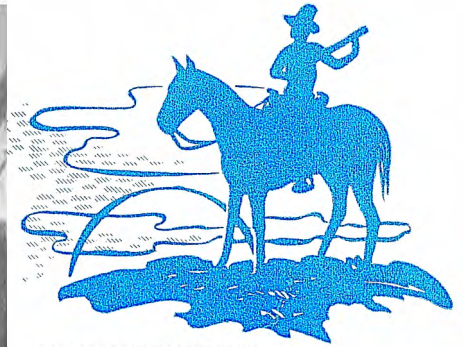
Chick Hurt and his wife, Gladys, are mighty proud of their little girl, Nancy Jo, aged two and a half years.



The Ramblers all agree that Alan Crockett likes to eat, but it was Mrs. Crockett (Mattie to her friends) who told us Alan likes best of all tomato preserves (left).

Mrs. Floyd (Salty) Holmes' name is Christine, but she is not our Little Swiss Miss. Christine's and Salty's little boy (Billy) is eight years old (above).





THE RANGERS

You name it, and whether it's a classic or popular tune, the WLS Rangers can play it. Left to right they are Harry Sims, Clyde Moffet and Ozzie Westley.

MAPLE CITY FOUR

Al, Art, Fritz and Pat, the Maple City Four are four of the luckiest fellows in the world because they have so many friends. They have been singing for you almost fourteen years. Who is Professor Duunck and where is Blenda in the picture?





CAROLINE

Caroline handles the music for the sisters. She makes sure that the arrangements for the day's programs are all together at the right time and the right place.

MARY JANE

Mary Jane plays the guitar. She took over this part of the partnership because she says it helps her to hit those high notes in a fast yodel.

THE DE ZURIK SISTERS

A PROGRAM IS BORN



All WLS programs originate in a conference as shown in above picture. Program Director Harold Safford and Production Manager Al Boyd discuss a program possibility with Sales Manager Bill Cline, Continuity Editor Frank Baker and Announcer Jack Holden.



It's dress rehearsal time. The gang with the exception of Jack Holden seems to be enjoying one of Rod Cupp's suggestions to the DeZurik Sisters. Incidentally, Jack isn't always that serious.



Chuck Ostler tries out his sound effects on this expensive sound machine before program time.



Between numbers at rehearsal Little Genevieve (Otto) may be asking Augie for a sucker.



Engineer Walter Varnum is at the controls. Rod Cupp gives the round O signal with his fingers meaning OK.



Many WLS programs are recorded and played back to give the artists a chance to hear themselves. Herb Wyres regulates the recording machine.

. . . Camera-View of Program Production



Frank Baker, Producer Rod Cupp, Grace Wilson and Al Boyd help Musical Director Ray Ferris choose music for the program.



Jack Holden and Rod Cupp work with Continuity Editor Frank Baker as they carefully check over the script of the program.



There is always a "long" 10 or 15 seconds of tense silence before the producer drops his hand as a signal "we're on the air." Rod Cupp holds the watch.



The show is on! One of the brightest numbers in the program is being sung by the Rangers: Harry Sims, Clyde Moffett and Ozzie Westley. Jack Holden seems a lot happier now that rehearsal is over and the program is under way.



Bill Cline, Al Boyd and Program Director Harold Safford listen to finished program for any changes to be made.

Radio programs are carefully built, rehearsed and produced as illustrated in this picture story of one WLS program. All the intricate details have been pictured here so that when you tune us in you will have a clearer idea of just what takes place in presenting your favorite program or on the opening broadcast of a new one. Many of the staff in this picture are never heard on the air, but each has an important place in the building of a WLS program. They all fit into the pattern of a large, modern radio station that must present service and entertainment to millions of persons many hours a day. Service and entertainment that are free to all because of the American Way of Radio.



DAN HOSMER

Dan is one of the finest character actors in radio. Listeners know him as "Pa Smithers" on many WLS programs.

MAC & BOB

When this famous blind harmony team returned to WLS last June, they were greeted with hundreds of letters from old friends.



CHRISTINE

This beautiful young lady has a beautiful voice. She's our Little Swiss Miss, Christine Endeback.

BILL O'CONNOR

There's the glint of Old Erin in his eye—Bill O'Connor, tenor soloist on Morning Devotions and the National Barn Dance.



GEORGE GOEBEL

Georgie Goebel practically grew up with WLS. He began singing for us when he was 13; now George is almost of age, has learned to fly, and owns his own airplane!



HOME TALENT

Prairie Farmer-WLS Community Service has helped over 2,000 organizations to raise funds for worthwhile projects. Over two million people have attended these fine Home Talent productions. At upper left, Rusty Gill rehearses prize winner Dorothy Brady; above, Harry Day, Margaret Clow and Don Vezina appear on the WLS program, and at left is Community Service Director, Phil Kalar. Any recognized organization is eligible to sponsor a Home Talent show.

THE SODBUSTERS

Three men who are always ready with a smile and a song are the Hoosier Sod-busters. Here are Reggie Cross and Rusty Gill looking over the broad shoulders of Howard Black.

RUSTY GILL

Rusty Gill, in addition to being a member of the Sod-busters, frequently appears on WLS programs as a soloist, playing his own accompaniment on the guitar.



SMILE-A-WHILE

Miss Christine and Howard Black sort feathers from 41 states, sent in to stuff a pillow given as a prize on Smile-A-While. Howard makes a fine Smile-A-While announcer.





From Maine to California and Canada to Florida, millions of folks are good neighbors and friends of the WLS National Barn Dance crew above. This new picture of the happy-go-lucky gang was taken just a few weeks ago. If you have one favorite, several, or love the whole group, they are right here in



front of you to look for. The National Barn Dance has been on the air every Saturday night for over fifteen years without a miss, and we hope the cowbells will never stop ringing in the Old Hayloft. We are proud of the Barn Dance and appreciate the many worthwhile friends it has given us.

ARKIE

The very pretty lady with Arkie is Mrs. Arkie. Before their marriage in December, 1937, she was Vera Firth. Below, the Arkansas Wood-chopper jots down a few musical notes with his guitar as his handy desk.

UNCLE EZRA

The Sage of Rosedale settles down to a little peaceful meditation, but on Saturday nights at the Barn Dance, Uncle Ezra (Pat Barrett) is still as full of fun and dancing frolic as ever.



HENRY BURR

It is a rare pleasure to know Henry Burr. Henry, even though he has been in the business of singing for more than 30 years, claims that he still has "mike fright" whenever he sings on a broadcast.

ALEC TEMPLETON

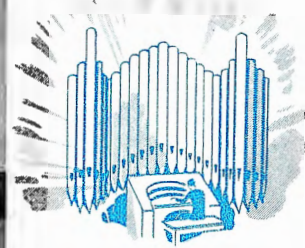
This famous British piano impressionist delights listeners of the National Barn Dance with his unusual piano interpretations. Alec, who has been blind from birth, is rated as one of the finest pianists of the world.



THE HOOSIER HOT SHOTS

The Hoosier Hot Shots (that's Hezzie down under) have been favorites with all of us for many years. It's no wonder because they're in a class by themselves when it comes to novelty music. Left to right, Kenny, Hezzie, Frank and Gabe.





Genial Howard Peterson, (top) WLS staff organist, needs no introduction to listeners.



Edith LaCrosse (left) is music librarian. Hazel Rosenthal checks 1,000 selections each week to avoid duplications on programs.

Ray Ferris, musical director (below), receives applications for and hears all musical auditions.



MUSIC DEPARTMENT

The music department, headed by Ray Ferris, looks after the largest collection of old-time songs in the country—the WLS library. Besides arranging and hearing all musical auditions, this department works up new combinations of individuals and assists the acts in enlarging their repertoires with new songs and additional old ones.

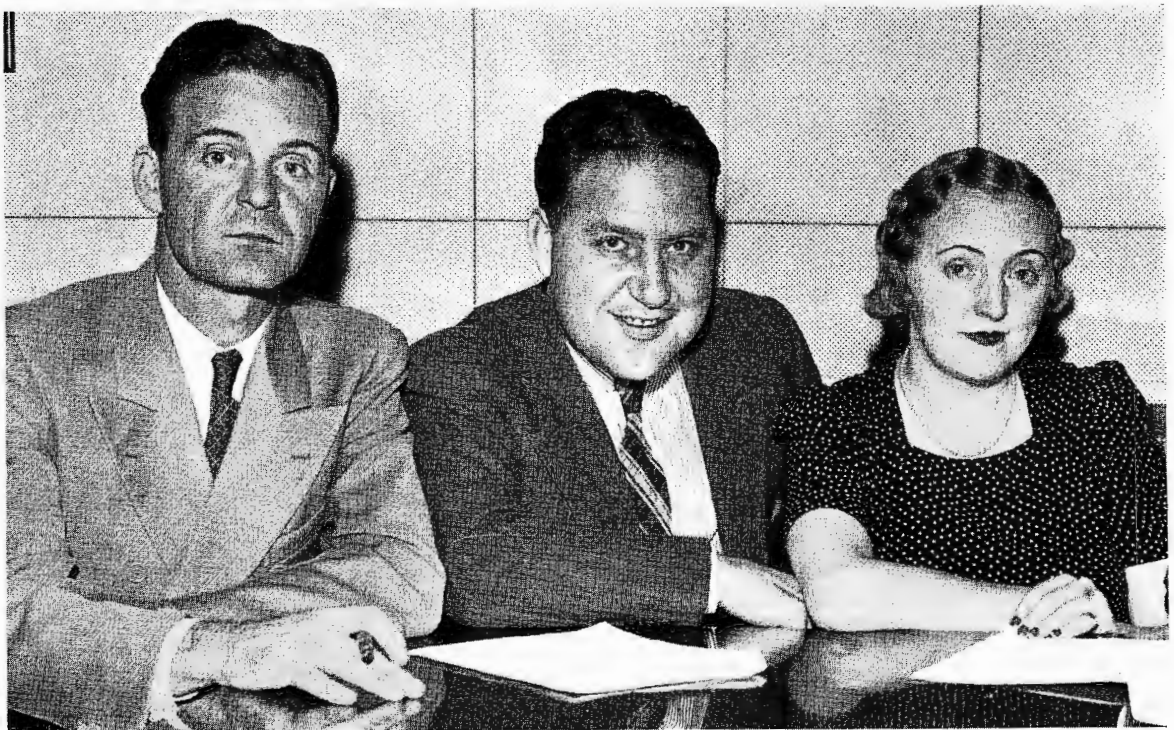


VERNE, LEE & MARY

These three sweet misses specialize in harmony. At the top are Lee and Verne, with Mary in the middle.

PRAIRIE SWEETHEARTS

Newcomers to WLS, the Prairie Sweethearts, Essie Martin and Kay Reinberg, have already endeared themselves to the WLS audience.



GRACE WILSON

Grace Wilson gets a big hand every time she is introduced on the WLS National Barn Dance. Even before her radio days, Grace was billed as the "Girl with a Million Friends"; so you can imagine how many she has today!

THE WESTERNERS

Louise Massey and the Westerners returned to WLS this past fall with a series of daily programs. They are still heard also on "Plantation Party" over NBC. Left to right they are: Milt Mabie, Curt Massey, Louise Massey Mabie, Allen Massey and Larry Wellington.

ARTISTS' BUREAU

When you see WLS entertainers at your theater, it's a good wager that the Artists' Bureau crew (on the opposite page) made the arrangements. Left to right they are: Bill Legg, George Ferguson and Clementine Legg.





AUNT EM

"The longer I live, the more I enjoy life." At 84, Aunt Em, America's oldest regular radio star, is still planning her future, instead of living on memories of the past.

ADELE BRANDT

The hymns she sings every day on Dinnerbell sound just as pretty as Adele Brandt is—and as she looks in this picture.



EDDIE ALLAN

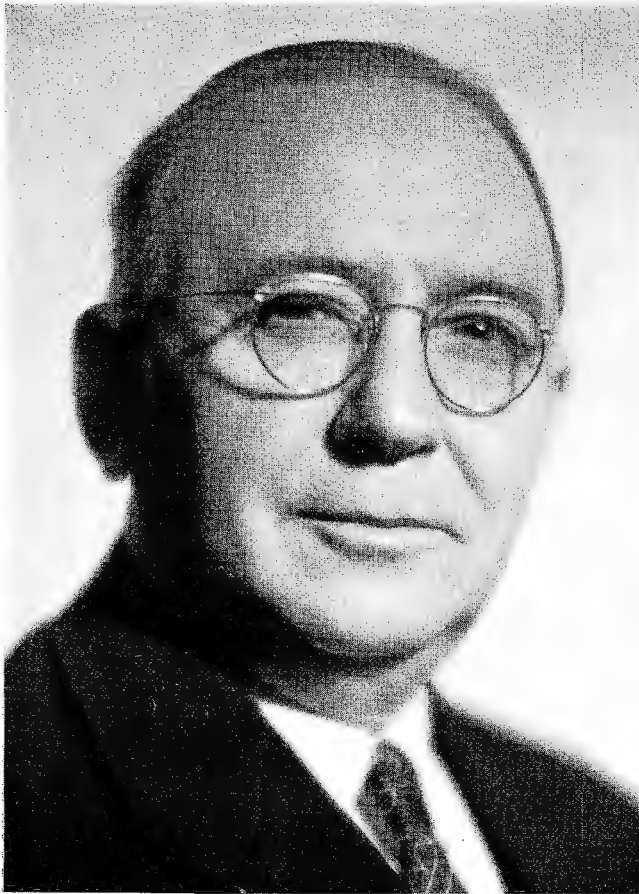
Eddie Allan probably knows more WLS listeners personally than anyone else. He is host in the Little Theater, and broadcasts as the Dixie Harmonica King.



LITTLE GENEVIEVE

Some have known, some suspected, and many have wondered just who "Little Genevieve" really is . . . well . . . here "She" is in all his baby splendor. Otto (Ted Morse) has more fun than anybody in portraying the lovable little lady who is familiar to all WLS listeners. Genevieve is temperamental, but Otto is the exact opposite . . . easy to know and like; Otto has a million dollar smile and a host of friends.





DR. HOLLAND

Wherever our WLS radio pastor, Dr. John W. Holland, goes for a speaking engagement, he is sure to be greeted by a great crowd of eager listeners. He is heard on Morning Devotions, Dinnerbell and other programs.

LITTLE BROWN CHURCH QUARTET

This mixed quartet sings the hymns on Dr. Holland's Little Brown Church program each Sunday morning. Starting at the top, reading clockwise, are Vernon Gerhardt, Ruth Slater, Lois and Reuben Bergstrom.

QUARTET

The WLS Quartet, top row, are: Deam Reed, Bob Speaker and Dick Neher; below, Paul Nettinga.



JOHN BROWN

John Brown, staff pianist, and his wife Juanita have added to their family a little sister for four-year-old Joan since the last Family Album.

MARTHA CRANE

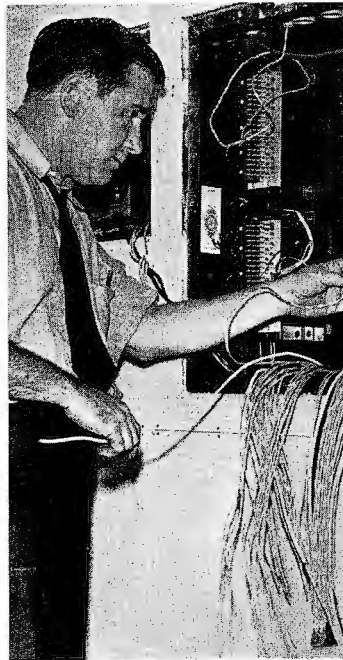
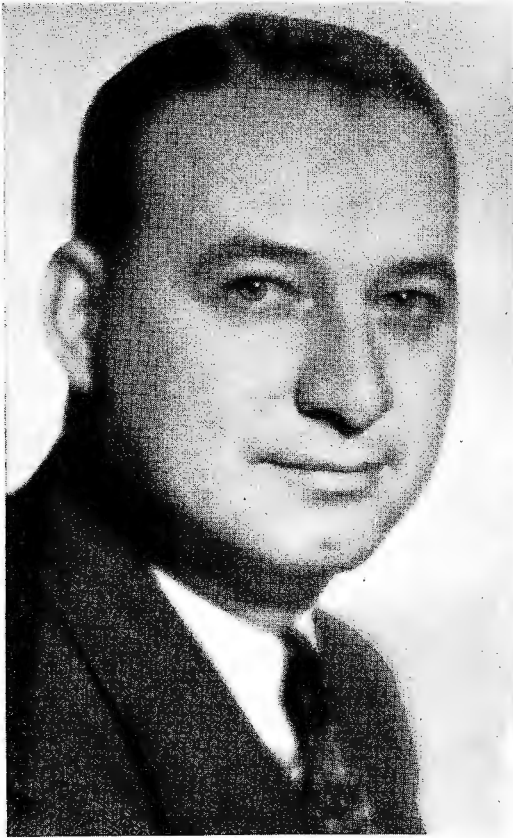
Martha Crane (below left) also has added to her family since last year. Her four-year-old son now has a little brother to keep him company.

HELEN JOYCE

Helen Joyce (below right) is Martha Crane's co-worker. These two conduct the Feature Foods program, and frequently speak before Chicago club meetings.



THE ENGINEERS



The studio engineers are Charles Nehlsen (left) installing new studio controls; Jim Daugherty (below); Herb Wyres and Burr Whyland (center); Walter Varnum and Maurice Donnelley (bottom).



The WLS Engineers are always busy. The building of a new transmitter meant many hours of designing and planning for Chief Engineers Tommy Rowe (above) and Homer Courchene (on opposite page). New studios are being constructed as this is written and again Tommy and his assistant Charles Nehlsen are working night and day installing thousands of feet of wire in studio control rooms for the new technical equipment. NBC's Associate Engineer Arthur Johnson (above right) works with Homer at the new WLS transmitter.



You will find a crew of WLS Engineers at every big event with miles of wire and loads of intricate technical equipment. These live-wire fellows are always on the spot for WLS listeners when things happen.





Here is a series of pictures taken inside the new WLS transmitter building. Chief Transmitter Engineer Homer Courchene (upper left and lower right) and Engineer William "Andy" Anderson (upper right) are top notch transmitter men. The inside of a 50,000-watt radio transmitter is just as complicated as it looks.

CHUCK ACREE

Chuck's picture tells the story. This smiling and enthusiastic young fellow is "Something to Talk About." He worked his way through college and has been working hard in radio ever since. Has one of the greatest collections of odd facts and stories in the country.



CHARLES EGGLESTON

Charles Eggleston is one of the foremost character actors in radio. He is heard often on WLS, but you are sure to hear him on the Sunday "Funnies" and as "Shuffle Shober" on NBC's "Ma Perkins" program daily.

TOM CORWINE

Truly a radio veteran. Tom Corwine has made millions of folks laugh with his menagerie of imitations. Tom has been a star for many years.

Aint she Sweet, Folks?



PAT BUTTRAM

Dorothy tells us that Pat is easy to look after except in the morning. Then Pat pretends to ignore the alarm clock. Southern folks, it has been rumored, do like to take long naps.

Below, Pat has an argument with a coon and it looks like the coon is winning. At lower right, Pat's thoughts are far away and evidently so are the fish. The "Alabama Flash" is a great fellow and he is never at a loss for something witty to say.





HERMAN FELBER

Herman Felber, Director of the WLS Orchestra, is a fine violinist as well as a gifted director. He is never quite so happy as when working, either perfecting a difficult orchestral arrangement or limbering up his talented fingers.

WLS ORCHESTRA

The WLS Orchestra is composed of 16 expert musicians. Each is a soloist in his own right as you know by listening to them on Dinnerbell and Homemakers' programs. Some of Chicago's finest musicians are members of the Orchestra. Many have played with the Chicago Symphony and other nationally known musical organizations.





AUGIE KLEIN

From square dances to classics, Augie Klein plays any kind of musical selection on his accordian. He's usually accompanied by the three WLS Rangers.

EVELYN OVERSTAKE

Lovely Evelyn Overstake, the Melody Maid, has her own solo programs, as well as regular appearances on the National Barn Dance.



HELEN JENSEN

Helen Jensen is assistant staff accompanist and writes many of the special musical arrangements for the National Barn Dance.





FRANK BAKER

As continuity director, Frank Baker is responsible for every word anybody speaks over WLS. A capable writer himself, Frank also supervises the writing of scripts by others in his department.

GEORGE MENARD

Born and raised on a farm, George Menard knows what he's talking about on his many farm programs. Popular with the audience as an announcer, George also loves to sing. He has become a favorite of Mid-Western radio listeners as the WLS Prairie Singer.



FREDDY LINDSTROM

Freddy Lindstrom is a newcomer to the WLS staff. One of the great ball players in National League history. He knows baseball from A to Z and is qualified to talk about all sports.

JACK HOLDEN

Jack has listener friends from coast to coast. His likable chuckle and sincere voice have put him in the front ranks of radio personalities. He is an expert radio man.

JACK STILWILL

The Stilwill family are just as happy as they look. "Ricky" is two years old and naturally is the head of the Stilwill home.





HAL CULVER

As both singer and announcer, Hal Culver is tops with WLS listeners. He made a host of new friends the past year with his songs on Smile Market, the Singing Milkman and other programs.



CY HARRICE

His clear, deep voice always pleases whether Cy is giving market reports or announcing the rhythms and melodies of the Westerners.

JOE KELLY

Youngsters remember Joe Kelly best for Jolly Joe and His Pet Pals, but he's famous throughout the nation as the chief cowbell ringer in the Old Hayloft. No one ever sees him without a smile.



RITA ASCOT

Rita Ascot (circle) is a talented actress who has captured the hearts of the whole family—as Aunt Rita, reading the comics to the youngsters, and as the Widdy Green (below) on the Barn Dance.



MERLE HOUSH

Merle Housh (circle) has not been with us for some time because of illness, but we are sure the many friends of Merle as himself and as Henry Hornsbuckle (above) are looking forward to an early return to the air with his helpful hints.



ROD CUPP

Rod Cupp directs many of the big shows on WLS. He is the producer on several leading programs, including the Barn Dance Party, Barnyard Jamboree, the Westerners and Homemakers' Hour.

GEORGE LOSEY

George Losey (below left), another producer, writes as well as produces the Tuesday School Time shows, "Milestones of Progress." Although he doesn't write the other School Time broadcasts, George produces them all. He can also announce.

CHUCK OSTLER

Chuck Ostler (below) is the chief sound effects man and can produce the noise of anything from a battle to a baby crying on a second's notice. He also is the Fanfare radio reporter.



The office staff works away from the glamour of microphones, but helps greatly in the success of WLS. Top row: Anna Mae Buskee, Ruth Luce. Center row: Delia Ann Rheland, Dorothy Luce, Margaret Drake, Lora Boyer, Lorraine Connell, Ethel Homan, Alice Hull. Bottom row: Florence Norton, Ruth Conlon, Bertha Fosler, Grace Dryfhout, Fern MacKeon, Geraldine Murphy, Elizabeth McCann.





DON KELLEY

Don Kelley came to WLS two years ago as announcer and sports commentator, but now he has almost entirely forsaken the microphone to become manager of the promotion, publicity and merchandising services at the Prairie Farmer Station.

DON FINLAYSON

The other Don in the promotion and publicity department is a new member of the WLS staff. His hometown is the same as Kelley's, and the two Dons attended college together.

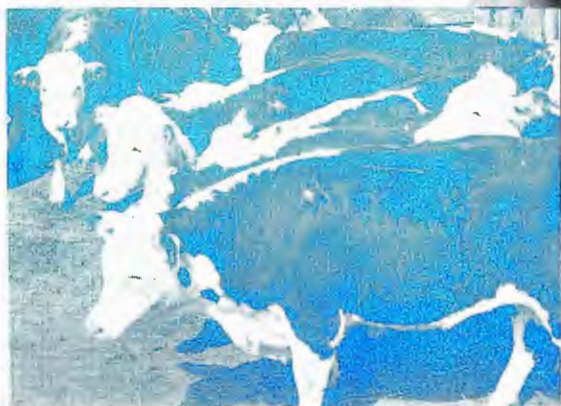
JOHN GILLIS

John Gillis is Kelley's right hand man in merchandising, sending informational bulletins every month to merchants, wholesalers and advertisers.



JIM POOLE

Farmers always think of Jim Poole as a real friend. Thousands know him personally, and hundreds of thousands know him for his livestock market broadcasts over WLS from Chicago's Union Stock Yards.



F. C. BISSON

F. C. Bisson's rapid-fire description of the day's activities on the grain market has been heard over WLS for years. This farm feature is broadcast shortly after the market closes each day.

N



Bob Brown and Ransom Sherman (top) conduct the WLS-NBC "Quicksilver" program. At the left is Joe Penner, star of the "Tip Top Show" and above, Basil Rathbone as "Sherlock Holmes," both heard on WLS-NBC. Dr. Watson is played by Nigel Bruce.

Fifty-Four



Carson Robison and his Buckaroos (top) feature songs of the plains and original dramas, written by Robison and based on his own experiences in the West, on their WLS-NBC program. Of 500 ballads in their repertoire, Robison wrote 280 of them himself.



"As the bell calls, come with a song of hope and love in the heart." Thus are the Southernaires introduced. They have been one of the most popular acts on WLS-NBC for years.



Clifton Fadiman (circle) as master of ceremonies on the WLS-NBC "Information Please" program, confounds the board of experts: Hendrik Willem Van Loon, John Kieran and F. P. Adams, extreme right.

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