

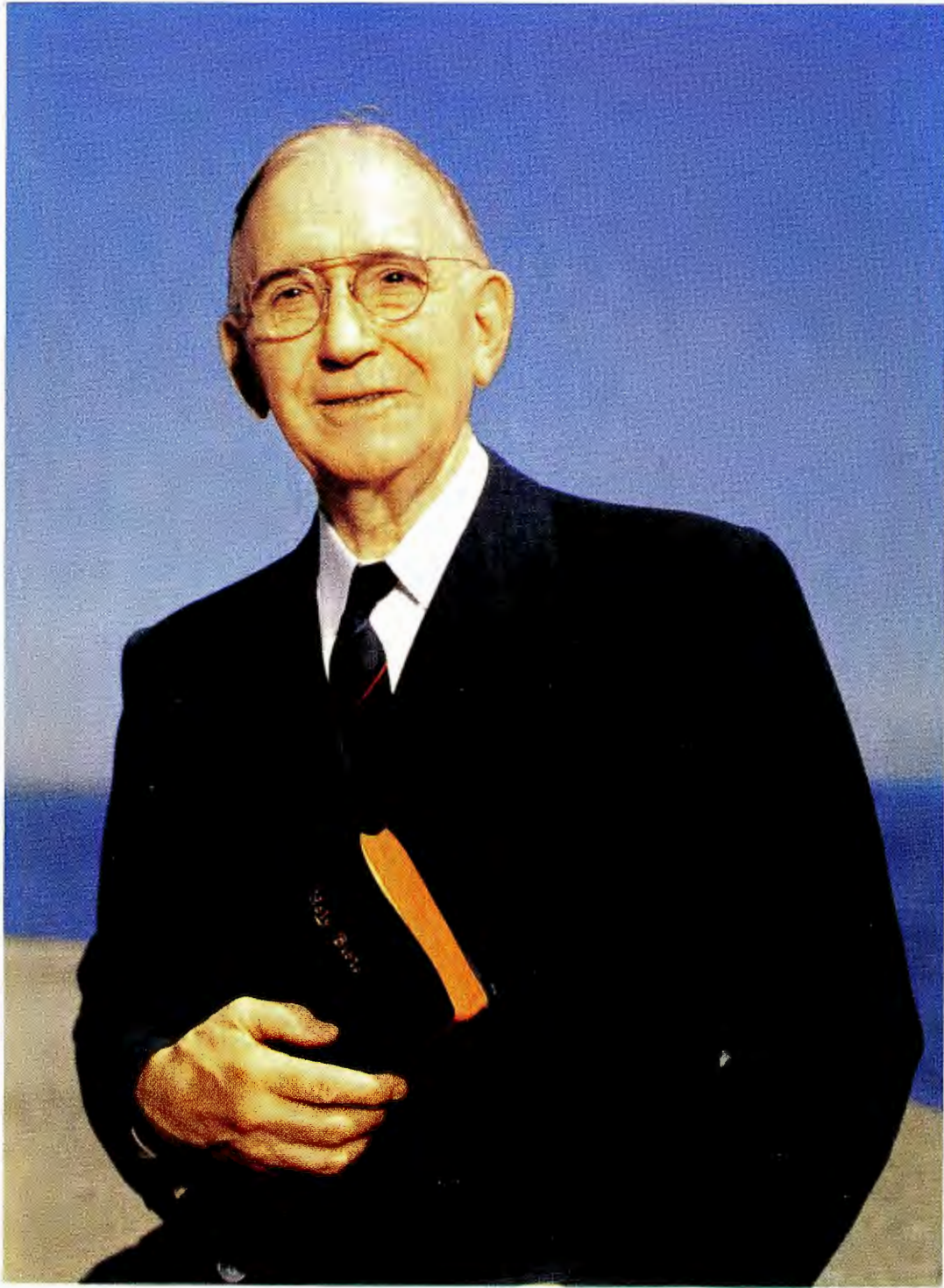
1955



WLS PRAIRIE FARMER

FAMILY ALBUM

The House We Live In



John F. Holland

50 Years in the Ministry

DR. JOHN WESLEY HOLLAND, the beloved pastor of PRAIRIE FARMER-WLS, celebrates his Golden Anniversary in the Ministry during 1955. Born on a farm in Van Buren County, Iowa, he helped plow the land, plant the crops, and gather the harvest. He learned the art of working, the price of being honest, and the value of friendship, while growing up on the farm. During those boyhood days he decided to invest his life in the service of humanity. He was ordained a minister in 1905. Forty-seven years ago his courtship with an Illinois farm girl, Daisy Pearce of Oswego, blossomed into matrimony and they became partners for life. They have one daughter, Mrs. Harry E. Mock, of Evanston, Illinois. Dr. Holland was a Chaplain in the Panama Canal Zone during 1908 and 1909, serving under an appointment from President Theodore Roosevelt. During the first 28 years of his ministry, he served several Methodist churches, large and small. Dr. Holland began writing his regular column of sermons for PRAIRIE FARMER in 1919. In 1933 there was a need for a regular pastor for the Little Brown Church of the Air on WLS. Dr. Holland was invited to take this post. The Bishop making the assignment said, "This is the most important appointment I have ever made." During the past 22 years Dr. Holland has conducted the services of the Little Brown Church of the Air every Sunday. He closes each Dinnerbell Time program with his sermonette. Aside from serving on WLS and through the columns of PRAIRIE FARMER, Dr. Holland has written and published eight books. He also has been a principal sponsor of the PRAIRIE FARMER-WLS Christmas Neighbors Club. His warm philosophy and his unswerving faith in God and his fellowmen have been a guiding light to thousands of people throughout PRAIRIE FARMER Land.

DR. AND MRS. HOLLAND AT HOME.

Dedication

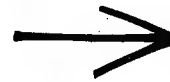
WITH THIS year 1955, PRAIRIE FARMER begins its One Hundred-Fourteenth year, WLS completes its Thirty-First. Through these years the listeners of WLS and readers of PRAIRIE FARMER have joined with us in a solid friendship. From you, our listeners and readers, comes our inspiration and our guidance. Your friendship, your faith, and your counsel are our priceless possessions. Our greatest ambition is to make every word spoken over WLS and every printed word in PRAIRIE FARMER worthy of your confidence. We go forward with one thought in mind—to serve our fellowmen. To you, our listeners and readers, we dedicate this year's PRAIRIE FARMER-WLS Family Album.





What's the RUSH?

HERE'S A QUINTET of the finest and gayest young men in all radio coming right at you, but they won't jump off the page. They're known as the Buccaneers, a great novelty team that can do practically everything in the musical line. From left to right, they're Pete Kaye, Dwight "Tiny" Stokes, Sonny Fleming whose real name is John, Captain Stubby who really is Tom Fouts, and Jerry Richards. During World War II they were buddies in the Navy.



OUR BUCCANEERS could be taking a lesson from the organ grinder, listening to one of their latest hit tunes on the old-fashioned instrument, or trying to entice the monkey to eat something. Whatever they're doing, the monkey doesn't seem to go for their monkeyshines.



Work's Done-
It's Time
for FUN!

HE'S NOT ONLY an artist with the clarinet; Jerry Richards is handy at cooking a steak.

FISHERMEN ALWAYS tell tall tales, but it looks like the Buc's had the evidence on Basswood Lake in Winston, Minnesota, this past summer.





PETE AND Edith Kaye, upper left, have two fine daughters. Peggy Kaye is 7 and little Joyce arrived only last July 24.

TINY AND Glenna Stokes, top center, live in Oak Lawn, Ill. Larry, 13, loves baseball and Debbie, 7, is very fond of horses.

RONNIE, Jerry, and Mary Richards, upper right, make a cozy family. Ronnie is 13.

FLEMINGS, all five of them, take a peek at you from the right. From top to bottom, it's Sonny, Michael, 15, Mary Edd, Sandra, 13, and Carol Ann, 9.

THE FOUTS family, left center, is a happy quartet. Connie, 8, and Tommy, 13, Captain Stubby (Tom) and Eva Lou.

THE BUCCANEERS, when all together, have a company of twenty individuals and make one of the happiest groups in the world. There's Capt. Stubby, Tiny, Pete, Jerry, and Sonny, their wives and ten half-Buc's, their children. Capt. Stubby, who is Tom Fouts, was born and raised on a farm near Deer Creek, Ind. He began in the entertainment field by singing at Farm Bureau meetings. Tom was so short his mother would stand him beside her on the piano stool so the audience could see him. They gave him his popular name, "Stubby." Pete Kaye, born in Chicago, joined the Buccaneers in 1952. He is a very talented fellow on the accordion, piano, celeste and organ. Jerry Richards is another farm boy from Freeport, Ill., and during his high school career he was twice named National Champion as a clarinet player. He plays clarinet, saxophone, celeste, ocarina, tinwhistle, sings bass in the quartet and does much of the arranging for the beautiful harmony that comes from the Buccaneers quartet. Sonny came from Puducah, Ky. He learned to play guitar when his Dad bought one from mail order house. Played trumpet and French horn while in high school and earned two scholarships. Tiny Stokes, the man with the soft tenor voice, was born in Missouri but raised at Frankfort, Ind. He always sings straight from the heart and plays bass fiddle.

READY TO SHOVE off, Tiny, Sonny, Stubby and Jerry get last minute advice from guide Bert Gustafson. Pete stayed home and waited for the arrival of a new baby daughter.





Hi, Folks!

WHEN YOU HEAR, Hi Folks, on WLS, it's time for Donald "Red" Blanchard, that genial red-headed "youngster" from Pittsville, Wisconsin, whose second greatest love is for children. In fact, Red's not more than a big boy himself. He's entertained in practically every town in the midwest and receives hundreds of letters every week from kiddies who give him ideas for his programs. Not many years ago his home town honored him by making Red the Honorary Fire Chief, Mayor and chief of police. He's a man about the house at home and likes to do carpenter work as a hobby. One of his prized pieces of workmanship is a playhouse he built for the two children, Donald, Jr. and Donna Colleen. When first playing the National Barn Dance, Red met one of the pretty square dancers, Marcella (Sally) Ebert of Chicago, who later became Mrs. Blanchard. Red says his secret ambition is to have a family of twelve children.

RED DEMONSTRATES the "plungerodeon" to Mrs. Myron Morgan of Chicago, who named the musical gadget the comedian uses on personal appearances.

PATSY RUSH and Margaret Reigert, lower right, WAF's stationed at Chanute Field, Illinois, admire their favorite comedian. Red often helps entertain the service people and is a great favorite with them.

EVERY WEEK Red receives thousands of cards and letters from his friends. He and Sally answer them all. It's a big job, even when they work together.



HERE'S THE FAMILY of one of radio's most talented personalities, Donald "Red" Blanchard. A happy quartet, they make their home in a Chicago suburb: Donald, Jr., 7, Sally, Red, and Donna Colleen, 3.



from the **HILLS** of

"WHEN YOU HEAR Me Call," theme song used by Dolph Hewitt, come from the stage of the Eighth Street Theater on Saturday night there's always a burst of applause for the boy from the hills of Pennsylvania, despite the fact Dolph broke a family tradition. Born at Snuff Hollow, Pennsylvania, Dolph came from a long line of fiddlers. Being the oldest of nine children, he was expected to follow in his fathers footsteps. However, Dolph preferred the guitar and he and three of his brothers formed a quartet to play together at evening time when the farm chores were done. During those youthful days they won an amateur contest, giving them a chance to play twice a week on a radio show, without pay. Dolph and radio audiences seemed to "click." His first real job was in West Virginia and then he moved on to St. Louis where he met Ruth Johnson, member of a sister radio act. Dolph is

THE FRIENDLY BOY from the hills of Pennsylvania, Dolph Hewitt, is soft spoken and always has a smile for everyone. His easy way with people have won thousands of friends for this silver-throated singer from the East.



PENNSYLVANIA

accused of breaking up that team because he made Ruth Johnson Mrs. Hewitt. During World War II Dolph answered the call of his country and served for 26 months as a Marine. Many a night while in uniform Dolph swapped his rifle for a guitar and brightened up camp life. He became the prime favorite of the grizzled Leatherneck leader, Lt. Gen. Holland "Howlin Mad" Smith. Dolph came to WLS in 1946 as a member of Sage Riders and made an immediate hit with WLS audiences. Hundreds of requests from listeners made him a soloist and his quiet personal charm and easy, straightforward style kept building his popularity. Today he is a big favorite on the National Barn Dance and in personal appearances throughout the mid-west. His principal hobby is farming. Everything Dolph does is in cooperation with his lovely wife and son, Chuckie.

DOLPH IS JUST as much at home behind the wheel of his tractor as he is when strumming his guitar. Farming their small acreage near Lombard is Hewitt's hobby.

MEET DOLPH, Ruth, and Chuckie Hewitt, lower right, in front of their country home near Lombard, Illinois. The Hewitts like living in the country.

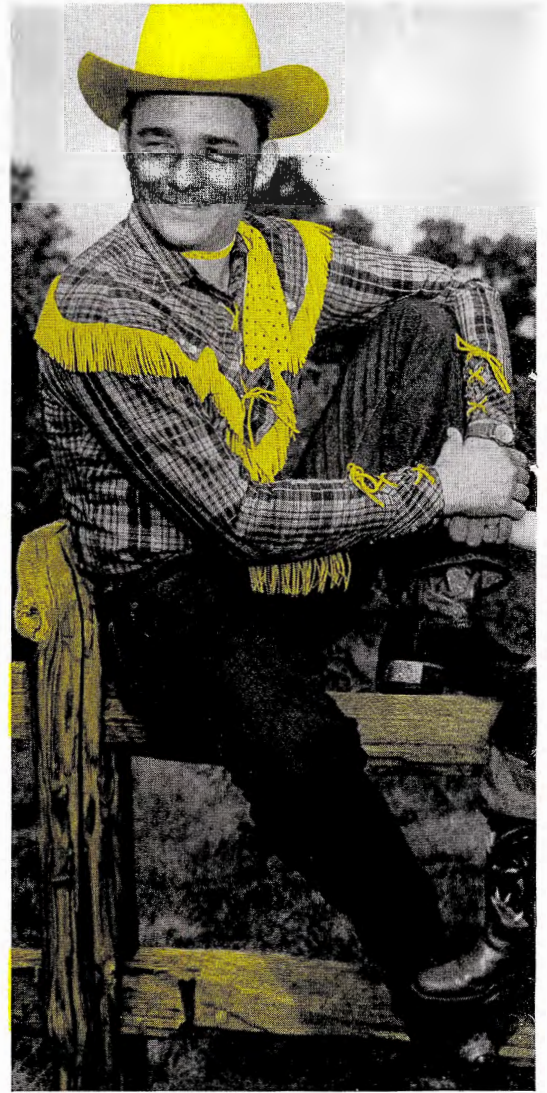


THERE'LL BE PIES from home-grown cherries at the Hewitt home when snow flies during the winter. Chuckie, 8, stands on Dolph's tractor to pick some fresh fruit.





CHERI, THE DAUGHTER of Woody and Bette Louise Mercer, shakes hands with Pastor Westenberg of the Naperville Methodst church after Sunday worship.



COMING FROM the west, the Woody Mercer family likes the out-of-doors, and

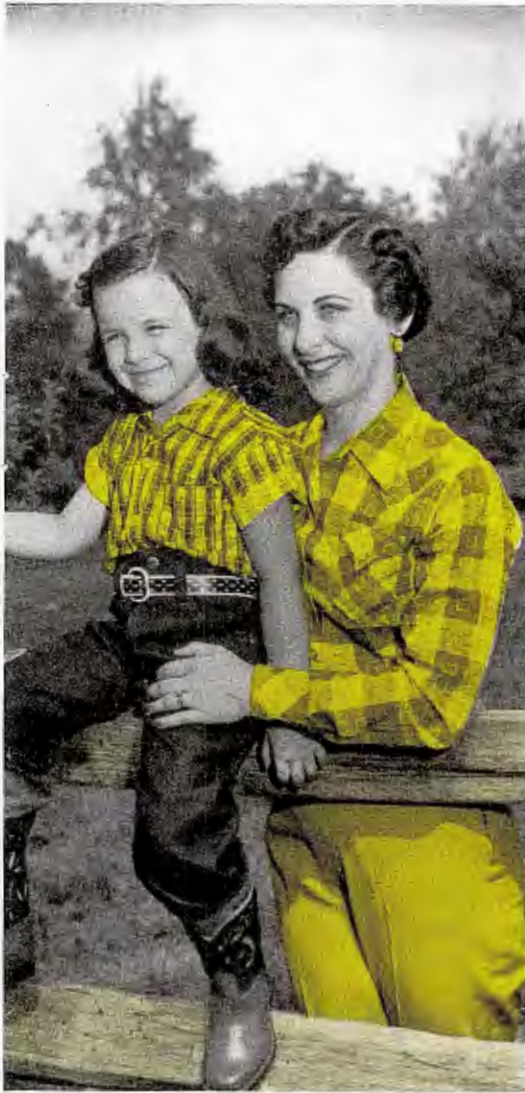
SON OF THE OLD

COWBOY AMBASSADOR of Good Will to the Midwest, Woody Mercer, reads all letters received from listeners of his afternoon program. The Woody Mercer show.



GINGER ANNE, youngest in the Mercer family, has cute smile. She's one year old.





horses are one of their favorite hobbies. They know their stuff, too. Cheri is learning.

WEST

RIDING TO Woody Mercer is like honey to a bee, he never gets enough.



WOODY MERCER, Cowboy Ambassador of Goodwill to the Midwest, was born in the border town of Douglas, Arizona, where his parents were pioneers in the Sulphur Springs Valley. Woody spent his early life on a ranch north of Douglas where he learned to ride and rope a steer. The gift of a five dollar guitar started him on his musical career. After serving in the Navy, Woody went to college in Tuscon, studied law. With his degree, Woody settled down in Texas but he was lonesome for music. His practice was shelved in favor of his guitar and he began writing songs and entertaining on the radio. Since coming to WLS Woody has become one of the favorite cowboy singers of the midwest and is counted as one of the stars on the National Barn Dance.



MAC, THE WISEMANS' pet cat, gets plenty of attention while vacationing with Lulu Belle and Scotty and their son, Steve.

MEET RADIO'S favorites from Carolina's Blue Ridge Mountains, the Wisemans. From left to right, Steve, 14, Linda, 18, student at University of Illinois, and Lulu Belle and Scotty.



SCOTT'S HIDEAWAY

SCOTT WISEMAN and Myrtle cooper left the Blue Ridge Mountains as youngsters and joined hands as Mr. and Mrs. in 1934. Their friendliness and sincerity have made them radio's best loved team and they're known

from coast to coast. Each summer they vacation at Scott's Hideaway, a beautiful home hidden away in the mountain area where this great team of songsters spent their childhood days. They are still rated as top favorites.



LULU BELLE likes to talk about her cooking, but look who's making the griddle cakes. It's reported Scotty is an artist with the spatula and puts together a mighty tasty breakfast. Vacationing at their Blue Ridge Mountain summer home, they rehearse a number of their favorite mountain songs.





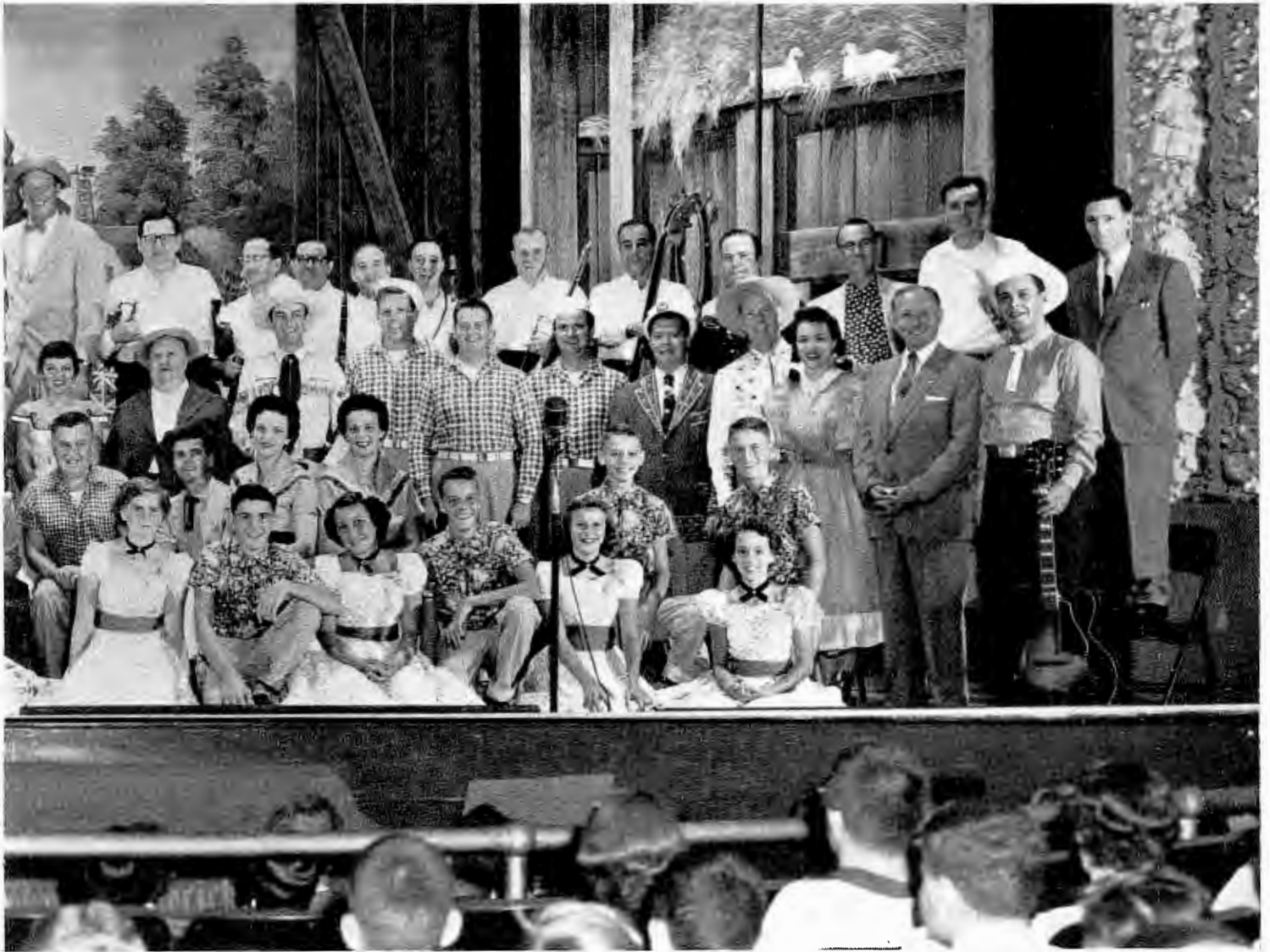


Favorites

PICTURED ABOVE is the entire cast of performers, the director, the engineers, producers, guest square dancers and orchestra of the one and only WLS National Barn Dance. It takes a lot of skills and a variety of talents to bring you every week a show of the variety and scope of the Barn Dance. These are the folks, working together as a smooth team, that keep you listening year after year.

Every Saturday night is a festive occasion in the Old Hayloft as the National Barn Dance goes on the air, but one night last April there was extra hilarity, mixed with quite a bit of sentiment. That was the night the program celebrated its 30th anniversary of weekly entertainment, making it the oldest program on the air.

Starting way back when radio was young in 1924, the Barn Dance is credited with bringing the American public back to an appreciation of native folk music and square dancing.



on Stage

Personalities and songs featured on the National Barn Dance have zoomed to the top in national popularity.

All of this happened because WLS listeners took the program and its performers to their hearts and kept them there. In the early days so many listeners wanted to come to see the show that WLS became the first radio station to build an audience theater. But soon the demand for tickets was so great that reservations were being made seven months in advance.

Then, in 1932, we took over Chicago's Eighth Street Theater to broadcast the four and one-half hour program as two shows. Since then more than 2,430,000 people have paid to see the Barn Dance at the Eighth Street Theater, which adds up to the longest stage run in history.

More people listen to the National Barn Dance on Saturday night than to any other Chicago program. The smooth-working team pictured above intends to keep it that way.



Gonna Raise



EXECUTIVE PRODUCER of National Barn Dance is Herb Howard, shown above. His genial personality makes him a favorite with all members of the cast. He came back to WLS last year after being at Yankton, S. D., as program director of WNAX. Below, Howard is shown with the producer of the Barn Dance, Bill Joyce, at left, and two of the Barn Dance stars. Dolph Hewitt, wearing big hat, and Jimmie James hear review of script.



IT'S "NIGHTY-NITE" time for Homer and Jethro and their pal Cousin Tilford during Barn Dance.

BOB ATCHER, top hand of the cowhands, signs autographs for group of admirers at Barn Dance.



a Ruckus Tonight!



PROMENADE RIGHT, promenade left, is favorite line of John Dolce, pictured above.

KNIT ONE, pearl two—that's what Lulu Belle does during Barn Dance when not singing. Red Blanchard isn't interested.



COLLEEN AND Lulu Belle make it difficult for Arkie by taking his boot and sock off during solo, but Arkansas Woodchopper keeps on "chopping."

INTERESTING THINGS about folks are learned by Arkie and Lulu Belle during Saturday night interviews in lobby of the Eighth Street Theater.

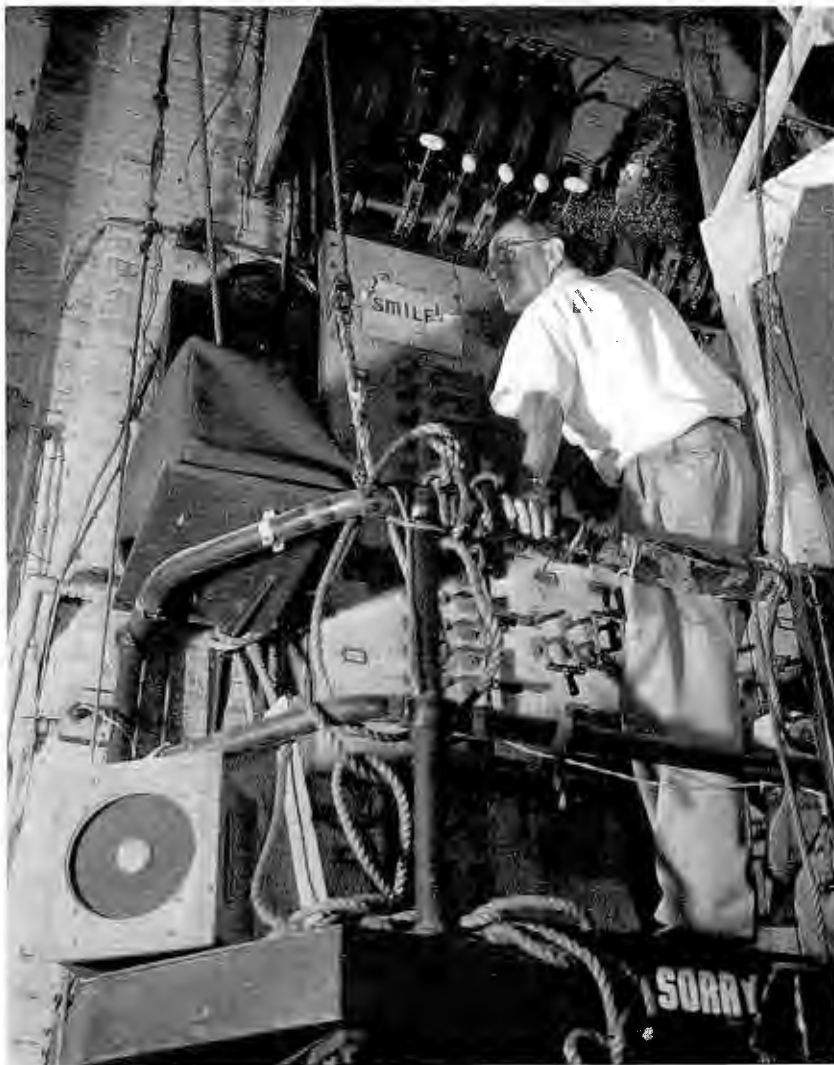


the Curtain's Going Up!



THE PHOTOGRAPHER snapped the Beavers and Lou and Scotty as they teamed up for special number during Saturday night Barn Dance program. Arkie, shown below, appears to have too many hands for the guitar, thanks to Jimmie James who is standing back of the Woodchopper. Bill Joyce, lower left, signals to raise the curtain.





THIS CONTROL PANEL, shown above, controls all lights in Eighth Street Theater. The famous Virginia Hams, shown below, tune up for special number during Barn Dance. Little Otto, right, doesn't seem to approve of notes being "blown" by Jimmie James and Cousin Tilford.



BR-R-R-R-R! Baby, it's plenty cold, says Holly Swanson who plays part of Cousin Tilford. Jack Stilwill, shown below, has interesting interview with an Indian from the famous Wisconsin Dells.



Music and Mirth

LOLA DEE, another new star who joined Barn Dance during 1954. Lola, a recording artist, sings some mighty snappy songs on stage at Eighth Street Theater. Likes to prepare Italian dishes.



CHAMPION PARADISTS, Homer and Jethro, react in typical fashion to their latest award in Downbeat Disc Jockey contest. Rated first in country and western music.



THE BEAVER Valley Sweethearts, a successful sister team, appear to be twins but they're not. Colleen, left, and Donna Wilson have become great favorites with their close harmony.



THE ARKANSAS Woodchopper practically grew up with the National Barn Dance. Loves life in the open.



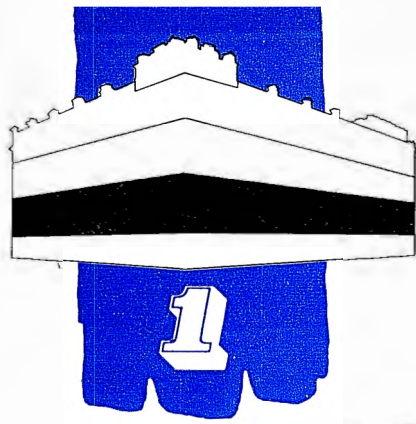
BOB ATCHER, with friendly smile, capable emcee and top singer of traditional and modern western songs.



GRACE WILSON, the girl with a million friends, always has a smile and kind word for many admirers.

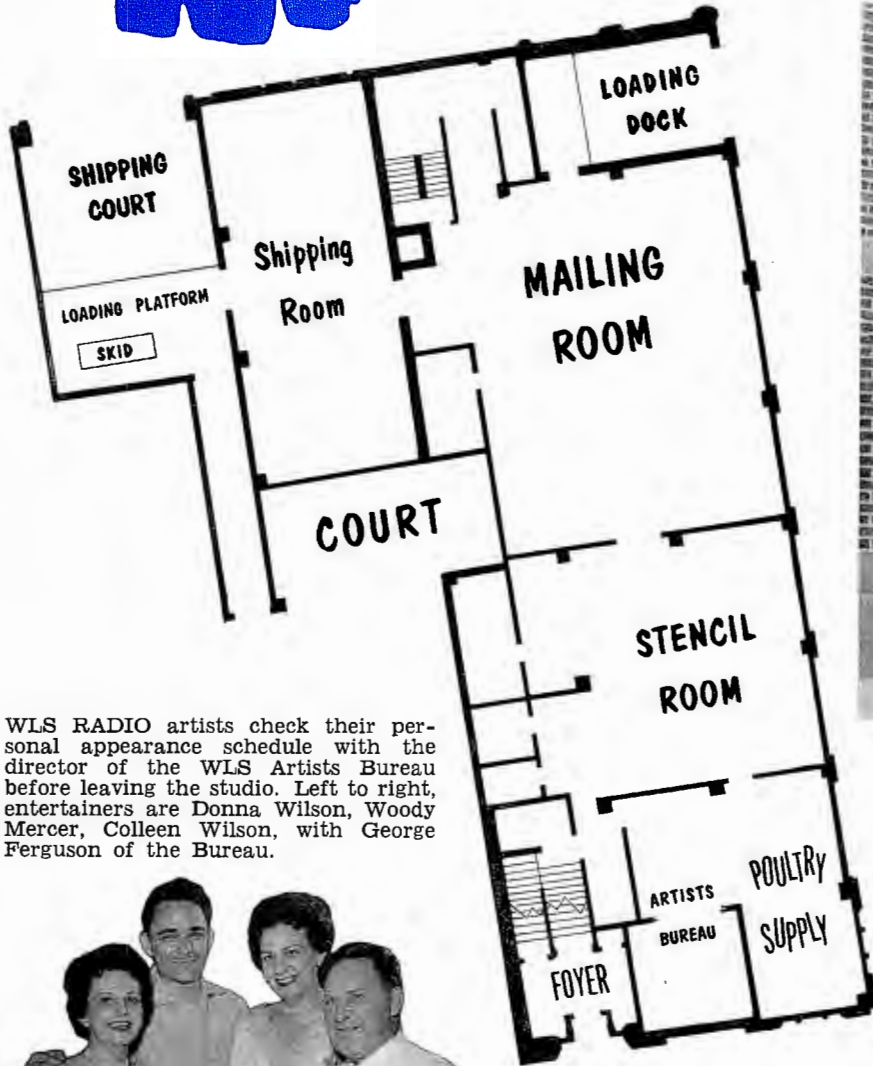


BETTY ROSS joined the WLS family this past year and sings many pretty songs on the Barn Dance.



The House We Live In

Welcome to our Prairie Farmer building, home of America's Oldest Farm Paper and Radio Station WLS.



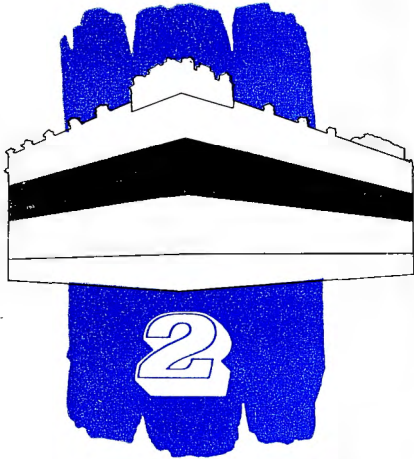
WLS RADIO artists check their personal appearance schedule with the director of the WLS Artists Bureau before leaving the studio. Left to right, entertainers are Donna Wilson, Woody Mercer, Colleen Wilson, with George Ferguson of the Bureau.

VISITORS FROM all walks of life and all parts of the world have passed through these doors, main entrance to the home of PRAIRIE FARMER-WLS. Our welcome mat is always out. Plan now to come and visit with us.

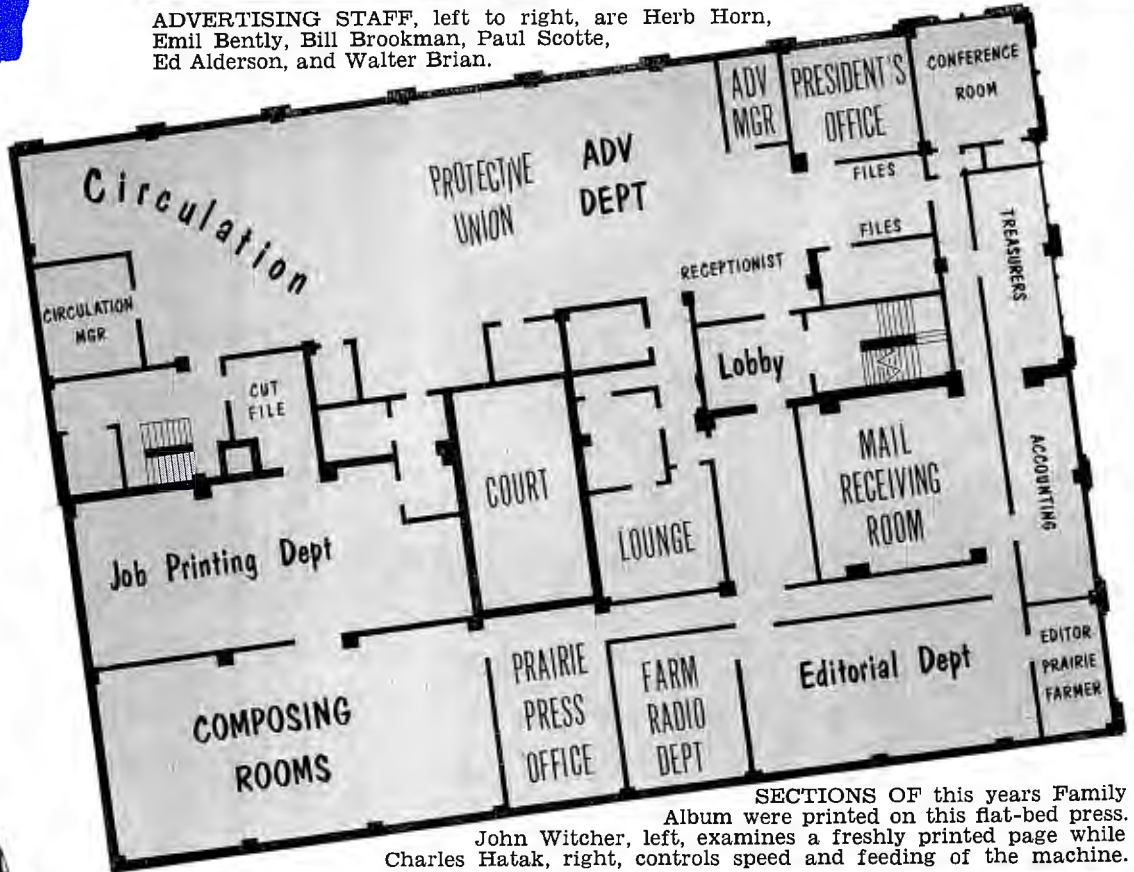


SUBSCRIBER'S name and address is stamped on PRAIRIE FARMER as copies pass through the machine operated by Roy Naden. Melva Dragich, left, and Edith Maley assemble copies.





ADVERTISING STAFF, left to right, are Herb Horn, Emil Bently, Bill Brookman, Paul Scotte, Ed Alderson, and Walter Brian.



PRAIRIE FARMER stories are set in type on these machines. Eddie Cesal, foreman, stands in center. The operators are brothers, Elbert, front, and Virgil Lehman, at the right.



SECTIONS OF this years Family Album were printed on this flat-bed press. John Witcher, left, examines a freshly printed page while Charles Hatak, right, controls speed and feeding of the machine.





CIRCULATION department headed by Bill Renshaw, left, with Dick Lange, standing, and Wayne Perry. They look after the huge mailing list of 410,000 PRAIRIE FARMER readers.



ROMAINE BENNER, shown below, has served as secretary of farm radio department for many years. She is busy keeping record of all broadcasts that include farm news and markets.

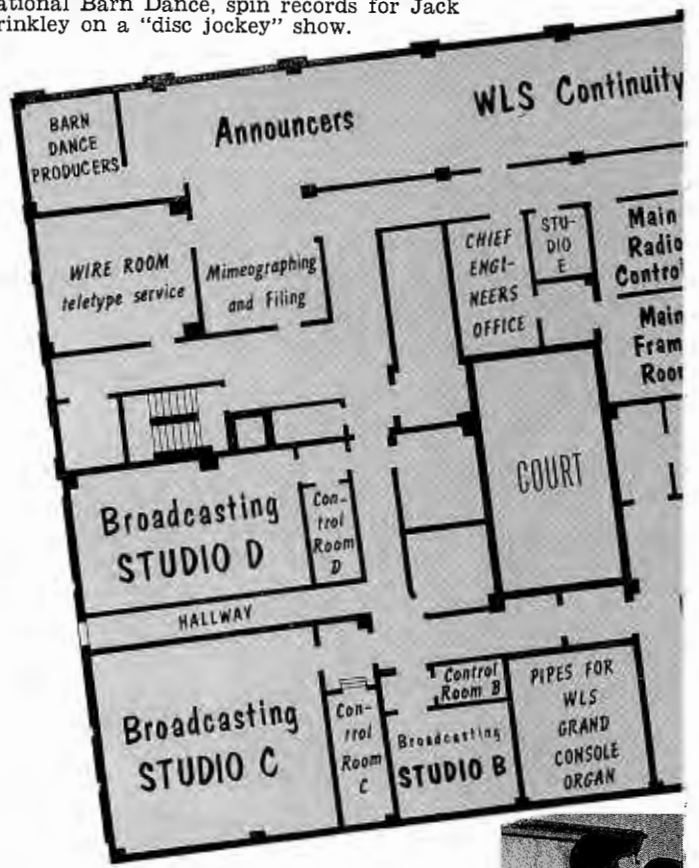


JIM THOMSON, above, PRAIRIE FARMER's managing editor, checks copy and edits each issue of America's Oldest Farm Paper.

PRAIRIE FARMER subscribers save thousands each year through PRAIRIE FARMERS' Protective Union. Mollie Feldman and Ray Nielson work for you.



KARL DAVIS, formerly of the famous Karl and Harty team that was featured on WLS and the National Barn Dance, spin records for Jack Brinkley on a "disc jockey" show.



The House We Live In

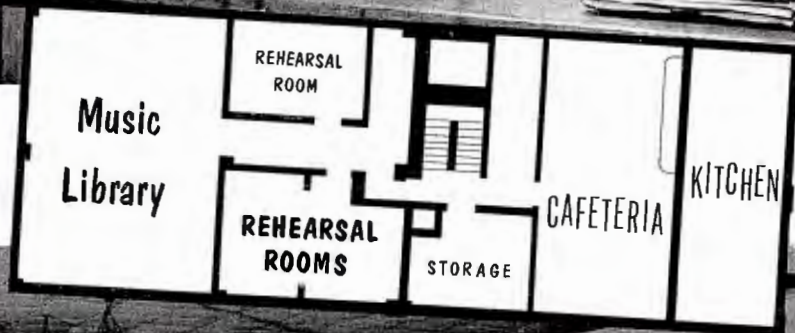
SALES PROMOTION and Publicity is integral part of WLS. The work is handled by Perry Hamilton, Joanne Boughan and Betty Howard.



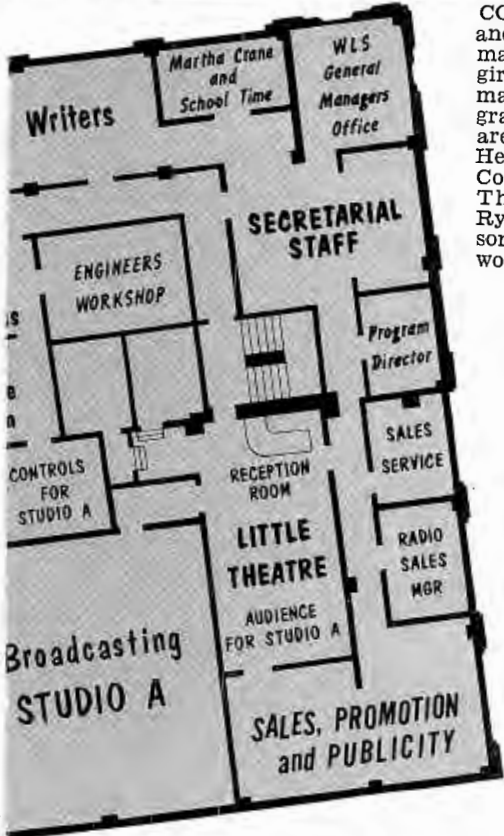
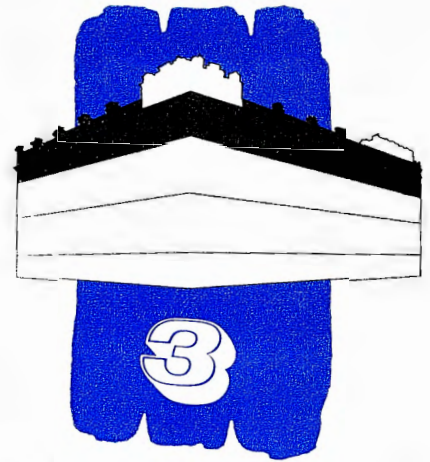
PENTHOUSE

the HOUSE we LIVE in ...
WLS - Prairie Farmer

THESE WLS FOLKS have a big job of keeping track of 6,200 "platters" and more than 22,000 sheets of music. Lee Baldwin and Hazel Moore, seated, keep the files. Ted DuMoulin, Al Rice and Herman Felber, left to right, are in on the discussion.



THE CAFETERIA on the fourth floor is where friendliness and sociability reign while employees of PRAIRIE FARMER and WLS mingle during breakfast and lunch hour. Everybody likes Mary Wertschnig, the white haired lady behind the counter.



COPY writing, traffic and continuity calls for many workers. These girls help create the many WLS daily programs. Those pictured are, from left to right, Henrietta Stricker, Ella Cole, Carol Forsbeck, Thea Nelsen, Mary Ryan, Janice Richardson, and Dolly Sherwood.



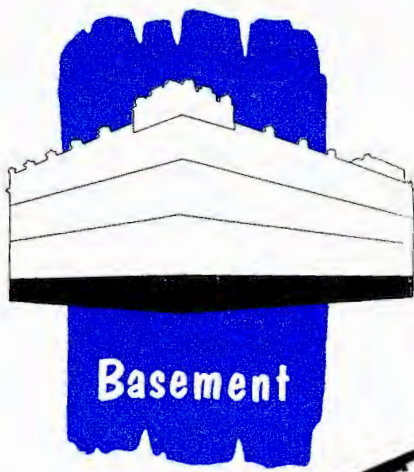
THIS SEXTET around the microphone helps WLS every day. They are, clockwise and starting at upper right, Tom L. Rowe, chief engineer, Al Boyd, production manager, Bill Nelson, producer, Nancy Roberts, who serves in information department, Ray Ferris, producer, and Bill Joyce, producer of Barn Dance.



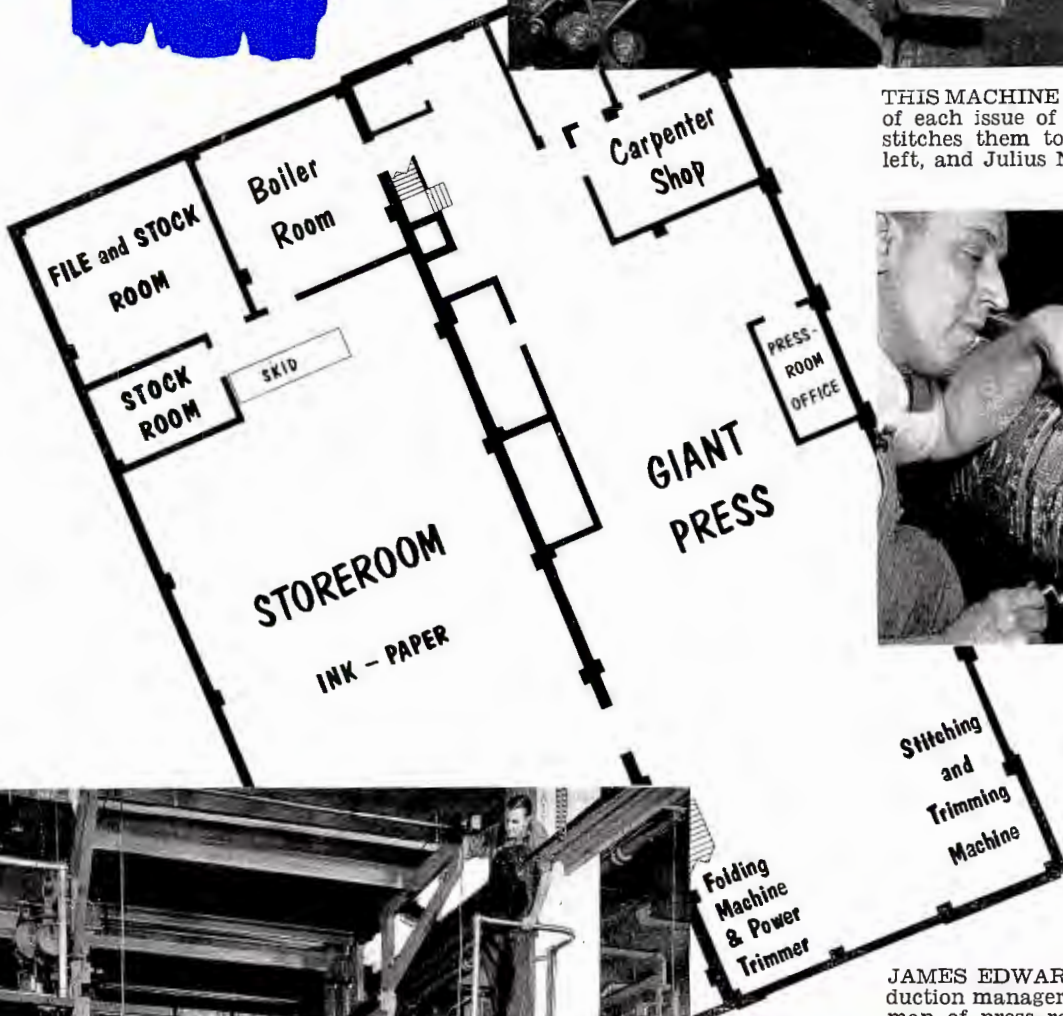
WLS NEWSCASTS are written by this corps of workers, taking their stories from wire copy, telephone calls, direct interviews.

RADIO SALES and service is an important function at WLS. Members of that department are, from left to right, Irvin Unger, Marion Kay, Ray Betsinger, Joseph Kaspar (deceased), Ellie Keib, John Norman, Shirley Blaha and Charles Freeman.

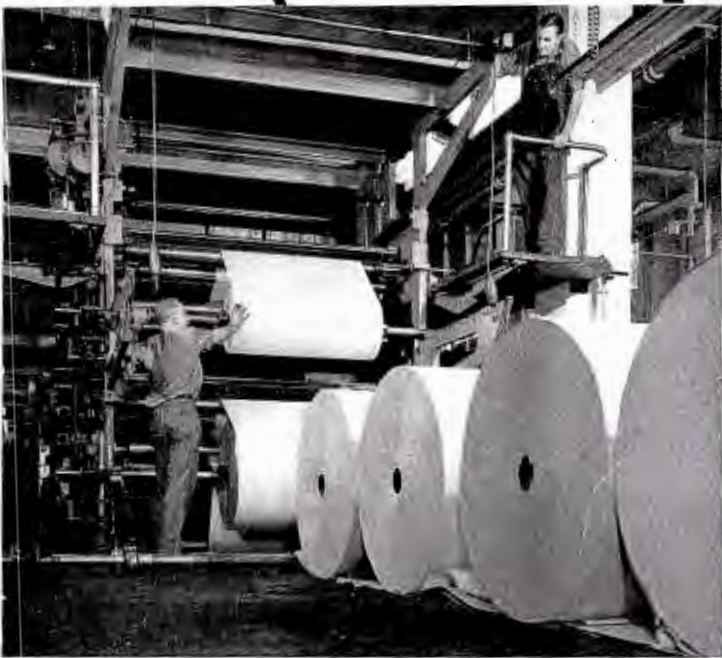




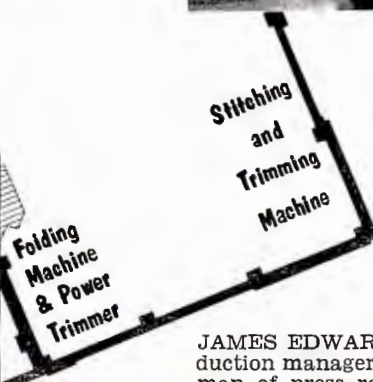
THIS MACHINE assembles all sections of each issue of PRAIRIE FARMER and stitches them together. Ed Papiewis, left, and Julius Nelson feed machine.



ED FRANK, one of pressmen, locks electrotype plate onto a cylinder of the huge Goss press. There's a plate like this for every page in PRAIRIE FARMER.



TONS OF PAPER are fed off rolls into huge press. During year it takes 3,600,000 pounds paper for PRAIRIE FARMER's 24 issues. Bill Frank guides roll while Herb Lepper watches from above.



JAMES EDWARDS, JR., who is production manager, and Art Buch, foreman of press room, examine plates.





BELIEVE IT or not, more than a million elementary school pupils listen every school day to **SCHOOL TIME**, broadcast over WLS. This program is produced under the direction of Mrs. Josephine Wetzler, educational director of WLS. It is sponsored co-operatively by PRAIRIE FARMER-WLS and the 16,000 dairy farm families who are members of the Pure Milk Association. Hundreds of schools have made the program a regular part of their classwork.

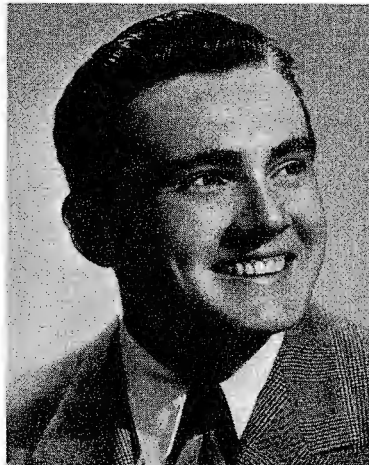
SCHOOL CHILDREN often come to the WLS studios in chartered buses to visit School Time, and take part in Dinnerbell program.

MRS. WETZLER, below, or "Jo" as she is affectionately called, gets School Time ideas from an interstate advisory committee. She is Miss Smith, teacher, in Prairieville, U. S. A.

SCHOOL TIME



JACK BIVINS plays the part of Rusty Gordon in the Prairieville drama, a favorite among children.



RITA BOYD plays Kasia, the lovable little immigrant girl who appreciates her new American home.

Martha Crane

THIS GRACIOUS LADY represents the finest in homemaking to millions who follow her programs on WLS. Martha Crane feels a close kinship with homemaking mothers everywhere because she is herself rearing a fine family. She has helped women listeners with thousands of useful hints on housekeeping. She has made routine homework more glamorous for many a mother by introducing on her program exciting personalities who are known nationally.



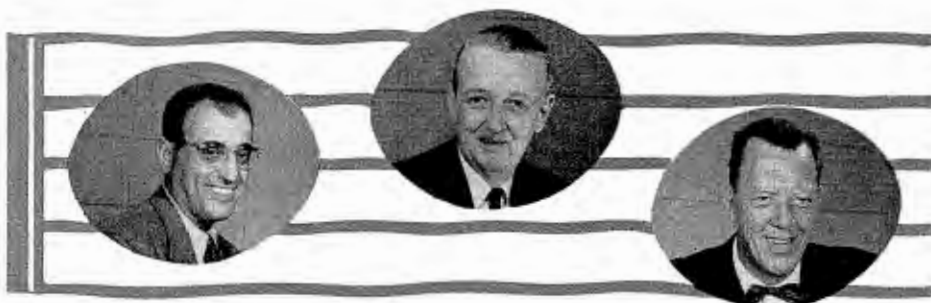


HERMAN FELBER conducts the WLS orchestra and is widely recognized as a leader in the field of music. During past twenty-two years Felber has directed the Kalamazoo Symphony Orchestra with distinction.



TED DuMOULIN, manager of WLS orchestra, has been member of our family for a number of years. He started with WLS when it was organized and plays important role in all musical programs. Plays cello.

...and You shall have



PICTURED ON THE music staff are members of our famous WLS orchestra you hear on Dinnerbell Time, School Time, the National Barn Dance and many other WLS programs. The musicians are, from left to right, top row, Roy Knapp, drums; Joe Rullo, trumpet; Tom Moore, trombone; Ted DuMoulin, cello; and Charlotte Chambers, violin. Second row, Les Schein, string bass; John Brown,

WHEN ANY WLS program calls for music—and most of them do—either “live” or on records—there is a great deal of behind-the-scenes activity on the part of a great many people to insure that just the right music is ready at the right time.

When the music is “live,” in programs such as “Dinnerbell,” it involves the WLS orchestra. Various members of the orchestra are used regularly to provide musical accompaniment for WLS singers.

When a program script is completed, the next stop is the Music Library (Page 30). A year or so ago Lee Baldwin initiated a

loose-leaf record book file system with the names of every recording artist and their list of records by number, title, company and licensing agency. This file is kept current and has been very valuable in WLS programming. But this is only one of the many files in the Music Library. There are more than 6500 recordings, cataloged and filed. In addition, there are between 5,000 and 6,000 records from transcription services, and thousands of copies of sheet music.

Sometimes when a script writer or singing star come into the library, they have particular songs in mind they want to use

MUSIC...



piano; Holly Swanson, trombone; Verne Fiedler, guitar; and Lou Klatt, trumpet. Bottom row, Emilio Sylvestre, clarinet; Henri Waxman, violin; Ted Morse, trumpet; Walter Lewis, flute; and Dave Chausow, violin. They make sweet music.

on a program, but whatever the song is, it must be "cleared."

"Clearing" is obtained by checking with three licensing authorities: Broadcast Music, Inc.; American Society of Composers, Authors and Publishers; and Society of European Authors, Songwriters and Composers.

If a WLS artist wants to use a song which has not been cleared, the library staff become detectives. They search through clearance lists, and if not found, they telephone, write or telegraph to get the proper clearance before air-time.



CHORE BOYS, quartet of fine musicians, play important role in music programs at WLS. They are, left to right, Augie Klein, Jimmie Hutchinson, Tony Nix and John Frigo.

... Just a SONG or 2...



LOU PROHUT, a newcomer at WLS, plays fancy music on his accordion. During war served with Marines. Before entering radio Prohut was seven time winner in nation wide popular amateur show.

HOWARD PETERSON, veteran church, theater and radio organist, has made many folks happier through the years with his sweet and lilting melodies from the organ. He's shown here at the console in studio A at your station, WLS.



STARS



A FIFTEEN minute roundup of news is presented every Sunday night at eight-fifteen by Taylor Grant, broadcasting from ABC in New York



BILL STERN, ABC sportscaster, presents a roundup of the day's sports each evening along with his own comment on many sporting events around the world.

COMMANDER Buzz Cory steadies his cadet, Happy, as they make an interplanetary trip on Space Patrol, another ABC feature carried by WLS.



THE MIDWEST is a long way from the Metropolitan Opera in New York City but through ABC and WLS we virtually

ANOTHER ABC FEATURE carried by WLS is the Breakfast Club. Don McNeill, conductor of this famous program, is shown below with Fran Allison, known as "Aunt Fanny."



of ABC



sit with the audience, as shown above, for another star performance. Listen to ABC through WLS for the best in music.

WALTER WINCHELL, a veteran radio reporter who always carries a dynamic impact, delivers his sizzling newscast every Sunday night at eight o'clock over WLS, another ABC feature.



ALTHOUGH Betty Crocker remains anonymous, she's a symbol of a successful homemaker. Her recipes, housekeeping tips and shopping hints are helpful.



YOUR LAND and Mine is a feature presented every Monday night by Henry J. Taylor, ace newsman of the ABC network, carried over WLS.



THE MASKED MAN rides the great horse Silver in another thrilling adventure of the Lone Ranger.

we bring you



WLS FARM PROGRAM Director is Maynard Bertsch, below, native of Wayne county, Indiana. Prior to assuming his new role Bertsch served six years as Indiana Editor of PRAIRIE FARMER. He is conductor of radio's oldest farm program, Dinnerbell Time. During the year Dinnerbell often comes from farm meetings scattered over WLS territory.



BILL MASON is newest member of WLS farm staff. He was raised on Illinois farm in LaSalle county and has worked in farm radio in Wisconsin, Iowa, Illinois and Indiana. Farm World Today, conducted by Mason, is heard each evening.

DAILY NOONTIME livestock reports are brought your way by veteran Bill Morrissey, left, and Bruce Davies. Morrissey has broadcast from Chicago Union Stock Yards since 1940. Davies came to Chicago this summer, helps with reports.

THIS FARMING BUSINESS is brought to you each day by Lloyd Burlingham, veteran farm commentator, who owns the Green Pastures on the Kishwaukee farm near Woodstock, Illinois, where he tests farming ideas.



your FARM NEWS



HARRY CAMPBELL, left, reared on northern Indiana farm near Walkerton, is heard every morning with the popular Farm Bulletin Board and Hi Neighbors program. Harry often flies to farm meetings to keep in touch with farming.

DIX HARPER, director of the WLS farm news service, is leading agricultural broadcaster of midwest. He conducts RFD 890, bringing you all the latest market reports, noon-time news, weather outlook, and other valuable farm news.



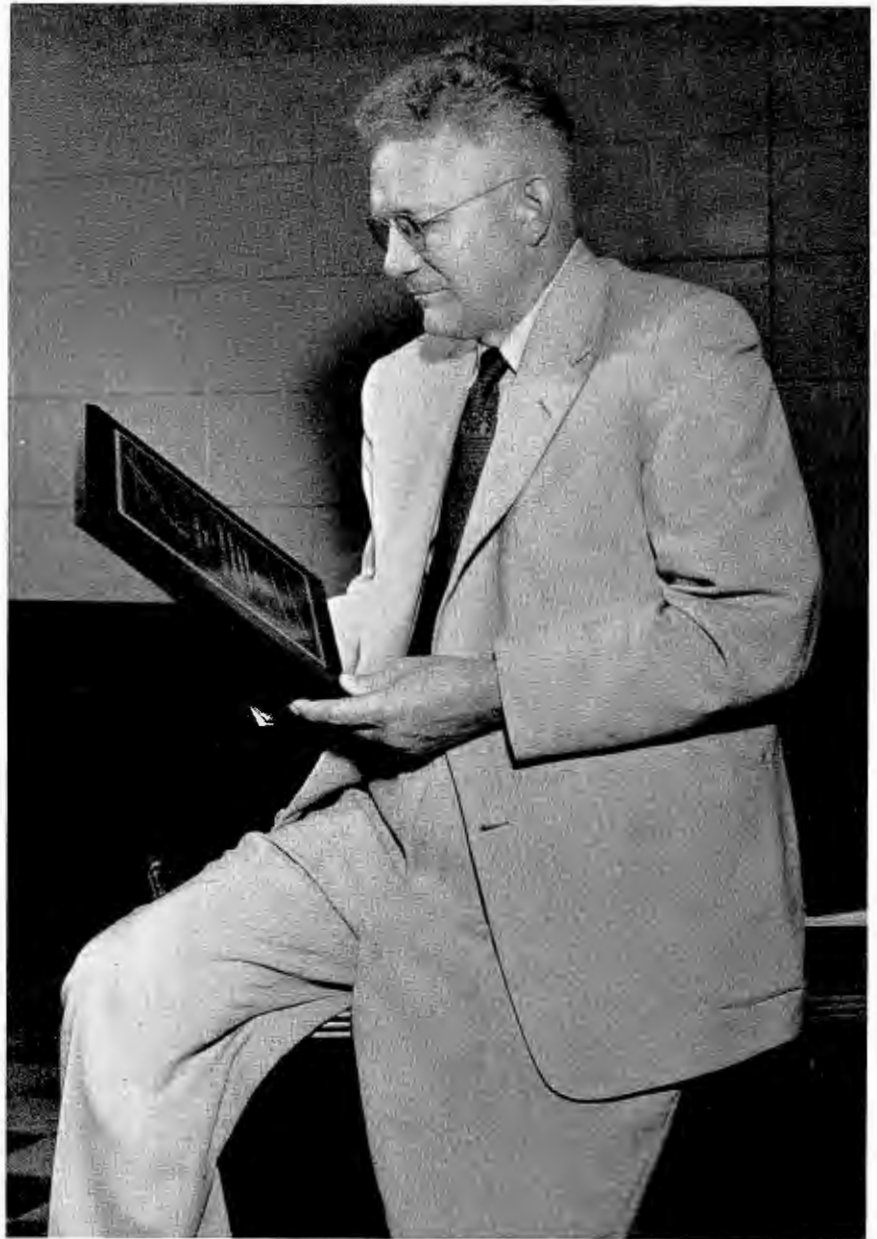
RFD 890

NEWS FROM the WLS Farm Radio Department is coordinated and presented by men pictured on these pages. They keep you up to the minute on all happenings in the agricultural world. WLS begins broadcasting farm news early each morning with Farm Bulletin Board and Hi Neighbors, and continues throughout the day with all important developments that affect agriculture. RFD 890 was planned with the farmer in mind and is presented during the noon hour when farmers are eating. This program carries a complete summary of livestock and grain markets, weather conditions, on the spot farm news mailed direct to WLS by field editors of PRAIRIE FARMER, and other valuable information. Bruce Davies, who served as market reporter for eleven years at Kansas City, plays an important role in presenting the daily market report and as a special feature he visits daily with farmers who come to Chicago with their livestock. Bill Morrissey is the veteran market reporter whom thousands of farmers have heard from day to day. Dave Swanson, with his Trends and Possibilities of the Livestock Market, is always an interesting Saturday feature. Burlingham's daily report on This Farming Business highlights many agricultural developments. Farm World Today, a new WLS farm program feature, and radio's oldest farm program, Dinnerbell Time conducted by Maynard Bertsch, give listeners of WLS full coverage of the farm world.

TRENDS AND Possibilities of the Livestock Market are given every Saturday noon over WLS by Dave Swanson, manager of the Chicago Producers Commission Association. It's another service offered by the hustling farm radio department.



PAUL C. JOHNSON, right, editor of PRAIRIE FARMER, has been widely acclaimed for his work as an agricultural writer and speaker. Here he is shown examining his latest award, the Reuben Brigham Award for outstanding work in agricultural journalism, received from the agricultural college editors of the nation. At present Johnson is serving as president of the American Country Life Association



SUSAN KAISER, above, is PRAIRIE FARMER's new homemaking editor. She was reared in Door county, Wis., where she won a PRAIRIE FARMER-WLS Second Mile award in 4-H, graduated from University of Wisconsin and served as Home Demonstration Agent in Dane county. She joined the home department in October.



RALPH S. YOHE, the smiling man with the movie camera, was very busy this past year serving as manager of the Farm Progress Show, at the same time carrying on his scientific writing in PRAIRIE FARMER. Associate editor of PRAIRIE FARMER, he travels widely, takes beautiful pictures, both motion and still.

RARE OPPORTUNITY for PRAIRIE FARMER editors is offered each year when twenty top FFA boys from Wisconsin, Michigan, Indiana and Illinois, are brought into Chicago in late April for interviews and forum discussions on farm problems. Editor Johnson, below, invites the boys to be guests on his Saturday morning WLS program. They talked about getting started farming.



they cover the farm front



JIM LILLY, upper left, succeeded Maynard Bertsch as Indiana editor. Born on an Indiana farm, he served on Purdue information staff.

DELLA LOUI, above, loves every hill and vale of her fabulous Wisconsin, which she serves as field editor for PRAIRIE FARMER and WLS.

DICK ALBRECHT, left, Illinois editor, is well known for his serious, analytical articles about farm management and farm problems.

KEATS VINING, right, served as a Michigan county agent for many years before joining PRAIRIE FARMER. He knows Michigan farming.

IT TAKES A LOT of planning to get out a well-rounded PRAIRIE FARMER with something in it for every reader. Besides, it is important to plan well ahead so that farm management information reaches the reader at the season when

he needs it most. Editors Vining, Thomson, Lilly, Albrecht and Loui are in the midst of one of the quarterly meetings that chart the future. Field editors, who live in the states they cover, bring first-hand information to the Chicago office.



for news
it's always...

WLS



HAROLD SALZMAN, center, and Norman Syse of news staff go direct to firemen for complete on-the-spot story.



ULMER TURNER, popular newsman, is shown at his listening post.



WLS NEWS WRITERS hold weekly conference. They are, left to right, Harold Salzman, Jim Horstman, Bill Small, Norman Syse, and Edmund Lambeth.

JACK HOLDEN, dean of WLS announcers, is tops in Chicago area.



JIM JOHNSTON, announcer, takes late bulletin just received over teletype machine.



LARRY ALEXANDER, a Bostonian, is popular member of announcers staff at WLS.





BILL SMALL, veteran news writer, directs activities of news staff at WLS.



JIM HORSTMAN, assistant director of news department, checks teletype copy.

"WLS, MID-AMERICA'S Number One Station for complete News Coverage"—that's the phrase you often hear on WLS and behind that statement is the combined effort of ace newsmen and the world's greatest news gathering services, an effort designed to bring more news—national and world news but most especially midwest news—to the people of PRAIRIE FARMER Land.

Working as a team, WLS news broadcasters go through millions of words of wire copy from the Associated Press, the United Press, Worldwide Press Service, Community News Service, and our own WLS correspondents throughout the midwest.

Much of the news comes from stories on the wires, such as those seen on the right of the page, but many exclusive stories are the result of old fashioned "go out and get the story" reporting by WLS news staffers. Under the direction of News Director Bill Small, a close check is kept on all big stories and these newsmen pursue important details with the "tenacity of a bull dog." It is common to hear eye witness accounts of floods, tornadoes, explosions, etc.

Among the most important items on WLS newscasts are weather reports. The information for these comes on a direct wire to the U. S. Weather Bureau headquarters in Chicago.

The WLS news staff works closely with WLS Farm Editors, sharing late farm news reports and weather information. In August of this year, Quill, the magazine of the National Journalism Fraternity Sigma Delta Chi, devoted its cover and featured article to a description of the WLS news and farm report set-up, one of the best in the country.

VOICE OF Jack Stilwill is familiar to many, many thousands of WLS listeners.



WHEN YOU hear Bill Duane you think of Chicagoland news. He brings report daily.



IN THE NATURE OF A "FINE" OR ASSESSMENT OF THE SUSPENSION OF SENTENCE UNDER WHICH LATITUDE.

"THE IDEA BEING, OF COURSE," HE ADDED HAVE SOME OPPORTUNITY TO FURTHER HER EDUCATION.

W29

NEW YORK, JUNE 23.--(UP)--WHOLESALE INDEX WITHIN A MONTH THIS WEEK, ACCORDING TO BUREAU OF LABOR STATISTICS, RELEASED TODAY.

THE INDEX, REPRESENTING THE SUM TOTAL OF PRICES IN GENERAL USE, ROSE FIVE CENTS DURING THE WEEK ENDING YESTERDAY BRING IT TO \$7.28. THE ADVANCE WAS THE LARGEST SINCE THE ADVANCE IN THE PREVIOUS THREE WEEKS. THE \$7.28 FIGURE IS THE CORRESPONDING WEEK OF 1953 AND \$5.96 WHEN THE KOREAN WAR BROKE OUT.

-0-

WASHINGTON, JUNE 23.--(UP)--PRESIDENT EISENHOWER ANNOUNCED TODAY THAT HE WILL PLAY THE WEDNESDAY ROUND OF GOLF TODAY AT BURNING TREE CLUB.

PARIS, JUNE 23.--(UP)--LT. GENEVIEVE IFFENBERGER, "GIRL OF DIEN BIEN PHU," SAID TODAY SHE WON'T RETURN TO THE UNITED STATES ANYTIME SOON.

THE 29-YEAR-OLD NURSE SAID SHE IS SPOKE OF THE FAMILIES OF MEN SHE KNEW IN THE COMMUNIST OUTPOST. HER AIR FORCE SUPERIORS SAY LT. IFFENBERGER IS NOT IN THE UNITED STATES, BUT CERTAINLY NOT IN THE AREA OF DIEN BIEN PHU.

WASHINGTON, JUNE 23.--(UP)--POSTMASTER ANNOUNCED TODAY THAT A NEW FOUR-CENT AIR MAIL STAMP, WHICH WILL BE ISSUED SEPT. 3.

THE STAMP IS THE FIRST DESIGNED ESPECIALLY FOR AIR MAIL, ALTHOUGH THE DEPARTMENT HAS ISSUED SOME AIR MAIL STAMPS IMPRINTED ON THEM.

THE NEW STAMP WILL BE RELEASED AT PHILADELPHIA AT THE ANNUAL CONVENTION OF THE AMERICAN AIR MAIL ASSOCIATION.

NEW YORK, JUNE 23.--(UP)--AMERICANS OWN MORE THAN FOUR LIFE INSURANCE POLICIES A FAMILY, ACCORDING TO THE INSTITUTE OF LIFE INSURANCE SAID TODAY. THE TOTAL VALUE OF THE POLICIES ON JANUARY 1 WAS \$27,668,000,000 (8) MORE THAN 10 PERCENT MORE THAN DOUBLE THE OWNERSHIP AT THE END OF 1953.

-0-

WASHINGTON, JUNE 23.--(UP)--SEN. EDWARD M. BREWSTER OF PENNSYLVANIA AND SENATOR SINCE 1946, SAID TODAY HE WILL NOT RUN FOR PUBLIC OFFICE AGAIN AT THE END OF HIS TERM.

THE 74-YEAR-OLD LEGISLATOR TOLD A REPORTER HE IS NOT A CANDIDATE FOR PUBLIC OFFICE AGAIN.

"AFTER A HALF CENTURY OF PUBLIC AND MISSIONARY SERVICE, I FEEL I WANT TO RETIRE AT THE END OF THIS TERM."

LONDON, JUNE 23.--(UP)--PRIME MINISTER WALTER RAUSTON ANNOUNCED TODAY A SHORT VACATION FOLLOWING THE WASHINGTON VISIT OF PRESIDENT EISENHOWER, IT WAS ANNOUNCED TODAY.

CHURCHILL, ACCOMPANIED BY HIS PHYSICIAN, WILL BE ABORD THE CUNARD LINER QUEEN ELIZABETH, HE IS FLYING TO WASHINGTON FOR THE MEETING OF THE CABINET.

WLS FAMILIES 13



◆ THE LILLY FAMILY—Jim, Cheryl Ann, 6 months, and Wilma.

◆ JIM AND MARY JOHNSTON have rejoined our WLS family.

◆ THE PROHUT FAMILY—Lou, Lou Ella, and Mary, 1½.



◆ Meet the NIX FAMILY—Ruby, Toby, and Freddy, 11.

◆ THE DUANES—Bill, Elizabeth, 8, Helen, and Kristen, 10.

◆ THE ALEXANDERS—Toni, 4, Larry Rico, 2, Jeanne, and Larry.

◆ THE HARPERS—Dix, Tod, 10 months, Shirley, and Susan, 3.



Family Album Tells a Story of Happy Homes, Happy Children



◆ **THE KLEINS**, are, left to right, Augie, Mary Jane, Richard, 11, Janice Marie, 13, and James, 6.

◆ Here's a quintet of **SWANSONS**—Holly (Cousin Tilford), Dick, 20, Lila, Jimmie, 7, Barbara, 16.

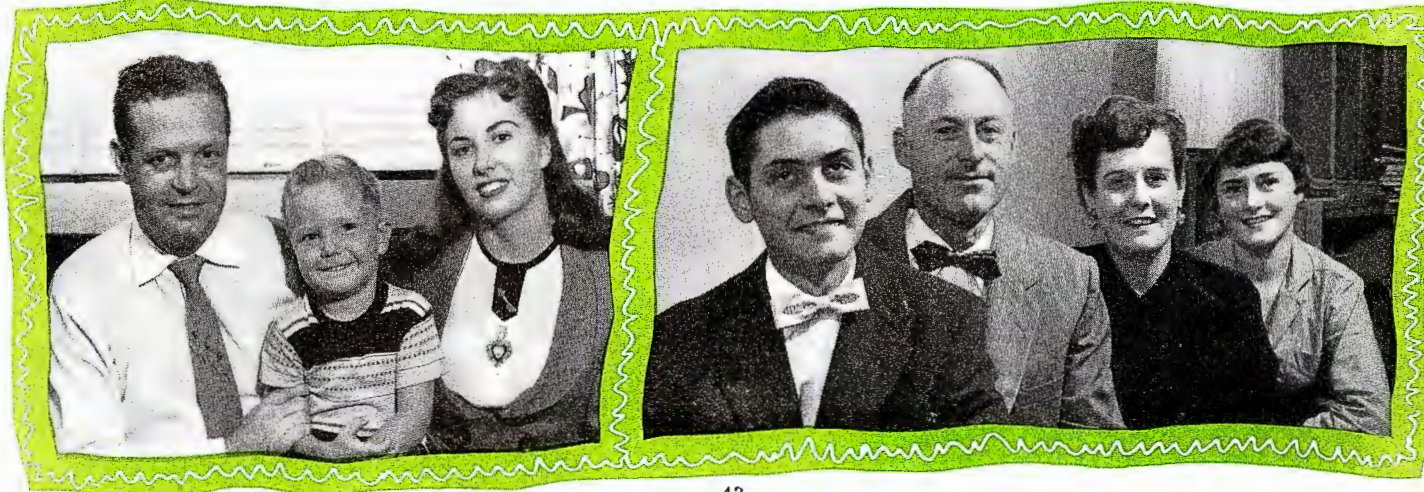


◆ **THE CAMPBELLS**—Betty, Barbara Ann, 4, Harry, and Becky Sue, 12.

◆ **THE HUTCHINSONS**—Jimmie, James Steven, 4, and Edith.

◆ **THE THOMSONS**—James, Gael, 12, Scotty, 3, Jimmie, 8, Dorothy, Shelly, 10, and Allison, 5.

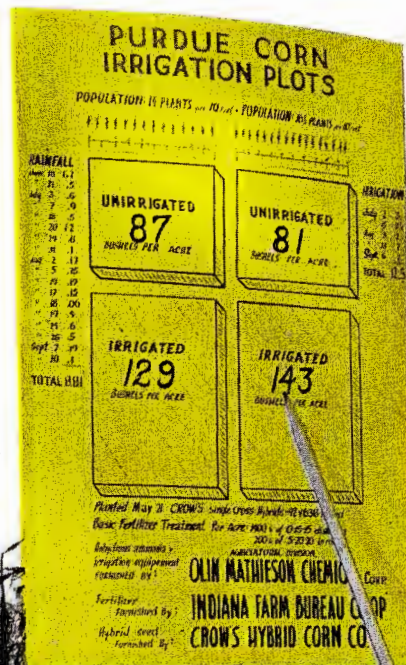
◆ **THE BERTSCH FAMILY**—Larry, 16, Maynard, Esther, and Linda, 15.



FARM PROGRESS SHOW 1954



ARKIE AND Captain Stubby are shown here putting on their "monkeyshines" for the huge Farm Progress Show crowd. A sea of faces surrounded the outdoor platform to see the National Barn Dance stars. Captain Stubby was performing for the home folks. He was born and raised on a farm at Deer Creek, Ind., near the Farm Progress show site. Other entertainers included Homer and Jethro, Beaver Valley Sweethearts, The Buccaneers, Lou and Scotty, Woody Mercer, Dolph Hewitt, Toby Nix, and Jimmie Hutchinson. They entertained throughout the day.



A TOTAL OF 143 bushels of corn to the acre was the record established by the irrigated corn plot shown at the Farm Progress Show. Here is Don McCune, member of the Purdue agronomy staff, pointing out the comparison between irrigated and unirrigated corn land to interested Farm Progress visitors. Just across the ravine from this record corn plot, the spectators watched the building of a farm pond and recreational area on the Miles Martin farm. Fertility plots, pasture renovation, plowing, tilling, and subsoiling demonstrations along with corn picking and shelling were featured and absorbed the attention of the visiting farm folk attending the 1954 show.





THESE CARROLL county, Ind., women turned models for a day and participated in the style show which was a feature of the women's program at the Farm Progress Show.

THE 1954 PRAIRIE FARMER-WLS Farm Progress Show played to a record audience of 85,000 people on Oct. 7 at the Miles Martin farm in Carroll county, Ind. The Martin farm and parts of neighboring farms were covered by demonstration plots and exhibits as the big show, comparable to a state fair, set up shop right out in the country.

Helping to put on the big show were Purdue University, the College of Agriculture of the University of Illinois, and more than 300 local people representing the extension services, farm organizations and many civic groups.

National Barn Dance radio artists played at three outdoor shows, and direct broadcasts were presided over by Maynard Bertsch, Dix Harper and Bill Mason, members of the WLS farm staff.

More than 160 commercial firms set up demonstrations to show their products. These were supplemented by nearly 100 educational demonstrations.

Three midwest championships were named. A Decatur, Ind., land judging team of 4-H and FFA boys was named midwest land judging champion. Terry Moses of Frankfort, Ind., was named midwest champion skilled tractor driver. Clarence Arnold of Hammond, Ind., was named champion old time fiddler.

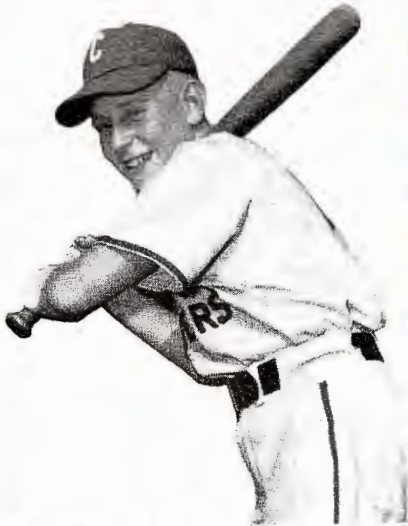
Women played an unusually important part in this year's show. Martha Crane, WLS homemaker, and June Lowther, Carroll county, Ind., home demonstration agent, presided. Dr. Holland also spoke.

THIS WAS A great day for Miles T. Martin, farmer and civic leader in Carroll county, Ind. Probably never before in history had so many people visited a single farm in a single day. Mr. Martin is shown here being interviewed by Maynard Bertsch on the Dinnerbell program which was broadcast direct from the Martin farm on the big day.

THIS IS A serious business indeed. FFA and 4-H boys get right down into the trench to study the profile of the soil in the annual PRAIRIE FARMER-WLS Invitational Land Judging Bee. The youths learn how to judge land and make recommendations as to how it should be cared for, and listed crops that should be grown.



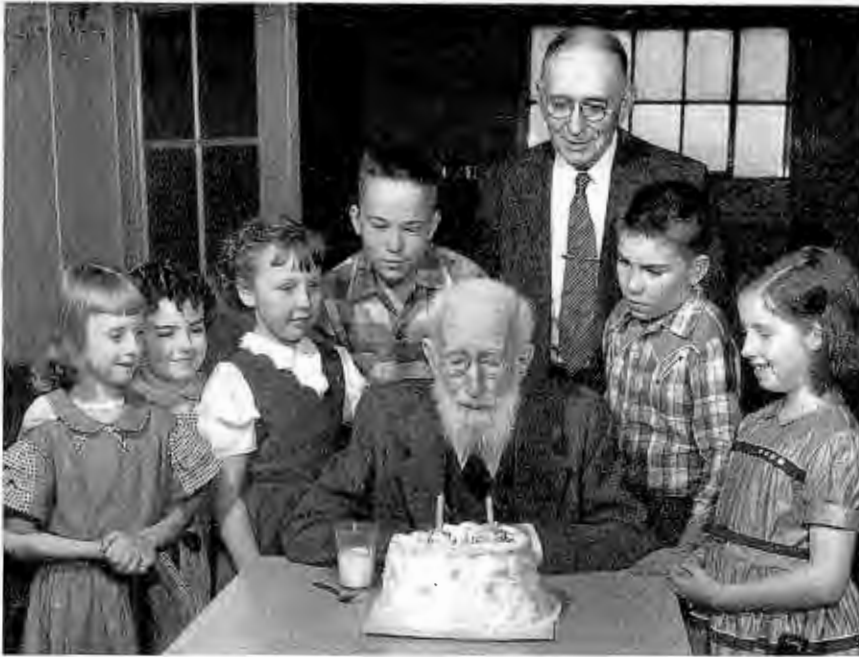
KIDS



LOOK AT THESE smiling faces, boys and girls who belong to someone who works for either PRAIRIE FARMER or WLS. These kiddies are like your own, young Americans who make life worth living for their parents. Turn back to the individual family groups and see if you can find out who each of these kiddies is. You'll have lots of fun.



Little Stars of Prairie Farmer and WLS



HERE 'n' THERE ...with WLS

FOR THE FOURTEENTH consecutive year William Beery of Elgin, Ill., celebrated his birthday on the Dinnerbell Time program. During the program he sang Rose of Sharon. Beery was 102 on April 8. School children from Hogus school at Morris, Ill., and Dr. John Holland helped eat the birthday cake.

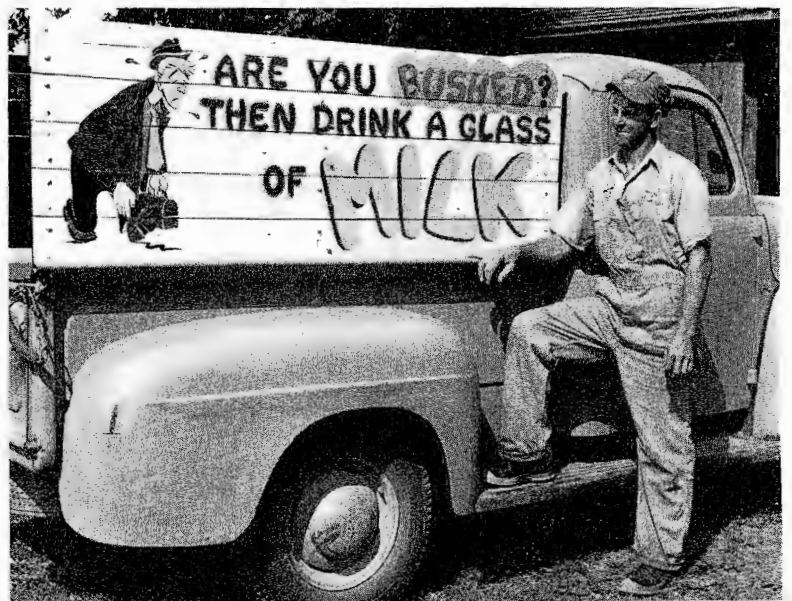


DINNERBELL TIME is brought to you by remote broadcast many times during a year, whenever and wherever there is an important agricultural event. Maynard Bertsch, conductor of Dinnerbell, is shown interviewing Jim Love and his daughter, Diane, of Eaton, Ind., during lamb show at Indianapolis.

MEET WALLACE NELSON, a dairy farmer of Lake Mills, Wis. He is the originator of Runty the Pig and draws Slim and Spud, two favorite cartoons in PRAIRIE FARMER. Nelson promotes dairy products as indicated by the sign on sideboard of his truck.



DELBERT L. DOUGLAS family of Sangamon county is congratulated by L. W. Hiser, soil conservation superintendent for the Illinois Department of Agriculture, for winning Save Your Soil contest for Illinois. Premiere announcement was made on Dinnerbell Time at the State Fair.





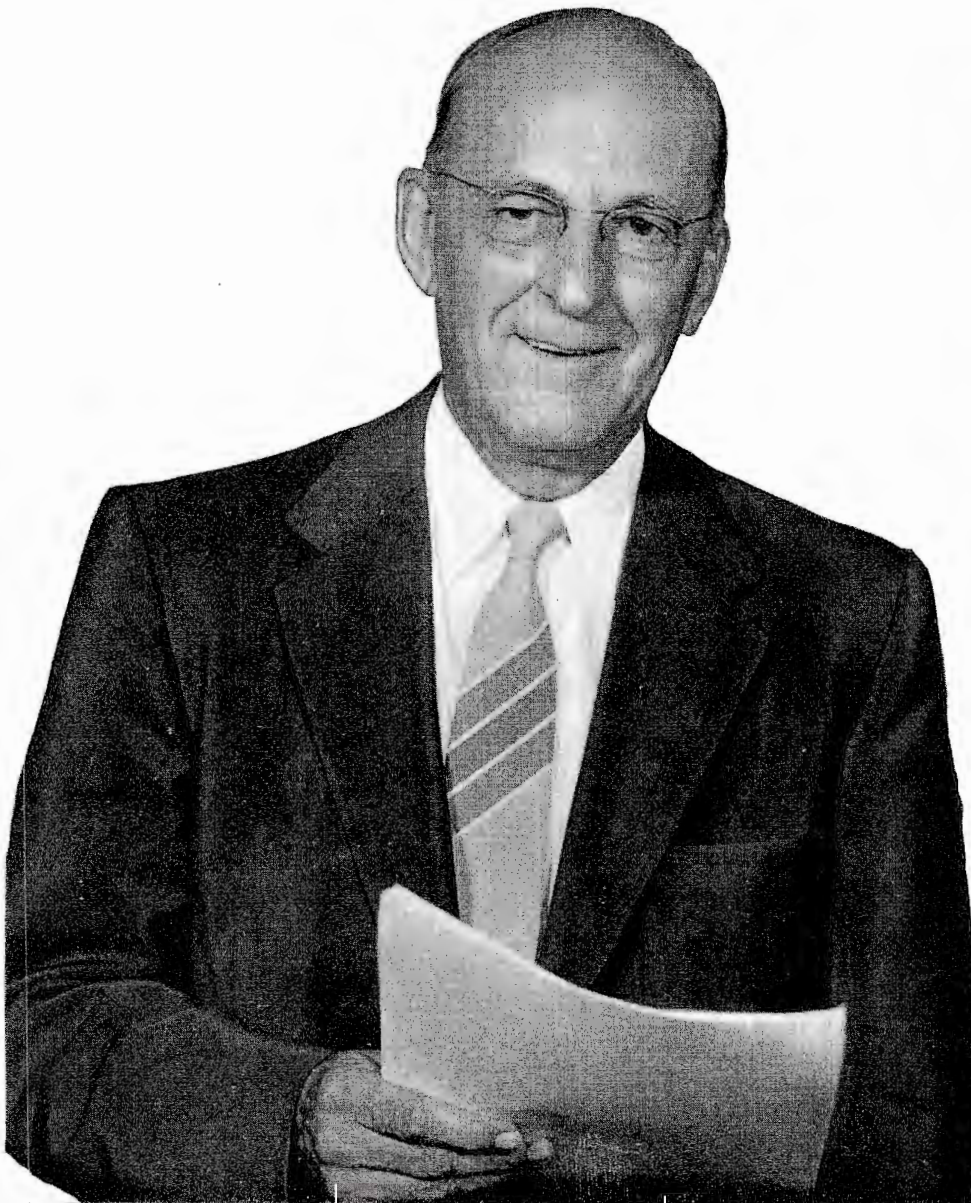
VERN ANDERSON is Advertising Manager of PRAIRIE FARMER. He plays an important part in business affairs of America's Oldest Farm Newspaper, strives always to keep the ads clean and honest.



FRED ORLEMANN has served for many years as Business Manager. He supervises all the production departments and keeps PRAIRIE FARMER on an even keel. He is one of the group of men whose vision built this great institution to serve its readers well.



JOHN ALLEN watches diligently over the fiscal affairs of WLS and sees to it that entertainers and staff members get their checks. His friendly manner appeals to all. He has served WLS for many years.



GEORGE R. COOK was very closely associated with the late Burrigge D. Butler in building the PRAIRIE FARMER-WLS tradition. He now serves as treasurer of the radio operation and a director of WLS.

JAMES E. EDWARDS was chosen to succeed the late Burrigge D. Butler as President of both the publishing and radio operations of PRAIRIE FARMER-WLS. He is also chairman of the Burrigge D. Butler Memorial Trust which each year makes available good-sized sums for charitable purposes. He has had 40 years of service with the company which he now heads, and is in an excellent position to carry out the century-old policies.



ART HARRE joined WLS recently during the consolidation of WLS and WENR, at the time WLS became a full-time station. Much of his previous experience was with the far-flung ABC radio network. His new job is that of assistant general manager.



HAROLD SAFFORD, pioneer in the radio entertainment field and a founder of the National Barn Dance, now carries great executive responsibility as director of programming for the full-time WLS. His long experience as a showman serves him well.

GLENN SNYDER, General Manager of WLS, is another in the group of leaders who pioneered in radio and laid down the policies that have made WLS known the country over as the Voice of Agriculture. Over the years he has insisted that good farm service be kept in the forefront of WLS broadcasting. Nevertheless, city folks liked the WLS programming so well that they have joined farm folks in large numbers. Together, they make up the WLS family on the air and in the Eighth Street Theater, still packing them in after 20 years.

THEY SET THE PACE





DR. HOLLAND, who watches over the Christmas Neighbors Club, visits with crippled boy and girl who are benefiting from your generous gifts.



THESE GIRLS seem to be very happy with the radio presented to them by Al Boyd in behalf of the PRAIRIE FARMER-WLS Christmas Neighbors.



YOUR CONTRIBUTIONS have purchased equipment that's helping these boys walk again. At right is a radio-phonograph given by your club.

CHRISTMAS NEIGHBORS

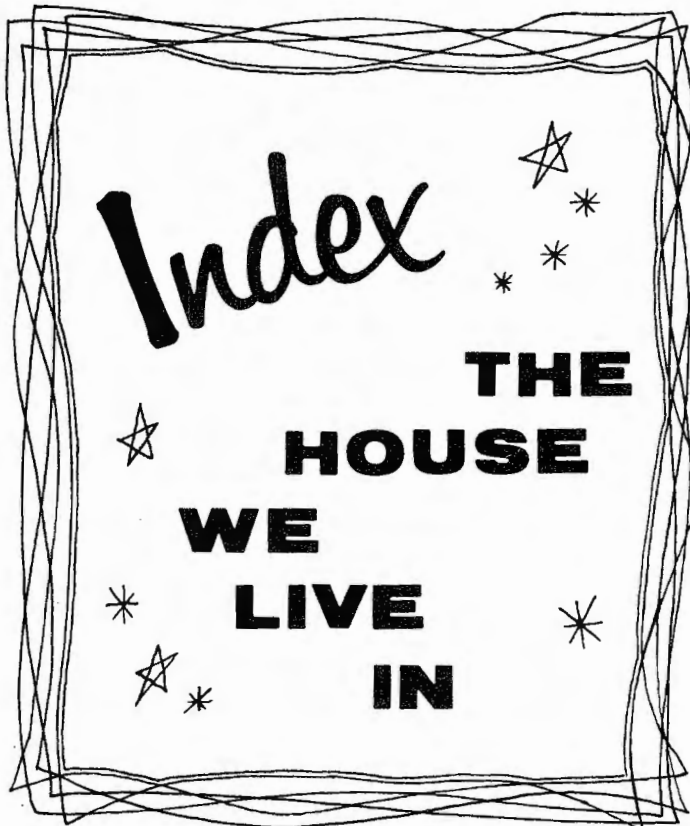


TO HELP a man or woman is a noble thing and to help a crippled child is a divine thing, for his life is still before him. During the past fourteen years your Christmas Neighbors Club has been helping to put little crippled children on their feet. Sixty-five percent have been restored to practically normal health. How much money would you pay for the healing of a child, if that child were yours? Most would give all we have. So, through Christmas Neighbors we try to help those who can't help themselves. Every cent we receive goes to help someone.



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