

# WEKZ

AM 1260  
Dial  
FM 93.7

## NEWS OF THE HOUR

6 OCTOBER 1961

MONROE, WISCONSIN, IN THE HEART OF GREEN COUNTY'S HIGH DAIRYLAND

Donald E. Davenport, emergency information officer for Monroe's Civil Defense act-up, and Continuity Chief and announcer at WEKZ, announced today that he is the father of a new baby boy born at St. Clare Hospital, Monroe, 3:04 this morning. Mr. Davenport reported that his wife and new son are doing fine.

WEKZ

St. Clare Hospital also reported a son born to Mr. and Mrs. Charles Montgomery, Brownstown, at 1:08 p.m. yesterday. A girl arrived for Mr. and Mrs. Leo Gille, Monroe, 11:15 last night.

WEKZ

Roscoe Boren, 47, Jewons, Kansas, was to be arraigned today in Justice Court on charges of aggravated battery this morning. Boren was identified by James Malford 24, Geneseo, Kansas, as the assailant who stabbed him four times in the abdomen early Wednesday morning, in front of the Eagles Tavern in Monroe.

WEKZ

Roland E. Karlen, Secretary of the Green County Fair for the past four years, has announced that he will not be a candidate for re-election at the annual meeting to be held Tuesday, November 21st. Karlen lists "Business Reasons" as his reason for resigning.

WEKZ

It's hoped that the quest for a solution to what to do with Monroe's expanding school population will be the result of a meeting Thursday October 19th. A member of the State Department of Public Instruction will discuss the problem with the Board of Education and the citizens advisory committee at that time.

WEKZ

According to information received by Captain Charles, Commander of Monroe's Company "B" 32nd National Guard Division, the group will depart for Fort Lee, Washington on October 24th, 25th or 26th. The enlisted men will leave the company in an advance detachment about October 18th. Equipment loading will begin October 18th at 0600 and continue throughout the day.

WEKZ

Charles Mowbray, in charge of adult instruction in Monroe's night school announced this morning that 221 people signed up for classes last night which is about 50 more than enrolled last year on the first night. Mowbray said that some of the classes will have to be dropped, others are filled and some need more students.

WEKZ

Farm Progress Days in Beloit is expected to end tonight with an attendance of over 100,000. Up to 70,000 persons were reported to have turned out yesterday for the final day of the three day Agricultural Show and Competition.

WEKZ

Senator Alexander Wiley of Wisconsin made it clear he intends to see re-election. As he put it "letters from all angles tell me to run again, and I haven't heard of anyone who wants to be a candidate against me."

WEKZ

ZIPPER SAYS: If there were more "Self-starters" on the job, the Boss wouldn't have to be a "crank".

WEATHER: Mostly fair, windy and rather warm today, tonight and tomorrow. High today free 78 to 85. Low tonight 48 to 55.

Listen

to Darlington football this afternoon and  
Monroe's homecoming game tonight on  
WEKZ - FM.







## WEKZ IS A "FAMILY AFFAIR"

The family is the basis of our society, and all WEKZ programs must pass the "family" test . . . to meet the good taste expected in our own homes.

It has been our aim, the past ten years, to bring you the kind of radio shows you want . . . neighborly, as only they can be in small communities like ours.

Now, to introduce to you the WEKZ staff and their families, with a few shots of our informal broadcasting life. This Family Album also brings to your attention WEKZ-FM, the sister-station, that carries on evenings when WEKZ must sign-off. Evening "Chore-Time" music and news year-round, with fine music from 7:00 to 10:00 p. m., and sports broadcasts in season, provide something for every member of the family.



## THE CHURCH AND WEKZ

*Early Morning Prayer and Hymn*  
Sign on time — 5:30 a. m.

*Closing Prayer and Hymn*  
Sign off time

*Moment of Meditation*  
Monday through Friday, 9:30 a. m.

*Sunday Devotions*  
8:00 to 8:25 a. m. every Sunday

*Sunday Church Services*  
10:30 to 11:30 a. m. Sunday from Green County Churches

*Psalms of Praise*  
2:30 to 3:00 p. m. Sunday

*Good Friday Services*  
Each year, from 12:30 to 3:00 p. m.

**PICTURE IDENTIFICATION:—** 1. Dale Martin; 2. Ken Schneider; 3. Eileen Steensrud; 4. Jane LaBorde; 5. Vern Falk; 6. Joyce Mevis; 7. George McKeown; 8. Phyllis Stampfli; 9. Don Davenport; 10. Bob Jay; 11. Joe Urban; 12. Herb Bolliger; 13. Stan Neuberger.

PHYLLIS STAMPFLI delivering one of the 200 newsletters that go out to all restaurants, hotels and banks in Monroe each morning. A typical newsletter is pictured on the back cover of this album.





## KEY PROGRAMS ON WEKZ . . .

Chorc Time

Markets and Weather

Calendar of Events

Farm Facts

Kaffee Klatch

This Morning

White Sox Baseball, MHS  
and U of W Football  
and Basketball

Classified Column of Air

Farm and Home Hour

Schweitzer Program

This Afternoon

Vern's Musical Churn

Country Music Jamboree

Sports Report (4 daily)

Home Folks

Listen Ladies

Sunday Record Party

Sunday Musicale

This Evening (FM)

## WEKZ PLACES PUBLIC SERVICE FIRST

United Fund . . . Keep America Beautiful . . . Care . . . Nursing Careers . . . Christian Children's Fund . . . American Heritage Foundation . . . Army Reserve . . . Better Schools . . . Institute for the Blind . . . Blood Donation . . . Cancer . . . Dairy . . . Defense Bonds . . . FHA . . . Future of America . . . Health . . . Marines . . . Department of Labor . . . National Guard . . . Army, Air Force and Navy Recruiting . . . Social Security . . . Veterans Administration . . . Wisconsin State Employment Service . . . Tuberculosis . . . March of Dimes . . . Heart . . . National Education Association . . . Hire the Handicapped . . . Civil Defense . . . Coast Guard . . . Fire Prevention . . . Mental Health . . . Red Cross . . . Polio . . . United Nations . . .

**PROGRAMS:** Listen Ladies . . . Monroe Chamber of Commerce on the Air . . . Monroe Recreation Department on the Air . . . Monroe FFA Report . . . Rod and Gun Talk . . . Teenage Tunes . . . Annual Memorial Day . . . Dairy Day . . . Mobile Unit Broadcasts . . . Watershed Fun Days . . . Maxwell Street Days . . . Corn Picking Contests . . . Farm Demonstrations . . . Business Grand Openings . . . Program with Exchange Students at MHS . . . Man on the Square . . . The March of Medicine.

EILEEN and JOE are the WEKZ "Home Folks," who chat each week-day morning at 9:05. Their spontaneous approach to many familiar subjects stimulate listener interest and comment.



## DOWN ON THE FARM

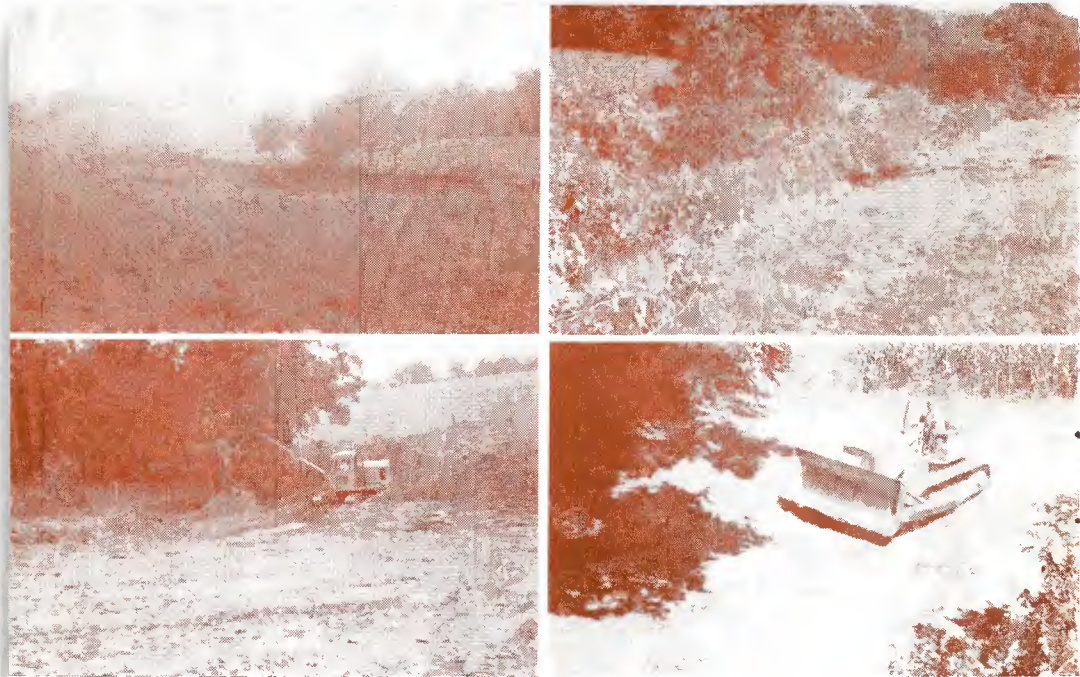
Sitting on the stile, leading to the old cow pasture, are the "Service to Agriculture" trophies won three years consecutively.



"How you going to keep 'em down on the farm?" In the case of WEKZ, every member of the staff is "on the farm" every day, in our studios at the side of the road on the WEKZ farm, and our tower is out in "the old cow pasture."

"Down on the farm," WEKZ gets closer to agriculture every year. Recognizing the faithfulness of farm-family listeners, and the keen interest felt by city and village folk listeners in the welfare and problems of their farm neighbors, WEKZ pays little attention to the programming of big city stations, and goes along with interests expressed by neighbor-listeners.





### BUILDING FOR THE FUTURE

The WEKZ farm is now operated by WEKZ. Soil conservation practices started the spring of 1960 with a creek bank planting, shown below, received real impetus in 1961 with the extensive construction of waterways, a dam and contour strips in the south fields, shown above. A three year program should complete all soil conservation practices on the entire farm.

WEKZ plans to have demonstration days next year to show the results of good farming methods.



Ed Schuetze, with his 50 year background in the fine music field, presents excellent commentary in presenting an hour and a half of classical music on the "Sunday Musicales" from 3:00 to 4:25 p.m. weekly, on WEKZ and WEKZ-FM.

### SPECIAL EVENT



General Nathan B. Twining, Ret., was interviewed by Vern Falk when Monroe's native son was honored with the dedication of Twining Park.

### CLASSICAL - SWITZER

Fred Glauser, host for the Switzer Show, presents authentic Swiss and German recordings Sunday through Friday at 1:30 on WEKZ. He is pictured here with Mrs. Glauser in Swiss attire from their homeland.



www.americanradiohistory.com





JOYCE MEVIS, DARLINGTON AREA

## CORRESPONDENTS

- ★ LOCAL NEWS
- ★ SPECIAL EVENTS
- ★ CELEBRATIONS
- ★ ANNIVERSARIES
- ★ BIRTHDAYS
- ★ MEETING NOTICES

GRACE MARSH, BRODHEAD AREA  
(Not pictured)



THE GAY STEENSRUD FAMILY



ARABELLE MITCHELL  
SOUTH WAYNE AREA



LENA SMULL  
DURAND, ROCK CITY AREA



VIRGINIA TSCHUDY  
NEW GLARUS AREA



MABEL ROSS  
STOCKTON AREA



MARGARET WOLFRAM  
WARREN AREA



ELTA GENTZ  
DAVIS, PECATONICA AREA

## POPULAR WEKZ WOMEN'S DIRECTOR

Below is a studio shot of Eileen, broadcasting one of her twice-daily programs. "Home Folks" is heard in the morning and "Listen Ladies" in the afternoon. Thousands of faithful listeners often take Eileen's advice in cooking and homemaking.



EUPHONIC EILEEN



OLE OLSON

The "Ole Olson Show," heard Monday, Tuesday and Wednesday at 10:15 a. m., features homespun humor, daffy definitions and Scandinavian melodies.

"LISTEN LADIES"



"HOME FOLKS"



## COUNTY FAIR TIME

"Little Sim," one of the WEKZ Mobile Units, parked at the WEKZ "Mobile Studio" during the Green County Fair, while making one of many rounds picking up news during the fair.



At the end of the broadcast day, Stan and Joe are resting up for the next one.

Myron Jeglum, Green County Agricultural Agent, interviewing farm folks at the fair under the canopy of the "Mobile Studio." Scores of interviews were made, during the five days, from the studio and from the "Mobile Unit" with the short wave transmitter.



## "THE SHOW WINDOW OF SOUTHERN WISCONSIN"



The "Mobile Unit" traveled the grounds, and this time paused to broadcast comments on harness racing with Starter Pat Reilly at his starting gate.

## "ZIPPERISMS"

Junk is something you keep for 10 years and then throw away 2 days before you need it.

A Red letter day is when the Russians read their mail.

A man who understands his wife probably lies about other things too.

An addressee is the last person to read a post card.

Most girls are willing to go with a "filthy rich" man, and then take him to the cleaners.

People who aren't afraid to roll up their sleeves, seldom lose their shirts.

Emulate the duck: keep calm on the surface, but paddle like everything underneath.

Don't cry over spilt milk, it makes it too salty for the cats.

Most troubles are caused by too much bone in the head and not enough in the back.

A good highway improvement would be divided highways marked: His 'n Hers.

A little flattery now and then makes husbands out of single men.

Marriage is like a bath in a tub, after you get used to it, it isn't so hot.

I call my girl Candy Bar, not because she's so sweet, she's half nuts.

A quartet is four people who think the other three can't sing.

Courtship is that part of a girl's life between lipstick and broomstick.

A swelled head is nature's attempt to fill a vacuum.

Marriages are made in heaven. So are lightning and thunder.

It takes two to make a marriage, the eligible girl and her anxious mother.

If women really dressed to please their husbands they would do it a lot faster.



ZIPPER AND FRIEND



**NEWS DIRECTOR  
VERN FALK**



VIRTUOUS VERN

Every morning Vern covers the news sources in Monroe, to get the facts needed for informative newscasts. He's on hand each council meeting, at the controls, for the WEKZ-FM broadcast. Between times, he has one ear cocked for unusual recordings to use on "Vern's Musical Churn," heard each afternoon.

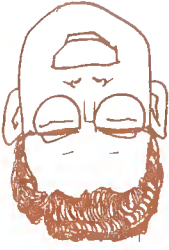


ON THE NEWSBEAT



THE VERN FALK FAMILY

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"STAN THE MAN"



THE STAN NEUBERGER FAMILY



STAN AT MIKE

Stan always has something to say . . . and he says it. Whether it's baseball, news, old time music or nonsense, folks listen and like it.

Since July 27, 1951, the day WEKZ was born, Stan has been on the 1260 spot.



**GEORGE  
and  
STAN  
in  
Action**



GEORGE AT MIKE

Play by play sports are an important part of the WEKZ schedule. George and Stan team up to broadcast Monroe and Darlington High School football and basketball games, on WEKZ and WEKZ-FM. George also announces harness races at Southern Wisconsin fairs, wrestling matches, and baseball games.

WEKZ-FM is also your station for White Sox and American League baseball with Bob Elson and Ralph Kiner.

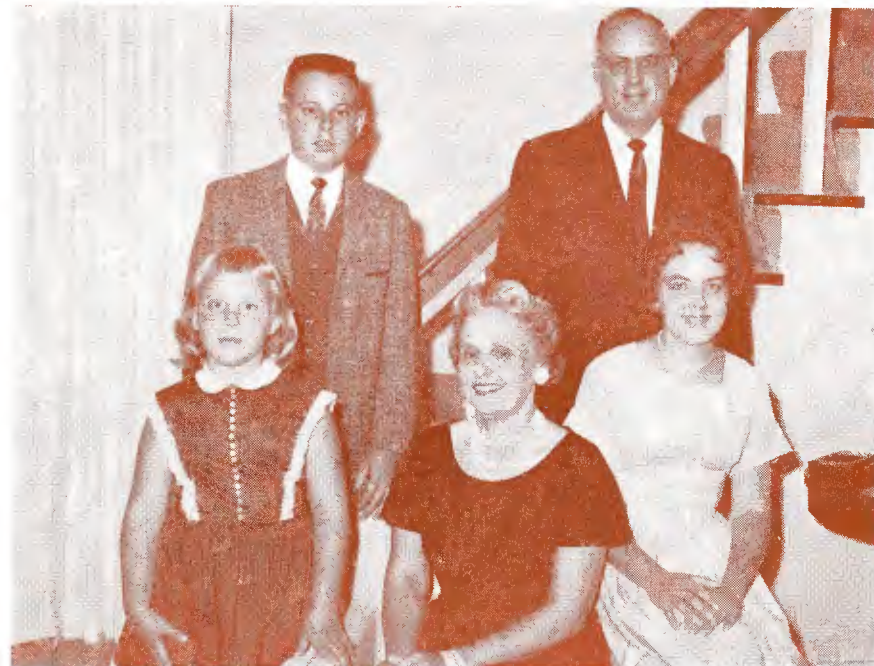
At the WEKZ-AM transmitter, Herb Bolliger is checking the meters. Herb is WEKZ's only eligible bachelor, and has been with the station for over 9½ years.

Engineer Dale Martin is tuning the WEKZ-FM transmitter, to assure the high-fidelity, interference-free signal so many folks depend on. Dale is married, has one child and lives near Beloit.



EDWIN W. SCHUETZE AND FAMILY

**E**



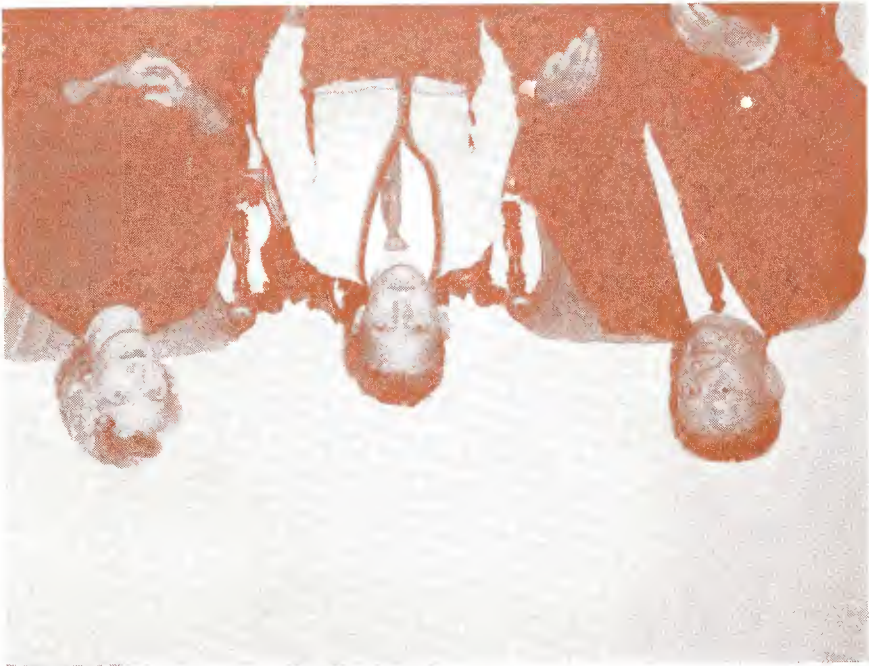
DORAN R. ZWYGART AND FAMILY

**Z**



K

KENNETH W. STUART AND FAMILY



W

WILLARD R. SCHUEITZ AND FAMILY



GENTLE GEORGE

George McKewen, in addition to his play-by-play broadcasts, is responsible for supervising four daily sports-casts. Local, area, state and national sports are covered, using many sources including the United Press International wire service, to keep WEKZ fans up to date. George has been with WEKZ for ten years.

SPORTS DIRECTOR . . .

THE GEORGE MCKEOWN FAMILY





**CONTINUITY  
CHIEF  
DON  
DAVENPORT**



DAPPER DON

You will note the top item on the Newsletter, found on the back page of this album, tells of a very new arrival in the Don Davenport family. Don is in charge of all commercial copy heard on WEKZ. He is heard several nights a week on WEKZ-FM and daytimes too. Don was recently named Emergency Information Officer of Monroe Civil Defense.

THE DON DAVENPORT FAMILY



THE BOB RUGGIERIS (JAYS)

**ANNOUNCER  
BOB JAY**



"J"

He's known as Bob Jay, on the air. Off the air, Bob keeps busy writing news, keeping up with new music releases, maintaining his interest in the sports world, and giving a hand in most every department. Bob and his wife were Milwaukeeans.





THE JOE URBAN FAMILY



STATION MANAGER  
JOE URBAN



JOLLY JOE

Joe makes a morning visit to the WEKZ downtown office, on the second floor of the Schuetze Building. He is one of the two original WEKZ staff members, serving the past five years as manager. In addition to administrative duties, Joe is still heard regularly on the air, and uses the "Mobile Unit" extensively for on-the-spot broadcasts.

Ken Schneider, in town office, keeps busy with the books. Ken and his wife have two children, a boy and a girl. He is recognized as Green County's No. 1 Paeker Backer.



KEN SCHNEIDER



OFFICE

STAFF



PHYLLIS STAMPFLI

Phyllis assists Ken and is kept busy relaying information between WEKZ and the downtown office.



JANE LA BORDE

Lady Jane, WEKZ receptionist, is a stenographer, telephone girl, copy writer and all-around helper. She is still busy with farm youth activities.



# WHEN THEY WERE YOUNG...



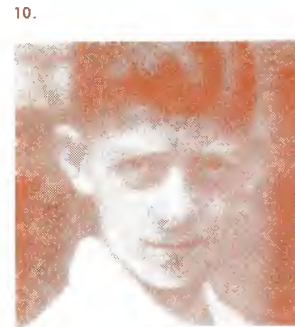
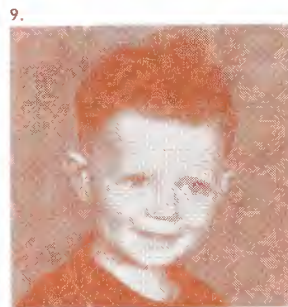
**CAN  
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\*SEE INSIDE BACK COVER FOR IDENTIFICATION





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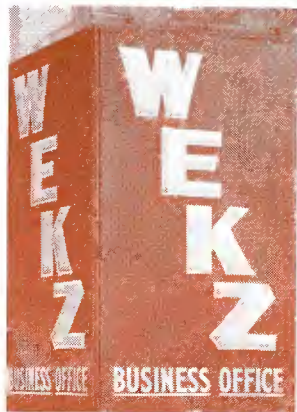
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## STATION MANAGER JOE URBAN



THE JOE URBAN FAMILY

## OFFICE



## STAFF

Lady Jane, WEKZ receptionist, is a stenographer, telephone girl, copy writer and all-around helper. She is still busy with farm youth activities.

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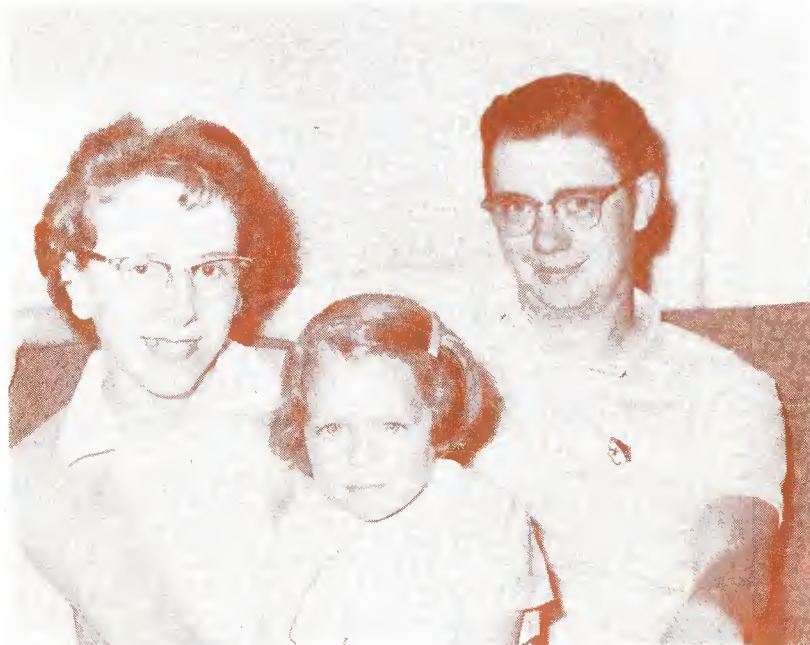
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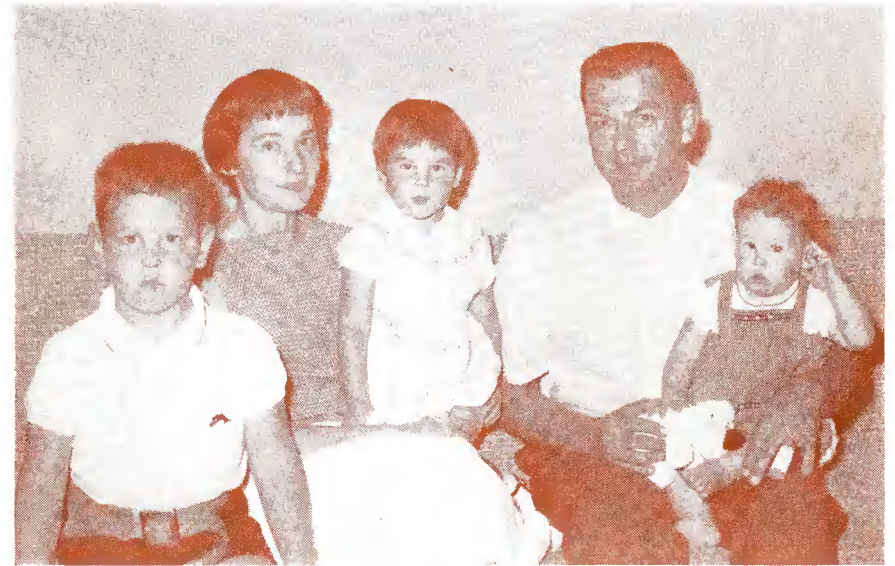
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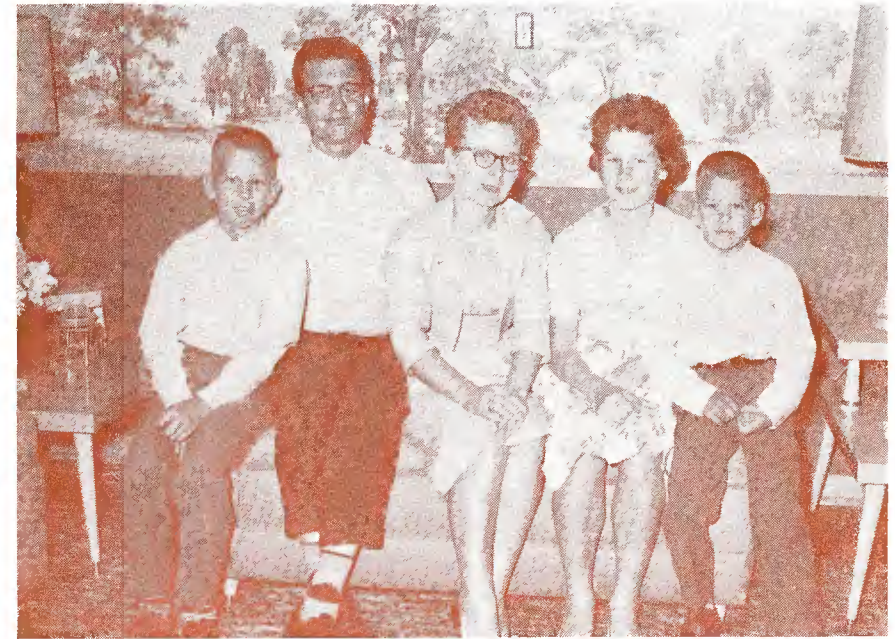
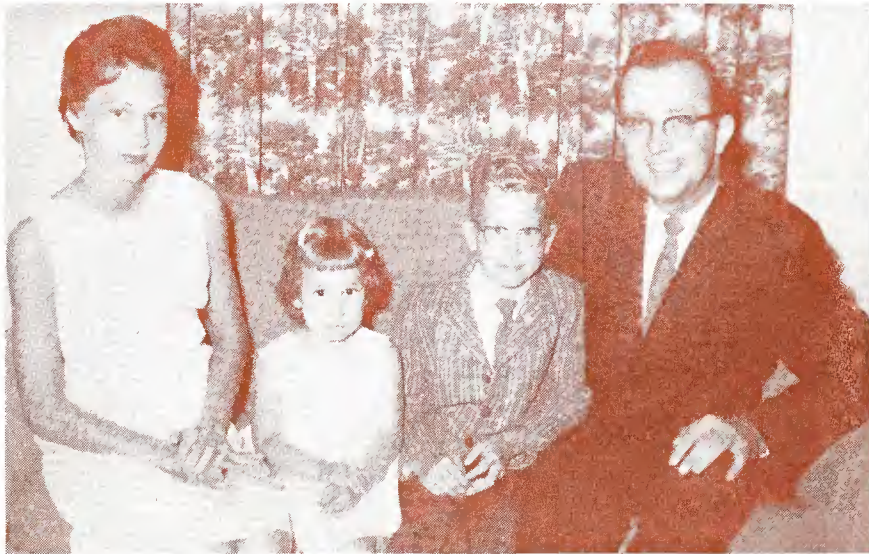
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VIRGINIA TSCHUDY  
NEW GLARUS AREA



MABEL ROSS  
STOCKTON AREA



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WARREN AREA



ELTA GENTZ  
DAVIS, PECATONICA AREA



EUPHONIC EILEEN



OLE OLSON

## POPULAR WEKZ WOMEN'S DIRECTOR

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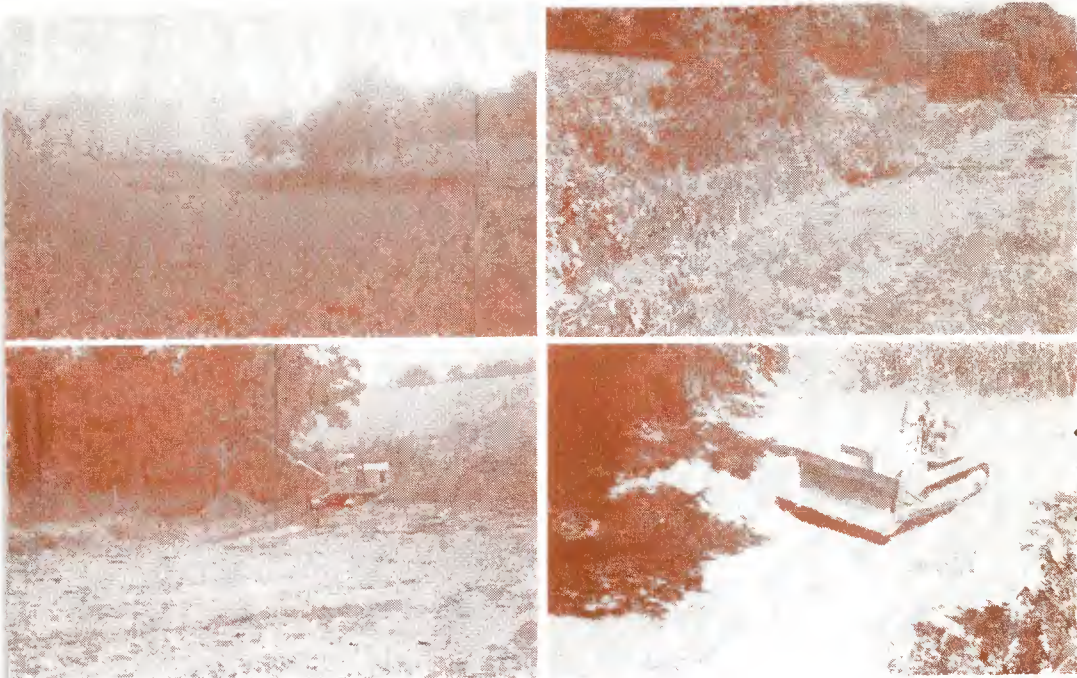
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Markets and Weather	and U of W Football	Country Music Jamboree
Calendar of Events	and Basketball	Sports Report (4 daily)
Farm Facts	Classified Column of Air	Home Folks
Kaffee Klatch	Farm and Home Hour	Listen Ladies
This Morning	Schwitzer Program	Sunday Record Party
	This Afternoon	Smday Musicale
		This Evening (FM)

## WEKZ PLACES PUBLIC SERVICE FIRST

United Fund . . Keep America Beautiful . . Care . . Nursing Careers . . Christian Children's Fund . . American Heritage Foundation . . Army Reserve . . Better Schools . . Institute for the Blind . . Blood Donation . . Cancer . . Dairy . . Defense Bonds . . FHA . . Future of America . . Health . . Marines . . Department of Labor . . National Guard . . Army, Air Force and Navy Recruiting . . Social Security . . Veterans Administration . . Wisconsin State Employment Service . . Tuberculosis . . March of Dimes . . Heart . . National Education Association . . Hire the Handicapped . . Civil Defense . . Coast Guard . . Fire Prevention . . Mental Health . . Red Cross . . Polio . . United Nations . .

**PROGRAMS:** Listen Ladies . . Monroe Chamber of Commerce on the Air . . Monroe Recreation Department on the Air . . Monroe FFA Report . . Rod and Gun Talk . . Teenage Tunes . . Annual Memorial Day . . Dairy Day . . Mobile Unit Broadcasts . . Watershed Fun Days . . Maxwell Street Days . . Corn Picking Contests . . Farm Demonstrations . . Business Grand Openings . . Program with Exchange Students at MHS . . Man on the Square . . The March of Medicine.

EILEEN and JOE are the WEKZ "Home Folks," who chat each week-day morning at 9:05. Their spontaneous approach to many familiar subjects stimulate listener interest and comment.



## DOWN ON THE FARM

Sitting on the stile, leading to the old cow pasture, are the "Service to Agriculture" trophies won three years consecutively.



"How you going to keep 'em down on the farm?" In the case of WEKZ, every member of the staff is "on the farm" every day, in our studios at the side of the road on the WEKZ farm, and our tower is out in "the old cow pasture."

"Down on the farm," WEKZ gets closer to agriculture every year. Recognizing the faithfulness of farm-family listeners, and the keen interest felt by city and village folk listeners in the welfare and problems of their farm neighbors, WEKZ pays little attention to the programming of big city stations, and goes along with interests expressed by neighbor-listeners.





## WEKZ IS A "FAMILY AFFAIR"

The family is the basis of our society, and all WEKZ programs must pass the "family" test . . . to meet the good taste expected in our own homes.

It has been our aim, the past ten years, to bring you the kind of radio shows you want . . . neighborly, as only they can be in small communities like ours.

Now, to introduce to you the WEKZ staff and their families, with a few shots of our informal broadcasting life. This Family Album also brings to your attention WEKZ-FM, the sister-station, that carries on evenings when WEKZ must sign-off. Evening "Chore-Time" music and news year-round, with fine music from 7:00 to 10:00 p.m., and sports broadcasts in season, provide something for every member of the family.



## THE CHURCH AND WEKZ

*Early Morning Prayer and Hymn*  
Sign on time — 5:30 a. m.

*Closing Prayer and Hymn*  
Sign off time

*Moment of Meditation*  
Monday through Friday, 9:30 a. m.

*Sunday Devotions*  
8:00 to 8:25 a. m. every Sunday

*Sunday Church Services*  
10:30 to 11:30 a. m. Sunday from Green County Churches

*Psalms of Praise*  
2:30 to 3:00 p. m. Sunday

*Good Friday Services*  
Each year, from 12:30 to 3:00 p. m.

**PICTURE IDENTIFICATION:**— 1. Dale Martin; 2. Ken Schneider; 3. Eileen Steensrud; 4. Jane LaBorde; 5. Vern Falk; 6. Joyce Mevis; 7. George McKeown; 8. Phyllis Stamfli; 9. Don Davenport; 10. Bob Jay; 11. Joe Urban; 12. Herb Bolliger; 13. Stan Neuberger.

PHYLLIS STAMPFLI delivering one of the 200 newsletters that go out to all restaurants, hotels and banks in Monroe each morning. A typical newsletter is pictured on the back cover of this album.





# WEKZ

AM 1260  
Dial  
FM 93.7

## NEWS OF THE HOUR

6 OCTOBER 1961

MONROE, WISCONSIN, IN THE HEART OF GREEN COUNTY'S RICH DAIRYLAND

Donald E. Davenport, emergency information officer for Monroe's Civil Defense set-up, and Continuity Chief and announcer at WEKZ announced today that he is the father of a new baby boy born at St. Clare Hospital, Monroe, 3:04 this morning. Mr. Davenport reported that his wife and new son are doing fine.

WEKZ

St. Clare Hospital also reported a son born to Mr. and Mrs. Charles Montgomery, Brownstown, at 1:08 p.m. yesterday. A girl arrived for Mr. and Mrs. Leo Gille, Monroe, 11:45 last night.

WEKZ

Roscoe Boren, 47, Jetmore, Kansas, was to be arraigned today in Justice Court on charges of aggravated battery this morning. Boren was identified by James Halford 24, Geneseo, Kansas, as the assailant who stabbed him four times in the abdomen early Wednesday morning, in front of the Eagles Tavern in Monroe.

WEKZ

Roland E. Karler, Secretary of the Green County Fair for the past four years, has announced that he will not be a candidate for re-election at the annual meeting to be held Tuesday, November 21st. Karler listed "Business Reasons" as his reason for resigning.

WEKZ

It's hoped that the start of a solution on what to do with Monroe's expanding school population will be the result of a meeting Thursday October 19th. A member of the State Department of Public Instruction will discuss the problem with the Monroe Board of Education and the citizens advisory committee at that time.

WEKZ

According to information received by Captain Rejzant, Commander of Monroe's Company "B" 32nd National Guard Division the group will depart for Fort Leavenworth on October 24th, 25th or 26th. Two enlisted men will leave the company in an advance detachment about October 18th. Equipment loading will begin October 15th at 0600 hours throughout the state.

WEKZ

Charles Mowbray, in charge of adult instruction in Monroe's night school announced this morning that 221 people signed up for classes last night which is about 50 more than enrolled last year on the first night. Mowbray said that most of the classes will have to be dropped, others are filled and some need more students.

WEKZ

Farm Progress Days in Beloit is expected to end tonight with an attendance of over 150,000. Up to 70,000 persons were reported to have turned out yesterday for the final day of the three day Agricultural Show and Competition.

WEKZ

Senator Alexander Wiley of Wisconsin made it clear he intends to see re-election. As he put it "letters from all angles tell me to run again, and I haven't heard of anyone who wants to be a candidate against me."

WEKZ

ZIPPER SAYS: If there were more "Self-starters" on the job, the Boss wouldn't have to be a "crank".

WEATHER: Mostly fair, windy and rather warm today, tonight and tomorrow. High today from 78 to 85. Low tonight 48 to 55.

**Listen**

to Darlington football this afternoon and  
Monroe's homecoming game tonight on  
WEKZ - FM.

