



The Studio
as seen
from the
Little
Theatre.



A corner
of the
Studio.



5,000 Watt
Transmitter
at Crete.



The Super Power Station at Crete, Ill.



WLS
and
**The Sears, Roebuck
AGRICULTURAL
FOUNDATION**

RADIO LOG

Power 1,000 1,500 2,000 2,500 5,000 10,000 15,000 30,000
 Code A B C D E F G H

STATION	Kc.	W.L.	Dial Setting	STATION	Kc.	W.L.	Dial Setting
EX Portland, Ore.	D	1250	239.9	KOMO Seattle, Wash.	A	980	305.9
FAB Lincoln, Nebr.	C	970	309.1	KPO San Francisco, Cal.	A	710	422.3
FAU Boise, Ida.	C	1050	285.5	KPSN Pasadena, Cal.	A	950	315.6
FEQ Joseph, Mo.	A	1300	230.6	KSBA Shreveport, La.	A	1120	267.7
FI Los Angeles, Cal.	E	640	468.5	KSL Salt Lake City, Utah	A	980	305.9
FKB Milford, Kans.	A	1240	241.8	KTNT Muscatine, Ia.	D	1170	256.3
FKX Hastings, Nebr.	D	570	526	KTSA San Antonio, Tex.	C	1120	267.7
FNF Menandoah, Ia.	A	1110	270.1	KTW Seattle, Wash.	A	760	334.5
FOA Seattle, Wash.	A	670	447.5	KVOO Briston, Okla.	A	850	352.7
FQB Ft. Worth, Tex.	A	1150	260.7	KWKH Shreveport, La.	A	760	334.5
FVE St. Louis, Mo.	A	1280	234.2	KWRL Portland, Ore.	B	770	389.4
GA Spokane, Wash.	C	1150	260.7	KWUC Sioux City, Ia.	B	1230	243.8
GO Oakland, Cal.	E	780	384.4	KYW Chicago, Ill.	D	570	526
GW Portland, Ore.	A	610	491.5	WABC Richmond Hill, N. Y.	D	920	325.9
HQ Spokane, Wash.	A	810	370.2	WAIU Columbus, Ohio	E	1060	282.8
JR Seattle, Wash.	D	860	348.6	WAPI Auburn, Ala.	A	610	491.5
LDS Independence, Mo.	B	1260	238	WBAL Baltimore, Md.	D	1050	285.5
MOX St. Louis, Mo.	E	1000	299.8	WBAP Ft. Worth, Tex.	B	600	499.7
NOA Denver, Colo.	E	920	325.9	WBBM Chicago, Ill.	A	770	389.4
NOB Ft. Col, Tex.	E	750	399.8	WBRR Rossville, N. Y.	A	1170	256.3
NOIL Council Bluffs, Ia.	B	1080	277.6	WBZ Springfield, Mass.	G	900	333.1
NOIN Portland, Ore.	A	940	319	WCBD Zion, Ill.	E	870	344.6



FOREWORD

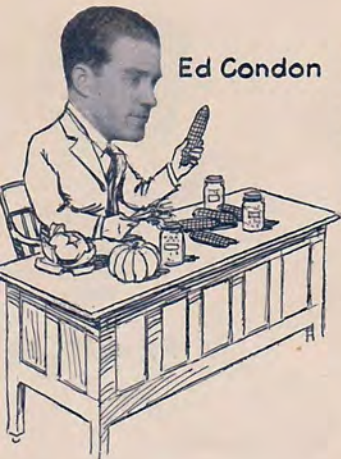
WLS is entering upon its fourth year of existence. Three years have passed—three years filled with many hours of programs, some good and some, we must confess, not so good. For those that were good we take all credit. For those that were not we shoulder all blame. At any rate it has all been done in an effort to please you. It has been fun for us and if it has given you a single hour's pleasure or a single dollar's profit, we are satisfied.

We must satisfy you. That is our only order. If we are pleasing you, don't be afraid to write and tell us so. If we are not, then write us that much quicker. It is only by knowing you and knowing what you like that we will be able to please.

Let us hear from you.

The Staff
W L S





Ed Condon

Runs a farm
Runs the Foundation
And runs up and down stairs
Because he wrote this book
He can't say much about him-
self

But if you ask him
About Ed Condon
He'll tell you
He's a fine fellow
And that's that

Anne Williams



Up to the second
Ahead of the minute

Anne Williams

A breath from the boulevards
A breeze from the prairies
She knows them both because
She's lived the best in them
A broadcaster—
Ask anyone.

A student
A scholar
And a prince of good fellows
Full of figures
Full of facts
And full of fun
And when Gilbert says it's so
It's so.



**Gilbert
Gusler**



"Hello Folks"



**Aunt
Minnie**

Old
And young
Broadcasts
Writes and
Is mother to everyone
Knows chickens
Knows people
Loves 'em both.

Agricultural

The Agricultural Foundation is four years old. Four years old is young when measured by the age of Sears, Roebuck and Co. But in those four years much has been done. We have been an active, forceful factor in the field of agriculture. We have held the World's Largest Seed Corn Show, we have practically demonstrated on the feed lot, and at the show ring the value of proper live

Foundation

stock feeding. We have worked with the farm boy and girl, and we have answered the farmer's perplexing questions—and his wife's as well. We have informed the farmer on the important facts of his own business through the nation's press. We are pleased with our progress and hope that you are. And that is only half of the story. We have just begun.



May
and
June

Young
Single

Brunette

Good looking

Sings

Plays

Laughs

Likes May

Young
Single

Blonde

Good looking

Sings

Plays

Laughs

Likes June

On to Magic Land

After a long day of play, when tired little bodies relax in anticipation of "Daddy and supper",—on the lilt of a silvery song comes the Pied Piper in his magic skiff. With a "Cheer-io and how are you!", this friendly soul gathers his little chums into his skiff and away they go on a venturesome trip to a land of song and story. Such is the children's hour at WLS.

A low voice
A level head
And a logic that shows
He "knows his oats"
A farmer
An editor
A soldier
And a broadcaster from away back.

Fred
Petty



Ask the ladies
Who tells them how
To make a hat
Or bake a cake
Whose pleasant voice
Spreads much good cheer
And they'll answer
Ellen Rose.



Ellen Rose Dickey

A little girl
In a big job
Saying little
And doing much
Handling everything
From budgets to
broadcasters
And doing it
With a Smile.



Grace Cassidy

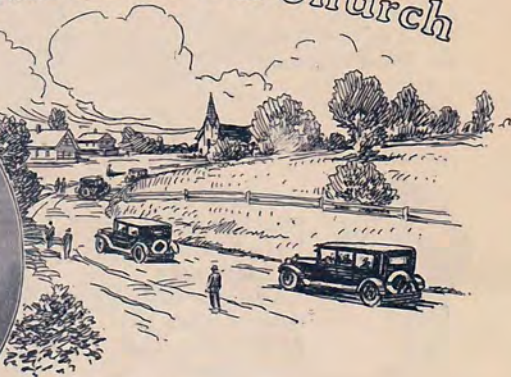
With a Smile

With one foot on the farm and the other in a world of scientific discovery, WLS is ready and qualified to extend to all who ask it, a service that is complete, authentic and workable. The Farm and Home Service Departments hold sway during the daytime broadcasts. These broadcasts are noticeable largely because of their helpful nature. The members of the staff have lived the life of which they speak. That makes a difference.

The Little Brown Church



Anthony Wons



Talks sad
Looks sad
But he isn't
Reads Shakespeare
Like Shakespeare would have it read
Preaches—like a regular fellow
And he is.

Schedule of W L S

	Monday	Tues.	Wed.	Thurs.	Friday	Sat.	Sunday
Morning Programs	9-10; 10:30-11; 11:30-11:45	Same	Same	Same	Same	Same	10:45-12
Noon Programs	12-1	Same	12-12:30	12-1	Same	Same	12-1
Afternoon Programs	1:25-2:30-3:30	Same	Same	1:25	2:30-3:30	1-2:30
Evening Programs	5:30-7	5:30-8	5:30-12	5:30-8	5:30-12	5:45-1	6-8

NOTE.—When Chicago is on Daylight Saving time, the station broadcasts on Daylight Saving time. This will bring programs to W L S listeners one hour earlier, in those localities where Central Standard time is used. However, the R.F.D. programs at noon time, instead of being run 12 to 1 o'clock Daylight Saving time, are put on from 1 o'clock to 2 o'clock Daylight Saving time, which is 12 to 1 o'clock Central Standard time.



WLS Haymakers



Koby Sirinsky

A symphony
A jazz band
An orchestra
A stringed ensemble
All in the same evening
And all with a smile
That's Koby
And his boys

On With the Dance

Dance music is one of the most popular radio broadcasts. Station WLS has always been fortunate in being able to offer its listeners the cream of dance orchestras. Maurie Sherman and his orchestra, Jack Chapman, and the WLS Haymakers, all unite to supply the insistent demand for the latest steps and struts.

Thru the Day



"Gosh, Ma, tune in, it's nine o'clock, the markets are on now
And if the price is up today I'll sell that Brindle cow.
What's that he said? 'More rain tonight!' We'll put the hay away.
Say that's the way to farm all right, we've saved another day."

So Pa goes out to rake the hay and Ma's left by herself,
She takes her glasses, pen, and ink from off the kitchen shelf.
It's nine fifteen now. Ellen Rose and Anne give recipes
And mother takes down every word—these men are hard to please.

Now comes a way to make a dress and what they'll wear next fall.
Why Paris hats and New York gowns—we know about them all.
That little felt I wore last spring was trimmed per Ellen Rose
And say you just should see it now and all my other clothes.

And off and on throughout the day Sears-Roebuck's on the air,
And every time we tune them in there's something good to hear.
Aunt Minnie with her poultry talks, John Muskrat with his furs,
Aunt Min and Fred, the question box, tell how to stamp out burrs.

At twelve o'clock the dinner bell comes ringing through the set,
The men come in to eat a bit, and give the teams a rest.
Say listen to that fellow there, he's talking 'bout wheat rust.
Why, Johnny studyin' "Ag" at school ain't got a thing on us.

'N then there's music full o' pep that makes you feel so pert,
You feel like hitchin' then and there and goin' right back to work.
Then all at once they say "good-bye", my gosh, it can't be one,
But it must be, their time is right—much better than the sun.

And somehow in the afternoon, Ma always finds the time
To tune in on the Homemakers, she thinks their programs fine.
She learns of books and plays and art and many other things
Of travel and of politics, of cabbages and kings.

And when the day is over and the chores are finally done,
And supper dishes put away, the kids come on the run.
To listen in on "Lullaby" the greatest on the air,
And when it's through they hike to bed after they say the prayer.

And grandma has her inning now, it's Barn Dance time again,
She quickens to the fiddler's bow, she thrills to old refrains.
She's carried back to girlhood days, beyond the mist of years,
And smiling reminiscently, her eyes are dimmed with tears.

Then ballad time in low sweet tones comes crooning through the air.
At "Love's Sweet Song," Ma's knitting drops, Pa rises from his chair.
"Remember, Ma?" he stutters, "the first time I heard that thing?"
"Of course, you silly," Ma replies, "The night you brought the ring."

And there the Showboat's chuggin' ridin' the wings o' nite.
Singin' the old time favorites, bringin' the old time sights.
Orchestras and calliopes, the bawl of the cow and the calf,
The rollicking song of her merry crew, the sound of the skipper's laugh.

And now the program's over—the announcer has said good-night.
The house melts into the darkness, the moon casts a feeble light.
The family has gone to slumber, the radio's song is done,
To be heard again on the morrow as it greets the new day's sun.

CHRISTMAS



Storm 1925

S-O-S

Through the still watches of many a long night has the staff of WLS stayed on the air. Morning after morning has the "day shift" come on at day-break to find the "gang" husky-voiced,

red-eyed and tired, but still smiling after hours of hard broadcasting.

But there are Christmas stockings to be filled, and little pink toes to be tucked in warm stockings and shoes. There are lives to be saved and there is pestilence to be fought. There are hungry mouths to be fed, and misfortune always looks better when the stomach is full. We like to do this and if you could only see, as we have seen, what your contributions have done, you'd shout for joy.



Flood 1927

When Disaster Strikes

The generous heart of the thousands of listeners of WLS is one of this station's proudest boasts. When the elements run wild, when raging floods and sweeping winds lay low a section of our country, WLS takes to the air in a plea for suffering humanity. Over a quarter of a million dollars has been raised by WLS listeners for relief work in the last two years.

CORRESPONDENCE DIVISION



BACK of the scenes in the Agricultural Foundation, is a staff of people earnestly working in the interests of those thousands who are constantly calling on them for service. They are called, for lack of a better name, the Correspondence Division of the Agricultural Foundation.

Every letter addressed to WLS and the Agricultural Foundation unless addressed to some individual, is handled by this division. They are always on the job—always ready. They have nothing to sell. They are here to give service. Here is the Farm Adviser. Here is where your questions are answered intelligently and quickly. No farm problem is too technical to be handled here. No home problem is too personal. Whatever you want to know, drop a line. You will be pleased with the answer.



A Million Letters

Since its inception WLS has received over a million letters from listeners in all parts of the world. Mail has been received from every state in the Union and a dozen foreign countries. This correspondence is read very carefully and answered. The listeners' mail goes far in arranging the WLS programs.

ATLANTA



BBROADCASTING for the first time through the bars of his crib in a tank town in South Dakota it remained for George C. Biggar, Secretary of the Sears-Roebuck Agricultural Foundation in Atlanta, to broadcast in various parts of the country before settling down in Dixie.

George was with W L S in Chicago from the time of its opening, which station he left for

WFAA in Dallas at the institution of the Agricultural Foundation in Texas. With the coming of the Atlanta Store, came George, his first program being given over to the dedication of the store.

Through the kind cooperation of the Atlanta Journal and its genial director, Lambdin Kay, the Sears-Roebuck Agricultural Foundation broadcasts daily over WSB, the Atlanta Journal station.

Mrs. R. F. Whelchel, a former extension worker in the Southeast, is in charge of the Homemakers' Division of the Foundation's programs. She maintains a home service department answering the hundreds of perplexing problems concerning the home and garden that reach her desk regularly. A similar service is conducted by the Foundation, covering questions concerning the farm.



Geo. Biggar

Mrs. R. F. Whelchel

DALLAS



"THIS is WFAA, the Dallas News—Sears-Roebuck T Station, broadcasting from the Baker Hotel." Time after time throughout each day and long into the night this announcement rolls out of thousands of speakers in the great Southwest. The third year of broadcasting by Sears, Roebuck and Co. in Dallas is just beginning. Broadcasting was started with the institution of the Sears-Roebuck Agricultural Foundation in Dallas in 1925.

During that period every conceivable type of program has been broadcast. Markets, the weather reports, the farm question box, and every kind of music, both vocal and instrumental, imaginable. There has been brought to your easy chair the graphic story of the Texas State Fair and the inspiring message from men and women high in the civil and political life of the Southwest. Warnings have been issued in advance, of the high wind, the drenching rain and the killing frost.

WFAA is under the direction of Gene Finley, "Genial Gene," as the listeners call him. His long experience in the amusement field is responsible for much of the station's popularity.

The Station is always anxious to hear from you—anxious that you have a voice in running the station which has been conceived in your interests.





Rocky Wolfe

Sees it all
And knows it all
He talks hard boiled
But that's just talk
Because he isn't
He likes football
Baseball
Basket ball
And how.

Word a second
Laugh a minute
Blustery, breezy
Bert

Knows hockey
Has a host of friends
And makes a lot more
Every time he
broadcasts.



Bert Johnston

An Aria or an Opera
A song or a sonnet
Ballads or Blues
A German Band
Or the Snow Boat's calliope
And all in one night
That's Al Melgard
And his Barton Organ.

They're Off

WLS has always excelled in sport broadcasts. Our "mikes" have carried the story straight to you from diamond and rink, from gridiron and prize ring. Intersectional football games, world series baseball, international hockey, championship boxing matches, are all WLS features during their respective seasons



Al Melgard

Saturday night
The phone starts ringing
The wires buzz
For Chubby
And his little old banjo
The Stern Old Bachelor?
Ask his wife.

Big hearted
Big fisted
Wonder bean
The double barrel
shotgun
Shooting both barrels
Into the microphone
And shooting out happiness
Always.



Walter Peterson

Happy, carefree
Laughing, Cy Spencer
Full of logic
Full of wit
A doctor by day
A broadcaster by nite
And a humorist—ever.

Your Choice

A bit of the classic, a dash of jazz, tempered with the softness of a ballad or the witchery of a serenade—such is a radio program. If it be the soulful tones of the pipe organ, the crooning resonance of a tenor voice or the plaintive throb of a violin that interests you, you may hear one or all in an evening with WLS.



Chubby Parker



Frank (Cy) Spencer



Jim Poole

From early morn
Till into the night
With never a miss
Booms the Board of Trade
And Ed Ennis
Quoting prices
And making money
For the listening world.



Ed Ennis

A Pot Pourri

Farm philosophy, farm facts, music—a happy combination that characterizes the Dinnerbell Program on W L S. Problems solved, cares forgotten, hopes encouraged, in this jubilant mid-day program which has at heart the interests of the greatest business in America—Agriculture.

King of the stock-
yards
Friend of the farmer
Knows every cow
That comes to
Chicago
Knows its first name
Knows his audience
Knows what they
want
And gives it to them.

Colorful
Dignified
Illustrious
George Dasch
Conductor of the Little Symphony
A real artist
An accomplished musician
And a perfect gentleman.



Maurie Sherman

A smiling voice
And a sobbing violin
A real musician
And boss of the singin'est
Playin'est, happiest
Bunch of merrymakers on the air.

Like the Old Troubadour
Who traveled through life
Singing and smiling
Is Merle Cullen
The musical bell-boy
A golden voice
A willing heart
And a helping hand
That's Merle.



George Dasch



Merle Cullen
"Singing Bellboy"

The Vesper Hour

Sunday evening—dusk—the Little Brown Church in the vale! Non-sectarian and all-inclusive is this service of the air whose layman pastor sends out his message of brotherhood to the countless thousands of persons listening in on W L S.

**The
Barn
Dance
Team**



Cecil and Esther Ward

Look like brother and sister
Act like a pair of love birds
But they're really husband
and wife
Would rather play Hawaiian
music than eat
And they love to eat.

Swing Your Partner

Inaugurated at the suggestion of the radio audience, the Saturday night W L S Barn Dance has become one of the most popular of the station's broadcasts. As the fiddle rasps its way through "Pop Goes the Weasel," the twang of the accompanying banjo accents the husky-voiced callers—"Round and round," and a nation dances to the rhythmic old time Barn Dance music.

RADIO LOG

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WCCO Minneapolis, Minn.	E	740	405.2	WLBL Stevens Point, Wis.	A	940	319
WCFL Chicago, Ill.	B	620	483.6	WLS Chicago, Ill.	E	870	344.6
WCX Detroit, Mich.	E	680	440.9	WLW Cincinnati, Ohio.	E	700	428.3
WDAF Kansas City	A	810	370.2	WLWL New York, N. Y.	A	1020	293.9
WEAF New York, N. Y.	E	610	491.5	WMAQ Chicago, Ill.	A	670	447.5
WEAR Cleveland, Ohio.	A	750	399.8	WNO X Knoxville, Tenn.	A	1130	265.3
WEBH Chicago, Ill.	C	820	365.6	WOAI San Antonio, Tex.	C	990	302.8
WEMC Berrien Springs, Mich.	A	1260	238	WOC Davenport, Ia.	E	850	352.7
WEW St. Louis, Mo.	A	850	352.7	WODA Patterson, N. J.	A	1020	293.9
WFLA Boca Raton, Fla.	A	1410	212.6	WOI Iowa City, Ia.	D	1130	265.3
WGHP Detroit, Mich.	B	1230	243.8	WOK Chicago, Ill.	E	1190	252
WGN Chicago, Ill.	G	980	305.9	WORD Chicago, Ill.	E	1990	275.1
WGY Schenectady, N. Y.	H	790	379.5	WOW Omaha, Nebr.	A	590	508.2
WHAP New York, N. Y.	A	1270	236.1	WPG Atlantic City, N. J.	D	1100	272.6
WHO Des Moines, Ia.	E	560	535.4	WRHM Minneapolis, Minn.	A	1150	260.7
WHT Chicago, Ill.	E	720	416.4	WRVA Richmond, Va.	A	1180	254.1
WIOD Miami Beach, Fla.	A	1210	247.8	WSAI Cincinnati, Ohio.	E	830	361.2
WJAX Jacksonville, Fla.	A	890	336.9	WSB Atlanta, Ga.	A	630	475.9
WJAZ Chicago, Ill.	F	1140	263	WSM Nashville, Tenn.	C	940	319
WJR Detroit, Mich.	E	680	440.9	WTAM Cleveland, Ohio.	D	750	399.8
WJZ New York, N. Y.	H	660	454.3	WWJ Detroit, Mich.	A	800	374.8
WKAR Lansing, Mich.	A	1300	230.6	WWNC Asheville, N. C.	A	1010	296.9