

Family

ALBUM

1944



THE
PRAIRIE FARMER STATION
CHICAGO



WLS

FAMILY ALBUM

1944

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THE PRAIRIE FARMER
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CHICAGO

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GREETING

Another year, and again a hearty handclasp. WLS completes its twentieth year of service, Prairie Farmer begins its One Hundred Fourth. Many of you have been with us all your lives, so we understand each other. We are a solid group of folks, brought together by mutual interests.

This year our hearts are full of thoughts almost too deep to put into words. The confusions and sorrows of this upset world would overwhelm us, except for our faith in the ultimate triumph of right over evil. No one of us, nor any small group has power to face and solve today's gigantic problems. Yet standing shoulder to shoulder as we do, you and we, a great host of people united in the fellowship of noble purpose, we become an effective force. In united determination to make our lives count, we share our joys and our burdens.

From Prairie Farmer-WLS, 49 are now in the armed forces along with the boys from your home and your community. We are proud of them, and we give you pictures of many of them in this book. We share your pride and affection for the fine young men who have gone from your homes. At the same time we do not fail to appreciate the great work of those who face the tasks of the home front, producing food for humanity, essential munitions of war.

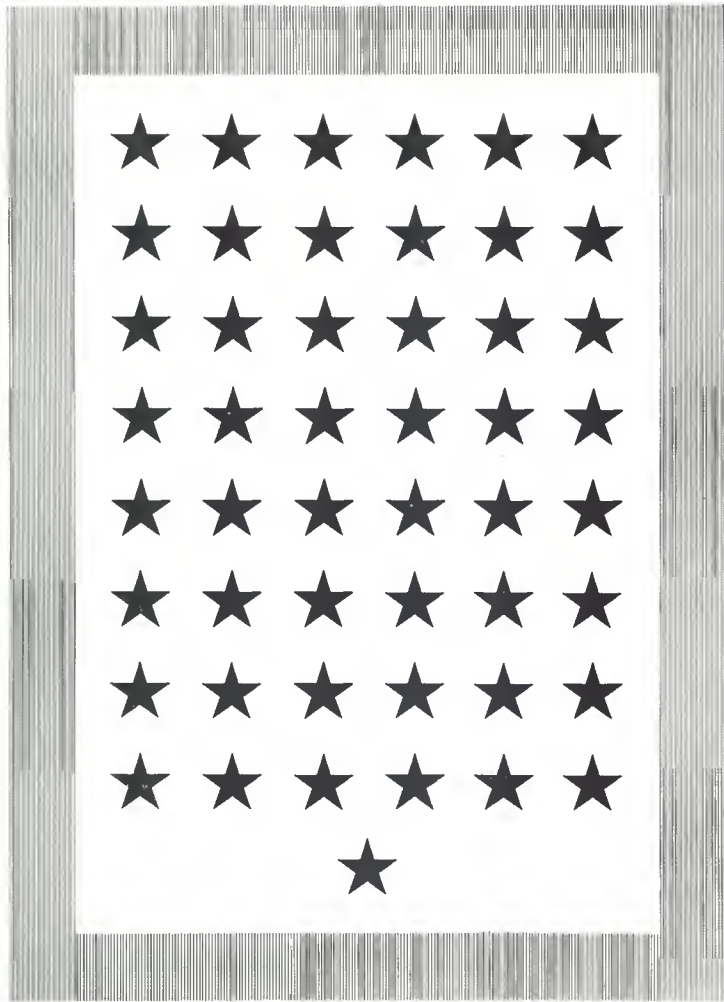
Some day victory will come, and the world will quit destruction. On days of cloud and gloom we remember that the sun will shine again. It is not easy to be cheerful when our boys tread distant and dangerous paths, yet we must not let the smiles fade from beloved faces. Each of us has a vital mission, to do his best each day at his own task. May we always understand each other, seek our happiness in service, work and pray for a day when the spirit of neighborliness shall rule the world.



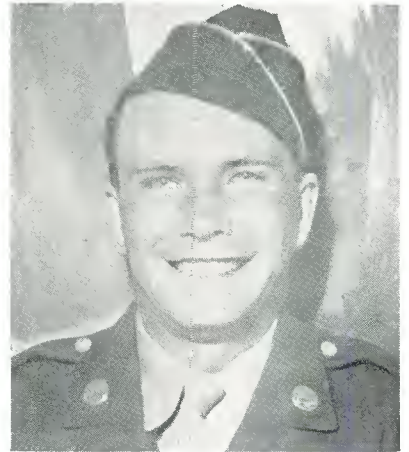
Our Chief, Mr. Burrige D. Butler, receives a report on the Victory Garden from Ted Morse (Otto) and Betty McCann. The report is in the form of samples of canned products.

Below, Mr. Butler buys tickets to the "Meet Your Navy" show at the Chicago Stadium. WAVES selling tickets are Jane Thomasson of Milwaukee and Lorraine Ageson of Montana





Lorraine A. Connell RM3C



Private Richard K. Lange

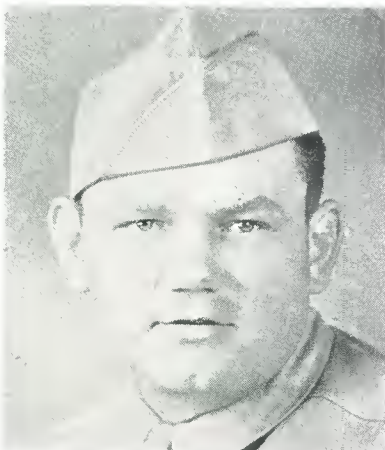


Private Tom Williams

In the Armed Forces

There are 49 stars in our Prairie Farmer-WLS service flag. From all departments men have gone, and are scattered in many countries.

In addition to those pictured here there are Corporal William D. Adams, Corporal Paul Aubrey, Private Hal Culver, Private Ray Edenhofer, Private John Erickson, Private Ralph (Rusty) Gill, Private Arthur Grace, Sergeant Arthur R. Hirsch, Private Daniel Hogan, Corporal Edward Ligorski, Corporal Alan R. Rice, Private Anton Roth, Private Lester Schein, Sergeant Harold Schmitz, 1st Lieutenant William Taylor.



Private John Witcher



1st Lieutenant Dan F. Koehler



Major Verlo R. Butz



Sergeant Cellah K. Thompson



Ensign Walter Wiegell



Staff Sergeant Edwin Fagner



Corporal Richard C. Mudge

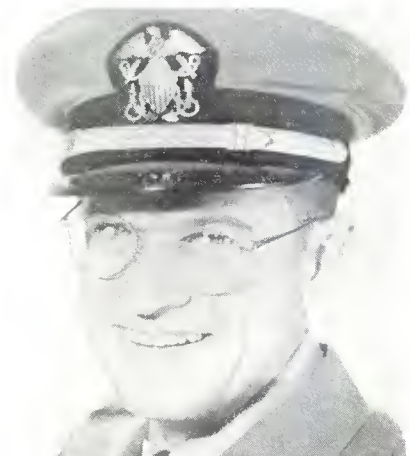


"Dear Bill"

Wherever our Prairie Farmer-WLS service men have gone, they have been followed by letters from Mrs. Burrigge D. Butler. Her letters have not been dictated to a stenographer, but typed by her own hand. Mrs. Butler has been personally acquainted with many of the men and their families, and her letters are prized for the news and good cheer they carry. Incidentally, the picture indicates that she has progressed from the "hunt and peck" system of typing to the use of four fingers on the keyboard. Each man also receives a little monthly publication called "'Round the Clock with Prairie Farmer-WLS," edited by Wilma Gwilliam. It contains news about how things are going here while they're away.



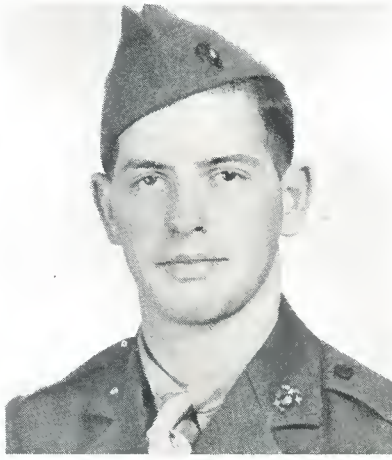
Private Harry F. Geise



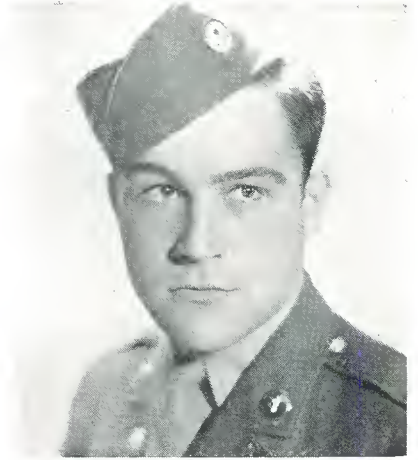
Lieutenant (j.g.) John H. Stilwill



Technical Sergeant Harold Azine



Corporal Richard Kurtze



PFC William Nelson



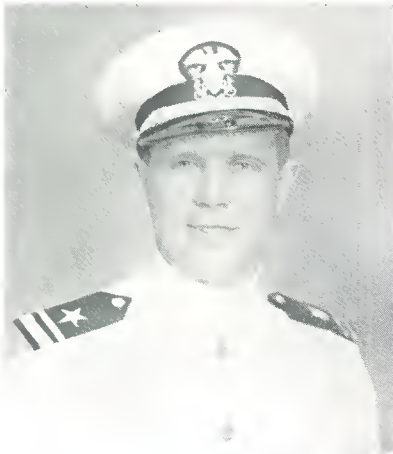
Captain Frank C. Ahlgrim



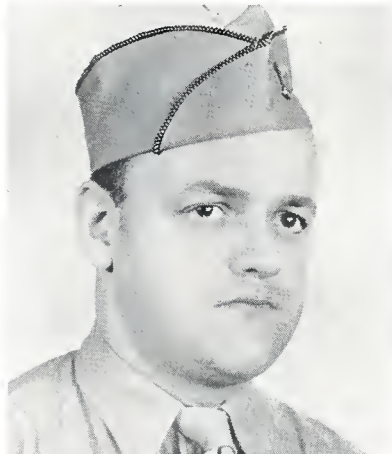
Corporal William Bulta



Private Harold Flint



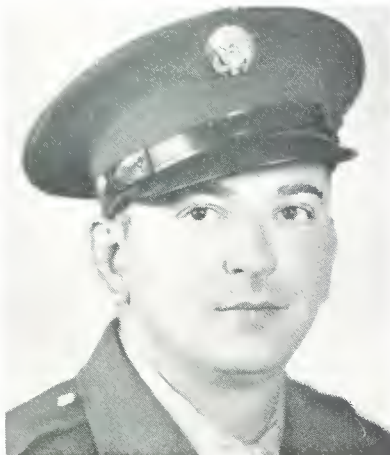
Lieutenant Thurber G. Bombaugh



Staff Sergeant Raymond Buch



Sergeant Miles F. Fiala



Private Felix Kattro



PFC Earl C. Bausman



Elbert Lehman TM2C



Private Gerald Campbell



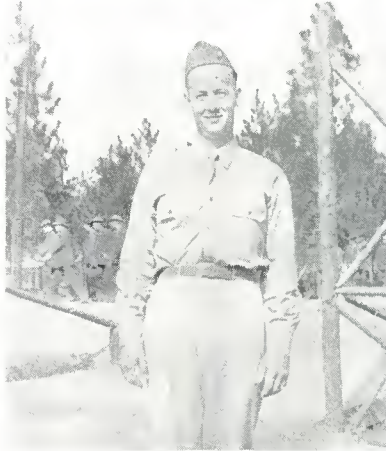
Staff Sergeant Irvin G. Haberichter



Sergeant Howard Moore



Ensign James W. Hutchison



PFC Robert Hanson



Lieutenant Arthur R. Johnson



Aviation Cadet Wells Barnett



Harry Gerald S2C



Aviation Cadet George Goebel



Corporal Chester Sieloff



PFC Milton O. Ranum



Staff Sergeant Paul (Scott) Blasucci



Gardeners

About forty-five Prairie Farmer-WLS folks operated a big Victory Garden in 1943, using five acres on Burr Ridge Farm, owned by our Chief, Mr. Burridge D. Butler. Some of them had never worked on the soil before, but they learned quickly from those who were experienced.

In the top picture, looking over the signboard, are Isabelle Cooke of the Editorial Department, and Mildred Zalac, secretary of the Engineering Department.

At the right, Connie Linder (of Connie and Bonnie, singers), Grace Wilson and Mildred Zalac pose in the tomato harvest.

Bottom picture, harvesting sweet corn, Doc Hopkins with his hand in the air, Orchestra Director Herman Felber gets an armful from Connie Linder, Grace Wilson in the background.

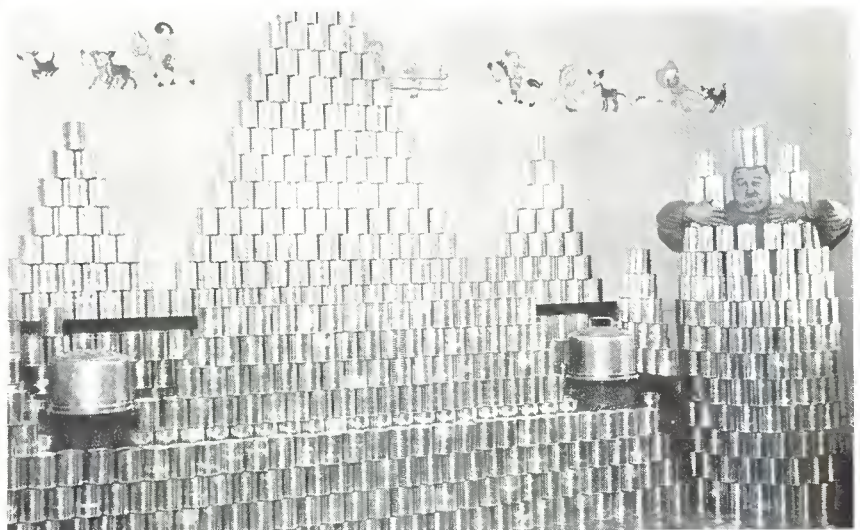


This was a practical garden, lots of hard work, but lots of fun. At the right, Red and Eva Foley enjoyed it, but the youngsters didn't seem to. The children, left to right, Jennie Lou and Julie Ann.

Below, the bean crop; left to right, Mildred Zalac, Isabelle Cooke, Grace Wilson, Bill Walden, and the man with the hoe at the right, Herman Felber.



A lot of the garden stuff was used fresh, but many nights a canning crew worked late in the kitchen at Prairie Farmer Building. At the left, Conrad Schulz of the mailing room handles the cans and Otto (Ted Morse) turns the crank of the sealer. Below, part of the canned vegetable supply that was divided among the workers.





Deans

Bev Dean is one of the radio production men. The family is admiring the newest member, Bobby, born last fall. The others, left to right, are Jimmy, Gail, Mrs. Dean (Elinor) and Bev. Bev was at several other stations before coming to WLS. Says he once tried singing, but stopped by popular request of the listeners.

Vances

Bill Vance is another production man, and the family is larger than last year. Mrs. Vance is Cathryne, the boy is Dennis, and the youngest is Victoria. Bill was formerly continuity editor on a station at Quincy, Illinois. He's the tallest man on the staff.



Howards

New to the Album this year. Mr. and Mrs. Howard are Herb and Pauline, the boy in dad's arm is Bradley Alan, and the smiling daughter is Marcia Lee. Herb is a production man. Used to be a tenor, but at present sings only for his wife and children. He came to us from Yankton, South Dakota.



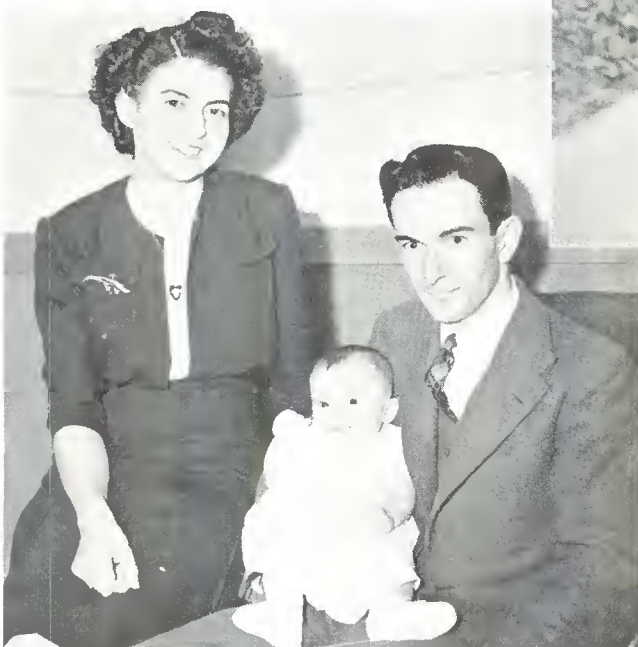
Ferrises

Ray and Lyla Lou Ferris look just about the same this year as last year, and their dispositions are correspondingly steadfast. Ray used to be member of a singing team on WLS (Chuck and Ray), and has worked as music librarian. Now he is working as a production man. If you remember the song "Lyla Lou," which Ray wrote, you'll recognize the lady he wrote about.



Menard

George Menard rides a puddle-jumper (his own design, we think) and tries to keep up with his vivacious daughter Noel. Mrs. Menard (Martha) was at home with the youngest, Paula. Mrs. Menard is a talented musician, but you have never heard her on WLS. George is best known as an announcer, but you should see his leather work.



Walkers

You know Jerry Walker as educational director. Here is Mrs. Walker (Holly) and their young daughter Jerriane. Jerry came to WLS from Oregon, where he had been connected with educational radio work. He had two years' experience teaching at Oregon Agricultural College. Jerry is an ordained minister and takes keen interest in the thousands of youngsters who listen to School Time.



James

Jimmy James, who can keep a thousand people shrieking with laughter for an hour at a time, should have no trouble entertaining these fine youngsters. The older is Jimmy Thomas, and the baby, held by Mrs. James (Macel), Don Edwin.

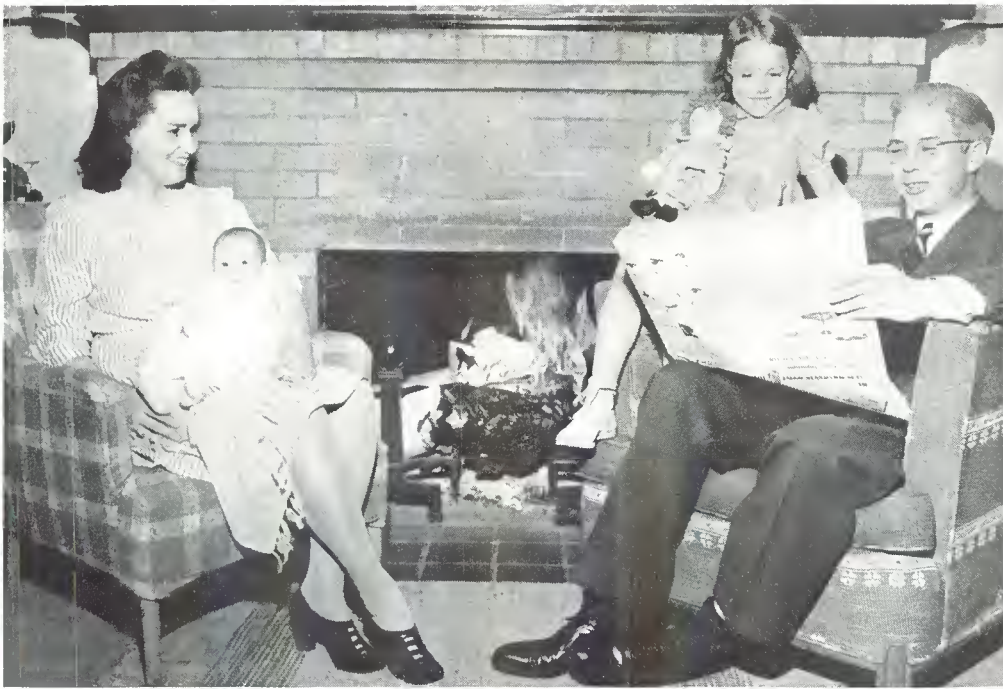
Lulu Belle and Scotty

This smiling couple, Mr. and Mrs. Scott Wiseman, belong to us, in a way, because it was here that they first met and were married. There are two youngsters at home, Linda Lou and Stephen.



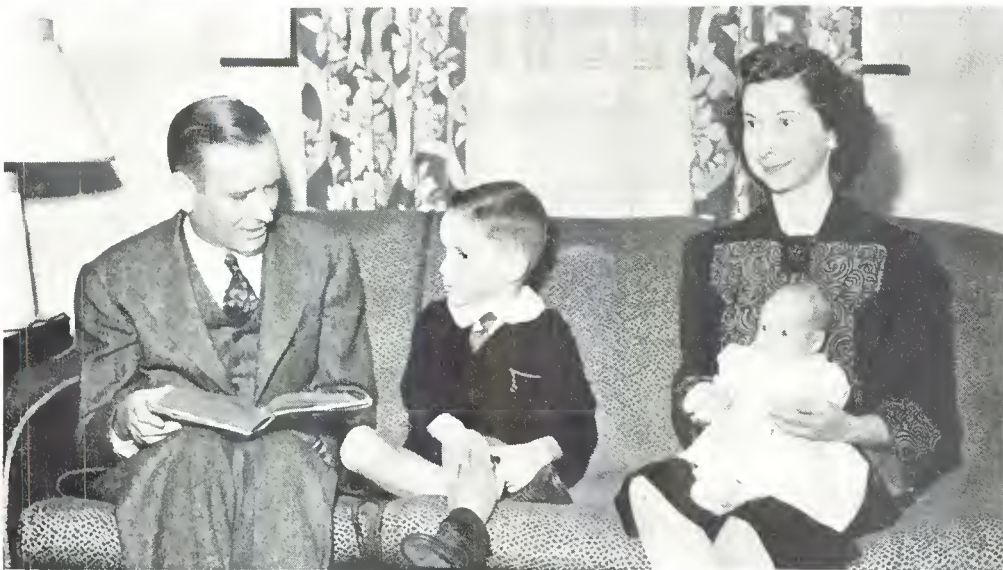
Petersons

Here is a musical family, Howard Peterson, organist and composer; Mrs. Peterson (Avis Leone), singer, and the baby with a musical name, Melody Ann. You have heard both parents, but you'll have to wait a few years to hear the daughter.



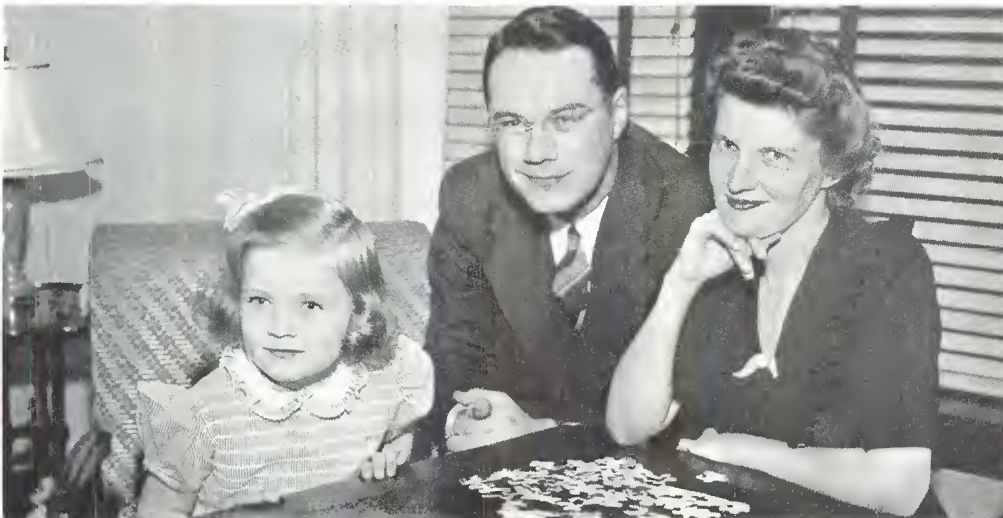
Kelleys

Don Kelley is director of publicity and promotion for WLS. He has been the organizer and spark plug for such things as scrap drives and benefit entertainments. Seldom is as tranquil as this picture shows, at home with Mrs. Kelley (Evodia), Margaret Michael, and the new baby, Kathleen Evodia.



Finlaysons

Don Finlayson also works in publicity and promotion—in fact, he and Don Kelley are sometimes called the "two Dons." In this family group the boy is Don Junior, Mrs. Finlayson is Lois, and the baby daughter is Judith Anne. Don is exceptionally talented in layout of advertising copy.



Sutphins

Karl Sutphin fits into the work of publicity and promotion along with Don Kelley and Don Finlayson. Karl had been doing magazine writing and editing before coming to WLS, and now he edits the "Newsletter" which circulates just among the staff people. Mrs. Sutphin is Eda Marie, and their daughter, Judy.



Hoosier Hot Shots

Coast to coast Barn Dance listeners know these four as hilarious entertainers. Here at WLS we still think of them as four talented farm boys who used to win prize ribbons on their corn and pigs at the county fair down in Indiana. From left to right they are Paul Trietsch (Hezzie), Gabe Ward, Ken Trietsch and Frank Kettering.

The Dinning Sisters

These girls have often been heard coast to coast on the WLS National Barn Dance, and have had various singing parts in motion pictures. Big sister Lou is in the middle, and the other two, Ginger and Jean, are twins. They have a unique style of singing with sweet harmony and a lot of vitality.



Fun

Jimmy James with the trombone and Otto with the trumpet give their own super-classical interpretation of an old opera. Aside from the comedy, these two are both highly skilled musicians, but there's always fun when they get together.



In one corner of the Ol' Hayloft, singer Patti Clayton sits demurely while Pat Buttram says: "When your hair has turned to silver, I'll still be cracking the same old jokes."

Below, it looks as if Arkie, Augie Klein and Pat Buttram have decided to play something magnificent on the xylophone, but the music goes too fast for them.





Grace Wilson

Grace Wilson declares that she was sitting on the doorstep before the door opened on the first WLS studio twenty years ago. She sang on the opening program and has missed very few weeks since then. Grace was one of the most active members of the Victory Garden crew this year, as indicated on pages 8 and 9. Before radio she had a highly successful career as a singer on the stage.



Jenny Lou

Jenny Lou Carson has won distinction by the songs she has written and sung. Many will remember the "Three Little Maids" of several years ago, with Jenny Lou as one of them. Her songs about home, soldier boys and sweethearts have been immensely popular.

Mac and Bob

Applause always greets an appearance of these two boys, whose natural musical ability has been intensified by their blindness. They sing hundreds of songs from memory. This year both are working as inspectors in a war plant, where their extremely accurate sense of touch has made them of exceptional value.





The Westerners

These five people have lifted western song to a classic level. With a background of early life on a New Mexico ranch, they put something extra into the music of the range. Let to right they are Louise Massey, Curt Massey, Milt Mabie, Allen Massey and Larry Wellington. Louise is Mrs. Milt Mabie, and Curt and Allen are her brothers.



Avis Leone

Turn to page 12 and you'll find Avis pictured in her other job as Mrs. Howard Peterson. You hear her as soloist on several programs.



Amanda Snow

The smile is typical of this sweet singer, remembered by many as the "Voice in the Old Village Choir." Amanda has been heard on her own program and as soloist on the Barn Dance.



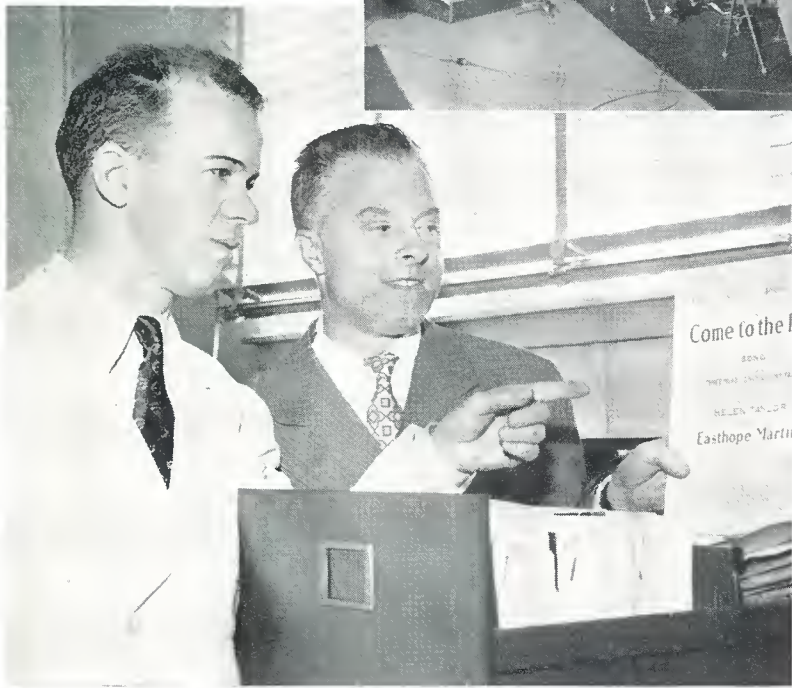
Reggie Cross

Reggie used to buy harmonicas by the dozen, but lately he has been having the old ones repaired. He has developed harmonica playing to a fine art, sometimes using as many as three different instruments in one number.

Music

At the right, four hardy perennials, the Prairie Ramblers. Left to right they are Jack Taylor, Chick Hurt, Dale (Smoky) Lohman and Alan Crockett.

It's pretty hard to get a good picture of the Orchestra, for this is the way they are set up in the studio, snapped while playing. At noon we call them the Dinnerbell Band, but under any name they are one of the finest aggregations of musical artists ever assembled.



Music Library

Music Librarian Phil Kalar (left) confers with Orchestra Director Herman Felber. All music used on the station must first be scheduled through the library, and such facts as author, publisher, copyright owner must be known. The WLS library contains many thousands of musical selections ranging from symphonies to hoedowns. It has been assembled during twenty years.

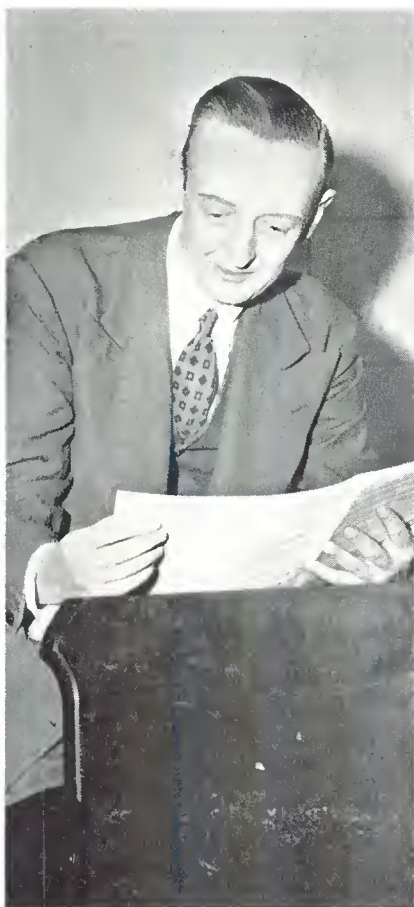
Arrangement

Osgood Westley (below) works constantly at special arrangements of music for various programs. This is necessary in connection with dramatic and educational work such as School Time. It has been said that an experienced listener hearing WLS music can identify the station after the first few bars. As many as six other arrangers are used from time to time.



Dawnbusters

If you work at WLS you may find yourself scheduled to be at the studio at five o'clock in the morning every day in the week, bubbling over with good nature even though you've hurried through dark and silent streets to get there. The Dawnbusters usually see the sunrise after they've finished their morning workout on the air. Left to right they are Dave Bohme, Frank Messina and James Palecek.



John Brown

John Brown, whose skilled fingers have played accompaniment for many distinguished singers, has been with WLS for many years. Some of our older listeners may remember when John sang, and very well, too.



Rusty Gill

Rusty (Ralph) Gill sang a song which contained the words "Hasn't Uncle Sam a place for a boy like me?" And sure enough, Uncle Sam did, so Rusty laid down the guitar and picked up a rifle. Right now he's learning "chin in, heels together, eyes front."

Corn Crackers

Listeners chose this name for these boys, who are heard in early morning. Left to right they are Lee Lunsford, Eli Haney, Joe Maphis and Curly Colvard. You'll hear a lot more of them.



Maple City Four

This quartet is one of the oldest in years of radio work, having been with WLS most of its twenty years. The members have changed from time to time, but the melody goes on. Their name comes from La-Porte, Ind., called the Maple City, where the quartet started. Reading down: Fritz Meissner, Pat Pettersen, "Skip" Farrell, "Pete" Taflinger.



Doctor Hopkins

We always have to explain that "Doc-tor" is his name, given to him by his parents. There are many who think Doc is today the best exponent of the old-time folk music of the mountains where he grew up. And don't call him "hill-billy!"

Sunbonnet Girls

At the right are Connie and Bonnie, the Sunbonnet Girls, who not only sing, but who know how to get weeds out of carrots. The girls grew up on a Nebraska farm, and they didn't have to be shown how to work in the Victory Garden last year.



Joe Parsons

To radio listeners, Joe is known for his "deep sea basso," but at a certain war plant he is the eagle-eyed inspector examining critical parts of essential war equipment.

Red Foley

Red (Clyde Julian) Foley is the Kentucky farm boy with the golden voice who is also sometimes heard as "Lige" of "Nep and Lige." For a picture of Red with his family see page 9.



Little Genevieve

So here is that cute little darling of the National Barn Dance, Little Genevieve. You have heard of people laughing so hard that they cry—well, Little Genevieve sometimes cries so hard that she laughs. So next time you hear the little darling in that heart-breaking wail, don't feel too badly about it. (Confidentially, it's Ted Morse, otherwise known as "Otto.")





Little Brown Church Quartet

These are the singers you hear on the Little Brown Church Service every Sunday morning. From left to right they are James Hutchison, Jessie Steck, Adele Brandt and George Gilman.

O'Connor

William O'Connor, tenor, is often heard on Morning Devotions and other programs with Dr. Holland. Occasionally he comes back to sing on the Barn Dance.



Dr. John W. Holland

Our pastor, Dr. John, is heard daily on Morning Devotions, at the close of the Dinnerbell program and Sunday morning on the Little Brown Church of the Air. It has been said of him that he has the unique ability to express an entire sermon in three minutes. The Little Brown Church of the Air was established nineteen years ago when WLS was not quite a year old. It has had a leading part in such activities as the Christmas Neighbors' Club. Dr. Holland writes for every issue of *Prairie Farmer*.

Bentley

Julian T. Bentley, news editor of Prairie Farmer-WLS, has achieved recognition as an outstanding authority on world news. He brought to this work the viewpoint and comprehension of a farm-raised boy, and still has a daily interest in his own farm. Late in 1943 he traveled extensively in Britain to study food production problems there in relation to American agriculture. Writes for every issue of Prairie Farmer.



La Mar

Lew LaMar, usually a production man or announcer, has proved an excellent pinch-hitter for handling the news. Before getting into radio he had newspaper experience and traveled extensively.

Lewis

Newsman Ervin Lewis is probably best known for his ability to "spin the globe" and present a quick panorama of the news around the entire world. No matter how tremendous the news event, he is always calm and unruffled. He is a product of Oklahoma.





Two Admirals

Two of our Navy's outstanding admirals appeared on a recent "Meet Admiral Downes" program. At left, Rear Admiral John Downes, commandant of the 9th Naval District, welcomes Rear Admiral William Brent Young to the WLS microphone. Admiral Downes talked to parents of sailors every Saturday morning for many months.

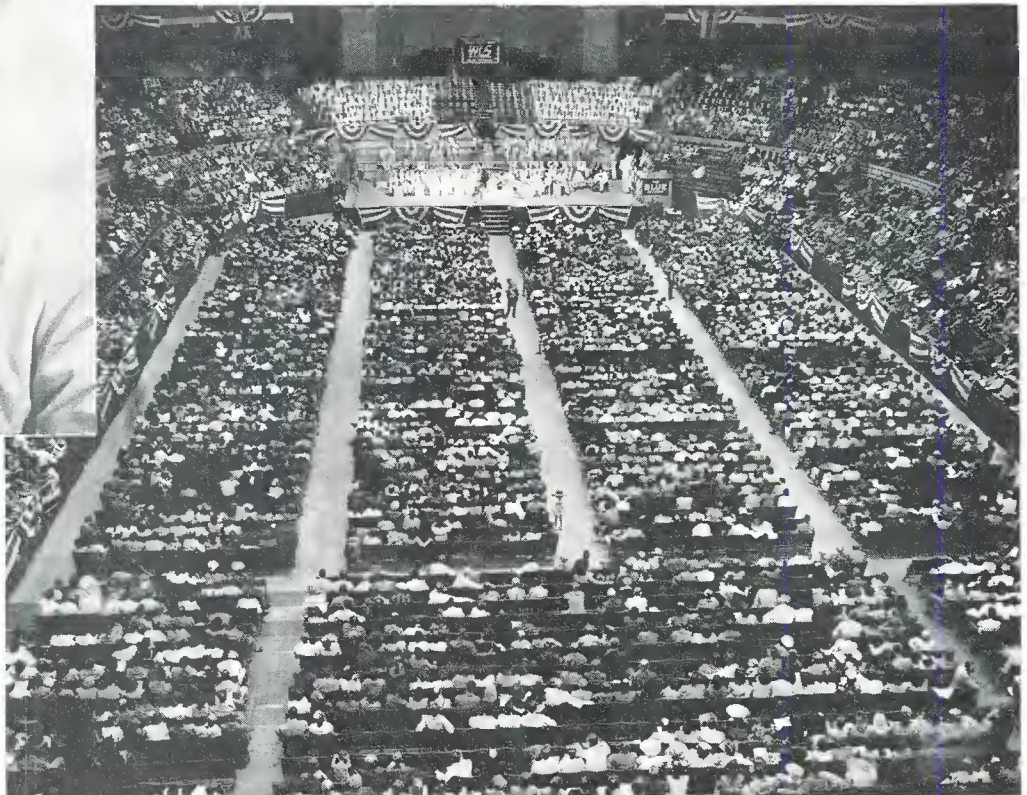
Chaplain Hjalmar Hansen directs the famous Great Lakes Choir heard on WLS every Friday evening at 7:30 on our "Meet Your Navy" program. The choir is best known for their inspired singing of hymns.



"Meet Your Navy"

Below is the scene of "Meet Your Navy" night at Chicago Stadium when WLS presented this great service broadcast to raise over \$35,000 for the benefit of Chicago's Servicemen's Center. The Navy program was originated by Prairie Farmer-WLS in 1941 at Great Lakes Naval Training Station and is produced by Al Boyd.

Chief Petty Officer John Carter, famous concert and radio personality, is a frequent soloist on the WLS "Meet Your Navy" broadcast. The program is carried by more than 150 stations of the Blue Network coast to coast.



A General

Lieutenant General Brehon Somervell, Commanding General, Army Service Forces, is shown at a WLS microphone when he spoke before the Chicago Association of Commerce. General Somervell has one of the biggest jobs in the world. It is his assignment to keep our boys in the Army completely supplied with everything they need, food, clothing and equipment, and to see that it is delivered on time at the right place. Thousands of carloads of the food come from Middle West farms reached by Prairie Farmer and WLS.



Two WACS

Arkie takes time off between appearances at a WLS show for the boys (and girls) at Camp Grant, Rockford, Illinois, to give two smiling WACS an impromptu guitar lesson. We'd say the WACS are a couple of lucky girls! And how about Arkie?

And a Non-Com

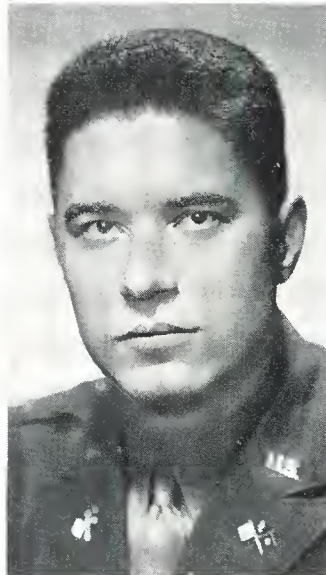
Speaking of guitar lessons and teachers, here's another one. This time it's Pat Buttram showing Sergeant Cliff Wherley of Elmwood, Illinois, how to "plunk." Sergeant Wherley and his friend, Anita Crozier, didn't learn much, but had a lot of fun. The 16-year-old Sergeant saw action in 21 raids over Europe before his mother told the Army his correct age and he was honorably discharged. He stopped by the Barn Dance on his way home.





Arkie

The Arkansas Woodchopper started the season last year plowing Victory Gardens, and finished it working in the motion picture of the National Barn Dance in Hollywood. It was a great relief to him when he could talk about the weather again, because Arkie has the old mountaineer's instinct for sniffing the air and telling what kind of weather is going to come next.



1st Lt. Taylor

Bill belonged with the other fellows pictured in the Armed Forces, but we just couldn't catch up with him in time to put his picture there. He was one of our engineers, and is in the Signal Corps—we can't tell where.

Cavanaugh

Eddie and Fannie Cavanaugh (below) have been working together for years in their own hilarious program in which they read many letters from listeners.



Isbell

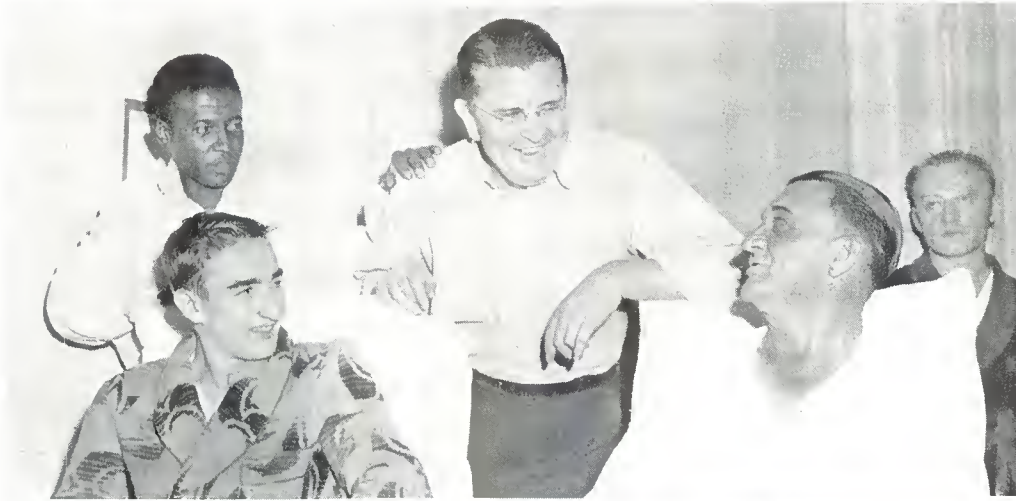
Harold Isbell is the announcer for the Eddie and Fannie Cavanaugh program, and between the three of them, there is a good deal of argument about whose program it is. They are always good for fifteen minutes of laughs.





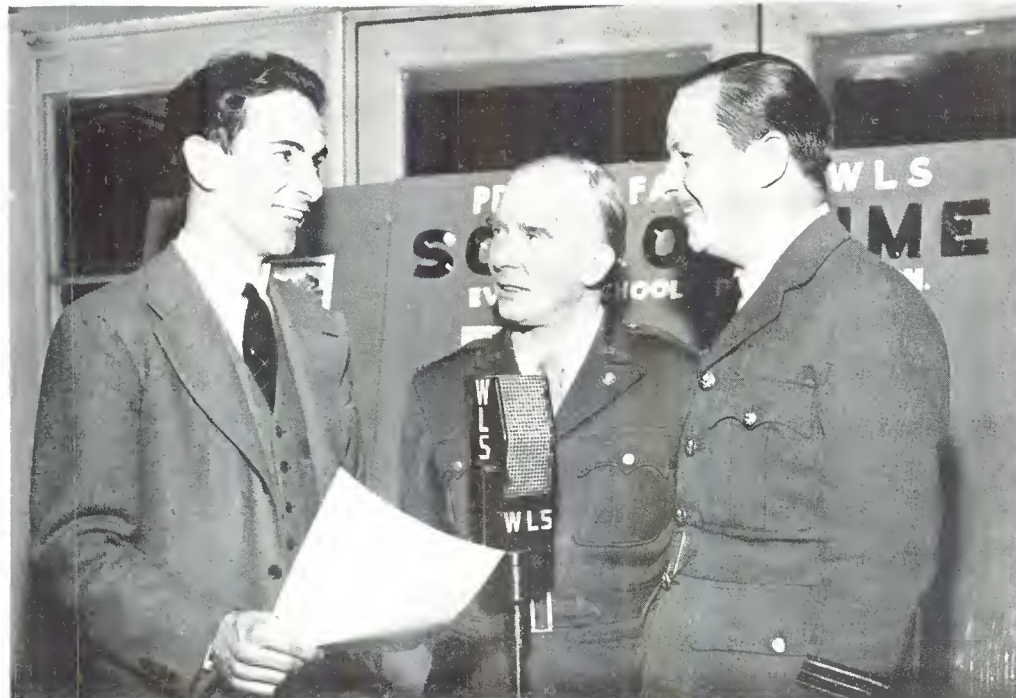
Air Hero

While in London, Julian Bentley interviewed Lieutenant Charles F. Jones of Chicago, and later, back in the home studio of WLS, introduced him to our listeners. Lieutenant Jones, 22 years old, flew 138 bombing missions over enemy territory, 113 of them as a member of the Canadian Air Force and 25 for American Air Force.



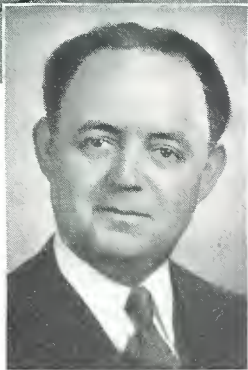
Veterans

Many times WLS folks have gone out to Hines Hospital, near Chicago, to entertain war veterans. Pictured here with Hal O'Halloran are two veterans of the first World War and two of the present war. Our Saturday afternoon "Merry-Go-Round" program is put on each week from Gardiner Hospital for the entertainment of veterans.



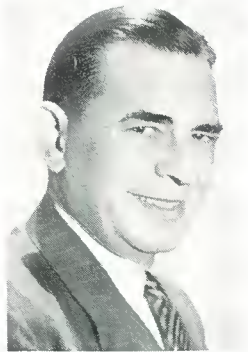
Radio in War

Here, WLS Educational Director Jerry Walker (left) is interviewing Colonel Edw. M. Kirby, Director of Public Relations, U. S. Army, and Lieutenant Basil Atherton, Radio Liaison Officer with the RAF. This was during a School Time broadcast, and was an explanation of the use of radio in active war work.



Prairie Farmer Editorial Staff

Prairie Farmer, entering its 104th year of service, draws on wide sources of information. Here is the editorial staff that edits and puts the paper together, under general direction of Editor and Publisher Burrigide D. Butler and Associate Editor Dave Thompson. Left to right in the group, first row, Arthur C. Page, Associate Editor; Gladys Blair, Women's Editor; Dave Thompson, Associate Editor; John Strohm, Managing Editor. Second row, left to right, Estelle Keich, Secretary; Gunvor Johannsen, Research; May Ring, Secretary; Isabelle Cooke, Secretary.



In the individual pictures at the left, top, William E. (Bill) Renshaw, Indiana Field Editor; center, Russ Cunningham, Illinois Field Editor; bottom, Mrs. Della Loui, Wisconsin Field Editor. Renshaw also covers the State of Michigan.



Prairie Farmer's Protective Union

At the right, pictured here for the first time, is Mollie Feldman, Manager of Prairie Farmer's Protective Union. Miss Feldman has been at work in this important department for many years, and there are few rackets or confidence games ever worked in rural districts that she doesn't know all about. The Protective Union handles hundreds of thousands of letters from Prairie Farmer subscribers, and in co-operation with local and national authorities, and the help of our widespread staff of field men, has aided in bringing many a crook to justice.



Research

In connection with Prairie Farmer's Modern Homemaking Department, Gladys Blair has a research staff of 250 farm women. Five of these (right) were in for an advisory conference. Left to right, seated, they are Mrs. G. E. Bausman, Indiana; Gladys Blair; Mrs. Rex Murray, Indiana. Left to right, standing, Mrs. Leslie Brechler, Wisconsin; Mrs. Bernard Marquart, Wisconsin; Mrs. Laura Holman, Illinois.



Projects

The year 1943 was a busy one for Prairie Farmer, with many sudden and serious problems arising: the dwindling corn supply, the question of producing enough cattle, hogs, dairy products and poultry for war needs came first.

Lower right-hand corner, a scene at Beardstown, Illinois, at the height of the flood. At the left, a pile of scrap iron, part of thousands of tons collected.



Dinnerbell Rings in Many Places

The Dinnerbell Program at 12 o'clock Monday through Friday, is twenty years old, the oldest farm program in continuous service in the whole field of radio. It is the daily voice of Prairie Farmer on the air, reaching not only the same people who subscribe to Prairie Farmer, but many more in cities and towns of the Middle West. For the past fifteen years it has been conducted by Arthur C. Page, associate editor of Prairie Farmer, and from time to time it brings all of the various editorial staff members to the microphone.

A list of the speakers who have appeared on Dinnerbell Time would be almost a "Who's Who" of agricultural leadership, yet the word of the individual farmer has just as much standing there as that of any high government official.

The picture at the right was taken during a broadcast from Mount Morris, Illinois, in which the Future Farmers of America at the High School there were interviewed. At the microphone with "Art" Page is Donald Stengel, farm boy who has won state-wide honors. On the same occasion, Dinnerbell was aiding in the county-wide scrap drive for Ogle county, as had been done a few weeks previously in Macon county. Next on the schedule was a broadcast from the Wisconsin Council of Agriculture annual session at Madison, followed by a visit with the National Grange convention at Grand Rapids, Michigan. The "Hoosier Hog School of the Air" was broadcast from Purdue University in Indiana, and a program long to be remembered was the program at Valparaiso, Indiana, honoring farm boys who have done their part in food production. Forty to fifty times a year the program is "remote" from some point away from the studio.

The picture at the bottom of this page was taken at Lincoln, Illinois, when the original manuscript of the Gettysburg Address was placed on exhibition there. Under leadership of Vernon Nickell, Illinois Superintendent of Public Instruction, many educators and historians took part in that program.

"Dinnerbell" is always informal, and often the program is changed at the last minute in order to make room for important emergency information for farmers.





Bonds

Dinnerbell Time was given to the launching of War Bond sales to farmers and rural communities. Taking part in the opening program for Illinois, pictured above, Earl C. Smith, President of the Illinois Agricultural Association; Arthur Page; Governor Dwight H. Green of Illinois; Chairman Harold Swift of the Bond Sale Committee, and Harry Templeton, War Program Director of WLS.

Food

Early in the spring of 1943, Prairie Farmer launched its campaign and slogan, "Food for Humanity," symbolized by the triangle with sides labeled "Produce, Save, Share." For the launching of this slogan, M. Clifford Townsend, representing the War Food Administration, is pictured here as he gave official approval by ringing one of the Prairie Farmer dinnerbells.



Labor

Honoring the many city boys who went out for the first time to help in the food production job, a special program was given on the WLS National Barn Dance. Some of the boys who attended received honor certificates from General Barzynski of the United States Army, as shown in the lower picture. Regional Emergency Labor Director Frank Gingerich is standing at microphone with General Barzynski. Many thousands of such boys helped on farms, and relieved some of the pressure of labor shortage, not only around Chicago but all through the country.



Farm News and Service

Every morning of the week at six o'clock, George Menard gives 15 minutes of national and local farm news. This comes not only from the three wire services, but from all the resources of *Prairie Farmer's* editorial staff and much special correspondence. Through this special farm news period, Middle West farmers are able to keep constantly in touch with the latest developments in markets, in legislation, in research. George brings to this work the background of a western Iowa farm, and contact with a great many farmers and farm events.



Bisson

WLS listeners are in daily contact with the progress of the grain market situation through broadcasts by F. C. Bisson. Mr. Bisson was for years connected with the U. S. Department of Agriculture, and is considered one of the best informed men in the grain trade. He broadcasts direct from a WLS studio at the Chicago Board of Trade.



Swanson

Every Saturday just before one o'clock, Dave Swanson of the Chicago Producers Commission Association broadcasts a weekly summary of the conditions and outlook in the livestock market. Dave has been associated with livestock production and marketing for many years.



Morrissey

From the Chicago stockyards, the greatest livestock market in the world, Bill Morrissey broadcasts several times a day a report on the market situation. He speaks from the Livestock Exchange.



Continuity

The writing and supervision of continuity on WLS is a matter of serious responsibility. It's not only what you say, but the way you say it, and there are many things which are better left unsaid. Under direction of Al Tiffany (center in the group at the left), these folks are kept busy writing, re-writing, carrying on research for facts in connection with all the "scripts" for both commercial and sustaining programs. The young lady at the left is Betty Burlingham Babcock, at the right Josephine Wetzler. Standing are Al Rice and L. S. Imm, the latter a former chaplain in the army.



Wilma

Wilma Gwilliam (below) is the farm girl who years ago decided to work on WLS. She is in charge of keeping program records.



Sales

The American way in broadcasting, with the station self-supporting and free to carry any sort of program or opinion in harmony with "public interest, convenience and necessity" requires a sales department and commercial advertising. The four men pictured above are responsible for the "commercials" on WLS. From left to right they are A. N. "Pete" Cooke, Ray Betsinger, "Chick" Freeman, Sales Manager, and Joe Kaspar.



"When you step up to the microphone, never forget that you are walking as a guest into all those homes."
From the WLS Creed for Announcers.

Cubberly

WLS announcers become the close personal friends of our audience. They all learn the tradition that every man who approaches a microphone here is an invited guest in the homes of the finest people in the world. At the left, Dan Cubberly came to us from Station KOY at Phoenix, Arizona. He is heard on numerous programs throughout the week and on Saturday night.

Black

Howard Black, first known some years ago as a harmonica player and singer. For a while last year he carried the morning schedule in the wee small hours. Now handling regular announcing schedule and the hour from five to six in the morning every Saturday.



Claire

Story teller extraordinary, and blackface impersonator, was heard by many swing-shift war workers last year when he handled the two-hour program from three to five every morning. This program was discontinued, due to a change in the war situation, but Malcolm continues handling transcriptions in the early morning, and telling his stories for children.



O'Halloran

The first voice you hear on WLS at five o'clock in the morning is that of Hal O'Halloran (right). Hal was away from WLS for awhile, but everybody was glad when he came back last year.



Brinkley

Jack Brinkley announces the daily evening programs. Besides his usual mellow speaking voice, he has half a dozen others, and has done a great deal of dramatic work on the air.



Jack Holden

Listeners know Jack Holden well. He announces, has written many dramatic programs, occasionally reveals rare poetic talent.



Uncle Charlie and Aunt Rita

Children love to listen every Sunday morning as Charlie Egelston and Rita Ascot laugh their way through the funny papers. Both of them also have been heard many times in various characters on dramatic programs.



Martha and Helen

Two of the best known voices on the air are those of Martha Crane (left) and Helen Joyce (right). They have been working together on their Feature Foods program for a number of years, and in that time have given literally thousands of recipes and valuable household hints.

Burlingham

Lloyd Burlingham, shown at the right with his daughter Mrs. Babcock, is heard on a number of different programs as an agricultural commentator. Since his college days, Lloyd has been known as "Doc," although he does not officially hold that title. He has held a number of highly responsible positions, including that of managing the National Dairy Show. Mrs. Babcock (Betty) works in WLS continuity.



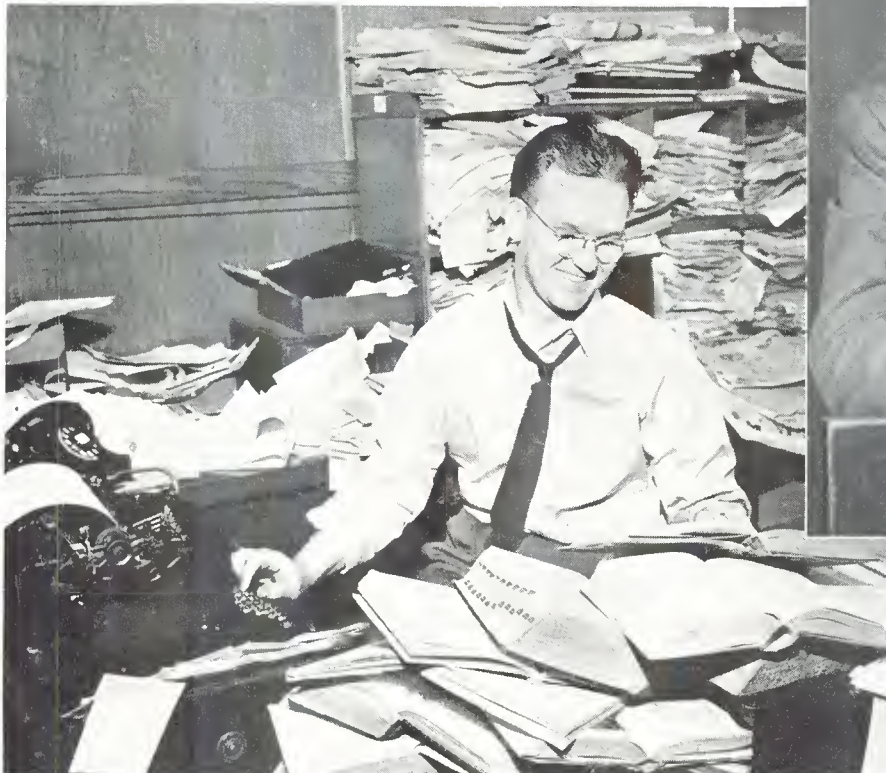


Merrill

June Merrill (left) is heard every afternoon except Saturday and Sunday on her own program with matters of interest to women. She is always cheerful and radiates good will. June says that some of the most interesting people of her whole life are those she has met in the letters written to her here at WLS.

"Orrie" and Joe

In the lower picture at the right you see Joe Rockhold, calm, experienced, all-round announcer, but Joe has another personality, indicated by the picture above, who is called "Orrie Hogsett." Orrie's voice is different, he sings, and he belongs in the "wise guy" class. Lately "Orrie" has been appearing with Hal O'Halloran as one of the "Old Timers."



Acree

If you have wondered where that fast-talking Oklahoman, Chuck Acree, gets all his smart ideas and quips, the picture in the lower left will show you the answer. This is exactly the way Chuck works.

Management

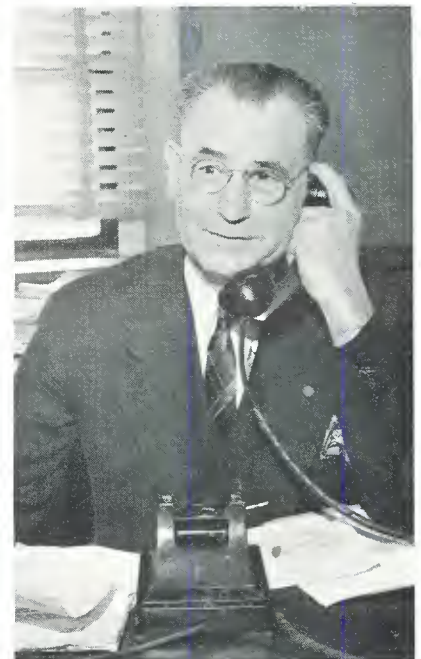
As a listener you hear only one voice at a time on WLS. The management of a fifty thousand watt radio station, however, involves the constant correlation of ten thousand details. There are responsibilities for contacting hundreds of people, including government officials, businessmen, technical counselors, on many subjects.

General management of WLS is in the capable hands of Glenn Snyder, pictured at the right. Mr. Snyder has had years of successful experience, first with Prairie Farmer and later with WLS. On any problem in connection with the station, his first question always is, "How will this affect our listeners?"

William R. Cline (below) was with WLS for a number of years in varied experience, was away for a short time, and returned last year to be assistant to Mr. Snyder.



Without the engineers, never a word could be spoken nor a note of music broadcast. Young in years but an old veteran in experience is Tom Rowe, Chief Engineer (below).



Templeton

Harry Templeton (above), after serving in Washington in connection with the agricultural war program, came to WLS as director of special war programs.



Finances

George Cook, who has to pay all the bills because he is the treasurer, moves constantly through the background as a quiet observer, occasionally giving suggestions and comments to improve the character of programs. George (left) always knows that everybody will be around to see him sooner or later.



Cupp

Rod Cupp, at the right, is Production Manager. It is his responsibility to see that all programs go on as scheduled, and that all program plans are properly made in advance. Rod has had experience in every branch of program work and, in the midst of a thousand complications, always keeps an even disposition.



Al Boyd

Al carries heavy responsibility as Director of Station Operations. He has achieved distinction through the famous "Meet Your Navy" program (see page 24), which he produces.



Bookkeepers

Bill Kearney and John Allen are the most popular men in the place on pay day. They have to keep the figures straight on thousands of transactions, and distribute pay checks. No wonder they have such a serious and preoccupied look on their faces.



Courchene

The WLS transmitter, located out in the country away from Chicago, is one of the most modern that science knows how to build. Sorry, you can't stop in to see it until the war's over. Military orders.

At the front door (which is always locked) is Homer Courchene, engineer in charge. In the group just below are the men who handle the powerful equipment. At the desk is Andy Forgach. Standing, left to right, are W. J. McDonald, William T. (Andy) Anderson, James Mehren and Clarence Wise.



High Fidelity

We like to have you look our engineers over. Several from this staff are carrying highly responsible work in the armed forces, while those pictured here carry on the job. They are the best in the business.



Controls

These are the boys who handle the studio controls. Left to right, Dale Shimp, Chuck Ostler, Maurice Donnelly, James Daugherty, William Keller, Herbert Wyers, Burr Whyland, Charles (Nellie) Nehlsen. Every program you hear must pass under their skilled fingers.



Bookings

The great demand for WLS artists to appear at local events all through the Middle West makes it necessary to operate a regular bureau to handle such bookings. Above is the staff of the WLS Artists Bureau, which makes all such arrangements. Left to right, Alice Zalac, secretary; George Ferguson, manager; Dick Bergen; Earl Kurtze; Marion Singer, secretary.

Mail

We always look forward eagerly to the day's mail. Folks write us about all sorts of things, and all letters are read with interest. Here are some of the girls who handle the mail (left to right), Margaret D'Imperio, Mildred Burton, Anna Miller, Emma Heitman. The mail man is John H. Millhouse.





Range Riders

Every day at 9:15 in the morning you have been hearing this group with songs by Red Foley. From left to right they are Augie Klein, Duane (Doc) Swalley, Red Foley and Harry Sims. Several of these boys have been putting in their days working in defense plants.

Guy Colby

This veteran barn dance caller radiates the spirit and vigor of youth. He has been calling the barn dances on WLS Saturday nights for a long time, and in the last year or two has taught a large number of groups in Chicago and other places how to do the old square dances. He has found in some cases that the square dances prove more popular than some of the modern ballroom dances.





Comedy

The ability to make people laugh is a very precious gift these days, for laughter helps untangle nerves and moves troubles far enough away so they can be seen in true perspective. It is one of the contradictions that comedians are often very serious-minded people.

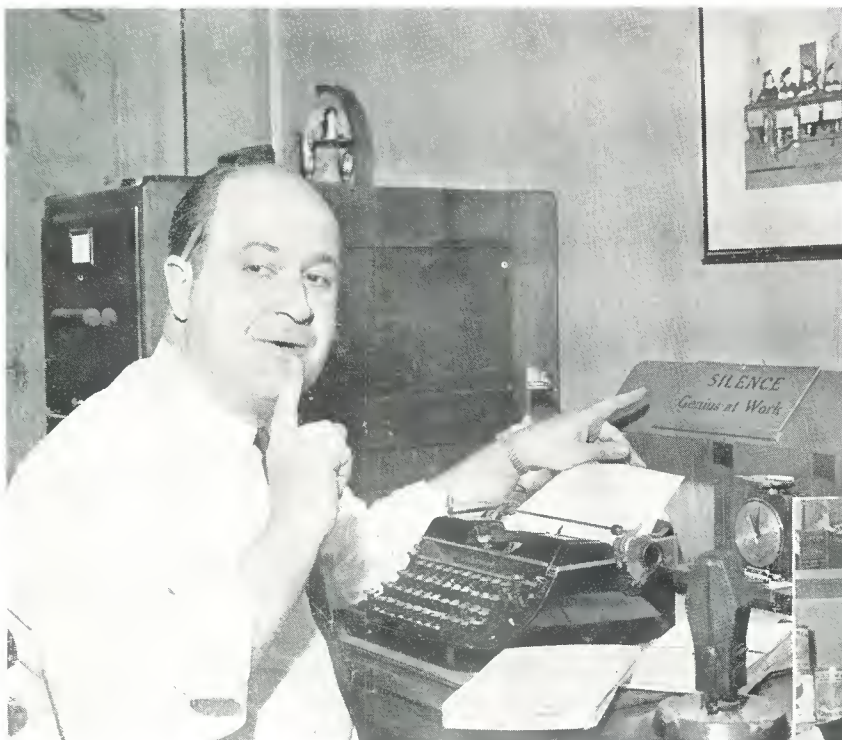
Otto (Ted Morse) here at the left is an example. It was he who took on the responsibility of planning and managing the big Victory Garden project described on pages 8 and 9, and he was a sort of straw-boss over the forty to fifty people who worked at it. Otto plays trumpet in the band, and was formerly head of the music department in an Illinois high school. If you compare this picture with that of Little Genevieve on page 21 you may note a similarity.

Pat Buttram, center left, is another comedian who looks solemn and lonesome. He grew up in the parsonage of a circuit riding preacher in Alabama. Maybe the reason he is so funny is that people see how lonely he looks and start feeling sorry for him. Pat is always able to see the funny side of anything.

Arkie

You'll find Arkie on page 15 and page 25, but here is a very typical picture of him singing a song on the Barn Dance. Doctor Jimmy James, hearing him sing, thinks there must be something wrong with him, and is frantically reading the First Aid chart held by Amanda Snow.





Joe Kelley

We sort of raised Joe Kelly here at WLS, but now he is best known as Quizmaster of the Quiz Kids, which comes from the Blue Network and is heard on WLS.

Lum and Abner

Below are the two storekeepers of Pine Ridge who are always getting into, or getting out of, trouble. They aren't as old as they look, and they don't actually wear whiskers.



Archie

If you like to listen to "Duffy's" you'll be interested in seeing the ridiculous "Archie" (Ed Gardner) at the right, with his friend Susan Hayward of the movies.



Flippen

At the lower left corner is the face of "Flip" J. C. Flippen, veteran master of ceremonies and quick-worded conductor of the program "Battle of the Sexes" on the network.



Sardi's

You've listened to "Breakfast at Sardi's," and here is the daily host, Tom Brenneman, who is never sure what will happen next. He doesn't really eat while he is broadcasting, but he makes you enjoy the fun with them.

Dreier

At seven o'clock each morning you hear Alex Dreier (below) with fifteen minutes of world news from the network. Alex had a rich experience as a war correspondent before he became a radio commentator.



Porter

Saturdays and Sundays at seven o'clock in the evening you hear Roy Porter come on the air with "A cheerful good evening to everyone." For two days each week he carries the news commentary program "Watch the World Go By," which is handled by Earl Godwin on the other days.



Godwin

At the right is the genial newspaper man of long experience whom you hear at seven o'clock in the evening on "Watch the World Go By." Earl Godwin likes to get way back in the country where "they use owls for chickens and 'possums for yard dogs."



Denny

George V. Denny, Jr., (above) is the tactful moderator of "America's Town Meeting of the Air." This program, heard over WLS, has brought brilliant discussion of some of the liveliest questions of the day.



At the Wisconsin State Fair

This snapshot (above) was taken in the Prairie Farmer-WLS tent at the Wisconsin State Fair, 1943. At the time, a group of WLS folks were entertaining on the stage, as we have done so many times. In Indiana there was a 4-H Club State Fair, but for Illinois and Michigan, where there was no regular state fair in 1943, we put on a "State Fair of the Air." This consisted of a week of broadcasting, featuring many of the same people we would have been introducing if there had been a regular state fair. It's always pleasant to have a crowd of our listeners around us, and we have lots of fun celebrating birthdays, wedding anniversaries. A dramatic moment came with a similar group in the Prairie Farmer-WLS tent at the Indiana State 4-H Fair. The news teletype flashed news of the surrender of Italy. People gathered in silence, and there were tears in many eyes. "I have a brother over there," said one young woman. "My son is somewhere in the front lines," said an elderly woman.

Prairie Farmer-WLS Office Girls

One noon we found this group (below) around a table in our employes' lunch room at Prairie Farmer Building, which we call the "Hayloft Canteen." None of these girls is heard on the air, either talking or singing, except when we get everybody to join in Christmas Carols. But they are very busy young women, carrying responsibility for handling the mass of detail that must be done every day at a big radio station. Starting with the girl seated at the left end of the table and going around to the right, they are: Alyce Dryfhout, Fern MacKeon, Elynor Roubik, Annabelle Patten, Betty McCann, Jennie Teune, Alice Burns, Hazel Rosenthal, Mary Yenerich, Mildred Zalac, Dessa Bisson, Josephine Fata, Mary Fort, Jean Crosby, MaryAnn Cesal, Grace Dryfhout, Betty Rowe.

Many of these girls have close relatives on the front lines of the armed forces, in the air, on the ground, or at sea. You may be sure they watch the news bulletins with tense interest.



"Hope you'll drop in and see us when you're in Chicago"

We put Grace Cassidy's picture here because she was about the first person to start on WLS twenty years ago, and she's one of the last to leave her desk every evening. Grace has seen wonderful things accomplished in twenty years of radio, and no one knows better the power of a great audience held together by mutual interest. We think you're the greatest folks in the world. See you at five o'clock tomorrow morning!



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