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WLS
family album
 1950

Howard Miller

The Prairie Farmer Station - Chicago

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WLS



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1950



Prairie Farmer Station
Chicago

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Dedication

With deep respect and affection, we dedicate this book to our beloved Pastor, Doctor John Wesley Holland. His simple philosophy, sympathy and counsel, his unswerving faith have been a guiding light. To all of us, he is an understanding daily companion.

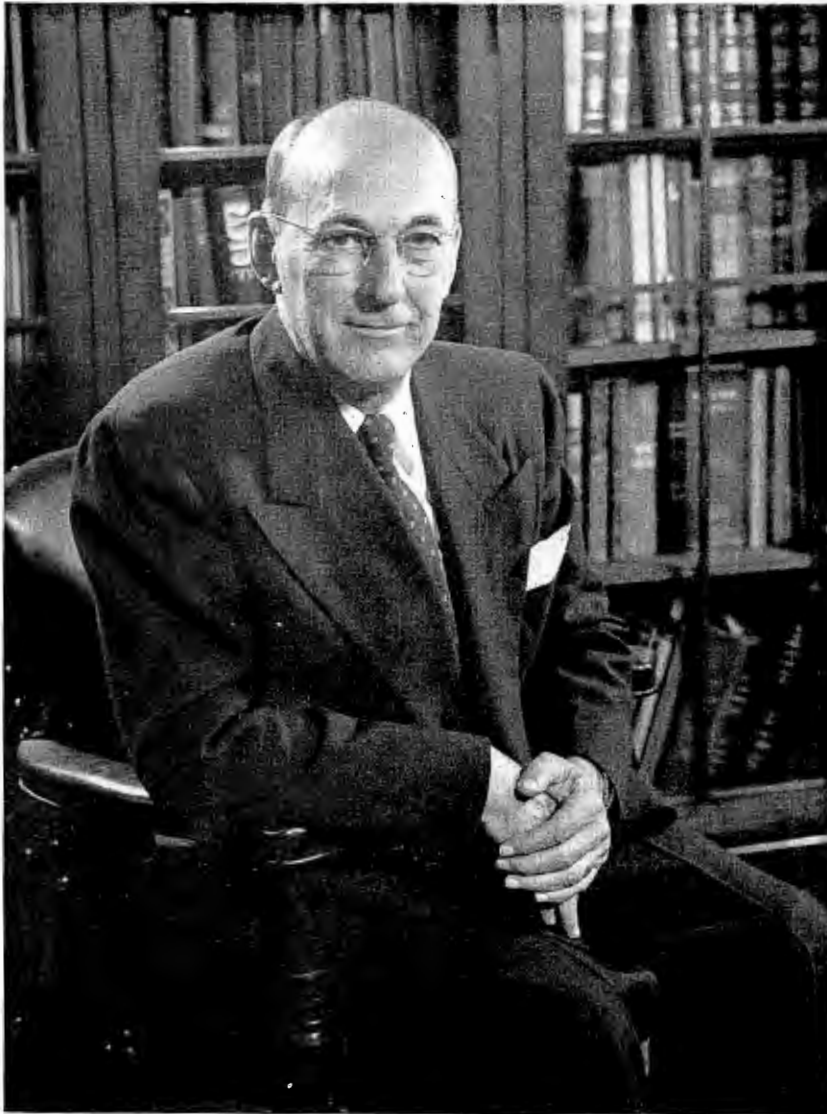
John Holland, an Iowa farm boy, very early in life decided he must go into religious service. In the year 1905 he was ordained a minister. Forty-one years ago he married an Illinois farm girl, Daisy Pearce of Oswego. They have one daughter, Beulah.

By appointment from President Theodore Roosevelt, he served as Chaplain at the Panama Canal in the years 1908 and 1909. He was pastor of several churches, small and large, and in 1919 began writing his regular column of sermons for *Prairie Farmer*.

In 1933 there was need for a regular pastor for The Little Brown Church of the Air on WLS, and he was invited to take this work. The Bishop, assigning him said, "This is the most important appointment I have ever made."

Dr. Holland has written seven books, "Mother's Thimble and Other Poems," "Life's Pay Checks," "The Ears of Midas," "The Great Friendship," "The World's Greatest Prayer," and two volumes of "John Holland's Scrap Book." Now in preparation, "Dad, the Forgotten Ancestor."

We honor Doctor John for the great worth of his life, and for the inspiration of his friendship.



President

James E. Edwards (left) is President of Prairie Farmer-WLS. Was formerly Advertising Manager of Prairie Farmer, has been with the company many years.

Snyder

General Manager of WLS (below) Glenn Snyder, a leader in the idea of making radio serve, as well as entertain its listeners.



Cook

George R. Cook (right) is treasurer of WLS and closely associated in all matters of business management.

Orlemann

Fred W. Orlemann, (center) is treasurer and business manager of Prairie Farmer.



Biggar

George Biggar (below) started on WLS a good many years ago, for a time was connected with other stations, now back "at home." Oversees the National Barn Dance, and cooks up new ideas for the air. Always watching for talented youngsters.



Safford

Program Director of WLS, a truly great leader of the program staff, who can not only tell them what to do, but can step in and show them. Was city editor of a newspaper, violinist and leader of an orchestra, and dates back to the beginnings of WLS.



Allen

John Allen, Assistant Treasurer of WLS, keeps the records straight, and is especially popular on pay day, because he signs the checks.

Boyd

Al Boyd (center) is chairman of the Christmas Neighbors Club work, plans many such activities as "Stumpus" program, the Surprise Flower Garden and other projects. Originated the famous "Meet Your Navy" program during the war.



Pages

A 36th wedding anniversary picture of Mr. and Mrs. Arthur C. Page. Twenty years ago, Mrs. Page was on WLS with "The Baby's Corner." Mr. Page is Associate Editor of *Prairie Farmer*, Farm Program Director of WLS, has been conductor of *Dinner Bell* for 20 years. Heard also every Friday evening.



Editor

At the right, Paul C. Johnson, Editor of *Prairie Farmer*. Native of a Minnesota farm. Former teacher at Iowa University, and Agricultural Extension Editor at U. of Minnesota. Heard on *Prairie Farmer Air Edition*, WLS, every Monday evening at 6:15, and always worth listening to.

Skelley

Gladys Skelley (below) is Homemaking Editor of *Prairie Farmer*. Has more than 200 members on her Research Staff of farm women. Is heard Thursday evening on WLS, *Prairie Farmer* Air Edition at 6:15.



America's Oldest Farm Paper

The little group of middle west farmers who founded *Prairie Farmer*, in 1841, had one idea, that the paper was to serve the agriculture of the middle west. Through more than a century since then, there have been vast changes in the nation and in agriculture, but *Prairie Farmer* today holds to that same idea of service.

First copies of the paper went to only a few hundred people. In a burst of enthusiasm, the first editor, John S. Wright, predicted that some day there would be as many as 10,000 subscribers. Today there are more than 375,000 subscribers here in the greatest food producing area in the world.

News and information is drawn from wide sources, with constant emphasis on the practical results achieved on actual farms, as visited by staff writers. Thousands of service inquiries are answered every year.

In the group below, L to R, Jean Quigley; Ralph Yohe, Farm Service Editor; Helen Page; Ray Bates, Managing Editor; Margaret Connell; Steve Jerger, artist; Marianne Fingl.





Renshaw

William E. (Bill) Renshaw, Indiana Manager of Prairie Farmer, knows every crossroads in the state, and a lot of the people who live there. Leading spirit in organizing Flying Farmers of Prairie Farmer Land. Flies his own plane.

Della Loui

Wisconsin Field Editor of Prairie Farmer, works out of Madison, travels all over the state.

Mollie Feldman

(Bottom of page) Mollie handles vast correspondence of Prairie Farmer's Protective Union, could tell you history of many a crooked deal.

Bertsch Family

Maynard Bertsch is Indiana Editor of Prairie Farmer, working with Bill Renshaw out of Indianapolis. Shown here with Mrs. Bertsch and their children, Larry and Linda.





Advertising Men

Part of the commercial advertising staff of Prairie Farmer, in front of our building. Left to right (above) Paul Scotte, W. G. (Bill) Brookman, Walt E. Brian, and Advertising Manager Vern Anderson. Prairie Farmer advertising is reliable.

Classified

Prairie Farmer carries more classified advertising than any other farm paper in this country. In charge, (below) Herbert Horn. With him, girls from advertising department, L to R, Marilyn Soroka, Pearl Ruck de Schel, Sally Kolicius, Marge Smith, Dorothy Kriz.





Magic Harp

You would know that a red-headed girl named Margaret Sweeney wouldn't play anything but the harp. This is the "Magic Harp" of School Time.



Roy Knapp, with drums, has more fun than anybody.



HERMAN FELBER AND THE WLS ORCHESTRA

One of the most versatile and friendly groups of musicians in all radio.



Felbers

On the adjoining page Herman Felber is shown for the first time with Mrs. Felber (Estelle). As a very small boy, Herman was giving concert performances on the violin, and has been director of the WLS Orchestra for many years. Mrs. Felber also is an accomplished musician, as well as a good cook.

"The Brass"

Top of this page, four who play trumpets and the trombone. Left to right, Joe Rullo, Ted Morse (Otto), Lou (Aloysious) Klatt, and trombonist Tom Moore.



Strings, Woodwinds

Left to right in the string section, Lester Schein with bass; Gaston DuMoulin, violin; Charlotte Chambers, violin; Emilio Silvestre, clarinet; Walter Lewis, flute; Theodore (Ted) DuMoulin, cello.

Ensemble

Left to right, Irving Margraff, pianist; Roy Knapp, Charlotte Chambers, Gaston DuMoulin, Tom Moore, Theodore DuMoulin, Ted Morse, Walter Lewis, Lester Schein, (front) Emilio Silvestre, Joe Rullo, Lou Klatt, Margaret Sweeney.





Hardy Perennial

Uncle Tom Corwine, above, passed his 80th birthday last year, and he is still one of the gayest spirits around the place. Began a quarter century ago making funny sounds —was First Mate on the WLS Showboat when Harold Safford was Captain.

Phyllis

Late in 1948, 18 year old Phyllis Brown came to sing on the National Barn Dance. A sweet and quiet soprano singer, with a charming personality.



Martha and Helen

The Feature Foods program, with Martha Crane and Helen Joyce, is a lively and vital part of practically every household in the middle west. The program is 15 years old in January of this year.

On their daily half hour the girls talk about practically every phase of home making problems, and their discussions are made more valuable because they really work at what they talk about. Martha uses her maiden name, but she is Mrs. Ray Caris, and she and Ray have two sons. Helen boasts of being a grandmother.

A fascinating feature of their program, aside from recipes and specific household discussions, is the parade of nationally known celebrities who drop in for interviews. These visits are always informal, as is everything else about the program. They also conduct an "exchange" by which listeners are able to trade with each other, like a set of books for a baby carriage, and so on. Besides all this, the girls have had a great part in the promotion of sales for numerous excellent food and household products.



Visit to "Pioneer Days"

Out at Villa Park, Illinois, a special day was set aside in the "Pioneer Days" celebration, for the visit and broadcast of Martha and Helen. Helen is at the microphone, Martha at the right, with some of the "pioneers."



Wisemans

Lulu Belle had started as a singing cut-up on WLS, when Scott Wiseman, trained to teach literature, came along to play guitar and five-string banjo. And so they were married and lived happily ever after. The children are Linda Lou, 13,

and Steve, 9. Lu and Scotty now own a guest ranch at Cripple Creek, near Pikes Peak, Colorado, 2,500 acres, altitude 9,600 feet, name, Lazy S. F. Scotty is author of, "Have I Told You Lately That I Love You."

WLS Girls

Although you don't hear them on the air, these girls have important parts in every program. There's a lot of work to be done every day, and they do it. Left to right, Ella Bauspies, Bernice Warner, Mildred Fredrickson, Ruth Luce,

Maryan Christophersen, Rita Smith, Janet Rausch, Joan Collins, Carmen Simonson, Betty McCann, Martha Thompson, Violet Peashek. At the piano, Mildred Borowiak. Each of these girls carries important responsibility.





Grace Wilson

Grace sang on the opening program of WLS, 26 years ago. "The girl with a million friends" has made many more friends every year. Listen to the applause any Saturday night. Sings more sweetly today than a quarter century ago.

Miss Evelyn

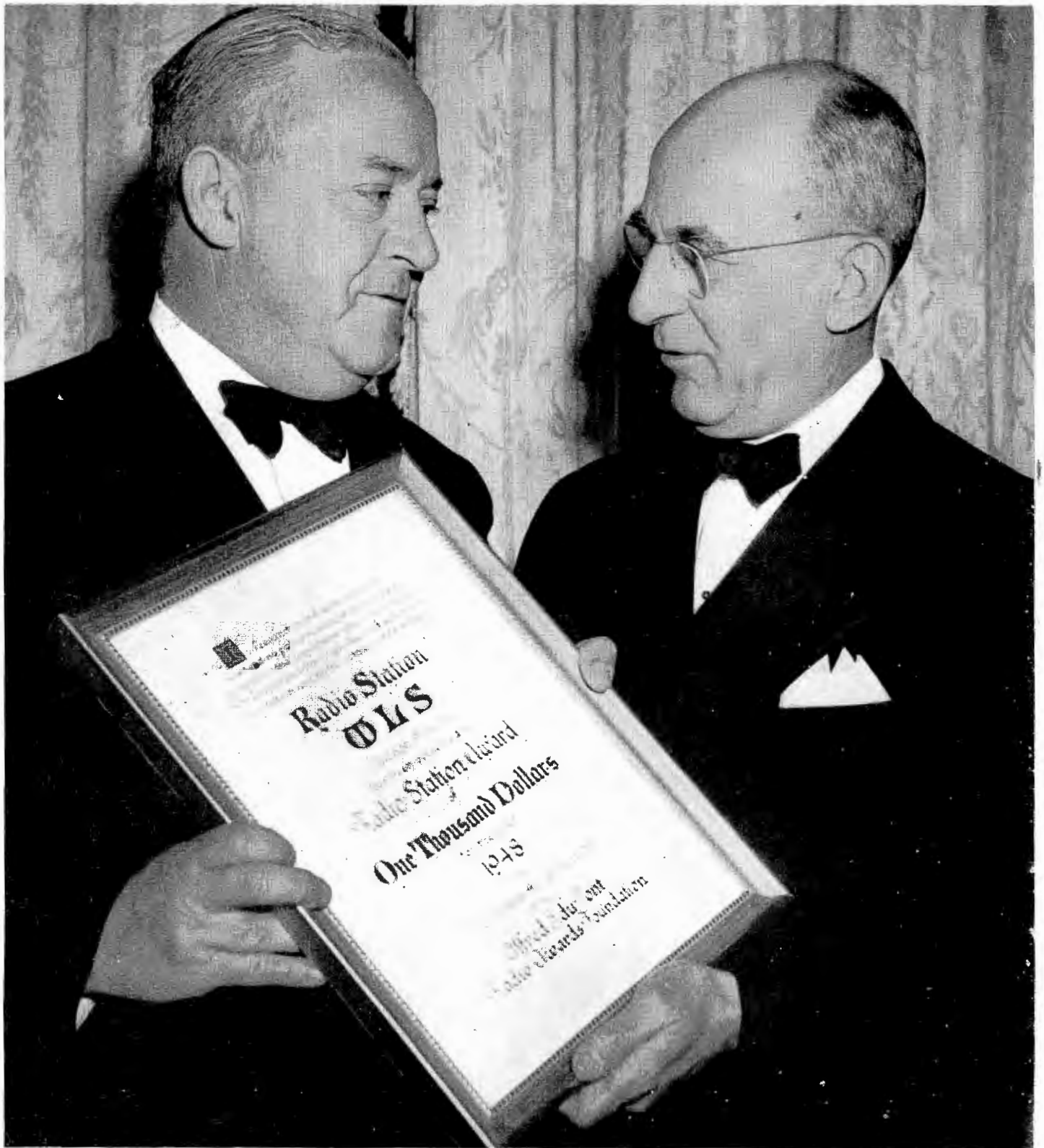
Sweet and quiet singer of the songs folks like to hear. Has been heard on her own program, with various groups, and on Saturday night.



Kay Brewer

This gay and sprightly lass from an Ohio farm joined WLS last year. Has a contralto voice, is amazing in yodel songs. Listen for her every Saturday night.





WLS Receives the DuPont Award

Most coveted honor in radio broadcasting, the DuPont Award, came to WLS in 1949 for School Time programs. Here, President James E. Edwards of Prairie Farmer-WLS is receiving the citation from Dr. Francis O. Gaines, President of Washington and Lee University.

Basis of the award was, "outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom, and for loyal and devoted service to the nation and to the community."

The particular program on which the award was made, was titled, "Adventures in Freedom," an interpretation to children of the meaning of America. The entire series was written by Josephine Wetzler.

School Time Travels

As guest of the United States Army, Educational Director Josephine Wetzler boarded an army plane last September and was flown to Germany. The invitation had come because of her outstanding work in arranging "pen pal" correspondence between thousands of middle west youth and those of the same age in Germany—a method of teaching democracy.

(Below) Miss Jennie DeGraff had taught school in Forrester, Illinois, for 50 years, here honored on WLS. She is standing with Mrs. Wetzler directly behind the microphone. The others represent one pupil from each of her five decades, and one from her very first class, 51 years ago.



Counsellors

Top school men advise with Josephine Wetzler on plans for School Time programs. Left to right, Fred G. Bishop, First Ass't Supt. of Public Instruction, Wisconsin; Norman E. Borgerson, Ass't Supt. of

Public Instruction, Michigan; Mrs. Wetzler; Deane A. Walker, State Supt. of Public Instruction, Indiana; Vernon L. Nickell, State Supt. of Public Instruction, Illinois.





BUCCANEERS

Fouts Family

Above, Captain Stubby (also Windy Breeze). His name is Tom Fouts, his wife is Eva Lou, and the children are Tommy Lynn, 8, and Connie Lou, 3. Tom came from an Indiana farm.

Richards Family

At the right, Jerry, his wife, Ginnie, and 8-year-old Ronnie. Jerry plays those soft sweet numbers on the clarinet, or most any other instrument that's handy.



Stokes Family

Tiny Stokes, (right) who weighs over 200 pounds, also answers to the name Dwight. You hear him in many solo numbers, with a remarkably sweet high voice. Mrs. Stokes is Glenna, the children Larry, 7½ and Debbie, 2½.

Fleming Family

John (Sonny) Fleming, (below) plays guitar and bass. Mrs. Fleming is Mary, the children Michael Don, 10, Sandra Joyce, 8, and Carol Ann, 4.

Walberg Family

Tony (lower right) plays accordion, and if persuaded will play piano or pipe organ. Mrs. Walberg is Ruby, the children William, 9, and Toni, 6.



Blanchards

Ladies and Gentlemen, His Honor the Honorary Mayor of Pittsville, Wisconsin, Mr. Donald "Red" Blanchard!

Mrs. Blanchard is Sally, the wife he tells such amazing stories about, and two-year-old Donald James is all 10 or 15 of their children.

In October, 1949, the city of Pittsville, Wisconsin, where "Red" grew up, elected him Honorary Mayor, Chief of the Fire Department and Chief of Police. The event was celebrated with a Dinner Bell broadcast conducted by Harold Safford. Not only Red's parents, old school teachers, and many public officials were there, but even the doctor who officiated when he was born.

Below, "Mayor" Blanchard finds himself worried about the problems of being a public official. In case you haven't heard, His Honor is usually considered a comedian.





Hewitts

At the left, Dolph and Mrs. Hewitt (Ruth) and their son Charles Allen. Ruth was one of the singing team of Johnson Sisters.

Dolph, who is blessed with a very unusual singing throat, is rapidly making a national name for himself as a recording artist. His native habitat was in the hills of Pennsylvania. Heard on his own daily morning program, and on the Barn Dance.





Holdens

Pictured above, Jack and Christine Holden, and their son, John, who will undoubtedly be called "Jack Junior." Jack has been announcing on WLS for more than 18 years. Christine was introduced some years ago as "the little Swiss Miss," and may often be heard on Saturday nights with her sweet yodel songs.



Culvers

Pictured by the corner of their home, Hal Culver, his wife Margaret, and their son David, who is 7. Sorry, we do not know the names of the two dogs. Also a bit of explanation: if you take a second look at Hal, you might think he was a cowboy, but he isn't.



MAPLE CITY FOUR

Rices

Al Rice and his wife Marian pictured at the left. Al not only helps make old fashioned harmony in the Maple City Four, but has written a great deal of script for various programs.

Pettersons

Pat Petterson and his wife Helen are at left center. Pat has been the booming bass of the Maple City Four many years.

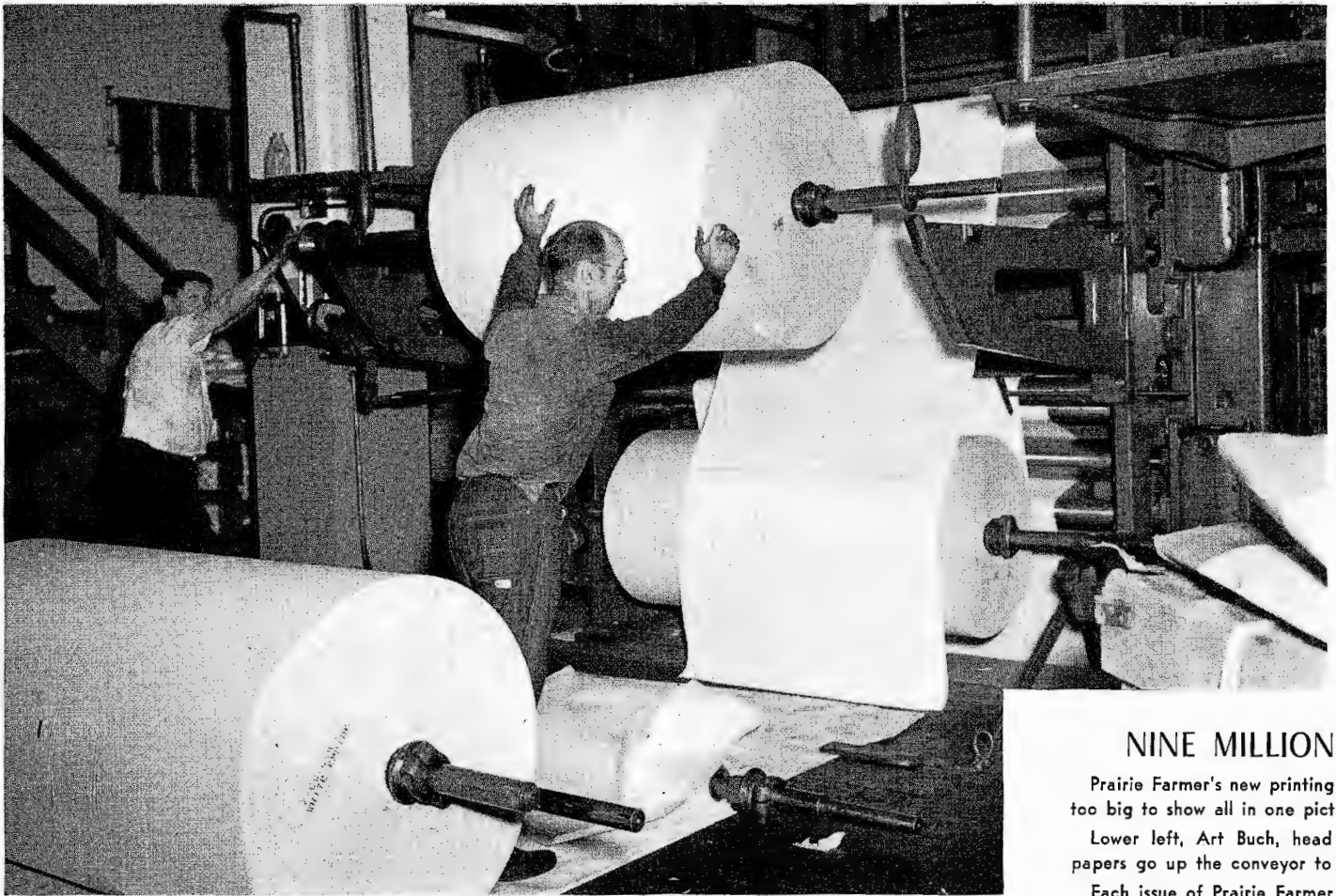
Kerners

Below, Chuck Kerner, his wife Martha, and three children. The children are Leo, 7; Millicent, 5, who is usually called "Penny" and David, 3. Sings second tenor.

Meissners (and T-Bone)

Fritz and Dorthee Meissner, bottom, demonstrate that the same gay foolery as seen on the stage, may continue at home. T-Bone, a wire haired terrier, is always hungry.





NINE MILLION C

Prairie Farmer's new printing press is too big to show all in one picture.

Lower left, Art Buch, head of papers, goes up the conveyor to the press.

Each issue of Prairie Farmer is read by 9 million subscribers in the middle west, a total of 36 million a year. The editorial staff travels by auto, plane and train, visits a great number of significant farms.

The middle west area served by Prairie Farmer is the world's best informed agricultural people.





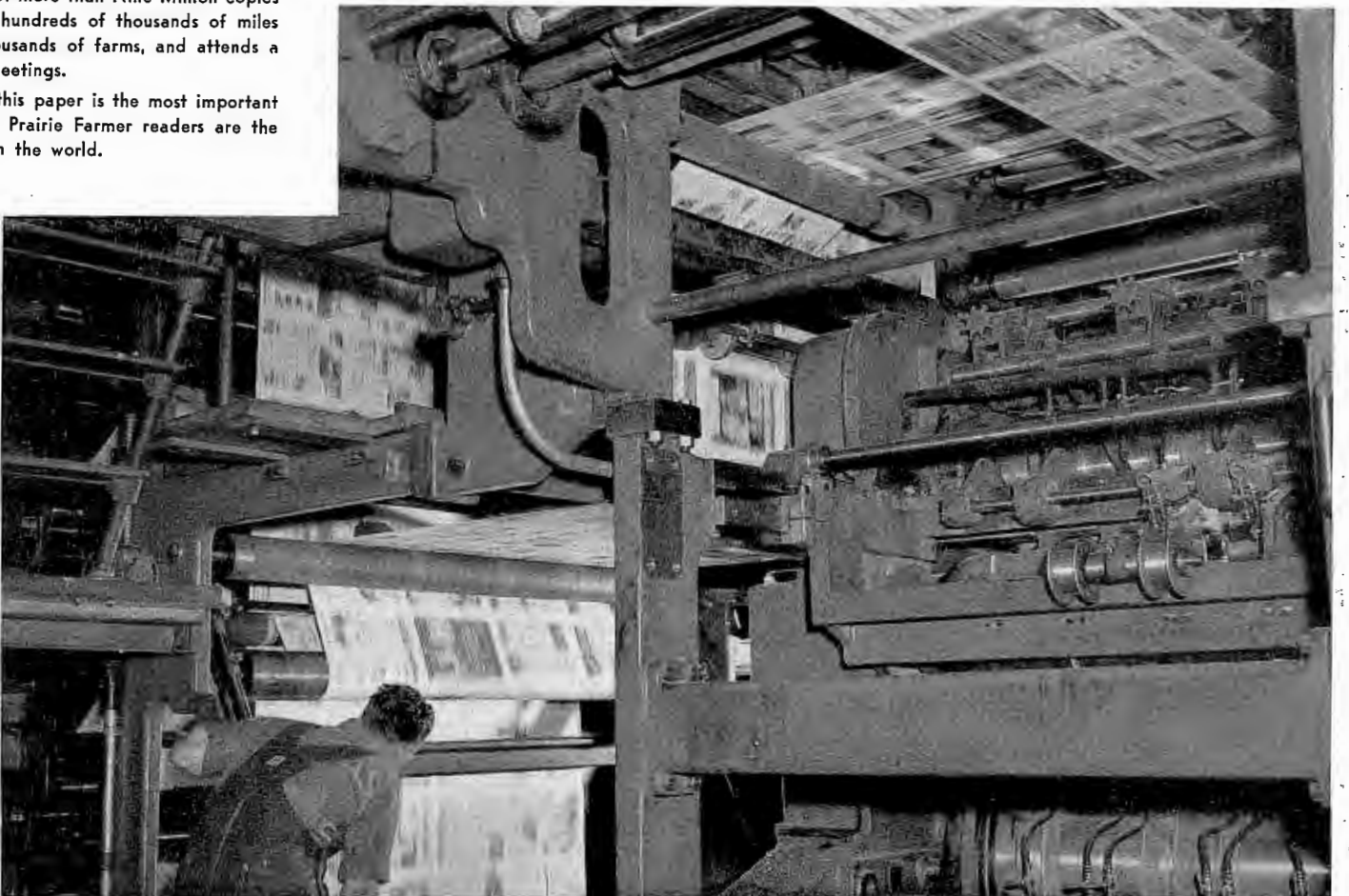
COPIES A YEAR

ess is our pride and joy. It's much
, but here are four glimpses.

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hundreds of farms, and attends a
meetings.

/ this paper is the most important
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in the world.





Mac and Bob

The story of Mac and Bob should be an inspiration to every handicapped person. Both of them entirely blind, they have won a high place in public favor with their singing. Both are talented musicians, and do a good deal of reading in Braille, the raised lettering for the blind. They have worked together for many years.

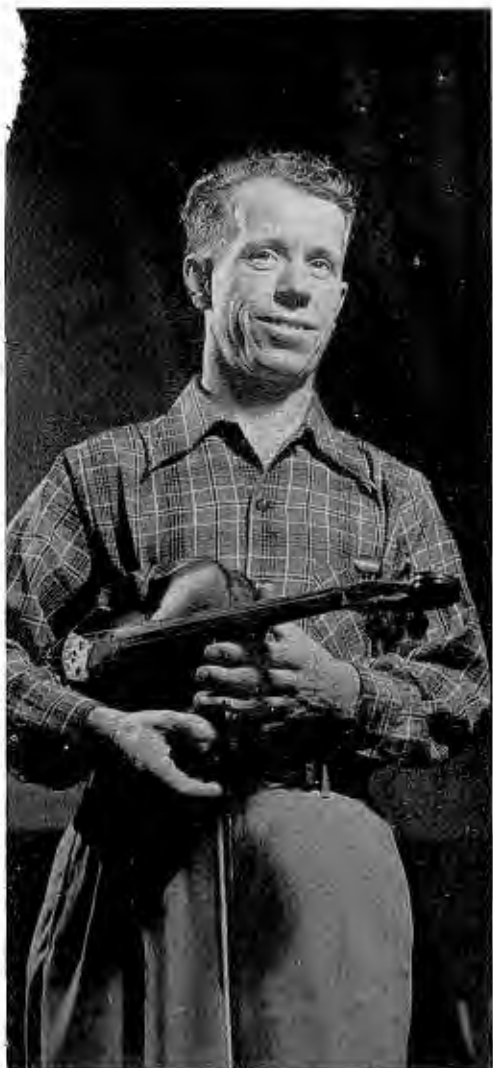
Gardners

At the left, Bob Gardner and Frances his wife.

McFarlands

Lester (Mac) and Ruby his wife are proud of their three children, Kenneth, 17; Larry, 12; and Carol, 9. Mac has never seen these children.





THE SAGE RIDERS

William "Cy" Rowley

Cy (left) sings and plays violin. Native of Kentucky, had been on a number of stations, with time out to build airplanes during the war.

Kleins

There are two Klein families, and this is the Ray Klein outfit. Mrs. Klein was Eva DeZurik. The children are Donald Ray and Yvonne Rae. Ray plays accordion.

Jimmy Hutchinson

Jimmy is a native of Pennsylvania. While still in his 'teens he began playing banjo on a radio station. Plays bass fiddle, guitar, banjo and mandolin.

Whites

Don and his wife Mary (from No'th C'lina) are shown at the work bench where Don turns out beautiful tooled leather when he is not working at music.



Browns

John Brown (right) has been piano accompanist on WLS for a good many years. His wife, Juanita, used to sing on the station as "June" of the team "May and June." Their children, here ready to listen to some of the new records, are Joan, 13, and Betty Jane, 10.



Petersons

Howard Peterson (below), is boss-man on the big studio organ, and sometimes writes a bit of new music. His wife, known to listeners as Avis Leone, was heard as a soprano soloist. Appropriately for a couple so talented in music, their daughter, age 7, is named Melody Ann.



Virginia Hams

The three characters engaged in musical endeavor on the next page, are known as the Virginia Hams. It is only incidental that each is a highly skilled musician, for the chief thing they do is produce hysterics in the audience. Left to right, Ted Morse (Otto), Jimmie James, and Holly Swanson (Cousin Tilford).

Little Genevieve

The little darling you have heard on Saturday nights is pictured in the upper right corner of the next page. Also answers to the name of Otto, but in a different voice.

James Family

Here is the laugh provoking cut-up, Jimmie James (right) with his family. Mrs. James is Macel, and the boys are Jimmy, 7, and Don, 6.

Swanson Family.

Holly Swanson (extreme right) is perhaps better known to you as "Cousin Tilford." Mrs. Swanson is Lila, and the children are Richard, 15, Barbara, 11, and James, 2½.

FIREPROOF





Dolce

At the left, caller John Dolce, has taught thousands the fascinating figures of this traditional American dance. Classes were conducted in a number of Chicago parks during the summer of 1949.



Big City Square Dance

The gay vigorous square dance, brought out of the past by the WLS National Barn Dance, grew into a great contest last year on Chicago's Michigan Avenue. Thousands of city people watched the fun.



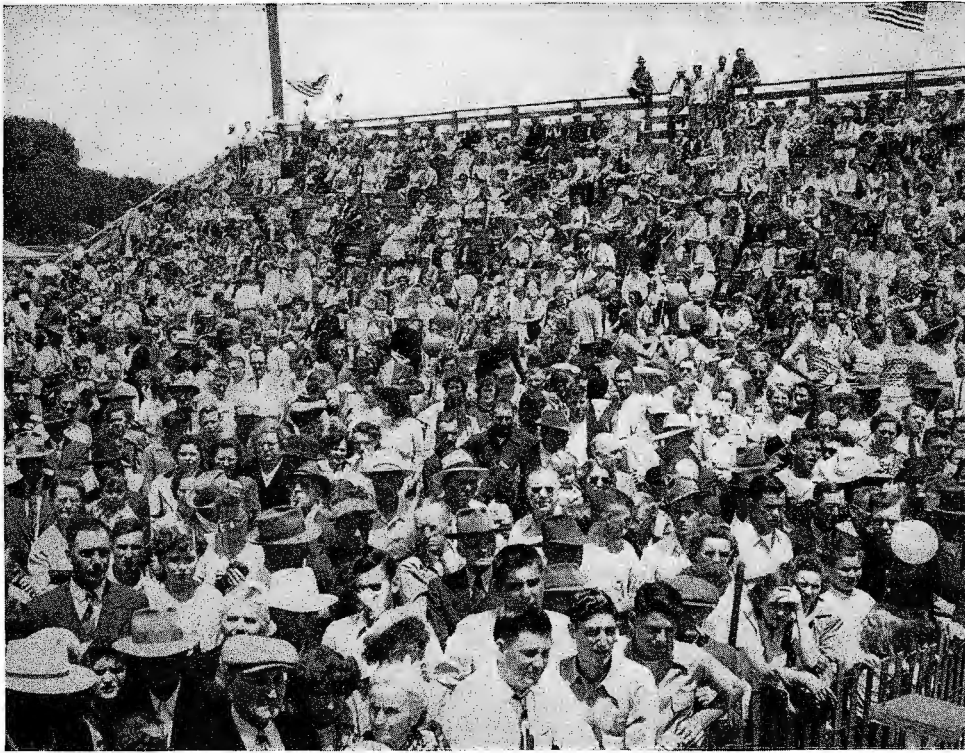
Arkie

Shown here with Vera, his wife. Few men have done more to bring the old square dance back to popularity than the Arkansas Woodchopper. A veteran caller, now also a professional auctioneer—and a good one, too.

Artists Bureau

From this office, entertainers are booked for thousands of events all over the country. Left to right, George Ferguson, Camille Griseto, Richard Kurtze, Paul Aubrey, Eleanor Birdsong, Earl Kurtze.





Dairymen

Above, a small part of the crowd attending annual Milk Day at Harvard, Illinois, broadcast on Dinner Bell each year in June.

Burlingham

At right, with a twinkle in his eye, Lloyd Burlingham, daily commentator on the business of farming. He has Guernsey cows on his farm.

Morrissey

Bill Morrissey (left, below) broadcasts daily reports on the livestock market

direct from the Chicago Live Stock Exchange, "at the modern Chicago Stock Yards."

Swanson

Dave Swanson, veteran manager of the Chicago Producers, has seen a lot of history in livestock marketing. Each Saturday on WLS he discusses the trends and possibilities of the market.

Romaine

Romaine Benner, secretary of the farm program department at WLS, watches a thousand details, keeps an accurate record on all farm programs.





Guest Soloist

For a good many years, William Beery of Elgin, Illinois, has visited Dinner Bell on his birthday, and each time has sung a solo. Listeners have learned to expect "Rose of Sharon" on April 8. Mr. Beery is 97 years old, shown here with Arthur Page.

Tiffany

Al Tiffany (below) is heard daily on a variety of programs, including Farm World Today at 11:30. Al is especially well posted on livestock subjects.



Larry McDonald

His wife is Betty, the children Judy, 4, and Tommy, 2. Heard at 6 every morning on Bulletin Board, on Dinner Bell and on many other programs. Been here a year, and everybody likes Larry. Travelled all over Europe in the army, used to drive a bulldozer.

Special Folks

Never a dull moment, with so many interesting people to meet. Right, Harold Safford, who conducted Dinner Bell at the three State Fairs, interviews lovely LaYonne Hermann, titled "Alice in Dairyland" at the Wisconsin State Fair.

Bottom of the page, part of the crowd one day in the Prairie Farmer-WLS tent, Wisconsin State Fair.

Center, a Dinner Bell group last July. Barbara Mauck, nearest the microphone, was a hopeless cripple, never to walk, doctors said. At age 3, Dr. John Holland and Jack Holden became interested, arranged special hospitalization and surgery, and Barbara walks. Beside her, a pen pal, Charlotte Stephens of Indiana; in the background, Mr. and Mrs. Mauck.





Davis Family

Karl Davis is one of the boys who came up from the hills to sing the old traditional folk songs. Teamed with "Harty" Taylor he has helped write a good many songs that have gained wide popularity. Mrs. Davis, standing is Jean. The girls are Diana Juan, 15, Karleen, 12, and Susan, 4 1/2.



Harty Taylor

Rugged mountaineer who sings sweet and sentimental songs in the old manner. The other half of the team "Karl and Harty."



Berry

With that harmonica harnessed to the guitar, Ray Berry brings memories of some of the early performers on WLS. Joined up with the gang in 1949.

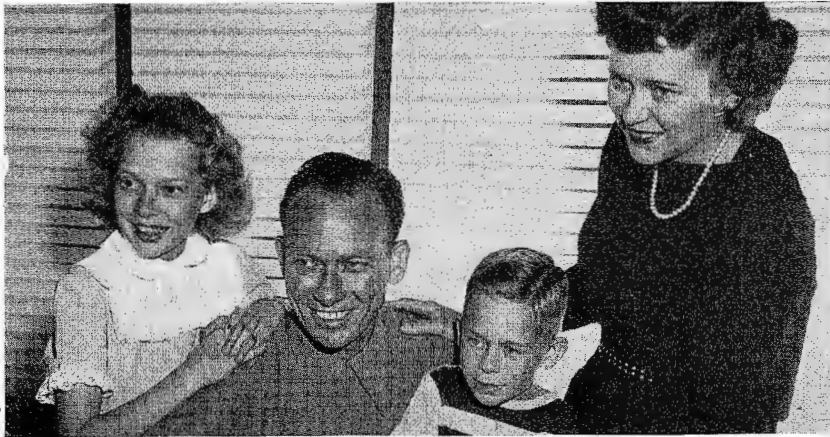


THE WLS RANGERS

This group is heard on many different programs, notably on "Stumpus" where they dare anybody to send in a published tune they can't play.

Nix Family

When the announcer says "Nix on the violin," he probably means Ewing Nix of the Rangers, shown here with his wife, Ruby, and son Frederick, 6. And listeners don't say, "Nix on Nix on the violin."



Lohmans

Smokey (Dale) Lohman usually plays the electric guitar. Native of Missouri, town of Knobnoster. Mrs. Lohman is Anne Louise, the children Sharon Kaye, 11 and Robert Gene, 6.

Fiedlers

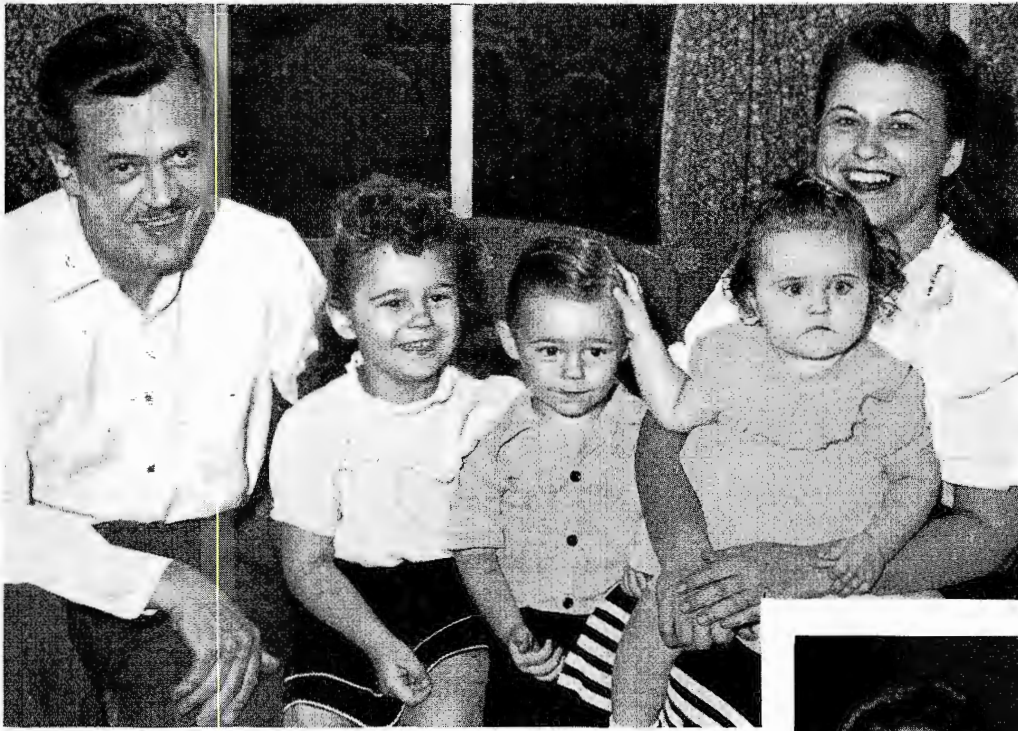
Verne Fiedler not only plays guitar with the Rangers, but makes many of the musical arrangements for pieces they play. Mrs. Fiedler is Virginia, and their son, Joseph David, is 2.



Kleins

Of the two Klein families, this is the Augie Klein crowd. Both Augie and his brother Ray play accordion, and they are married to sisters. Bottom of the page, Mrs. Klein was Mary Jane DeZurik. The children are Janice Marie, 8, Richard, 6, and James, 2 1/2.





Music

Ozzie Westley, (left) does a lot of the planning, selecting and supervising of music used on WLS, writing or arranging new music if necessary. Mrs. Westley is Mary, and the children are Mary Gurene, 5; James Dee, 2½; and Susan Jean, 1 year old.

Library

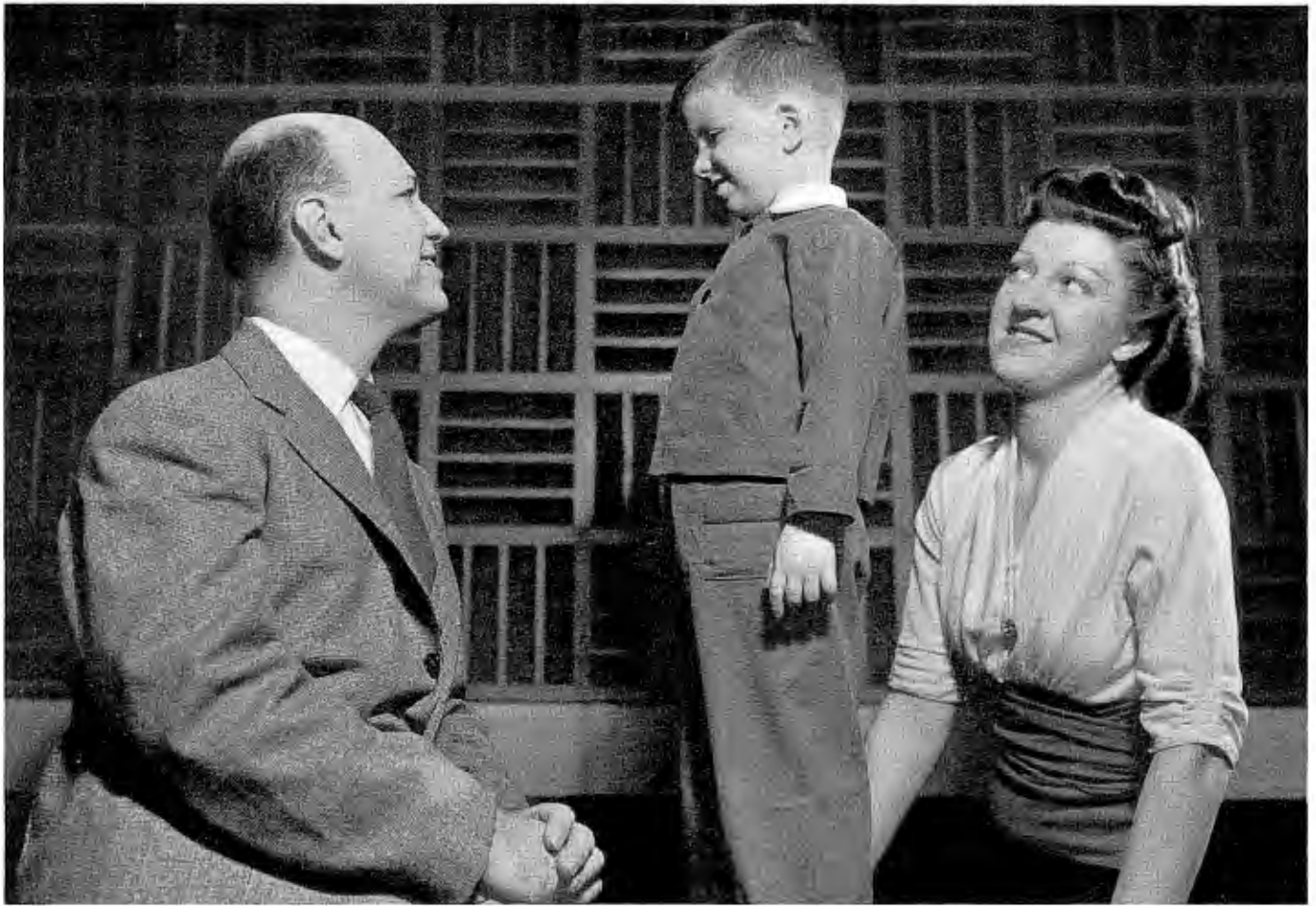
The two girls at the right are Arlene Carstens and Hazel Rosenthal. Every hour of the day you will find one or both of them in the Music Library. Before a number is played or sung, they must know who wrote it, who holds the copyright, and whether any restrictions stand against it.



Homecoming

Rex Allen, the Arizona Cowboy, went to Hollywood to be in pictures—the first one being named "Arizona Cowboy." But Rex came back to take part in the big Barn Dance program at the 1949 Illinois State Fair, where this picture was snapped.





Ervin Lewis Family

Listeners are familiar with Ervin Lewis' careful and precise presentation of news on WLS. Here we glimpse the Lewis family circle (above), with Ervin, Ruth, and their 4 year old son Jeff. Ervin is a native of Oklahoma, was overseas as a news correspondent during the war.

Robert Lyle Family

Bob Lyle takes the early morning and forenoon side of the news, Ervin Lewis, afternoon and evening. Selection and editing of news is a constant study, for the machines pour in an endless stream. Mrs. Lyle is Jean. Their sons are Hunter, 10, and Bobby, 7 years old.





Production

Unheard by the listeners, working behind a soundproof wall of double glass, the production man directs each program. He watches the script, the clock and the performers, as well as listening to every word. His word is law during the program.

Above, left, veteran Ray Ferris blends in the musical background. Directly above, Bill Joyce, with microphone, directs a rehearsal.

Nelson's

At left, Bill Nelson and his family. He is director of production. Mrs. Nelson is Mary Jane, and the girls are Billie Jane, 4, and Linda Lynn, 1 year old.

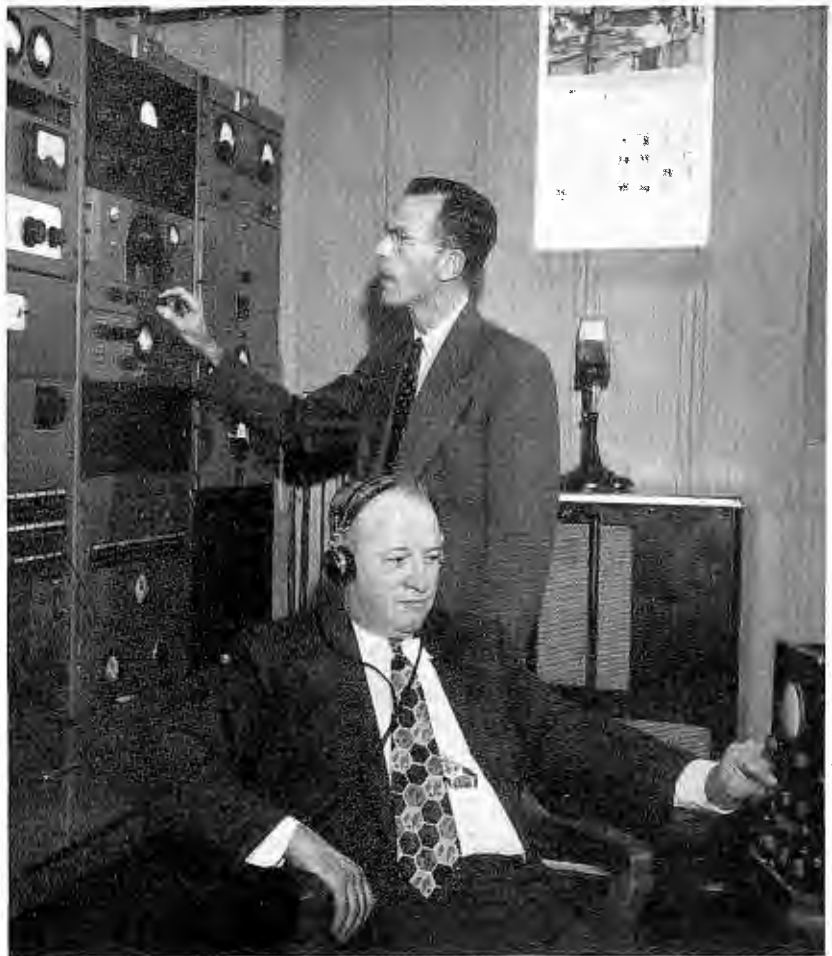


Kilowatts

A kilowatt is a thousand watts, and it takes 50 kilowatts to send out the signal of WLS—and that's a lot of power. One of the big watercooled power tubes (above) is being uncrated by caretaker Henry Jandacka at the transmitter.

Above, seated, is Homer Courchene checking operations on the sending end. He is the same "Homer" who used to "pull the big switch."

Below, William (Andy) Anderson sits at the transmitter controls and keeps an exact log of everything that goes on the air. Visitors were prohibited at the transmitter during the war, but are welcome now. It is about 25 miles southwest of Chicago.





"The Chief"

Chief Engineer Tom Rowe never gets excited, never raises his voice. The men under his direction speak with affection when they call him "Chief." Tom has come all the way in radio, from the days of galena crystals and oatmeal box coils. He is widely known among radio engineers as one of the best informed men in the business.



Check and Double Check

Almost everything the engineers do is set up in duplicate—in other words, they always carry a spare. This custom makes certain that no failure of a tube, or breaking of a solder joint, can interrupt the program schedule. Such an emergency seldom comes, but if it does, the boys are ready.

Above, left to right, Chuck Ostler, Dale Shimp and William Keller.

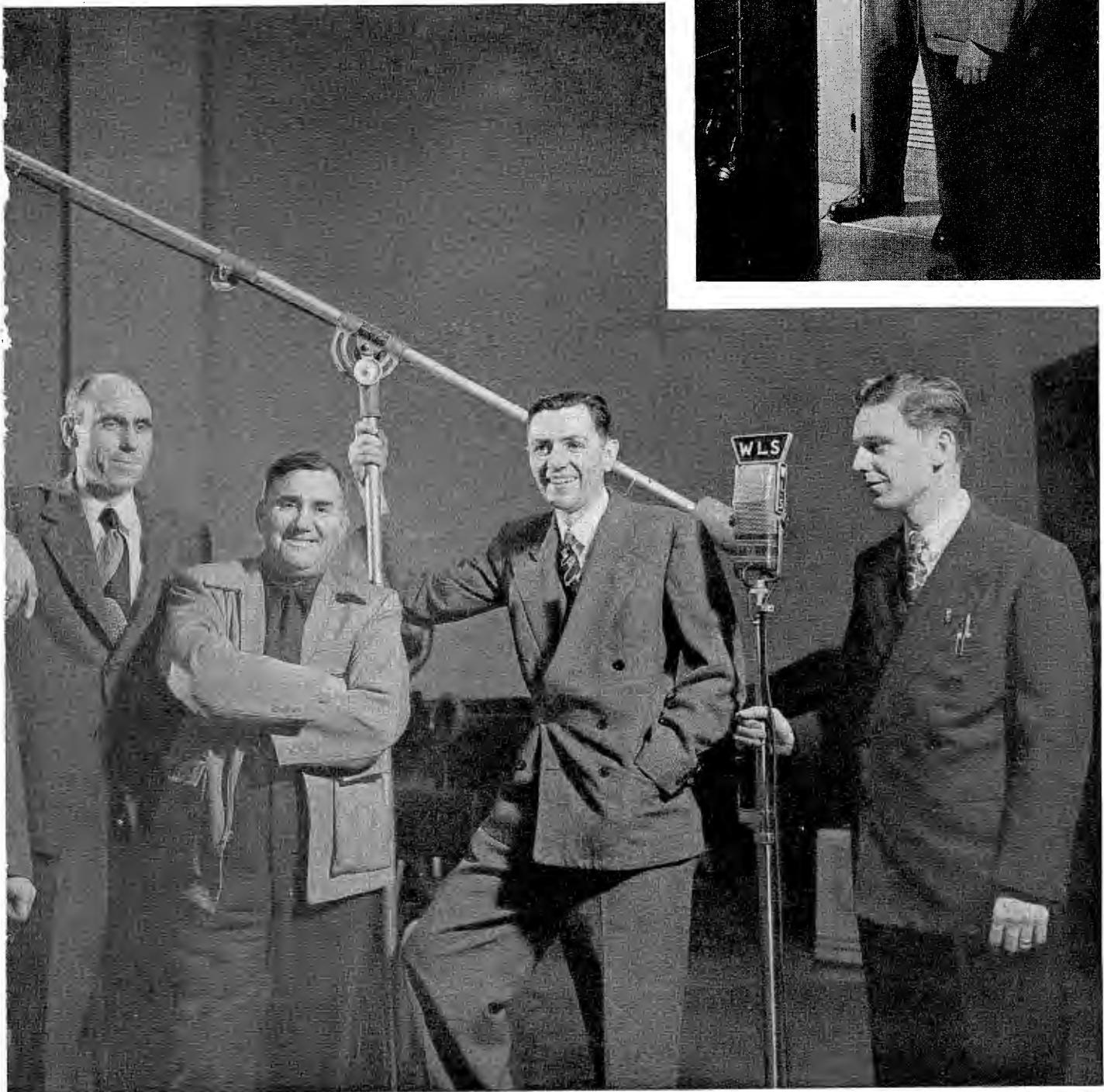
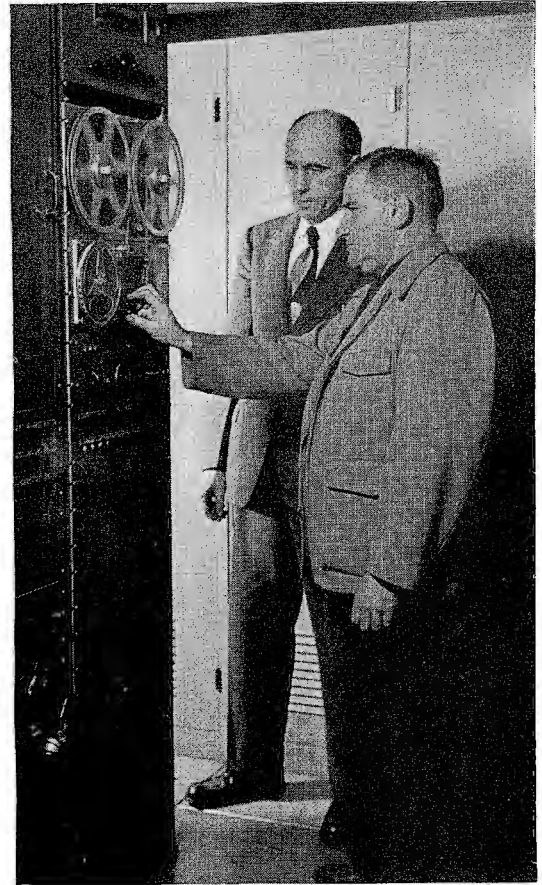


Studio Operations

You'd have to get up early in the morning, and search a long time to find a group equal to the WLS crew of engineers in skill and experience. They have a long time tradition of "delivering the goods," whether the broadcast is from a cornfield, a moving locomotive or a dirigible balloon.

At the right, Charley (Nelly) Nehlsen adjusts a tape recorder while Verne Fulton looks on. Recordings often are made as a means of checking errors, or to make sure of the quality of transmission lines from remote broadcasts.

Below, grouped under a studio "boom" microphone, five of the men who are unheard, but who are absolutely vital to every broadcast. Left to right, William Keller, Verne Fulton, Charles Nehlsen, Chuck Ostler, Dale Shimp. Bill Keller built the tiny transmitter that recorded heartbeats of a man in a six mile parachute leap. Verne Fulton used to teach radio to military students. Charley Nehlsen, who knows every wire and connection, is the man who recorded the Hindenburg dirigible disaster. See what we mean?





Feeding the Network

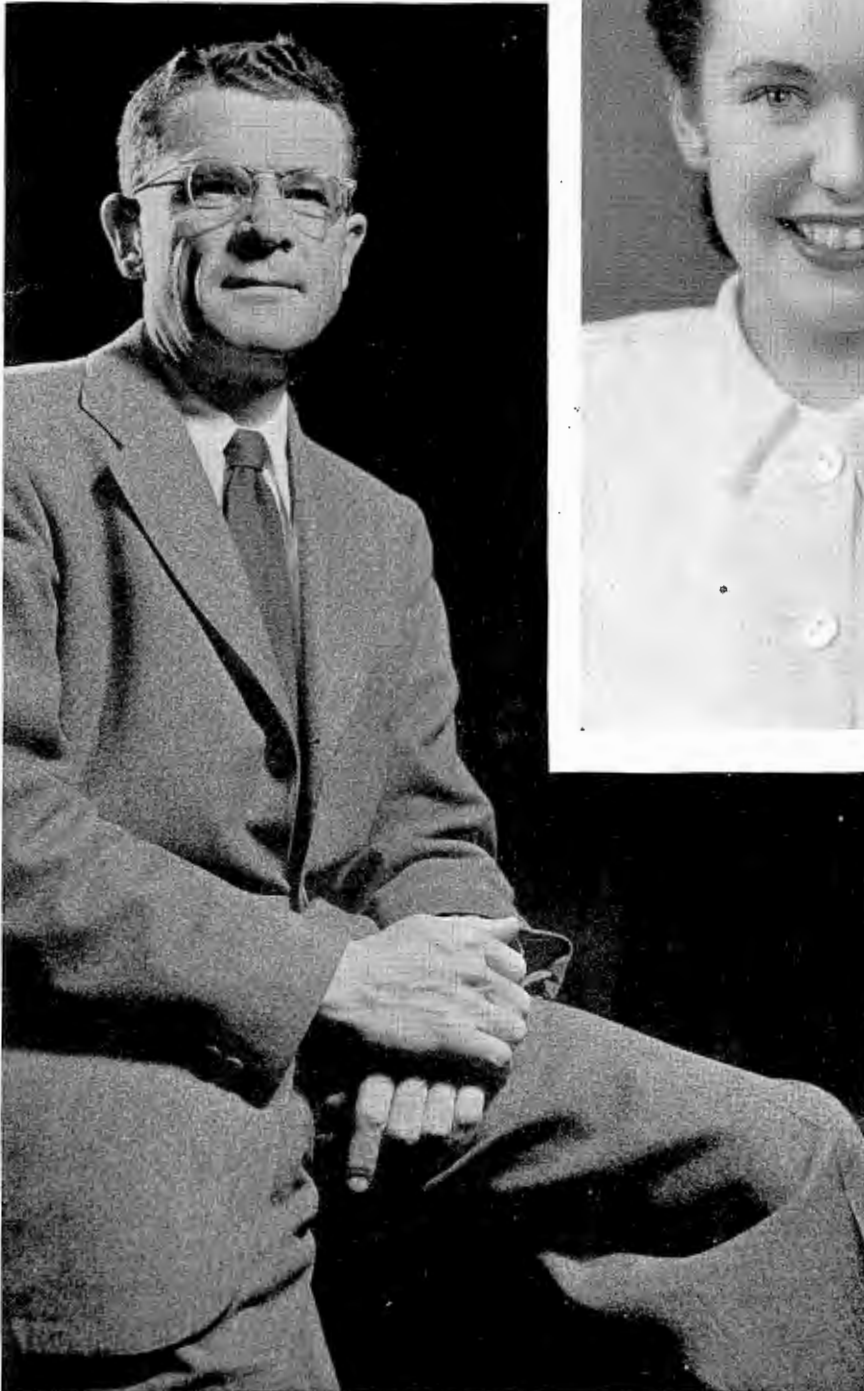
Every Saturday night a portion of the National Barn Dance is fed to some scores of other stations over the ABC Network, sponsored by the Phillips 66 petroleum dealers. It is a sparkling program with good music, much humor and good fellowship. Part of the music comes from the group above, the Phillips 66 Orchestra. Left to right, front row, Smokey Lohman, Augie Klein, Dave Bohme, Ewing Nix, Lou Klatt. Back row, Ozzie Westley, Ted DuMoulin, Walter Lewis, Roy Knapp, Verne Fiedler.

Bill Bailey

Bill is master of ceremonies on the Phillips 66 National Barn Dance program, as charming an Irish lad as you'll ever see. Native of Ohio, he trailed around with his father, who was a prominent livestock auctioneer, and thus got to know the western livestock country. Was in a Marine combat team in the South Pacific, worked on a radio station in Denver, and on several in Indiana before joining WLS. Has a wife and 2 year old son named Patrick. Everybody likes him because "he's so doggoned neighborly."

Jack Stilwill

Few men in radio can claim such versatility and breadth of experience as Jack Stilwill (below). As an announcer he is either very funny or very serious as occasion requires, but is always convincing. Was an officer in the Navy, has done almost everything in the field of radio, even having been program director for an Indiana station. Just give him a live microphone, with or without script or entertainers, and you've got a program. Married, has a 12 year old son.



Bob and Marguerite Atcher

Bob Atcher, heard on his own daily program and on Saturday nights, is nationally famous for his recordings of folk songs and western ballads. Not only has an outstanding repertoire of traditional and modern songs, but has written a good many of his own.

Born in Kentucky, as a youngster moved with his parents to North Dakota, where he learned the ways of the west. After 10 years, moved back to Kentucky.

Bob has made over 300 recordings, and sales of his records have totalled many millions. He is quiet, with a charming personality, blessed with a mellow tenor voice. His smiling wife is Marguerite.



John Baker

Top, left, John Baker does a lot of routine announcing, does "Man About the House" and "I See By the Papers."

William O'Connor

Top, this column, William O'Connor, Irish tenor, who sings hymns on morning devotions with Dr. Holland.

Katherine Brady

Continuity Editor, writes and edits many of the announcements and program scripts.

Aunt Rita

Heard Sunday mornings and in some dramatic productions on School Time. Has been on many national network shows. As charming as she looks.

Jack Brinkley

Does the evening announcing, is heard also on Sunday mornings. Operates his own recording studios.



Sales Department

Sales of radio time are handled through the group above. Left to right, Charles (Chick) Freeman, Sales Manager; Dorothy Luce; LaVerne Carnevale; A. N. (Pete) Cooke; Ray Betsinger; Florence Amadry; Joe Kaspar.



Promotion Department

They tell people what WLS is doing. Left to right, Rita Horn; John Drake, in charge; May Lantz; Bob Campbell.

Mail

These girls (bottom) handle more than a million letters a year, received by WLS. L to R, Emma Olsberg, Ingeborg Bunge, Mildred Burton, in charge.





Indiana Officials

In April, 1949 the group of Indiana officials above broadcast from Indianapolis. Left to right, front row, John Watkins, Lieutenant Governor; Kenneth Kunkel, Conservation Dept.; Homer Schuman, President State Fair Board. Second row, Carl Inyer, Sec.-Mgr. Fair Board; Arthur Thurston, head of State Police; Dr. R. W. Elrod, State Veterinarian; Sam Hadden, Supt. State Highway Dept. Back row, Arthur C. Page of WLS; Mr. Scammerhorn, State Fair Board; Paul C. Johnson, Editor, Prairie Farmer.

"The Prairie Traveler"

At left, Enoch Squires, started on WLS late in 1949 as "The Prairie Traveler," visiting many places, finding unique human interest stories for daily broadcast at 1:00 P.M.



State Fair Barn Dance

Opening event of the Illinois State Fair, the National Barn Dance drew a capacity crowd. Left, Bill Bailey introduced Governor Adlai Stevenson. Right, Program Director Harold Safford with Director of Agri. Roy Yung.





State Fair Group

Thousands of people came to the Prairie Farmer-WLS headquarters at each of the three state fairs, Illinois, Wisconsin and Indiana. They were entertained by the Buccaneers, arranged flowers with Gladys Skelley, and met members of the staff. The picture below was taken at the Wisconsin fair, showing Della Loui nearest the microphone, then Gladys Skelley, and at the right, Program Director Harold Safford, who did double duty during the 1949 fair season.

Circulation

Above, some of the office folks working under direction of Circulation Manager Gus A. Holt, looking after Prairie Farmer subscriptions. At the desk, Dick Lange. Left to right, Helen Lantz, Mary Ragosta, Ursula Falco, Elaine Busse, Shirley Meyer, Grace Kattro, Ruth Greene.



Economic Situation

At the right, Walter Wilcox, Professor of Agricultural Economics at the University of Wisconsin.



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