

Red Foley

WLS Family Album

Foley page 46



1841

1941

PRAIRIE FARMER'S CENTENNIAL YEAR

WLS
FAMILY
ALBUM
1941

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We Start Another Century

The year 1941 marks the Centennial of *Prairie Farmer*, America's Oldest Farm Paper. In its pages from 1841 to 1941 may be found the agricultural, social, and economic history of the middle west.

Settlers were pouring into the prairie country of Indiana and Illinois, into Southern Michigan and Southern Wisconsin at the end of the 1830's. Some were artisans, merchants and traders, but most of them were farmers. Along the Wilderness Road to Cumberland Gap, through the Blue Grass country of Kentucky they came, crossed the Ohio River, moved into Indiana. Some forded the Wabash at Vincennes, and came into Illinois. Over the old timber-bedded Michigan Road they moved northward across Indiana to the foot of Lake Michigan, meeting other streams of prairie schooners that had come west.

These settlers had known no farm land like the prairies. They could guess the land must be fertile, since the grass grew luxuriantly, but there was no experience, no equipment for farming such land. Grass roots made a mat a foot and a half deep. Crude plows would not turn this primeval turf.

Stray cattle roamed everywhere, a menace to the pitiful hand-planted fields of grain. Wild hogs, coyotes, the sweeping wind, the myriads of green-head flies that would kill a horse, put a test on the stoutest hearts. Malaria and the "shakes" came from clouds of mosquitoes on stagnant water. Rattlesnakes seemed everywhere underfoot. And when a prairie fire came over the horizon with the speed of the wind, it seemed as if the end of the world had come.

The prairie pioneers had to forget all they had known of farming back east, and learn anew how to farm on the prairies.

There was no experiment station bulletin for reference.

There was no publication that understood their problems.

So it was that one hundred years ago, in 1841, John S. Wright, a man of extraordinary vision and understanding and zeal, led a progressive group of men in founding an agricultural society and establishing a paper that should serve the farms of the prairies.

That paper was *Prairie Farmer*, now a century old.

Through a century of service, *Prairie Farmer* has worked shoulder to shoulder with farmers as these prairies have become the most fertile in the world.

It has seen the bent backs of men straightened as one new machine after another has lifted the load.

Prairie Farmer has watched as the rutted trails of those days have changed to the thousands of miles of modern paved highway. It helped to promote the building of railroads.

When pioneer children had little or no school facilities, the sturdy young publication fought for a new and untried idea, free schools and universal education for every child.

It was still young when that strange new invention, the telegraph, began to bring messages by "lightning," and the first telegraph office in Chicago adjoined the office of *Prairie Farmer*, in 1848.

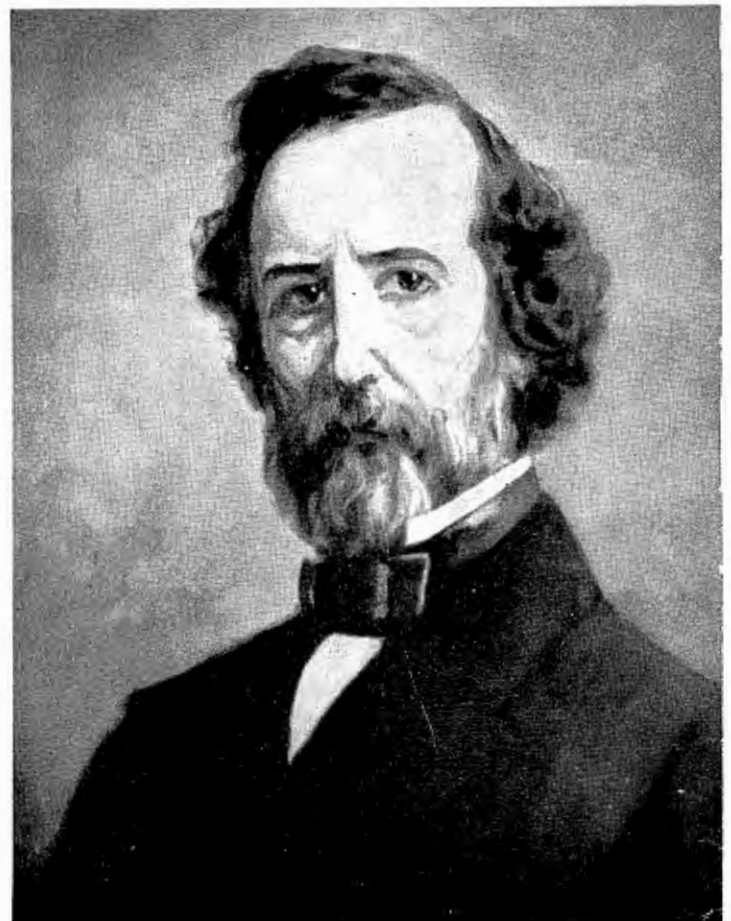
Such an idea as a college of agriculture, or an experiment station was utterly remote, until in 1852 a letter to the editor of *Prairie Farmer* suggested the idea. Steadfast work and campaigning brought the establishment of such schools by a federal law signed ten years later, in 1862. It was signed by one who had reason to know the need for such education, one who knew *Prairie Farmer*, the *Prairie President*, Abraham Lincoln.

New crops, improved live stock, new economic conditions came. Cities, lifted on the broad shoulders of a powerful agricultural area, grew great. Agriculture came of age.

With reverence, we of *Prairie Farmer* turn the pages of a hundred annual volumes in which this amazing story is told. We read how *Prairie Farmer* made the first attempt to harness radio for farm service, when messages still ticked out in dots and dashes.

Then came WLS, seventeen years old in 1941, made a part of *Prairie Farmer* service, using most modern equipment and methods, but dedicated to century-old ideals.

May we of *Prairie Farmer*-WLS who carry on into the new century, serve agriculture as truly and well as those who charted its first hundred years.





A hundred years ago, with prophetic vision, John Stephen Wright (left) saw the future greatness of the prairies, founded Prairie Farmer to serve the new settlers. Today, a century later, Burridge D. Butler (above) Editor and Publisher of Prairie Farmer, President of WLS, leads this organization into its second hundred years, with kindly service as the keynote of its policy.





Glenn Snyder

When you visit the WLS studios, you probably won't see Glenn Snyder, genial Vice-President and General Manager of WLS, for he keeps too busy in his office on the first floor, supervising the sales activities, the programs and a hundred and one business details. And when he's not in his office, he is off attending to business in Washington or visiting our sister station in Phoenix, KOY.

George Cook

George Cook, Treasurer of WLS, is the man who signs the pay checks. He also supervises all the purchases, from postage stamps to new studios and transmitter. He studied blueprints for weeks before construction on either was ever started, then went directly to the radio factories in the East to select the new equipment, thus assuring himself that WLS was getting the most modern available.

Prairie Farmer Executives

Across the page, above, four men important in the management of *Prairie Farmer*, all directors of the company. Left to right, J. E. Edwards, associate advertising manager, Fred W. Orleman, Treasurer and Business Manager, Charles P. Dickson, Secretary and Advertising Manager, Gus A. Holt, Vice-president and Circulation Manager. Mr. Holt holds a proof copy of the Centennial Number cover page, dated January 11, 1941.

Prairie Farmer Editorial

Lower picture, three of the editors of *Prairie Farmer*. Left to right, Rowland Wood, Managing Editor, heard on Editor's Haymow and on Discussion Club; Dave Thompson, Associate Editor, responsible for editorial direction of the paper; Arthur C. Page, Associate Editor, also farm program director of WLS.

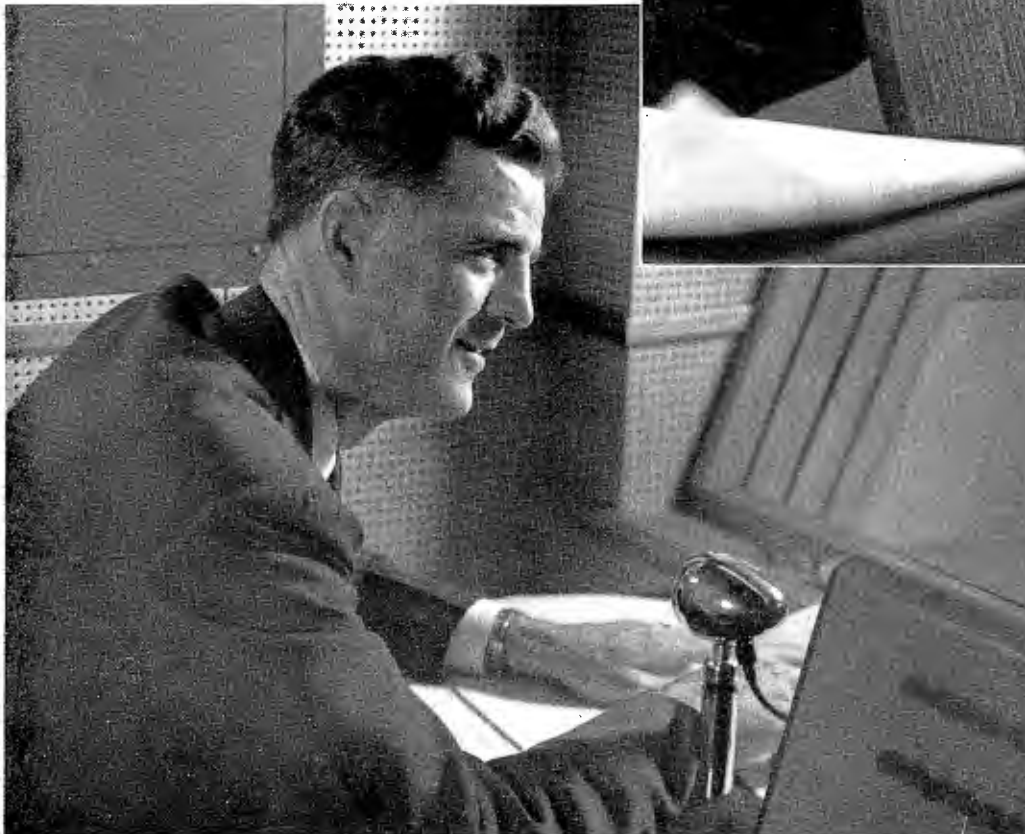


Harold Safford

Every program you hear on WLS has first been approved by Harold Safford, Program Director, and many of them have been originated by him. Harold started with WLS in 1927, before the station belonged to Prairie Farmer, and served as Publicity Director and Chief Announcer for three years. In 1935, he returned as Program Director, and has also seen service as Sales Manager.

Al Boyd

Al Boyd, shown here in the new control room for Studio D, has worked his way up from the bottom and today is Production Manager for WLS. Boyd started with Prairie Farmer several years ago in the mailing department. Later he was an announcer, then producer, and now is in charge of all program production on the station. He is seldom heard on the air, but he runs many of the programs you listen to from the control room.



Sales Force

The Commercial Department (at bottom of opposite page) gets together with Sales Manager Bill Cline to discuss new program ideas offered for sale and the advertisers who could best benefit from sponsoring them. Left to right are Ray Broholm, C. M. "Chick" Freeman, Mr. Cline, Wells Barnett Jr., A. N. "Pete" Cooke and Joe Kaspar.

Prairie Farmer Field Editors

These four travel the Middle West. Left, John Strohm, Indiana Field Editor, center Gladys Blair, Feature Editor, right, Verlo Butz, Illinois Field Editor. Inset, Della Loui, Wisconsin Field Editor. These talented young people keep *Prairie Farmer* constantly in touch with local situations in Illinois, Indiana, Wisconsin and Michigan. It is the job of these Field Editors to gather the news that is of interest to readers.





Ridin' Down the Canyon

(When the Desert Sun Goes Down)

When evening chores are over at our ranch
house on the plains,

And all I've got to do is lay around—

I saddle up my pony and ride off down the
trail

To watch the desert sun go down.

CHORUS

Ridin' down the canyon to watch the sun
go down,

A picture that no artist e'er could paint—

White-faced cattle lowin' on the mountain
side,

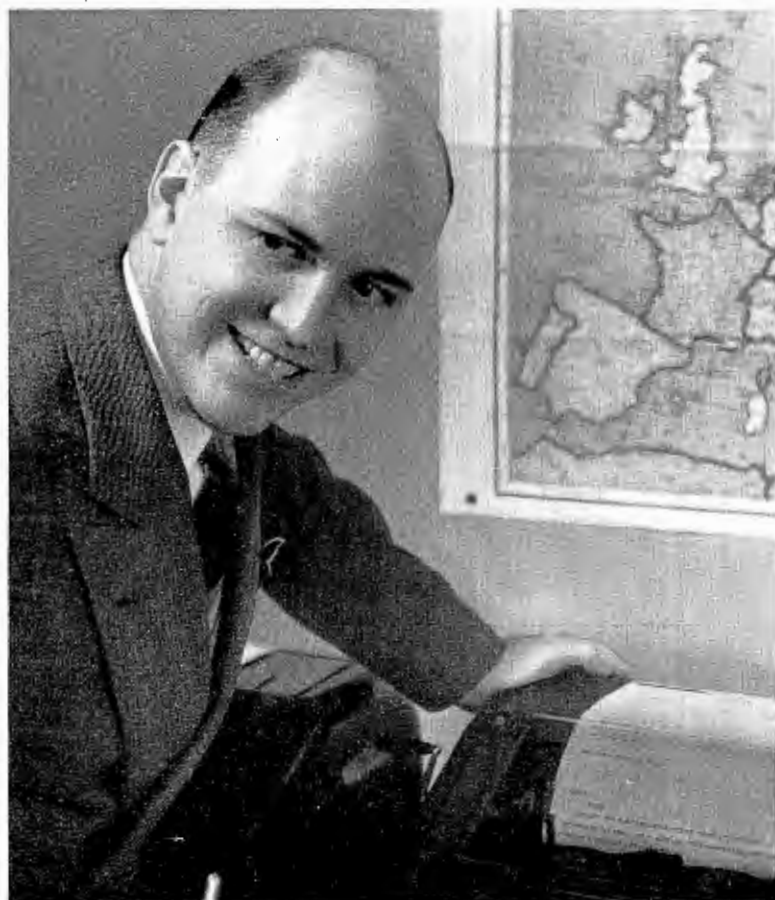
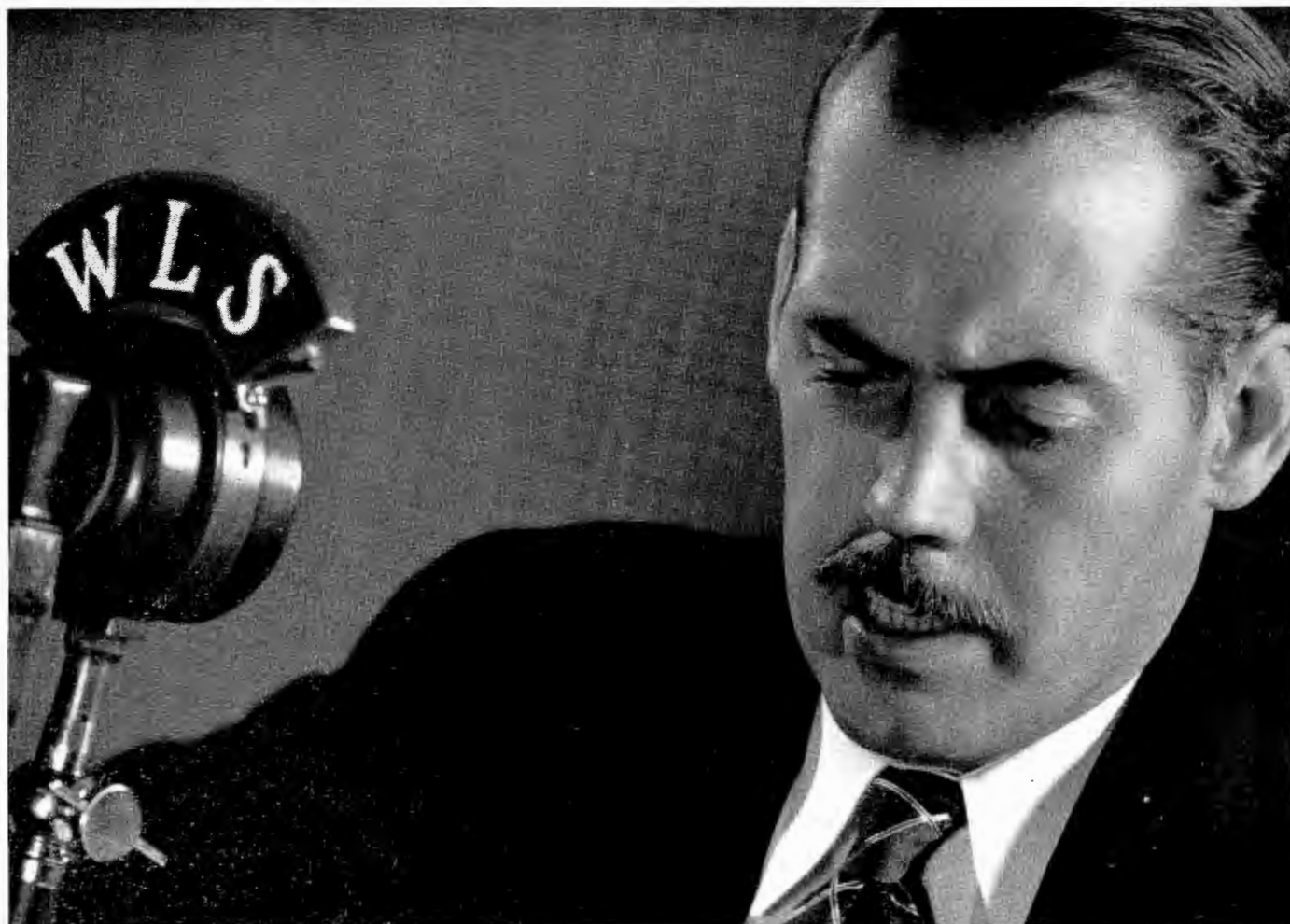
I hear a coyote whinin' for its mate.





Ramblers and Patsy

At the bottom of the page opposite, Jack Taylor is quieting his frisky mount; the rest of the group, left to right, are Chick Hurt, Alan Crockett and Floyd "Salty" Holmes. Patsy Montana and her family were out for a stroll in the park. Judy, on the left, is 2½ years old; then comes Patsy; Beverly Paula, 5-year-old veteran of the National Barn Dance; Paul Rose, Patsy's husband, and the family dog, Salty.



News Department

What with the presidential election and the war, news has been of greater interest to WLS listeners this year than ever before. They showed their interest when Julian Bentley (above) edited a series of war maps and offered them for 10c. Thirty thousand listeners wrote in for the War Maps. News from all over the world comes into the WLS news room via two fast teletypewriters which Associate News Editor Ervin Lewis was looking over (left) when he looked up for this picture.

Bentley, who already reads and speaks several languages including French and Italian, has now started studying Portuguese.

Lewis was a classmate of Bentley at Knox College in Galesburg, but finished his education at the University of Oklahoma School of Journalism.



Mary Ann

Beautiful Mary Ann Estes, new yodeling singer, is another true mountaineer in the WLS family. She was born in the hill country of Ohio, started in radio in the Carolines, and has since worked in many stations in the East and South, although she is only 21 years old. Mary Ann is shown here in her cowgirl costume. She often wears a gingham mountain girl outfit, but when she wrote home for it, it got lost on the way. She's ordered another.

Joe Rockhold

Joe Rockhold (below) serves as announcer at WLS, but listeners know him better as Honey Boy, the colored comic of the WLS National Barn Dance and "Homemakers' Hour." Joe also is creator, writer and principal actor of "Elm Creek Folks," which features the Great Orrie Hoggsett. Rockhold, made up as Orrie, is shown at the bottom of the page.



Arkie

The Arkansas Woodchopper, known more familiarly to his friends and fans as Arkie, will have been with WLS for 12 years next August. He really did chop wood for a long time, when living with his parents near Knobnoster, Missouri, where his father had a farm and cross-roads store. Arkie sometimes worked in the store, later was a gasoline station attendant. In his spare time, Arkie used to trap. After selling some skins one day, he bought a watch. He was already calling square dances at parties, but he wanted to play the fiddle for the dancers, too. So he pawned his new watch, bought a fiddle and learned to play. On the air now, though, Arkie accompanies himself only with guitar



John Brown

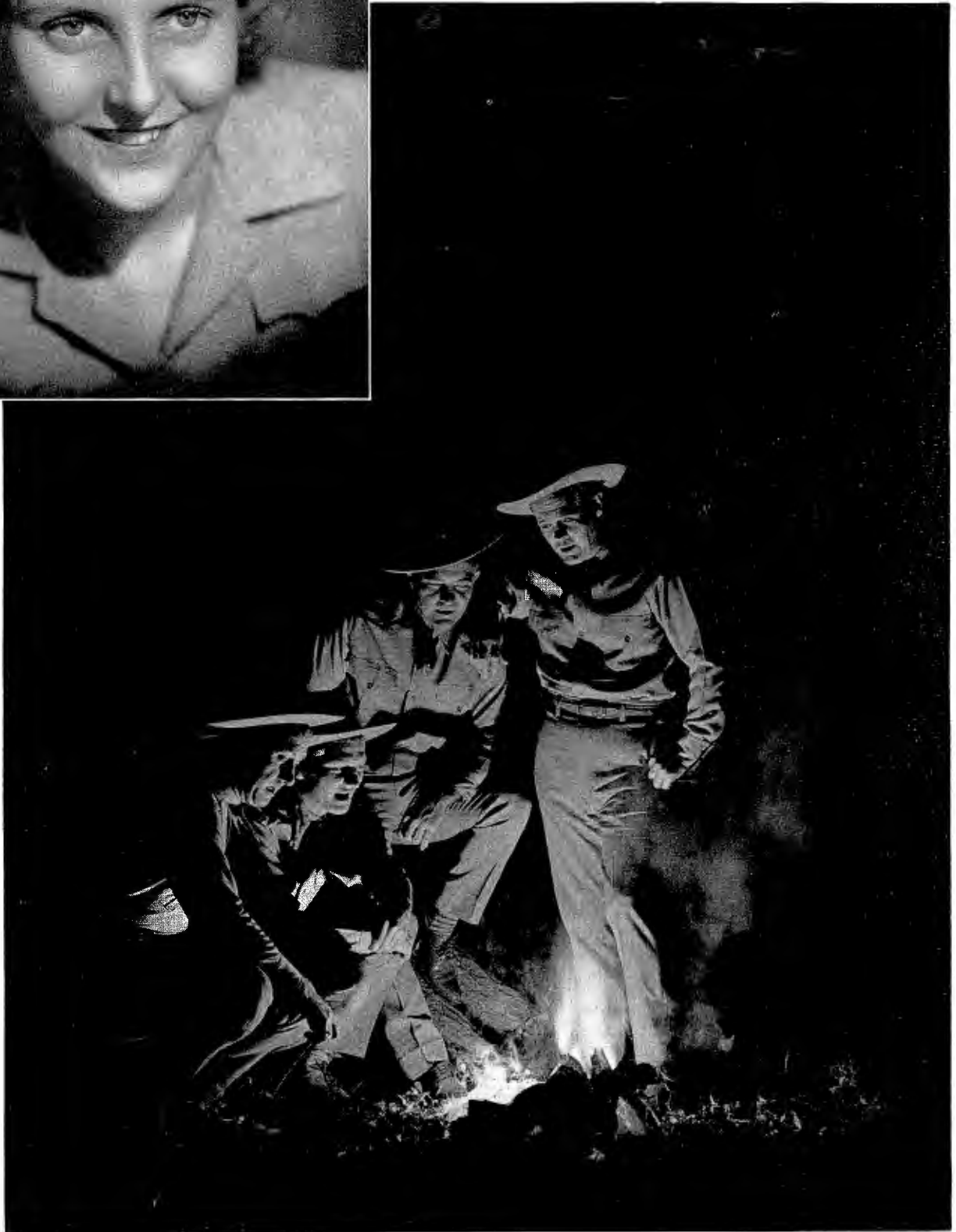
John Brown is best known to WLS listeners as staff pianist, but he started out in life to be a violinist. He was five years old then, but the scratchy notes hurt his ears; so he had to give up his violin lessons. He did better with the cornet, however, and after mastering that instrument, took up trombone. All this time, however, he had been fooling around with a piano and taught himself to play. The noted composer Thurlow Lieurance was visiting in the Brown home, and used to have John play over some of his compositions. Upon completing one, he turned it over to John, who played it—the first time anyone ever heard "By the Waters of Minnetonka."

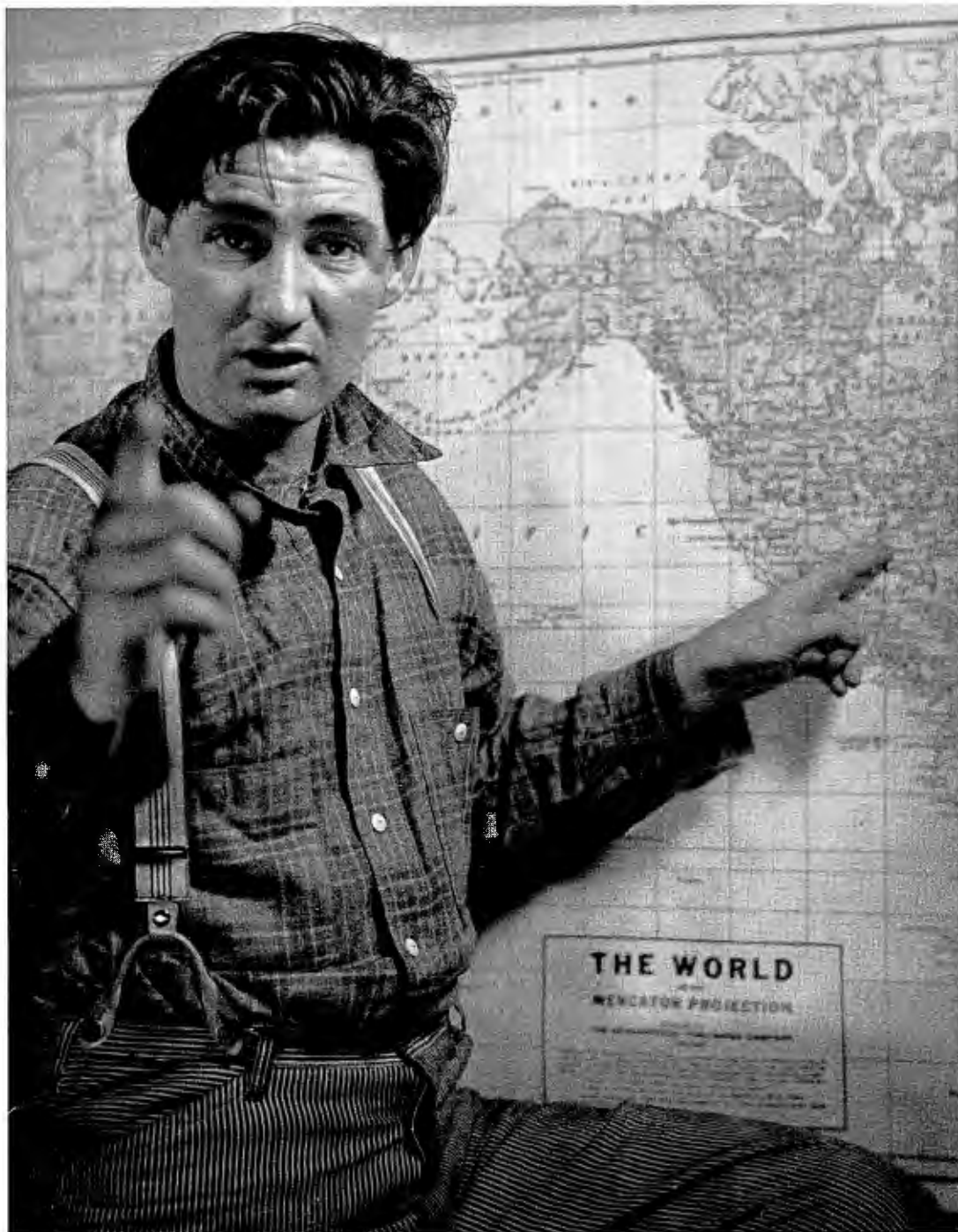
Christine

Christine, the Little Swiss Miss of the WLS National Barn Dance, is not Swiss at all; she was born in Holland, but she came to the United States as a little girl and is 100% American.

The Rangers

The WLS Rangers engage in a bit of harmonizing around their campfire. Left to right are Harry Sims, Augie Klein, Clyde Moffett and Ozzie Westley.





*“You Can
Lead a Calf-”*

The toughest job on earth I think is
teaching stubborn calves to drink.
Unmoved by love or force or praise, un-
orthodox in all their ways
They openly defy the plan of science,
nature and of man.
Two weeks ago with love and care, I
weaned old Betsy's latest heir
And since that day with every breath
he states his plan to starve to death.
He's been so long without his feed he's
lantern-jawed and wobble-kneed.
He's jest a pack of peaks and points,
protuding ribs and knobby joints.
While every day his back-bone gets
more like a row of bayonets.
Last week in our daily bout I vowed we
two would fight it out
So I tied him fast to the cow barn door

and roped his legs to a two by four.
Now sez I it's up to you, to drink or
perish one of the two.
Then I shoved his nose in the old feed
pail to the first big joint in his whip-
like tail.
Although a weak and wasted calf he
loosed his legs with a kick and a half.
Then biff he lurched like a battering
ram with his head and the pail in my
diaphragm
He knocked me down in the mud and
dirt he made foot prints on my pants
and shirt.
I'm black and blue from my feet to my
chin I've lost two yards and a half
of skin
And STILL that calf—ungrateful fiend—
has drunk no milk since he was weaned!

Pat Buttram

Pat Buttram, faced with a map of
the world, points out the only
part of it that matters to him—
Winston County, Alabama. At
the left is one of Pat's latest
recitations.

Frank Baker

Frank Baker, Continuity Director of WLS, reads every script and piece of copy broadcast on WLS, to make sure that it is correct and conforms to policy. In addition to reading all this, Frank writes much of the advertising copy and many of the programs you hear on the station. Two national magazines this past year have carried articles written by Frank on how to write for radio—so you can see he knows his business. In addition to all his reading and writing of broadcast continuity, Baker is the master of ceremonies on the Saturday morning Spelling Bee, where he quizzes school youngsters each Saturday, except one day each month when he has housewives as his guests.



Harold Azine

Harold Azine, continuity writer, is one of the smartest men around the station, as a result of his remarkable memory. A keen student of current events and foreign affairs, he is now concentrating on happenings of a century ago, reading all he can find on the history of the Mid-West and the development of agriculture and farming in this area. Why? Because he writes the Prairie Farmer broadcasts with the Livingston Family, "Midwest in the Making."

Harold has bright red hair, is a native of Duluth, Minnesota, and attended the University of Minnesota. His hobby, as well as his work, is writing. But, Harold will stop almost anything that he is doing to listen to a good joke.

Dr. Holland

Dr. John Wesley Holland, pastor of the "Little Brown Church of the Air," was born in Milton, Iowa, and determined early in life to enter the ministry. His first pastorate was at New Lenox, Illinois, and after a short time he was appointed by President Theodore Roosevelt as Federal Chaplain in the Isthmian Canal Commission, which took him to Panama for several years. Later he held pastorates at Aurora and Rockford, Illinois; Cedar Falls, Iowa, and St. Paul, Minnesota. Dr. Holland came to WLS in 1933. He spent ten seasons on the Chautauqua platform, touring the circuit with three other ministers and singing baritone lead in their Preachers Male Quartet.



Aunt Em Lanning

Aunt Em is more than just the mother of a famous son, Egbert Van Alstine, the composer of "In the Shade of the Old Apple Tree" and other favorite songs. For Aunt Em is famous in her own right. Her cheerful, philosophical talks on WLS each Sunday have brought joy and inspiration to thousands. Aunt Em, now almost 85, is the oldest person appearing regularly on any radio program. But she maintains that a person is only as old as he feels—and certainly her life bears that out. For at 65, when most people consider their age, Aunt Em started to travel, learned water-color painting and to write poetry, took public speaking, and even learned to swim. Today, Aunt Em doesn't like to talk about what she has done in the past. She'd rather talk about what she is doing now and what she is planning for the future.



Quartet

The Bergstrom Quartet on "Little Brown Church" each Sunday morning is composed of, left to right: Mrs. Lois Bergstrom, Reuben Bergstrom, Ruth Slater and Vernon Gerhardt.

Adele Brandt

Adele closes the Dinnerbell program each day with a hymn and serves also as hostess in the Little Theater. She used to be one of the Three Contraltos, trio on WLS. In addition to her singing at WLS, Adele is also soloist for a church in Oak Park. She studied voice several years in Europe.

Bill O'Connor

There's an Irish twinkle in his eye; he has an Irish name; he specializes in singing Irish ballads, and his wife's name used to be A'Hearn. That's right; Bill O'Connor is an Irishman, by descent. Bill studied law at the University of Kansas, but abandoned the bar 16 years ago to devote all his time to singing.





The Menards

George Menard announces "Bulletin Board," "Man on the Farm" and other programs on WLS, and is also heard frequently as "The Prairie Singer." George's hobby is leathercraft, and he has made many hand-tooled belts, bill-folds, purses and other novelties. George's wife's name is Martha, and they're shown here with their daughter Noel Maria, who will be a year old at Christmastime. George has personally met many WLS listeners while broadcasting from County Salutes, Corn Husking Contests and State Fairs.



The Cupps

Rod Cupp's whole first name is Roderick, and he produces many of the programs on WLS, including "School Time," "Homemakers' Hour," "Keystone Barn Dance Party" and the "Murphy Barnyard Jamboree." The Cupp family consists of Rod and his wife, Edwina; Carolyn, age 4, and little Patricia, who was one year old September 19. Everyone knows that, when they are on one of Rod's programs, that they must be on their toes . . . for he insists upon perfection.





Mac and Bob

Bob of Mac and Bob not only makes his living in radio—it is one of his favorite recreations as well. Here Mr. and Mrs. Robert Gardner (left) spend a quiet interlude at home, listening to the radio.

Mac's full name is Lester McFarland, and here he is (below) with his family. Left to right they are Kenneth, age 8; Mac's wife, Ruby, holding six-months-old Carol Gay; Mac and little Larry, age 3.

Mac and Bob met each other 23 years ago when they were studying music at the Kentucky School for the Blind. Mac plays piano, cornet, trombone, guitar and mandolin, while Bob has a perfect ear for pitch. These two old friends teamed up as a harmony duo about 17 years ago and have been playing and singing together ever since.



Activities . . .



Stan Laurel and Oliver Hardy, famed movie comedians, help Aunt Rita and Uncle Charlie read the funnies. Dr. John Holland (right) and the Rev. George Bennard, composer of "The Old Rugged Cross," recently broad-

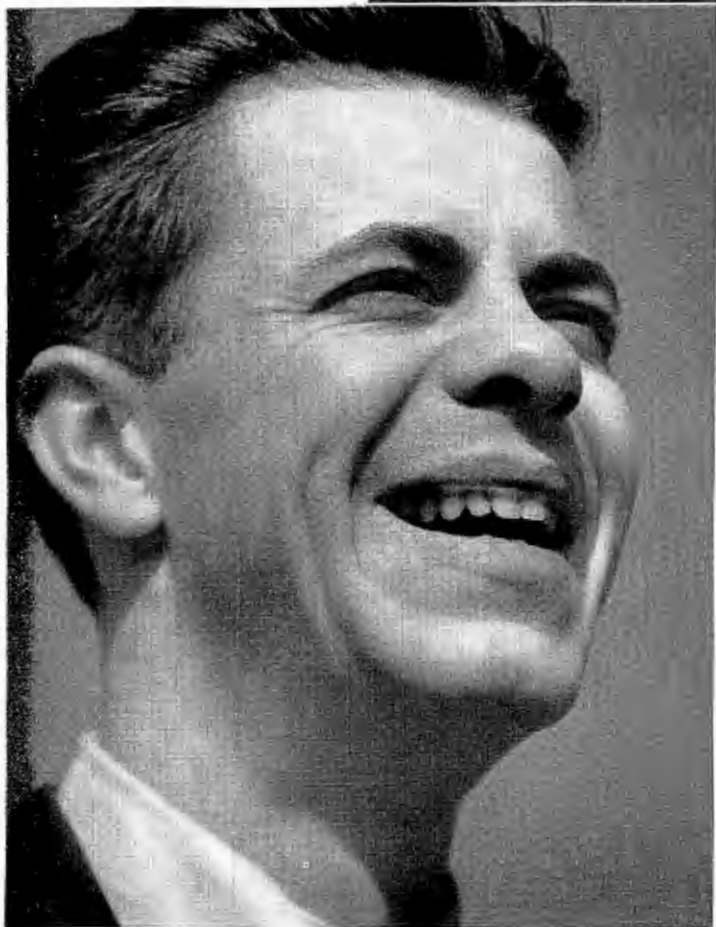
cast an interesting program together. Art Page (below) had as a distinguished guest on "Dinnerbell" the author-physician, Dr. Victor Heiser, whose book, "An American Doctor's Odyssey," is a best-seller.



Senator Burton K. Wheeler during the Democratic National Convention provided an exclusive broadcast for WLS (above). Left: WLS has cooperated all year with the U. S. Army in their recruiting drive, featuring several programs by enlisted men such as these.



Circle: Julian Bentley covers the Democratic National Convention. Top right: Harold Safford and Tommy Rowe heckle George Cook at Prairie Farmer-WLS Bowling. Center left: "General" Pat Buttram reviews his troops at the Fair. The "privates" are Salty Holmes, the Great Orrie, Red Foley and Otto. Center right: The Williams Brothers on the Barn Dance Special to Milwaukee. Lower left: Al Boyd and Harold Safford turn over the foods contributed by WLS listeners at the Christmas Party.



Jack Stilwill

Jack Stilwill always has a smile for everyone, even at 5 o'clock in the morning on "Smile-A-While Time." His cheerful voice is also heard on the National Barn Dance and dozens of others of your favorite programs.

Cy Harrice

Cy has such a grown-up voice that visitors are always surprised to find that he is this good-looking chap of only 25, instead of about 40 or 50 years old. Cy is heard regularly announcing the shows of Louise Massey and the Westerners.



Hal Culver

Hal Culver needs no introduction to WLS listeners. They know him as an announcer, as baritone soloist of that cheerful morning program "Smile Market," and yet again as the Singing Milkman. What many listeners don't know is that Hal is a true dog lover, known far and wide as a breeder of Kerry Blues.

Chuck Acree

Here he is, folks—quick on the trigger and loaded with fun: the "Man on the Farm" to most listeners; "Cousin Charlie" to the boys and girls who listen to the "K-I-D-S Club," and the man with "Something to Talk About" to everyone—that talkative Oklahoman, Chuck Acree.





Williams Brothers

With a style all their own, the four Williams Brothers and their singing have become instantaneously popular with WLS listeners. The boys are from Iowa and they started to sing at home for their family in the evening—and now they're on the air. Left to right are Bob, Dick, Andy and Don.



Little Genevieve and Otto

Here's that cute little crybaby of the Barn Dance, Little Genevieve, and her creator. Ted Morse (right) is Little Genevieve; he's also that funny man, Otto, and plays trumpet in the WLS orchestra. Ted went to France during the last war as leader of the famous 139th Infantry Band, unit of the 35th division, A. E. F. Ted grew up in Kansas.



Joe Kelly

Chief cowbell ringer in the Old Hayloft, Joe Kelly also broadcasts for the youngsters daily with his Pet Pals and is quizmaster on the WLS-NBC program "Quiz Kids." Since taking over the quizzing duties on "Quiz Kids," Joe is kept busy answering his telephone calls from questioning fans who ask him such posers as, "What and where are the Himalayas?"

Orchestra

The WLS Concert Orchestra, conducted by Herman Felber (left), includes 16 of Chicago's finest musicians. Most of them have played, or do now, with leading symphonies, and many of them have toured as concert artists. They play equally well singly or as a group because nearly all of them can be heard at various times on WLS as soloists. Many of the members conduct teaching classes in Chicago music schools or their own.



Happy Newlyweds

Mary Jane and Augie

Augie Klein, accordionist with the WLS Rangers, and Mary Jane DeZurik followed Rusty's and Caroline's example, and on September 29 were pronounced man and wife at a church wedding in Chicago.

Caroline and Rusty

Congratulations are in order for Rusty Gill. On August 4, in the Chicago suburb of Maywood, Rusty and Caroline DeZurik were married—and here's the happy couple as they looked a few days later, photographed especially for the Family Album.



Della and Chuck

Chuck Ostler, producer and sound effects expert, has also joined the ranks of the Benedicts the past year. Chuck's bride, before their marriage on September 14, was Della Rynn.

Helen and Paul

Helen Jensen and Paul Nettinga were married in Chicago on September 11. Helen, assistant staff accompanist at WLS, writes many of the special musical arrangements for WLS. She was one of the original Winnie, Lou and Sally trio. Paul was a member of the old WLS Quartet.





Henry Burr

Beloved Henry Burr, the dean of ballad singers, has made more phonograph records than any other person. He's been singing for 30 years and once toured the country giving concerts with his own troop, Eight Popular Victor Artists. Mr. Burr's recording of "Goodnight Little Girl, Goodnight" was purchased by more than 3,000,000 music lovers from coast to coast, and almost as many for "Old Gray Bonnet."

Verne, Lee and Mary

Their singing is just as pretty as their picture. These three vivacious lasses are Verne Carter, Lee Donovan and Mary Brygger. When they blend their voices you are bound to hear something sweet and something smooth. The photographer evidently caught them just as the girls were reaching a high note in one of these melodies.



Evelyn

Evelyn Overstake is beloved by millions who know her simply as "The Little Maid," who brings cheerful songs and sparkling conversation into their homes with her program each Saturday morning. Evelyn is often heard with organ accompaniment and her voice is just as mellow as the tones from the organ loft.

Jimmy James

Here's that new funny man of the WLS National Barn Dance—Jimmy James, who can play his trombone while hanging over the footlights at an unbelievable angle. Jimmy is an excellent musician as well as comedian and frequently accompanies Smilie Sutter with the electric guitar.



Smilie Sutter

No longer a newcomer, but new to the Family Album, 24-year-old Smilie Sutter is a Brooklyn boy who would much rather be in the country than in the city; who plays guitar and harmonica, sings and yodels, and likes to work crossword puzzles.

Martha and Helen

Martha Crane and Helen Joyce and their families at Martha's house one evening. Martha's two youngsters are on the left: Crane, age 5½, on the floor, and Martha holding Barry, 18 months old. Seated next is Helen's son, Rodman. Helen's playing with Crane, and Helen's daughter, M'Lou, is on the right.



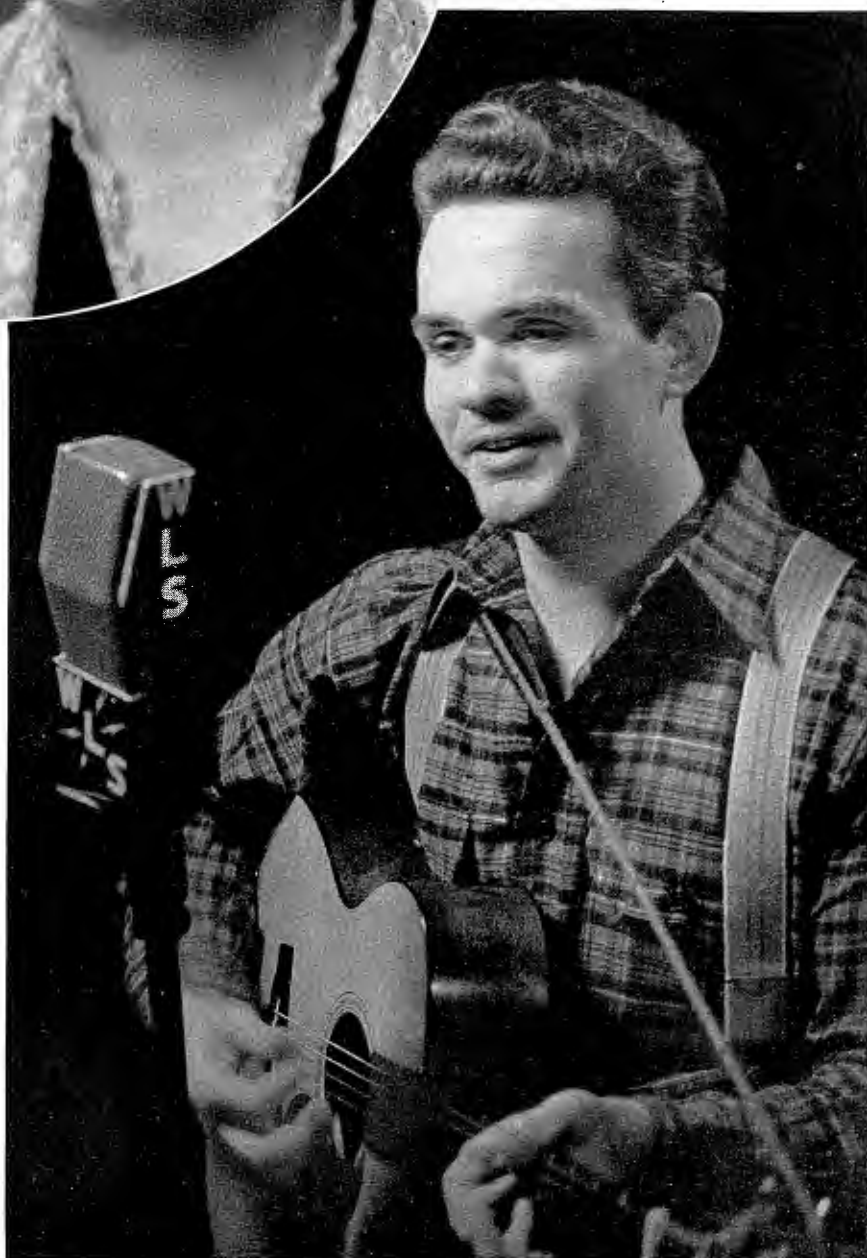


Grace Wilson

Grace is still the "Girl with a Million Friends" to grown-ups in the WLS audience. But to the boys and girls in the "K-I-D-S Club" audience, she's best known as Auntie Grace. And as Auntie Grace she has a lot of fun trying to answer riddles sent in by her young listeners.

Fred Kirby

Another newcomer to the pages of the WLS Family Album is Fred Kirby, mountain boy from Peaceful Valley, North Carolina. In high school he was a boxer, wrestler, baseball and basketball player, but now he spends his spare time composing new ballads and hymns.





Music Library

Every song and instrumental number played on WLS has to pass through this department for copyright checking, and frequently to have special arrangements written. Sometimes they are called upon to write original music for various programs. But the three persons in this department are up to their task. Left to right are Edith LaCrosse, Hazel Rosenthal and Ray Ferris, musical director.

Maple City Four

The famed Maple City Four quartet has a new member to present this year, the man replacing Art Janes, whose ill health forced him to retire for a rest. Left to right they are: Al Rice; Charles Kerner, the new tenor; Fritz Meissner and Pat Petterson.



Westerners

Louise Massey and the Westerners need no introduction to radio listeners—nor theater and movie goers either. They're always busy with rehearsals for broadcasting, personal appearances, records and rehearsals. No matter if the music called for is fast or slow, Louise and the Westerners can fill the bill. Left to right are Larry Wellington, Milt Mabie, Curt Massey, Louise Massey Mabie and Allen Massey.

Eddie Allan

It will be 13 years next June that the Dixie Harmonica King first came to WLS. Most of the time since then he has been host in the Little Theater, where he greets countless thousands of WLS friends every month. Eddie has a smile for everyone who visits WLS.





Prairie Sweethearts

Esther Martin and Kay Reinberg (top) started singing together at their work in an office—and now they're well-known radio stars.

Happy Jack Turner

Veteran among radio artists, Happy Jack Turner is now playing and singing his first series of programs on WLS. He doesn't want listeners to hear him step on the piano pedals—so he always takes his right shoe off before broadcasting.

Howard Peterson

We took this picture of Howard at the organ, because WLS listeners know him as our organist. But in addition to the organ, Howard plays the piano, 'cello, drums and saxophone!

Harriet Hester

Mrs. Hester used to be a home economics teacher; so when she turned to radio and WLS, what could be more natural than that she should combine her talents as educational director and conductor of "Homemakers' Hour"!

One of the innovations on "School Time" this year has been the Tuesday current events program with Julian Bentley. Several social studies pupils from some one school in Prairie Farmer Land sit in on the broadcasts and question or are questioned by Julian (bottom picture). School Time is a regular lesson in 29,486 classrooms in 5,834 schools, listened to regularly by almost 1,500,000 students.

Several famous guests have appeared on "Homemakers' Hour" with Mrs. Hester. Below she is shown with George Rector, famous chef.





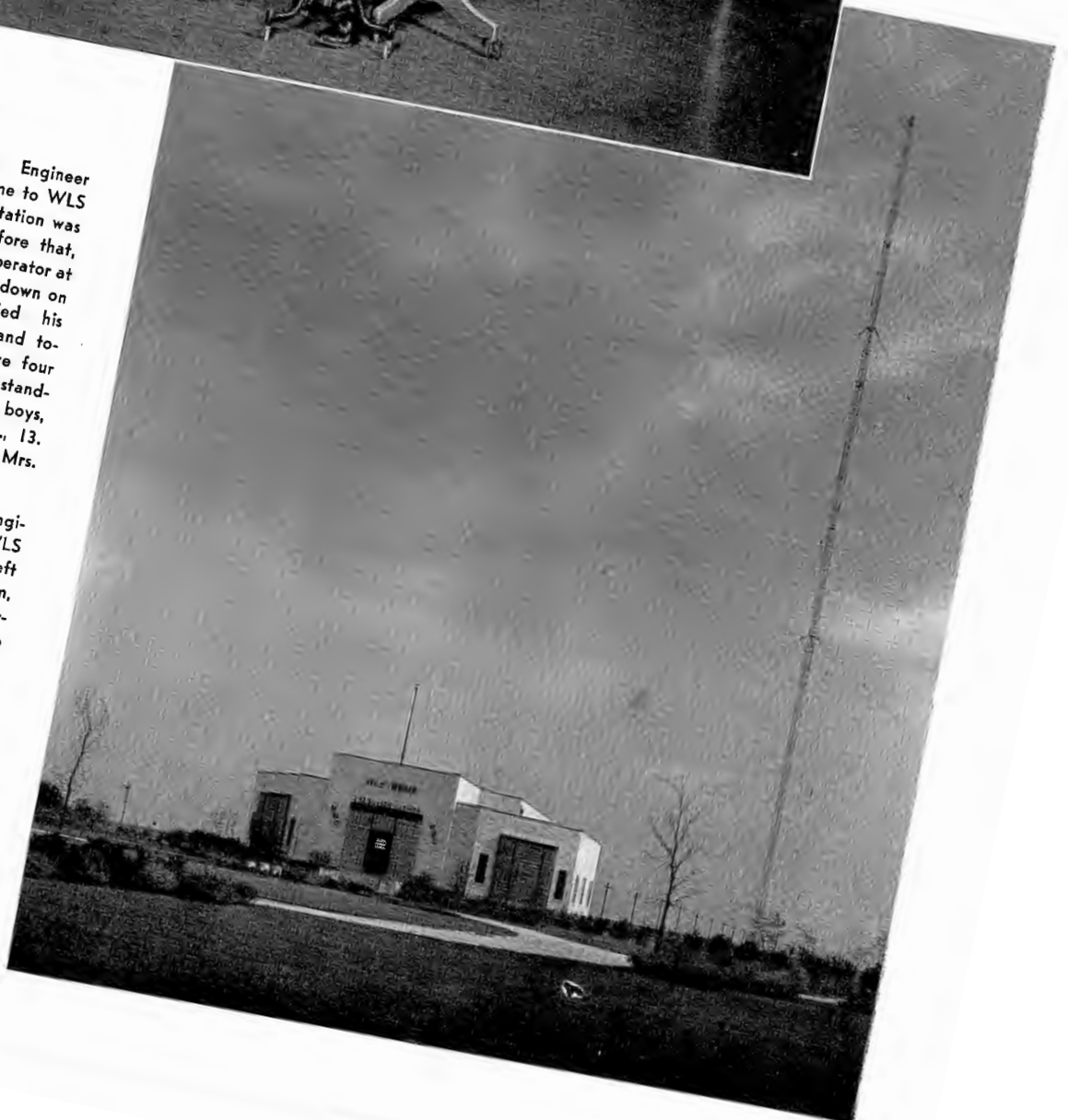


Engineers

Top left: Chief Engineer Thomas L. Rowe came to WLS in 1924 before the station was even on the air. Before that, Tommy was a radio operator at sea. When he settled down on shore, Tommy married his schoolgirl sweetheart, and today Tom and Mae have four children. Left to right standing are Tom and the two boys, Dick, 10, and Tommy, Jr., 13. Seated are Rita Mae, 9, Mrs. Rowe and Betty Jane, 16.

Lower left: The studio engineers line up in the new WLS Master Control Room. Left to right are Walter Varnum, Maurice Donnelley, Burr Whyland, Jim Daugherty, Herb Wyers and Bill Taylor. Seated is Charles Nehlsen.

Above: Another set of engineers are kept busy at the WLS transmitter (right), but they did take time out to have their picture taken. Left to right are Homer Courchene, W. J. McDonnell, Fred Rayner and William T. Anderson, with H. R. Rawson seated at the typewriter and controls.





Artists Bureau

Whenever you see the WLS National Barn Dance or any WLS artists at your local theaters or fairs, it's the WLS Artists Bureau who have made the arrangements for their appearance. In this department, above, are Richard M. Andersen, Paul Aubrey, Richard F. Bergen and George R. Ferguson.

Ballantines

Bob Ballantine, guitar accompanist for Home Talent broadcasts and harmonica soloist of the National Barn Dance, is another of the Hayloft Gang who was married the past year. Mrs. Ballantine before her marriage was Agnes Hoyer, radio and vaudeville singer. They were married February 6.



Georgie Goebel

When George was 12 years old, he first sang on WLS. Now at 21, Georgie Goebel is a veteran of the WLS National Barn Dance and is now touring with his own orchestra: Georgie Goebel's Barn Dance Band.





Eddie Peabody

Eddie Peabody, wizard of the banjo, is also a lieutenant in the U. S. Naval Reserve.

Phil Kalar

Phil Kalar, as manager of Prairie Farmer-WLS Community Service, Inc., has helped many local organizations raise money.



Hoosier Hotshots

Rhythm and comedy are the fare served up by Frank Kettering, Ken Trietsch, Hezzie Trietsch and Gabe Ward—the Hoosier Hotshots.





Norman Ross

Norman Ross, master of ceremonies on the WLS National Barn Dance, started in radio as a sports commentator, covering boxing matches, wrestling, racing and all forms of sports. Before radio, Norm was a sports writer in Chicago and on the West Coast. At one time, he held 72 swimming records, more than any man ever had before or has since, some world, American and foreign titles. Included were 17 United States championships and national records of England, France, Belgium, Australia, New Zealand and Hawaii. In the World War, Ross was a flier.

The Foleys

In the 1934 Family Album, Page 40 was the great mystery page. For it was on that page that listeners first learned of the marriage of Ramblin' Red Foley and one of the Three Little Maids, Eva Overstake, earlier in 1933. And now in this 1941 Family Album, we again present on Page 40, Red Foley and Eva with their three children. Shirley Lee is six years old; Julie Ann is two, and little Jenny Lou was born on Memorial Day, last May 30. When Red first came to the station in 1930, he joined with Karl and Harty in the Cumberland Ridge Runners but now works alone as soloist.



Hoosier Sodbusters

The Hoosier Sodbusters are one of the most popular instrumental and vocal trios in radio. Left to right they are Howard Black, Reggie Cross and Rusty Gill, who is also heard as guitar and vocal soloist on many WLS programs. Reggie has one of the largest collections of harmonicas in the world and sometimes with Howard plays one more than four feet long.

Rita and Charlie

Favorites with the youngsters of the WLS audience are Uncle Charlie and Aunt Rita, who read the Chicago Times' funnies for the kids every Sunday morning. Among recent guests they have had on their program have been Stan Laurel and Oliver Hardy of the movies and Abbott and Costello of radio fame. Uncle Charlie is Charles Eggleston and Aunt Rita is Rita Ascot. Both are heard on many WLS and network dramatic programs.





Special Events

When the 900,000th visitor attended the WLS National Barn Dance October 26, Mr. Butler awarded her a new RCA radio. At the second show, the 901,000th visitor got another (left).

With your Christmas Neighbors Club contributions, thousands of crippled youngsters like these (center left) have been made happy.

Mary Ann and Verne of the Hayloft Trio join wounded war veterans at Hines Hospital (lower left) in a bit of harmonizing after a National Barn Dance show for the ex-soldiers.





The WLS Rangers (left circle) entertained at the Illinois Farm Sports Festival.

One of the funniest acts in the National Barn Dance at the Wisconsin State Fair was Otto's being shot from a "cannon" (left).

Irvin Bauman, national cornhusking champion, and his wife visit Art Page on "Dinnerbell" (top left).

Jack Stilwill, Art Page and George Menard (circle) at the Indiana Cornhusking contest.

The Livingston Family (top right) of the Prairie Farmer program, "Mid-West in the Making."

From this high tower (center right) and with the help of the radio mobile unit, WLS covered the cornhusking contests.

More than 100,000 people lined the fences awaiting the starter's gun at the Illinois and Indiana Cornhusking contests (lower right).





B C

"Quiz Kids" started on NBC for the summer only, but found such overwhelming popularity that it's been continued on a year-round basis. Gerard Darrow (circle, left) is the 8-year-old genius often on the show. All the Quiz Kids know the answer to Jolly Joe Kelly's question in the picture at lower left.

Dr. Harry Hagen conducts "True or False" on WLS-NBC (circle right). In his question-and-answer sessions, he matches men against women, or co-eds against lawyers, or some such groups, and each team tries hard to outdo the other.

Tommy Dorsey (top right) and his orchestra are featured on "Fame and Fortune" and offer unknown song-writers a chance to have their compositions published.

The Old Maestro himself, Ben Bernie (center right), serves as M. C. on his WLS-NBC musical quiz.

Horace Heidt (below) is shown with his vocalist, Jean Farney. They are featured on "Pot o' Gold" each Thursday, the program that gives away \$1,000 or more every week. A telephone number is chosen, and if the person called answers, he gets the full prize; if there is no answer, the person called gets \$100 and the rest of the money is added to the next week's \$1,000.





"Vic and Sade" is conceded to be one of the best dramatic programs, and it still has the same cast it started with. Above are Billy Idelson, who plays Rush; Bernadine Flynn, Sade, and Art Van Harvey, Vic.

In the circle is Curtis Arnall, who plays the role of Pepper in "Pepper Young's Family."

The man to the right is Jack MacBryde, the Old Ranger who tells the dramatized stories on "Death Valley Days."



Uncle Jack and His Junior Stars

Every youngster has a chance to get on the radio, on the WLS Saturday program, "Uncle Jack and His Junior Stars." There are no auditions; every youngster who applies gets on the air. The children or their parents write Jack Holden, and he tells them what date to come in. The youngsters rehearse for about an hour.

The three young lasses above, after finishing their numbers before the microphone, went back to their places along the wall and watched with great interest as other young singers and speakers made their radio debuts.

Below, left to right, are candid pictures snapped as some of the Junior Stars entertained the WLS audience. Jack

Holden is "Uncle Jack" on the "Junior Stars" program, and is here introducing Leonore Rattner of Chicago. Sandra Lee Mears, in the next picture, is a miniature Patsy Montana, dressed up in leather cowgirl skirt and boots to sing and yodel. One of the youngest children to appear on the program has been little three-year-old Patsy Gora of Chicago. The last picture is George Adam. The day he was on the program, George was the only boy on the show. He sang "Man with the Mandolin."

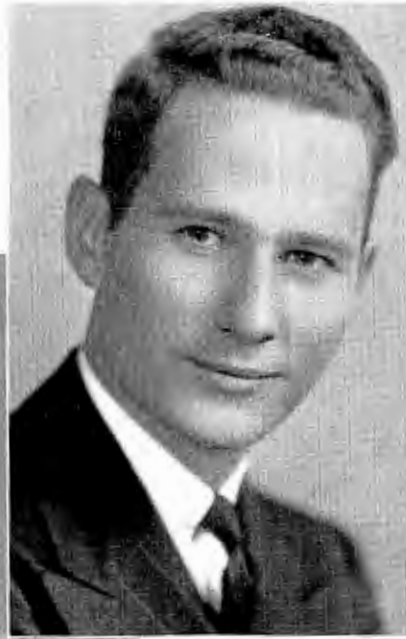
Most of the youngsters on "Junior Stars" are singers, but many of them are also tap dancers, and some recite. The only instruments they may play on the broadcast are harmonicas and ukeleles.



WLS Service

Don Turnbull

Don (right) is editor of Poultry Supply Dealer and conducts the program "Poultry Service Time" on WLS.



Jim Poole

Jim Poole (circle) needs no introduction to farmers of the Mid-West. They know him personally from having met him at Chicago's Union Stock Yards and from having heard his market broadcasts on WLS.



Al Tiffany

You've probably heard Al Tiffany's comments on the livestock markets. We thought you might like to see him . . . and here he is (above).

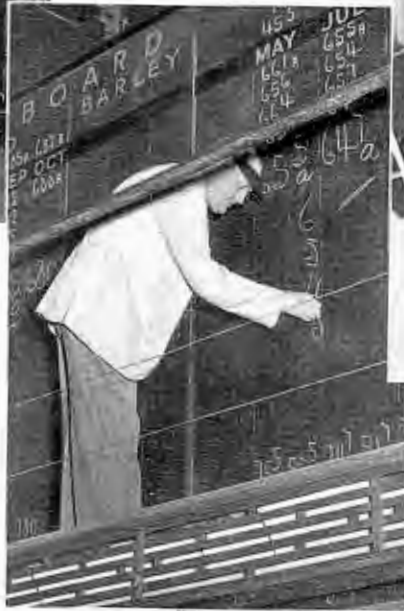
Dave Swanson

Dave Swanson (right) reviews the week's activity in the livestock market, as viewed from the producer angle, in his broadcasts every Saturday.

Bill Morrissey

Bill Morrissey (far right), gives the livestock market reports over WLS every day, Mondays through Fridays.





C. A. Donnel (top right), principal meteorologist for the North Central District, is the man who furnishes the weather forecasts for this area. WLS broadcasts his forecasts and temperature reports frequently throughout the day, is also the official weather station for Great Lakes shipping.

LaSalle Street (above) is the home of Chicago's stock and grain exchanges. That's the Chicago Board of Trade Building at the end, and the statue of Ceres on top is the highest point in Chicago. To the right, a worker is shown marking quotations on the grain boards, and in the lower right is a photo of the grain pits on the Exchange floor.

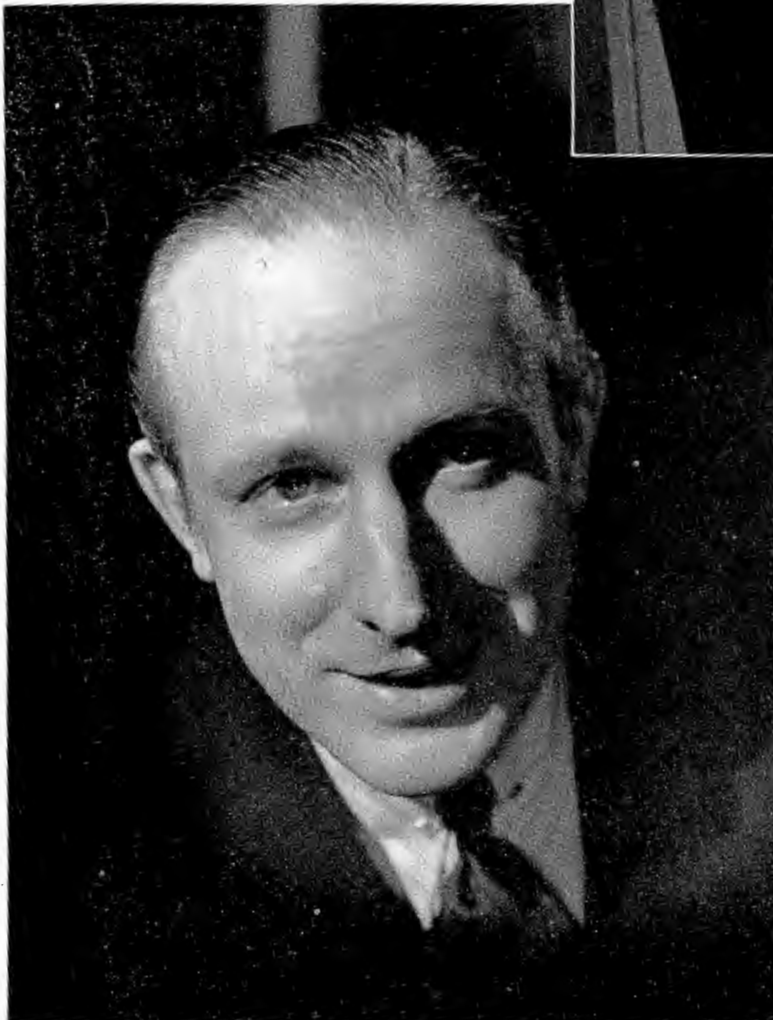
F. C. Bisson (right center) is the grain expert in the Chicago office of the United States Department of Agriculture. Mr. Bisson broadcasts news of the grain exchanges and market prices daily on WLS from his office in the Board of Trade building. He is shown here reading the grain market ticker tape just before going on the air.



Fons Iannelli

To give you more life-like pictures in this year's Family Album, we had most of the photographs taken by the celebrated Chicago artist-photographer, Fons Iannelli, of Iannelli-Mead, Inc. He took all the pictures on pages 3 to 6, inclusive; the sales force on page 7; all pictures on pages 8 to 16; Bill O'Connor on page 17; all on 18 and 19; on 22 to 24; the orchestra on 25; all on 26 and 27; the trio on 28; all on 30 to 32; the Westerners on 33; Howard Peterson and the Prairie Sweethearts on 34; Mrs. Hester on 35; all on 36 and 37; the artists bureau on 38; the Foleys on 40; and all on 41, 50, 51 and 52.

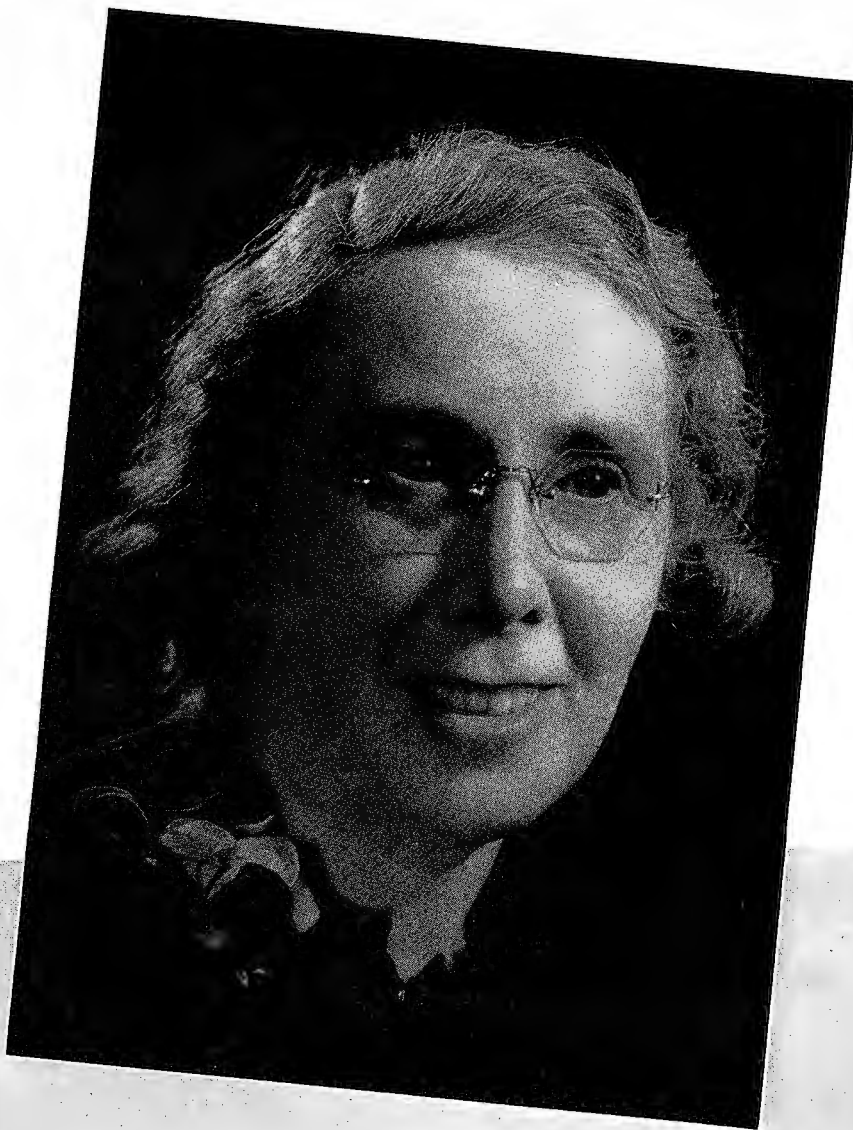
Iannelli's picture (right) was taken by another Chicago artist, George Hukar.



E. Ray Inman

Ray Inman, art director of *Prairie Farmer*, has been here for 15 years. He draws almost all the cartoon features in *Prairie Farmer* and in the various other advertisements and publications printed here. One of his most popular creations in *Prairie Farmer* is Slim and Spud. When you get your Centennial Issue of *Prairie Farmer*, you'll be impressed by the beautiful division pages heading each department; they were created by Inman, too. He also lays out the pages for Family Album each year.

Inman is a true Mid-Western artist. He studied at the Art Institute of Chicago and at the John Herron Institute in Indianapolis, also took some work at the Art Students League in New York City. Today, Inman is teacher instead of student; he conducts a class in cartooning at a professional school of art in downtown Chicago.



Grace Cassidy

Grace Cassidy, one of the most efficient and best loved members of the WLS office staff, is our oldest employe in point of service. Even before WLS first went on the air in 1924, Miss Cassidy was tending the innumerable office details preliminary to starting the new station.

Below are the girls of Miss Cassidy's staff—the tireless workers who type all the scripts, program schedules, letters and other documents necessary in running your radio station smoothly.



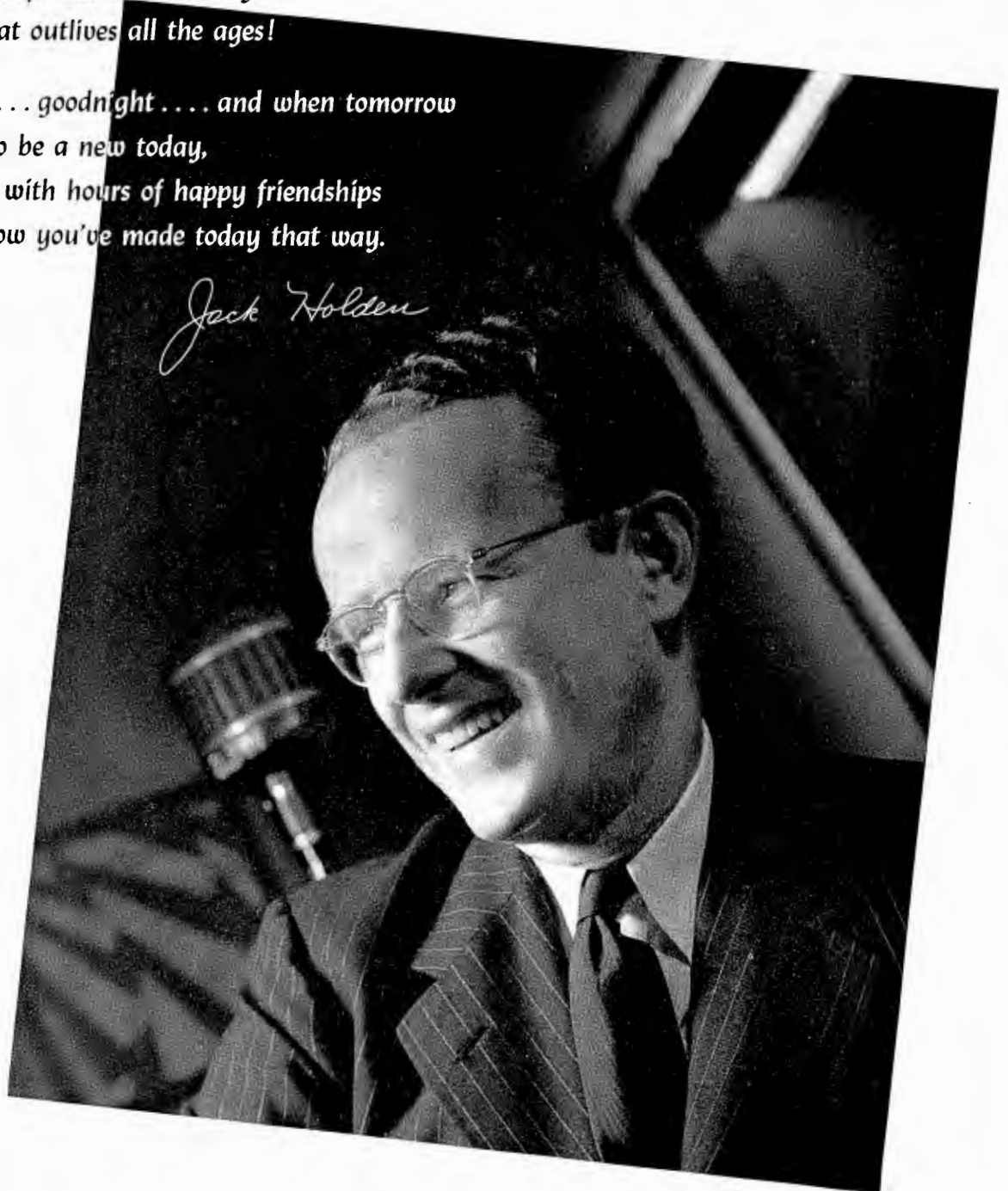
You

And so goodnight . . . and if tomorrow with you,
Can be as happy as today,
We'll be most grateful . . . knowing daily
That you have made today that way.

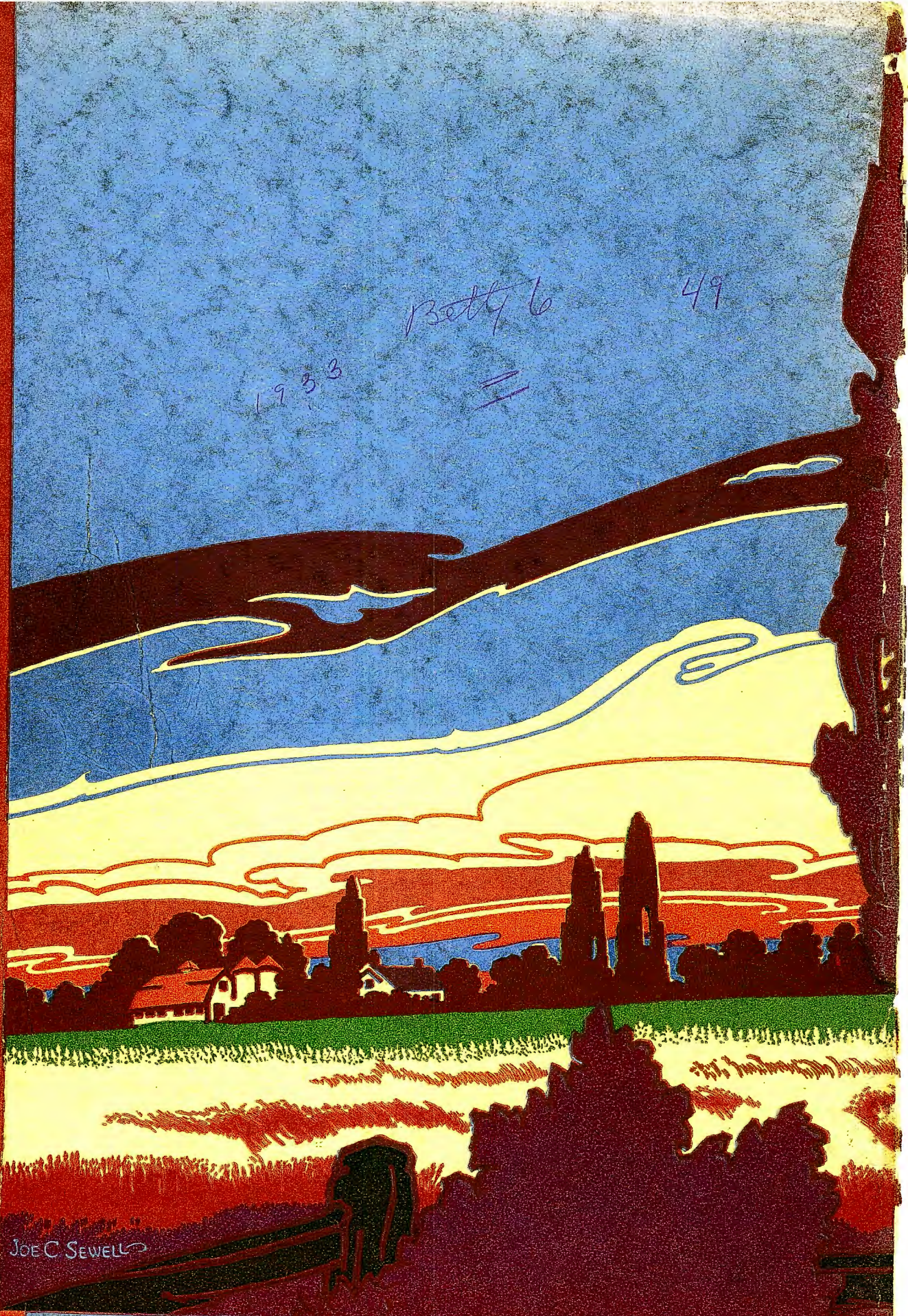
This book is but temporary true!
These words . . . the pictures . . . on these pages,
But our inspiration, which is you,
Is one that outlives all the ages!

And so goodnight . . . and when tomorrow
Arrives to be a new today,
Crowded with hours of happy friendships
We'll know you've made today that way.

Jack Holden



WE BEGIN ANOTHER CENTURY.



1953

Betty 6

49

JOE C SEWELL



The Prairie Farmer Station - Chicago