

WGE

Family

ALBUM

1943



• THE PRAIRIE FARMER STATION • CHICAGO •

WLS
Family Album
1943

PUBLISHED BY
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CHICAGO

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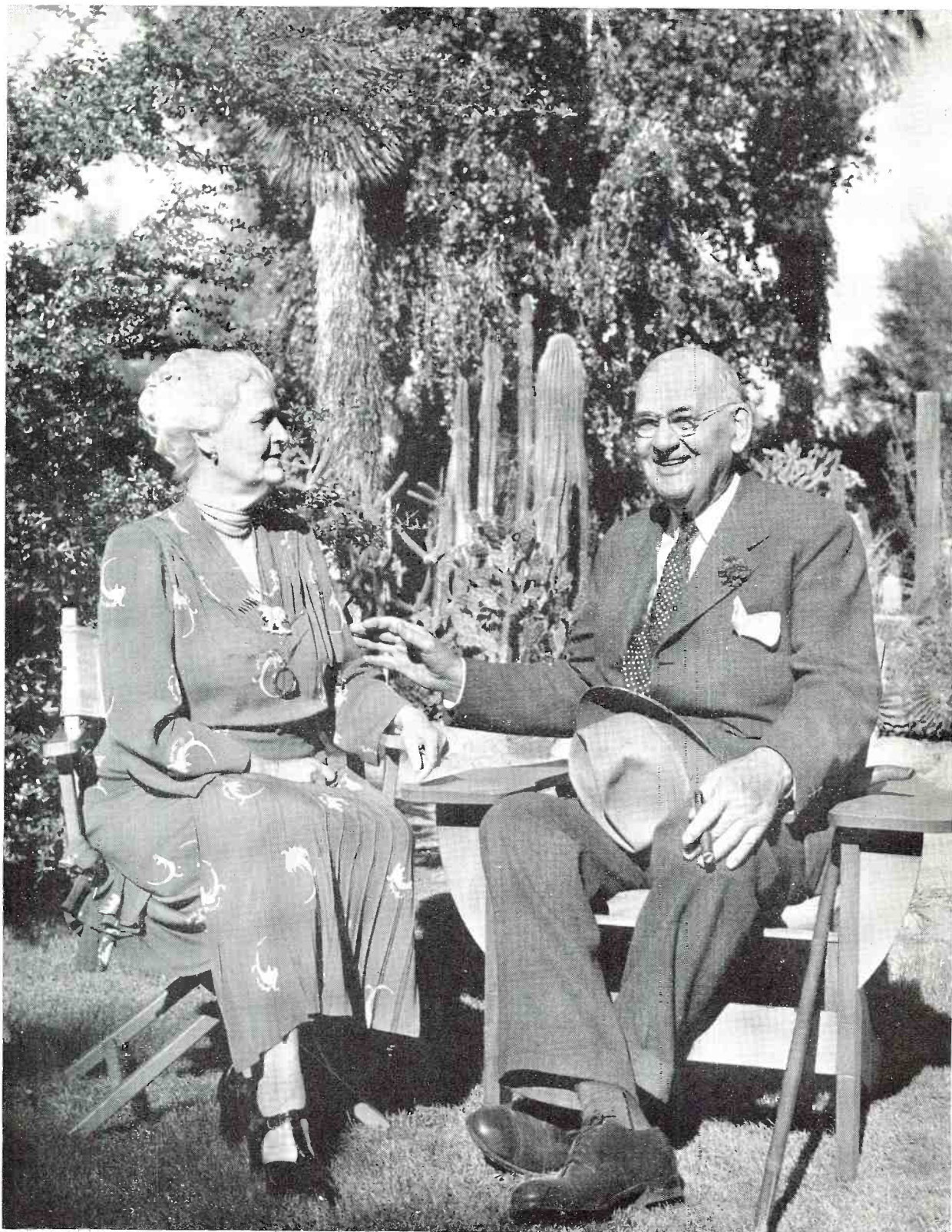
Greeting

In this quiet spot where we have met each year, we greet you with thoughts too deep for speaking, and we know you understand. You, too, are thinking of far-away places, hoping, praying, that the world's night of darkness and sorrow will soon be past, that the kindly light of a new day will come to heal the hurts of nations.

A window, and a star on a service flag. Millions of windows! Millions of stars! And each star tells of a man who defends our hopes and his, for freedom and happiness. May it be God's will that he come safely home. May we, on the home front, be worthy.

From Prairie Farmer-WLS, twenty-nine are in uniform, and as many more stand by for their call. From homes of our family of readers and listeners, scores of thousands are on the march. There is work to do, early and late, the biggest job in all the history of mankind. We are charged with the tasks of the home front. Soldiers march, and so do we!

We march close together, you and we, and sometimes a merry quip or the lilt of a gay song, hides thoughts too deep for speaking. But we know a day of victory and peace will come. This is our faith, and neither you nor we will slacken or falter, but work steadfastly, that we may be worthy when that day comes.



Mr. and Mrs. Burridge D. Butler

We usually call Mr. Butler "the Chief." He is president of Prairie Farmer-WLS. We are especially happy to have this picture of both Mr. and Mrs. Butler, since Mrs. Butler takes close personal interest in all of her boys and girls.

The simplicity and idealism of WLS policies can largely be traced to Mr. Butler's earnest desire to keep this an institution of service to humanity. He loves people, hates sham, and is tirelessly energetic.



Glenn Snyder

As general manager of WLS, Mr. Snyder's work has been particularly complicated by the many new problems of broadcasting due to the war. He is never heard on the air, but he carries a constant responsibility for all the station activities.

George Cook

You never hear George on the air, but if you did, you would hear a soft, mellow voice with a trace of Missourian accent, and no words wasted. He is treasurer, and is responsible for seeing to it that we don't spend more money than we earn.

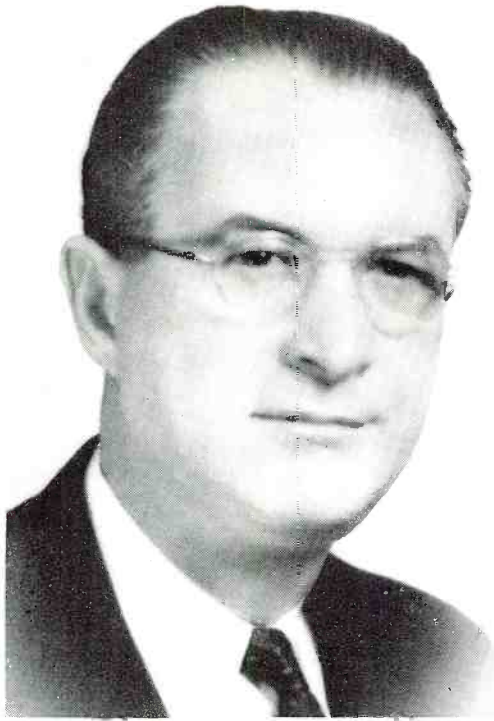
WLS Policies

The guiding policies of Station WLS are simple. When this station came on the air in April, 1924, listening to radio was still a novelty, programs largely of music.

WLS started with the idea that broadcasting offered a new opportunity for service. Instant reports of agricultural markets, weather, world news and farm news, household and educational discussions, found immediate favor with the public.

We are proud of the loyal friendship of our listeners who, for the last eleven years, have written more than a million letters and post cards every year.





Harold Safford

Program Director Harold Safford is loaned at present to our sister station KOY, and the Arizona Network at Phoenix, Arizona. He has done a little of almost everything in radio, except climb the transmitter mast, and he'd do that if necessary (upper left).

Al Boyd

Acting Program Director Al Boyd (right above) came up through the ranks and earned his spurs by painstaking work in program production. He has been responsible for planning our programs in connection with the United States Army and Navy.

Harry Templeton

After a number of years as successful manager of the Indiana State Fair, Harry Templeton was called to Washington in connection with the war program for agriculture. He worked there with his old friend, former governor, M. Clifford Townsend. Late in 1942 he joined the WLS staff as director of war programs.



We Count on You

Our listeners have always had a great part in building WLS programs. Through your letters, you are our constant adviser and critic. Many of our projects have been started because of your suggestions. The Christmas Neighbors' Club, for example, was started because a listener sent in a check and asked us to

take Christmas cheer to children. Every year since, thousands of dollars have been spent for wheel chairs, radios, movie projectors, inhalators, all placed in child-caring institutions throughout the Middle West. The close bond of friendship with WLS listeners has been built through years of mutual understanding.



Editors

With Mr. Butler as Editor-in-Chief (see page 3), this group is responsible for the editing of *Prairie Farmer*.

In the picture, left to right, upper row, they are: Estelle Keich, secretary; Julian Bentley, News Editor; Patricia Lent, secretary; Russell Cunningham, Illinois Field Editor; John Strohm, Assistant Editor.

Seated, Dave Thompson, Associate Editor; Gladys Blair, Women's Editor; Arthur C. Page, Associate Editor. Julian Bentley is also News Editor of WLS, and Arthur Page is Farm Program Director of WLS and conductor of "Dinnerbell."

At the right, above, Della Loui, Wisconsin Field editor, and W. E. (Bill) Renshaw, Indiana Field Editor (opposite page).

At the left, Ralph Ammon, formerly Wisconsin Director of Agriculture, now Assistant to the Publisher of *Prairie Farmer*.



Farm Service

Farm service programs on WLS include Bulletin Board at 5:20 in the morning, a series of market reports including early livestock estimates, livestock markets, poultry, butter and egg, cheese, wool, fruit and vegetable, and grain markets. The Dinnerbell Program brings much farm news and many personalities including members of the Prairie Farmer editorial staff. It is the oldest daily farm service program on the air. On Thursday night, the Prairie Farmer Discussion Club brings an interview between one of the editors and some outstanding farm leader. Saturday morning the Editors' Haymow is an informal discussion between the editors themselves. At one o'clock on Saturday, a round-up and commentary on the farm news of the week is given by Arthur Page. All the vast resources of Prairie Farmer are utilized to make these programs accurate and complete.

Many of our commercial programs on WLS have been founded on the idea of service, and we have encouraged them in this thought.

Prairie Farmer, now in its 102nd year, stands in relation to WLS, now nineteen years old, as a fond parent helping to guide a vigorous and highly useful offspring.



Art Department

The Prairie Farmer Art Department is a busy place. Ray Inman, in the foreground, is art director, makes cartoons and layouts for Prairie Farmer, and laid out this Album. Carol Bridge, standing in the background, and Charlene Bisch, seated, are kept busy with similar work. All three are highly talented artists.





The Harrices

Cy Harrice got his start on WLS while he was going to school. At Northwestern University he met Yvonne, a student in journalism, now Mrs. Harrice. They are very proud of their son whose name is Lincoln.

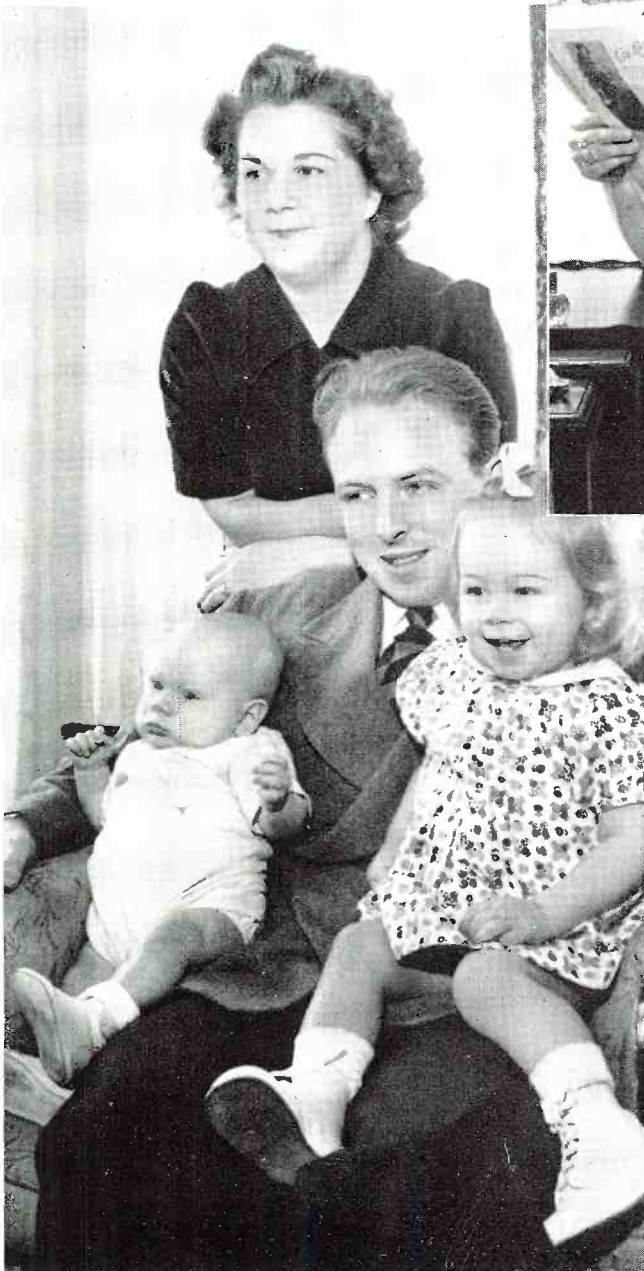
The Vances

Bill Vance moves fast when he takes a full stride, for he is the tallest man on the staff. He was born in California, but grew up in Illinois. Has been in radio since 1934, with experience in both dramatic and announcing work. Now he writes continuity. Mrs. Vance, native of Wisconsin, is named Cathryne, and their son, aged 4, is Dennis.



The Kellys

Joe Kelly came to WLS from Michigan a long time ago, and as "Jolly Joe" made a host of friends among the boys and girls. Since then he has been heard coast to coast every Saturday night from WLS on the National Barn Dance, and coast to coast every week as conductor of the Quiz Kids. With him in the picture at the right are Mrs. Kelly and their son, Joe, Junior.

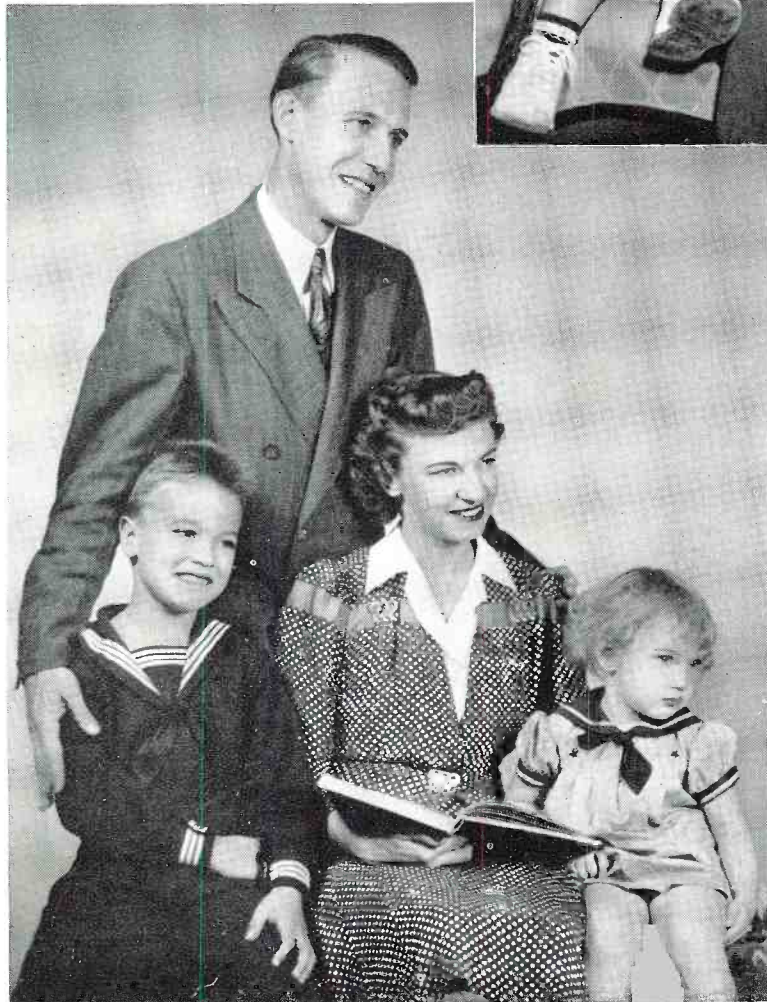
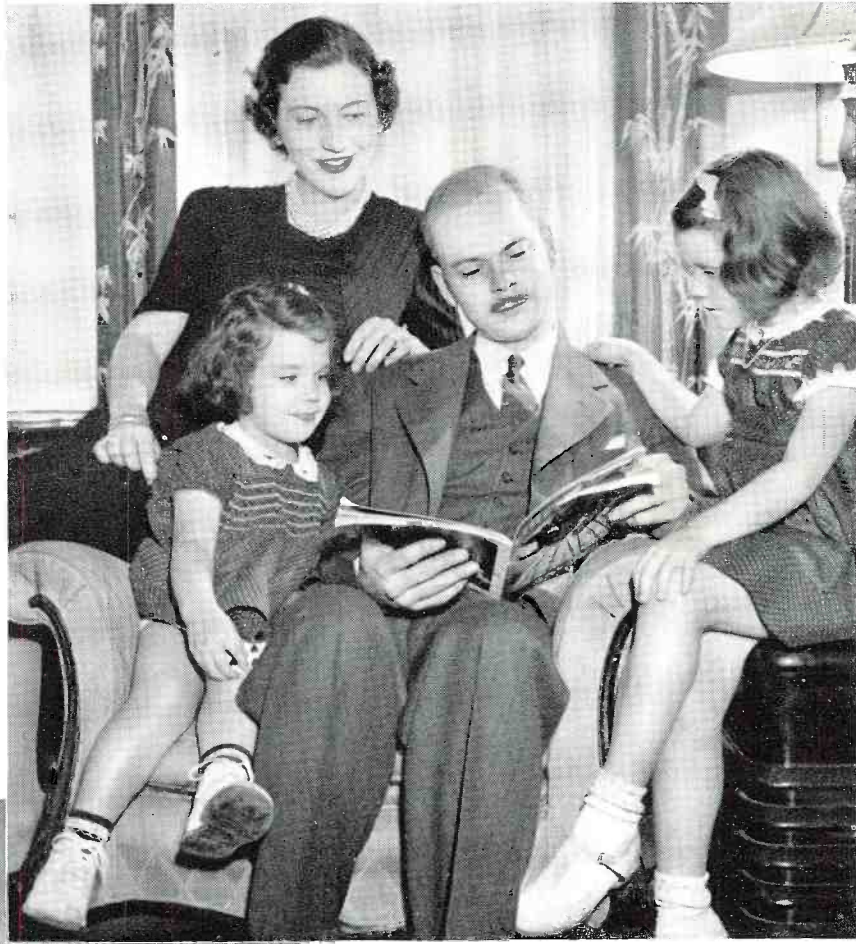


The Cubberlys

Dan Cubberly came to WLS from Station KOY at Phoenix, Arizona. He had previously been an announcer on Pacific Coast stations. He is heard announcing a variety of programs and service features through the week, and on the Barn Dance, Saturday night. With Mr. and Mrs. Cubberly in the picture are their two children.

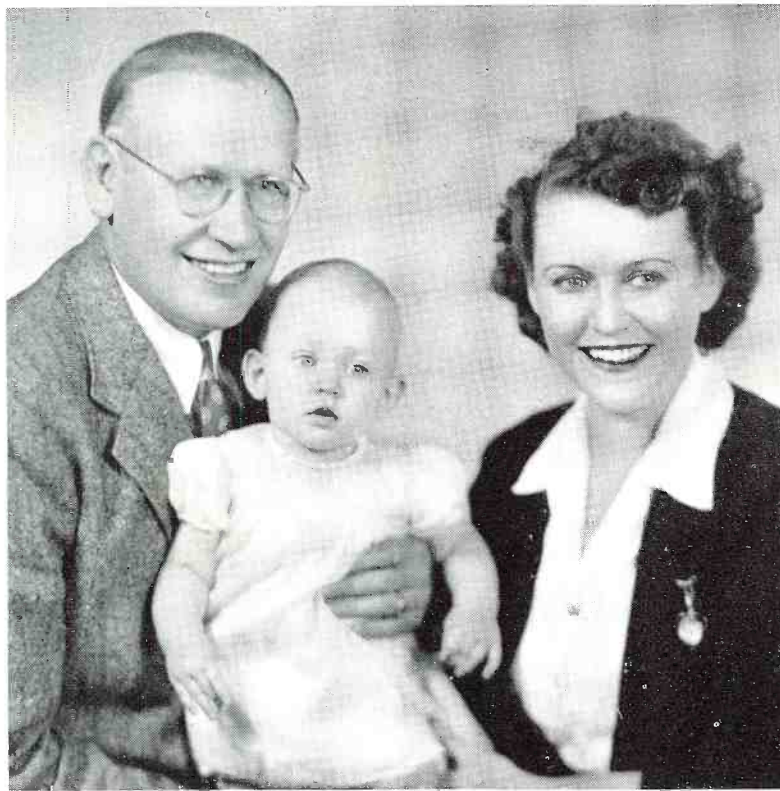
The Cupps

Rod Cupp is never heard on the air, but he is constantly at work in that job known as "production." The job of the production department is to see that the parts of the program fit together and that it starts and stops on time. With Mr. and Mrs. Cupp are their two daughters, Patricia, at the left, and Carolyn. Rod is a native of Missouri.



The Deans

Bev Dean is another production man whose work is behind the scenes and not on the air. That worried look on his face comes from watching the clock, which is one of his important duties. Confidentially, inquiry reveals that the name "Bev," by which he is known around the studios, stands for Beverly. With Mr. and Mrs. Dean are their son Jimmy and their daughter Gail. He is a native of Ohio.



The Petersons

Mr. and Mrs. Howard Peterson are both musicians: Howard playing the big studio organ, and Mrs. Peterson, under her first two names, Avis Leone, having been heard as a soloist. With this kind of a background, it is not surprising that their little daughter should be named Melody Ann.

The Menards

George Menard has never grown away from his love for the farm in Northwestern Iowa, where he grew up. His exuberant spirit sometimes causes him to burst into song, and you may remember when his rich baritone was regularly heard on WLS. Martha, his wife, is a skilled pianist, as well as an accomplished housekeeper. Their charming little daughter, born near Christmas time, is appropriately named Noel.





Glenn Welty

He seems calm enough here, but when directing the Barn Dance Chorus and Ensemble, Glenn Welty almost floats in mid air. He has been on the Barn Dance five years. As a child, Glenn decided to be a music director, and he spent several years with the circus and worked with various bands before reaching his present position as musical director.

The Ferrises

Several years ago Ray Ferris wrote a catchy song entitled "Lyla Lou." It was a sweet little song about a girl, and we are now privileged to show you a picture of the original Lyla Lou—Mrs. Ray Ferris. Ray is an accomplished musician, and has been on many types of programs, but now is in the Production Department.





"Happy" Jack Turner

Folks who listen to his songs declare that "Happy" Jack Turner is appropriately named. There is always a reason back of an outstanding radio personality, and in the picture above, we show you the four reasons—the Turner family. "Happy" Jack is seated at the piano, and the others from left to right are: Robert, Donna Marie, Mrs. Turner, and Jackie.

Wilma Gwilliam

As a young farm girl in Indiana, Wilma listened to WLS and decided that she would like to work here. She has been here several years, and has the important work of keeping the "log," which is a record of events and people connected with WLS programs. She looks serious in this picture, but she has a sunny disposition and a merry laugh.



Martha Crane

Long-time listeners will remember how Martha started in with programs of home hints, which soon became increasingly practical as she became Mrs. Ray Caris. With her in this picture are the older boy, Crane Caris, who looks as if he is terribly bored at having his picture taken, and the younger, Barry. Martha has led a busy life between being an active housewife and taking part in many hundreds of radio programs for women. She and Helen Joyce (right) have worked together for a number of years.

Helen Joyce

Helen is much loved by women listeners for her sprightly and practical attitude toward home problems. Since the outbreak of the war, she has been very active as one of the original founders and organizers of the group known as Navy Mothers. She has planned many programs especially for the boys in service.



Harriet Hester

Harriet is well known as the conductor of Homemakers' Hour, but around here we call her the school marm. She plans and directs the important "School Time" program, which is heard regularly in hundreds of schools all over the Middle West. Before coming to WLS she had earned distinction as a supervisor of rural school music.



Orchestra

The men in this group, and the lovely harpist, Margaret Sweeney, comprise one of the most highly skilled musical organizations ever assembled. Many of them have been with WLS for years, and every one is a distinguished musician. From left to right they are: (front row) Herman Felber, Karl Schulte, Tom Moore, Roy Knapp, Lou Klatt, Ted DuMoulin, Maurice Schraeger; (back row) Emilio Silvestre, Herbert Johnson, Eddie Marks, Chris Steiner, Walter Lewis, James Fallis. Margaret Sweeney, at the piano.





Jack Holden

In recent months, Jack Holden has added to his many other responsibilities the authorship of Prairie Farmer's Saturday evening program, "The Home Front." He writes the script, interviews the many people who take part, and usually announces the program. Jack has been with WLS more than ten years. He is a native of Michigan.



Rita Ascot and Charles Egelston

These two have been heard in a great many character parts in WLS dramas, and both are skilled and experienced radio actors. The picture was taken on a Sunday morning when they were reading the "Funnies" for the children.

Hal Culver

Hal is probably best known this year for his excellent singing on the "Smile Market." On numerous other programs, he acts as announcer. He is a native of Illinois.

Jack Stilwill

Jack has been on so many shows with the United States Navy that he is almost a sailor himself. When folks come to call, he never says, "Come in," but always, "Welcome aboard." He has had exceptional experience in the handling of special events, which require fast thinking and accurate description. He is a native of South Dakota.



Mel Galliard

Whenever we look at Mel, we think of the word, "poise," and we don't mean "avoirdufois," although Mel has a little of that, too. Just as he sounds on the air, Mel is always self-possessed. He is a native of Iowa.



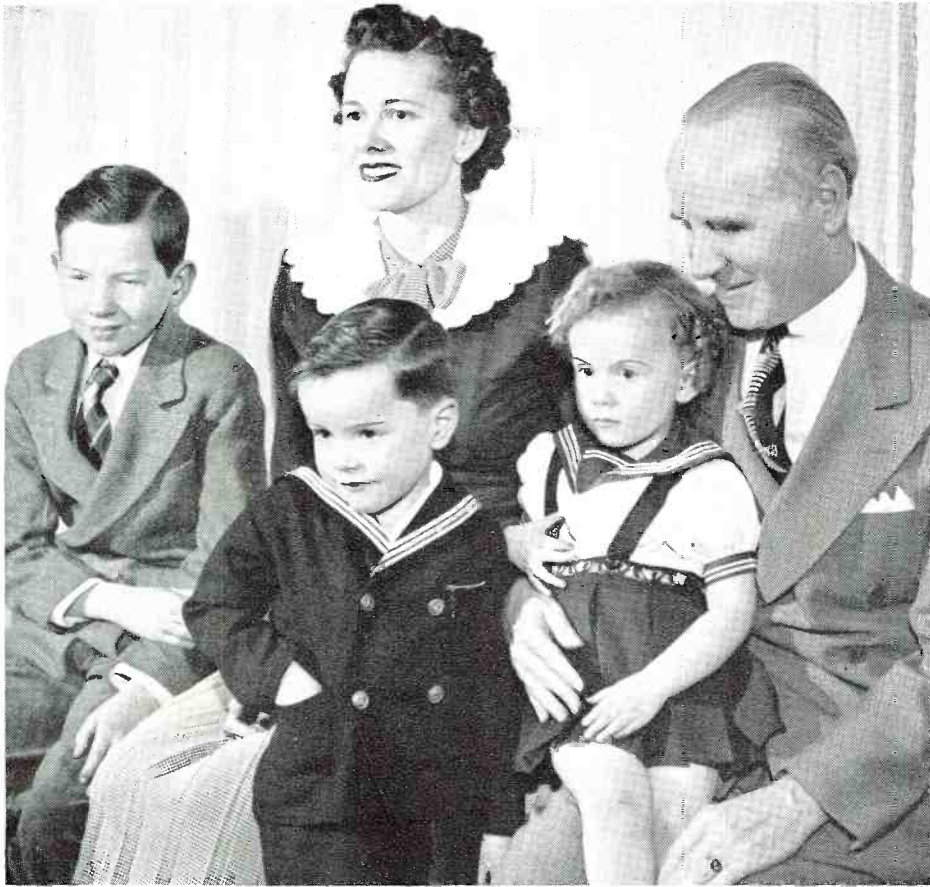
The Bentleys

The work of the News Department has been extremely difficult since the outbreak of the war, requiring constant watch of the news wires. News Editor Julian Bentley, shown here with Mrs. Bentley, broadcasts by day and studies by night to interpret the trend of events. He is particularly proud of the record of accuracy established by the News Department. If you would like to talk about dairy cows, he'll tell you all about the herd on the farm in McHenry county, Illinois.

The Lewises

With ten news broadcasts each day, and millions of words pouring over three news services, it requires closest supervision to keep up to the minute. Ervin Lewis, shown here with Mrs. Lewis, takes over in the small hours of the early morning, and handles the news until noon, then Julian Bentley takes over the responsibilities during the afternoon and evening. When or whether either Ervin or Julian ever sleeps has not been ascertained, but they often eat at the desk beside the news machines.





The MacFarlands

We give you here a picture of Mr. and Mrs. Lester McFarland and their three children. In the picture (left to right) are Mrs. MacFarland, Kenneth, Larry and Carol. You will recognize Lester as "Mac" of Mac & Bob.

The Wisemans

You might not even recognize the name above, but this is Lulu Belle and Scotty and their children, six-year-old Linda Lou, and little brother Stephen. This family really belongs to us because Lulu Belle and Scotty first met at WLS. Although their profession is the singing of mountain ballads, they are both inclined toward domestic life, as indicated by this picture taken in their kitchen.





June Merrill

About the middle of the forenoon, a great many women tune in to spend a friendly quarter-hour with June Merrill. She talks about this and that, just as women do, and takes up a great variety of subjects of timely interest under present conditions. June has had a great deal of experience in radio, and has been heard previously both in dramatic parts and as a soloist.

Jerry Campbell

Sometime when you have insomnia, or have to walk the floor with the baby, tune in at three o'clock in the morning. You will hear the "Bunkhouse Jamboree" program of recorded music, announced by Jerry Campbell, the pleasant young man at the right. Jerry was handling sound effects, providing anything from galloping horses to the crash of bombs, when he was launched without warning as the announcer of this new program. He does a good job, and has many listeners among the workers whose day starts in the wee small hours.





Howard Black

When Jerry Campbell signs off the "Bunkhouse Jamboree" at five o'clock in the morning, Howard Black brings on the merry "Smile-A-While" crew. Howard was with WLS for a number of years as a member of the Hoosier Sod-busters and as an announcer, then he was away for about a year. He gets up long before the sun rises every day of the year.



Jack Brinkley

That mellifluous voice that you hear in the evening and on Sunday mornings belongs to smiling Jack Brinkley, shown at the right. Jack has had a variety of radio experience and, incidentally, has a variety of voices. You may have noticed sometimes how he calls upon three or four different persons who carry on a conversation with each other, but they are all the same fellow.



John Brown

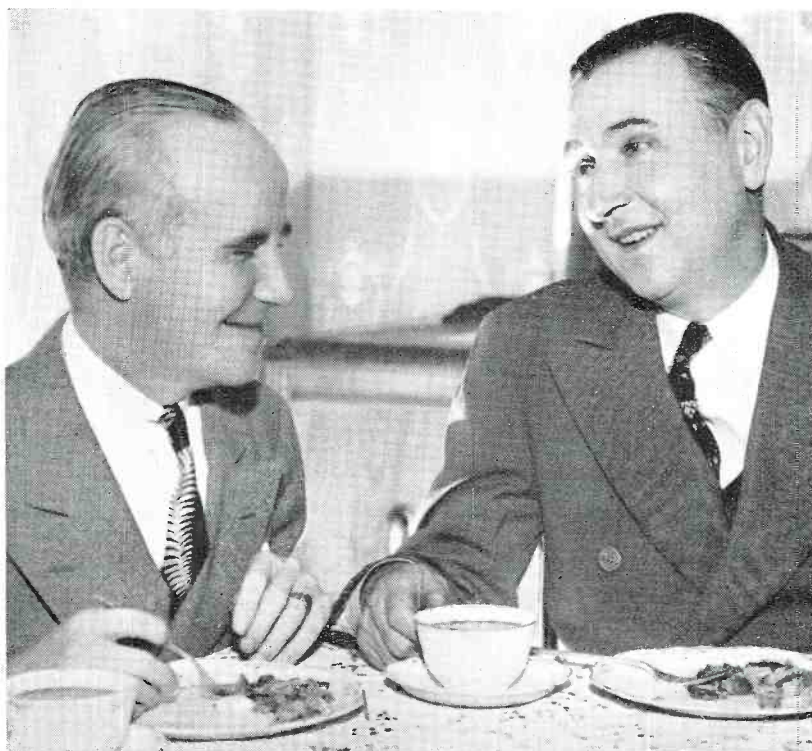
We can't remember how many years John Brown has been accompanist at WLS, but he's always close around and he knows all the music.

Dr. Preston Bradley

Dr. Bradley (lower left) is one of the best-known radio personalities of the Middle West because of his regular broadcasts from the People's Church of Chicago. He came to WLS this past year as a special commentator on Prairie Farmer's Saturday night program, "The Home Front." Dr. Bradley has spoken to hundreds of audiences and has made many addresses at army camps.

Mac and Bob

Here's a new picture of the two blind boys whose unusual singing has made them a great host of friends. In case you have forgotten, their full names are Lester MacFarland and Robert Gardner. They are heard on a number of programs during the week and on the Saturday night Barn Dance.



Christine

Soft-voiced Christine, who for so long was introduced as "The Little Swiss Miss," is heard frequently on Saturday nights. It was only her yodel that was Swiss, for she was born in the land of wooden shoes and dykes and windmills. She is Mrs. Jack Holden.

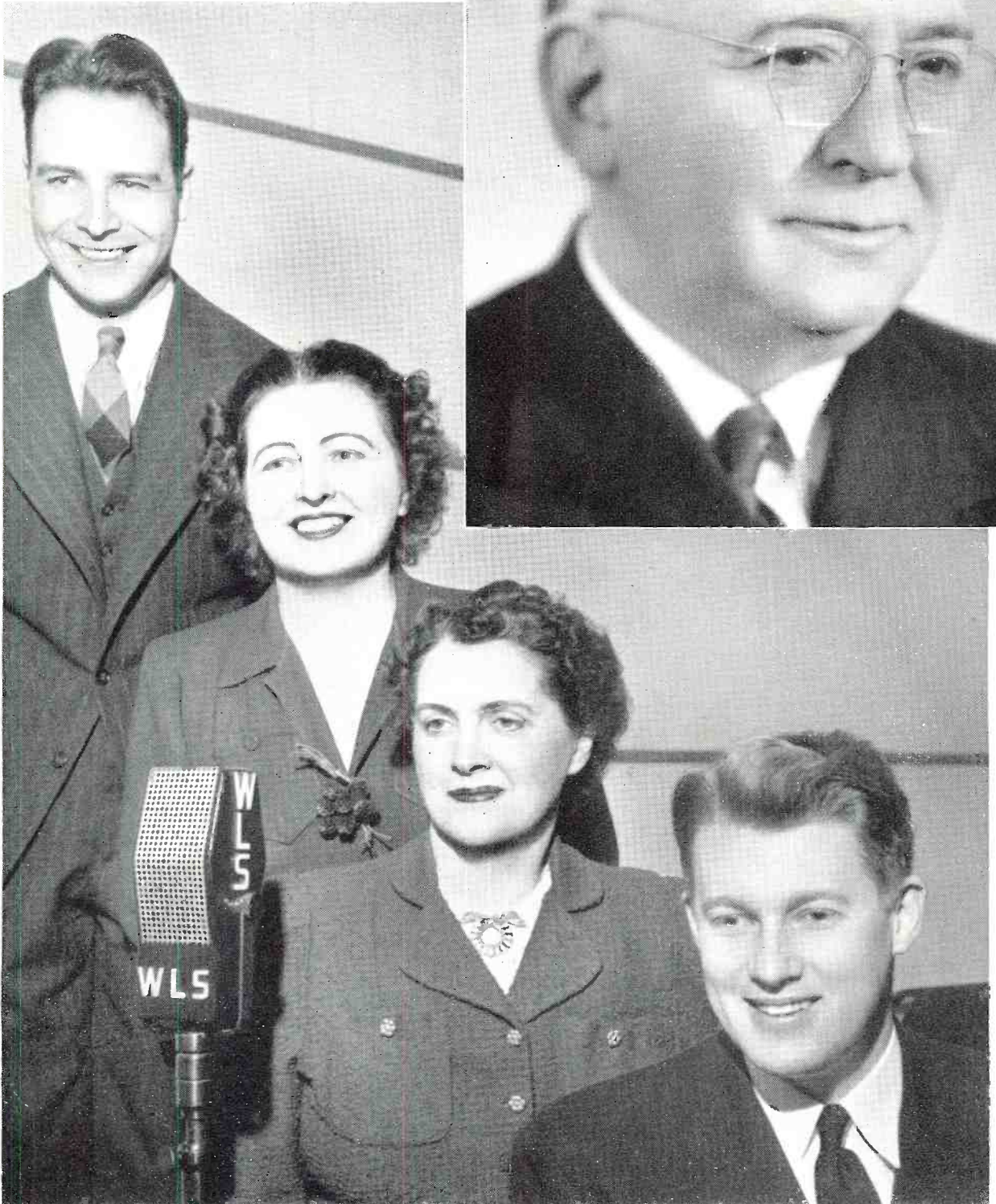
The WLS Rangers

This versatile group can produce almost any kind of music. Each member of the group has his own unique ability, and their life stories would make an interesting book. In the picture below, left to right, they are: (front row) Clyde Moffett, Ozzie Westley, Harry Sims, Augie Klein, (back row) Ray (Rueben) Raymond, Ding (Eugene) Bell.



Dr. Holland

Dr. John Holland, our pastor, preaches to an audience of millions through the Little Brown Church of the Air each Sunday. He conducts Morning Devotions at 6:15 daily, discusses the Sunday school lesson every Saturday morning, and is heard at the closing of Dinnerbell Time each day.





Grace Wilson

The sweetness of Grace Wilson's understanding disposition shows through. She often sings the hymns on Morning Devotions, and likes to join in the fun with a lively song on Saturday night.

Amanda Snow

New to WLS this year, but well known through several years of singing on networks, is Amanda Snow. She is probably best known for her songs in the Voice of the Old Village Choir. Daily she sings the closing hymn for the Dinnerbell program.

Bill O'Connor

William O'Connor sings hymns on the Morning Devotions program, and once in awhile on Saturday night he is heard with some of his beloved Irish songs.



Quartet

The Little Brown Church Quartet, shown at the left, is heard on the Sunday morning service. Included in the group (left to right) are: George Gilman, Adele Brandt, Jessie Steck and James Hutchison. Adele Brandt greets visitors daily at the WLS studios.



Rusty Gill

You might never find it out if you didn't read it here, but Rusty's name is Ralph. Mrs. Gill is the former Carolyn DeZurik. Rusty was just out of high school when he came to sing on WLS, and he has a host of friends. We contend that he has the most beautiful hair of any man in radio.

The Dawnbusters

This group, heard in the early morning, as their name suggests, represents an unusual collection of talent. Dave Bohme, at the left, was born in Warsaw, Poland, and he has studied extensively in Cuba, Mexico and other Latin-American countries. Frank Messina, second from the left, began playing the accordion when he was four years old, and was soloist with Spitalny's orchestra when he was fourteen. Lester Schein, third from the left, has a master's degree in music from Northwestern University, and formerly was musical director of the Schubert Theaters in Chicago. Fourth is Rusty Gill, of whom we have spoken above.



Jennie Lou Carson

Jennie Lou Carson is not only a vigorous singer of modern and old-time ballads, but she has won some distinction as a writer of songs. Among these are "Some Day, Somewhere, Sweetheart," "I Left My Heart in Texas" and "I'm Looking for a Sweetheart, Not a Friend." Many will remember her as one of the original Three Little Maids, who achieved great popularity a number of years ago.

Maple City Four

Shortly after this picture was taken, Al Rice, at the right-hand side, got into one of Uncle Sam's uniforms. His place in the quartet is being taken by "Pete" Taflinger, not shown. The Maple City Four is one of the hardy perennials of radio, named originally after their native city of LaPorte, Indiana. They claim that they were sitting on the doorstep of WLS the first morning the station was opened. Left to right, Pat Petterson, Fritz Meissner, Chuck Willard, Al Rice.

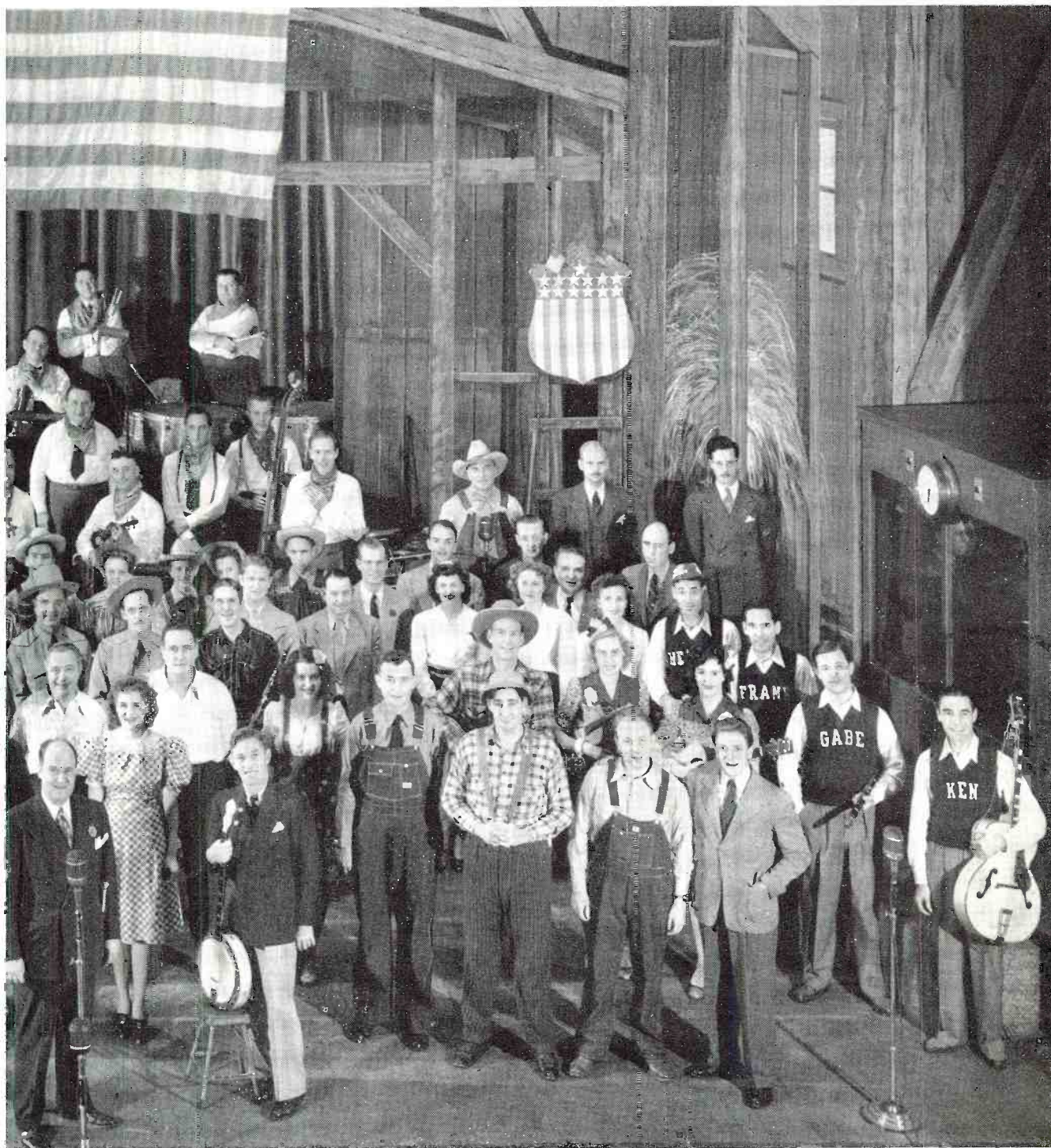




The WLS National Barn Dance is one of the best known programs in the world. It was started more than 18 years ago shortly after WLS first came on the air, and is credited with bringing the American public back to an appreciation of our own folk music, of old-time ballads, and the hearty measures of the old square dances. Groups from "the old hayloft" have made thousands of personal appearances throughout the country, and many communities have been instructed in the fine techniques of "all join hands and circle to the left."

Many of the most popular artists in American radio have made their start on the WLS National Barn Dance, where folks sound as if they are having a good time because they really are. We can't undertake to explain the screams of laughter that rock the rafters every Saturday night. You'll just have to come and see for yourself.

The WLS Na

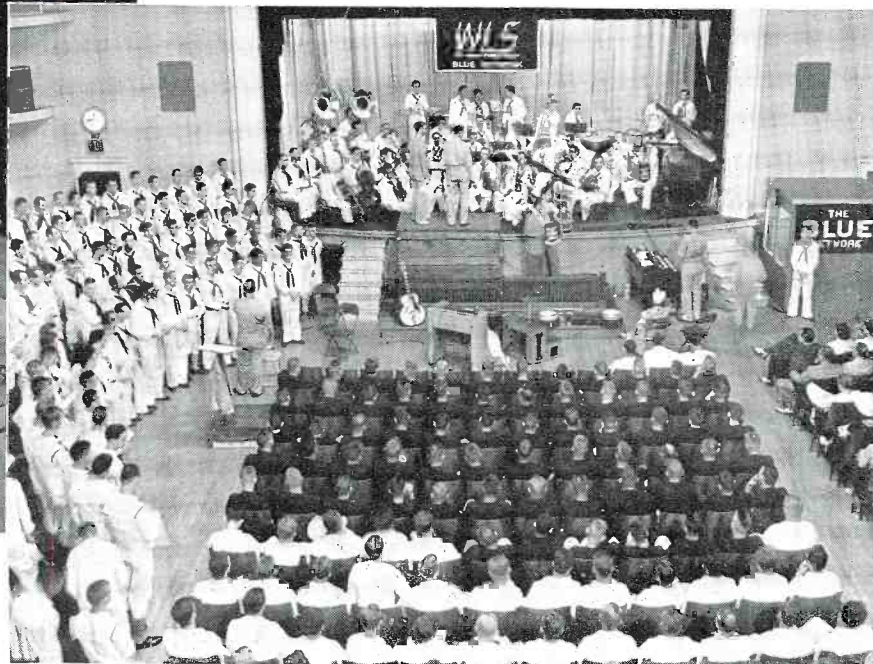


National Barn Dance

The picture above was taken on the stage of the Civic Theatre in Chicago. For a long time the National Barn Dance was a studio program only, but so many folks wanted to see it that we had to take it to the Eighth Street Theater, where it stayed for 126 months.

Then Uncle Sam wanted the theater for an army lecture hall, and we moved to the Civic Theatre in September, 1942. The total receipts for the last performance at the Eighth Street Theater, \$1,493.20, was handed over to the Army Emergency Relief. Many times the entire program has been moved to a state fair.

Total number of paid admissions in the 544 weeks since the National Barn Dance has been before the public, was considerably past 1,106,788 before the first of December, 1942, and seats are full for two performances every Saturday night. Part of the broadcast direct from the stage goes on a coast-to-coast network.



Meet Your Navy

Millions of homes throughout the country have thrilled at the broadcasts originating over WLS from Great Lakes, Illinois, utilizing the choice talent of men in the United States Navy. These programs, produced by Al Boyd and announced by Jack Stilwill, have brought singers, instrumentalists and the great chorus under the leadership of Chaplain Hjalmar Hansen.

At the upper left, Chaplain Hansen directing. He has these boys for only a few weeks, but does wonders in choral effects. These programs have been carried from WLS to many other radio stations throughout the country.

All of these are official U. S. Navy photographs, taken in the chapel at Great Lakes.



Meet Admiral Downes

Beloved by every man who has trained at Great Lakes is the commanding officer, Admiral John Downes (right). Through WLS the Admiral has developed the unusual plan of talking directly to the homes of the Middle West from which many sailors have come. Lower right, Lieutenant Commander Eddie Peabody. Lower left, Recruit Bob Noonan plays electric organ and piano. Center, Al Boyd conducts a tryout.





Mrs. Colin Kelly

Many people of world renown have appeared before WLS microphones, but of no one have we been more proud than the lovely lady at the left—Mrs. Colin Kelly. It was her husband who dived his plane upon a Japanese battleship early in the war; successfully placed his bomb, and lost his life. The courage shown by Mrs. Kelly became an inspiration to all America. It was our privilege to bring her voice to you over a WLS microphone, and to tell her story in *Prairie Farmer*. With her, Mayor Edward J. Kelly of Chicago.

This group of King Scouts, highest ranking in the Boy Scouts of England, came to the WLS microphone to tell our listeners what they had seen at first hand in the bombing raids over England.



With state fairs canceled, WLS broadcast "State Fairs of the Air" for Illinois and Indiana. Governor Green of Illinois cuts ribbon symbolizing opening of the Illinois Fair. Holding ribbon, Arthur C. Page, William Ward. Behind, David Burch, and Mr. and Mrs. Alvin Helms.



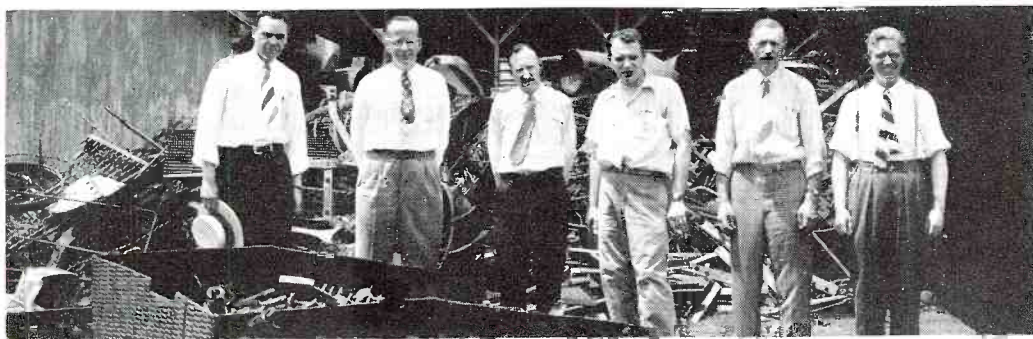
Little Georgie Goebel was our boy soprano years ago, but in this picture he has grown up and is being sworn into the Army Air Corps by Lt. W. C. Britton of the United States Army.





At Danville, Illinois, Arkie and Don Kelley find interesting items in the million-pound scrap pile.

Deputy John G. Gallaher (left), U. S. Treasury Department, presents Minute Man Flag to Mr. Butler for Prairie Farmer-WLS employe bond buying. Beside Mr. Butler, George Cook. Right, Business Manager Fred Orleman.



It took 100 pounds of scrap to get into the WLS Barn Dance at Bloomington - Normal, and at Danville, Illinois. Two million pounds of scrap was collected, sold for \$8,000 which was given to the USO.



Indiana women sold one and a third million dollars of War Bonds at one luncheon, given for Mrs. Henry Morgenthau. In the picture, left to right, Mrs. Scott of Indiana Farm Bureau, Mrs. Henry Schricker, wife of the Governor, Mrs. Henry Morgenthau, and Gladys Blair of Prairie Farmer.



Red Foley

Ramblin' Red Foley (below) is heard during the week with his "Saddle Pals" and on the Saturday night Barn Dance. Last year he and his wife, the former Eva Overstake, bought a farm in Illinois, which they plan to make into a "dude ranch."



Arkie

Probably no man in radio has been pushed and pummelled as much, while singing, as Arkie, and he gets as much fun out of it as anybody. Folks who work with the Woodchopper have learned to respect his solid Ozark wisdom and sound judgment. He continues to hold his reputation as a weather prophet, but that can't be talked about, for military reasons.

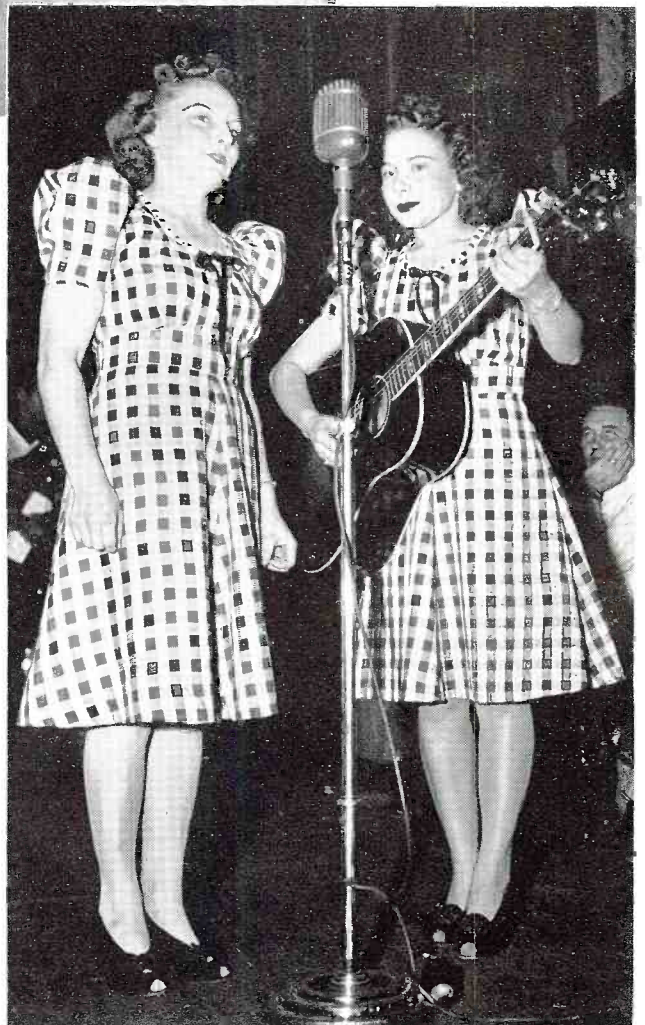


The Harmoneurs

These skilled performers on the harmonica are under the leadership of Reggie Cross, who formerly was a member of the team known as the "Hoosier Sodbusters." These boys, left to right, are: Reggie Cross, Leonard Fergon, John Thomas, Don Jogo. They play a variety of harmonicas, some very tiny, some more than two feet long.

Carolyn and Mary Jane

The DeZurik Sisters brought to radio their own unique style of twittering, chirping yodel. Carolyn is Mrs. Rusty Gill and Mary Jane is Mrs. Augie Klein, and both are mothers.



Doc Hopkins

We always have to explain that "Doctor" is really his name and not a professional title. Doc is gifted with a sweet voice for singing old folk songs and ballads, and is heard in solo parts.



Karl and Harty

It's no strain at all for these two big boys to sing mountain ballads because they both grew up in the Cumberland Mountains. Seated is Karl Davis, who sometimes sings "The Blue-Eyed Boy," and leaning over him is Hartford Connecticut Taylor, whose name was taken from a calendar.

Square Dancers

Guy Colby, shown in the middle of the lower picture, has taught hundreds of community groups the technique of the old-fashioned square dances. The group shown with him sometimes goes along to demonstrate. Guy knows all of the old tongue twisting calls, and loves to teach the old dance figures in competition with the recently popular jitterbug jive.





Hoosier Hot Shots

For ten years these four Indiana boys have brought screams of laughter to Barn Dance audiences. They have used over twelve hundred special song arrangements on this one program. In the picture above (left to right) they are: Paul "Hezzie" Trietsch, Gabe Ward, Frank Kettering and Ken Trietsch.

In the lower picture, the Hot Shots are working in their Victory garden, which is quite natural, because all four of them are farm boys. The girl is Joan Trietsch, daughter of Ken.



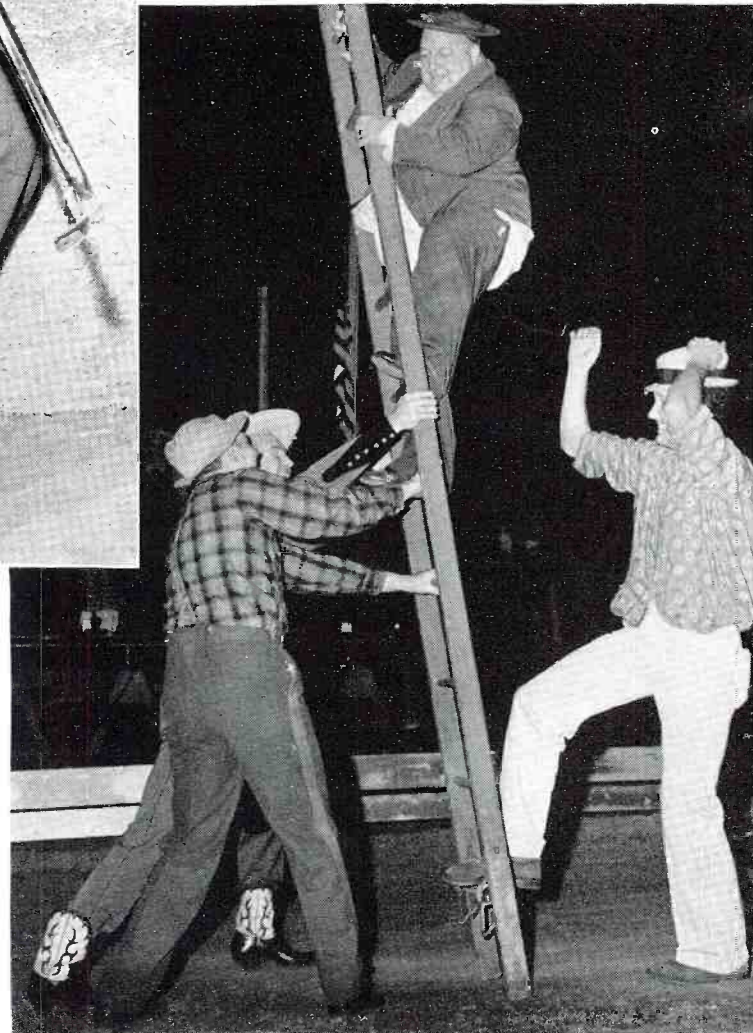


Jimmy James

Often you have wondered what folks were laughing so hard about, at the National Barn Dance. It's pretty difficult to explain it or even show you in a picture, but Jimmy James (left) is one of the reasons. Jimmy, off-stage, is a very quiet young man, a talented musician. But he and his trombone get entangled in many a weird situation on the stage of the old hayloft. You have also heard him playing the electric guitar, and he could make music and fun out of anything.

Fire Drill

Before the grandstand at the Wisconsin State Fair, Otto undertook to demonstrate fast action in running up a ladder. But he had too much help from Salty Holmes, Clyde Moffett and Pat Buttram. He almost lost his six-yard trousers, and stepped on Pat Buttram's hand. Antics like this are mostly spontaneous, and the boys have as much fun as the audience.



Little Genevieve

So here is the little darling in person, just as she appears to sing or recite on the National Barn Dance. As you probably know, she is really Otto (Ted Morse). Many have remarked about the perfect interpretation of the little girl character which typifies Little Genevieve, and this probably is due to the fact that Otto is very fond of the youngsters. He spent a number of years as musical director of an Illinois high school, and his serious, quiet demeanor would never suggest the streak of hilarious comedy in his nature.

First Aid for Arkie

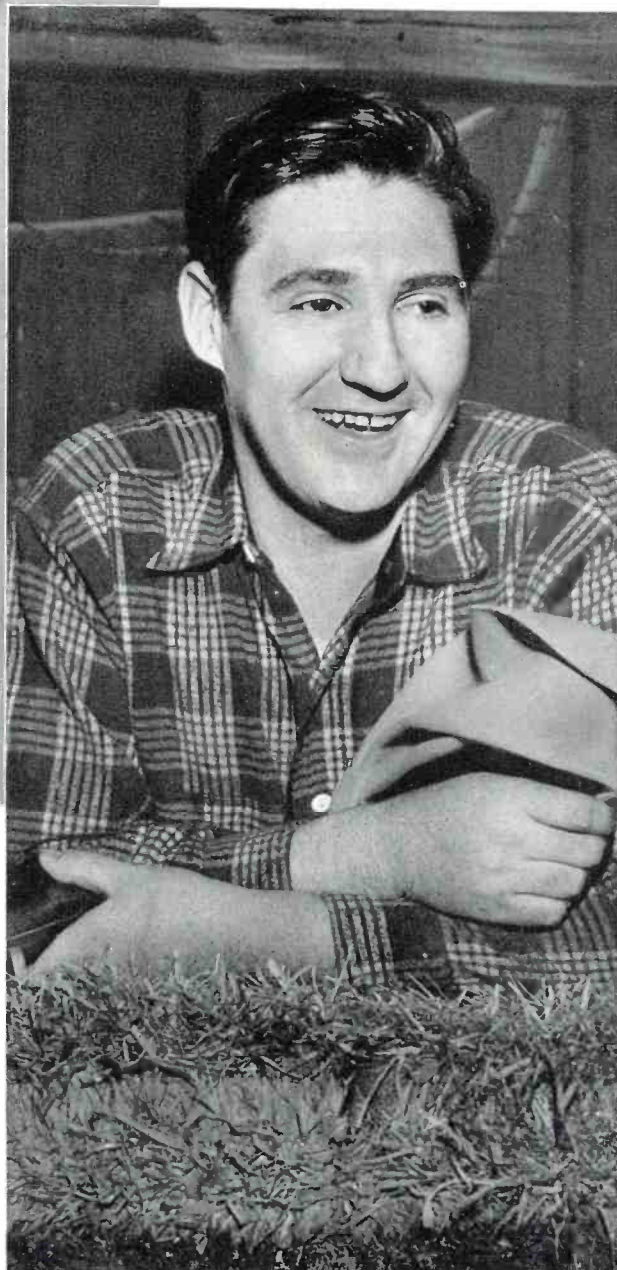
Arkie started to sing a song at the National Barn Dance, and his kind friends decided he needed to be bandaged up a bit. They may not have followed all the Red Cross rules in applying the bandages, but they put on plenty of them. And Arkie kept right on singing.





Chuck Acree

While Chuck is correctly called the "talkative Oklahoman," he does a vast amount of research and study in order to answer the great variety of questions people ask. He is heard on "Something to Talk About," "Man on the Farm," and "Our City Cousins."



Pat Buttram

You might not ever find it out, but Pat is a highly intelligent and well educated young man, son of a circuit riding preacher. He really did come from Winston County, Alabama, and he really does talk most of the time the same way as he does on the stage or on the radio. He was just born with a comical streak.



Bill Vickland

The quiet program of philosophy, poetry and humor put on by Bill Vickland has won him a host of listeners. He has had a long career on radio, having been heard in many dramatic parts. Probably greatest of these was his character of Lincoln a number of years ago, in the series called, "The Prairie President."



Marjorie Lynne

Marjorie is heard every day and every Saturday night on the Barn Dance. She was born on a farm in Wisconsin, the seventh child in a family of eleven, six of them brothers. She worked as nursing attendant in a Chicago children's hospital for a year before she began her singing career.

Phil Kalar

Our older listeners will remember hearing Phil as a baritone soloist. Now he is responsible for the WLS Music Library, and the constant checking of authors, publishers, and copyright owners. You might think from the picture that he is left handed, but that's just because they turned the picture around.



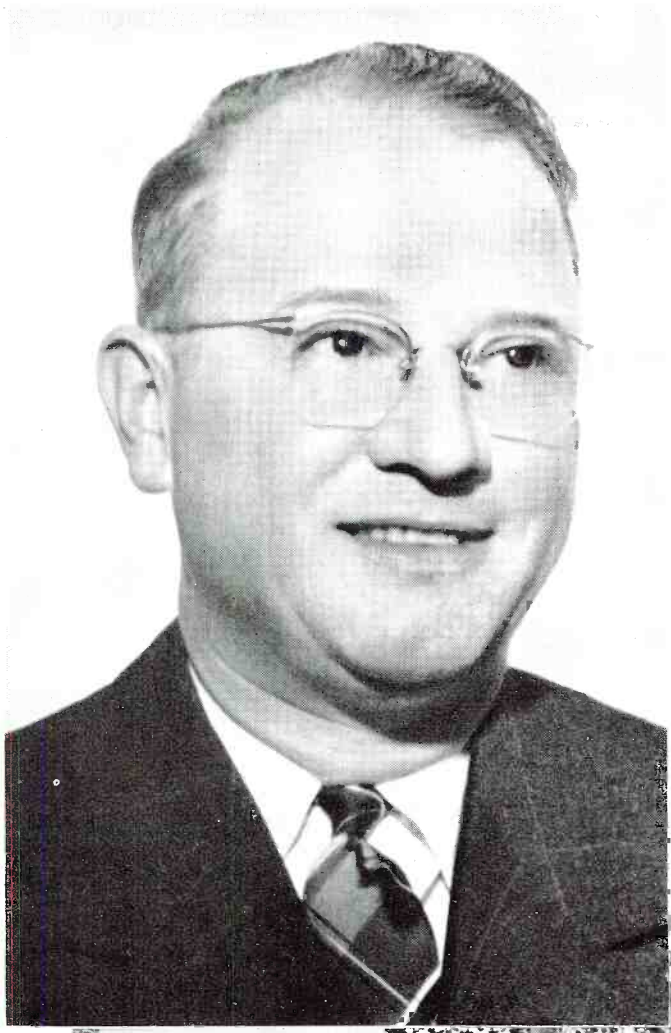
Engineers

Doubtless there are other good radio engineers and operators, but so far as we are concerned, our WLS boys are the best in the world. Trained to meet every sort of situation, emergencies are just a matter of routine. If there is anything the Program Department wants to do, such as broadcasting from a man falling five or six miles in an unopened parachute, these boys just nod their heads and you know they can do it. Tom Rowe (above) is Chief Engineer, and Homer Courchene (across the page) is responsible for the big transmitter. He is the same Homer who used to "pull the big switch."

The transmitter is on the air twenty-four hours a day, and because of war times is patrolled by armed guards. The transmitter has fifty thousand wats of power, is tuned to 890 kilocycles on a clear channel, and has been heard, not only in every state, but in distant parts of the world.

The group below shows the boys who handle the control boards in the Prairie Farmer Building studios. Left to right, they are: (front row) Herbie Wyers, James Daugherty, (back row) Vern Fulton, Burr Whyland, Maurice Donnelly, Charles Nehlsen, Bill Keller, Chuck Ostler.





Service

It has been the privilege of WLS to serve in the war effort in many ways. Listeners have heard a great variety of programs on the air in connection with various campaigns. In addition to this, the engineering staff has been able to give valuable technical counsel, based on their wide experience.

In the picture below, Lorraine Connell, who has been office secretary in the Engineering Department, is shown taking the oath as a member of the WAVES. Lorraine already has qualified for her radio operator's license.

The picture at the bottom of the page shows the engineers on duty at the transmitter.

Seated, William (Andy) Andersen. Standing, left to right, James Melvien, Frank M. Ahlgrin, N. Stanley Ponte.





The Westerners

If you have sometimes wondered at the high spirit these folks put into their singing of western songs, the explanation is simple. They are really and truly ranch-raised folks, and most of them learned to ride horses as soon as they learned to walk. They speak Spanish as fluently as English. From left to right they are, Larry Wellington, Allen Massey, Louise Massey, Curt Massey, and Milt Mabie. Louise Massey is Mrs. Milt Mabie. They got their name, The Westerners, at WLS.

Grace Cassidy

In years of service, Grace Cassidy outranks every other person on WLS except maybe Jimmie Daugherty of the engineers. Grace is a sort of nerve center for all activities, and the rule is, if nobody else knows, ask Grace.





Malcolm Claire

You have known this talented friend in a variety of program parts. As a blackface comedian several years ago, we called him "Spare-ribs." As a genial story-teller for children, he was known from coast to coast as "Uncle Mal." He is also well known through his books of stories for children. Malcolm has conducted long-time researches in fairy tales and fables, and has one of the best collections of old books on this subject. He is heard on the National Barn Dance and other programs as Master of Ceremonies.



Lew LaMar

Like several of our engineering staff, Lew LaMar started in radio as a marine radio operator. He set foot on land in 1923 and started as engineer of a broadcasting station. Since then he has fitted into almost every phase of broadcasting work, writing, announcing, and now in production. He has also taken a turn as a newspaper man. He joined the staff last year.

Continuity

That word "continuity" is associated with another word, "script," in the language of radio. It means the written text material from which announcers and dramatic performers work. Script gives assurance of what will be said, and is more economical of words.

Below, Continuity Chief Ray Broholm, who is responsible for everything that goes on the air, must take the blame for any mistake. At the right, Jerry Walker, continuity writer. These folks learn how to say the most in the fewest words.





Al Tiffany

Al is heard on the air occasionally, but most of his time is taken in writing continuity. He has a farm and livestock feeding background, with some years of experience and a natural endowment of philosophical good judgment.

Betty Burlingham

Added to the continuity staff last year, Betty Burlingham. She is daughter of "Doc" Burlingham, and therefore has been raised in the tradition of dairy cows and food production. Graduate of Vassar.



Caution of war times has brought a whole new set of rules for radio continuity. There are many things that must not be talked about, since a clear channel station like WLS is heard far out on the Atlantic and the Pacific, and we are not giving any information to the enemies. Radio is under voluntary censorship, and every person who goes before a WLS microphone watches his words. Best known example is weather information, which we never mention except by special arrangement. We never ask a soldier or sailor where he has been or where he is going.



Lloyd Burlingham

Since his college days at Ames everybody has called him "Doc" because of his serious and scholarly manner. Doc has a background of farm experience topped off with education in technical agriculture. He has been an editor, a salesman, and for several years manager of the National Dairy Show. As an agricultural commentator, he combines a thorough understanding with practical interpretation, flavored with a whimsical sense of humor, and everybody likes him.



Dave Swanson

Every Saturday noon, Dave Swanson (center, left) brings a study of the trends and possibilities of the livestock market. He is eminently fitted to do this, because he is manager of the Chicago Producers Commission Company, a cooperative that handles one-third of the stock coming to the Chicago market. He has also had extensive experience with the marketing of wool, and is widely known among livestock men. Importance of close daily radio contact with the livestock markets is intensified this year by the extreme urgency of increased war-time meat production. Listeners can count on WLS.



Bill Morrissey

Several times each day, Bill Morrissey (bottom, opposite page) brings an up-to-the-minute report direct from the Chicago Live Stock Exchange. This is one of the important services which started with WLS many years ago. Morrissey gets his information direct from the sales pens at Union Stock Yards.

F. C. Bisson

With the ticker tape direct from the grain trading floor of the Chicago Board of Trade, F. C. Bisson daily reports the trend of the greatest grain marketing center of the world. Bisson has had many years of experience, and has previously been associated with the market service of the Department of Agriculture.

Bullfight

Since we were talking about livestock, this seemed a good place to show you the great synthetic bullfight, with Salty Holmes as matador, as held in front of the grandstand at the Wisconsin State Fair National Barn Dance.



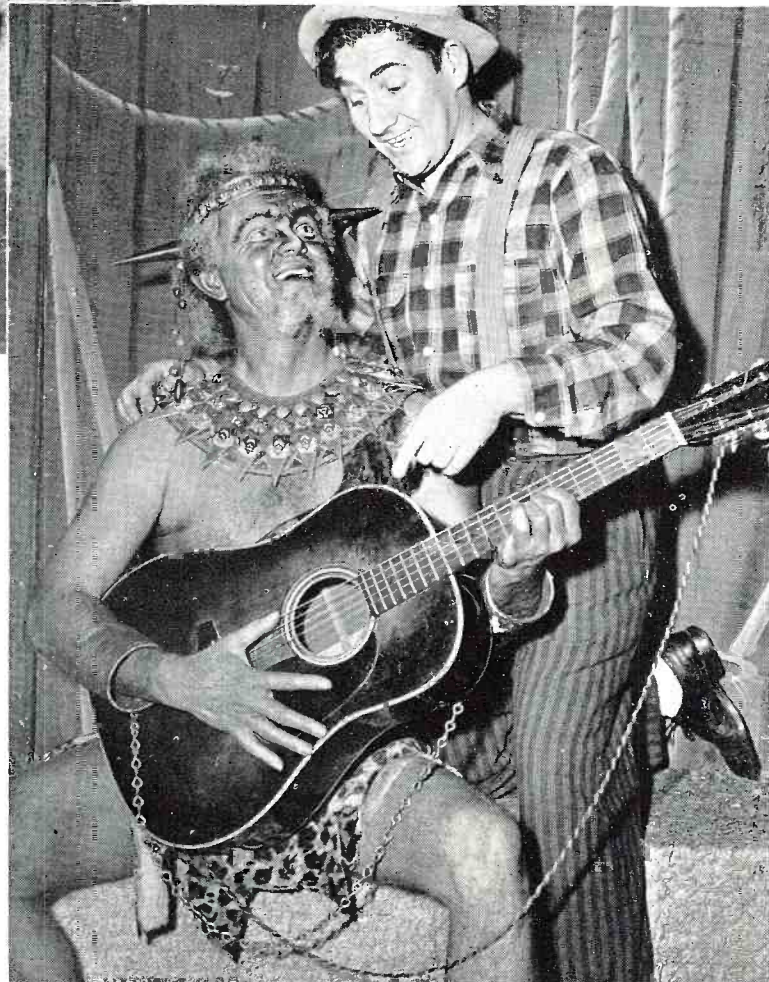


Operatic Otto

At the new home of the National Barn Dance in the Civic Theater, the stage connects with the stage of the Civic Opera House, where Grand Opera reigns supreme. Backstage, Otto, always trying to be helpful, is undertaking to show Prima Ballerina Patricia Bowman of the Opera how she can get more laughs from her audience. On second thought, Otto wasn't sure that Opera patrons wanted to laugh, but he thought it might do them good.

Tibbett and Buttram

Lawrence Tibbett, waiting backstage for his next cue in the Opera Aida, held a conference with Pat Buttram. "It would be a good novelty," said Buttram, "if instead of a-hollerin' like you do, you was to take Arkie's guitar and sing 'em somethin' sweet an' soft and homey-like. I bet it would be the sensation of the opera season. Whyn't you try it?"





Earl Godwin

Everyone who listens to "Watch the World Go By" on WLS every evening at seven, knows about Commentator Earl Godwin's farm in Virginia. He claims that his pig Fleurette, raised from a runt, is the most famous Poland China in America. Godwin has had years of experience as a newspaper man and Washington correspondent.



Eddie and Fannie

Eddie and Fannie Cavanaugh have been on radio for many years, giving close-up information about radio people. Their program has been heard on WLS since last fall.



Isbell

Heard as announcer for Eddie and Fannie Cavanaugh, Harold Isbell is shown at lower left.



Lum and Abner

As managers of the Jot-'em-down Store at Pine Ridge, Arkansas, these Blue Network boys have given plenty of laughs. They are Chester Lauck and Norris Goff. The numerous other characters who walk in and out of their programs are all impersonated by these two, who are both vigorous young men.



Annabella

Speaking in behalf of the campaign for United China Relief, lovely Annabella of the movies came to pay us a call, was interviewed by Mel Gallart.



Sales Staff

One of the virtues of American radio is its independence and freedom from subsidy. This system of broadcasting has developed the highest degree of service known in the world.

In order for the station to be self-supporting, there must be advertising, and these are the men who sell it: Left to right (front row) Ray Betsinger, Karl E. Sutphin, Charles M. "Chick" Freeman; (back row) A. N. "Pete" Cooke, Joe E. Kaspar, Wells Barnett.

Prairie Ramblers

Trust these boys for an escapade! Salty Holmes was crawling through a "sound effects" door while the boys doused him with a sprinkling can. Above, left to right: Jack Taylor, "Chick" Hurt, Alan Crockett.





WLS Artists Bureau

The many calls for WLS people to make personal appearances made it necessary to maintain a regular department to handle the arrangements, and these are the folks who do the work. From left to right they are: Richard F. Bergen, Marian Singer, Paul Aubrey, Mildred Zalac, George R. Ferguson, Earl W. Kurtze.



Mail

These girls have learned geography from handling more than a million letters every year from every state in the Union, Canada and many foreign countries. From left to right they are: Mildred Burton, Ann Miller, Anne Granich, Emma Heitmann.



Finlayson

At the left, Don Finlayson, an experienced young newspaper man, works on getting out information about WLS activities to newspapers, magazines.



Henry

Directing WLS publicity is Ell (Elliott) Henry (below). Whenever there is an unusual program going on, he's likely to be on hand with a photographer.



Nelson

Bill Nelson (above) works with Henry and Finlayson in connection with WLS publicity.



Kearney

Bill Kearney (left side) is the most popular man around the station on pay day. His title is paymaster.



Allen

John Allen (lower left) is another very important man. He keeps the books and writes the checks.

There Will Come a Day—

We're glad you like our WLS folks. It is a privilege to work with you and for you. We sprinkle a lot of fun and entertainment through our programs, but never for a moment do we forget the responsibilities of these crucial days. We know that you, just as all of us at Prairie Farmer-WLS, are facing a year that will call for our best efforts. Even by the time this Album reaches you, many of those whose pictures appear here will be in uniform. But there will come a day when we'll ring all the bells and blow all the horns, and you'll be tuned in, and we will be telling you the story of Victory.

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Our Girls

The pleasantest picture we could find for this last page in the book shows the smiling faces of our WLS girls. You never hear their voices except when they gather in the studio to sing Christmas Carols, but each of them carries an essential part of the daily work on WLS. They are, left to right (front row): Romaine Benner, Florence Norton, Dessa Bisson, Marjorie Erwin, Anna Mae Buske, Ethel Homan, Dorothy Luce, Alice Burns, Grace Dryfhout, Alice Dryfhout, Bertha Lehman, Betty Jane Rowe, Ruth Luce, (back row) Elynor Roubik, Dorothy Dean, Margaret Brace, Hazel Rosenthal, Elizabeth McCann, Fern MacKeon, Marguerite Peterson.

