

WLS

FAMILY ALBUM

1935



WLS

Family Album

1935

Published by

The Prairie Farmer

1230 Washington Boulevard

Chicago, Illinois

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Dedication

Your friendship is our richest treasure

Your appreciation and understanding inspire

us Together we go forward with one

simple purpose—to serve our fellowmen

To you, our listeners, we dedicate this book.





BURRIDGE D. BUTLER

- "Whatever you are doing—singing, playing a tune, making an announcement—never forget the Purpose back of WLS."
- With such words, Burridge D. Butler opens and closes many a staff discussion of policy and plans. The ideal of friendship and service, most important element in the structure of WLS, comes straight from the heart of this man, whom we are proud to call our chief. A boy who sold newspapers for pennies on a street corner; a young man with a strapping physique who labored in the sweat of a steel mill; a reporter with a genius for understanding folks, who became a successful publisher by letting human sympathy be his guide.
- Mr. Butler's far-ranging vision, and aggressive, tireless partisanship for things that are right, are a constant inspiration to the WLS staff.



GLENN SNYDER

• Few members of the WLS organization are heard over the air less than Glenn Snyder, manager. Judging from his calm and serene manner, one would never guess the multitude of duties and responsibilities which are included in his work. It may help you to understand when we remind you that radio broadcasting, only a little more than ten years old, is advancing with amazing rapidity. There are situations to face today which a year ago had not yet been thought of. The manager of WLS must be in touch with all of the new developments, both in this country and abroad, looking ahead to the constant improvement of facilities for serving our listeners. Mr Snyder is a native of Missouri, served as an officer in the World War and had years of experience as advertising manager of farm publications. Mr. and Mrs. Snyder have two daughters.

• A decade ago radio broadcasting was still an interesting novelty. Today it is a vital factor not only in education but in building understanding between different parts of the United States and between different countries of the world. The rapid advancement of radio is a splendid example of American business enterprise.

GEORGE COOKE

• So far as we know, you listeners have never heard the voice of George Cook, Assistant Treasurer of WLS. He is one of the men who work behind the scenes in connection with the business management of the station. It is his eagle eye which must scan budgets and expenditures. Like Glenn Snyder, pictured above, and Arthur Page, on the adjoining page, Mr. Cook is a native of Missouri.

• A radio station is far more than a voice, a microphone and a transmitter. Behind the voice and the program is a solid institution with many people conducting researches, assembling information, being in fact a sort of fast-moving university of public service.



ARTHUR C. PAGE

- The organization of WLS is not unlike that of a daily newspaper. Hence the Editor, Arthur C. Page, best known to you through the Dinnerbell program. Born in a little Missouri town, raised in a blacksmith shop, graduated from an agricultural college, and twenty-two years an agricultural editor.

- In the daily program of WLS you will find news of the world, as brought by cable and short wave, authentic and prompt market reports covering every farm product important in the Middle West, weather reports and forecasts, educational material on many subjects, editorial discussion, household problems both of the kitchen and the family, special farm news and reports of meetings, discussions of civic and national questions, all in addition to a large amount of entertainment and humor. We think of WLS primarily as a service institution, and these important daily features are kept first in importance.



GEORGE C. BIGGAR

- As Program Director of WLS, George Biggar has had exceptional success in the selection and launching of new program ideas. His comprehension of program values is based on a very thorough understanding of human nature, polished by ten years of experience in active radio work. You might see him leaving home at half past four in the morning to hurry to the studio, or pounding the typewriter at midnight, working out a new program idea. George was a South Dakota farm boy, and his original training was in agriculture. He was one of the early staff members on WLS. Mr. and Mrs. Biggar have two sons and one daughter.

- The program department is proud to have WLS called an institution that understands folks.





WILLIAM JONES

• The operation of a radio station resembles in some respects the operation of a railroad. We watch the clock from morning until night. Programs must be on schedule. The weather forecast must come on the minute when you are waiting for it. Artists, announcers, engineers, must all be ready. Bill Jones handles the job which we call "production". This means, first, a great deal of rehearsing and final preparation of programs before they go on the air. You may not realize it, but a program which takes half an hour on the air, may have had several hours of rehearsing. The production work also includes the scheduling of announcers and studios, so that every person is ready at the right minute to take his part.

• Bill is a native of Missouri, and formerly was known on stations KMOX, St. Louis, and KFRU at Columbia, Missouri. He is a talented musician, plays piano and pipe organ, and has a mellow baritone voice, but we haven't yet been able to persuade him to demonstrate it.

ARTHUR "TINY" STOWE

• As you have guessed, the reason we call him "Tiny" is because he isn't. A native of Texas, veteran at newspaper and radio work, "Tiny" is probably happiest when he is producing a minstrel show. His particular work is the writing of numerous programs, and carefully examining them before they are turned over to the production department. He is skilled in the writing of dramatic sketches, and he is just the same jolly, good-natured person around the office that he is on the air. A long time ago "Tiny" played football at Southern Methodist University, in Texas.

• Stowe's experience includes work as assistant city editor of the Dallas, Texas, Times Herald; manager of Station KRLD and of the Southwest Broadcasting System. He has also worked on KSTP, St. Paul, and WSM, Nashville, where he was continuity editor.



MARY LAWTON WRIGHT

• Mrs. Wright, whom you hear on Today's Kitchen and on the Homemakers' program, has achieved distinction in the field of home economics. She is entitled to write behind her name two college degrees, Bachelor of Science in Home Economics and Master of Science in Nutrition. Mrs. Wright took her first lessons in cooking on the home farm in Western Iowa, learning how to throw cobs into the stove fast enough to bake a cake successfully. Even as a little girl she was interested in foods and cooking, and so she was graduated in home economics at Iowa State College. She taught home economics in a rural high school for three years, the third year acting as principal. A year of research work in a hospital at Iowa University brought her a Master's Degree in Nutrition, and then she was called to Purdue University in Indiana, where she taught home economics for three years. There also she met Mr. Wright, who is a teacher of architectural engineering. Their little daughter is Eileen.



• On Homemakers' program, in addition to recipes and home economic discussions, you hear many educational talks such as those of Maybelle Blake, on child problems; R. T. Van Tress of the Chicago Park System, on flower culture; Clara Ingram Judson, discussing general home problems; Harry Edgren, on recreation, and many others.

THE DRAMATIC SKETCHES

• A charming feature of each week is the play on the Friday Homemakers' program. Here you meet the players. They take various parts, under the skilled direction of Wyn Orr, standing at the extreme left. Left to right, standing: Wyn Orr, Al Halus, Jack Holden, Dorothy MacDonald, William Vickland, Lester Tremayne. Seated: Marjorie Gibson, Marie Nelson, Hazel Dopheide, Mary Thompson.





JOE KELLY & FAMILY • We are happy to give you this picture of Joe Kelly, Mrs. Kelly and little Joe Kelly, Jr.

You have heard Joe at 5 o'clock in the morning, at midnight Saturday night, and almost any hour in between. The little boys and girls know him as Jolly Joe, and many thousands of them have written to say that they listen each morning as he sings, "Tie A Little String Around Your Finger So You'll Remember Me". Joe plays the piano, not too well and not too often, sings in a manner never successfully imitated, and is just the same happy, friendly grown-up boy before the microphone that he is at home or around the office. With the Westerners he is Rodeo Joe, and it is he who started calling the accordion a "pleated piano" or a "syncopated chest protector".



JACK HOLDEN & FAMILY • You have learned to love Jack Holden, not only as an announcer, but as the leader in Morning Devotions. You may not know that Jack studied for the ministry. Here is the family, Mrs. Holden (Gene), Donnie, age five, and Jean Louise, coming two years old. Jack is a native of Michigan. He is interested in people and their problems, and most any day you can hear him saying to somebody around the studio: "Let me read you a paragraph from this letter."



CHAMBERLAIN & FAMILY

• Howard Chamberlain came to WLS during 1934, a dignified, serious-minded young announcer. Like both Joe Kelly and Jack Holden, he is a native of Michigan. Howard has a rich baritone voice, and you have occasionally heard him sing. It is rather interesting that his technical training was in machine tool designing and architecture, in which he had a number of years of practical experience. Shown with him are Mrs. Chamberlain, Jack, aged two and a half, and Gene, two and a half months.

• Before coming to WLS, Howard was at Station WIND, and previous to that was on a small Michigan station.



THE BERGSTROMS

SINGERS

• The heading is not quite accurate, because Romelle Fay, organist, in the lower left, does not sing. However, she makes the organ sing, and she is one of the pleasantest people to work with that you have ever met. She has been playing the pipe organ for a good many years, and if you have listened on Sunday mornings, you have heard her play some of her own charming compositions.

• Mr. and Mrs. Bergstrom, at the left, Rueben and Lois, have been featured with the little parlor organ, singing hymns and old-fashioned songs. For a long time they were featured with The Little Brown Church.

• Evelyn Overstake, at the right, you will remember as the oldest of the Three Little Maids. The three girls are no longer singing together, but

Evelyn is heard frequently, singing sometimes with the orchestra, sometimes with the Hoosier Hot Shots, and she is just the same wistful little girl, singing happy little songs. You might be interested in turning over to the two pages of baby pictures, 26 and 27, where you will find Evelyn as she looked not so many years ago.

• Phil Kalar, baritone, lower right, loves to sing the hearty work songs of the out of doors—big songs, which make the engineers caution him to step back a few feet from the microphone. Phil's career as a singer has brought many

delightful experiences, but perhaps none more thrilling than when he sang one of Carrie Jacobs Bond's numbers while she sat by, listening. The beloved song writer came to the microphone afterward and said: "I think I have never heard one of my songs sung more beautifully." Phil is a delightful fellow personally, and you might be interested in knowing that often as he sings, his wife is sitting just outside the studio, listening.

• Our policy in selection of music for WLS has been put into words by Mr. Butler. He says: "We want music that our listeners would like to play or sing for themselves."



EVELYN OVERSTAKE

ROMELLE FAY



PHIL KALAR

WORSHIP

- Here at WLS we believe that religion is an essential part of the life of men. During the ten years of this station's life we have cooperated with all religious organizations, regardless of sect or denomination.

- Every morning in the week for fifteen minutes we have Morning Devotions, usually conducted by Jack Holden, except that on Saturday morning this period has been devoted to a study of the International Sunday School lesson. At noon the Dinnerbell program is concluded each day with a little quiet time in which we sing a verse of a hymn and listen to a few words by Dr. Holland or some other member of the staff.

- On Sunday comes the Little Brown Church of the Air. This service was given on Sunday afternoon until the latter part of 1934, when a rearrangement of time schedules placed all our Sunday time in the forenoon. For this reason, the services of the Little Brown Church now come each Sunday from 9:30 to 10:30.

- The Little Brown Church of the Air was started on WLS

DR. JOHN HOLLAND



PAUL RADER

early in 1925. Its first service was part of the great campaign for relief of the tornado stricken districts in Southern Indiana and Southern Illinois. It became a permanent institution because our listeners loved it and desired it to continue. The Little Brown Church has never been sectarian, but has always been an institution of service.

- In the upper right-hand corner we give you a picture of Paul Rader, dynamic Evangelist, who now conducts the service of the Little Brown Church each Sunday.

- At the left is your good friend Dr. John Holland, who as an Iowa farm boy decided to invest his life for the service of humanity. You have read Dr. Holland's short sermons in *Prairie Farmer* for many years, and you have heard him on WLS almost every day for the last year and a half.

- Dr. Holland has been in the ministry for 25 years.

LOUISE MASSEY MABIE

• Here is the finest picture we have ever seen of the sweet singer, Louise, of the Westerners. Louise grew up on a big ranch in New Mexico, and was riding the range at a wild gallop at an age when many girls are just learning to stand up on roller skates. She knows how to twirl a rope, and has been a prize winner in fancy riding in a southwestern rodeo. The Massey boys, Dot and Allen, shown on the next page, are her brothers, and Milt Mabie is her husband. Mr. and Mrs. Mabie have a lovely daughter 13 years old, appropriately named Joy.





THE WESTERNERS • When you hear the Westerners break out into one of those melodious chants of the cow trail, remember that they are singing of the old home scenes in which they grew up. Many of the songs you like best were written by them. They came to WLS in 1933, and if you knew them personally, you would love them just as much as from hearing them on the air. From left to right in the picture above they are: Milt Mabie, Larry Wellington, Dott Massey, Allen Massey and Louise.

• Dott Massey is the one with the singing violin that just matches his sister's voice. Larry Wellington, with the "syncopated chest protector", helps with musical arrangements.

• The picture below shows all five of them on horseback, with a background of the native scenery of the cattle country.





LULU BELLE

• When you hear the shout, "Here Comes Lulu Belle!" you know that something is going to start happening right away. Lulu Belle's real name is Myrtle Cooper, and she was born in a little home in the South. Listeners love her as the noisy tom-boy singer of funny songs. We think you would like to know, also, that although she is always happy and good-natured, she is a very thoughtful girl, very earnest in her work, and so genteel and gracious that you might think her an entirely different person. Whenever she approaches the microphone or appears on the stage, she chews gum with a vengeance, but off-stage she scarcely ever touches it. She is 22, and was born on Christmas Eve.

• Lulu Belle is a good example of the discoveries of talent made here at WLS. She had never been on radio, was not considered a highly trained singer and had no theatrical experience. But she had a friendly way with folks, a wholesome laugh, and if a yodel went wrong the first time she would stop and try it again. We're glad you like Lulu Belle.





ARKIE

• We were glad to get this unusual picture of the Arkansas Woodchopper at the right, which was taken last fall while he was on a visit down in his native Ozarks. Arkie is just the same healthy, good-natured country boy off the air that he is before the microphone. There is one point of particular importance about him, and that is that when he came into radio work he really had behind him a career of actual wood-chopping and rail-splitting. He is just as handy with the ax as with the guitar, and is inclined to be serious and meditative.





NEWS SERVICE

• WLS brings you news from the whole world several times each day. The newscast, a novelty a few years ago, has become one of the most valuable features on this station.

• You may have noticed that the news as we give it to you is terse, brings a great deal in few words, so that in five or ten minutes you have picked up the threads of important events the world over.

• Julian Bentley, WLS Newscaster, was formerly a member of the staff of the United Press. He has followed world affairs so closely that almost any mention of events in some European capital finds him ready to recite the history of conditions leading up to it.

• Not one line of WLS news comes from newspapers or newspaper associations. A special radio news service, Transradio Press, has been built up to remarkable efficiency. Almost every hour of the day and night, by cable and by short wave radio, news messages come flashing in from foreign capitals. Through a network of local correspondents in the United States, local news is assembled.

• In the Prairie Farmer building sits the short wave operator, M. G. Greiner, shown below, catching the flashing dots and dashes, and writing out dispatches on the long roll of paper. Greiner spent 12 years as radio operator on shipboard.



WYN ORR

• One of the most lovable and dynamic geniuses you will ever meet. The amount of program material Wyn writes is prodigious. Plays and dramatic episodes flow from his typewriter with lightning rapidity. He is constantly looking things up, and yet with all the work that flows over his desk, he always finds time to put his head into the various offices and wish everybody a cheery good morning. The daily Almanac, and Fanfare, are the result of his researches.

• Wyn has served as a newspaper reporter, and for several years was a commercial artist and cartoonist. Much of his radio experience, before WLS, was on Canadian stations.



CHECK STAFFORD

• If you are an early morning listener, you are familiar with the Bulletin Board of farm news, which Check Stafford puts on daily. Presiding at the desk in the Little Theatre, Check meets most of our visitors, and his report for ten months of 1934 showed that we welcomed visitors at our studio to the number of 33,825. These people came from 44 states, from 4 different Canadian provinces, and from China, Germany, Scotland, Mexico, Japan, France, Italy, Sweden, Switzerland and England. During the year, many groups including from fifty to a hundred people came from churches, schools and various agricultural organizations.

• We are always glad to give our friends a hearty welcome and remind everyone that here at Prairie Farmer the latchstring is always out.

• Before entering radio work, Check was a country editor and publisher. He is a native of Indiana, with a background of boyhood experience on the farm. Whenever some of the boys want to know about some old farm tradition or custom, they ask Check and he always has the answer. His full name is Chester Arthur Stafford.





RALPH EMERSON

• Ralph Waldo Emerson was not only the first organist to play on WLS when it started ten years ago, but he broadcast the first organ program that went out from Chicago. Under his fingers the organ becomes a living personality. You hear Ralph also as The Old Story Teller on the early morning programs. He and Mrs. Emerson (Elsie Mae) were married in the WLS studio. They have two sons, the youngest too little to be photographed for this album.

FORD RUSH

• Ford Rush came back to us in 1934, with just the same friendly charm that we all loved ten years ago when he was one of the first artists on the station. You hear him regularly on the Sears program, and often he and Ralph put on a program together. Children are fond of Ford, and perhaps one of the reasons is because Ford and Mrs. Rush have been such good pals with their son, Ford, Jr., shown in the small picture above. How many of you remember "Lullaby Time" of nine or ten years ago?



"SPARERIBS"

• Malcolm Clair bears out the proposition that comedians are often serious-minded people. The laughter of millions testifies to the fact that Spareribs is funny. The Southern dialect which he uses with his black-face character is natural, for he was born in the South. However, after the jokes and quips are forgotten, Malcolm will be remembered as a charming teller of tales for children. If you have ever listened to his fairy stories, or have heard your children talk about them, you know that he is a lover of children.



• In the study of programs for children, many child authorities have cited Spareribs and his fairy tales as an example of the best. In them you find no "blood and thunder". They are fascinating journeys to the land of make-believe, each with its little lesson tending toward character building.



SOPHIA

• This is the picture we took by flashlight while Sophia Germanich was singing, "With a Song in My Heart". Sophia sings with an easy grace that has made her a favorite with her listeners.

• When she has time between songs, Sophia is a stenographer and assistant to William Jones, shown on page 6, in laying out music for program plans. When she started with Prairie Farmer as a typist, none of us knew that she could sing, but one time we got up a chorus of the girls in the office, and Sophia's clear voice drew immediate attention of Herman Felber, who was directing the girls. Since then she has taken much special training. Incidentally, the song "With a Song in My Heart" is the one she was singing at the World's Fair, when she finished it in a pouring rainstorm.

HENRY BURR

• Henry Burr was making phonograph records back in the days of the little wax cylinders. He is reputed to have made more records than any other living man. Late in 1934 he joined the WLS staff to sing the lovely old songs of home and fireside, which he does with such remarkable feeling. When you have listened to his thrilling voice, you never want to miss one of his songs, and the chances are you'll say: "That's just the way I'd like to sing!" Well, that's just the kind of singing we like, here at WLS — the kind that comes from the heart.



OUR TENTH BIRTHDAY PARTY

- On April 12, 1934, WLS celebrated the completion of ten years on the air. Starting in 1924, the station had 500 watts of power. Now it has 50,000.
- At the Tenth Anniversary party many of the old friends and staff members came back to visit. Many of the thrilling episodes of that ten years were recounted. The first station director, Edgar Bill, told how famous theatrical people of ten years ago, Ethel Barrymore, Amelia Bingham, Gloria Swanson, H. B. Warner, William Faversham, the Duncan Sisters, George Beban, William S. Hart, trembled before the microphone that opening night.
- There was much laughter over the story of the beginning of the Barn Dance, and the worry because many people thought it was not highbrow enough. The Solemn Old Judge, George Hay, came back to visit and recounted the story of the great drive for tornado relief funds, which brought \$216,000 from WLS listeners in 1925. Ralph Emerson told how he played the first pipe organ number for radio, wearing headphones, and with his head heavily muffled with a big Turkish towel.
- We had a party and a program at the Eighth Street Theatre, attended by as many of our friends as could get in, and at the close of the party, as pictured below, Grace Cassidy, oldest member of our staff in point of service, cut the birthday cake.
- In the front row of the picture, from left to right: Sophia Germanich, Bertha Fosler, Evelyn Overstake, Dixie Mason, Grace Cassidy, Louise Massey Mabie, Grace Wilson, Elsie Mae Emerson.





FRIENDSHIP

- There came to WLS during 1934, Homer Griffith, "The Friendly Philosopher", whose picture is shown at the left. Homer's quiet, intimate talks had charmed many listeners. One day he came in with an idea. A group of needy children had scarcely ever seen anything outside of the slum district where they lived, and Homer proposed that our listeners would like to give them a trip to the World's Fair.
- No sooner was the idea started than the Cook County Bureau of Public Welfare requested that we take 10,000 or more under-privileged children which they had on their list.

We tackled it. Candy companies contributed candy and chewing gum, bus transportation was contributed, several concessions gave free admittance, and a manufacturer furnished free ice-cream.

- Our listeners contributed more than \$3,000—contributions coming from eighteen states and three provinces of Canada. Children to the number of 9,177 were taken on these glorious trips through the World's Fair. Out of the experiences came thrilling stories—the one boy whose eyesight was saved; the fourteen-year-old girl who had been in a hospital twelve years, who got her first trip anywhere with one of these groups.



THE O'CONNORS

• For ten years William O'Connor has been a soloist on WLS. We are very glad this time to give you a picture of Mrs. O'Connor also. Bill has seen a good deal of life through those Irish eyes of his, since he left a little town in Kansas, and decided not to be a lawyer, but to let his heart have its way, and be a singer. If we should take a vote on the song you like best to hear Bill sing, the chances are it would be "When Irish Eyes Are Smiling".



GRACE WILSON

• Another beloved veteran of WLS is Grace Wilson. You have often heard us refer to her in announcements as "The girl with a million friends". This phrase, which is certainly true, originated a number of years ago, before Grace ever sang for the radio, when she was appearing behind the footlights of Broadway. They wondered then what was the secret of her ability to make friends, so that people who saw her and listened to her sing never forgot. We can tell the secret. It is because she is so friendly, so genuine and sincere. That's why you like her.

• If you turn over to Page 26 you'll find a picture of Grace when she was a little girl. At a very early age she began making public appearances on the stage. She sang on the first WLS program, in 1924.

WHEN the World's Fair was about ready to open for 1934, its second year, the civic leaders of Chicago were anxious that all the folks outside the city should have a formal invitation to come in and attend. Therefore, Mayor Edward J. Kelly set apart Friday preceding the Saturday opening date, as Hospitality Day, and invited the cooperation of WLS in carrying the message. On that day we set up the Dinnerbell studio on top of a flatcar on the street car tracks, loaded the crew on board, and with a parade of floats and mounted men, went down State Street to the world's busiest corner, State and Madison, arriving there at exactly four minutes before twelve o'clock. Police lines had been thrown around several blocks, keeping out all traffic.

• Tom Rowe and his engineers did a lightning-fast job of connecting wires, and at exactly 12 o'clock the old Prairie Farmer dinnerbell rang out from the world's busiest corner, announcing Chicago's Hospitality Day. In the picture below you can get some



PRAIRIE FARMER AT THE





idea of the crowd of folks who assembled to watch this forty-five minute program. Immense loud speakers were set up high on the buildings, and the program which came from the flatcar stage could be heard for blocks around.

• In the picture above, from left to right in the front row, are: Arthur Page at the microphone, Bill Cline, Walter L. Gregory, President of the State Street Council; Ed O'Neal, President of the American Farm Bureau Federation; Walter McLaughlin, Director of the Illinois State Department of Agriculture; Rufus C. Dawes, President of the World's Fair, and Mayor Edward J. Kelly. You will recognize the old dinnerbell at the right of the picture.

WORLD'S BUSIEST CORNER

• Here's a little item to remember. Although this program was at the world's busiest corner, in the very heart of a great city, when it came time, as usual, some of our boys sang a verse of The Old Rugged Cross, and we spent our quiet moment together with Dr. John Holland, just the same as we do back at the studio.



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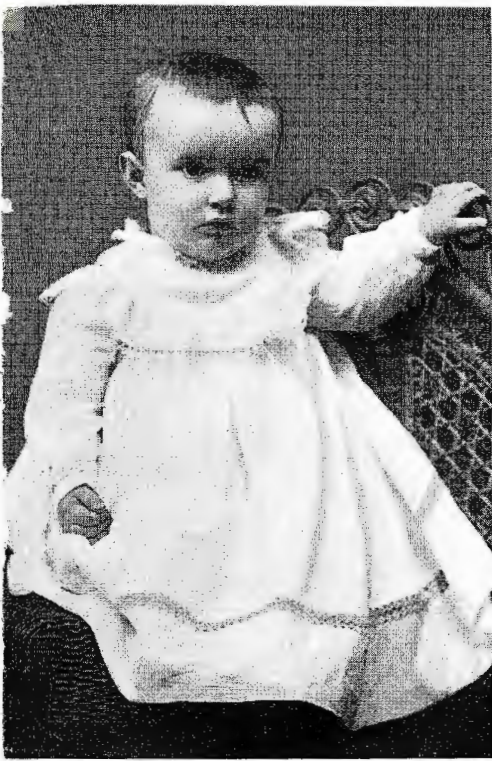
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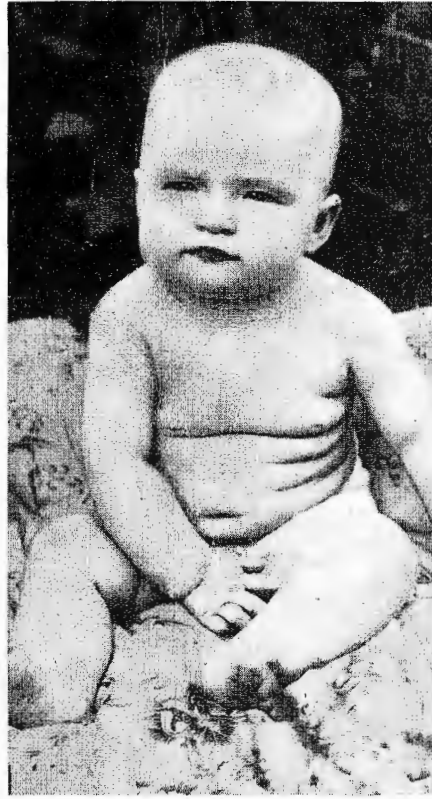


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10

"ONCE UPON A TIME"

• Here is the way they looked when they were babies. How many can you recognize without referring to their names?



13

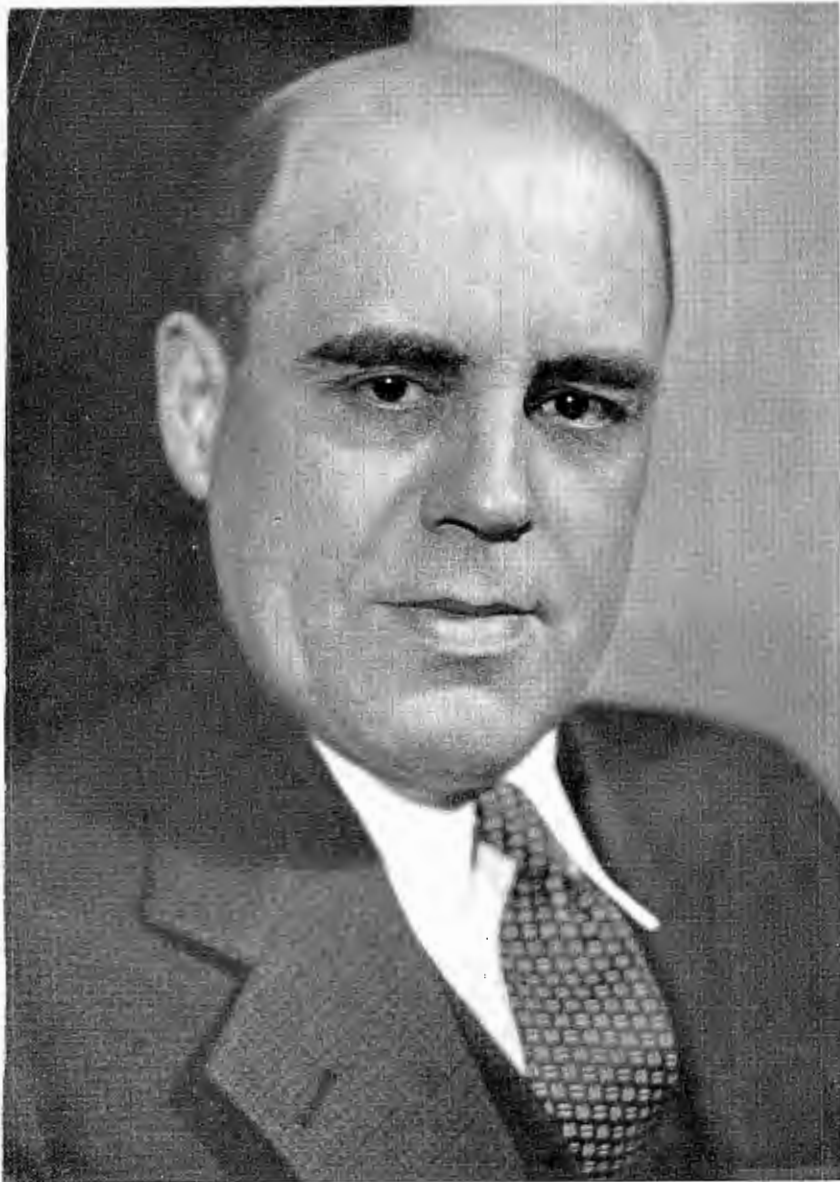


12



1. Burrige D. Butler, our President
2. Ralph Waldo Emerson
3. Frank Kettering
4. John W. Holland
5. Grace Wilson
6. Arthur C. Page
7. Paul and Kenneth Trietsch
8. Elsie Mae Emerson
9. Lulu Belle
10. Julian Bentley
11. Check Stafford
12. Jack Holden
13. Evelyn Overstake





C. V. GREGORY
EDITOR & VICE-PRESIDENT
PRAIRIE FARMER-WLS



RIGHT: FLOYD KEEPERS
ABOVE: JOHN LACEY
LEFT: DAVE THOMPSON



PRAIRIE FARMER

• Reaching a third of a million farm homes in Illinois, Indiana and Wisconsin, Prairie Farmer, America's Oldest Farm Paper, carries by the printed word a multitude of news and service features. The policy of WLS, based on friendship and service, is a direct outgrowth of the policy of Prairie Farmer since 1841. Through WLS you get glimpses of the work of Prairie Farmer, as when Mr. Gregory gives "The Parade of the Week" every Monday noon, when Floyd Keepers or John Lacey come in to broadcast a news story, or Lois Schenck speaks on Homemakers' Time. With WLS as one of its arms of service, Prairie Farmer has been able to make an active contribution to agricultural affairs, bringing to its listeners the vital news of important developments during the last year, sometimes within minutes after official announcements have been made. It has been



• Through thousands of contacts, Prairie Farmer is in closest touch with agricultural affairs in the Middle West and in the nation. Its editorial staff travels extensively. All of the staff is located in Chicago, except Dave Thompson, lower left, who is Indiana Editor, and has his headquarters in Prairie Farmer's Indianapolis office.

EDITORIAL STAFF

the ambition of Prairie Farmer and WLS during the momentous affairs of the last two years, to make a real contribution to the life of agriculture in the Middle West.



ABOVE: LOIS SCHENCK

• In the picture at the left is Ray Inman, Prairie Farmer's staff artist, who made the cover design for this Album, and also all of the page layouts. Ray is known to Prairie Farmer readers as the creator of Slim and Spud.

• The group below shows the editorial staff around Mr. Gregory's desk, left to right seated: Lois Schenck, Mr. Gregory, Floyd Keepers, Orpha Han. Standing: Ray Inman, Virginia Seeds, Arthur MacMurray. Mr. MacMurray is in charge of the Prairie Farmer Home Talent Barn Dance Shows, which have been an interesting feature in so many Middle West communities.





THE NATIONAL BARN DANCE

• Ten years ago WLS started the Barn Dance program on Saturday night. It was rather a startling thing. People were astonished and delighted to hear the old tunes and square dance calls which had almost been forgotten, except back in the hills and in occasional country communities. The program became so popular that it was continued every Saturday night, and in 1935 will complete its eleventh year on the air.

• It has become truly a national institution, part of it being carried every Saturday night by the National Broadcasting Company, coast to coast.

• So many people wanted to watch the Barn Dance program that our studios simply would not hold them, and yet we wanted to make them welcome. Therefore, we put the Barn Dance in the Eighth Street Theatre and charged sufficient admission price to pay the cost. Up to the date when this Album goes to press it has been there 142 Saturdays, and 304,271 people have paid admission to see it. This is a great tribute to a clean, simple, old-fashioned entertainment.

• We want to hand a bouquet right here to the hospitable gentleman at the right, Charlie Lapka, manager of the Eighth Street Theatre, who throughout nearly three years has made every effort to make our visitors feel at home there.

• Folks who go to the Barn Dance always expect to see the "Old Jumpin' Jenny Wren", Uncle Ezra, who usually comes in late, and is always the life of the party. Here's a new picture of him, all fashionably dressed up with a derby hat. He is Pat Barrett, and is only about half as old as he seems to be. If you want expert advice on fly-fishing, ask Pat. He's an expert.





MARKET NEWS

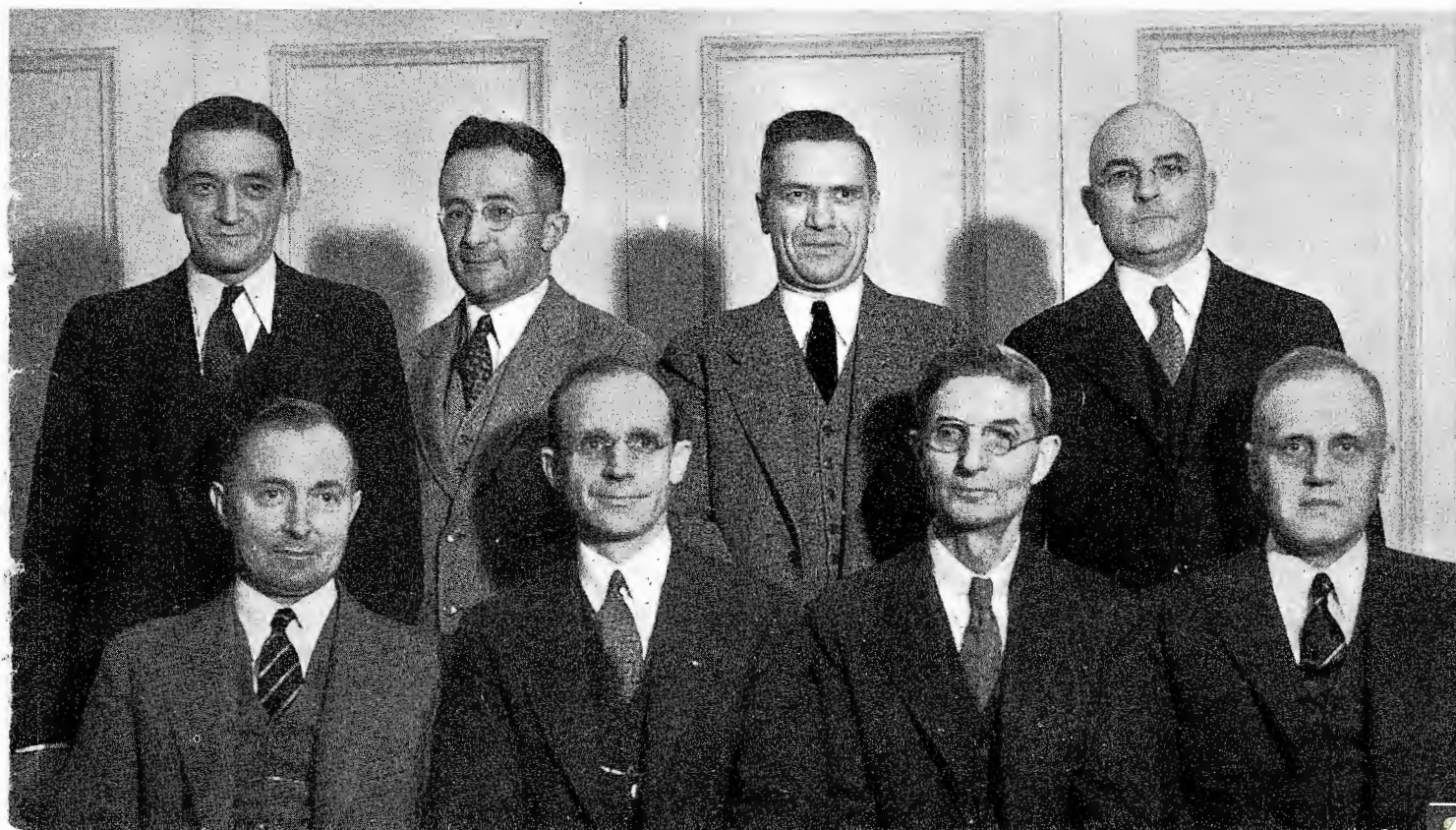
• We are proud of the service WLS has been able to give to the Middle West on farm markets. From the beginning we have felt that this is part of our work.

• The quality of service we have given has only been possible through the splendid cooperation of all official groups, and no market report ever goes on that is not accurate and official.

• Standing preeminent in the field of livestock markets is the veteran Jim Poole, shown at the left, who broadcasts each day from his office in the Chicago Livestock Exchange, at the Union Stock Yards. Jim is interesting to listen to even for those folks who know nothing of livestock, but he speaks with the voice of authority on daily market quotations.

• The picture below shows eight of the other men who cooperate with WLS in supplying market and weather service. From left to right, standing, they are: D. E. McFadden of the Chicago Mercantile Exchange, who furnishes butter and egg information; F. C. Bisson of the United States Department of Agriculture, who gives grain and hay quotations; Clarence Pier of the United States Department of Agriculture, who furnishes dairy product quotations; C. A. Donnell, the weather man; H. H. Hall of the United States Department of Agriculture, fruit and vegetable markets; J. E. Baker, the Produce Reporter; J. S. Campbell, in charge of the local office, United States Department of Agriculture; Dave Swanson, manager of the Producers Livestock Marketing Association, who gives a market review each Saturday.

• On our part, we endeavor to keep the market schedules accurate, and it is a very rare thing for one of them to be omitted or cancelled for any reason whatever.





BOB DWYER

CONTINUITY

• Few people realize the immense amount of "behind the scenes" work that is required for the preparation of programs. Every line must be written and carefully studied and okayed before it goes to the studio. Advertising announcements, dramatic sketches and many of the programs which sound informal are written in advance. Tiny Stowe, shown on page six, is in general charge of this work. Bob Dwyer, pictured at the left above, works mostly on commercial copy, and Billy Meredith, at the right above, writes some commercial,



WILLIAM MEREDITH

but likes best to write dramatic sketches. Dwyer was graduated in journalism at the University of Illinois two years ago, and Meredith attended Iowa State College, and has been at WLS for a year and a half.

WLS ARTISTS, Inc.

• An important phase of our work is supplying the demand for talent for outside engagements, both theatrical and non-theatrical. This gives our listeners an opportunity to meet many of our artists face to face. Such arrangements are handled by WLS Artists, under the direction of Earl Kurtze. In the picture below, the members of the Artists Bureau are: Paul Aubrey, George Ferguson, Earl Kurtze and Clementine Legg.





SCHEDULES

• The commercial contacts of the station are vitally important, not only because the commercial accounts bring in money to pay expenses, but because many of them offer a definite service to listeners.

• Martha Crane needs no introduction to our listeners. You have heard her on Homemakers' Time for several years. Her blithe, cheery manner always adds sunshine and friendliness to every program. Away from the studio she is Mrs. Ray Caris.

• Walter Davidson, in the upper right-hand corner, is a veteran advertising man who has put in years of work on farm papers. You never hear him on the air, but his work makes it possible for a good many others to be on the air.

• Norman Goldman, in the center of the left-hand column, conducts researches in the commercial department. People come in with all sorts of questions in connection with the possible sponsorship of programs. "How many listeners do you have? What time of day do the women listen; or the men; or the children? Would your women listeners be interested in a new convenience for use in the kitchen; a new dog food?" Norman is the boy who finds the answers.

• A. N. Cooke, lower right-hand corner, is also a veteran advertising man, having been associated for years with Prairie Farmer. He has a very large personal acquaintance with small town merchants in the Middle West, and he is a thorough student of merchandising methods.

• Bill Cline, lower left-hand corner, is a dynamo of energy in the commercial department, and has also been heard announcing many commercial programs. Both last year and the year before, when we were conducting many programs from the World's Fair, Bill Cline handled all of the arrangements, doing a remarkable job of keeping the details from getting tangled, and keeping those intricate programs on schedule.





Left to right the boys are, Herman Felber, Jr. Director, Walter Steindel at the piano, Gerry Vogt, Lew Klatt, Chris Steiner, Oscar Tengblad, Theodore DuMoulin, Louis Marmer, and seated in front, Emilio Silvestre

STRINGS, HORNS AND DRUMS

- Every member of the WLS Orchestra is a soloist and a musician of distinction in his own field. Many of them are teachers of music. The picture above was taken one day at noon during the Dinnerbell program, while Jim Poole was giving his market report.

- Out of this group, four members—Lou Klatt, accordionist; Roy Knapp, drums; Emilio Silvestre, viola; Chris Steiner, bass—constitute the Corn Huskers, who have developed some unique special arrangements of old-fashioned music.

- Another group, Oscar Tengblad, trumpet; Gerry Vogt, trombone; Chris Steiner, bass; Emilio Silvestre, clarinet; Lou Klatt, cornet, constitute the German Band. Our German Band is one of the oldest such organizations on the air, and they have a choice selection of authentic German music. You have often heard Herman Felber, Jr., director and violinist, and Theodore DuMoulin, cellist, in solo parts. Walter Steindel, pianist, also plays the instrument of remarkable sweetness, the celeste, which looks like a piano but has bell-like tones like the chimes.

- There is always a bright spot in the program when Margaret Sweeney, harpist, shown at the right, plays on that big golden harp. Margaret's disposition is just as sunshiny and cheerful as her music.





MELODY AND MAGIC

• In ten years WLS has brought together unique types of entertainers of many kinds. At the left is given you for the first time a picture of "The Stranger", Bill McClusky. McClusky wandered in and sang a few songs on the Saturday afternoon Merry-Go-Round program with such appeal and sincerity that he has often been on the programs since. Recently he has been making many personal appearances in the Middle West.

• At the right is Max Terhune, the limit of whose abilities we have never yet discovered. We call Max the Hoosier Mimic, and he can make more kinds of noises than anybody we have ever seen. He is an accomplished ventriloquist, and when it comes to slight of hand and tricks with cards, he is nothing less than a wizard. Max is a native of Anderson, Indiana, and has been seen in many personal appearances.



• Eddie Allan, with a pocketful of harmonicas, is an old standby. We call him the Dixie Harmonica King. He is always cheerful and ready to jump in and do his part.

• The Three Neighbor Boys, shown below, came directly from the farm in Marshall county, Illinois, to WLS, and although they have improved their skill, their singing has never lost its sweetness and simplicity. The three boys have been traveling extensively, making personal appearances. Their names are Verne, Louis and Lawrence Quiram. Their name was selected after an extensive canvass of suggestions by our listeners.





VETERAN ENTERTAINERS

• Tom Corwine, shown at the left, has driven enough imaginary pigs, chickens and cows out of the old hayloft to fill a fair-sized stockyard. Way back in the beginnings of WLS, Tom began to make people laugh by his unique imitations and his flow of witty comment. You may remember back in the days of the old WLS Show Boat, "The Floating Palace of Wonders", it was Tom Corwine who gave many of the sound effects that made that program so realistic. When you hear him pouring buttermilk from a jug, or priming the old wooden pump, it makes you thirsty.

• Here's a secret we have never told before. Do you remember back in the days of the old Checkerboard Good Morning Hour, when the program was always started by the crowing of the rooster, which the listeners named "Checkers"? Well, Tom Corwine was that rooster.

• As you look at the picture below, you may not instantly connect the man and woman with the personalities as you know them on the air. These two are Virginia Lee and

Frank Dane. You are really looking at three people instead of two, because Virginia Lee is not only the gracious soft-spoken Southern girl, but is also the old colored cook, Sunbeam. You have most recently followed the adventures of these two, or should we say these three, in their adventures on the program of the Northwestern Yeast Company three days a week. Frank Dane is Jimmy, the struggling young inventor.

• As you would readily guess, Virginia Lee is a Southern girl, and her accurate handling of the dialect is not at all difficult for her.

• In all of our entertainment features as well as in our news and markets, WLS insists on authenticity. That means that our cowboy songs are sung by people who are really from the west, and whose dialect is actual and not an affectation. Our mountain songs are unusual because they are sung by boys and girls who grew up in the mountains and sing them in the natural style of their home country.

• Dramatic productions particularly require care in this respect. When there is some legal point involved in the plot of the story, or some historical event, or the description of a locality, the story must not only be interesting, but accurate as to technical detail.

• This requires research into many fields of knowledge—history, law, medicine, geography, and of course, a great deal of agriculture. We like to feel that even in a romance or a drama, our listeners receive correct information as well as entertainment.





NEIGHBORS

• We live in the lives of our listeners. One of our greatest pleasures is to meet folks face to face, as we did at the time of the Illinois Corn Husking Contest near Earlville last fall. The picture above shows a part of the crowd of 25,000 people who were assembled in front of the platform watching for the final scores. If you find your picture here, we wish you would write and tell us.

• At Christmas time, 1933, we first undertook a campaign for neighborhood helpfulness, with the idea of definitely honoring those communities where folks got together to do something definite for some neighbor who needed help. We began ringing two bells, which we called the Prairie Farmer Christmas Bells, and all through the Christmas season we rang them scores of times.

• The idea was so good that we kept it up, but we changed the name of the bells to the Prairie Farmer Neighbor Bells, "One for you, and one for your neighbor". These bells have been rung hundreds of times, marking a truly glorious chapter in the rural life of the Middle West.

• When a man is sick or in trouble, it has become the customary thing for a group of neighbors to get together and go over and husk his corn crop, or put up his hay, or cut his wood, or rebuild his burned barn. We have reported to you hundreds of such instances, with groups ranging from a dozen to as high as 200.

• These Prairie Farmer Neighbor Bells have become almost sacred with us, because of what they stand for, and because of the many beautiful episodes that have centered around them. We expect to continue ringing them, because to our way of thinking, they stand for one of the greatest things in life.

• Last year one of the new babies we showed you in the Album was little Richard Francis Cook, who was then very tiny. We thought you would like to see this picture of him a year later, one of the members of our big Prairie Farmer-WLS family. A picture of his father, George Cook, is on page four.





FIVE CHARMING GIRLS

• You are probably well acquainted with the three girls at the top, Winnie, Lou and Sally. You will recognize that the initials spell WLS. This girls' trio has often been on our programs from the studio, and they have also made many personal appearances throughout the Middle West. They are sisters, and their real names are Helen, Aileen and Adele Jensen. Their home is at Joliet, Illinois.

• Two new girls, shown at the right, you have just been getting acquainted with since the latter part of 1934. They are the Flannery Sisters, Alene and Violet, but we call them Allie and Billie for short. They came from Gladstone, Michigan, and they were singing in church and club concerts in Northern Michigan when they were discovered and invited to come in for an audition. Billie is twenty-one, Allie is nineteen, and they have a sweet harmonious style all their own.

• In course of the year we receive many hundreds of applications from people who would like to become radio entertainers. We give auditions to a few, but it is probably safe to say that not more than one out of a hundred is able to qualify.

• We are very proud of all our girls and boys, and do everything possible to help them discover their own best abilities and advance in their work.



MARQUIS SMITH, SUE ROBERTS, BOB WHITE

• Marquis Smith plays one musical instrument with a master's hand—the vacuum cleaner. A great many mornings you have heard him introduce the Sears program by turning on the vacuum cleaner, one of the items featured on those programs. But if his musical ability goes beyond that, we have never discovered it.

Marquis is the representative of the Sears retail stores, and his programs usually have been with Ralph Emerson and Ford Rush. Aside from being a keen student of merchandising and a very delightful fellow personally, Marquis Smith is a rather deep student of philosophy. He reads a great deal and is profoundly interested in studying the motives and guiding impulses of people. Maybe some day we'll get him to talk on that fascinating subject. Marquis was born at Winterset, Iowa, and before coming to Chicago and WLS was on Station WSB, Atlanta, and WMC and WMBR at Memphis.



• The genial gentleman at the left is known to you as Bob White, whistler, who speaks the language of the birds. Aside from his radio work, Bob White is Mr. C. L. Duax, a beekeeper, and Chief Apiary

Inspector of the State of Illinois. Many folks in Illinois have met him at the State Fair, where he was in charge of the very interesting bee and honey exhibit, and at local beekeepers' meetings.

• Sue Roberts is the representative of the Sears mail order department, and has built up a host of friends by her genial, happy programs in which she discusses various articles of merchandise. Her work requires that she be thoroughly posted on matters of current styles, and she brings to our listeners a great many items of importance concerning women's affairs. Those of you who listen to her regularly will remember also that Sue is a good deal of a philosopher, and has discussed with you many personal problems that have been sent in by listeners. A veteran on radio, she is as much at home in front of the microphone as she is in talking to you face to face, and a very friendly person to be acquainted with.



• The matter of ease before the microphone is a subject of great interest to people who speak on the radio only occasionally. Experienced platform speakers often find it difficult to speak to the radio audience because they are accustomed to seeing the people in front of them, and when deprived of that inspiration, they flounder, and wonder if they are really talking to anybody or merely to a rather cold-looking instrument. This feeling of doubt is dispelled when they begin to receive letters, indicating that somebody really was paying attention.





TROUBADOURS

• From the "land of the sky" in Carolina came Scott Wiseman, shown at the left, whom we promptly named Skyland Scotty. Scotty has one of those wonderful dispositions that makes him carry a load of sunshine wherever he goes. He sings old-fashioned songs of his native hills, and once in a while writes a new one. From the far-away look in his eye last year when he sang songs about a girl in the hills, we thought perhaps there might be a romantic item and perhaps another picture to add this year. But no, Scotty is still single.

• During the past year you have come to be well acquainted with the WLS Rangers, shown in the picture below. You have often heard them on Morning Devotions,

on Today's Kitchen and on the Barn Dance Saturday night. They sing quartet numbers and also play a wide variety of instrumental numbers. From left to right in the picture below they are: Merton Minnich, Clyde Moffet, Osgood Westley, Lea Story, Walter Tuite.

• Perhaps you have wondered who possesses the bass voice that sings "The Old Kitchen Kettle Keeps Singing A Song" each day. That voice belongs to Walter Tuite.





VIEW OF THE \$10,000,000 CHICAGO STOCKYARDS FIRE AS IT WAS GETTING WELL STARTED

SERVICE IN AN EMERGENCY

- One of radio's unique values is ability to act quickly. We had an interesting example in the tragedy of the Stockyards fire last May. Late Saturday afternoon a flash came that a fire at the Stockyards was gaining serious headway.
- To many people this meant merely another run for the fire engines and the usual melodrama associated with such a disaster. To WLS the meaning of such a fire was entirely different. The people who ship millions of dollars worth of livestock to the Chicago Stockyards are our listeners. We broadcast the daily market direct from there. It was a matter of very great importance to the country to have accurate information. Accordingly, when we came on the air at 7 o'clock Saturday evening the entire staff was on duty. Throughout the evening, direct from our own men stationed at various points near the fire, we gave up-to-the-minute reports.
- Jim Poole came to the studio. His office and broadcasting equipment had been entirely destroyed, and he had barely missed being caught in the fire. Jim was able to give our listeners an accurate summary of what had been destroyed, and instruct shippers.
- A false rumor, started by someone who did not realize its serious significance, said all the packing houses were destroyed. Shortly after daybreak Sunday, representatives of WLS clambered through the ruins and visited each of the packing houses. Their boards of directors were in session, and told us they would all be ready for operation Monday morning. This information was broadcast as soon as we came on the air Sunday noon.



THE RIDGE RUNNERS and LINDA

• These six mountaineers have been on the job long enough to be called "old-timers", but they have never lost their native dialect and manner of singing, which came straight out of the Cumberland Mountains. Under the leadership of John Lair, third from the left, they have given many interesting sketches of mountain life. Left to right, they are, Red Foley (who also sings with Lulu Belle as "Burrhead"), Karl Davis, John Lair, Hartford Connecticut Taylor, Linda Parker and Slim Miller.

• At the right is a new picture of Linda Parker, "the Sunbonnet Girl" who sings the quiet old ballads of the hills. You have heard the Ridge Runners recently in the "Coon Creek Social" sketch.

• Folks sometimes say that the Ridge Runners are like a chapter out of the past, suggesting the days of the long rifles and coonskin caps of pioneer Kentucky. Many of their songs have come straight out of the hills where they were passed along from memory until these boys put them on paper.



THE HOOSIER HOT SHOTS

• If you were writing a title for the picture at the right, what would it be? There's only one, "Are You Ready, Hezzie?" You see here that weird and mysterious whistle which is always a signal for gaiety and fluent melody. The Hoosier Hot Shots are four farm boys, three from Indiana, one from Illinois, who beneath the comic exterior have a rare gift for music. You may hear them playing one of those wild comedy numbers, and suddenly they will surprise you with something so sweet and melodious that you wonder if it's the same crowd. In the picture below, left to right, they are Frank Kettering of Illinois, Otto Ward (Gabriel), Kenneth Trietsch (Kenny) and Paul Trietsch (Hezzie), the latter three being from Indiana. The Trietsch boys are very proud of the fact that their family for a number of years took the purple ribbons in local corn shows in the vicinity

of Muncie, and they always stay around and listen when Indiana farm news is being given.

• Sorry we can't show the famous "zither". It is a sort of glorified washboard, with bells, horns and all sorts of other gadgets. It is played by "Hezzie", who uses thimbles on his fingers.





THE DEAN BROTHERS

• New to WLS in 1934 came Jimmie and Eddie Dean, sweet singers who hailed originally from Texas. They have been on a number of radio stations, and most recently came to us from station WNAX in South Dakota. In the picture Jimmie is the one standing, and Eddie, seated, is the one who sometimes sings solos with the orchestra and who also plays the guitar.

• These boys are at their best singing quiet, sweet, old songs and ballads of a quarter century ago. Once in a while they break out into a rollicking comedy song. Coming from the South, they

very easily drop back into the Southern dialect, which comes into service at times when they take black-face parts in a minstrel show performance. The boys are both married, and Eddie and his wife have two children.

BILL KEARNEY

• Bill Kearney does not speak or sing on the air, but during the early part of 1934 he was helping to handle sound effects. You might find Bill carrying a tub of water or a bushel basket full of broken glass, and a dozen other weirdly assorted "properties" into the studio. Sound effect item: If you want the sound of crackling flames, use a sheet of cellophane and crinkle it in your hands in front of the microphone. If you want an automobile crash, throw a piece of railroad iron into a bushel of broken glass. But don't tell anybody; these are secrets.



AL BOYD

• Al Boyd, working as assistant to Bill Jones, handles sound effects. He must be prepared to furnish anything from an airplane to a mosquito; from the shouts of an angry mob to the laughter and gayety of a picnic party. He must open and close doors, walk up and down stairs, run railroad trains, fire machine guns and cannon—but don't be alarmed, they are sound effects, and there are no fatalities.

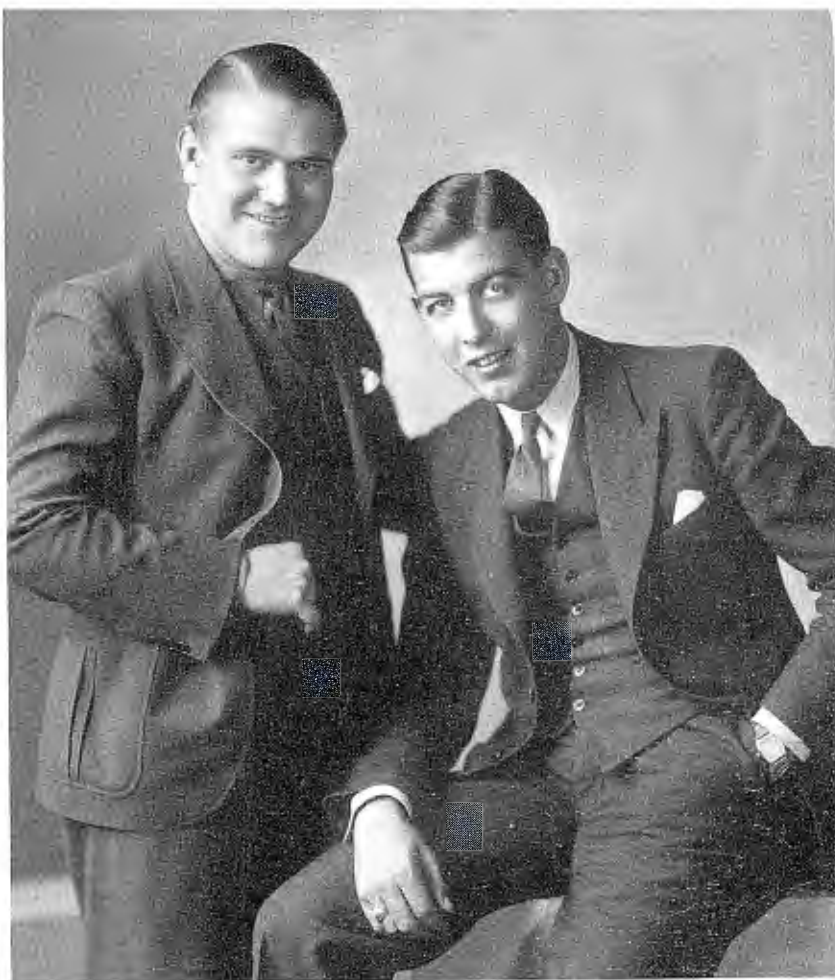
• These things are used to make the stories and dramatic pictures more real, easier for the listener to understand.



THE HOOSIER SOD BUSTERS

• So far as we know, the Hoosier Sod Busters play the largest and the smallest harmonicas in the world. They have a little one, about half the size of your little finger, and a big one that takes both of them to carry comfortably. These boys have achieved real excellence with their harmonicas, showing that if you work hard enough at most anything you get somewhere with it. In the picture, the one standing is Reginald Cross and the other is Howard Black. They are both natives of Indiana, and have traveled extensively through the Middle West.

• In the lower picture the letters WLS are formed with harmonicas. The boys carry quite a number of different harmonicas with them, and frequently change instruments as many as three times in a single tune.



TOM OWENS

• On Saturday night when you hear the rollicking call of the square dance, it is usually Tom Owens, who has probably called more square dances than anybody. The younger generation may not understand exactly what it signifies when the caller stands up with the sing-song shout all the way through the dance. These old style dances, which have been featured so much on WLS, are more intricate than some of the modern dances, and they involve many complicated figures. The dancers listen to the caller, and on his shouted instructions they "Circle Four," or "Do See Do," or "Circle to the left," and so on through a long list of evolutions. You always know when the dance is coming to an end, because you hear the caller sing out, "Promenade all, you know where, I don't care."

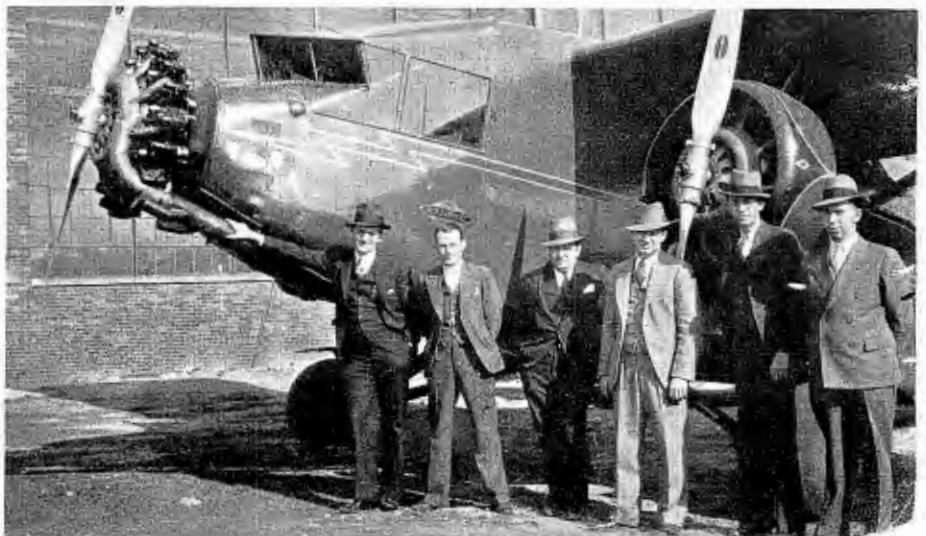




THE ENGINEERS

• A visitor from a distant radio station remarked that he was surprised at the comradeship that seemed to exist at WLS between the Engineering Staff and the artists and announcers. We're proud of our engineers and we love every one of them. They can do anything, at any time, on a moment's notice. Every word and every note of music that goes out must pass under their skilled fingers. In this picture you see them looking through the double glass of the control-room window of Studio C. Left to right, they are: William (Andy) Anderson, Herbert Wyers, Chief Engineer Thomas Rowe, James Daugherty, Charles (Nelly) Nehlsen.

• The lower picture is a group that handled the unique plane-to-ground broadcast at the opening of the World's Fair. Left to right, they are: Bill Cline of the commercial department, Jimmy Daugherty, Burr Whyland, Tom Rowe, chief engineer, William Anderson and Mr. Montgomery of the American Air Lines.



PAT BUTTRAM

• Overcoming all obstacles, we finally secured this picture of Pat Buttram, the boy from Winston county, Alabama. Hundreds of letters from listeners helped us accomplish this difficult feat. He is wearing his sheep-lined coat and warm cap, purchased especially for his first winter in the North. Pat is the son of a rural minister. He is nineteen years old, but shows philosophical tendencies suggesting many more years of age. You have heard him in the early morning, at noon and occasionally on the Barn Dance.

• Referring to the airplane picture at the left, one of the interesting stunts in this Saturday night plane-to-ground broadcast was that Bill Cline announced the program from the plane a mile high over Lake Michigan, and Grace Wilson in the plane sang to the accompaniment played on the piano by John Brown, who was on the stage at the Eighth Street Theatre. The song and the accompaniment matched together as perfectly as if Grace had been standing beside the piano. This broadcast went out on the coast-to-coast network.





• Just about time for us to leave the air. It has been fine to have this little visit with you face to face. John Brown comes in with a little piano interlude, and we say: "You have been listening to WLS, the Voice of Prairie Farmer, America's Oldest Farm Paper, Chicago. Good night."

