

WLS

Family
Album
1931



The Prairie Farmer Building at 1230 West Washington Blvd., Chicago, "where the latchstring is always out." The WLS studios are on the top floor. The rest of the building is occupied by our editorial and business offices, printshop, and in the basement the big press which prints Prairie Farmer. The large rooms at the left, on the ground floor, are piled high with clothing sent by WLS listeners, being given out to the needy during the winter of 1930-31.

A Handshake and A Smile

The richest reward for us who work on Prairie Farmer's WLS is your friendship. We value it more than we can tell. The projects of service, of education, for relief of suffering, in which WLS has embarked, are the practical results of your support.

Last year you asked us for the pictures of WLS folks and information about them, so we published the 1930 Family Album. You liked it and thousands of you have it in your homes.

Now we are bringing you the new 1931 Family Album, because you have asked for it. We hope it will give you many hours of pleasure and help you become better acquainted with the friends you hear "on the air" from the cheery "Good Morning Friends" at 6 A. M. to "Good Night" when we sign off. You have called WLS the station with "a handshake and a smile," and that's the way we want it to be.

THE EDITOR.

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The Agricultural Broadcasting Company
Chicago, Illinois

An Appreciation

By "A Hoosier Friend"—Hammond, Indiana

"The measure of a man is in his mind,"
Some genius wise has said—
Not in the shadow that he casts behind,
But the vision within his head.

The measure of Prairie Farmer and WLS
Lies not in pomp and power—
But the helpful, friendly humanness
Through every day and hour.

Could we measure the value of hopes renewed
Or weigh the worth of a smile;
In mansions, on farms or in cabins crude
Your "bigness" we might hope to file.

Like millions struggling toward a goal,
Are hands that turn the dials
To 870 kilocycles and hope the waves will roll
WLS across the miles.

We find the tie that binds us in one great
family,
That makes all creeds and colors one—
Your boundless Christian sympathy
When charity needs be done.

We hear you breathe, we feel the beating of
your heart,
So near to us you are,
With story, song, report of mart—
Our bright and guiding Star.

Turning Back the Years of Time

By Evelyn Calhoon—Colorado

Mrs. George L. Calhoon of Colorado wrote this poem at 1 o'clock in the morning, Mountain Standard Time, after tucking her four little boys into bed and spending a Saturday night listening to WLS. Mr. Calhoon is lamp-man for a coal mine, and he finishes his daily work at midnight.

On Saturdays, when supper's through, and all
the chores are done,
Dad says, "Turn on the radio, Mom, it sure
is fun
To listen to that Hayloft Gang, as they go on
the air."
And to our faithful radio set, he drags his
rockin' chair.
I sit and knit, or hold the youngest baby to
my breast,
The other young'uns long ago have settled
down to rest.
Dad lights his pipe and turns the knobs and
gets her set just so,
And then leans back, contented like, there in
the lamplight's glow.
"You-all can have your orchestras, 'n jazz in
minor key,
But Brad Kincaid's Houn'-Dawg Guitar's
Grand Opera to me."
And me, although I like the fun, and think
the singing's fine,

I get a lump here in my throat, turning back
ten years of time.
When Dad would crank the flivver, and
through a foot of snow,
Down to an old red schoolhouse, we'd jolt six
miles or so;
Where Saturdays at eight P. M., from all the
country round,
From babies to granddaddies, all the ranch
folk could be found.
And after Literary, I remember yet, the
thrill
When Dad asked "for the pleasure" of the
first quadrille.
The music of the fiddles, the banjos ringing
sweet,
As he swung me on the corners, and most
nigh off my feet.
And how he drove the flivver home, one-hand-
ed through the snow,
For his other arm was round my waist—yes
Dad was my first beau.

TO ALL OUR POETS:

We asked you for original poems about WLS. The response was overwhelming, and we thank every contributor. There are twenty other poems, every one a gem, that are left out because there isn't room. We selected these two because they express so well the ideals WLS tries to live up to.

The Voice of Agriculture

Two years have demonstrated that agriculture must have a voice on the air. Radio, the most powerful agency ever known for spreading information quickly, is particularly valuable to the men and women on the farm.

We have worked always to have WLS with its cheery voice bring good, clean entertainment into your home.

But behind song and laughter there is deep and serious purpose. Our country today needs right-thinking citizens in solid support of institutions our forefathers gave their lives to build. Throughout the world is disturbance, ideals being lowered, false standards advanced. We thank God for the stability and unyielding conscience of the American farmer and of every right-thinking and square-dealing American citizen.

Without self-seeking, we have demanded and held a place on the air for The Voice of Agriculture. We have kept that Voice clean and straight-forward, and it has made us happy when thousands of you, both on farms and in towns and cities, have backed us up. More than ten thousand letters weekly have been received by WLS this year; an inspiring response from our Prairie Farmer-WLS family. Thank you all.

We are now entering the ninety-first year of Prairie Farmer's life of service, and all of us on Prairie Farmer and WLS wish you a Happy and Prosperous Year.

Burrage D. Butler

President, Prairie Farmer-WLS.



These Men Have Spoken To You

In the past year many leaders of farm organizations have come to WLS to talk to the men and women who produce 67% of America's new wealth every year. It is one of the miracles of radio that these men are able to talk to you, as if they were sitting face to face at your fireside. One of the difficulties in successful farm organization has been the isolation of farmers. Radio has changed that.



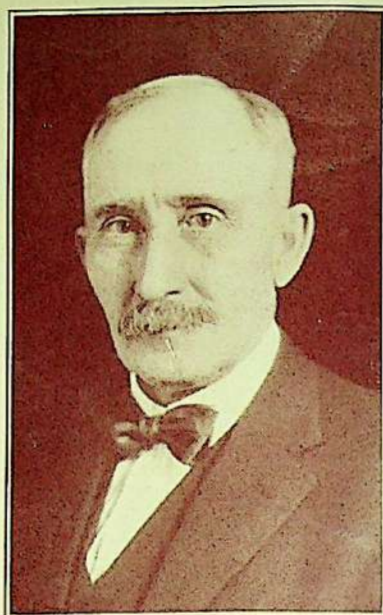
MR. LOWDEN

Frank O. Lowden, with the mind and experience of a statesman and successful business man, one of Illinois' greatest Governors, has always kept his sympathetic understanding of the farmers he met as a boy in his father's blacksmith shop. You have heard him on WLS.



MR. HILL

Charles L. Hill, Commissioner of Agriculture for the State of Wisconsin, known and loved at every cross-roads in his state, as well as having a wide acquaintance in many other states. His voice has come to you over WLS.



MR. THOMPSON

Samuel H. Thompson, President of the American Farm Bureau Federation, usually called Sam, and sometimes "The Grand Old Man of American Agriculture." When you have heard him speak on WLS, you have felt that here was a common man with an uncommon vision, and a complete understanding of the farm and its problems. At home he is a farmer and a country banker.



MR. SETTLE

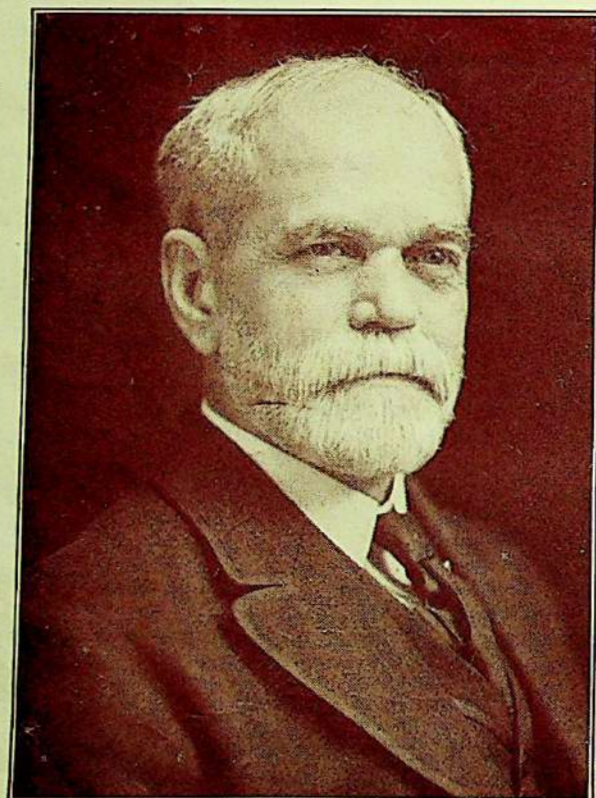
William H. Settle, President of the Indiana Farm Bureau Federation. "Bill" Settle needs no introduction in Indiana. He says what he thinks, and he thinks vigorously and well.



GOV. LESLIE

Governor Harry G. Leslie of Indiana. He has a great deal to do with the destinies of farmers in the rich Hoosier state. WLS has carried his messages to them.

Eugene Davenport, Dean Emeritus of the University of Illinois, now living on his farm in Michigan. As a young teacher he saw the beginnings of systematic agricultural education. Now he stands on the mountain top and looks with a clear eye at the long trail behind and the heights ahead. A WLS speaker whom you would stop to listen to in the middle of corn planting time.



EUGENE DAVENPORT

Leadership In Trying Times

Agriculture, the fundamental industry, is establishing its right to a place at the first table, shoulder to shoulder with the other industrial giants of our nation. To achieve this recognition there must be contact and understanding among farmers everywhere. WLS, with the largest audience of farm listeners in the world, is dedicated to the service of agriculture.



DEAN MUMFORD

H. W. Mumford, Dean of the College of Agriculture, University of Illinois. When Dean Mumford began his teaching career, college training in agriculture was little appreciated. Through all the years he has been a builder, and many a successful farmer today gives credit to his work.



GOV. EMMERSON

Louis L. Emmerson, Governor of Illinois. Governor Emmerson is a farm-minded man, always sympathetic toward legislation and administrative methods for the good of agriculture. Not only the governor, but every member of his cabinet has spoken over WLS, so that farmers might know how the affairs of the state are managed.



EARL C. SMITH

Earl C. Smith, President of the Illinois Agricultural Association, a farm leader with a business man's viewpoint. When he talks on WLS to the thousands of I. A. A. members in Illinois, farmers of many other states listen with interest and profit.



MR. MCQUEEN

William C. McQueen, President of the Pure Milk Association, a quiet-speaking, accurate-thinking farmer who has spent years among the controversies of the Chicago milk situation. He is helping to lead dairymen into successful, business-like plans, bringing profit and stability to the industry.



DEAN SKINNER

J. H. Skinner, Dean of the College of Agriculture at Purdue University, Indiana. Dean Skinner wastes no words. He thinks straight, talks straight, and works twenty-four hours a day for agriculture.

Alexander Legge, Chairman of the Federal Farm Board. Behind those tired eyes is a man who resigned from an executive position paying \$100,000 a year, to take up the task of organizing farm marketing and stabilizing prices of farm products. Few men have been attacked so viciously, but with patience and bulldog tenacity, he has driven ahead toward the solution of one of America's greatest problems.

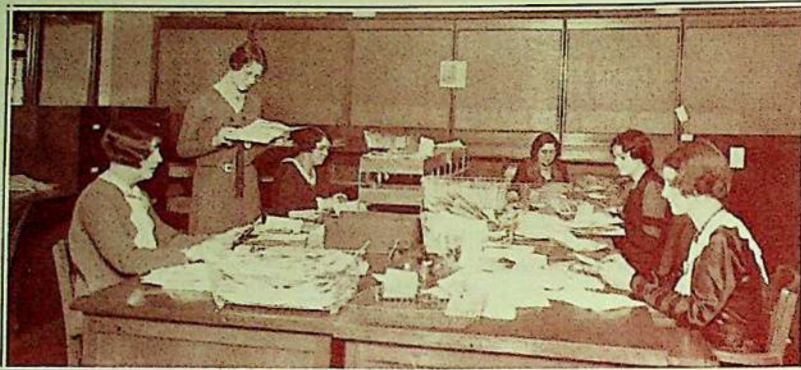
At the height of the decline in wheat prices, when he wanted to speak to the farmers of America he came to WLS, and his words came to you as man to man in your own home.



ALEXANDER LEGGE

We're Glad To Get Your Letters

Ever since the post-man delivered the first bag of "fan" letters to WLS back in April, 1924, we've looked upon reading the daily



The morning mail has just been opened. From left to right, Betty Butler, Elizabeth Traub (in charge), Emma Heitmann, Mathilda Schirbl, Emily Kania, and Ethel Ellgren. They're always mighty busy.

mail as one of the most important duties at the studio. It's a pleasant task. We get the "pulse" of our audience through these letters and cards. If a certain program brings an extraordinarily large response, we know it is pleasing you. A broadcast that fails to bring the expected letters is carefully analyzed to determine its faults. Listeners' communications

are of vital importance in building programs. Our Mail Opening Department is on the second floor of Prairie Farmer Building. Here

several mail deliveries are made daily and a group of young ladies, especially trained, open and read all except the personal mail. It is sorted carefully. Letters addressed to our advertisers are promptly sent to them, while letters commenting on certain programs or artists are given to the proper parties. Charley receives the farm program letters, Martha the home program comments, and hundreds of letters daily go to Bradley, Arkie, Pete, Maple City

Four, Clem and Harry and our other artists. All your letters are carefully read at WLS, and those requiring replies are answered as quickly as possible. We're proud of the girls who work "behind the scenes" at WLS. They're a happy, intelligent group, vitally interested in all programs. Meet them on this page.



Here are the girls who help keep the wheels running at WLS. Left to right, above: Grace Cassidy, Jane Faville, Anna Mae Buskee, Dorothy Luce, Olga Nelson. Below: Ruth Luce, Clementine Legg, Bertha Fosler. Grace has been Secretary of WLS office activities since WLS opened almost seven years ago. Clementine serves as Secretary of WLS Artists, Inc. They're a fine group, don't you think?

Edgar L. Bill

Although yet a young man, Edgar L. Bill (right), Director of WLS, is one of the veterans of radio. When station WLS was started, nearly seven years ago, he was director, announcer, program manager, and all the rest of the force. A native of central Illinois, his greatest distinction has come from the fact that he knows folks and understands the interests of the family and the fireside.



George C. Biggar

Below is George Biggar, Program Director of WLS. Born on South Dakota farm. Graduate in dairying of South Dakota State College. Career includes service as "shave tail" in U. S. Army—spraying apples trees in Washington—freezing ice cream in Canada and newspaper reporter. Was with WLS during 1924-25 and then for four years at stations in Dallas, Atlanta and Kansas City.

Glenn Snyder

It takes a lot of money to run a radio station and furnish a multitude of special services and entertainment. There are two ways that a radio station can be financed. If owned and controlled by a rich corporation, it is a simple matter to write a check and pay the bill. A station that is operated for service, without being hitched to the leading strings of great wealth, must carry advertising to pay its cost of operation. Above is Glenn Snyder whose job as Commercial Manager is not only to secure that advertising, but to keep it all headed toward the same ideals of service and usefulness on which WLS is founded. Glenn is a native of Iowa.





Fritz Meissner Al Rice Art Janes Pat Petterson

The Maple City Four

They get their name from LaPorte, Indiana, which has often been called the Maple City. Fritz Meissner and Art Janes are native Hoosiers. Pat Petterson was born in Evanston, Illinois, and Al Rice in Bloomfield, New Jersey.

The rubber hose around Al Rice's neck is part of the famous showerbath wheeze. You probably know Al also as Professor Duunck.

The boys are probably best known for their merry singing and good cheer on the early morning program which starts at 6:30 "on the dot". They are also famous for their "3-minute minstrels".

P. S. Fritz Meissner doesn't really look like that—the photographer's flashlight did it.



Pete

You have seldom heard Pete on the microphone. When you do, you recognize his Norwegian accent, for Pete was born off the coast of Norway. He is in "continuity", which means the preparation of scripts for programs. Pete has worked all over the world, for two years was a postmaster in China, other years a potato grower in Wisconsin. He is a quiet fellow and has a heart as big as a bushel-basket. Much of the WLS Relief Work this year has been under his direction.

Adele Brandt

When you visit us, Adele will make you feel at home. She was born in Kansas. You have enjoyed hearing her sing.



Three Emersons at the Organ

Here we have Ralph Waldo Emerson, Elsie Mae Emerson, and Ralph Waldo Emerson, Jr. You have often heard Ralph at the pipe organ, or sometimes at the little miniature street organ, or when he played for WLS the largest organ in the world, at the Chicago Stadium. If you have listened to WLS a long time, you may have heard the wedding of Ralph and Elsie Mae, solemnized in the WLS studio before the microphone. Elsie Mae is an organist also, and has often played for WLS.

Baby Ralph is shown here taking his first pipe organ lesson at the console of the great Stadium organ.

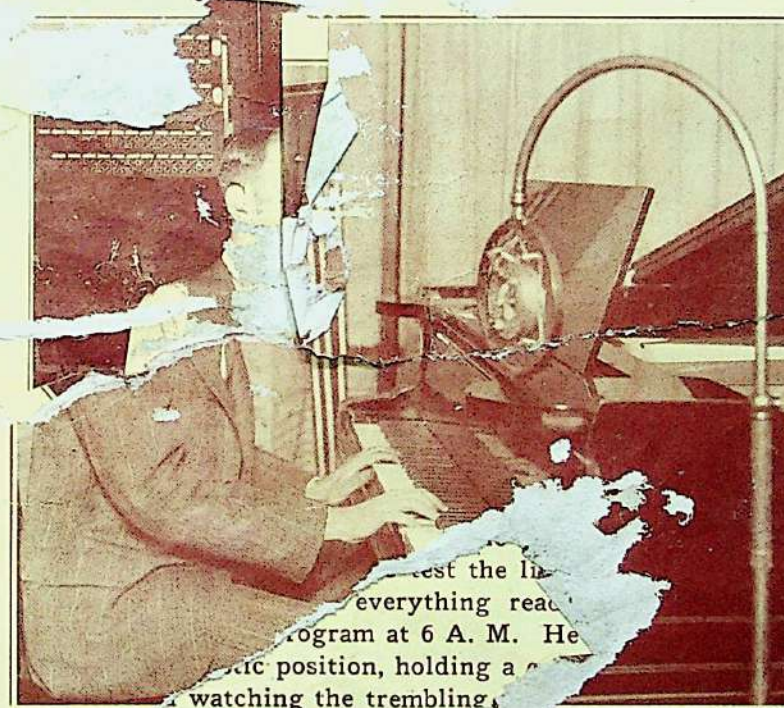
Many folks ask if Ralph's name has anything to do with the earlier Ralph Waldo Emerson. It has. The essayist was his grandfather's cousin. Ralph supervised the selection and the installation of the organ which you are now hearing from the new WLS studio in Prairie Farmer building.



John Brown at the Piano

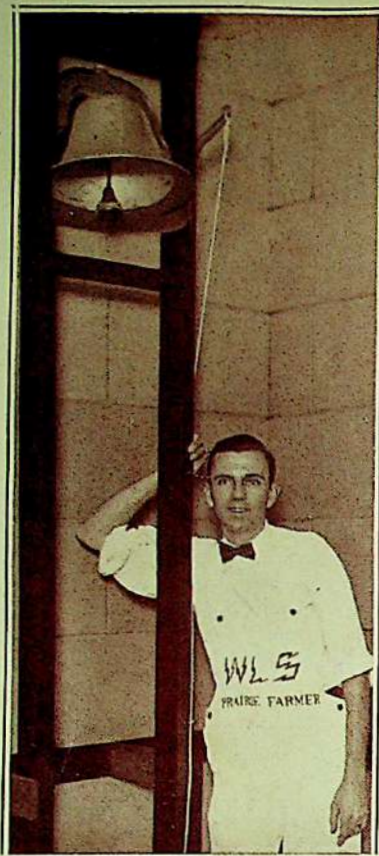
You can always tell when it's John Brown, by the little rippling runs up and down the keyboard that are not written in the music at all. He can play anything from the most dignified classical piece to the hilarious accompaniment of the fiddles, banjos and guitars on the Saturday Night Barn Dance. Sometimes he's on the job at 6 o'clock in the morning, and sometimes at midnight. If he ever gets tired or impatient, we have never caught him at it.

John, born in Kansas, has been staff pianist on WLS five years. We're glad he's decided to make fame in Chicago.



Mrs. John Brown

Only we don't call her that. Her name is Juanita, but the folks around the studio usually call her "June". Some way that seems like an especially appropriate name. You have heard her sing as one of the Milk Maids on the Saturday Night Barn Dance. Her home town is Adrian, Mich.



Dinner Bell Time

Charlie Stookey presides over the Dinner Bell Program. You hear him also in the morning when he takes over the program from Hal. Charlie was born near Belleville, Illinois, is a graduate of the University of Illinois, and specialized in horticulture. He came to WLS from the editorial force of Prairie Farmer, and before that he was producing strawberries for market on a large scale.

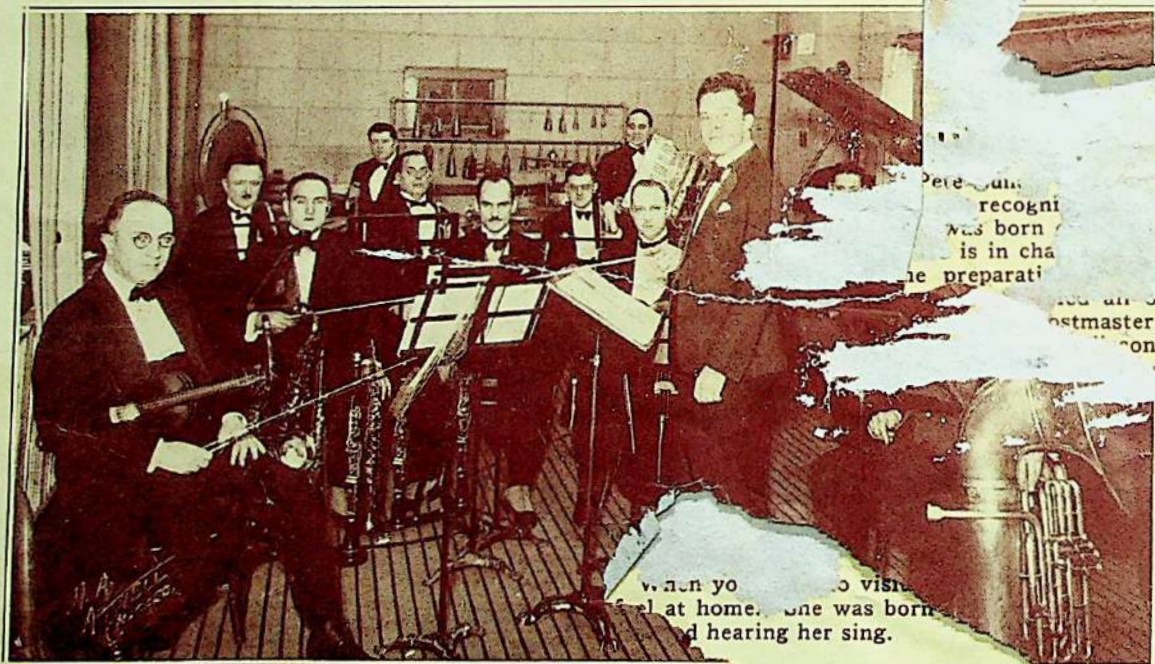
To the left is Charlie with the famous Dinner Bell that you hear every day. And to the right he is looking at the thermometer on his back porch, which is perhaps better known than the official government thermometer at Chicago.

There is a Mrs. Stookey and three little Stookeys—all boys.



WLS Concert Orchestra

At noon, Charley calls it the "Dinner Bell Band," but at night these men constitute our staff concert orchestra—all distinguished musicians. Herman Felber, Jr. (standing) is director.



One --- Two --- Three Smile!

At 6 o'clock every morning comes the friendly voice of Hal O'Halloran, 6 feet 2 inches of good cheer. Hal says he has to get up at a quarter to four in order to reach the studio to start the 6 o'clock program. Saturday is his biggest and longest day for he is master of ceremonies of the National Barn Dance.

During the World War, he served in France and got to be a Sergeant—but that didn't ruin his disposition. His comrades remember him for many a songfest that livened the dreary hours in the mud.

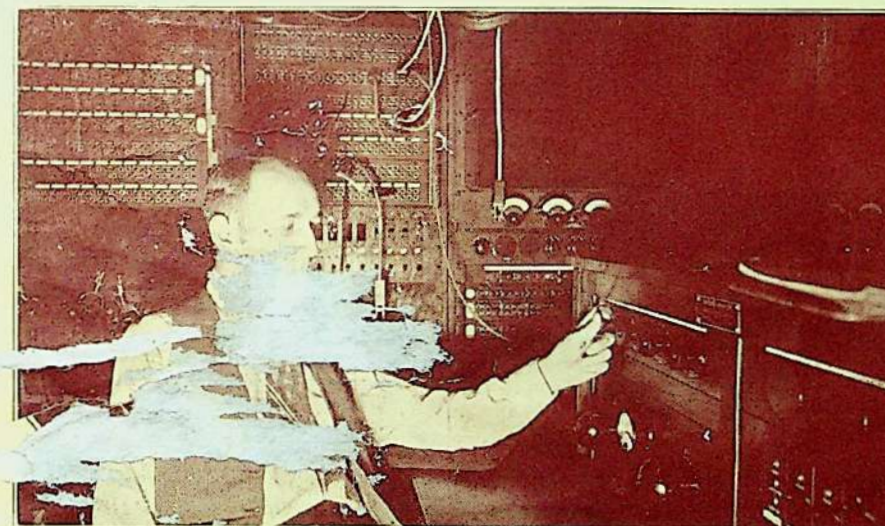
Back in his native Wisconsin he got a job driving a bakery wagon, and that same infectious good nature that you know so well, sold so many pies, cakes and buns that before long he was put in charge of a whole string of bakery wagons. On cold mornings when the streets are covered with sleet, he recalls how he used to have to get out and half lead and half carry his bakery wagon horses to the stable.

Another chapter is the time he was a demonstrator, driving tractors all over the state of Wisconsin. He came to Chicago to complete his training as a singer, and once in a



Hal O'Halloran

while you hear his rich, mellow voice in a solo. The thing Hal does best, however, is smile and make you want to smile with him.



Ernie Nottger, studio operator in the early morning. He is on the job to test the lines and equipment and have everything ready when Hal starts his program at 6 A. M. He is in a characteristic position, holding a control knob and watching the trembling needle

of the meter. If the announcer is too loud, or if there is some unusual noise down goes the power, or if the voice is too soft, a small turn of the knob puts on more power and makes it louder. Nottger gets up at about 4 A. M. every day.



William Vickland

When you hear Bill Vickland's quiet, kindly voice on the Little Brown Church, or the Cross Roads Sunday School, you know him as he really is. What you may not know is that he is a graduate of the Conservatory of Music, Ithaca, New York, and for years made regular appearances at Chautauquas. When Bill starts to read poetry, it isn't necessary to ask people to be quiet, they just naturally stop and listen.

All of the Lincoln plays and many other dramatic productions on WLS have been produced under his direction.

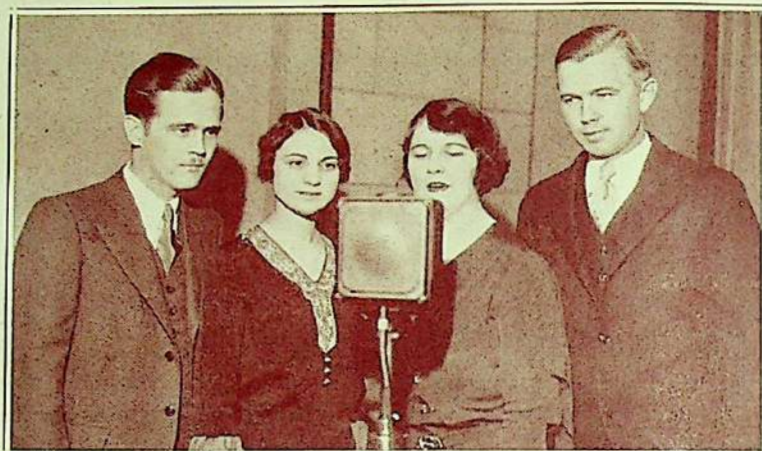
The Little Brown Church

It is 6:30 on Sunday evening at WLS. Softly the chimes—a hush—and then a kind voice; "The Lord is in His Holy Temple—Let all before Him silence keep!"

For more than 5 years now, the Little Brown Church of the Air—a church with a million seats and an invisible minister—has been broadcasting its services over WLS every Sunday evening at half past six.

No creeds or dogmas but the presentation of Christian principles of living. A quartet sings favorite hymns, a trio plays, and the pastor (William Vickland) tells a simple sermon-story to carry the lesson of right living.

More than 21 nationalities embracing 17 different creeds listen every Sunday to the Little Brown Church of the Air.



The Little Brown Church Quartet: Osgood Westley, Olive Arthur, Bernice Ozmun and Eugene Leonardson.

The Cross Roads Sunday School

At the Highway Cross Roads

Stands our Sunday School,

Built of Love and Kindness

By the Golden Rule:

Every Sunday afternoon, when the clear chimes ring

With our happy voices, praise to God we sing.

And then the fresh, sweet voices of three little girls singing the Cross Roads Sunday School song. The Cross Roads Sunday School is heard over WLS every Sunday afternoon at 2:30. The services are conducted by William Vickland, with the assistance of a string trio, and these three little girl singers, Charlotte, Harriet and Marian Cain.



"In as much as ye did it unto the least of these, ye did it unto Me"

Due to the generosity of WLS listeners, thousands of unemployed men have been fed, and thousands of men, women and children have been provided with warm clothing.

At the top is a typical line waiting in front of Prairie Farmer building in the morning, to obtain clothing for themselves or members of their family.

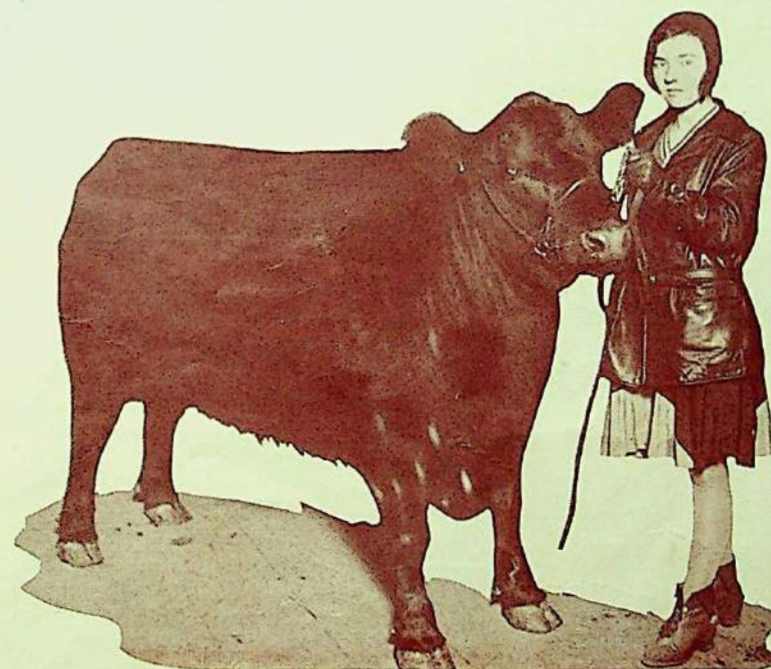
The lower picture shows a line waiting to get into the WLS Community Kitchen at 1254 West Madison Street, to be fed.



Sarah Ann Tolan Helped

The relief work which WLS has engaged in, representing its listeners, has been a wonderful demonstration of unselfishness among people everywhere. Thousands of bundles of clothing, thousands of dollars, whole truckloads of food supplies, were sent in from R. F. D. and small town addresses, and some from large cities.

Sarah Ann Tolan of Sangamon county, Illinois, shown here with her steer calf that won the championship of 4-H Club exhibits at the International Live Stock Exposition, sold the calf at auction and donated half the proceeds to the WLS Community Kitchen.





Harlow Wilcox

The pleasing new voice on WLS evening programs is that of Harlow Wilcox, our new chief announcer and studio director. He came to us from another Chicago station after many months of experience in national and local announcing and program directing. Born in Nebraska, Harlow spent several years in professional musical and dramatic work. He's a big, friendly fellow and enjoys the cheerful informality that pervades the WLS studios. Numerous radio friends have welcomed him to the Prairie Farmer station.

The Prairie President

We consider our "Prairie President" series, dramatizing the life of Abraham Lincoln, our outstanding dramatic feature. These weekly episodes are eagerly listened to by teachers, school children, lawyers, doctors, historians and other folks from all walks of life. In each issue of Prairie Farmer appears an illustrated story of the week's radio drama. Raymond Warren (right) has spent the past 20 years delving into original sources of intimate history concerning the life of Lincoln. Mr. Warren is a historian, dramatist and artist. The interest in the 1929-30 series was so great that Mr. Warren published a book, "The Prairie President." There are scores of books about Lincoln but this one, with its wealth of actual, original conversation and correspondence, has been pronounced by leading critics as an outstanding contribution to Lincolniana. Through the dramatization of the life of our martyred president, WLS has set a precedent in the broadcasting.



Above, Harriet Bingham as Ann Rutledge, Raymond Warren, the author, and William Vickland as Abraham Lincoln.



Rehearsal

The dramatic company of experienced actors and actresses which presents "The Prairie President" must rehearse the actual words used by Lincoln and by members of his cabinet, and by mothers who came pleading for the lives of their sons. William Vickland is directing the rehearsal. The picture shows Douglas Hope, Jack Doty, Mr. Vickland, Jessalyn Delzell, Virginia Calhoun and Clifford Soubier.



Jim Poole

Jim Poole, whose voice comes to you several times every day, direct from the Union Stock Yards in Chicago, is the most experienced live stock market reporter in America. He has been in the Chicago Stock Yards so many years that only the old timers can remember when he started. He has seen millions of head of live stock pass through this greatest live stock market in the world, and brings to the market quotations each day, experience and insight which make this service of immeasurable value to live stock producers.

Radio Market Reports Serve

Live stock market reports as put on the air several times a day by WLS, have brought new conditions in marketing. In past years live stock producers received reports from one day to several days late, shipping blindly, hoping that they might be fortunate with their shipments.

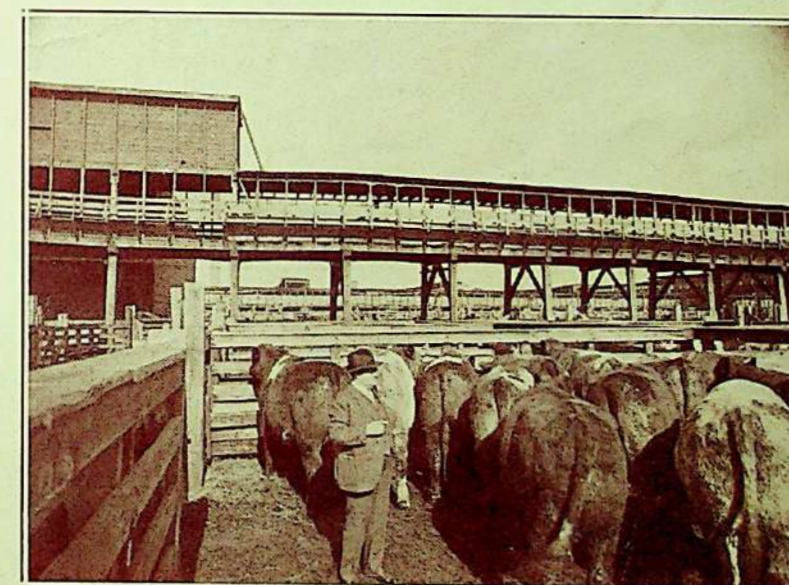
Today thousands of live stock producers watch the trend of the market by radio several times each day.

With the large development of motor truck delivery, shippers very often are able to rush a load to market in time to take advantage of price conditions which they heard on the early morning radio report. If the market is dull, or there is an over-supply of some particular grade of stock, they are warned not to ship.

Probably no single influence in the history of live stock marketing has done more to stabilize the markets and give the farmer a fair chance to get the price that his live stock is worth, on the basis of supply and demand.

Radio has made it possible for the farmer at some distant country point, to know the condition of the market in the Chicago Stock Yards more quickly than if he were actually there in the Yards. Jim Poole, with his experienced eye, is all over the yards every day, constantly gathering the information which he carries back to his office to put on the air a few minutes later. This is a snapshot of him looking over a fine bunch of finished cattle.

WLS has been a leader in farm market and weather service since 1924. We broadcast the latest United States official weather forecasts four times daily. The hay and grain markets are put on the air from WLS personally by F. C. Bisson, grain market expert of the United States Department of Agriculture. The live and dressed poultry and dressed veal quotations are in our daily schedule. Fruit and vegetable growers depend on us for latest reports on the markets for their products. Our Chicago live stock market service is supplemented with wires from four other markets that handle live stock from the Prairie Farmer territory.



Swift & Company Time



Kamp Charles, who presides over Swift & Company programs daily.

With broad vision and the thought that modern business has a great opportunity for service, as well as selling merchandise, Swift & Company for two years have carried on a program which has made one of the bright spots in broadcasting history. Leaders of agricultural thought, successful farmers, teachers, experiment station men, members

of boys' and girls' clubs, brought before the microphone by Swift & Company, have made a great contribution to the betterment of agriculture.

A home economics program from the Swift & Company kitchens, has been brought daily on Martha Logan Time. Many a husband will testify that new and tasty dishes have appeared on the family table, which, if he only knew, trace their origin directly to Martha Logan Time.

Swift & Company have recognized that modern business and modern farming go hand in hand; that when one prospers they both prosper, and the interests of either are the interests of both.

The Swift Rangers

The Swift Rangers who take part in the Swift Roundup each day over WLS. From left to right they are: Fred, who specializes in "songs of long ago;" "Ozzie," who plans and directs the programs; Leonard, whose specialty is baritone solos, and "Big Ben" with his banjo. Seated, Ralph Waldo Emerson, organist, and John Brown, pianist. This picture taken in the Swift Studio, Union Stock Yards.



Martha Logan, home economics expert for Swift & Company, who daily gives lectures and demonstrations on menus and food preparation. Many thousands of housewives plan their meals from suggestions which she gives. Her real name is Mary Ruth Schantz.

They Handle The Controls

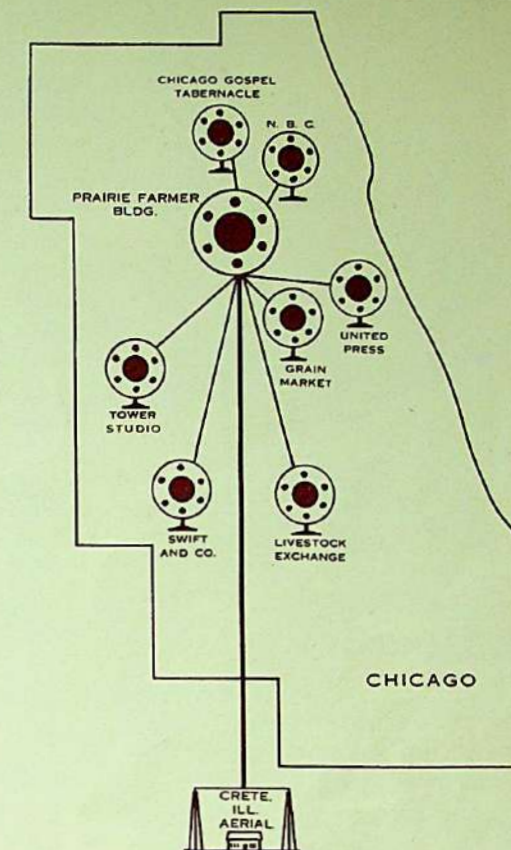
Behind the scenes in WLS the operators keep the station operating. In the control room at Prairie Farmer Building, and in the transmitter building at Crete, Illinois, is such a maze of equipment that you wonder how anybody can make head or tail of it. These boys live in it.

We are proud of our engineering staff. They aren't afraid of anything in radio. If we want a studio in the middle of an alfalfa field, requiring 26,000 feet of wire along the roadside to reach the telephone cable, or if we want to set up a microphone in a tunnel under Lake Michigan, or carry on two-way conversations with an army airplane flying over Chicago, they merely say, "O K", and the job gets done.

Due to the special types of programs which WLS builds, we have mechanical problems which an ordinary radio station never heard of. The diagram on the right shows the outlying studios which you hear every day.

Homer Courchene

Homer is in charge at the transmitter, at Crete, Ill. Music, speeches and all must go from the studio control board to his control board, and thence to the wires between the tall steel towers. Homer was a U. S. Navy radio operator, and later an ambulance driver in France during the war.



Don't take it too hard when you blow out a tube in your radio. When the WLS transmitter blows a tube it costs \$325.00 and they keep \$5,000 worth of "spares" on hand.



Charley Nehlsen

Tom Rowe

Charley Townsend

If we had to write a title for these three it would be "Masters of the Gadgets." They watch the program through a double wall of glass, and do a lot of mixing, fading, softening and amplifying which make the program

come through right. Tommy Rowe is in charge of studio engineering. Although under 30 years of age, he was four and a half years on board ship as a radio operator, sailing out of New York to almost every port of the world. Charley Nehlsen, also was a seasoned seagoing operator, sailing for five years before he began to worry about fuses that blow out when somebody drops a cowbell during a Saturday night barn dance. Charley Townsend is newer at the work, but he's going right up the line. Ask them, "How's everything, boys?" and they'll answer, "Everything's under control."



"She'll Be Comin' Round The Mountain"

Pie Plant Pete, whose songs with the guitar and the harmonica make the old feel young and the young feel gay, is the hilarious young man at the left. Nobody ever calls him by his right name, which is Claud Moye. He was born on a farm in Gallatin County, Illinois, and in his early boyhood learned all about potato bugs, 'possum hunts, and all the kinds of work that a farm boy does. It's one of the great mysteries how Pete can play that guitar at lightning speed, sing a verse of a song, and grab that harmonica with his mouth without missing a beat. Whenever Pete walks into the studio, the operator gets a tighter grip on his control knobs, because he knows something is going to start right then and there.



Leonard Reinsch

You have sometimes heard Leonard's quiet voice announcing a program, but in recent months he has been doing a great deal of other work in the preparation and supervision of commercial programs.

The Renfro Valley Boys

Karl Davis, left, and Hartford Taylor, right, bring a type of music all their own. They are from the Renfro Valley, in Kentucky, and their quaint songs and nimble fingers bring many a smile and set your feet tapping. They are right at home on the Saturday night barn dance.



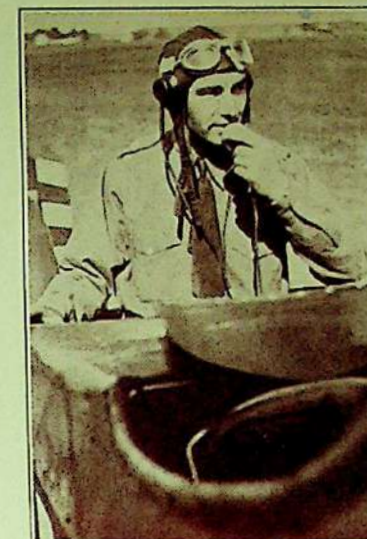
Speed Freeman

Here's "Speed" Freeman, our southern "blues" singer of Merry-Go-Round fame. Her brothers named her "Speed" because she was so slow. There's lots of melody when she starts strumming her "uke".

News From Everywhere

A high point in broadcasting was reached at the time of the great Army Show in Chicago, when WLS, by special permission of the U. S. War Department and the Federal Radio Commission, broadcast direct communication between a transmitter located in the Chicago Soldiers Field and two observation type airplanes flying above Chicago and out over Lake Michigan. Our listeners heard both sides of the conversation as our announcer conversed with the observers and pilots in ships AW-1 and AW-2, flying thousands of feet overhead. Lieutenant Schoenlein of the U. S. Army, at the right, is talking into the flying transmitter of the ship AW-1.

For broadcasting the Illinois State Corn Husking Contest in McLean county, Illinois, which was attended by 30,000 farmers, it was necessary to string 26,000 feet of wire in a shallow trench across the fields and along the roadside, to reach a main telephone cable that would bring the broadcast through to the transmitter. The circle on the right shows Editor C. V. Gregory at the microphone, congratulating the winner, Harold Holmes, on the left, while Dave Thompson, on the right, joins in with a big smile.



Lieutenant Schoenlein, of U. S. Army plane AW-1, whose voice came to you over WLS while he was flying around over Chicago and Lake Michigan, during the Army Show.

We Hear From Strange Places

A lone radio operator on shipboard, sailing across the equator bound for the South Pacific, listened in his little cabin to the WLS program.

A dairy farmer in Champaign county, Illinois, strung a loud speaker out to the dairy barn so they could hear the Good Morning program during milking time.

Mr. and Mrs. Stead, Manitoba, say: "We live 79 miles northeast of Winnipeg, and there are only two radios here."

Two lonely soldiers, night watchmen at an army garage in Washington, D. C., are regular night listeners.

"We live in the center of an island 10 miles long, and there are twelve in our family," says Rupert Cann of Nova Scotia.

O. S. Edwards is on the Pacific Ocean, only fourteen miles from the Mexican border. He listens regularly.

"We live a thousand miles straight north of Chicago in the wilds," writes Mrs. George Cooper of Hornepayne, Ontario. "There are no roads and no autos here. In winter the temperature is 56 to 58 below zero."

And so goes a long list of folks in out-of-the-way places, where WLS is the contact with the outside world. Remember them, next time you listen.



The United Press Reporter, J. C. Austin. You hear him several times each day with news dispatches from all over the world, as furnished by the United Press.

Martha Crane

The presiding genius of Homemakers' Hour. When you meet Martha fact to face—as you are doing now—you find that she is the same friendly, enthusiastic, helpful sort of person that she sounds like on the air. Everybody loves Martha, and she never seems too busy to help somebody else. You have heard her on all kinds of household



programs, sometimes explaining a washing machine or a new cook stove, sometimes talking about canning and preserving, often introducing distinguished speakers on Homemakers' Hour.

Martha was born at Mount Pleasant, Iowa. She grew up in her father's hardware store, and has always loved to cook and sew. She was married a little over a year ago, so her official name is Mrs. Ray Caris, but she is our Martha Crane.

A Program For The Home

WLS has always been a station for the home, and the programs on Homemakers' Hour have been designed to cover not only



Martha delivers a basket of vegetables to the WLS Community Kitchen.

questions of housekeeping, but questions of health, care and education of children, recreation, and a host of other things which are important in family life.

Distinguished doctors and surgeons from the University of Illinois College of Medicine have given thirty-five splendid talks on questions of health and disease. Following one of these talks, a letter came in from a mother, saying, "I want to thank WLS for saving my daughter's life." She told how the information given by a doctor on the Homemakers' program had caused her to recognize symptoms, take her young daughter for an immediate examination, following which she was rushed to a hospital for an emergency operation just in time, the doctor said, to save her life.

Rural school specialists have talked on teacher training, design of school buildings, modern transportation for school children. Weekly talks and suggestions have been given on hot school lunches, particularly for the rural schools. Many plays and entertainments have been given, and copies of them have been sent out to communities which wanted to give them locally.

Representatives of the Illinois Children's Home and Aid Society have talked about the orphan children under their care, resulting



Mrs. Clara Ingram Judson, who talks on home problems.

in placing children for adoption in rural homes. Master Farm Homemakers have been featured, farm women's tours arranged, in cooperation with the Household Department of Prairie Farmer. Experts have discussed home gardening and home decorating. Baby experts have talked about the care of small children. Library authorities have given suggestions for good home reading.

Homemakers' Hour has cooperated with the Illinois Federation of Women's Clubs, giving talks on topics under discussion by that group. Hundreds of speakers, representing every phase of the Homemakers' interest, bring up-to-date ideas to this program.



Marian Syndergaard of Iowa and William Bodenhamer of Missouri, 1930 4-H Club Health Champions at the International Live Stock Exposition.

Home Folks

In every branch of WLS activities the fire-side and the family are emphasized. That's because we are home and fireside folks and we love our homes and our families. Our music runs much more to melody and old-time song than to the "thump, thump" and the weird notes of the so-called modern dance rhythm.

It is interesting to look over the list of our staff members, editors, speakers, musicians, and discover that they represent all points of the compass. A very large percentage of them have come either from farms or small towns, and from many different states. Perhaps this is the real reason so many people write us, from so many different places, saying WLS folks seem just like home folks. They really are, just as they seem.



Mrs. Blanche E. Chenoweth, an authority on clothes.



Demonstrating a washing machine.

Anne and Sue Bring Tower Topics

Anne Williams and Sue Roberts claim the distinction of having the only household program for men on the air in the Middle West. It comes on Tower Topics Time from the Sears, Roebuck and Company studio each Monday morning. Other Tower Topics features are recipes, child welfare, neighborly news, decorating shop and Junior Time.

"Tom and Alice Burke" are eagerly looked forward to by thousands on Sears-Roebuck Matinee Time each Friday afternoon. This one-hour program also brings pleasing numbers of the Maple City Four, Grace Wilson, other artists.

A shoppers' service program by Sue and Anne on Monday and Wednesday afternoons is another Sears feature.

The Sears, Roebuck Agricultural Foundation, Edw. J. Condon, Director, arranges all programs from the Tower Studio.



Sue Roberts. Her specialty is home decoration and she had direct charge of the "Home Beautiful" contest with its tens of thousands of entries. She is a Chicago girl and attended Northwestern University.



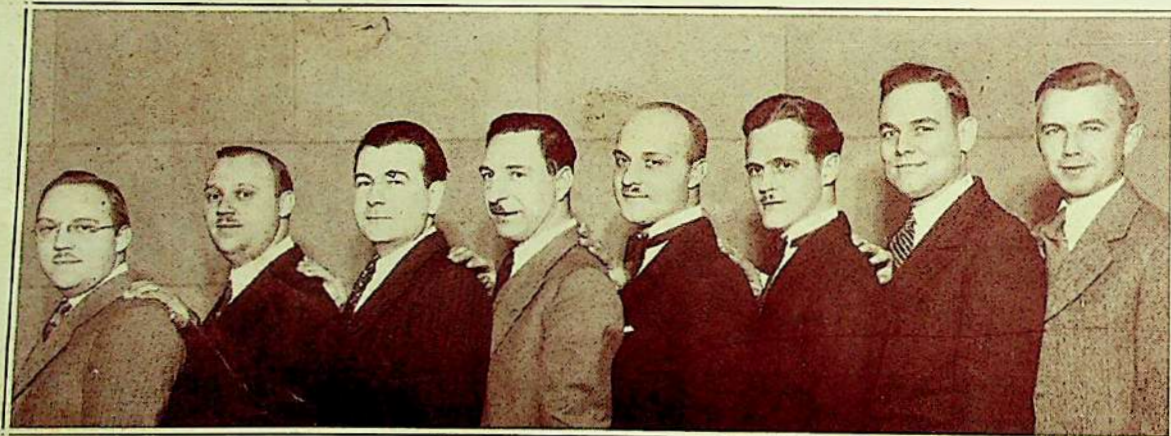
Anne Williams calls Springfield, Illinois, her home town and she is a graduate of the University of Illinois. Anne is a specialist in women's styles and makes trips to New York twice a year to get acquainted with the newest fashions. Yes—she has a husband. She has been heard on WLS for about four years.

Meet Grace Wilson, the "Bringing Home the Bacon" girl. She was one of our first artists on WLS and now appears regularly on Sears programs. Grace can sing "blues" and "sweet" songs with equal appeal. Each broadcast brings her numerous requests.



The Marching Men

You have enjoyed the spirited and harmonious singing of the Marching Men on many evening programs. From left to right their names are: Wm. Pohlmann, Fred Pohlmann, Wm. O'Connor, Lester Smith, R. A. Benson, Osgood Westley, Leonard Shurtz, Eugene Leonardson.



Makers of Melody and Comedy

If you're a WLS fan you've heard us broadcast just about every type of music imaginable—old-time, popular, semi-classic, classic, choral, sacred and dialect. You've listened to lots of fun, too, in plays, dialog and minstrel shows. Thousands of artists appear before the WLS "mikes" annually. There's something more than just getting in front of a microphone and singing, playing or talking. A performer, to be successful, must sense the likes and dislikes of the invisible audience and must put his whole personality into his work. And if he has the "real stuff" his fan mail grows every day.



Gene and Glenn

WLS friends were happy to welcome Gene and Glenn back during mid-winter. They broadcast each morning as artists of the National Broadcasting Company. Glenn was a pioneer WLS entertainer as a member of the "Big Ford and Little Glenn" team. And you knew Gene when he was half of our "Jack and Gene" team. They're a jolly pair, nationally famous. You're looking at "Jake and Lena," too, even if you don't know it.

Hoot Mon! It's Andrew Murdison in "A Wee Bit O' Scotch." Andy appears on WLS occasionally, for there are many who enjoy the songs of the heather. He's a genuine Scot with a "brr-r" and has appeared in many concerts.



Here's a group photo of those old-time melody makers who are gaining fame on WLS—the Cumberland Ridge Runners. They're natives of the Kentucky and Tennessee mountains. That's Gene Ruppe with the fiddle and Hartford Taylor with the guitar. The man with the jug is John Lair, their director. Doc Hopkins, Marine veteran, holds the banjo, and next to him is Karl Davis. Ed Goodreau (with the pumpkin) was calling square dances with them the night the picture was taken. Doc is the sweet singing soloist of the group. Gene makes the fiddle, banjo and harmonica talk, while Hartford and Karl constitute our popular team, the Renfro Valley Boys. They're a happy, music-loving outfit, as versatile as you'll find anywhere.





Oatesville General Store

(Tel: Two Longs and Two Shorts)

Probably you have been going along with the trials and tribulations of Judge Hiram Higsby and Postmaster Henry Hornsbuckle, proprietors of the Oatesville General Store every morning. They have been through a lot of adventures, sometimes thrilling, sometimes near tragic, and always funny.

Hiram and Henry are natives of Kansas, and a good deal of the uproarious comedy which they portray in the lives of the Justice of the Peace and the Postmaster, sounds so real that they must have picked it up in actual life. They are so completely immersed in the characters Hiram and Henry, that their real names, Trulan Wilder and Merle Housh, are seldom used.

Hank Richards

You may have wondered just exactly where Oatesville is located. The above picture of Hank Richards shows the exact location. Hank writes the "script" for the Oatesville episodes, and since we must tell you the truth about it, Oatesville exists in his imagination. Hank was a small town boy, and his ideas travel a mile a minute.

Besides Oatesville, he does other writing in connection with some of your favorite programs, and on some of them you hear his genial voice announcing.

When WLS put on its famous Barn Dance at the International Amphitheater in Chicago last year, Hiram and Henry came riding into the arena on these two prancing steeds. Later in the evening the boys convulsed the audience by taking part in the greased pig chase.



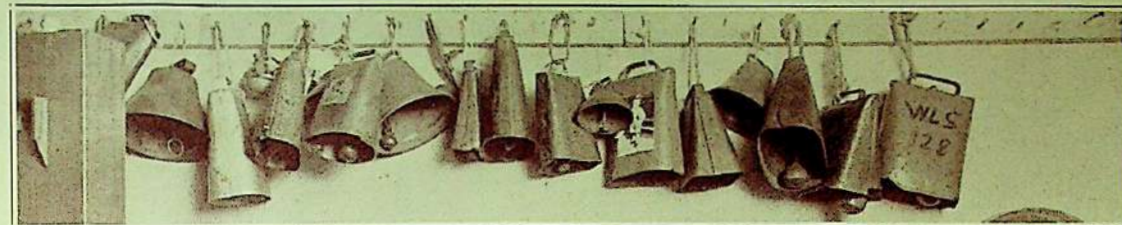
Ole and His Jug

He breaks in any time. You'll have to guess who he is.



Hiram and Henry

On the left is "Postmaster Henry Hornsbuckle", whose real name is Merle Housh. On the right, "Judge Hiram Higsby", whose other name is Trulan Wilder. Henry is married and has a little daughter. Hiram was married in front of the microphone in the WLS studio last year.



You Hear These Every Saturday Night

Probably nowhere else can be found a collection of cowbells so unique as those which you hear on the WLS Barn Dance every Saturday night. One of them traveled West in a covered wagon, nearly 100 years ago. Some have been brought from Switzerland. It's a lot of fun when we have a dignified visitor in the studio on Saturday night, to give him a couple of cowbells and ask him to help out.

Whoa!

The handsome coachman with the tall silk hat and the fancy boots is none other than Charlie Stookey. And the three girls alighting in the arena of the International Amphitheater are the Three Milk Maids, Juanita Brown, Peggy Forbes and Edna Cunningham. This was at the opening of the great public showing of the National Barn Dance.



These are the WLS folks who put on the biggest Barn Dance ever held, November 15, 1930. Thousands of Chicago people, as well as many folks from the country, filled the great International Amphitheater to overflowing, in order to see in person the folks they had heard so often on Saturday night. Probably you heard the broadcast.





Bradley Kincaid, The Mountain Boy

(With The Houn' Dog Guitar)

The life of Bradley Kincaid is a romance so rare that if you found it in a book you'd say it couldn't happen. A barefoot mountain lad, natural ballad singer who learned the guitar almost in infancy, at the age of 33 he has sung his way into the hearts of millions, rich and poor.

The national revival of interest in old American ballads traces largely to Bradley and his songs on WLS. These old songs had been buried in the hill country, in quiet places off the main road. Three years ago he first began to sing them over WLS. They struck a responsive chord. Middle-aged people heard again songs they remembered from childhood—songs that were linked up very closely with the history of the country.

Bradley has published three song books

and has made trips back into the Kentucky mountains to discover more of the old songs. Listeners have purchased more than 200,000 copies of these books.

You who are regular listeners have often heard "Methodist Pie", a rollicking old ballad which we give on the next page.

In building the musical programs at WLS, we have followed many trails and made many interesting discoveries. These mountain songs, the plaintive and humorous cowboy ballads of the West, the Negro Spirituals and work songs as sung by the Metropolitan Church Choir of 100 Negro voices, native Indian music—these are all a part of WLS. They are a basic part of American life and culture.

Methodist Pie

(As Sung by Bradley Kincaid)



I was down to camp meetin'
The other afternoon
To hear them shout and sing.
For to tell each other
How they loved one another
And to make hallelujah ring.

There's old uncle Daniel
And brother Ebenezer,
Uncle Rufus with his lame gal, Sue,
Aunt Polly and Melinda
And old Mother Bender,
Well, I never seen a happier crew.

Well, they all go there
For to have a good time
And to eat that grub so sly.
Have applesauce butter
With sugar in the gourd
And a great big Methodist Pie.

Well, you ought to hear the ringing
When they all get to singing
That good old bye and bye.
See Jimmy McGee in the top of a tree
Saying, how is this for high?

Then they cotch a hold of hands
And march around the ring,
Kept a singing all the while
You'd think it was a cyclone
Coming thru the air,
You could hear them shout a half a mile.

Then the bell rings loud and the great big crowd
Breaks ranks and up they fly,
While I took board
On the sugar in the gourd
And I cleaned up the Methodist Pie.

Chorus:

Oh, little children, I believe,
Oh, little children, I believe,
Oh, little children, I believe,
I'm Methodist till I die.
I'm Methodist, Methodist,
'Tis my belief,
I'm Methodist till I die.
When old grim death comes knocking at the door
I'm Methodist till I die.





The Arkansaw Wood Chopper

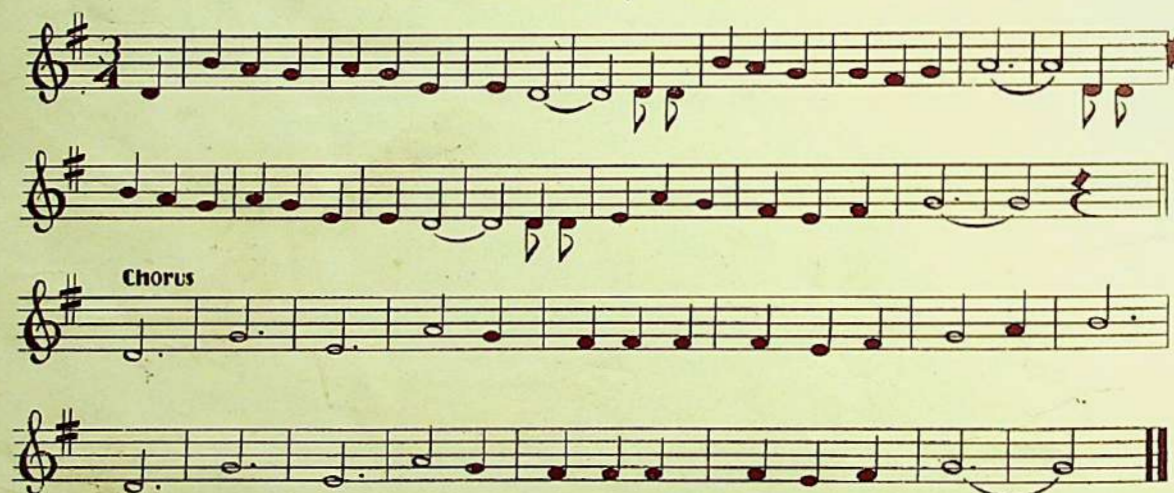
One of the most remarkable things about the Arkansas Wood Chopper is that he actually has chopped a lot of wood, and handles the ax as efficiently as he does the guitar or the fiddle bow.

Arkie, whose real name is Luther Ossenbrink, is a native of the Ozarks. He has made many phonograph records, and you may have seen him at personal theater appearances. Many of his cowboy and hill-billy songs are comic, but some are serious, like this one, "The Cowboy's Dream", which you have often heard him sing.

Like other WLS artists, Arkie sings in his own way, which is not like anybody else. That's why you like him—because he sings from the heart, not from the book.

Arkie started fiddling and calling squares dances in his neighborhood when about fifteen. He soon took up singing with guitar and learned all the old-timers that he could find. Two radio stations in Kansas City have featured him.

The Cowboy's Dream



Last night as I lay on the prairie,
And looked at the stars in the sky;
I wondered if ever a cowboy
Would drift to that sweet by and by.

Chorus:

Roll on, roll on;
Roll on, little dogies, roll on, roll on;
Roll on, roll on;
Roll on, little dogies, roll on.

The road to the bright, happy region
Is a dim, narrow trail, so they say;
But the broad one that leads to perdition
Is posted and blazed all the way.

I wonder if ever a cowboy
Stood ready for that Judgment Day;
And could say to the Boss of the Riders,
"I'm ready, come drive me away."

They say there will be a great round-up,
And cowboys, like dogies, will stand;
To be marked by the Riders of Judgment,
Who are posted and know every brand.

I know there's many a stray cowboy,
Who'll be lost at the great, final sale;
When he might have gone in the green pastures,
Had he known of the dim, narrow trail.

For they, like the cows that are locoed,
Stampede at the sight of a hand;
Are dragged with a rope to the round-up,
Or get marked with some crooked man's brand.

And I'm scared that I'll be a stray yearling,
A maverick unbranded on high;
And get cut in the bunch with the "rustles"
When the Boss of the Riders goes by.

For they tell of another big owner,
Who's ne'er overstocked, so they say;
But who always makes room for the sinner
Who drifts from the straight, narrow way.

They say He will never forget you,
That He knows every action and look;
So, for safety, you'd better get branded,
Have your name in the great Tally Book.

Clem and Harry

Meet our 500 pounds of harmony—Clem and Harry! Clem's the little fellow who tips the scales at 225 pounds, while Harry "tips over" the scales with his 275 pounds. Clem Dacey was born and raised in Lincoln, Illinois. Around 1908-09 he was a member of the Fire Department of that hustling city, and met with a serious accident while fighting a big fire. This resulted in his taking up singing, and he's been at it ever since. He often appeared on WLS as a soloist during our early days. During the World War, Clem was attached to the Personnel Department at Jefferson Barracks, Missouri. Yes, there's a "Mrs. Clem" and young George Dacey, 10 years old at the Dacey home in Wauconda, Illinois.

Harry Hosford first saw the light of day in Erie, Pa. He studied music considerably during his young manhood, little knowing that he would ever make it a profession. Came

the War, and Harry enlisted and was put in charge of a Service Band at Fort Admiral, Md. That was about the time every musician wanted to play the "sax", so when Harry's men reported, 40 out of 60 turned out to be saxophone players. He managed to live that down, and immediately after the War, railroading became his calling. He served as Conductor on Nickel Plate Railroad passenger trains until late in 1919 when an accident incapacitated his left foot. Then Harry took up music in earnest, directing his own orchestras for several years. In 1929, he "teamed up" with Clem and thus was born the team—Clem and Harry.

They gained much popularity last year with their "Riddles and Grins" over WLS. Clem and Harry like nothing better than to sit at the piano with a WLS "mike" beside them with plenty of time to "crack jokes" and sing all types of popular numbers.



Prairie Farmer, America's Oldest Farm Paper

All the resources of Prairie Farmer are back of WLS. Its great editorial and service staff works hand in hand with the staff of WLS, and every member of the organization is headed constantly toward the ideal of service to the public.

Prairie Farmer is just entering its ninety-first year. It was founded by a group of pioneer farmers who organized a society to collect and distribute information about farming on the prairies. In 1841 the little paper first appeared. Its early editorial work centered around the subduing of the new prairie soils, bringing in improved live stock, building more comfortable homes, and organization of farmers into groups that could work out their problems effectively.

Through a long and tremendously interesting history, Prairie Farmer has been a torchbearer for agriculture. Covered wagons by thousands were driven Westward during Prairie Farmer's early years. At the time gold was discovered in California, in 1849, the paper was going to a few thousand subscribers. When Abraham Lincoln was elected President, it was acknowledged as the leader of agricultural thought throughout this region. All during the weary years of the Civil War and through the period of reconstruction and depression that followed, Prairie Farmer

was mailed regularly, constantly carrying the message of better agriculture, better homes, better opportunities for rural people and their children.

At the time of the Chicago Fire, 1871, Prairie Farmer's presses and property were all destroyed. But with the backing of friends from the country, it not only continued publication, but was the first publication in the mails after the fire, and its engraver drew the first map sent out to the world, showing the area of destruction.

It's a long road through ninety years, which includes the Populist uprising of the '80s, the great depression of '93, the Free Silver days of '96, and the turn of the century, bringing a multitude of new machinery, new ideas and a whole new picture of agriculture. Through all these years Prairie Farmer has never been content to take for agriculture any second place or any kind of a deal less than the best. Prairie Farmer now reaches more than 320,000 subscribers every week.

Radio came, and Prairie Farmer seeing its peculiar adaptation to the service of agriculture, went into this field two and a half years ago, determined to make WLS a great medium of service and a true exponent of the high ideals of rural people, truly the Voice of Agriculture.

Editorial Staff in Prairie Farmer's Chicago Office

Left to right, standing: Hugh Triplett, Department Editor; Dave Thompson, Feature Editor; W. Floyd Keepers, Managing Editor; Arthur C. Page, Commercial Editor; Ray Inman, Art Editor; Carol Bridge, Art Department. Left to right, seated: Lois Schenck, Home and Household Editor; C. V. Gregory, Editor-in-Chief; Mary Jens, Assistant Editor.



From The Front Line



Mrs. Payne Mercer, working from the Indianapolis office of Prairie Farmer, is in close touch with the activities of Indiana women. She edits the Indiana women's page in Prairie Farmer every week, and you have heard her occasionally on WLS.



John Lacey, associate editor of Prairie Farmer, is also part of the great news gathering organization of WLS. He is in the Indianapolis office, but comes to Chicago every little while and discusses on WLS some of the important Indiana problems.



W. E. Renshaw

Out on the front line of the Prairie Farmer—WLS organization are 150 men calling at farms and in town, collecting information, making daily reports. If anything of importance happens in this territory, it is reported to headquarters, either Indianapolis or Chicago, within a few hours.

These three men, W. G. Staas, W. E. Renshaw, and A. M. Staas, are in charge of groups of these men. You have met them in many public meetings, discussing rural thievery, prevention of accidents, and new legislative problems for rural betterment.



A. M. Staas



W. G. Staas



J. A. Sackrison, manager of field service in Indiana. Scores of men who work under his direction, making surveys and calling on farmers, keep Prairie Farmer and WLS in touch with every township and crossroads in the state.

Marc Koenig, left, director of the Prairie Farmer—WLS Protective Union. Marc is a relentless pursuer of fakes and frauds. Crooks who would prey upon the farmer, whether by selling fake oil stocks or stealing chickens, grow unhappy in a hurry when Marc gets after them, especially when once a week he tells the world all about it on WLS.



Some Extraordinary Listeners

Mrs. Loretta Welsh, Rockford, Illinois, who was 100 years old November 7, 1930. A constant listener to WLS. She came to Illinois by ox team in 1838.

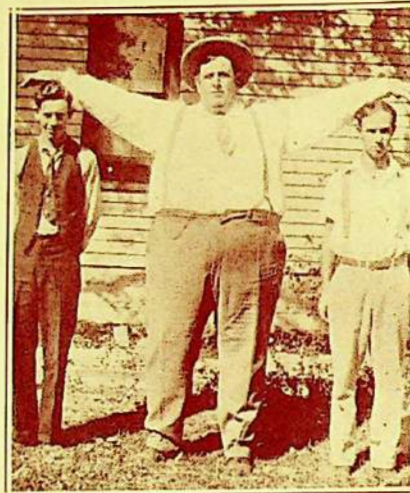


Mrs. Elizabeth Barnhisel, Akron, Indiana, was 100 years old September 21, 1930. She has lived on the same farm for 77 years, and listens regularly to WLS.



Harold R. Bourke of Michigan is 6 feet 6 inches tall and weighs 356 pounds. He's in the piano business.

J. E. Paxton of Nebraska, below weighs 600 pounds, and he says WLS is his favorite station.



"Big Boy" Wandrei of Indiana, another listener, can grease the windmill without a ladder. He is 6 feet 10 inches tall.

Below is the beautiful family of Mr. and Mrs. G. B. Reeves of Nebraska. Count them. You'll find 9 boys and 9 girls. This is the largest family of listeners we could get a picture of, although one was reported with 21 children.



